

## EY2012 Stakeholders' Coalition

### Roadmap towards and beyond the European Year for Active Ageing and Solidarity between Generations 2012 (EY2012)

**Presented on 18 January 2012 at the Danish Presidency EY2012 launch  
conference in Copenhagen**

The EY2012 Stakeholders' Coalition is a growing group of interested parties committed to work together to achieve an age-friendly European Union by 2020 where everyone is empowered to play an active part in society and enjoy equal rights and opportunities in all stages of their life regardless of age, sex, race or ethnic origin, religion or belief, social or economic status, sexual orientation, physical or mental condition, or need for care.

In the context of the persistent economic and social crisis, amplified by demographic change, we welcome the European Year for Active Ageing and Solidarity between Generations 2012 as a unique opportunity to influence local, regional, national and European policy makers and all other relevant actors to promote active ageing and solidarity between generations through the creation of an Age-Friendly European Union by 2020<sup>1</sup>, the ultimate goal of our campaign. This can be achieved if all relevant stakeholders work together to implement the EY2012 objectives:

- Promoting active ageing in employment for both those who wish or need to work until statutory retirement age and beyond
- Facilitating active ageing in the community through active citizenship, volunteering and caring
- Promoting healthy ageing across the life cycle while also promoting independent living
- Promoting a society for all ages, enhancing cooperation and solidarity between generations as well as recognising the value of their respective identities and contributions to society

This Roadmap provides an overview of our joint commitment to ensure that all relevant stakeholders will be actively involved in the implementation of the EY2012 and the European Union will do its utmost to complement and support Member States' actions aiming at creating an Age-Friendly European Union by 2020 through the promotion of active ageing and solidarity between generations.



## SUMMARY OF EY2012 STAKEHOLDERS' COALITION COMMITMENTS

Please note that the actions and commitments listed in this roadmap will evolve during the Year and our Roadmap will be regularly updated with new examples of actions and commitments implemented by the members of the EY2012 stakeholders' coalition and their national partners.

					<b>OBJECTIVES</b>				
					<b>Promoting the EY2012</b>		<b>Creating an age-friendly EU by 2020</b>		
					At EU level	At national/ local level	At EU level	At national/local level	
<b>ACTIONS</b>	Building a growing European Coalition		Building national and local coalitions		Securing a European Strategy		Securing national/local plans for the promotion of age-friendly environments		
	Preparation of the Year (p. 3)		Preparation of the Year (p. 7)		Advocacy work for a European Strategy for Active and Healthy Ageing and an Age-Friendly European Union (pp. 10-11)		Advocacy, awareness raising and capacity building activities for the creation of plans who promote: <ul style="list-style-type: none"> <li>- Active Ageing in Employment (pp. 12-14)</li> <li>- Active Ageing in the community (pp. 14-15)</li> <li>- Healthy Ageing and independent living (pp. 15-17)</li> </ul>		
	Advocacy work (p. 4)		Awareness raising (p. 8)						
	Raising Awareness (pp. 4-5)		Capacity building (pp. 8-9)						
	Capacity building (pp. 5-6)								



## OBJECTIVE 1: PROMOTING THE EY2012

### List of agreed EU actions

#### ➤ Preparation of the Year

- Cooperate with the European Commission, the national coordinators and P.A.U. Education, the EY2012 communication agency, to ensure the good running of the Year
- Continue to recruit new members to join the Coalition<sup>2</sup>
- Encourage our members to make commitments and post them on the EY2012 website<sup>3</sup>, as well as to cooperate with their EY2012 national coordinators<sup>4</sup>
- Promote the EY2012 and encourage EU policy makers and other relevant actors to commit to taking concrete actions to support the EY2012 objectives
- Engage, encourage and promote joint actions and initiatives between governments, businesses and stakeholders aiming at creating innovative solutions towards active ageing
- Involve our working groups in the debate on the promotion of active ageing and solidarity between generations through the creation of an Age-Friendly European Union

#### **A few examples of initiatives we will carry out in 2012:**

**All Members of the Coalition** will closely cooperate with the European Parliament Intergroup on Ageing and Intergenerational Solidarity and other European Parliament Intergroups / Interest Groups and will encourage MEPs to sign the written declaration 48/2011 on the European Year 2012<sup>5</sup> which calls for the creation of an age-friendly EU.

Using the opportunity offered by the European Innovation Partnership on Active and Health Ageing (EIP AHA)<sup>6</sup>, **AGE Platform Europe** is committed to set up a virtual network on age-friendly environments mobilising stakeholders at local and regional level. This network will build on the work done by World Health Organisation (WHO) to adapt guidelines on age-friendly environment to the European context, facilitate the exchange of information on EU policy dossiers and instruments relevant to age-friendliness. In addition, AGE Platform Europe will advocate making this network concrete through the launch of a Covenant of Mayors on ageing and thus making possible the implementation at local level of strategies to improve active and healthy ageing.

**CSR Europe** is driving a collaborative project on “The business contribution to active ageing”<sup>7</sup>, co-lead by key companies and stakeholders including GDF Suez, Intel, Johnson & Johnson and **AGE Platform Europe** and in collaboration with the European Commission. The project comprises two work streams: (1) active ageing in employment: looking at skills development/retention, entrepreneurship and volunteering practices; (2) active ageing in products and services: analysing the status quo, current business practices and solutions with regard to customer insights, R&D and innovation, marketing/branding and distribution practices.



