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
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 "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).
"A Missing Leg of Ageing Policy Ideas"

<table>
<thead>
<tr>
<th>Year</th>
<th>Dependent (60+)</th>
<th>Active (15-59)</th>
<th>Alternative 2050</th>
</tr>
</thead>
<tbody>
<tr>
<td>1950</td>
<td>![Image]</td>
<td>![Image]</td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td>![Image]</td>
<td>![Image]</td>
<td></td>
</tr>
<tr>
<td>2050</td>
<td>![Image]</td>
<td>![Image]</td>
<td></td>
</tr>
</tbody>
</table>

### Silver Economy / Silver Market

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

<table>
<thead>
<tr>
<th>Segment</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT applications in inpatient and outpatient care</td>
<td>Smart living, housing adaptations and supported living services, increasingly on an IT-basis</td>
</tr>
<tr>
<td>Education and culture</td>
<td>IT and media</td>
</tr>
<tr>
<td>Recreation, travel, culture, communication and entertainment</td>
<td>Fitness and wellness</td>
</tr>
<tr>
<td>Insurance coverage, especially with regard to age-specific “risks”</td>
<td>Financial services “sensitive to demography”, especially in the area of capital protection, wealth maintenance and dissaving counselling</td>
</tr>
<tr>
<td>Mobility and the promotion of mobility, e.g., car traffic safety</td>
<td>Service robotics</td>
</tr>
<tr>
<td>Services facilitating everyday life and other home services</td>
<td>Clothing and fashion</td>
</tr>
<tr>
<td>Gerontologically relevant areas of the health economy</td>
<td></td>
</tr>
</tbody>
</table>

"Two Demographic Europes?"

Expected annual growth rate 2005-2030 with central scenario of Eurostat or national institutes (FR & UK)

## AAI and European Welfare Systems in Comparative Perspective

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Liberal (United Kingdom)</td>
<td>3</td>
<td>4</td>
<td>11</td>
<td>11</td>
<td>6</td>
<td>11</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Social-Democratic (Sweden)</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Corporative (France)</td>
<td>21</td>
<td>16</td>
<td>5</td>
<td>5</td>
<td>9</td>
<td>6</td>
<td>9</td>
<td>9</td>
<td>12</td>
<td>9</td>
</tr>
<tr>
<td>Familistic (Italy)</td>
<td>22</td>
<td>19</td>
<td>2</td>
<td>2</td>
<td>19</td>
<td>17</td>
<td>15</td>
<td>15</td>
<td>15</td>
<td>14</td>
</tr>
<tr>
<td>In Transition (Poland)</td>
<td>24</td>
<td>20</td>
<td>27</td>
<td>28</td>
<td>21</td>
<td>24</td>
<td>22</td>
<td>22</td>
<td>27</td>
<td>27</td>
</tr>
</tbody>
</table>

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

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

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

aklimczuk@gazeta.pl