

Silver Eco®

BOOK
2025

▶ **International Festival**

#Making It Meaningful

#SilverEco

SAVE THE DATE

Silver Eco[®]

▶ **International Festival**

20-21 of October 2025

Palais des Festivals

Cannes - France

SAVE THE DATE

Silver Eco[®]

▶ **International Festival**

**The World's rendezvous
for Silver Economy
and Ageing Well**

PRESENTATION



ONE FESTIVAL SEVERAL EVENTS

**Expanded Expo Area • Expo Forum • Guest events •
SilverEco Marketplace SilverEco Experiences •
Forums, Panel Discussions, Podcasts and Workshops •
6 Exceptional Summits •**

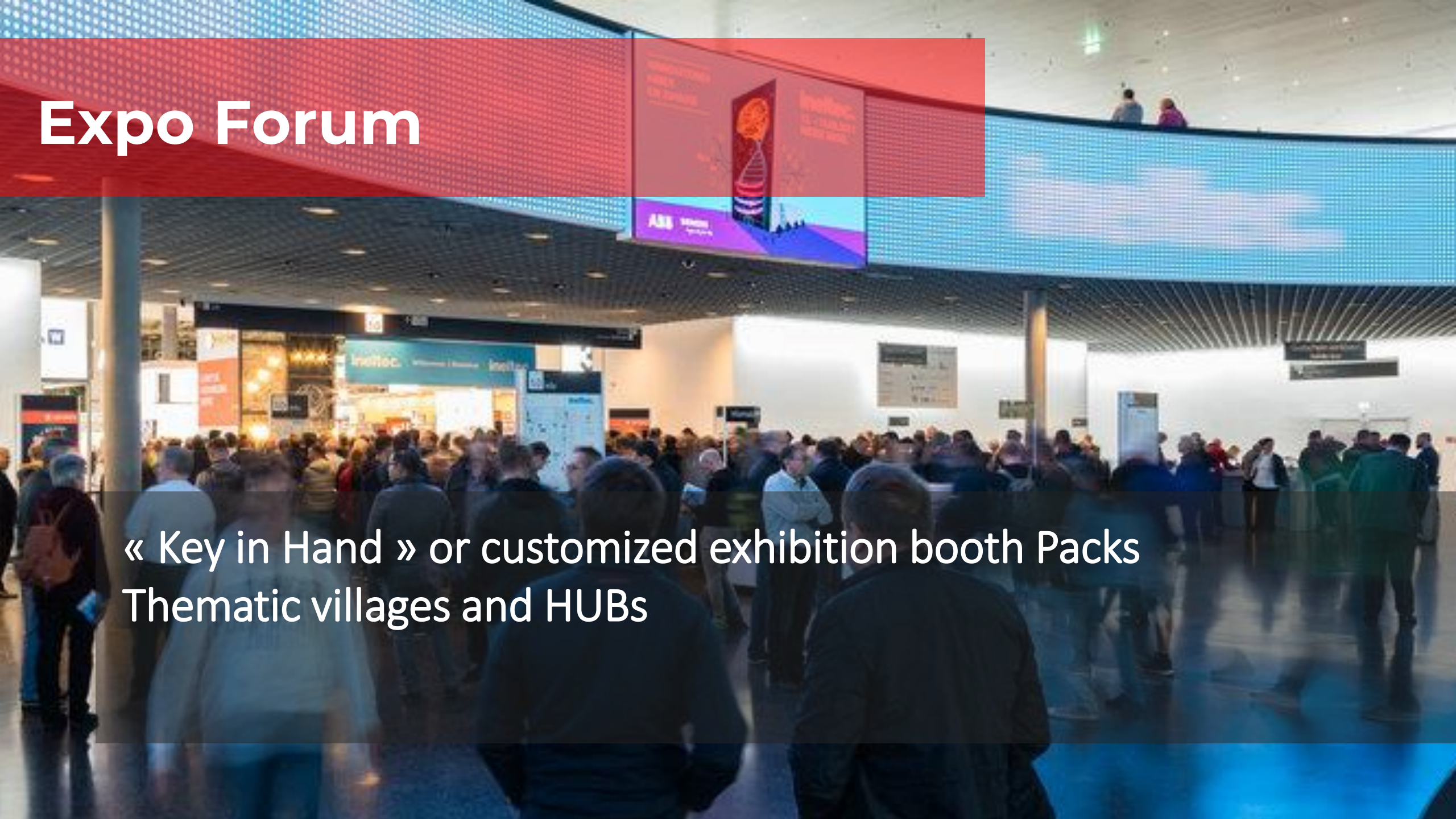
Expanded Expo Area

The image shows a detailed architectural floor plan of an expanded expo area. The plan is divided into several distinct zones, each highlighted with a different color. A large red area at the top is labeled 'AGORA'. Below it, a blue area is labeled 'HALL 1'. To the left of Hall 1 is a red semi-circular area labeled 'SCENE'. To the right of the scene is a yellow area labeled 'VILLAGE 2'. Below these is a green area labeled 'HALL 3'. To the right of Hall 3 is a large blue area labeled 'HALL 2'. Other labels include 'Terrasse privé' in purple, 'RUE INTERIEURE' in grey, and 'MEZZANINE' in green. A thick black diagonal line runs from the top right towards the bottom left, separating the red 'AGORA' area from the rest of the plan.

On 3 Halls :
Expo, demos, panel discussions, agoras, podcast studios, villages...

Expo Forum

« Key in Hand » or customized exhibition booth Packs
Thematic villages and HUBs



Guest events

A collage of three images. The top-left image shows a modern white staircase with a red semi-transparent overlay. The top-right image shows a large conference room with people seated at a long table, with a red semi-transparent overlay. The bottom-left image shows a theater with red seats and a stage, with a red semi-transparent overlay.

Create your own event within the Festival
Privatized Rooms, Meals, Projection Rooms, Workshops ...

SilverEco Marketplace



SilverEco Marketplace : Tuesday, October 21st, 2025

Speed meetings, Networking and qualified meetings on booths

Meet your customers and prospects, training and learning program

Forums, Panel Discussions, Podcasts and Workshops



Speeches by Festival partners
Live filmed Panel Discussions from the Expo Forum
Podcasts and Thematic Workshops



SilverEco Experiences

SilverEco
www.SilverEco.com

Immersive experiences, Creative workshops
