

PARTNERSHIP



GREECE
IDEC
WWW.IDEC.GR



CYPRUS
HEARTHANDS SOLUTIONS LIMITED
WWW.HEARTHANDS.SOLUTIONS



FRANCE
E-SENIORS
WWW.ESENIORS.EU



ITALY
ANZIANI E NON SOLO
WWW.ANZIANIENONSOLO.IT



SPAIN
CON VALORES
WWW.CVALORES.ORG



LITHUANIA
SOCIAL INNOVATION FUND
WWW.LPF.LT



Co-funded by
the European Union

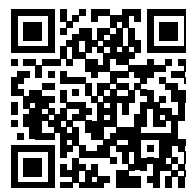
ERASMUS+ n°2021-1-FR01-KA220-ADU-000028272

FOLLOW #SENIORPLUS_PROJECT



EDUCATIONAL COMMUNITIES
TO BOOST BUSINESS
OPPORTUNITIES FOR
UNEMPLOYED PEOPLE OVER 55
YEARS OLD THROUGH
ENTREPRENEURSHIP.

 WWW.SENIORPLUSPROJECT.EU



This document reflects only the author's view and that the National Agency and the European Commission are not responsible for any use that may be made of the information it contains

SENIOR ENTREPRENEURSHIP
FOR SOCIAL INCLUSION

SENIOR



ENHANCING BUSINESS
OPPORTUNITIES
FOR ADULTS 55+

The population and labour force in the European Union are ageing. The proportion of the population in the EU-27 who are aged 55 and over rose from 25% in 1990 to 30 % in 2010, and it is estimated to reach 37 % by 2030 (Eurostat, 2012).

Consequently, the workforce is also getting older – the proportion of the labour force between 55 and 69 years old increased 26.5 % between 1987 and 2010. However, few older people are involved in entrepreneurship, particularly women, and their enterprises tend to be less growth oriented than firms of younger entrepreneurs.



Data from the Global Entrepreneurship Monitor suggest that older people, like entrepreneurs from the adult population, are driven more by opportunities than necessity. However, the COVID-19 crisis could change this data and push more persons over 55 years old that have lost their job or incomes because of the pandemic, to start up their own business.

THE PROJECT AIMS TO:

Senior+ will define strategies and tools for senior entrepreneurship, especially for the ones at risk of exclusion.

The project provides people 55+ adults with the required entrepreneurship skills and competences they need to start and run a small business; with a support network of professional mentors and trainers involved in the incubation programs that help them also to overcome social barriers; with new business ideas suited for their entrepreneurship initiatives and with the participation in an incubation process together with other persons 55+ what extends also their support network and facilitates shared initiative.



THE CONSORTIUM WILL DESIGN AND DELIVER:

- 1 A Methodological toolkit to involve business and social professionals in entrepreneurship programs;
- 2 An online training on digital competences and skills for entrepreneurship that will help participants to acquire basic competences and skills;
- 3 A digital bank of business ideas for people 55+, filled with sustainable, quickly profitable, highly replicable potential business models;
- 4 A digital environment for business incubation and mentoring, that will identify and organize digital tools and solutions available to support sustainable incubation processes.

