



RuralSilverHubS

Transnational stakeholders webinar

Exploring Silver economy challenges, good practices and solutions in the Sudoe rural areas.



Monday, 27th April - Online

- 9:30am to 12pm (Portugal)
- 10:30am to 13pm (Spain and France)

[Register here](#)



Universidade de Vigo



RuralSilverHubS, a 30-month project funded by the European Interreg Sudoe programme. RuralSilverHubS will run for 30 months (2025–2027), has a budget of €1,264,363.75, and involves nine partners from three different countries: Spain, France, and Portugal.

The partners in the consortium are: Diputació de Tarragona (Lead Partner), Society for the Development of the Province of Burgos (SODEBUR), University of Vigo, Finnova Foundation, GIP Gérontopôle Nouvelle-Aquitaine, SilverOcc Clusterlab, AMAL (Intermunicipal Community of the Algarve), CIM do Ave, and the Portuguese Red Cross.

The upcoming webinar will **present the results of the stakeholder study, along with best practices** and lessons learned regarding the development of the Silver Economy in rural contexts. It will also contribute to strengthening cooperation among key actors and fostering new transnational synergies.

Agenda

09:30 – 09:40 | **Welcome and Introduction**

Brief welcome and framing of the objectives of the webinar,

Marta Farrero: Head of Transversal Projects, Diputación de Tarragona.

9:40 – 10:00 | **Territory Snapshots**

Short territorial presentations by each partner:

- **Laura Capel** (Diputación de Tarragona): Tarragona
- **Beatriz García** (SODEBUR): Burgos
- **Isabelle Lesterpt** (Gérontopôle): Nouvelle-Aquitaine
- **Clusterlab Silver Occitanie**
- **Teresa Martinho** (Comunidade Intermunicipal do Algarve): Algarve
- **Comunidade Intermunicipal do Ave:** Ave Region

10:00 – 10:10 | **Ice Breaker**

- Interactive Slido activity to understand who is participating.



*The webinar will be held online from Portugal, from 9:30 AM to 12:00 PM (GMT). **Participation is free upon registration**, and the session will be conducted in English.*

10:10 – 10:50 | Silver Economy Best Practices

Presentations

- Iratxe Herrero Zarate: y-logika (Burgos)
- Jean-Baptiste Gougeon: La Fabrique à Initiative (Nouvelle-Aquitaine)

- **Imen Megdiche Bousarsar and Manon Sellos:** RI2S - Rural Innov Santé Senior (Occitanie)
- **Catarina Pereira:** BISAR (Ave Region)
- **SERRADENTRO**, Associação Vicentina (Algarve)
- **Eurecat Technological Center** (Tarragona)

10:50 – 11:00 | Short break

11:00 – 11:50 | Interactive Round Table

Discussion on territorial challenges, enabling factors, and potential actions related to the Silver Economy.

- **Moderators:** Simone Julio and Vania Martins (Oficina/AMAL)
- **Best Practice presenters:** Jean-Baptiste Gougeon, Imen Megdiche Bousarsar, Manon Sellos, Catarina Pereira
- **All participants**

11:50 – 12:00 | Conclusions and Next Steps

- Wrap-up of key insights from the session.
- Presentation of next steps for the RuralSilverHubS project.

Registration required.

Participation is free of charge, but prior registration is required by April 20th via the following form:

[Go to the registration form](#)



The Interreg Sudoe RuralSilverHubs project is a **cross-border initiative** co-funded by the Interreg Sudoe Program (2021–2027), with a total budget of approximately €1.3 million. **Bringing together partners from Spain, France, and Portugal**, the project aims to address the challenges of demographic aging, depopulation, and limited access to services in rural areas.

At the core of the project lies the promotion of the **Silver Economy**, defined as the set of economic activities linked to the needs and opportunities of individuals over the age of 55.

The project seeks to transform demographic trends into drivers of innovation, entrepreneurship, and improved quality of life across rural territories.

The project is developing several strategic actions:

Establishment of a rural observatory to analyze demographic and socioeconomic data.

The establishment of co-creation labs involving local stakeholders.

Implementation of scalable and replicable pilot actions throughout the SUDOE region.