

## REGION PROVENCE-ALPES-COTE D'AZUR PRESENTATION AND ECONOMICAL DEVELOPMENT POLICY

### GENERAL INFORMATION

- ▶ 4,9 millions inhabitants,
- ▶ 6 counties (Alpes-de-Haute Provence, Alpes-Maritimes, Bouches-du-Rhône, Hautes-Alpes, Vaucluse et Var),
- ▶ 6 000 territorial agents,



### ECONOMIC DEVELOPMENT POLICY

- ▶ In March 2017, approval of **SRDEII** (Regional strategy for the Economical Development, Innovation and Internationalization), Roadmap for the territorial economic sectors,
- ▶ **SRDEII**: declination in strategical sectors organized in Regional Interest Operations (OIR),
- ▶ Regional voluntarist policy regarding the Health with a budget of 6 millions €,
- ▶ One of the 7 Regional Interest Operations (OIR) is the **SILVER ECONOMY**



- ▶ The Region is directly concerned with the Ageing,
- ▶ In 2040, people older than 60 years will represent a third of the regional population (1,6 millions),
- ▶ 1 900 000 seniors including 910 000 people older than 75 years and more (16% of the regional population).

### That's why:

- The Region willingness is: Innovative and proactive approaches taking in consideration:
  - Active ageing in good health,
  - Vulnerability screening, prevention and dependence take over.

### The regional challenge:

- ▶ Foster the well-being and life quality of the older,
- ▶ Support for the entourage,
- ▶ Care system adaptation,
- ▶ New services and applications development.



### SILVER ECONOMY

- ▶ Makes the Region Provence-Alpes-Côte d'Azur, the first Silver Region in Europe,
- ▶ Enhance the care path,
- ▶ Tele-Health dispositives development
- ▶ Position the regional companies on the connected health, well-being and connected housing markets,

### REGIONAL GERONTOPOLE

- ▶ Informational, Scientific and Methodological resources platform,
- ▶ Support structure for professionals, older adults and care givers,

### The objectives:

- ▶ Professional and users connection optimization,
- ▶ Data and promising experiment dissemination,
- ▶ Regional promotion of the innovation capacity in the ageing field,

***Those dispositive are driven in partnership with the regional health agency.***

**THE REGION ON THE EUROPEAN LEVEL**

- ▶ Enhance the European funds capture in the Ageing field,
- ▶ Intensify the mobilization on the European program,
- ▶ For developing the Regional visibility on the European scale regarding the Ageing and E-health activities,
- ▶ Widen the connections with European institutions, regions and actors related to the ageing and E-health.

**INTEREST WITH PROGRAMS LIKE AAL**

- ▶ Help for the deployment of innovative solutions,
- ▶ Enlarge the commercial companies perspectives (European development for the innovative solutions),
- ▶ Identify new solutions not available on the domestic market,
- ▶ Develop smaller projects supported by the final users.

**OPPORTUNITIES REGARDING THE EUROPEAN PROGRAMS**

- ▶ Horizon 2020
- ▶ Erasmus +