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.

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 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).