

# **Comparative Analysis of National and Regional Silver Economy Models in the European Union**

International Seminar  
"Building evidence base for active ageing policies:  
Active Ageing Index and its potential"  
Brussels, 16-17 April 2015

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# Contents

- The Scope of the Analysis
- "A Missing Leg of Ageing Policy Ideas"
- Silver Economy / Silver Market
- "Two Demographic Europes?"
- AAI and European Welfare Systems in Comparative Perspective
- AAI and Varieties of Capitalism in the EU
- Cases of Regional Silver Economy Models
- Recommendations for the Practice
- Directions for Further Research

# The Scope of the Analysis

- The central thesis:  
the AAI by comparison to clustering of countries in  
(1) typologies of welfare states  
(G. Esping-Andersen, Y. Kazepov)  
and  
(2) typologies of varieties and cultures of capitalism  
(P.A. Hall and D. Soskice; C.H. Turner and A. Trompenaars)  
may be used **to explain the emerging differentiation of models of the silver economy in the countries of the European Union.**
- The analysis focused on the identification of national and regional factors relevant to the development of the silver economy.

# The Scope of the Analysis

- The 3 stages of study:
  - 1 **A literature review** (theoretical concepts associated with the silver economy and the implementation of the UN and EU strategies)
  - 2 **Comparisons of the AAI** and its domain-specific indices with **different clustering of countries**.
  - 3 **In-depth analysis of selected cases of regional models** of the silver economy.
- Data sources:
  - The "Regions for All Ages" (European Policies Research Centre 2006).
  - The "Shrinking Regions: a Paradigm Shift in Demography and Territorial Development" report of the European Parliament (2008).
  - The "4 Leaf Clover Quality Model for Senior Service Sector" (AMU Nordjylland et al. 2008-2009).
  - The "Synthesis Report on the implementation of the MIPAA in the UNECE Region" (2012).
  - The AAI (2012, 2014).

# "A Missing Leg of Ageing Policy Ideas"

1950:

DEPENDENT (60+):



ACTIVE (15-59):



2005:

DEPENDENT (60+):



ACTIVE (15-59):

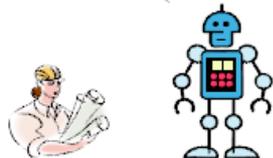


**ALTERNATIVE 2050:**

DEPENDENT (60+):



ACTIVE: (15-59 + 0-end of 'life')



# **Silver Economy / Silver Market**

**14 economic segments of the silver economy (by P. Enste, G. Naegele, V. Leve):**

IT applications in inpatient and outpatient care

Smart living, housing adaptations and supported living services, increasingly on an IT-basis

