

**Zoom Meeting on Wednesday, January 18, 2023, 17:00-19:00 CET**

*Silver Economy According to the New Circular Model of Economy*

Chair: Dr. Luigi Campanella, Professor Emeritus, [Luigi.Campanella@UniRoma1.it](mailto:Luigi.Campanella@UniRoma1.it)

## **Meeting Outline**

The meeting was addressed to continue the precious discussions taken during webinar held on the past end of year. The Central focus is Silver Economy the relevance of which is shown by 3 data concerning the lastlife prolonged of about 5 years in a very short time, the increasing weight of the component of overseventies in the population, the economy value of third age: all the seventies in the world represent all together the third economy after USA ad China. But Silver Economy has to be adapted to a new model of economy because during its development this model changed from linear to circular one. So, we have to answer how does silver economy adapt to new circular model or if you prefer how does circular model of economy adapt to silver economy? Looking for an answer, I like to consider an index of the 2 above said innovations. This can be represented by the number of packages: it increased abruptly in connection with the development of Silver Economy, but at the same time it was destined to be limited by the circularity principles. The packagings are suffering a progressive variation so that actually due too to scientific research results their new generation can be classified in three different types: smart packagings equipped with sensors, generally biosensors, to monitor the healthy conditions of the content; intelligent packagings equipped too with sensors but in this case not only to monitor the contained substances but also that the surrounding environment is not dangerous for the package; finally active packagings the materials of which are added with compounds that can be released or adsorbed in the two directions content to container and contrary. Many substances have been discovered by research as potential materials of 3D formed containers, in some cases used as additives with specific properties, such as antibacterial and antioxidant ones. I recall here polysaccharides, proteins, starches, biopolymers, cellulose. By this case of study, I have tried to show how the interaction between circular and silver age economies is strictly related to scientific advancements.

Luigi Campanella