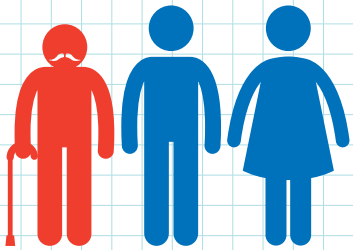
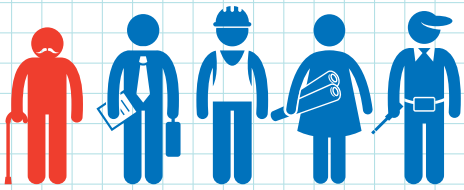
The Silver Economy

Europe is **ageing**.

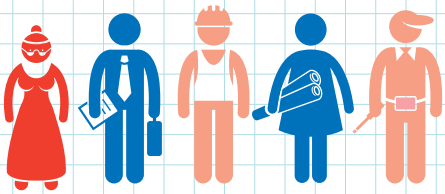


By **2060**
one in three Europeans
will be **over 65**.



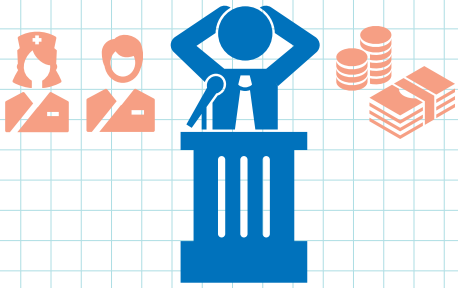
Today

The ratio of **working** people
to the **'inactive'** others
is shifting
from **4 to 1 today**
to **2 to 1** by **2060**.

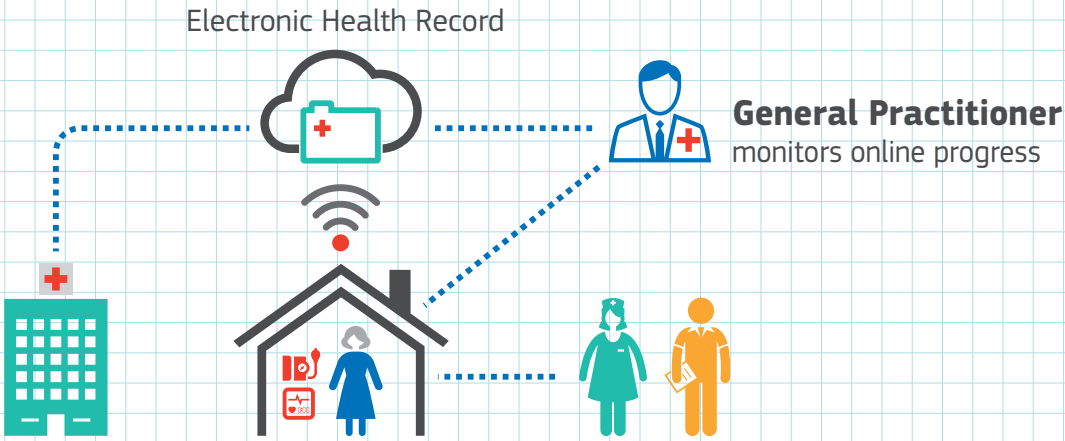


2060

Costs for care are **rising sharply**.
If we don't change our systems for health and social care,
we will not have the money and **the people**
to **guarantee** a **good** and **healthy life for all**.



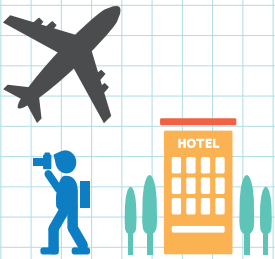
If we reinvent
our systems for
health and social care,
innovative new
ICT-products
and **services**
can help us deliver **better**
and **cheaper care**
for all.



Active and **healthy ageing** offers also **great opportunities**.
If we are prepared to change our systems for health and social care, we can benefit from those.

Today **Europeans over 65** have a **spending capacity** of **over €3,000 billion**.

Ageing in **good health** allows us to



Travel

Work for **more years**

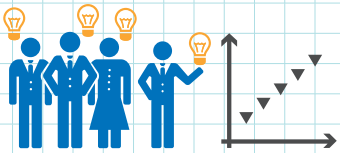
Learn new things

Prepare our homes for **living independently** for the many years to come

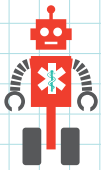
Europe has what it takes to **benefit** from these **new opportunities**

A solid R&I base in European industry.

A host of SMEs & start-ups are now developing



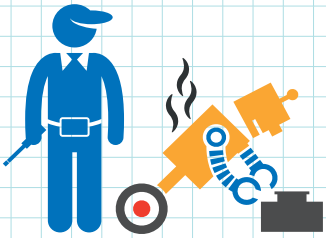
New ICT products such as care robotics



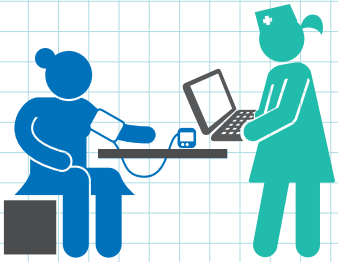
Health mobile applications that assist with tracking

Big pharma companies are developing integrated therapeutic solutions

The Silver economy offers **new highly skilled tech jobs**



but also the opportunity for **low qualified population** to **reskill**.



European Commission