



Driving a New Market



Initiative **Silver Economy** North Rhine-Westphalia



**"The elder generation will mould
the future of economy and society.
The improvement of quality of life
in old age is an approach to
mobilise potentials for growth and
employment."**

Memorandum "Economic Potential Age" 1999

1999

2010

2030

2050

Quelle: Statistisches Bundesamt

Institut der deutschen Wirtschaft Köln



What is meant by 'silver economy'?

- housing, adaptations, accompanying services to enhance quality of life in age
- products supporting everyday-life
- leisure, travel, cultural and entertainment offers cut to the interests of senior citizens
- educational offers and new media for senior citizens
- geriatric care & assistance services
- anti-ageing: pharmaceuticals, nutrition and exercise
- clothing and fashion for the silver generation



The 'silver generation' - more demanding and critical

**growing demands:
health conscious, mobile and
independent, more interests in
travelling, culture, technology,
fashion etc.**

**growing self-confidence
and self-esteem:
well funded, critical,
quality and service oriented**



Money is not the bottle neck!

North Rhine-Westphalian income study 55plus:

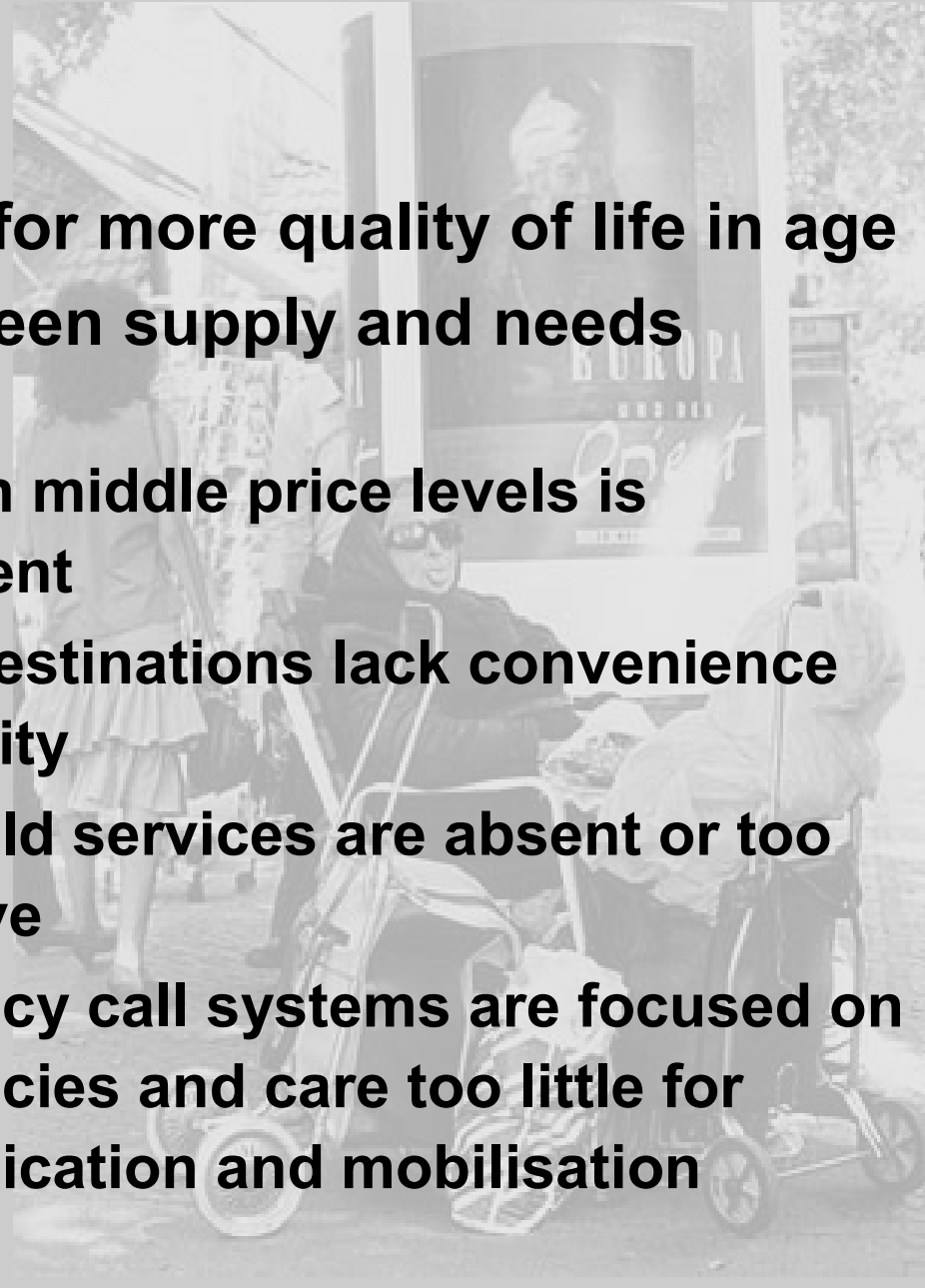
- household income average ca. 2500 €/month
- disposable income average: 710 € per head and month; ca. 1500 € per 55plus household
- importance of income other than pensions is growing
- average pensioner household property : 225.000 €
- old age poverty is low but still 20 % of 55plus households have poor incomes



Supply gaps –

products and services for more quality of life in age still display a gap between supply and needs

- e.g. housing: supply in middle price levels is insufficient
- e.g travelling: tourist destinations lack convenience and quality
- e.g. services: household services are absent or too expensive
- e.g. communication: emergency call systems are focused on emergencies and care too little for communication and mobilisation





