

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 REGIONAL CONTEXT RELATED TO THE AGEING & WELL-BEING

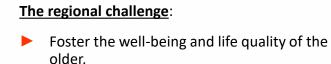


The Region is directly concerned with the Ageing,

- 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:

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



- Support for the entourage,
- Care system adaptation,
- New services and applications development.





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SILVER ECONOMY OIR and GERONTOPOLE PROJECT CREATION





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 drived in partnership with the regional health

agency.





THE EUROPEAN DIMENSION AND EXPECTATION FOR THE REGION PROVENCE-ALPES-COTE D'AZUR



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 +



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