➤ **Advocacy work**

- Develop joint communication and policy documents on each of the three EY2012 objectives and obtain support for our Manifesto for an age-friendly EU by 2020
- Use our work programme activities and policy work to contribute to the EY2012
- Negotiate with EU institutions and Member States on how best to use EU Structural Funds for the benefit of rapidly ageing regions and the creation of an age-friendly EU

**A few examples of advocacy activities we will carry out in 2012:**

**The EY2012 Coalition** will produce joint documents to mark the EY2012. Specific position papers will also be produced by some members of the Coalition. Please find below some examples:

**ENAR** and **AGE Platform Europe** will produce a research paper on discrimination faced by older workers with a migrant or ethnic/religious minority background

**Autism-Europe** will produce a report highlighting the various challenges and present projects/best practices about ageing and Autism Spectrum Disorders

**Eurochild** will produce a report which will focus on members' good practice on support services offered to grandparents and their families, strengthening the extended families from a children's perspective and contributing to the promotion of children's rights and well-being.

**Mental Health Europe (MHE)** will disseminate its new position paper on the mental health implications of (un-)employment in older people<sup>8</sup>. Its task force on active ageing will also monitor policy developments to ensure that age is mainstreamed in MHE activities and that the mental health aspects are properly reflected in the activities of the EY2012.

➤ **Raising Awareness**

- Run a media campaign to promote our vision of a society for all ages
- Hold EU awareness raising conferences to develop recommendations on age-friendly labour market policies and workplaces, age-friendly communities, and innovative solutions to support healthy and independent living to contribute recommendations for the EU Age-Friendly Environment Network
- Use our websites and newsletters to promote the EY2012 and our goal to achieve an Age-Friendly European Union by 2020



**A few awareness raising activities we will carry out in 2012:**

**EuroHealthNet** will launch a new website<sup>9</sup> to convey the importance of healthy ageing, in particular the role of health promotion in contributing to active ageing, and to raise its profile during the EY2012. The website will also showcase projects from the local and regional level.

On 15 March, **AGE Platform Europe** will organise a thematic seminar on age-friendly labour markets and social protection systems at the Committee of the Regions. The event will be open to external stakeholders.

**HelpAge International**, in partnership with other NGOs across Europe, will launch its "What If?" media campaign on the new and existing evidence about the unrecognised contributions of older people to society. The campaign will promote intergenerational solidarity and will call for EU aid to be more age-friendly. A report aimed at promoting a debate on the state of relationships between younger and older people in Europe and the developing world will be also published.

On 14 May, **the European Civil Society Platform on Lifelong Learning (EUCIS-LLL)** will organise its Annual Conference on "Activating solidarities in lifelong learning education and training: innovative ways to promote cohesion" to discuss innovative approaches to promote solidarity within the education systems, with strong emphasis on intergenerational learning.

➤ **Capacity building and sharing of good practice**

- Map good practice on age-friendly communities and share experience and recommendations on active ageing at work, in the community and support to independent living with interested parties
- Improve communication about members' activities in the field of active ageing and solidarity between generations to support the mutual learning on experiences acquired at national and local level
- Disseminate and promote the joint brochure published by AGE, Committee of the Regions and European Commission on "Active Ageing: Tools and Instruments available to local actors"<sup>10</sup> providing suggestions on what local and regional actors can do with the support of EU funding programmes to promote active ageing at grass-roots level
- Organise courses and seminars on the promotion of active ageing and solidarity between generations



### **A few capacity building activities we will carry out in 2012:**

**AGE Platform Europe** will work with the **European Women Lobby** on a position paper on the discrimination faced by older women, including accessing their rights to equal pay, a fair pension and protection against elder abuse. AGE will also produce a joint paper with the **European Disability Forum** and ANEC on accessibility issues, a joint paper with the **European Roma Information Office** on older Roma and one with **ILGA Europe** on challenges faced by older LGBTB people. AGE will publish all these joint papers together for the 2012 Equality Summit as a joint contribution to the EY2012.

The **European Women's Lobby** will hold its annual conference in May on the theme of a life-cycle approach to intergenerational solidarity within a gender equality perspective. The conference will seek to strengthen dialogue between women and explore how different generations approach gender equality with regards to issues such as women's economic independence, which includes the gender pay and pension gaps, care, women's representation at all levels and all areas of decision-making, sexual and reproductive rights and health.

The **European Foundation Centre (EFC)** and the **European Civil Society Platform on Lifelong Learning (EUCIS-LLL)** will map members' practices in promoting active ageing and solidarity between generations and disseminate them through their websites. The EFC will also keep the members of the Donors and Foundations Network (DAFNE) informed about events and initiatives promoted at EU and national level.

On 4-6 July, the **European Academy of Yuste Foundation from Extremadura (Spain)** will organise an International Summer Course on Geriatrics in Europe. The course will aim at promoting active ageing by training doctors on the special care needs of older people and promoting changes in the educational medical sector in order to include these issues in the curricula of doctors and gerontologists.