Cohesion and mobilization of B2B players and stakeholders

SilverEco
International Festival
PROFESSIONNEL
QR Code
Certificate

6 Exceptional Summits



6 different congresses, each with its own itinerary !
Each one will feature Dedicated Workshops, Educational Programs and Panel Discussions, Expert Analysis, live Podcast sessions, Awards, themed Networking and International Guests ...

6 Exceptional Summits

/// NURSING HOMES SUMMIT

Towards a New Deal

The conference dedicated to the Nursing Homes of tomorrow, Seniors' Residences and Group Housing

/// LIVING AT HOME SUMMIT

Homecare services

The conference dedicated to personal services, ageing well at home and home care

/// SILVERTECH SUMMIT

2050 Prospective

The conference dedicated to innovation, AI, startups and investors

/// SILVER CITIZENS SUMMIT

Silver Citizenship

The conference dedicated to the place of seniors in society, intergenerational relations, the roles of cities, territories, and the fight against ageism

/// YES WE CARE SUMMIT

For and with Caregivers

The conference dedicated to caregiver support, entrepreneurial and HR approaches for salaried caregivers

/// HEALTHY AGEING SUMMIT

10 years for better ageing

The conference as a part of the United Nations / WHO « Decade for Healthy Ageing » program (2021-2030)

THE PARTICIPANTS

- All the Demographic Transition professionals •**
- Innovative Startups and SilverTech • Jury, Speakers & Experts •**
- International buyers and guests •**
- An event designed for Networking •**

A group of diverse professionals, including men and women of various ethnicities, are seated around a table in a meeting. They are looking at a laptop and discussing documents. The scene is brightly lit, suggesting an indoor office or conference room setting.

All the Demographic Transition professionals

Large Groups / SMEs / ETIs / Franchises, Personal Services, Home Care Nursing Services, Home Help Services, Nursing Homes, Collective Housing, Senior Service Residences, Medical-social professionals, International experts, Investors, Journalists...

A low-angle, upward-looking photograph of a diverse group of people of various ages and ethnicities. They are all smiling broadly and have their arms raised in a celebratory gesture, forming a circle around the center. The background is filled with bright green foliage, suggesting an outdoor setting. The overall mood is one of joy, success, and community.

