

Transforming experience into new opportunities

We are launching a new project, **Silver Economy**, aimed at older people. It is geared towards creating an ecosystem of opportunities for people over 60, taking into account emotional, financial, social and overall wellbeing aspects, recognising the value of acquired experience and providing tools to capitalise on new projects, jobs or personal and community initiatives.

Our objectives:

- Promotion of active and healthy ageing.
- Revaluation of the experience and knowledge of older people.
- Creation of peer communities that promote inclusion and well-being.
- Promotion of economic autonomy through entrepreneurship and reintegration into the labour market.

Silver not only transforms older people's outlook on life by involving them in a cause with social impact, but also opens up a world of new opportunities.

By participating, people experience first-hand the value of solidarity and the positive impact they can have on the community, strengthening their sense of purpose and social commitment.

