



Better Incubation

Innovation Ecosystems for Social Change

Factsheet

Seniors



— About Target Group

Characteristics

- 50+
- Facing competitive job market & digitalization
- Demographic changes

Unique Barriers

- Age discrimination
- Lack of role models
- Health
- Social Isolation
- Limited access to finance (long-term viability)
- Possible penalisation in pension
- Red tape & administrative barriers

Statistics

- Number of senior entrepreneurs is growing but still relatively low;
- Half of unemployed in Spain are over 45.

— Members of the cop

Role	Organisation	Country	Network
BSO	IPNincubadora	Portugal	EBN
BSO	CEEI Aragon	Spain	EBN
BSO	Impact Hub Lisbon	Portugal	Impact Hub
BSO	Impact Hub Madrid	Spain	Impact Hub
Expert	Caritas Services GmbH	Austria	Caritas
Expert / Entrepreneur	Officinas Viluppo Aziende	Italy	-
Expert / Entrepreneur	The Care Hub	Romania	-

— Pilot 1

BSO: IPN

Short summary of pilot: Five point zero (5.0) is a 8 week entrepreneurship capacity building programme that combines a Moodle training course with weekly group office-hours. The programme is all online, with 2 presence events: kick-off and demo day business ideas. The programme aims to break age stereotype regarding entrepreneurship and empower people over 50 to better decide on their entrepreneurial paths and business. We received 45 applications, selected 29 and ended with 22 active participants.

Successful tools: Moodle training course; online mentoring support; online office-hours; in presence events kick-off and demo day & networking.

→ cloud.ipn.pt/d/c415dfd44a484542ae97/

— Pilot 2

BSO: Impact Hub Madrid

Short summary of pilot: The Silver Lab is an initiative of Impact Hub Madrid with a clear purpose: to support, empower and make visible senior talent in the field of entrepreneurship. Their mission is to promote an ecosystem change towards social inclusion and impact. Over 3 months, 3 projects led by women entrepreneurs over 45 years of age received support from specialized mentors in different business areas to work together on their business models.

Successful tools: Interaction space, access to virtual community, events, access to a membership in Impact Hub centers, inspiration with key entrepreneurs

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— Pilot 3

BSO: CEEI Aragon

Short summary of pilot: Communication campaign with images of Senior entrepreneurs, in Twitter, Facebook, LinkedIn, radio, traditional press and digital press. Collaboration with other entrepreneurship entities and government agencies. Successful scouting of applicants[Ritorno a capo del testo]Selection process with interviews by a selection committee that included seniors.

Successful tools: coaching by people of different age groups, group meetings, individual coaching, training, networking, visibility, internships.

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— Pilot 4

BSO: Impact Hub Lisbon

Short summary of pilot: Inspira-te program ran from October '21 and May '22, the program trained 8 seniors. Best Practices from Senior's Community were integrated in this capacity building program of ours, consisting in 3 months of physical trainings plus 4 months of individual mentoring.

Successful tools: Training, individual mentoring, exchange knowledge, resilience, self-confidence, community building,

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— Good case practices, tools and methodologies

- Communication campaign adapted to a senior audience: images, language, role models representative of the target audience, (e.g., avoid startup jargon);
- Use appropriate communication channels to reach seniors: e.g., Facebook, Radio and avoid Instagram and TikTok;
- Review the criteria to assess if there is any element that could prevent a priori the selection of seniors;
- Selection Committee, if any, to include people from target group representative;
- Foresee flexibility in terms of time commitment and consider participants' preferences if possible;
- Inspiration session: bring a (senior) entrepreneur who can inspire the attendees, talks about own experience (at the beginning and/or end of the program);
- Make sure that existing trainings and tools are inclusive and can be used by people of all ages;
- Foresee specific training for Digital Skills (e.g., use of social media for marketing, LinkedIn).

— Learnings

- “Assets: wisdom, experience, their contributions to the economy (taxes), decrease pressure on health care system”;
- “Promote intergenerational exchange by mentoring young people, more balanced decision-making processes in company”;
- “CoP pilots rather community bound, small scale impact”;
- “Empathize with seniors, take their needs and their context into account”.

— Key elements to consider when including this group

- Give preference to smaller programmes with less participation and more impact;
- Give access to peer-to-peer support;
- Make sure there is extra budget;
- Consider your biases when designing the program and ask the seniors;
- Minimize jargon and use accessible language;
- Use networks and recommendations to recruit participants;
- Use technology inclusively, like WhatsApp;
- Use communication to empower and create equal approaches;
- Be aware of intersectionality, for example looking at female seniors and their unique characteristics.



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