Innovative Startups and SilverTech

Through the French and International Awards and the startup village :
The meeting place for all innovations dedicated to Demographic
Transition

Jury, Speakers & Experts



An International Jury of sector experts,
Speakers, Decision-makers, Political guests

International buyers and guests



50 countries represented in 2024
International experts invited
Country HUB / International marketplace

An event designed for Networking

A privileged venue and booths designed to:
Foster B2B contacts, Meet new players
Forge lasting partnerships, Share good practices



PRESENTATION



INTERNATIONAL AWARDS

**SilverEco & Ageing Well International Awards •
The 2025 Edition • The great Gala Ceremony SilverNight •
Networking Cocktail Party**

SilverEco & Ageing Well International Awards

THANKS!

Twitter
#SilverEco

#SilverEco

After Paris 2018, Tokyo 2019 and Cannes 2022/23/24

The SilverEco & Ageing Well International Awards returns to the Palais des Festivals of Cannes for the 2025 edition

The 2025 Edition

The federating event of the sector

On October 20th of 2025, all international nominees pitch their projects to the jury, and the Awards are presented during the SilverNight, that same evening

Sous le patronage de



MINISTÈRE
DES SOLIDARITÉS
ET DE LA MER

LE MINISTRE DE L'ÉCOLOGIE,
DU DÉVELOPPEMENT DURABLE
ET DES PÊCHERIES



THE great Gala Ceremony SilverNight



The Awards Ceremony

Is held in the prestigious amphitheater
of the Palais des Festivals of Cannes

Silver Night[®]

▶ SilverEco & Ageing Well
International Awards



Networking Cocktail Party



All SilverNight participants are invited to the Networking Cocktail Party at the Expo Forum

PRESENTATION



THE SILVERECO FESTIVAL'S DNA

**Conviviality • Breaking codes • A Unique ceremony •
All inclusive • Eco-Responsability • Inspiring •
The SilverEco Awards • Making It Meaningful • Ethics •**

Conviviality



A friendly, festive atmosphere to forge
lasting business relationships
VIP Cocktail Party after the awards ceremony



Breaking codes



Surprises / Entertainment

Breaking codes and making it meaningful



A Unique ceremony



SilverNight : much more than an awards ceremony
THE annual event for Ageing Well

All inclusive

OCIRP
protéger. agir. soutenir.

AUTONOMIE • MALADIES REDOUTÉES

Faire face
à LA PERTE
D'AUTONOMIE

Faire face
à LA SITUATION
D'AIDANT

Mieux vous accompagner
d'assureur à votre rôle
vous soyez

Mieux concilier sa vie professionnelle
et sa vie personnelle, c'est tout
pour plus de 11 millions de salariés

All booths are “Key in Hand” : visuals are directly designed, set up and dismantled by the organizers, meals are included, no extra costs or logistics... We take care of everything !

OCIRP
protéger. agir. soutenir.

Eco-Responsability

Booths are entirely recycled, service providers are local
Printed rollups are made available to partners
Transport and logistics are shared

**GÉRONTOPÔLE
AUVERGNE RHÔNE-ALPES**
DESIGN - SANTÉ - NUMÉRIQUE

Le parcours en gérontologie : innovation et résilience au service de la prévention et de l'amélioration de la qualité de vie

Construire ensemble aujourd'hui le bien-vieillir de demain

Gérontopôles : vers territoires, vers la santé

SA MISSION
Agir sur la qualité de la vieillesse
Un centre de ressources en gérontologie pour accompagner les professionnels et les usagers
Un lieu de concertation et de co-construction de l'expertise des acteurs, partenaires de la gérontologie et du territoire
Un pôle d'expertise de la gérontologie

