



INCLuSilver

## INCLuSilver

Personalised nutrition for the future! INCLuSilver aims to support collaboration between actors belonging to different sectors in order to create the optimal conditions for generating and validating innovative ideas in the field of personalised nutrition for the Silver Economy that have great potential to reach the market.

The “Silver Economy” is defined as the economic activity and consumer expenditure related to the specific population group of citizens over 50 years of age.

Cooperation among different actors along an integrated value chain with strong links to food health will be promoted through project activities. In addition, the INCLuSilver project will attempt to respond to the needs of the targeted population.

The main theory is that innovation rises on the borders, and thus, the objective is to make this innovation flourish. In accordance with this concept, the INCLuSilver project involves clusters belonging to agro-food, health, ICT, and creative industries sectors. Instead of starting with technology, the project will start with consumers in order to respond to the series of major challenges that affect the silver population. Then, the Consortium will identify the challenges to be tackled and proceed to support SMEs in grasping the assessed opportunities accordingly.

## Innovation Vouchers

The INCLuSilver project aims to support collaboration between actors in different sectors to bring innovative ideas in the field of personalised nutrition for the silver population.

An Innovation Voucher Scheme is being prepared with a total budget of 2.800.000 €. These vouchers will be allocated to SMEs through INCLuSilver to benefit a range of 50-170 SMEs.

The Innovation Vouchers will be divided into three groups to help companies at different stages in their innovative activities.

The Innovation Vouchers will support activities within the following categories:

- Maturation of ideas and projects
- Scalability and internationalisation
- Demonstration
- Transfer of technology
- Feasibility analysis
- International property rights

As a company you can get between 3.000 € up to a maximum of 60.000 € in financial support.

[Read more and apply](#)

Projektet er støttet af



**Horizon 2020**  
**European Union Funding**  
**for Research & Innovation**

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731349-INCLuSilver.

[Download som PDF](#)

Food & Bio Cluster Denmark er den landsdækkende klyngeorganisation for fødevarer og bioressourcer i Danmark. Vi er den samlende platform for innovation og vækst i klyngen – for danske og internationale virksomheder og videninstitutioner.



[Cookieinformation](#) >

[Persondatapolitik og oplysninger](#) >

FOOD & BIO CLUSTER DENMARK  
c/o Agro Food Park  
Agro Food Park 13  
8200 Aarhus N  
Tlf.: 8999 2500  
CVR 25666070  
[info@foodbiocluster.dk](mailto:info@foodbiocluster.dk)

[Adresser til øvrige hubs her](#) >

