

KEEP 50+



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50<sup>PLUS</sup>  
entrepreneurship  
P L A T F O R M

Ludek Richter

BarCamp, Karditsa,  
Greece

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<http://www.50plus-europe.eu/>

## The Platform has the following specific objectives:

- Build greater awareness and political support for 50+ entrepreneurship
- Inform and shape the policy environment in relation to 50+ entrepreneurship
- Facilitate and encourage 50+ entrepreneurship knowledge sharing
- Identify and promote the need for additional 50+ entrepreneurship initiatives and research
- Build an understanding amongst the broader entrepreneurship community that 50+ is a vital element of entrepreneurship
- Also build knowledge, understanding and support for 50+ entrepreneurship at Member State level



The platform is engaged in many activities that aim to ensure that policy makers understand, appreciate and harness the important contribution that 50+ entrepreneurs can make to Europe's economy.



- **MISSION AND VISION**

- The experience, knowledge and skills of the over 50's demographic as well as the size of this group provide a huge asset to Europe, both from a social and economic standpoint.

Vision is for a Europe in which this asset and potential is fully understood and realised, for the benefit of individuals, economies and society.



Promoting entrepreneurship for the 50+ is vitally important. Its impact in changing individual lives can be substantial: for this age group, entrepreneurship provides independence and self-fulfillment

It is a chance for millions to do something new and different that offers exciting opportunities, an income and increased flexibility.



Finally, 50+ entrepreneurship is beneficial for society at large. The role of seniors as social entrepreneurs and coaches, as well as role models and mentors, means that in addition to contributing directly to growth, they can also help Europe harness skills, knowledge and experience to help younger generations.



Many practical information for entrepreneurs 50+ and for anyone interested in this topic visit:

**<http://www.50plus-europe.eu/>**



KEEP 5G+



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Thanks for your  
attention !

....and KEEP50+