Promotion of independent living, likewise increasingly on an IT-basis

Gerontologically relevant areas of the health economy

Education and culture

IT and media

Service robotics

Mobility and the promotion of mobility, e.g., car traffic safety

Recreation, travel, culture, communication and entertainment

Fitness and wellness

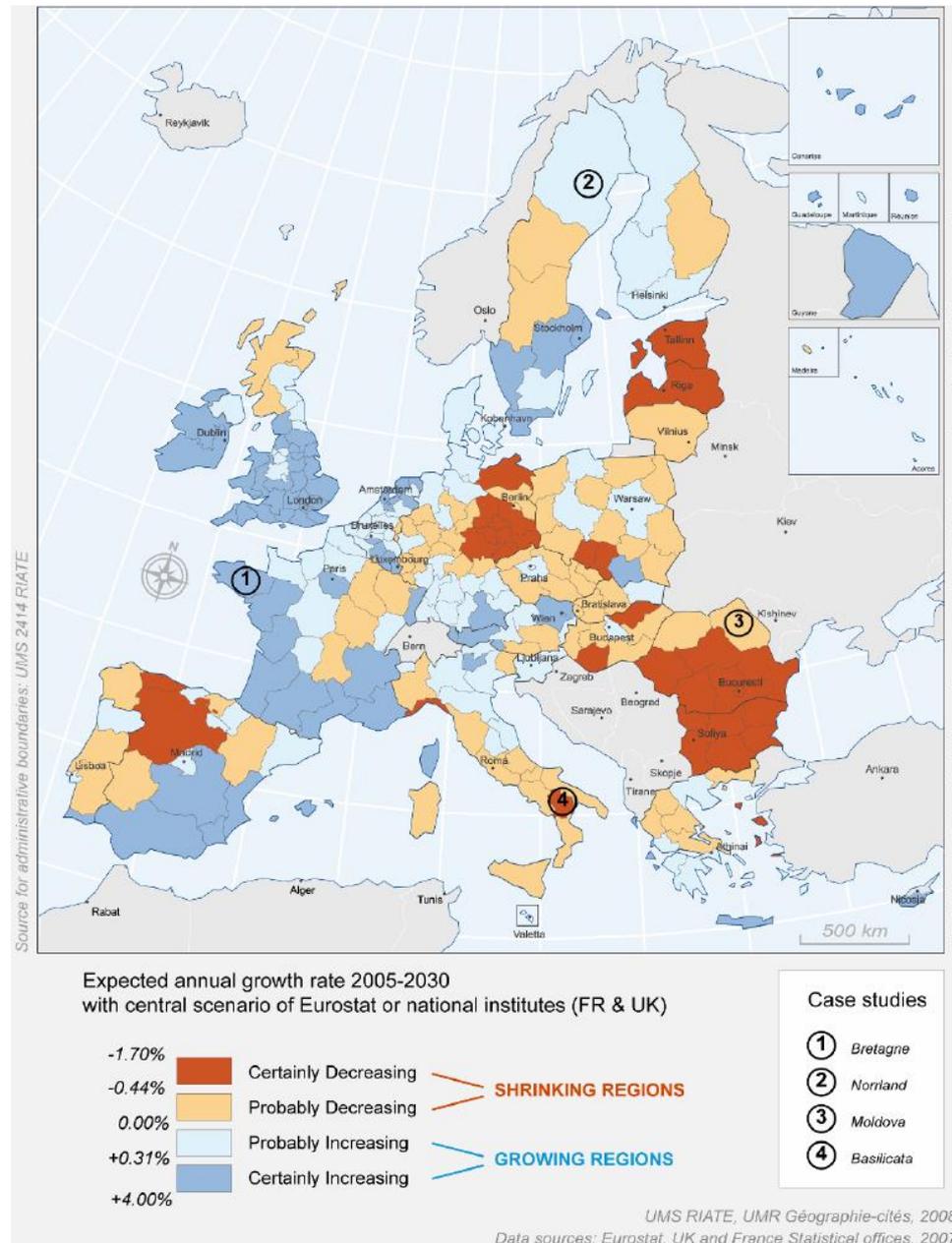
Clothing and fashion

Services facilitating everyday life and other home services

Insurance coverage, especially with regard to age-specific "risks"

Financial services "sensitive to demography", especially in the area of capital protection, wealth maintenance and dissaving counselling

# "Two Demographic Europes?"



# AAI and European Welfare Systems in Comparative Perspective

Welfare systems	Employment		Participation in society		Independent, healthy and secure living		Capacity and enabling environment for active ageing		Overall	
	Rank		Rank		Rank		Rank		Rank	
	2012	2014	2012	2014	2012	2014	2012	2014	2012	2014
<b>Liberal (United Kingdom)</b>	3	4	11	11	6	11	5	5	4	5
<b>Social-Democratic (Sweden)</b>	1	1	4	4	2	4	1	1	1	1
<b>Corporative (France)</b>	21	16	5	5	9	6	9	9	12	9
<b>Familistic (Italy)</b>	22	19	2	2	19	17	15	15	15	14
<b>In Transition (Poland)</b>	24	20	27	28	21	24	22	22	27	27

Source: Own elaboration based on *Active Ageing Index 2012 & 2014*; Kazepov, Yuri. 2010. "Rescaling Social Policies towards Multilevel Governance in Europe: Some Reflections on Processes at Stake and Actors Involved." In *Rescaling Social Policies: Towards Multilevel Governance in Europe*, edited by Yuri Kazepov, 35–72. Farnham, Burlington: Ashgate.

# AAI and Varieties of Capitalism in the EU

At least three models of the silver economy in the EU:

- **Liberal welfare regimes = liberal silver economies**, which are characterized by competitive market arrangements and inter-firm relations; freer movement of inputs; comparative advantages in high-tech and service; etc.
- **Social-democratic and corporative regimes = coordinated silver market economies** with non-market relations; collaborative inter-firm ties; differentiated and niche production; high rate of unionization; incremental innovation; etc.
- **Mixed/hybridized silver economies = may emerge in the Mediterranean and "in transition" states** where is a large agrarian sector, the influence of non-market coordination in the sphere of corporate finance, and liberal arrangements in the labour relations.

There may be more configurations at the regional level.

# Cases of Regional Silver Economy Models

Welfare systems	Strategic focus	Policy delivery
<b>Liberal North West (England, UK)</b>	Raising awareness of ageing in regional organisations and development strategies; focus on engaging older people; <b>productive ageing</b> ; redesigning communities	Mainly through <b>partnership with regional-level organisations</b> , but increasing focus on inter-regional and sub-regional <b>coordination</b>
<b>Social-Democratic Kainuu (Finland)</b>	<b>Welfare provision</b> ; limited labour market initiatives	A <b>combination of regional and municipal bodies</b> , based on voluntary agreement and consensus on ageing challenge
<b>Corporative Nordrhein-Westfalen (Germany)</b>	Labour market initiatives; <b>post-retirement strategy</b> (silver economy)	Mainly through implementation of <b>land policies</b> by government agencies
<b>Familistic Emilia-Romagna (Italy)</b>	Mainstreaming ageing throughout regional policy; <b>focus on welfare provision and care</b>	<b>Regional framework</b> document implemented in partnership with municipalities
<b>In Transition Małopolska (Poland)</b>	<b>Investments such as modernization</b> of hospitals, spas old housing resources; development of transport and communication; development of the “Senior Health Center” network; creating healthy cities	Publicity conducted by <b>region and stakeholders</b> , the autonomic decisions at the local level

Source: Own elaboration based on Ferry, Martin, Vít Novotný, Vincenzo Mancusi, Tobias Gross, and John Bachtler. 2006. *Regions for All Ages: The Implications of Demographic Ageing for Regional Policy*. Glasgow: European Policies Research Centre; University of Strathclyde, ix; Golinowska, Stanisława, ed. 2011. *Challenges of Małopolska in the Context of an Aging Population*. Małopolskie Studia Regionalne. Cracow: Marshal Office of the Małopolska Region.

# Recommendations for the Practice

Further promotion of the silver economy in association with a creative economy and social economy

Focus on the gerontechnology and social innovations for ageing societies

Adding to the AAI indicators on age discrimination, generational relationships, acceptance of new technologies, R&D in the field of ageing, and patterns of consumption

Fostering the development of institutions specializing in the silver economy and their clusters

## **Directions for Further Research**

In-depth analysis of regional models of the silver economy, including their smart specialisation

The analysis of the silver economy in culturally diverse regions and shrinking regions

Studies of migration policies and programs related to older migrants

Studies of the silver economy in the context of a variety of mixed economies of welfare in the EU

Studies of technology transfer and social innovation in the field of ageing

The development of potential international standards in the silver economy

**Thank you for attention**

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