

**Palais des Festivals de Cannes, les 20 & 21 octobre 2025**

## **The Silver Economy at the heart of societal, economic, and regional issues**

As France passes the symbolic milestone of **22 million people over the age of 60**, ageing well and active longevity have become national priorities. Between public health challenges, workforce shortages in care professions, technological innovation, and the structuring of the sector, the **Silver Economy** is emerging as a **strategic and cross-cutting industry**.

"The SilverEco Festival is more than a professional event — it's a gathering where French and international players involved in the demographic transition come together. This 17th edition in Cannes showcases the vitality of a sector that is innovating, organizing, and offering concrete solutions for our territories and for society," explains **Jérôme Pigniez, founder of the Festival**.

### **A unique opportunity for Understanding the Silver Economy**

The SilverEco Festival has established itself as the leading event on demographic transition. Over two days, it brings together all stakeholders—companies, start-ups, local authorities, researchers, associations, and institutions—to provide a comprehensive overview of the challenges of aging.

The Festival features:

- **The latest technological innovations** (AI, smart homes, connected health, inclusive eSport, telecare, robotics)
- **Major social debates** (caregivers, the appeal of certain professions, digital inclusion)
- **Economic and territorial issues** (regional structuring, gerontology centers, public funding)
- And an **international outlook** showcasing global initiatives

A melting pot of strategic visions, real-life experiences, and future forecasts, giving participants a unique overview of developments in this rapidly growing sector.

### **Highlights of the SilverEco & Ageing Well International Festival 2025**

This 17th edition will feature six international summits and a major Forum Expo: [The complete program](#)

With the addition of a Before and After event this year:

- A "Before" event with the exclusive screening of the IRCEM Group's documentary "*Essentiel·les*" on October 19 in the evening
- An "After" event with an international Study Tour in the Southern Region of France on October 22

#### **Monday, October 20 – Workshops and Panel Discussions**

**Presentations of nominees for the SilverEco 2025 Awards:** A real showcase for innovations in ageing well. From SilverTech and caregiver support to community engagement, prevention, well-being, artificial intelligence, ageism and social connection, the finalists will present their projects to a jury of experts. These presentations provide an opportunity to measure the impact of the most promising solutions in the sector.

**Beyond the boundaries of care: when technology strengthens social ties and well-being:** How technologies can become levers for empathy and social connection, rather than isolation. Going beyond traditional models of care: highlighting innovative solutions that promote connection, well-being, and a new way of "caring."

**When science gets involved in aging well:** How research, at the heart of healthy aging, is driving innovation: the role of researchers in developing concrete, cross-disciplinary solutions to improve seniors' quality of life and address the challenges of aging.

**Personal data of seniors: how the CNIL can assist you:** The CNIL is applying its guidelines to the realities of the silver economy. How can we balance the protection of sensitive data belonging to seniors with innovation and the rise of connected technologies?

**Ageing: a cost or an asset? The example of the French West Indies:** Based on overseas experience, this discussion examines the social and economic value of aging. It is an informative debate for metropolitan France and local authorities, highlighting the positive role of seniors in the vitality of their communities.

**Sport for all ages, new playing fields for an active society:** Sport is a lever for health, social connection, and enjoyment at all ages. Through a variety of activities promoted by sports federations, how sport promotes mobility, inclusion, and healthy aging.

**How to unlock potential and empower businesses:** The National Union for the Silver Economy (SYNAPSE) explores how to turn ideas into concrete solutions, support the growth of ageing-well enterprises, and strengthen partnerships to meet the challenges of population ageing.

**AAL Legacy, 14 years of innovation in support of ageing well:** A workshop focusing on the lessons learned from the European AAL program, which has supported over 300 projects dedicated to improving the quality of life for seniors. Through its Legacy Study, AAL highlights the impact, successes, and challenges of over 14 years of innovation in support of healthy aging.

**Telecare in Europe: towards a new era of connected care:** From alarm buttons to predictive solutions incorporating AI and sensors, telecare is entering a new dimension. European experts will share their models and visions to outline the contours of tomorrow's connected care.

**The appeal of professions in senior care: addressing the urgent need:** How can we attract new professionals and retain existing ones when demand is skyrocketing? This panel discussion will highlight concrete initiatives—training, working conditions, recognition—to enhance the status of these professions, which are essential to the social contract.

**Family caregivers, a lasting commitment:** With more than 11 million French people affected, caregivers play a central role. This session will present the 2025 campaigns and new support measures designed to better assist those who take on this invisible but essential role.

**Silver housing/technologies, social acceptability, and home care:** Intergenerational residences, home automation, shared housing... senior housing is being reinvented. But how can we ensure that these technologies are understood, accepted, and used by those for whom they are intended? This is an essential consideration for guaranteeing the adoption of innovations.

