Interreg Co-funded by the European Union

Central Baltic Programme

Silver Entrepreneurs

# Project CB0100047 – Silver Entrepreneurs (Entrepreneurship Simulation Program for Silver Economy in Central Baltic)

## Implementation of WP 3

### Deliverable 3.4.1. – Silver Entrepreneurship Impact and sustainability report.

Sustainability of Silver Entrepreneurship program was promoted in several directions. Program is worked out & piloted; trainers have raised their professional experience and partners are ready to offer this program to other participants.

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## LATVIA

LAEA has transferred the knowledge about the program to adult education providers in three other countries – Grece, Romania and Lithuania. LAEA has signed a letter of Intent about mutual cooperation and support in further implement of Silver Entrepreneurship program in these countries.

Information about the project LAEA has disseminated to many other stakeholders in different seminars in Latvia and in other project meetings, it was sent by email and discussed in individual conversations. As a result, there have been expressed interest from Ministry of Education & Science and education providers in Daugavpils and Jelgava to give more information about the program for possible further implement of Silver Entrepreneurship program in their organizations.

Sustainable resource of information is partner organization webpages, CB workspace and EPALE platform, where anyone can read about the project, program and project partners. The dissemination/communication though the partners' networks, social networks with posts, articles etc., during project implementation was totally sustainable because of its low operating costs.

Sustainability issues were discussed in the Final conference, Impact and Sustainability Report is available in CB webspace. Video story of CB Silver Entrepreneurship program and its results is shared through EPALE platform, CB webspace, partners' websites and social media.

We avoided printing, where it was possible to use electronic documents. We used green travel possibilities inside the Country.

During piloting, we have made conclusions how to improve the program, for example providing video lectures on specific topics, since not all participants have equal knowledge and most successful silver entrepreneurs can be involved as mentors or at least share their experience for next participants.

Network of participants has become a powerful resource, providing encouragement, feedback, and connections that can be invaluable in the entrepreneurial journey and also in enriching each participant´s and other protentional participant personal life. This network is used by participants also now after the end of project `s active phase. For example, inviting each other to sell their products in local markets or inviting to workshops - both organized by Silver Entrepreneur program participants.

During the program the participants developed a foundational understanding of entrepreneurship, including sustainability principles — how to incorporate social, economic, and environmental responsibility into their work. They considered the social and environmental impacts of their ideas, aiming to design ventures that aligned with sustainable development principles. They are inviting each other to visit their places and see and popularize their products/services and they are supposed to do it also in future.

Participants were not only exposed to concepts during the project – they put them into action.

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Impact and Sustainability — LCCI Perspective

**Strategic intent**

The Latvian Chamber of Commerce and Industry (LCCI) used the Silver Entrepreneurs programme to advance two strategic goals: (1) extend quality adult learning to the 60+ segment with a practical route into entrepreneurship; and (2) build a repeatable delivery model that LCCI and partners can run post-project with modest adaptation.

**Tangible impact**

- Participant outcomes. Participants reported higher entrepreneurial confidence, clearer business concepts, and practical skills (idea validation, pricing, digital basics, go-to-market). Alumni have stayed active in a peer group, sharing opportunities and feedback.
- Capacity building. LCCI trained and coordinated a pool of trainers/mentors able to work with silver-age learners, including a facilitation playbook, session plans, templates, and checklists. This material is reusable across regions and cohorts.
- Ecosystem links. The programme connected participants with municipal business support, local fairs/markets, and niche communities (e.g., crafts, rural tourism, micro-manufacturing), creating low-friction pathways from training to first customers.

**Sustainability model**

- Institutional sustainability. LCCI has now built transferable experience it can reuse in future cohorts and projects: a modular programme structure (core + electives), a trainer roster, and a light QA cycle (pre/post self-assessment, mentor notes, alumni check-ins). In upcoming initiatives, graduates from this project can be invited back as guest speakers and—importantly—as peer mentors to support new participants and reinforce the learning cycle.
- Pedagogical sustainability. The methodology emphasises doing over lecturing: short inputs, hands-on tasks, micro-pitches, and field visits. This keeps cohorts engaged and allows easy onboarding of new trainers with consistent quality.
- Environmental sustainability. The programme prioritised digital materials, hybrid mentoring, and domestic "green" travel. Field activities were clustered geographically to reduce transport and to promote local supply chains.

