

28th & 29th January 2010
Limoges - France



4th Silver Economy
The ageing : a motor
conference
for regional development



4th conference Silver Economy Network of European Regions

After three editions, in 2005 in Germany, in 2006 in Netherlands and in 2007 in Spain, the Limousin Region, in France, is now hosting the fourth edition of the Silver Economy colloquium on 28th and 29th January 2010.



- Although now considered
- a major development for
- France and the communities of the European Union, to the extent where the latest Report on Economic and Social Cohesion by the European Commission presents it as a crucial issue, the ageing of the population is still all too often considered to be a burden.

Because its inclusion in public policies remains above all linked to the negative immediate consequences, over a dozen European regions have decided to view demographic ageing as a challenge and an opportunity for regional development.

Working together as part of the European network

Sen@er (www.silvereconomy-europe.org), each year these regional authorities organize the "Silver Economy" conference. The event is open to businesses, local authorities and associations and it provides a space for coming together to examine and discuss good practices and for creating innovative solutions together that are sources of economic growth, but that also express greater intergenerational solidarity.

This is why the Limousin Region, as part of its initiative to become a European Laboratory for Demographics is hosting the fourth edition of the Silver Economy conference on 28th and 29th January 2010 in Limoges.



Conference program

CONFERENCE
SEN@ER

28th January 2010 : Lecture halls - ENSIL

08:30 am WELCOME OF PARTICIPANTS

A networking area under the aegis of Enterprise Europe Network and an "age simulator" will be provided all day by the "Niedersachsen" region, Sen@er partner and will be at the disposal of all participants.

9:00 am PLENARY SESSION

Chaired by **Frédéric SERRIERE**, specialist in the economic issues surrounding demographic ageing (fredericserriere.com)

09:00 am Introduction

Simultaneous interpretation



Plenary session, territories faced with ageing populations in Europe

The aim will be to discuss the effects of the ageing population and demographic ageing in order to define priorities in terms of local services, the use of available space and economic development. It will also be the moment to anticipate its impact on territorial cohesion.

Jean-Paul DENANOT, President of Limousin Regional Authority (FR)

Bradley SCHURMAN, Policy Manager, AARP (USA)

Françoise CASTEX, MEP (FR)

09:30 am Territories and demographic fact

Henry COLOMBANI, President of the 'Senior Citizens' committee of the Fondation de France (FR)

Jean-François NYS, Economist, University of Limoges (FR)

Maria José CASTRO NIETO, Ministry of the equality and the well-being, Junta Andalusia (SP)

10:00 am The concept of the Silver Economy : ageing as a source of opportunities

Dr. Josef HILBERT, Director, Employment Institute, Land North Rhine-Westphalia (GER)

Alain LABATUT, Coordinator European Project People (SP)

Bruno RIVALS, General representative of Silverlife Institute (FR)

10:30 am Round table Territories in touch with the ageing

- What territorial strategies to make the most of this ageing ?
- What types of actions for regional stakeholders ?
- Based on accounts of experience, what new public policies ?

Marie-France GALBRUN, Adviser of the committee solidarity of Creuse Departmental Authority (FR)
Giovanni UNGARO, Project Manager, Encouraging autonomy, Enterprise LEGRAND (FR)
Teresa MUNOZ / David CARMONA RODRIGUEZ, FUNDECYT, Junta Extremadura (SP)
Dr. Christof EICHERT, Ministry for Intergenerational Affairs, Family, Women and Integration of North Rhine-Westphalia (GER)
Delia BALZER, Project Manager LINGA, Land of Lower-Saxony (GER)

Discussion

12:00 am DESIGN & METATRENDS 2030 (Part 1)

Zuzanna SKALSKA, Expert, VANBERLO (HOL)

12:30 am LUNCH BREAK

2:00 pm WORKSHOPS

Simultaneous interpretation   

Workshop 1 Promoting employment and the voluntary work for people over fifty in Europe

The employment of people over fifty is a topical issue as illustrated by the implementation in France of new regulations that will be imposed on businesses from January 2010. Following a European snapshot of the situation, contributors to this workshop will discuss initiatives taken by different European regions. How do some of these regions see the employment of people over fifty as an advantage for businesses and our communities? How can companies be persuaded to keep their experienced employees?

Catherine GINER, Director of societal development, Department of Human Resources and Sustainable Development, VINCI (FR)
David ANGLARET, Project Manager for Employment of the Over-50s, Employment Ministry (FR)
Annie JOLIVET, Economist, Institute of Economic and Social Research (FR)
Henri-Claude MOINE, President of the association Entente des Générations pour l'Emploi et l'Entreprise (FR)
Paula FITZSIMONS, Coordinator, Global Entrepreneurship Monitor (IRL)

Presenter John BYRNE, Managing Director, Mid-East Region (IRL)

reporter Werner B. KORTE, Managing Director, Empirica (GER)

Workshop 2 Ageing Well and Wellbeing in Europe

The ageing of the population is now a reality which must be faced. This is an overwhelming trend caused by the combination of three factors : the increase in life expectancy due to improvements in health care and a higher standard of living, and the fact that baby boomers have been reaching retirement age. The result of this phenomenon is to increase the proportion of people liable to end up in a state of dependency. This workshop will provide an overview of the European systems of state care for senior citizens. European examples will be used to illustrate this theme.

