SilverTech: Leveraging the Talents and Experiences of Seniors Through the Use of Technology (AR-T1262)

The Problem
In Latin America and the Caribbean, population aging has accelerated. For example, Argentina is one of four countries in the region where the proportion of people over 60 years of age exceeds 15.7% of the total population, equivalent to almost 7.1 million people. That percentage is expected to reach 22 percent by 2050, or about 12.5 million people.

The Solution
Involve the different actors of the entrepreneurship and innovation ecosystem to generate a virtuous process of economic value creation for adults aged 50 and above with new ways to take advantage of their previous experiences and by helping them to develop new skills.

The project counts several tech giants as strategic partners. Our partners provide technical and financial support to strengthen our deliverables, offer employment opportunities, and disseminate our initiative. These partners include Accenture, Microsoft, and Salesforce, among others.

OUR SUPPORT

⇒ $480,000 in technical cooperation

⇒ National and international scalability of the project model. At the national level, we expect the initiative to generate a "contagion effect," encouraging more entrepreneurs to increase their commitment so that more seniors receive training and, eventually, employment.

⇒ At the international level, we expect to see this model in other Latin American countries, maximizing the connections and brands of the participating technology companies.

IMPACT

Training of 2,000 seniors in digital skills.

Job placement for at least 600 seniors after completing their training.

For more information, visit us at bidlab.org and follow us!