**Dissemination and visibility**

LCCI disseminated results through owned and partner channels, including the LTRK website, dedicated project webpages/landing pages, LinkedIn, Facebook, YouTube, newsletters, in-person events/showcases, and the Central Baltic webspace.

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## SWEDEN

**Impact**

Folkuniversitetet Uppsala has seen 20 participants active in the programme. Of these, 16 participants have launched their own businesses (three of the four participants who have not launched their ideas are still working full-time, while the fourth is a full-time student). Sweden and the overall Central Baltic region have thus been supplied with new entrepreneurs, new products and services.

FU Uppsala has contributed to improved learning, networking and well-being of seniors taking part in the project. Participants have expressed joy and high satisfaction with the programme and its delivery, and have been able to use the information, support and materials developed in the programme to create their own business ideas.

FU Uppsala has developed new learning about entrepreneurship among seniors, extending our knowledge about this target group and gained extensive new learning on how to facilitate entrepreneurship support for seniors.

FU Uppsala has increased its capacity to transfer learning on senior entrepreneurship to our network of entrepreneurial stakeholders in Uppsala as well as to other countries beyond the partnership. These colleagues have, in turn, reflected on the specificities of entrepreneurship among seniors and obtained new learning on this important topic.

**Sustainability of project results**

Folkuniversitetet Uppsala has transferred information about the programme to several adult education and labour market stakeholders in Sweden and Norway. FU Uppsala is in the process of signing Letters of Intent about cooperation and support in the further implementation of the Silver Entrepreneurship programme with two Swedish organisations, both of which are well-positioned to share the learning obtained through the project with relevant stakeholders in their own networks.

FU Uppsala has disseminated information about the project to various stakeholders in Sweden, but also to Norwegian organisations. Information has been shared via email and discussed in dedicated meetings, webinars and digital meetings. As a result, there has been interest from e.g. the Norwegian Centre for Extended Working Life, a knowledge centre on seniors in the labour market, to share learning about the Silver Entrepreneurs programme in that organisation and beyond. Many relevant stakeholders in other European countries have been reached through our social media posts on various accounts on LinkedIn and Facebook. The dissemination has raised awareness of using entrepreneurship and business creation to empower and equip pre-retirement and retirement age persons with skills and confidence to remain socially and economically active.

Sustainable (long-term) channels of information about the Silver Entrepreneurs programme include project information on FU Uppsala´s webpage, and our contributions to the CB workspace and articles on the EPALE platform. These information channels will be active for many years to come, and the information about the project and the programme will thus be available to new and future adult education and labour market stakeholders.

FU Uppsala has contributed to the video story of the Silver Entrepreneurship programme that is shared through the EPALE platform, the CB webspace and social media, and to this Impact and Sustainability Report that is made available on the CB webspace. Due to their approachable form and structure these deliverables can easily be used to communicate the project to new stakeholders.

During the project period we encouraged participants to form networks, both local and across borders to the other partner countries. These networks help participants in their entrepreneurship activities, offering encouragement, feedback, and further connections that can be invaluable to sustain their entrepreneurial journey and in enriching their personal lives. A private Facebook group for the Swedish participants has been established as a platform for sharing information and status updates.

**Green sustainability of project activities**

Folkuniversitetet Uppsala is dedicated to the protection of the natural environment and the fight against climate change. In our vision we state that “Our educational work offers people opportunities for serious, knowledge-based participation in democracy, diversity and sustainability”. To live up to our objectives FU Uppsala makes green choices a priority in the implementation of cross-border

projects. This includes communication with partners, participants and external stakeholders via digital channels, creating shared electronic documents, using public transport or walking, and keeping air travel to a minimum. In the Silver Entrepreneurs project most coaching sessions and about one third of the training sessions were held online, which minimised CO2 emissions from transportation.

Many of the Swedish participants developed business ideas that are based on green solutions to meet or combat the current environmental and climate challenges. For instance, one participant explored the notion of “coolcation” (as opposed to “vacation” that usually takes place in warmer countries), developing a business that aims to invite Spanish tourists to experience cool summer holidays in Sweden. Another participant has developed a programme for nature guiding for intercultural groups in Dalarna, promoting integration through natural experiences. A third participant has made a digital self-assessment tool for analysis of crucial success factors for establishing and developing a waste management system for municipalities facing problems with waste, having ambitions to make environmental improvements.

