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
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
Initiative Silver Economy NRW.

tourism, culture and mobility

active and intergenerative
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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