

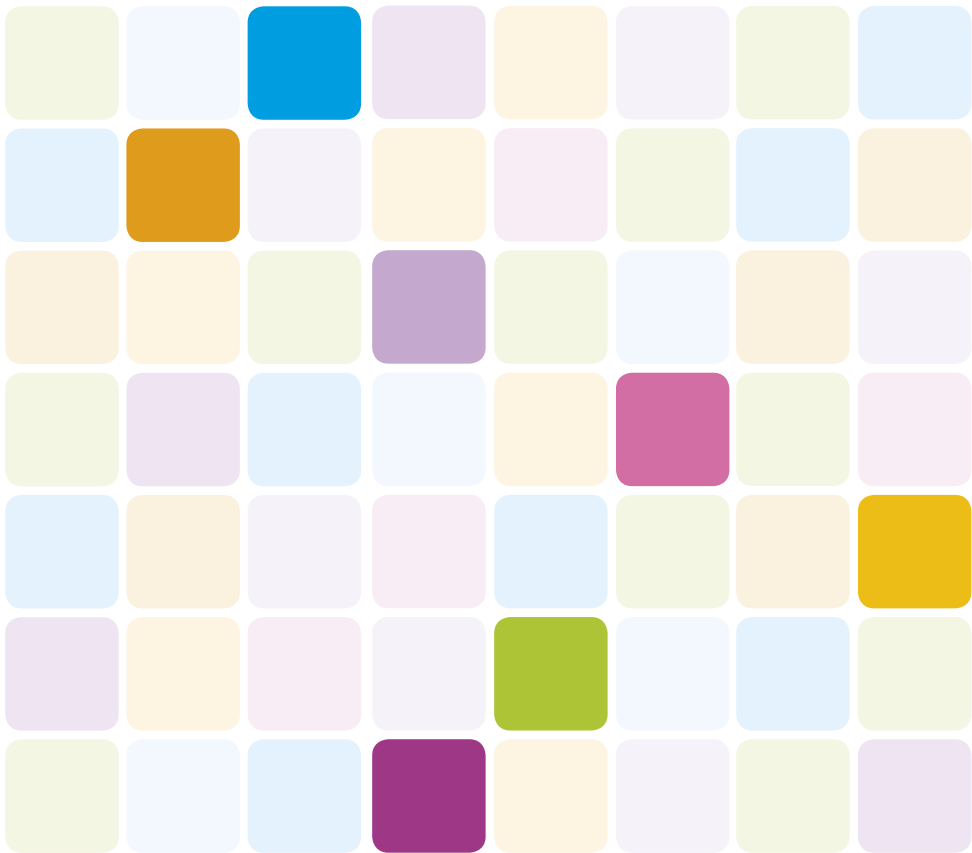


European Year for Active Ageing and Solidarity between Generations

2012

EVERYONE HAS A ROLE TO PLAY!





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Why have a European Year for Active Ageing and Solidarity between Generations in 2012?



The United Nation's International Plan of Action on Ageing (MIPAA) was adopted in Madrid in April 2002. In September 2002, all EU Member States gathered in Berlin and endorsed the MIPAA Regional Implementation Strategy for Europe. In adopting this Action Plan and its implementation strategy, all EU Member States committed to promoting active ageing by integrating the rights and needs of older persons into their national economic and social policies and by promoting a society for all ages.

To mark the 10th Anniversary of this key political commitment, the European Union decided to declare 2012 as the European Year for Active Ageing and Solidarity between Generations (EY2012). The EY2012 will serve as a framework for raising awareness, identifying and disseminating good practice and, more importantly, encouraging policymakers and stakeholders at all levels to promote active ageing and to support greater cooperation and solidarity between the generations.

In particular, the EY2012 will address challenges that arise from the ageing of our populations such as the need to:

- ▶ Help people to stay at work longer and encourage them not to retire too early;
- ▶ Combat social exclusion among older people by encouraging them to participate actively in their communities at local and regional level and to engage in active citizenship initiatives at the national and European level;
- ▶ Prevent dependency when people become very old.

