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We walk what we talk

**Welfare or Silver Economy.  
Which is the Right Way to Support Older Persons?**

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Looking at the policies in favor of older persons in the different industrialized countries, I see that two lines coexist with the prevalence of one or of the other according to traditions, history and mean age of the population. One way, surely less actual and not updated, is an application as instrument of welfare. The other more recently looks at the policy toward the third age as to a way to develop the economy relating it to the increased mean age of population. If we look at some of the fields of greater impact on the older component of the population and on its quality of life we observe - in the case of the assistance to health, one thing is to decrease costs of services and of drugs, other to apply telemedicine and to promote innovative activities of health monitoring so opening new chains of economy and new ways for young to enter the work market.

In the case of transport, one thing is to lower ticket costs of any transport mean, other to promote sustainable mobility supporting new activities related to it from the sharing to the self-driving cars, from the pickup services network to parking telematic management.

One thing is to promote food consumption according to the digestion modified capacity, other to promote industrial chains of functional foods production and of wastes managing.

I think that the only welfare vision runs the risk of producing a rain of little drops without ever reaching the dimensions needed to take the chance offered by the silver economy.