**EuroHealthNet** will undertake a capacity building seminar for its network members on healthy ageing that will focus on the important role of health promotion and prevention in contributing to healthier behaviours amongst older people.



## List of agreed national/ local actions

### ➤ Preparation of the Year

We will encourage our national members to:

- Cooperate with their national EY2012 coordinator<sup>11</sup>
- Agree on a European Ambassador for the EY2012 and beyond
- Develop, together with local authorities, action programmes to promote active ageing and solidarity between generations
- Establish a partnership with the national agency responsible for the implementation of the Structural Funds (European Social Fund, European Regional Development Fund) to inform and help local actors use the Structural Funds available for projects on social cohesion and inclusion

#### A few examples of initiatives we will carry out in 2012:

**AGE Platform Netherlands** will coordinate an informal platform of organisations and individuals to cooperate throughout the Year and beyond in order to promote active ageing and intergenerational solidarity. The group involves different kinds of organisations, including older people's organisations.

**The European Academy of Yuste Foundation** will involve relevant local actors in the Year and our campaign for an age-friendly European Union. It will also organise a meeting with all Spanish regional offices to promote the EY2012 and its objectives, as well as encourage them contribute to the creation of age-friendly environments. The Foundation will also promote the Year through the International Association of Gerontology and Geriatrics (IAGG)<sup>12</sup> and the Global Ageing Research Network (GARN)<sup>13</sup>.

**AGE Platform France** will coordinate an informal and open group of about 40 national non-profit organizations working together to promote active ageing and solidarity between generations in France. The group will meet monthly to discuss about individual and joint initiatives to promote the Year and an Age-Friendly France. The group will also closely cooperate with the French National Coordinator.

**Eurodiaconia** will use its annual Award in 2012 to publicise and commend projects from Eurodiaconia's membership relevant to the European Year, those that combat exclusion and isolation of older people and build solidarity between generations.



➤ **Awareness raising**

We will encourage our national members to:

- Raise awareness and encourage local/regional authorities to support the creation of a EU Age-Friendly Environment Network and Covenant of Mayors
- Use the national and local media to promote a positive image of older people and highlight the contributions they make to their communities
- Run media campaigns to promote active and healthy ageing
- Raise awareness and encourage employers' organisations, trade unions and local authorities to support age-friendly labour market policies and workplaces and initiate broad debates on older workers in employment and gradual transitions to retirement in order to promote longer working lives and help older workers prepare for an active retirement

**A few awareness raising activities we will carry out in 2012:**

**The Assembly of European Regions (AER)** will raise awareness among regions about the opportunities for investing in active and healthy ageing under the future Cohesion Policy and will encourage them to allocate funding to developing age-friendly environments in the future EU funding period.

**Diaconia ECCB from Czech Republic**, a Eurodiaconia member, will develop its social campaign "Open to Seniors", combating stereotyping of older people, through disseminating nationwide the cycle of posters with the slogan, "Old Age is the Taboo of Today" and the video clip "Old age is worth more than you think", as well as carrying out other media-oriented activities.

In January, **EuroHealthNet**, in collaboration with its member **Federal Centre for Health Education from Germany**, will release a report on "Healthy and Active Ageing". The report will provide a selection of policies, programmes and interventions that are currently or have been applied in the EU and its Member States to promote the health of 'younger' older people.

The **European Academy of Yuste Foundation** will publish a new issue of its European Multilingual Magazine "Pliegos de Yuste"<sup>14</sup>, which aim is to raise awareness on the work of the EU and the importance of the European integration and the European values. It will include a special report on the EY2012 and the work done by the Coalition.

➤ **Capacity building**

We will encourage our national members to:

- Foster active citizenship and contribute actively in the preparation of the European Year for Active Citizenship 2013 through exchange between older people, youth and other age groups to engage them in the development of solutions that benefit the whole population
- Provide training and support to help intergenerational volunteer initiatives





- Develop, in cooperation with healthcare providers, toolkits and guidelines on the prevention of accidents at home and in hospitals
- Call for and help develop programmes in support of informal family carers for elderly dependent persons (guidelines on basic skills, respite care, counselling, etc.) to prevent burnout and the social exclusion of informal carers
- Organise courses, seminars and conferences to empower citizens and other relevant actors to deal with the ageing process
- Encourage the organisation of community centres, pensioners clubs, day-centres etc. to maintain links to social networks which give older people a place in local life

### **A few capacity building activities we will carry out in 2012:**

**Slovene Philanthropy Association** will create an on-line classroom to share tools and good practice relating to intergenerational cooperation and organise workshops on intergenerational cooperation and how to develop intergenerational activities.

**Aġenzija Support from Malta** will organise training courses for older people with intellectual and sensory disabilities who participate in its residential and community services in order to promote their independent living.

**Anziani e Non Solo from Italy**, AGE Platform Europe Member, will organise training for family caregivers, mostly 60+, to promote their wellbeing and foster their social networks. Through the project DALIA, it will also help informal carers aged 50+ reconcile their work with their care duties.

**MZU from Slovenia**, AGE Platform Europe Member, will promote senior volunteering and intergenerational exchanges through its several Daily Activity Centres for seniors. Every week, MZU organises more than 30 different activities. It also plans regular exchanges with the schools and youth centres throughout the year.