Bridging the gaps: objectives of silver economy NRW

- **improve the quality of life of elder citizens with new products and services**
- **extend competitiveness and employment in enterprises**
- **establish NRW and Europe as an exporting location and an area of competence on silver economy**
- **enhance competence in all questions concerning age and ageing of society**



Silver economy: fields of challenge



Housing, Crafts and Services



Leisure, Tourism, Sports, Culture,



Telecommunication and New Media



Responsibility

Ministry for Health, Social Affairs, Women and Family NRW

Scientific management

Institute of Gerontology, University Dortmund (FFG) &
Institute for Work and Technology, Gelsenkirchen (IAT)

working groups

telecommunication and
new media for seniors

housing, crafts and
service supplies

leisure, tourism, sports,
culture and wellness

management office

- proposals for measures and projects
- scientific control and evaluation
- organisation of conferences and workshops
- identification, focussing and marketing of competences
- management and coordination of the initiative



tourism, culture and mobility

active and intergenerative

Initiative Silver Economy **NRW**.



tourism, culture and mobility

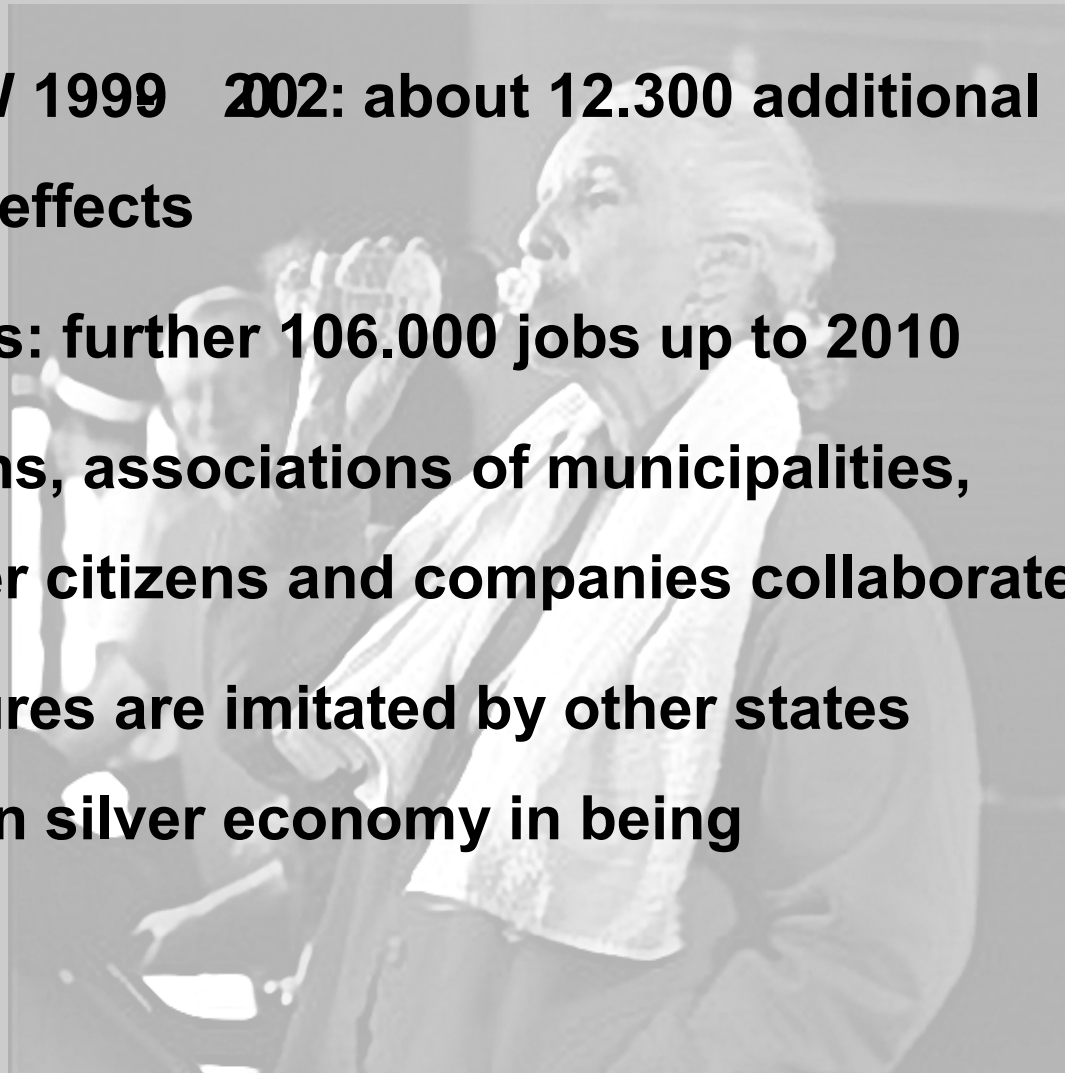
example of projects:

- seniors go culture: easy access to cultural events
- fit & mobile: leisure and transport package Ruhr
- health- and wellness-tourism in North Rhine-Westphalia



'silver economy NRW' - a first balance

- employment in NRW 1999 2002: about 12.300 additional jobs plus multiplier effects
- promising prospects: further 106.000 jobs up to 2010
- welfare organisations, associations of municipalities, associations of elder citizens and companies collaborate
- concept and structures are imitated by other states
- network of European silver economy in being





Further Information



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