

Let's say goodbye to stereotypes, presuming that start-ups are young and elderly people are inactive and less creative. This is the age of the CreAgers, tapping in to an undervalued source for innovations, ideas and start-up companies.

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## INTERNATIONAL NETWORK

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CreAger local hubs may be interconnected in a wider network assisting to learn from best practices, enhance market access for CreAgers, influence national or EU policies and attract external funding and private investments.

It may even be a global network and initial discussions have in fact revealed significant interest in e.g. India and the US.

The hubs can utilize and increase existing momentum.

In Denmark for the period 2004 to 2012 there was an increase of 33 % of 60 – 64 years old who established start-ups. In the group of 65 – 69 years old the increase was 67 %.

So there is an increasing willingness for elderly to establish own companies though some are doing so because they are not anymore welcome on the labor market.

These tendencies are certainly not unique to Denmark.

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### Why CreAger?

For too long, the ageing population has been framed as a financial burden on society, putting a distance between generations.

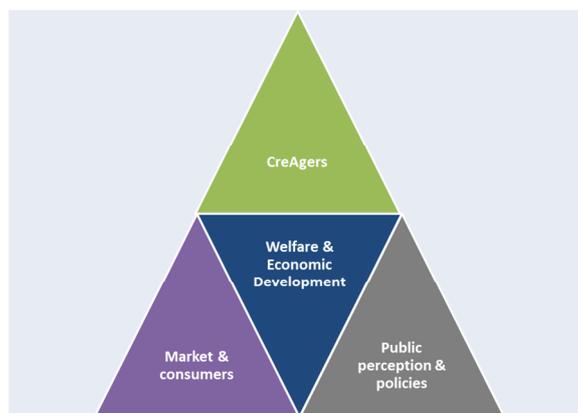
We have to take better into account the growing importance of elderly both as consumers, as a market for new technological solutions *and* – not least - as sources for innovation and economic growth.

**In fact:** We have the CreAgers, the creative class of elderly, who starts businesses, assist as advisors or in other ways are or would like to be active within innovation.

### Initiate local or regional networks

CreAgers form an innovation-loop: knowing people's needs, turning them into concepts, products, and businesses and using the user experiences to adjust or develop new concepts, etc.

The triangle between CreAgers, elderly as a market and as consumers and the communication dealing with the public perception and the policies for CreAgers should thus be linked as they are inter-dependent.



This would benefit welfare of the the elderly and promote economic development of the societies

Such collaborations on the local or regional level may ensure an efficient working level coordination and measurable results.

### Targeted activities

Activities can e.g. focus on (1) elderly as inspiratory and entrepreneurs; (2) new services and new technologies targeting elderly; (3) changing the public perception of elderly and strengthen conditions for being CreAgers; (4) International collaboration (see left column).