**A world tour of innovations in the silver economy: "For a Better Aging World":** How each society is reinventing healthy aging. From health technologies to communication, data, and support solutions, we highlight inspiring approaches to transforming longevity into quality of life for all.

**Prevention rather than sufferance: AI, an ally of telecare:** This panel discussion explores the transformation of telecare in the age of artificial intelligence, which is becoming a tool for prevention and peace of mind for caregivers. It examines the conditions for responsible AI, reconciling technological innovation and human connection in the service of aging well at home.

**Turning ageing into an opportunity for growth:** Benjamin Zimmer invites you to discover "Stratégie Seniors" and SilverGame: an innovative serious game for designing solutions tailored to the needs of seniors. A fun tool for stimulating creativity, generating ideas and inspiring the innovations of tomorrow.

**SilverNight 2025 – The SilverEco Awards:** The first day culminates in a grand finale, with SilverNight bringing together the entire ecosystem for the SilverEco Awards and International Awards ceremony. These awards are the equivalent of the Oscars for ageing well, recognizing innovations and initiatives that are making a difference.

As every year, the Awards are created by artists from the Ateliers de Nice la Joia France Alzheimer 06!

## **Tuesday, October 21 – Workshops and Panel Discussions**

**Tomorrow's retirement homes, AI, team support, and digital pathways to well-being:** How digital innovations (AI, immersive tools, and interactive platforms) are reinventing life in retirement homes for seniors. By promoting social connections, cognitive stimulation, and quality of life, they are also redefining the role of professionals and paving the way for more connected and humane facilities.

**Structuring the Silver Economy sector for ageing well in the Southern Region of France:** The Southern Region will present its model for structuring the Silver Economy, combining local cooperation, institutional partnerships, and economic development. A demonstration of how regions are becoming laboratories for demographic transition.

**Working family caregivers: Train and support:** How can we balance professional life and the role of caregiver? This panel discussion will address the measures put in place by companies to support, train, and recognize caring employees, transforming this challenge into a social lever.

**eSports and digital inclusion for seniors:** Much more than just a hobby, eSports are becoming a vehicle for inclusion and intergenerational social connection. Concrete projects will illustrate how video games can boost self-esteem, coordination, and social skills.

**The dynamics for healthy aging initiated by Caisse des Dépôts and Banque des Territoires:** Investments, innovations, partnerships: Caisse des Dépôts and Banque des Territoires will share their roadmap for stimulating the development of an ecosystem conducive to healthy aging in all regions.

**Telecare without borders & heading towards 2030:** International overview and prospects for telecare between now and 2030. The evolution of telecare, now integrated into global platforms, opens up a whole new field of innovation and services.

**From policy to local communities, giving seniors their rightful place:** How to approach healthy aging as a collective challenge, linking national policies and local actions. Local communities and actors on the ground can build an inclusive society by giving seniors a full voice and promoting sustainable cooperation between institutions and citizen initiatives.

**From body to dignity: Personal hygiene as a pillar of ageing well:** Ageing well is not just about adding years to life, it's about ensuring those years are lived with dignity, comfort, and self-confidence. This workshop explores the central role of personal hygiene and skin care in prevention, quality of life, and autonomy for older adults.

**Telecare 2030, from safety to comprehensive support for seniors:** Telecare is evolving into a connected, preventive ecosystem that integrates home automation, AI, and smart objects. We examine the place of humans in this digital revolution to imagine how telecare in 2030 could become a comprehensive care platform, combining technology and support.

**From the field to impact, the driving force behind Gerontopoles:** Gerontopoles are true catalysts: places of experimentation and cooperation, they transform research and prototypes into concrete, deployable solutions for local areas.

**Anticipating to protect, fall prevention technology:** Falls are the leading cause of accidents in the home among seniors. Sensors, artificial intelligence, and user-centered design: this session will present solutions that save lives.

**Innovation & Technology, rethinking the Silver Economy to improve everyday life:** How technological innovation becomes truly useful when it meets the day-to-day needs of aging well. With examples from Samsung, Assystel, Spokeo, and Silver Valley, how simplicity, accessibility, and ecosystem collaboration enable the creation of inclusive solutions that improve the lives of seniors.

### **The SilverEco & Ageing Well International Festival in figures**

2 000 ageing well stakeholders • 140 nominees • 75 xpert juries from France and abroad • 50 countries represented

<https://www.silvereco.org/festival/en/>

### **ABOUT THE SILVERECO & AGEING WELL FESTIVAL**

Organized by **Jérôme Pigniez**, specialist in demographic transition and the silver economy and creator of the information portal **SilverEco.org**, the SilverEco & Ageing Well International Festival aims to **change perceptions of ageing** and showcase the sector's wealth of offerings by highlighting best practices, initiatives, and solutions for ageing well, while promoting all initiatives in a positive light.

**SilverNight**, during which the **SilverEco Awards** are presented, is a dynamic and convivial annual event for professionals in the sector who celebrate healthy aging.

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