The main objectives of the EY2012 will be to:

- ▶ Promote active ageing in employment;
- ▶ Promote active ageing in the community including through active citizenship, volunteering and caring;
- ▶ Promote active ageing at home through enabling healthy ageing and independent living.
- ▶ Enhance cooperation and solidarity between the generations.

The EY2012 Coalition - which brings together more than 20 European organisations who share a common vision of a society for all ages - believes that this European Year will be an important occasion to address demographic change as an opportunity and to consider innovative solutions to the current economic and social challenges facing our ageing



societies. Inviting and empowering older people to age in good physical and mental health and to contribute more actively to the labour market and to their communities should help our societies better cope with our demographic challenge in a way that is fair and sustainable for all generations. Our aim is to mobilise all relevant actors to commit to taking specific actions and achieving particular goals in the run-up to and during this European Year so that tangible outcomes can be

achieved within the next decade. By working together, we can achieve positive and lasting results for people of all ages in the European Union.

To kick start the EY2012, the European Commission will launch a website (www.active-ageing-2012.eu) for the EY2012 on 29 April 2011 to mark the 3rd European Day of Solidarity between Generations. The website seeks to gather all commitments and initiatives taken by a wide range of stakeholders (policy makers, the business sector, civil society organisations, service providers, town planners, researchers etc.) to promote active ageing to achieve a society for all ages.

With this leaflet, our objective is to raise awareness of the EY2012 and to mobilise many different organisations to support the European Year's objectives. We are encouraging them to bring their own contribution towards achieving our common goals. This leaflet also provides many useful ideas and suggestions on what you can do to make the European Year 2012 a success. Involvement is open to all interested individuals and groups so get in touch if you would like to join us! Our contact details are on the back page.

What do active ageing and intergenerational solidarity mean?

02

Active ageing

Active ageing is defined by the World Health Organization's Policy Framework as "the process of optimizing opportunities for health, participation and security in order to enhance quality of life as people age. It allows people to realise their potential for wellbeing throughout their lives and to participate in society according to their needs, desires and capabilities, while providing them with adequate protection, security and care when they need assistance" (2002).

It implies that we should make the most of opportunities that promote physical and mental health to enable older people to take an active part in society without being subject to any form of discrimination. Enabling older people to enjoy an independent and good quality of life is equally important.



Intergenerational solidarity

Intergenerational solidarity refers to the mutual support and cooperation between different age groups in order to achieve a society where people of all ages have a role to play in line with their needs and capacities, and can benefit from their community's economic and social progress on an equal basis.

Why should you get involved in the European Year?

03

Older people are a large and growing part of the EU's population. This rapidly ageing population is changing our societies in important and fundamental ways. Unfortunately, ageing is often seen as a problem, presenting challenges to the age structure of the workforce, the sustainability of social protection schemes, and the organisation and financing of health and long-term care services.

This negative image does not do justice to the enormous wealth of experience represented by older people. Their vast contribution to society, often on a voluntary basis, is too often overlooked and needs to be better recognised and promoted. A change of attitude is needed if a society for all ages is to be created.

Barriers that prevent older people from working and from getting more involved in their communities need to be removed.

We need to review our policies and practices that prevent or hinder their participation and to make positive changes that will foster older people's greater involvement in society and in the workplace for the benefit of all generations.



How can we achieve greater solidarity between generations through active ageing in employment?

04

From 2012 onwards, the European working-age population will start to shrink while the 60+ age groups will increase by about two million people a year. The ageing population will also be more diverse than ever with significant numbers of people from a wide range of ethnic backgrounds. Many of these 60+ will want or need to continue working past the statutory retirement age. The EY2012 provides an important opportunity for us all to reflect on the need for new and innovative structures and approaches in the labour market which will motivate and enable older people to continue working as long as they chose.



Employment policies must seek to support longer working lives by tackling the particular challenges that both young

and older workers face. It is vital that we preserve older worker's valuable labour market skills and experience through initiatives that promote the transfer of skills between generations. For instance, this can be done through mentoring schemes which allow for the sharing of skills and know-how between the generations. It is equally important to enable young people to access quality work as soon as they finish their studies. In addition, lifelong learning and work related training for workers of all ages can provide opportunities for creating a more age friendly workplace.