As part of its pan-European social inclusion campaign, **ENAR** will address active ageing within its roundtables on social inclusion at national level. These roundtables will enable participants to debate how to concretely promote effective participation of ethnic and religious minorities in all spheres of society, including employment, public administration, education, culture, sport, etc.

**The International Federation of Red Cross and Red Crescent Societies** will map and further develop standards for training volunteers who provide care to older people across Europe. The work will focus on the special needs of people receiving care (incl. physical, mental, social and psycho-social aspects), the support to volunteers providing care (recruiting, preparing, training, managing, information, visibility and recognition) and intergenerational aspects.



## OBJECTIVE 2: CREATING OF AN AGE-FRIENDLY EUROPEAN UNION BY 2020

### List of agreed EU actions

The EY2012 Coalition will encourage the European Union, the United Nations Economic Commission for Europe and WHO-Europe to pool their resources and coordinate their action to launch a European Strategy on Active Ageing and an Age-Friendly EU to help the EU achieve its Europe 2020 objective to create smart, sustainable and inclusive growth in the EU. The Strategy should:

- Seek to coordinate better and build synergies between existing EU policy processes and funding programmes and the UN policy instruments and implementation programmes on ageing in order to ensure that these processes will be mutually supportive and will deliver better outcomes, in particular:
  - Europe 2020 Strategy flagship initiatives (European Platform against Poverty, Agenda for New Skills and Jobs, the European Innovation Partnership on Active and Healthy Ageing), the new Multiannual Financial Framework, the EU research framework and the EU Health Framework Programme (Joint Action on Mental Health)<sup>15</sup>
  - European Strategy for equality between women and men 2010-2015<sup>16</sup> and the European Pact for gender equality for the period 2011-2020<sup>17</sup>
  - Recommendations regarding the gender dimension of active ageing and intergenerational solidarity adopted by the European Advisory Committee on Equality between women and men<sup>18</sup>
  - UN Open Ended Working Group on Ageing
  - WHO Age-Friendly Environment and Age-Friendly Primary Care Programmes
- Include new initiatives such as:
  - The creation of an EU Age-Friendly Environment Network which would provide support to local, regional and national actors (public authorities, business sectors, civil society organisations, etc.). The network should foster active and healthy ageing by using the participatory methodology developed by WHO (Age-Friendly Environment guidelines) and relevant EU funding programmes
  - The launch of a Covenant of Mayors on Demographic Change whereby mayors across the European Union will commit to supporting the overall objective of the EY2012 and to join the EU Age-Friendly Environment Network
  - Support to public authorities and civil society to become actively engaged in a coordinated way in the work of the UN Open Ended Working Group on Ageing and the on-going debate on a future UN Convention on the Rights of Older People
  - A 'Seniors in Action - Invest in Silver Innovation' programme to train older volunteers to map the needs of older people in their communities
  - Develop existing mechanisms of exchange of good practice and cooperation between Members such as the Open Method of Coordination for Social Protection and Social Inclusion



- Establish links with the EU Framework for National Roma Integration Strategies and the EU Agenda for Integration, to ensure inclusiveness and adequate responses to an increasingly diverse ageing population
- Include support to active ageing and to the proposed EU Age-Friendly Environment Network in the objectives of all relevant existing and future EU funding programmes
- Promote active ageing consistently across its internal and external policies and take concrete steps to ensure that EU aid programmes are also age-friendly
- Ensure EU research programmes fund research into effective health prevention and promotion measures, especially for excluded groups, paying special attention to environmental and cultural aspects, and research into effective models of care provision for and combating social exclusion of older people
- Integrate the significance of health and health promotion for older people in all policy areas such as economy, housing, transport and the environment
- Support the New Agenda for Adult Learning to ensure learning later in life and the promotion of active, autonomous and healthy ageing among seniors

The European Innovation Partnership on Active and Healthy Ageing should also include the creation of an EU Age-Friendly Environment in its key objectives.

The European Institute for Innovation and Technology (EIT) should launch a Knowledge and Innovation Community (KIC) on active and healthy ageing.

The EU Joint Action on Mental Health should work towards mental health promotion encompassing all generations, including the prevention of depression and dementia.

#### **A few examples of initiatives we will carry out in 2012:**

**AGE Platform Europe** will keep facilitating contacts between WHO and the European Commission in order to enhance their cooperation. AGE is also looking for interested parties who wish to join the virtual network on age-friendly environments (see page 2). If you are interested, please contact AGE Platform Europe or visit the EIP-AHA website<sup>19</sup>.

**HelpAge International** is working closely with the United Nations Population Group (NFPA) and other UN agencies towards the preparation of a Global State of the World's Older People 2012 report, which is due to be launched in October 2012. HelpAge is already actively engaging with the UN and other actors in the 10 year review process of the Madrid International Plan of Action on Ageing<sup>20</sup>.



## National/ local actions

The EY2012 Coalition will work with national members cooperating with national and local policy makers in order to develop plans to promote age-friendly environments in response to demographic change. Such plans should seek to facilitate the involvement of a wide range of national and local actors in the EU Age-Friendly Environment Network and to foster the participation of all relevant stakeholders in the development of adequate and sustainable solutions for our ageing population.

