

Why innovations and start ups are at the heart of Silver Economy Expo

The answer can be found in the demographic ratio of dependence

Come and see 56 start-ups at the Show

“The ageing population in France and the demographic transition which comes with it are two challenges for our society. As with other transitions that we are familiar with (energy, digital, entrepreneurial...), the solutions come from innovations. We created Silver Economy Expo to give a big boost to the promotion of startups in the industry and to help them establish important contacts. This seventh show will bring together the greatest number of innovations and start ups in the sector ” says Alain Bosetti, President of Silver Economy Expo.

Why is innovation essential ? The answer can be found in the the demographic ratio of dependence.

The **demographic ratio of dependence** is the relationship between the number of “ seniors ” and the number of people of working age.

In 1960, France had 5 adults aged between 19 and 64 for every senior over 65 . This is a demographic dependence ratio of 20 % . (1)

This ratio has now increased to 37 % and is expected to reach 49 % in 2040 and 52 % in 2060.

Basically this means that in just 20 years time there will only be 2 adults aged between 19 and 64 for every senior over 65.

The implications are clear for the age of retirement , the funding of pensions and also the cost for family helpers , of whom there are fewer to take responsibility for more vulnerable and dependent seniors.

So ,innovations, in all their forms, are indispensable.

At Silver Economy Expo 2019, **56 start-ups will show their innovative ideas and inventions for helping seniors** : maintaining social connections ; cognitive stimulation ;reducing risks ; personal services ; home adjustments and security ; health products and services ; solutions for residences for seniors or care homes. Please see the list below.

These start-ups will be exhibiting at the stands of their supporting organisations (like Legrand at Silver Economy Expo and CNAV at the Trade Show for personal and domestic services) or at the stand for their “ cluster organisation” (Silver Valley, Silver Nouvelle Aquitaine- Calyxis, Métropole de Toulon (the Greater Toulon area) Silver Innov..) or in the Start up Village.

(1) Source : INSEE (French national institute for statistics and economic data)



Innovation is not just about technology. This can be seen from the response to the Legrand Foundation's invitation to submit projects to showcase the initiatives of the 'social and solidarity economy' for domestic support for people losing their autonomy.

A panel will judge the submissions on Wednesday 27th November from 11am – 12.30 pm - <http://bit.ly/2N0gLul>

The nominees are :

- Frédéric Besacier (project with AILES) – the automated mobile flat for everyone
- Edwin Berlucchi (project with UNA LOT ET GARONNE) – Reducing risks and giving support to seniors in rural parts of the country.
- Caroline Donnez (project with PODELIHA) - Detached houses with adjustments and facilities for seniors
- Raphaël Thivillier (project with UNA ISERE) - Unapparté : the flat with a difference ! A stand for educating the general public about the best way to make the most of life in old age
- Pierre-Martin Aubelle (project with LES CLÉS DE L'ATELIER) - Intergenerational training courses to help the elderly be autonomous
- Bénédicte Ternynck (project with Tim & Colette) - Intergenerational cohabitation.
- Marie-Laure Pacreau, (project with la Jeune chambre économique de Limoges) - At'Home Bus, a vehicle for assisting with medical diagnosis and maintaining social links for elderly people living alone.
- Jean Ruch (project with Familles solidaires Alsace) - # HOME'LAB, open laboratory integrating automated solutions specifically for inclusive home environments for people losing their autonomy and vulnerable people.
- Joseph Bert (project with Chemins d'espérance) - A stand for residences and autonomy for seniors
- Ambroise Laidebeur (project with Ensemble autrement) - Shared accommodation with support for helping physically handicapped people be autonomous

Silver Academy's 4th event

For the last four years Silver Economy Expo has awarded prizes to the industry's most innovative start-up. This year six semi-finalists have been chosen by internet users. Four of them will appear before the panel on Wednesday 27th November from 2.30 to 3.30 pm

<http://bit.ly/2JuJbLb>

The six shortlisted candidates are :

[Manea](#) : An aid for washing oneself which serves as an arm

[Plénior](#) : A monthly magazine which explains and tests all the new technology for seniors. It comes with a telephone aid which answers subscribers' questions.

