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Innovations in the “Smart Silver Economy”: An Overview of Their Selected Strengths and Weaknesses from an Ageing Policy Perspective

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The paper aims to critically present the features of two selected ideas from the field of public policy on ageing. Namely, the concept of the “silver economy” as an economic system associated with population ageing and its more recent version, referred to the “smart silver economy”, will be discussed. The presentation will attempt to distinguish and compare the main assumptions of both these policy ideas. First, attention will be paid to different typologies of categories of innovative products and services within these systems. In particular, the literature review will focus on the use of diverse information and communication technologies, including solutions coming from the fields of automation, robotics, and “narrow” artificial intelligence. The dimensions and areas of implementation of the smart silver economy supported in the European Union by various international organizations and their funds will also be indicated, such as “ambient assisted living” and “smart healthy age-friendly environments.” In the next

part of the presentation, the limitations of the application and development of the smart silver economy concept will be discussed.

The conclusion will cover recommendations for selected public policy entities and proposals for further research directions.