### A few examples of initiatives we will carry out in 2012:

The **European Foundation Centre Consortium** will lead the League of Historical and Accessible Cities (LHAC)<sup>21</sup>. Launched in 2010, the League is a pilot project which aims to improve the accessibility of historical towns and promote sustainable tourism development bringing added value from the foundational sector. Eight foundations have teamed up with local authorities, disabilities groups, architects and town planning experts to design a 1 kilometer itinerary accessible for all: people with disabilities, elderly, persons with children to fully enjoy cultural and historical heritage. Based on these experiences, the League will launch a best practice guide to help other foundations and their partners interested in implementing a similar project in historical cities elsewhere.

The **2012 Social Inclusion Regional Group (SIRG)**, an informal network of European regions, will engage regional social authorities and actors in the upcoming EY2012 to discuss the policies and measures that are needed for older people to be included in society, stay active and to maintain good health. The 2012 SIRG will organise a series of conferences on the themes of the EY2012. In particular, the SIRG Active contribution and Social Inclusion Conference will focus on the health promotion aspects of active contribution and social inclusion and will look to discuss each of the following challenges.

Please find below a list of initiatives we recommend to be included in the plans:

- Active Ageing in Employment

**Promote active and healthy ageing across the life cycle and more flexible retirement ages** – to enable older workers who wish to do so to remain in the labour market longer and to help those who have reached pension age combine their pension with paid work if they choose or need to.

**Ensure adequacy of old-age income while promoting employability of people aged 50+** – make working longer financially rewarding for older workers without penalising those who have shorter careers - mainly women or people with disabilities, or those working in poor quality jobs - for valid reasons such as informal career breaks, and ensure an adequate income in old-age.

**Combat in-work poverty** – apply good work principles to ensure equal decent living wages for women and men, stable contracts, quality working conditions and quality jobs, to help prevent poverty and social exclusion and their consequences.



**Combat multiple-discrimination faced by older workers** – state the value of older workers and seek to change their negative image by presenting them as a valuable resource for societies, with equal rights to participate in employment for as long as they wish.

**Encourage employers to retain and to hire older workers, including those with care responsibilities** – to value the expertise of older women and men through financial incentives for introducing innovative solutions to adapt the working environment to an ageing workforce, lower employers' costs for employing older workers, provision of mentoring or tutoring schemes, etc.

**Provide support to people returning to the labour-market** after spending time caring for their children/dependent and/or elderly family members. Skills acquired in the informal setting should be valued and evaluated as skills apt for the labour-market (management, multi-tasking, empathy, team leader/builder, negotiation skills, etc.).

**Provide opportunities to upgrade professional skills of ageing workers** – support lifelong learning and provide older workers with possibilities to learn new technologies and to participate in job-related training. If necessary, the working conditions and workplace should be adapted to meet the evolving health or ergonomic needs of the older worker.

**Rejuvenate careers by age-friendly measures** – transition from full time activity towards retirement is a process and therefore should be introduced in the workplace gradually, and well in advance of one's retirement age, i.e.g. through part-time arrangements, flexible working conditions, tailor-made training, lifelong learning or professional conversion programmes.

**Implement health promotion programmes** – encourage longer and healthier working lives by the promotion of healthy diets, physical activity and ensure access to high quality, affordable health services and improved social relations in order to help raise the *Healthy Life Years Indicator* by 2 years as agreed in the framework of the 1<sup>st</sup> European Innovation Partnership on Active and Healthy Ageing.

**Promote intergenerational understanding within the workplace and support intergenerational cooperation and knowledge transfer in the workplace** – foster mutual learning and skills transfer between age and gender groups i.e. through mentoring/ coaching of younger workers by their older peers and ICT training for older workers by younger age cohorts or by facilitating intergenerational entrepreneurship within family-owned business.

**A few examples of initiatives we will carry out in 2012:**

**The Assembly of European Regions (AER)** will build capacity among adult education specialists across EU regions. Through the REALM project, in cooperation with Hampshire County Council (UK), AER will organise a training on how to translate the last EU developments in the field of active ageing into adult learning courses that support an age-friendly environment.

**FERPA, ETUC and Youth Committee** will run the project "Year 2012: improving intra-generational solidarity and active ageing – dismantling barriers for older people continuing work and supporting the entrance of young workers". The project will be developed through a cross-country research on the above mentioned themes.



**The European League Against Rheumatism (EULAR)** will disseminate its "Charter for Work for People with Rheumatic Diseases in Europe<sup>22</sup>", calling: policy makers to legislate for access to work, employers to create an inclusive work environment and healthcare providers to focus on the abilities of people with rheumatic diseases, especially occurring in the older working population.

**EuroCommerce** will produce a brochure on good practices regarding the participation of the 50+ to the commerce labour market, as well as initiatives targeting in particular ageing consumers.

- Active Ageing in Community Life

**Support people as they age in becoming actively involved as volunteers** – through training and empowerment, but also by providing information, financial and organisational support which help match competence profiles with demands from voluntary organisations.