[Part'âges](#) : Meal preparation including fine menus and a cooking workshop focusing on seniors' needs

[Joyà](#) : Domestic care with specific adjustments for the needs of vulnerable people

[HappyVisio](#) : Webconference and workshop service which can be followed by videoconference from the home or a residence

[:Cokpit](#) A platform which connects professional seniors coming to the end of their careers or who have recently retired with SMEs , micro businesses and startups

Aide à la personne (Personal assistance)

- *Axyn Robotique* : Producers of machines for helping people especially the elderly or handicapped (<http://www.axyn.fr/>)
- *Assytel-Framboise* : The first jewel linked to a helpline www.assystel.fr
- *Bluelinea* : Support for people losing their autonomy and their helpers. www.bluelinea.com
- *CS-Lane* : Putting seniors and students who travel alone in touch with each other
- *Cutii* : Autonomous companion machine with a videoconference screen . <https://www.cutii.io/>
- *Dôme* : Application which gives greater peace of mind to helpers and those they help by facilitating coordination of professional support and data sharing amongst all those involved in the home (<https://www.domicilien.fr/>)
- *Familyzen* : Organisation services , management of your files and your affairs, administrative support, help with managing personal finances . www.familyzen.fr
- *Happyvisio* : the best internet site for conferences and videoconference workshops on a wide range of subjects (<https://www.happyvisio.com/>)
- *Marguerite* : Support service for creating a life plan for friends and family members losing their autonomy. www.margueriteservices.fr
- *Maven* : Home care service, for help with home clearances . www.societemaven.com
- *Msi Consulting* : solutions for managing and anticipating changes in certain essential parameters for measuring a person's health <https://msiconseil1.wixsite.com/smartmetersmi>
- *Senioradom* : Remote support service which automatically notices if someone has fallen or is unwell without requiring the person to wear an alarm pendant or bracelet . <https://www.senioradom.com/>
- *Tilia* : *Service helping you organize the daily life of the friend or family member requiring care in their home with the help of a personal assistant and a mobile application* (<https://tilia.ifsalpha.com/>)
- *Viktor by fingertips* : A connected cushion for social contacts. It helps seniors losing their autonomy to access very easily services for maintaining social connections , entertainment and remote support (<http://spin-off.biz/>)
- *Yesdriveme.com* : the number one site for hiring a chauffeur to drive cars for elderly people (<https://www.yesdriveme.com/>)

Alimentation – Nutrition (Food and nutrition)

- *Saveurs sans ... (Great taste without ...) : cooked meals, 100 % organic , easy to use.* www.lesmustsbienetre.com

Aménagement et sécurisation de l'habitat (Home adjustments and security)

- *Adaptia* : Help from occupational therapists to give individuals support. www.adaptia.fr
- *Allomarcel* : Wide and exclusive choice of solutions for home improvements and alterations. www.allomarcel.com
- *Manea* : An aid for getting washed which operates as an arm www.manea-france.fr
- *Merci Julie* : Assessment by occupational therapist at home, support with completing a project. Training for helpers and professionals
- *Mondiag.net* : Support software for professionals assessing the social and home environment of seniors. www.mondiag.net

Distribution spécialisée – Réseaux de vente (Experts in delivery – sales networks)

- *Courseur* : Delivery service for shopping to the home for anyone losing their autonomy (<https://courseur.com/>)

Logement – Hébergement (Accommodation – residences)

- *Papyhappy* : The collaborative and comparative platform for senior accommodation. (<https://www.papyhappy.com/>).
- *Silversathome.fr* : the number one portal for real estate adverts and personalised support specifically for seniors' and intergenerational homes

Organisme de formation / professionnalisation / certification (Training/ skills/ accreditation organisations)

- *Les clés de l'atelier* : Training courses for maximising autonomy through adjustments to the home . <https://www.lesclesdelatelier.fr/>

Produits et services de santé (Health products and services)