Marie-Françoise PEROL-DUMONT, President of Haute-Vienne Departmental Authority (FR)
Françoise BOUCHAYER, Researcher in the CNRS (French National Centre for Scientific Research), health and health care sociologist (FR)
Jean MANTOVANI, Researcher, National Institute for Health and Medical Research (FR)
Jan KOMAREK, Information Society and Media Directorate-General, European Commission (EU)
Laurent BILLONNET, Home autonomy sector for Guéret (FR)

Animateur **Bruno RIVALS**, General Representative of Silverlife Institute (FR)
Rapporteur **Bénédicte VANDEWEGHE**, Expert, JyPée Organisation and Management (FR)

Simultaneous interpretation 

Workshop 3 What local european strategies can be implemented to increase autonomy ?

The vast majority of Europeans wish to grow old at home for as long as possible. Taking this desire into account requires the implementation of integrated local strategies that allow all stakeholders to work in parallel.

Marcel GROCHE, Director, Institute for Social and Family Economics (FR)
Dominique ROUSSEL, President, Autonom Lab (FR)
Per-Olof SVENSSON, Coordinator of the project Seniorforum, Blekinge Institute of Technology (SW)
Marika KURTH, Coordinator of the cluster Seniorpolis (FIN)
Manuel CID GALA / Paula OSES, Junta Extremadura (SP)
Gérard LEBRUN, Director of PHILOE Conseil (FR)

Animateur **Dr. Claus EPPE**, Head of Unit, Ministry for Intergenerational Affairs, Family, Women and Integration of North Rhine-Westphalia (GER)
Rapporteur **Annie de VIVIE**, Founder of the site AgeVillage.com (FR)

3:30 pm **COFFEE TIME**

4:00 pm **FEEDBACK FROM THE WORKSHOPS**

Traduction simultanée



Gérard VANDENBROUCKE, 1st Vice President of Limousin Regional Authority

4:30 pm **DESIGN & METATRENDS 2030 (Part 2)**

Zuzanna SKALSKA, Expert, VANBERLO (HOL)

5:00 pm **BEST PRACTICE EUROPEAN** award ceremony

Traduction simultanée



Jean-Paul DENANOT, President of the Limousin regional authority (FR)
Dr. Vera GERLING, Project Manager, Land North Rhine-Westphalia (GER)
Michel VERGNIER (or his representative), MP and Mayor of Guéret (FR)

8:00 pm **DINNER** for all the participants

Grand Salon - Hôtel de Région

29th January 2010

09:00 / 11:00 am VISIT OF SITES

- **Health Authority of Creuse**, Guéret (Caisse Primaire d'Assurance Maladie)
André Lalande Rehabilitation and functional readaptation centre (CRRF), Noth
- **Smart home** (Enterprise Legrand), Limoges
- **Phone Assistance Center**, Naves (Corrèze)

29th January 2010 : HÔTEL DE REGION

Simultaneous programme

09:00 / 12:30 am **PUBLIC DEBATE**

Living well and living a long life together

Chaired by **François CONSTANTIN**, Brain

9:00 am **Introduction**

Thierry DANTOINE, Head of the Gerontology department, Limoges teaching hospital
Jean-Paul DENANOT, President of the Limousin regional authority

9:30 / 11:00 am **Testimonies**

Sport

Marie-Claude SERVAES, National technical director of the network of retired sportsmen and women
Raymond POULIDOR, Ex-champion cyclist

Culture

Denis LEPAGE and Martine PANARDIE, Company Paroles

Citizenship

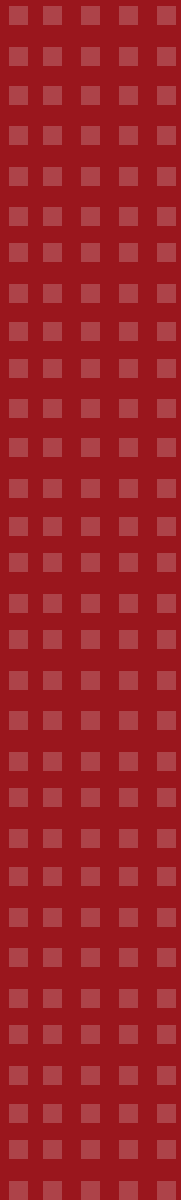
Carole DESANLIS, Youth leader, Nexon regional association for young people
Ludovic MARTIN and Françoise BESSE, Agricultural social insurance of Limousin (Mutualité Sociale Agricole)
Odile PLAN, co-initiator of the project «Or Gris»

11:00 – 12:30 am **Public debate with local leaders**

Jean-Paul DENANOT, President of the Limousin regional authority
Marie-Françoise PEROL-DUMONT, President of Haute-Vienne Departmental Authority (or his representative)
François HOLLANDE, President of Corrèze Departmental Authority (or his representative)
Jean-Jacques LOZACH, President of Creuse Departmental Authority (or his representative)
Alain RODET, President of the Urban agglomeration of Limoges Métropole (or his representative)
Philippe NAUCHE, President of the Urban agglomeration of Brive (or his representative)
Michel VERGNIER, President of the community council of Guéret Saint-Vaury (or his representative)
Bernard COMBES, Mayor of Tulle (or his representative)
Pierre BRIGNOLAS, Mayor of Lavaleix-Les-Mines
Pierre LECHAT, Mayor of Saint-Martial-Entraygues

12:30 am **LUNCH BREAK**

Grand Salon – Hôtel de Région



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