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## FINLAND

**Impact**

The Finnish implementation of the Silver Entrepreneurs programme, coordinated by TAMK, has been characterized by an exceptionally strong and cohesive group spirit among participants. From the very beginning, the participants formed a supportive community, actively encouraging and assisting each other throughout the process. This mutual support has continued even after the official end of the training, with participants maintaining contact, sharing opportunities, and offering advice to one another.

Several joint meetings and gatherings have taken place after the training period, further strengthening the network and sense of belonging among the alumni. These ongoing interactions have provided a valuable platform for sharing experiences, discussing entrepreneurial challenges, and celebrating successes.

TAMK and the personal networks of the coaches have played a significant role in building and expanding these networks. The collaboration has not only benefited the participants but has also contributed to the professional development of the trainers and the wider entrepreneurial ecosystem.

Importantly, elements of the Silver Entrepreneurs training have been implemented in other TAMK projects and educational activities, including student assignments and project work. This integration ensures the sustainability and wider impact of the programme, as the knowledge and methods developed are disseminated across different contexts within TAMK.

**Sustainability of project results**

The sustainability of the Silver Entrepreneurs programme's results in Finland is strongly anchored in the exceptional group cohesion and ongoing peer support among participants. From the outset, the Finnish cohort developed a close-knit and supportive community, which has proven to be a lasting resource for all involved. This group spirit has not only enhanced the learning experience during the training but has also continued to flourish after the programme's official conclusion. Alumni remain in active contact, regularly exchanging advice, sharing entrepreneurial opportunities, and providing encouragement for new ventures.

The network established during the programme has evolved into a dynamic platform for collaboration and mutual growth. Several joint meetings and informal gatherings have taken place after the training period, allowing participants to deepen their relationships and continue learning from each other's experiences. These ongoing interactions have helped sustain motivation and fostered a sense of belonging, which is particularly valuable for entrepreneurs who often work independently.

TAMK's involvement has further strengthened the sustainability of the programme's outcomes. The trainers' own professional networks have been leveraged to connect participants with additional resources, mentors, and opportunities. Moreover, elements of the Silver Entrepreneurs training have been systematically integrated into other TAMK projects and educational activities, including student assignments and project-based learning. This cross-pollination ensures that the knowledge, methods, and best practices developed through the programme are disseminated widely within TAMK and beyond, amplifying the long-term impact.

By embedding the programme's content and approaches into broader educational and project contexts, TAMK has created a foundation for ongoing innovation and adaptation. The alumni network, supported by TAMK and the trainers, continues to serve as a valuable resource for both current and future participants, ensuring that the benefits of the Silver Entrepreneurs programme extend well beyond the initial cohort.

**Green sustainability of project activities**

Environmental sustainability has been a guiding principle throughout the implementation of the Silver Entrepreneurs programme in Finland. TAMK has prioritized the use of digital materials and online platforms to minimize the environmental footprint of the training. Most of the programme's content, resources, and communications have been delivered electronically, reducing the need for printed materials and unnecessary travel.

Where in-person meetings and activities have been necessary, TAMK has encouraged the use of public transportation and organized events in locations that are easily accessible for participants, further reducing carbon emissions. The programme has also promoted environmentally conscious

entrepreneurship among participants, encouraging them to consider sustainability in their own business ideas and operations.

Several participants have developed business concepts that directly address environmental challenges or incorporate green solutions, reflecting the programme's emphasis on sustainability. TAMK has supported these efforts by providing access to relevant expertise, networks, and learning opportunities focused on sustainable development.

In addition, the integration of Silver Entrepreneurs content into other TAMK projects and educational offerings has included a focus on green practices and sustainability. For example, student projects inspired by the programme have explored topics such as circular economy, resource efficiency, and environmentally responsible business models.

By embedding environmental sustainability into both the delivery and content of the programme, TAMK has ensured that the Silver Entrepreneurs initiative not only supports individual entrepreneurial growth but also contributes to broader societal goals related to climate action and sustainable development.