Employment policies should also address discrimination and barriers that older women - whose employment rate is only 37% - face in the labour market. The specific challenges that informal carers, most of whom are women, face to reconcile work with family duties also need to be addressed to ensure that they will enjoy a fair and adequate compensation, in terms of salary and pension rights, for time spent outside the labour market to raise children, care for family members, etc.

Recommendations

What can national and local policy makers do to support active ageing and intergenerational solidarity in the workplace?

Promote employment for older workers:

- ▶ Facilitate better working conditions for the 50+
- ▶ Support schemes that enable the transition from employment to retirement through phased retirement options, part-time work and flexible hours;
- ▶ Invest in social initiatives to improve the employability of unemployed older people, in particular disadvantaged groups with poor physical or mental health;
- ▶ Improve working conditions and strengthen policies aimed at vulnerable workers, especially those in physically arduous jobs involving manual labour and night shift workers
- ▶ Adapt regulations on pensions and labour law to support those who wish to work longer.

Promote work-life balance policies:

- ▶ Better support workers with informal care responsibilities;
- ▶ Facilitate phased retirement and encourage initiatives such as voluntary or community work to ease the transition from work to retirement;

- ▶ Provide adequate entitlements to social protection, including health insurance, pension rights, employment support, recognition of informal and non-formal qualifications, right to respite care for informal carers;
- ▶ Promote measures that support a better shared responsibility of care between women, men and society in order to tackle persistent gender inequalities.

Combat age discrimination and multiple discrimination:

- ▶ Better implement the legal basis for non-discrimination in employment accompanied by measures to promote greater age equality;
- ▶ Campaign to change public perceptions about the contribution and productivity of older workers;
- ▶ Make the necessary qualitative changes to economic, social, cultural and political structures to tackle the multiple discrimination faced by older migrants and older people from ethnic minority backgrounds including Roma and facilitate their integration into the labour market;
- ▶ Address the issue of the impact of gender on the material situation of older women, and improve pension schemes with special attention paid to reducing the gender pay gap in work and consequently in pensions.

Better use the potential of information and communication technologies:

- ▶ Use the potential of information and communication technologies to open up employment and training possibilities for older people, including those with disabilities.

What can European policy makers do to support active ageing and intergenerational solidarity in the workplace?

- ▶ Ensure a consistent and coherent framework on paid statutory leave, including the adoption of a European Directive on carer's leave to support workers who provide informal care to dependent relatives;
- ▶ Agree concrete employment targets for older workers broken down by gender and support the development by the European social partners of initiatives aimed at supporting active ageing and intergenerational solidarity.

What can NGOs do to support active ageing and intergenerational solidarity in the workplace?

- ▶ Establish contacts with trade unions to develop joint actions to combat age discrimination, multiple discrimination and the gender inequalities faced by older workers and promote active ageing in the workplace;

- ▶ Provide information, guidance and counselling services on non-formal and informal learning to help older people better understand the skills they have gained through their life experience and to better recognise how these skills can be used in other sectors whether in paid employment or in volunteering activities;

- ▶ Organise projects to establish innovative best practice benchmarks on inter-generational cooperation.

What can researchers and universities do to support active ageing and inter-generational solidarity in the workplace?

- ▶ Conduct further research on the barriers that older workers, in particular older women, face to remaining in employment and assess the impact of recently introduced employment policies on the employment rate of both older women and men;
- ▶ Research the types and amounts of non-formal and informal learning in which older people participate and the specific issues they face in accessing more formal training and educational opportunities. Specific attention should be paid to the gender, ethnic and disability dimensions and the needs of older people living in rural or remote areas.

What can employers do to support active ageing and intergenerational solidarity in the workplace?