Gérontopôle
Accompagner le vieillissement de la population en NOUVEAU

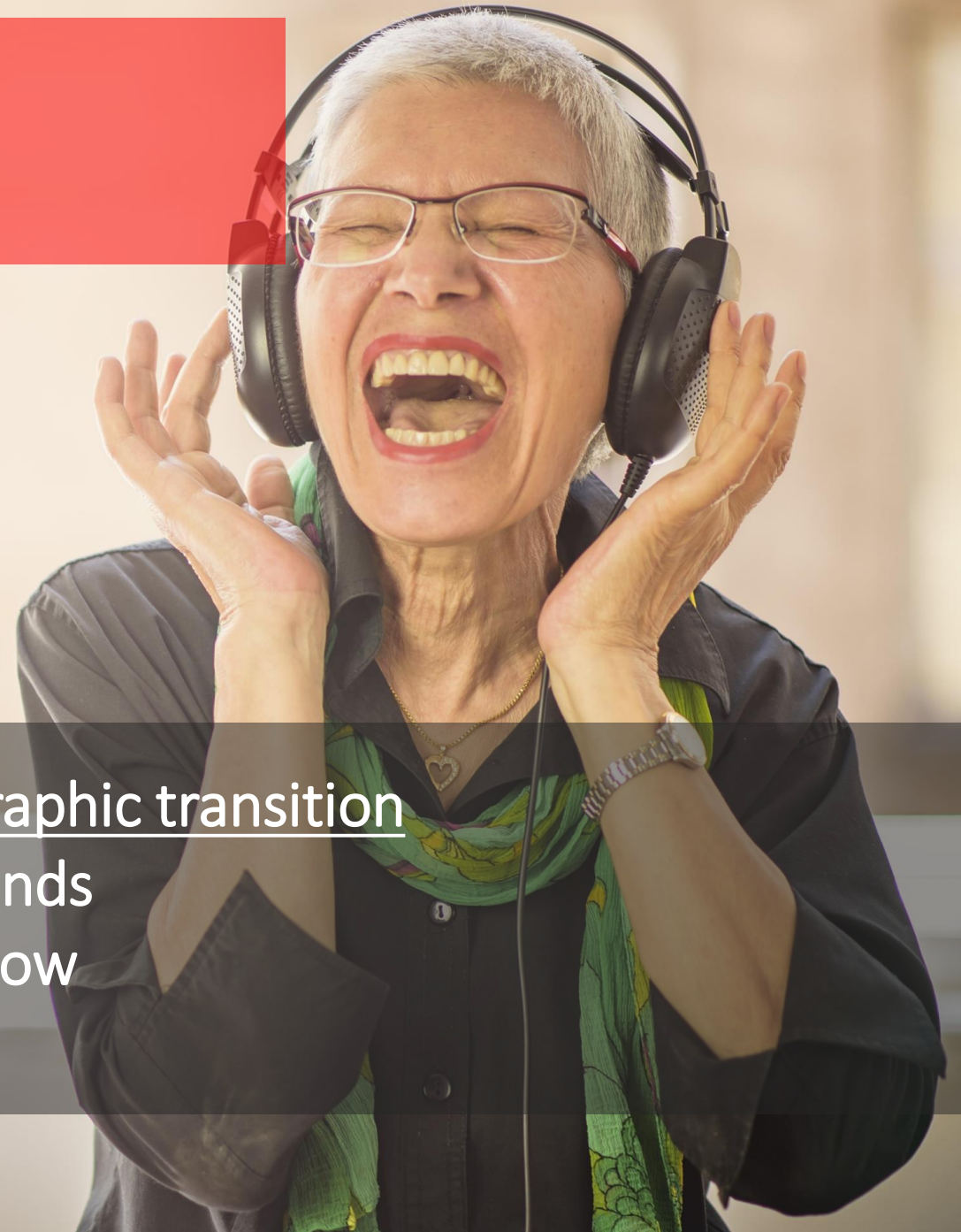
Gérontopôle
Centre régional de ressources d'animation pour bien vieillir

Gérontopôles :
nos territoires vieillissent



Inspiring

The meeting of the actors of the demographic transition
Identify expectations and understand trends
Discover the talents of today and tomorrow



The SilverEco Awards



Now a tradition, the SilverEco Awards are produced by people suffering from Alzheimer's disease
In partnership with the La Joia day care center France Alzheimer 06

Making It Meaningful

More than just an event, the SilverEco International Festival is a committed, ethical and intergenerational initiative.



Ethics



Highlighting innovation with an essential approach:
No Ethics No Business

Silver Eco®

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20-21 octobre 2025

▶ **International Festival 2025**

#SilverEco



**A look back at the 2024 SilverEco Festival
& Aging Well Awards**

<https://www.silvereco.org/festival/en/photo-library/>

Video review of the 2023 event

<https://youtu.be/PLBfl-tXQXA>