- *Auxivia* : Producers of connected glasses which hold data on water levels and help to stop dehydration in people requiring care (<https://auxivia.com/fr/index.html>)
- *C2Care* : Therapeutic software designed to meet the needs of care institutions for seniors. <https://www.c2.care/>
- *Healthy Mind* : Immersions in virtual reality optimized for relaxation and taking one's mind off pain through advanced psychological principles including relaxation techniques, medical hypnosis and soothing music <https://healthymind.fr>
- *ID1*: Connected medical ID card <https://www.id1.life/Naest> :
- *TokTokDoc* : The service for tele consultations in real time with the aid of special technology (<http://toktokdoc.com/>)
- *Ubique* : Connected Bluetooth Video game application with movement sensors designed for motor rehabilitation of handicapped people
- *Ullo* : Digital therapy for reducing anxiety of people with cognitive and emotional impairments www.ullo-world.fr

Produits et services pour les hopitaux, résidences seniors, EHPAD et autres logements (Products and services for hospitals, residences for seniors, care homes and other accommodation)

- *Co-Assist* : Watch which detects and signals falls .GPS for inside and outside www.co-assist.fr
- *Connect'age* : Number one personalised platform for multi-sensory games <https://www.connectage.fr>
- *Facilotab CDIP* : Simplified tablet for seniors . www.facilotab.com
- *Famileo* : The service which can plan a family day ,strengthening ties between families and your residents taking in to account everyone's routines (<https://www.famileo.com/famileo/>)

- *Familink – sharing photos made easy* : Producers of a connected photo diary for elderly people who don't have the internet or who don't know how to use it to help them combat isolation . (<https://www.familinkframe.com/fr/>)
- *I-meds healthcare* : Extension of medicine distribution from the pharmacist to the home
- *Kaspard* : Producer of a contactless solution which notices when a person falls or gets out of bed for greater safety (<https://kaspard.com/>)
- *Maceo Paris* : Intelligent crockery brand with groundbreaking innovation for the traditional sector of tableware . <http://maceo-paris.com>
- Marie Ange&Flory : Kits for starting life in a retirement home <http://marieangeetflory.fr>
 - Memoride : Software helping residents in homes to cycle in the home. www.memoride.eu
 - S&C Innovation : Anti-fall detection system serenity-innovation.com
 - SP Techactive : Producers of an AIRR BELT, the first airbag seatbelt which helps to stop seniors breaking their hips (<https://www.sp-tech-active.ch/>)
 - Sunday : Innovative solution for sharing photos and videos on television . www.sunday.love
 - Tom& Josette : Installation of micro-crèches in retirement homes as part of an intergenerational education project www.tometjosette.fr
- Tous en tandem, close generations : Brings new life and a fresh dynamic to the social life of seniors <https://tousentandem.com/>
 - Unaide : Combines its personal services with its automated assistants to help vulnerable people . <https://unaide.fr/>
 - Weydo music : electronic music therapy for rehabilitation . <https://weydomusic.com>

Tourisme, culture / médias – Loisirs (Tourism, leisure / media (audiovisual and reading)

- *2 minutes ensemble ! : 2 minutes together!*) : The card game for intergenerational bonding (<https://fr.ulule.com/2-minutes-ensemble/>)
- *Chauffe Citron* : An amusing and educational collection for keeping a sharp mind which can be used in different forms to provide personalized solutions by professionals in entertainment and prevention (<http://chauffecitron.com/>)
- *Fellu.fr* : Trips of immersion in virtual reality . <https://feelu.fr>
- *Manureva Répit* : A service for providing you with a break “ keys in your hand’ . <https://www.manurevarepit.fr/>
- *Neosilver* : the number one platform for reserving activities on line (sports, culture , art) specifically for seniors :. www.neosilver.fr

Information about Silver Economy Expo

Silver Economy Expo is organised by En Personne Expo. Silver Economy Expo is the B 2 B Trade Show for services and technology for seniors

This 7th annual event is held under the honoured patronage of Agnès Buzny, Minister for Health and Solidarities, Bruno Le Maire, Business and Finance Minister, Muriel Pénicaud, Minister for Employment and Sophie Cluzel, Secretary of State with portfolio for the handicapped.

Silver Economy Expo will be held jointly with [Salon des services à la personne et de l'emploi à domicile](#) (The Trade Show for personal and domestic services) on the 26th and 27th November 2019, Porte de Versailles, Paris

Free invitations are available on www.silver-economy-expo.com

#SilverExpo

Press office : Caroline Fichera – caroline@presse-enpersonne-expo.com – 01 47 61 49 33