

# The European Knowledge Tree Group (EKTG)

## The Value of the Silver Economy using the Gold of the Future

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# Present

- **Relationships have changed. People often no longer live in stable, sustainable close connections.**
- **Demographic change is one of the greatest challenges in all industrialized countries.**
- **The current concept of family must be redefined.**
- **Only together and with the help of intelligent technology we will be able to handle challenges of tomorrow.**

# Future

- **Age will mean independent living, self-chosen activities including digital support services. The use of digital networks by older people will increase.**
- **Support will be based on an individual mix of help from people close to them, digital networking, digital communication even over long distances.**
- **We need intelligent technologies and digital solutions that connect people who are dependent on supporting structures and services.**
- **Family members and loved ones will communicate, exchange informations and support each other by using digital services.**

# **Users Perspektive**

- **Offers and services must be demand-oriented and also affordable.**
- **We will only buy offers we accept! They should bring joy and quality of life. They should not only be „useful“!**
- **We should be aware that a new generation of "old people" and also a new generation of sons and daughters, of other caring persons will follow.**
- **Digital support is welcome and will be used if it relieves everyday life, rises quality of life and arouses positive emotions.**
- **We will only buy and use offers that we like and that bring us a real benefit in everyday life.**
- **So: Ask us, involve us, take us on board, profit from our user-experience!**