



ABOUT AGE FRIENDLY ECONOMY

Age Friendly Economy is an EU Erasmus+ project bringing together partners in the UK, Ireland, Spain, Poland and Denmark.

As Europeans live longer and have fewer children, the proportion of elderly citizens will increase while the proportion of working-aged citizens will fall. This demographic evolution presents a challenge to our societies and our public finances that we need to prepare for. This project supports individuals and businesses to develop entrepreneurial, innovation and digital skills to create new products and services demanded by the silver economy. Through this project we will deliver the following in four regions across Europe:



Work Based Learning Toolkit

A series of resources to guide the effective integration of work-based for SMEs in their regions.



Digital Technology for SME's

Free online training to help SME's respond to the specific needs of the over 50's market.



Product Innovation Bootcamp

A 2 day bootcamp in 4 countries to enhance the innovation of age friendly products and services.



Collaborative Learning Platform

Connect with others and help make your company, product and local economy more age friendly.

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Work Based learning toolkit

Our Work-based Learning Toolkit and Partnership Plans is now available in our Age Friendly Collaborative Learning and Knowledge Exchange Platform <http://agefriendlyeconomy.eu/>

This output has been guided by Louth County Council/Local Enterprise Office, Ireland

The Work-based Learning Toolkit comprises a series of knowledge resources which education providers, business support organizations and wider stakeholders can use to help SMEs to innovate with work-based learning. This Guide is designed to have a tangible impact on equipping SME owners to increase the acquisition of new skills of their staff through the adoption of Work Based Learning approaches. SME staff will benefit from our far-reaching research into:

- Different models of work-based learning with a focus on those suited to fostering innovation and intrapreneurship in SME's.
- The most pioneering pedagogies (the theory and practice of teaching) for innovation that are most applicable to the realm of age friendly product development

The Guide seeks to encourage SME's to:

- change the perception of the potential of work-based learning to increase innovation
- commit to incorporating work-based learning within their SME
- commit to the acquisition of innovative digital skills and new product development leading to greater productivity and competitiveness and resilience

The Work Based Learning Toolkit is available now on the learning portal, check out <http://agefriendlyeconomy.eu/courses/work-based-learning-toolkit/>

VET-Business Partnership Strategic Plans have been prepared using the methodology set out in the Age Friendly Economy Work-Based Learning Guide. This toolkit is a resource to increase the adoption of innovative Work Based Learning approaches to increase innovation and intrapreneurship. Across 4 partnerships (Lisburn-Castlereagh, Northern Ireland, UK, County Louth, Ireland, Szczecin, Poland and Andalucía, Spain), each region sets out:

- the context and justification for WBL in the region
- the specific learning objective for SMEs with regard to new products and services for Seniors in the region
- policy recommendations regarding the introduction of innovative WBL models
- the role and time frame of each actor in implementing the policy recommendations
- milestones which actors can compare progress to.



Pictured: Louth County Council/Local Enterprise Office, Ireland

Click the link to download a summary of each plan <http://agefriendlyeconomy.eu/course/work-based-learning-toolkit/?tab=tab-overview>

GET INVOLVED. REGISTER NOW FOR GETTING OUR FREE RESOURCES

Our Age Friendly Collaborative Learning and Knowledge Exchange Platform - <http://agefriendlyeconomy.eu/> is designed to promote ongoing knowledge exchange (both online and mobile) among SME's and their staff, business advisors and education providers. Developed by our Irish partners, Feltech Software Innovations, our platform is a hub of learning and interaction. The platform is designed to encourage all stakeholders to develop closer relationships, share information and engage in our 'communities of learning'. Joining the Platform is free and easy, simply register on <http://agefriendlyeconomy.eu/register/>

The screenshot shows the homepage of the Age Friendly Economy EU website. At the top, there is a navigation menu with links for Home, Community, Training, Groups/Forum, Blog, Get in touch, and About Us. A search bar is located on the right side of the menu. Below the navigation, the main header features the logo for AGE FRIENDLY ECONOMY. EU with the tagline 'FUTURE OPPORTUNITIES FOR SMES'. To the right of the logo is a 'Hello Guest' section with a 'LOG IN or SIGN UP' button. Below this are several navigation buttons: COMMUNITY, TRAINING, GROUPS/FORUM, BLOG, ACTIVITY, and ABOUT US. The main content area is titled 'Home' and features a section titled 'About Age Friendly Economy'. This section includes a sub-heading 'Age Friendly Economy is an EU Erasmus+ project bringing together partners in the UK, Ireland, Spain, Poland and Denmark.' and a paragraph describing the project's goals. A 'Register here' button is located below the text. To the right of the text is a video player with a play button and a title 'European Economy Explained - Going further together - The a...'. Below the video player, there is a paragraph of text: 'There is widespread recognition of the aging European population and as active regions already acknowledging this changing and growing market we have built an experienced project team to approach this opportunity for our regions incorporating multiple perspectives. As Europeans live longer and have fewer children, the proportion of elderly citizens will increase while the proportion of working-aged citizens will fall. This demographic evolution presents a challenge to our societies and our public finances that we need to prepare for.'

Once registered, you become a member of the Age Friendly Economy Community. Some of the key benefits include

- **Engagement and Interaction on Groups/Forums** - <http://agefriendlyeconomy.eu/groups>
In our Age Friendly Collaboration Platform, groups facilitate peer learning and discussion. Anyone can view the discussions and forums but only registered members can join in and create group chats and

forum topics. Four groups have been set up to begin with, these are:

<p>Education Providers: If you are a Vocational Education Training Provider (business development offices, enterprise agencies, colleges, non-profit associations, local governments) this group is for you.</p>	<p>SME Owners: Join this group if you are an Entrepreneur or Business Owner interested in developing products or services for the Silver Economy? Rapid demographic ageing is not only a major societal challenge but also a major opportunity for new jobs and growth. The “Silver Economy” (i.e. those aged 50+) is estimated to be worth 6.6 trillion Euros per year, making it the 3rd largest economy in the world.</p>	<p>Business Advisors: Your role as business advisor requires you to be up to speed with the latest trends, opportunities and innovations across a range of sectors. As Europeans live longer and have fewer children, the proportion of elderly citizens will increase while the proportion of working-aged citizens will fall. What does this mean for SME’s and your role in supporting them? Seek advice and share your thoughts with other business advisors here.</p>	<p>Silver Surfers: This group is for Silver surfers i.e individuals over the age of 50 who utilize the internet on a consistent basis. This Age Friendly Economy project is designed to create products and services for your age demographic, in this forum, you can have your say and engage with some of the businesses and entrepreneurs designing these products. Have a need for a particular product, someone here could help!</p>
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Once members have joined a group (or multiple groups) they can engage in peer-to-peer interaction via:

- Group Chat
- Group Forum facilitates topic based knowledge exchange

- **Age Friendly Online Community - <http://agefriendlyeconomy.eu/members>**

The Age Friendly Online Community is a place to see and get to know all the members of the Platform.

- **Activity and Interaction on the Platform – <http://agefriendlyeconomy.eu/activity/>**

The platform is designed to be very interactive. Clicking on the Activity tab – you can get a view of all the action, discussion and engagement across the platform.

4TH PARTNER MEETING

Our 4th partners meeting was hosted by Feltech Software Innovations in Galway, Ireland, on the 30th of January. Our partners from Northern Ireland, Denmark, Spain, Poland and Louth made great progress in developing innovation opportunities for SMEs and the silver economy #erasmusplus.



PICTURED- 4th partner meeting in Galway.

www.agefriendlyeconomy.eu