- ▶ Implement workplace policies against age discrimination and tackle the multiple discrimination faced by older women, persons with disabilities and ethnic minority and migrants elders in recruitment and career development;
- ▶ Assure equal pay for all workers, women and men, as a way to tackle poverty of older women;
- ▶ Ensure good health and safety in the workplace for all by adopting a life-course approach and taking preventive occupational healthcare measures to preserve the employability of the workforce over the course of their working life including re-skilling programmes at mid-career points;
- ▶ Promote more positive approaches to the ageing workforce and place greater value on using and retaining the resources that the older workforce bring;
- ▶ Promote skills development through providing opportunities for lifelong learning;
- ▶ Better accommodate the challenges faced by older workers to enable them to reconcile work with family care responsibilities, including care for grandchildren;

- ▶ Set up workplace programmes for intergenerational exchange;
- ▶ Allow adaptable working hours and flexible retirement patterns;
- ▶ Appoint workplace representatives for the 50+ who can promote the specific needs of men and women in this age group and act as workplace and retirement advisers for them;
- ▶ Facilitate the access of older women to training taking into account their family responsibilities, and promote the involvement of men in family caring responsibilities.

What can trade unions do to support active ageing and intergenerational solidarity in the workplace?

- ▶ Develop an efficient information and coordination process with employers' organisations on employment initiatives for an ageing workforce;
- ▶ Establish contacts with NGOs to develop joint actions to combat all forms of discrimination and promote active ageing and cooperation between generations in the workplace and beyond.

Examples of good practice

For full details please visit the AGE website at <http://tinyurl.com/6dt4par>

▶ « Générations & Talents » : the intergenerational programme of Alcatel-Lucent and APEC (a French recruitment agency)

Alcatel-Lucent launched the programme « Générations & Talents » which seeks to promote an intergenerational culture at work by mobilising the potential of all workers and helping them to develop their skills and professional paths.

This programme applies to all 15 company branches in France. It revolves around skills development and knowledge sharing.

1 - Mid-career assessment: an interview is provided for workers aged 45 and over who wish to reflect and prepare the next steps in their career while benefiting from the assistance of a mentor from the APEC team.

2 - Mentoring: a mentoring programme has been set up to help mobilise all the skills that a worker has. This will facilitate knowledge sharing and best practices among workers.

Workers who wish to participate in this programme benefit from the support of trained mentors.

▶ “50plussanté” project

The “50plussanté” project in Switzerland is a regional initiative supported by the Swiss health promotion institute (Health Promotion Switzerland). The project consists of 12 projects which seek to improve the health and wellbeing of the 50+ and improve their employability. The project acknowledges the importance of good health in determining social participation and seeks to intervene in three areas: public policy, the working environment and the development of individual capacities. It focuses on disadvantaged groups and those with lower socio-economic status.

▶ GDF SUEZ initiatives

In December 2009, GDF SUEZ, a French-based multinational corporation, signed a General Agreement on Senior Workers (soon to be transposed to other European countries) on the implementation of tutorship practices throughout the company’s affiliates, compulsory mid-term evaluations for workers aged 45 (whatever their hierarchical position) and the development of volunteering activities for older workers (within and outside the Group). The results of the annual evaluation of the agreement are made public and corrective measures are implemented. A global communication campaign has been set up to help all managers and human resource contributors to be aware of the kind of initiatives they can introduce in their company.

How can we achieve greater solidarity between generations through active ageing in the community?

05

Older people are an enormous economic and social resource that is going to continue to increase. The upcoming EY2012 will give public authorities and civil society the opportunity to exchange views and jointly commit to better mobilising the huge potential that older people present for the communities where they live.

It is essential to provide measures and resources (human and financial) that invite and enable older people take an active part in community life. This not only keeps older people engaged but also helps them maintain a sense of meaning and purpose after retirement. It is also an effective means to prevent and address social exclusion which can otherwise lead to isolation, ill health and dependency.

An accessible built environment is key in promoting social inclusion and a society for all ages as it provides older people with the autonomy to seek out and par-



ticipate in a wide range of activities leading to an active social life. Participation in such activities can help to bring the generations together and strengthen social cohesion and solidarity between them. It also facilitates social participation across all age groups.

Recommendations:

What can national and local policy makers do to encourage greater solidarity between the generations through promoting active ageing in the community?

