The Future is Silver: Building and Entrepreneurial Ecosystem (UR-T1246)

The Problem
Latin America and the Caribbean have an increasingly aging population, with Uruguay being one of the most advanced countries in our region confronting this demographic transition. According to the last census (INE, 2011), people aged 65 represent 14.11% of Uruguay’s total population (over 460,000 individuals), 5% higher than the region’s average. Therefore, we must prepare and anticipate the expected changes in the coming decades, face the challenges, and take advantage of the opportunities presented by the Silver Economy.

The Solution
Involve the entrepreneurial ecosystem to generate a virtuous process of creating economic value for older adults. The intervention model involves: (i) Creating awareness and knowledge about the opportunities of the Silver Economy; (ii) Supporting innovative companies in developing new solutions that meet the needs of those over 65; (iii) Generating knowledge and connections and contributing to the scalability of the project.

Impact
9,000 older adults, 60% of which were women, benefited from the solutions generated within the project’s framework.

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