**Empower in particular older people living alone or who are socially isolated** – they should be encouraged to take an active part in volunteer activities and/or professional reconversion programmes, or other activities where desired to fight social exclusion.

**Develop and reinforce participatory structures which encourage older people's participation in decision-making processes** at local and national level, in particular older women who are often under-represented in decision-making positions.

**Support older people as learners and create tailor-made responses to their specific needs** – through lifting the barriers to participation in lifelong learning and proposing a range of pedagogies (combined with information and communication technologies and competent teachers) to guide them through the knowledge society where everyone is enabled to make the best of their abilities.

**Support people who provide informal care** – through training to acquire basic care skills, counselling, respite care, peer support and financial support.

**Support and value care provision throughout the life-cycle** from child to elderly and dependent persons care – including the development of care infrastructures, care measures and policies supported and financed by the Structural Funds, respite care, independent and supervised living, intergenerational housing schemes as a means of strengthening solidarity and independent living.

**Recognise the contribution older people make to younger generations and the society as a whole** – by quantifying the economic impact of older people's volunteering, their financial transfers to younger people and the economic value of the child and eldercare they provide and which facilitates the reconciliation of their own children's professional and private lives.

**Address the high risk of old-age poverty**, especially among very old women, older dependent persons, ethnic minorities and migrants, and those who have worked in self-employment or the informal economy.



**A few examples of initiatives we will carry out in 2012:**

**COFACE** will develop a policy document on "Ageing Family Carers"<sup>23</sup>. The document aims to put a public focus on a specific population group who may benefit less than others from active ageing opportunities: ageing family carers who as non-professional persons provide primary assistance

In December, **The Runnymede Trust from the United Kingdom**, ENAR Member, will publish a research report into the intergenerational sharing of wealth and caring responsibilities in the Black and Minority Ethnic communities. In April, it will also publish a research report on the retirement decisions of older people considering moving when they retire and the challenges they anticipate with activities in daily life towards a dependent person in their immediate circle.

In 2012, through its project 'Linking Real Lives', **HelpAge International**, Cordaid, Zivot 90, Slovene Philanthropy and Age Action Ireland will facilitate a direct two-way engagement between older people in EU member states and in developing countries, by training of older people's organisations to capitalise on technology to broadcast the voice of real older people through the production of inspirational video messages. The aim is to build solidarity, raise awareness of ageing and development issues and promote active citizenship to help strengthen EU development policy.

Throughout 2012, members of the **European Volunteer Centre (CEV)**<sup>24</sup> will continue their commitment to promoting volunteering as an integral part of active ageing in the community. The National Volunteer Centre of Romania, will publish a 'Volunteer Portrait' highlighting senior volunteer stories across the country. The Pan Cyprian Volunteerism Coordinative Council will be involved in the annual 'Elder's Parliament' in Cyprus, this year dedicated to the European Year 2012. This 'parliament' brings together civil society and NGOs with an interest in improving the welfare of the elder population.

- Healthy and Independent Living

**Promote a life-cycle approach to preparing for healthy and independent ageing across the social gradient in society**, – through systematic and anticipatory education on how to approach ageing e.g. by maintaining good health, managing personal assets, advanced planning for care and living arrangements, and ensuring affordable access to preventative as well mainstream quality health-care services.

**Promote cooperation between formal service providers, informal carers and civil society organisations** – in order to achieve joint commitment and mutual support in view of providing functional and cost effective support for older people.

**Promote innovative solutions for facilitating the transition from living at home to living in a care institution for those who need to** – promote day-centres for dependent people to enable them to benefit from the daytime activities of an institution while living independently at home.



**Combat the loneliness of older people and promote their wellbeing and dignity through the preservation and strengthening of local social networks throughout the life cycle** – support local community initiatives of peer support and intergenerational activities including the education of citizens on the rights, needs and expectations of older people.

**Foster older people's physical and mental health** – promoting preventive measures and affordable quality support services across the life course are essential in order to support healthy and independent living in old age and facilitate older people's full participation in society.

**Ensure that health care systems respond to women and men respective needs as they age** – while women's life expectancy is longer than men's, the number of healthy life years for women is lower and this needs to be accounted for in general health care policies particularly in light of public spending cuts in health and other essential services.

**Ensure that older dependent people are protect against elder abuse and neglect and can age in dignity.** Elder abuse happens in all care settings, institutional, community, home care and within families. With the growing numbers of very old persons (a majority of whom are women), and increasing numbers of persons with Alzheimer or dementia, protecting this very vulnerable group of people from elder abuse and neglect must become a priority at local, national and EU level.

**Preserve a positive image of ageing when raising awareness about chronic health and social care issues** – protecting the dignity and capacity to remain part of a broader society regardless of one's physical or mental health.

**Promote housing for older people that adapts and continues to fit well with their changing needs as they age in order to strengthen people's autonomy** – housing policy needs to move beyond the provision of minimum accessibility requirements, to embrace standards of space, quality, flexibility and adaptability that can accommodate our life-styles over varying life-courses.

**Develop urban and rural planning, technology and mobility plans that support the social inclusion of an ageing population** – all of the above play a key role in everyone's life, but even more so for very old and/or vulnerable people who rely more often on the accessibility of public transport, the accessible built environment etc. in order to actively participate in local life.