Combat social exclusion:

- ▶ Create community services to promote social inclusion for older people such as meeting centres, activities and transport services;
- ▶ Provide clear and easy-to-understand information about the opportunities available to older people in their community, paying due attention to groups which are especially hard to reach such as isolated dependent persons and older people in ethnic minority and migrant communities;
- ▶ Promote actions which enable older people to be more involved in a wide range of volunteering activities, including intergenerational activities and volunteering in the care sector where older people can provide useful support to their peers in synergy with professional carers;
- ▶ Take an integrated and multidisciplinary approach to social services provision and ensure adequate and accessible transport links to enable older people to reach such services;
- ▶ Support the creation and use of online communities by older people.

Promote civil dialogue:

- ▶ 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;
- ▶ Promote older people's involvement in the design, implementation and assessment of social protection policies.

Foster solidarity between generations:

- ▶ Provide fiscal incentives for schemes that bring together people of different generations such as tutoring or mentoring programmes in schools or other institutions, intergenerational housing, etc;
- ▶ Encourage the development of voluntary activities for all age groups and remove legal and administrative obstacles which prevent older people from engaging in these activities.

Improve accessibility:

- ▶ Promote an age friendly environment (housing, transport and the built environment) to enable the full participation of all in society including older people;
- ▶ Ensure universal access to essential services to promote individual wellbeing and quality of life at all ages.



Combat poverty:

- ▶ Guarantee an adequate minimum pension to protect everyone against poverty and prevent social exclusion in old age;
 - ▶ Adopt more flexible pension legislation to enable older people to phase their retirement and to combine earnings from paid employment with their pension income;
 - ▶ Enforce gender equality in employment and ensure equal retirement income for women, including better pension allowance for the years women spend on childcare etc;
 - ▶ Ensure protection against in-work poverty workers through decent work principles;
- ▶ Tackle persistent health inequalities between different social and ethnic groups;
 - ▶ 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.
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- What can European policy makers do to encourage greater solidarity between the generations through promoting active ageing in the community?**
- ▶ Guarantee adequate and sustainable pension schemes in all Member States, as well as adequate health and dependency insurance for older men and women;
 - ▶ Develop a legal framework requiring all public and private entities to apply common accessibility criteria and promote a “Design for All” approach to include the needs of all people in society;
 - ▶ Adopt, together with WHO-Europe and the UN-ECE), a Memorandum of Understanding on Active Ageing and a Society for all Ages in 2012 to mark the 10th anniversary of the UN International Plan of Action on Ageing;
 - ▶ Use the momentum of the current 2011 European Year on Volunteering to commit to support older volunteering in view of the upcoming EY2012.

What can NGOs do to encourage greater solidarity between the generations through promoting active ageing in the community?

- ▶ Provide clear and easy-to-understand information on the opportunities available for older people in their community and organise activities specifically for older people;
- ▶ Organise intergenerational activities and programmes;
- ▶ Encourage older people to take advantage of the opportunities provided by e-technology by providing access to these and teaching them how to use ICT tools;
- ▶ Advocate for an integrated approach that includes vulnerable groups such as older immigrants and ethnic and religious minorities, the socially disadvantaged and older dependent and disabled people in all initiatives and policies.

What can researchers and universities do to encourage greater solidarity between the generations through promoting active ageing in the community?

- ▶ Carry out multidisciplinary research on the financial contributions older volunteers and informal carers bring in GDP terms;
- ▶ Monitor the social and economic benefits of accessible goods and services for older people;

- ▶ Mainstream user involvement and empower older people including those with disabilities and mental health problems;
- ▶ Analyse barriers to intergenerational cooperation.

What can companies do to encourage greater solidarity between the generations through promoting active ageing in the community?

- ▶ Take into account the needs of older consumers when developing services and products based on the concept of Design-for-All;
- ▶ Create network structures for cooperation with NGOs in order to better assess and meet the needs of older users;
- ▶ Develop programmes to prepare older workers for an active retirement with the support of local seniors' organisations;
- ▶ Carry out more research on how encouraging volunteering among employees contributes to promoting their active and healthy ageing and increases their value and motivation as workers.

