



Sub-objective n° 3: Silver Economy	
Aims 3.0	To identify, analyse and disseminate good practices, including the development of new approaches, in relation to the Silver Economy to inform regional solutions to the consequences of demographic change.
Priority 3.1	<p>To increase the employment rate of older workers*:</p> <p>- <i>Priority 3.1a:</i> to identify and develop re-training programmes, flexible working practices, gradual retirement schemes and broader ‘age management’ approaches.</p>
* All sub-projects submitted in response to the sub-objective 3 must contribute to the attainment of at least one priority	- <i>Priority 3.1b:</i> to identify and develop approaches to knowledge management, including transfer of skills, bridging the generation gap and drawing on the skills and knowledge of older men and women when they leave work.
Priority 3.2	<p>To encourage tailored business support for and by older women and men*:</p> <p>- <i>Priority 3.2a:</i> to identify and develop ways of supporting older women and men to become self-employed and to set up and develop their own businesses.</p>
* All sub-projects submitted to the sub-objective 3 are to be made in attainment of at least one priority	- <i>Priority 3.2b:</i> to identify and develop ways of mentoring new businesses (run by people of any age) by qualified professionals who are themselves retired.
Priority 3.3	<p>To enhance the growing role of older people as consumers and service users*:</p> <p>- <i>Priority 3.3a:</i> to identify and develop ways of giving older people a stronger voice in the design of services and products and raising awareness amongst public and private sector providers.</p>





<p>* All sub-projects submitted in response to the sub-objective 3 must contribute to the attainment of at least one priority</p>	<p>- <i>Priority 3.3b</i>: to identify and develop ways of protecting older people from unscrupulous companies or service providers who sell them products they do not need or cannot use.</p>
<p>Outputs 3.0</p> <p><i>Recommended Outputs and Outcomes to be achieved in the Sub-project</i></p>	<p>Partners will be expected to demonstrate that Sub-projects have:</p> <ul style="list-style-type: none"> • Addressed equality and diversity issues effectively during their initial design, development and implementation. • Achieved cost-effective ways of: <ul style="list-style-type: none"> ○ increasing the employment rate of older workers; or ○ encouraging tailored business support for older people; or ○ enhancing older people’s role as consumers and service users/ public and private sector awareness of this. • Disseminated these results effectively amongst the seven PEOPLE regions and contributed pro-actively to EU-wide dissemination. • Made effective arrangements for matching less experienced with more advanced regions and for keeping active the partnership network after the co-financed period.