**Link technological progress for safe and independent living with the development and strengthening of human networks** – technology can help older people live longer at home independently as well as help them maintain social ties with friends and relatives by using mobile telephones or communicating through social networks.

**Take an integrated, multidisciplinary approach to social service provision** – as diverse needs are met from various services it is essential that there is good coordination between all relevant service providers and sectors.

**Promote service user participation and empowerment** – in the choice of and defining the services they need, as well as in the evaluation of the services. Support the development of older user support groups and representation.

**Encourage the development of age-friendly goods and services** – good and services should be adapted to the needs of all people, regardless of their age or disability.





### A few examples of initiatives we will carry out in 2012:

**The European Health and Fitness Association (EHFA)** will develop standards of qualifications for exercise professionals in 2011/2012 in order to develop special programmes for older adults. These new standards will be launched at the EHFA General Assembly in Brussels on 24 May and will be available to the whole fitness sector in Europe and beyond.

**The European Parkinson's Disease Association (EPDA)** is producing a film entitled "What's Life Worth?", whose aim is to show how early and correct treatment for the right person at the right time is cost effective and essential for our society. EPDA will also run an awareness raising campaign (Life with Parkinson) highlighting the lack of understanding and knowledge concerning Parkinson's that exists throughout Europe today through the provision of educational materials.

On 27-28 September, **the European Association of Homes and Services for the Ageing (EAHSA)** will organise a conference on "Active Ageing – The challenge for providers: best practices and innovations in housing, care and services". In cooperation with the EHF European Housing Forum, it will also organise a lecture on "Active Ageing – the importance of adapted housing for independent living of older people".

**The European Federation of National Associations of Orthopaedics and Traumatology (EFORT)** will organise a conference on "Europe on the Move: Promoting active and healthy ageing". The conference will aim to gather policy makers and various stakeholders with a view to present best practice initiatives which contribute to active and healthy ageing.

The **French and German Red Cross** will develop new curricula for First Aid training with emphasis on the specific needs of older people. The aim is to minimise risks of domestic accidents and to teach the right behaviour in emergency situations.



### JOIN US!

Everyone has a role to play in the EY2012 and can contribute to making the European Union more age-friendly and better adapted to our increasingly diverse ageing population: local authorities and grass root actors, the business sector, public authorities, civil society organisations, social partners, service providers, town planners, researchers, education systems, media, senior people themselves and citizens wherever they stand.

If you want to join our Coalition, please send an e-mail to Alice Sinigaglia, Logistic and Campaign Officer, [alice.sinigaglia@age-platform.eu](mailto:alice.sinigaglia@age-platform.eu).

### MORE INFORMATION

For more information on the EY2012 Coalition and its joint activities, please visit AGE website: <http://tinyurl.com/ct7qmd3> or the EY2012 website: <http://www.active-ageing-2012.eu>.

**Please note that this document provides just a first list of initiatives that the Coalition is organising to promote the European Year 2012 and an Age-Friendly European Union. The Roadmap will be further developed and discussed in the upcoming months.**





For more information on the Coalition Members' activities, please visit their websites:

- [AGE Platform Europe](#)
- [Assembly European Regions \(AER\)](#)
- [Association of Local Democracy Agencies \(ALDA\)](#)
- [Association for the Protection and Promotion of the Rights of Elderly \(RoE\)](#)
- [Autism Europe](#)
- [Association Internationale de la Mutualité \(AIM\)](#)
- [Beth Johnson Foundation](#)
- [Caritas Europa](#)
- [CECODHAS –The European Liaison Committee for Social Housing](#)
- [Comune di Napoli](#)
- [Confederation of Family Organizations in the European Union \(COFACE\)](#)
- [CSR Europe](#)
- [European Federation of National Association of Orthopaedics and Traumatology \(EFORT\)](#)
- [European Local Inclusion and Social Action Network \(ELISAN\)](#)
- [EuroCommerce](#)
- [Eurocarers](#)
- [European Association of Homes and Services for the Ageing \(EAHSA\)](#)
- [European Anti-Poverty Network \(EAPN\)](#)
- [European Civil Society Platform on Lifelong Learning \(EUCIS-LLL\)](#)
- [European Disability Forum \(EDF\)](#)
- [European Foundation Centre \(EFC\)](#)
- [European Health and Fitness Association \(EHFA\)](#)
- [European Institute of Women's Health \(EIWH\)](#)
- [European Network Against Racism \(ENAR\)](#)
- [European Non-Governmental Sports Organisation \(ENGSO\)](#)
- [The European Network of National Civil Society Associations \(ENNA\)](#)
- [European Network of Social Authorities \(ENSA\)](#)
- [European Parkinson's Disease Association \(EPDA\)](#)
- [European Social Network \(ESN\)](#)
- [European Volunteer Centre \(CEV\)](#)
- [Eurochild](#)
- [Eurodiaconia](#)
- [European Union Federation of Youth Hostel Associations \(EUFED\)](#)
- [EuroHealthNet](#)
- [European Academy of Yuste Foundation](#)
- [European Association of Paritarian Institutions of social protection \(AEIP\)](#)
- [European Women's Lobby \(EWL\)](#)
- [European Federation of Unpaid Parents and Carers at Home \(FEFAF\)](#)
- [European Federation of Retired and Older Persons \(FERPA\)](#)
- [The European League Against Rheumatism \(EULAR\)](#)
- [Fondation Louis Bonduelle](#)
- [Foundation Compassion Alzheimer Bulgaria](#)
- [HelpAge International](#)
- [International Diabetes Federation \(IDF\)](#)
- [The International Sport and Culture Association \(ISCA\)](#)
- [Kuratorium Qualitätssiegel Betreutes Wohnen für ältere Menschen in Nordrhein-Westfalen e.V.](#)
- [Mental Health Europe - Santé Mentale Europe aisbl \(MHE\)](#)
- [Provincia di Rovigo](#)
- [Red Cross EU Office](#)
- [Regione Veneto](#)
- [YFJ - European Youth Forum](#)



## END NOTES

- <sup>1</sup> [http://www.age-platform.eu/images/stories/23598\\_poster\\_everyone2012\\_v4.pdf](http://www.age-platform.eu/images/stories/23598_poster_everyone2012_v4.pdf)
- <sup>2</sup> <http://www.age-platform.eu/en/age-policy-work/solidarity-between-generations/campaign/927-list-of-contacts>
- <sup>3</sup> <http://www.active-ageing-2012.eu>
- <sup>4</sup> <http://europa.eu/ey2012/ey2012main.jsp?catId=986&langId=en>
- <sup>5</sup> <http://www.europarl.europa.eu/sides/getDoc.do?pubRef=-%2f%2fEP%2f%2fNONSGML%2bWDECL%2bP7-DCL-2011-0048%2b0%2bDOC%2bPDF%2bV0%2f%2fEN>
- <sup>6</sup> [http://ec.europa.eu/research/innovation-union/index\\_en.cfm?section=active-healthy-ageing](http://ec.europa.eu/research/innovation-union/index_en.cfm?section=active-healthy-ageing)
- <sup>7</sup> [http://www.csreurope.org/pages/en/business\\_contribution\\_of\\_the\\_european\\_year\\_for\\_active\\_ageing.html](http://www.csreurope.org/pages/en/business_contribution_of_the_european_year_for_active_ageing.html)
- <sup>8</sup> [http://www.mhe-sme.org/assets/files/documents/MHE%20Position%20Paper%20EP%20event%202011\\_final.pdf](http://www.mhe-sme.org/assets/files/documents/MHE%20Position%20Paper%20EP%20event%202011_final.pdf)  
[http://www.mhe-sme.org/assets/files/documents/MHE%20Position%20Paper%20EP%20event%202011\\_final.pdf](http://www.mhe-sme.org/assets/files/documents/MHE%20Position%20Paper%20EP%20event%202011_final.pdf)
- <sup>9</sup> [www.healthyageing.eu](http://www.healthyageing.eu)
- <sup>10</sup> [http://www.age-platform.eu/images/stories/EN/brochure\\_activeageing\\_en.pdf](http://www.age-platform.eu/images/stories/EN/brochure_activeageing_en.pdf)
- <sup>11</sup> List of national coordinators is on the EY2012 website at:  
<http://ec.europa.eu/social/ey2012main.jsp?catId=973&langId=en>
- <sup>12</sup> <http://www.iagg.info/>
- <sup>13</sup> <http://www.iagg.info/iagg-who/research-network>
- <sup>14</sup> <http://www.pliegosdeyuste.eu/>
- <sup>15</sup> <http://register.consilium.europa.eu/pdf/en/11/st10/st10384.en11.pdf>
- <sup>16</sup> Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions, *Strategy for Equality between women and men*, 2010-2015 SEC (2010) 1079 SEC (2010) 1080, Brussels 21.9.2010 COM (2010) 149 final
- <sup>17</sup> Council of the European Union Council conclusions on the *European pact for gender equality for the period 2011-2020* 3073<sup>rd</sup> Employment, Social Policy, Health and Consumer Affairs Council meeting, Brussels 7 March 2011
- <sup>18</sup> This document is currently being drafted by a working group of the Advisory Committee and is expected to be adopted by the Committee at its November meeting
- <sup>19</sup> [http://ec.europa.eu/research/innovation-union/index\\_en.cfm?section=active-healthy-ageing](http://ec.europa.eu/research/innovation-union/index_en.cfm?section=active-healthy-ageing)
- <sup>20</sup> <http://www.helpage.org/silo/files/ageways-77-the-madrid-plan-and-you.pdf>
- <sup>21</sup> <http://www.lhac.eu/>
- <sup>22</sup> [http://www.eular.org/myUploadData/files/Workcharter\\_23-02-09.pdf](http://www.eular.org/myUploadData/files/Workcharter_23-02-09.pdf)
- <sup>23</sup> <http://www.coface-eu.org/en/Policies/Disability-Dependency/Family-Carers/>
- <sup>24</sup> [http://www.cev.be/150-the\\_european\\_year\\_of\\_active\\_ageing\\_and\\_solidarity\\_between\\_generations\\_2012-EN.html](http://www.cev.be/150-the_european_year_of_active_ageing_and_solidarity_between_generations_2012-EN.html)