Examples of good practice

For full details please visit the AGE website at <http://tinyurl.com/6dt4par>

▶ Sustainable Learning in the Community

The SLIC project, coordinated by the Austrian Red Cross, aimed to empower older people to become active citizens, encouraging the development of skills and competences through formal and informal learning opportunities and directly linking the concepts of lifelong learning and community involvement. A two-day competence workshop was developed and delivered involving older people from diverse backgrounds. Participants developed their personal skills profiles and actions plans for engagement in the community through learning and a SLIC handbook was developed for adult learning organisations.

▶ ECCB (Diaconia of the Evangelical Church of Czech Brethren)

The 'Old Age is the Taboo of Today' campaign is a long-term campaign which seeks to change the public image of older people and to show the positive side of ageing. It emphasises that seniors are generally underestimated and overlooked by society and media and it looks at ways to overcome this.

▶ WHO - Age Friendly Cities Programme

In 2007 the World Health Organization (WHO) published guidelines to help cities become more age-friendly. Based on the principles of active ageing, the guide takes a holistic perspective to the physical and social experiences of older people in accessing - and negotiating barriers to accessing - the full range of places and services in cities and urban areas. It lists a number of requirements for age friendly outdoor spaces and buildings including the need for general cleanliness, seating both inside and outside, shelter from the elements, toilets, smooth non-slip surfaces, wheelchair access, ramps where needed, steps with rails and green spaces.

▶ Retired and senior volunteer programme – Retire into Action

This UK programme was established in 1988 and encourages people aged 50+ to get involved in local concerns. This programme within Community Service Volunteers (CSV) uses the wide range of skills and experience of older people to benefit people in the community. Apart from a few permanent paid workers, it is staffed by volunteers who are provided with training and support. Projects operate in many sectors: health, environment, cultural heritage etc, in around 20 regions. More than 14,000 volunteers are involved. Activities include 'grandmentors' working with teenagers, a programme to help isolated retired seafarers, and organisation of meals for the homeless.

▶ **European Local Authorities' Competition "ELAC for migrant elders"**

The first "ELAC for migrant elders" competition awarded innovative municipal initiatives on the quality of life of migrant elders. It was launched in 2010 by the Ministry for Health, Equalities, Care and Ageing of the State of North Rhine-Westphalia (Germany) and the Council of European Municipalities and Regions. It was organised by AKTIONCOURAGE e.V.. The awarded initiatives focused on mutual integration, active ageing and empowerment of migrant elders. Successful projects ranged from a support centre for ethnic minority carers (MECOPP in Edinburgh, UK), the special consideration of migrant elders' needs in a city's strategy for seniors (City of Gelsenkirchen, Germany) and an intergenerational cooperation between older migrant and students resulting in an art exhibition (Hoge-School Universiteit and Flemish Community Commission in Brussels, Belgium).

▶ **IntergenerationAll (Entre Gerações)**

In 2010-2012, the Calouste Gulbenkian Foundation is supporting 18 pilot projects, 11 in the UK and 7 in Portugal, to plan, test and implement their ideas for new intergenerational activities. The projects represent a range of models and approaches to intergenerational practice and though each will undertake a unique journey as they find new ways of working, they will all be offered support to improve collaboration with their beneficiaries.

For instance, Thinkpublic, the UK's leading service design agency, will help projects to work with participants to ensure their activities produce the greatest impact through utilising co-design and prototyping methods while the Beth Johnson Foundation is offering the programme expert advice on intergenerational practice.

▶ **Campaign to End Loneliness**

The Campaign to End Loneliness - a UK-wide initiative which aims to create connections in older age - was launched in early 2011 by four partners: Age UK Oxfordshire, Counsel and Care, Independent Age and WRVS. The Campaign will help people to maintain and create personal connections in their later life, draw on research and inspiration from across the UK to offer information and ideas both to individuals and those working with older people, and will deliver projects and campaigns with a range of other organisations. The role of government bodies is crucial too. Several key policy areas must be approached with loneliness in mind: improving pensioner incomes, housing policy, health and social care, the digital future and supporting people through life's changes such as retirement.

How can we achieve active ageing and greater solidarity between generations through promoting independent living?



Many of the illnesses that cause ill health in later life such as cardiovascular disease, diabetes and mental health problems are preventable. Although these conditions may be the outcome of risk factors accumulated over a lifetime, gains in health can still be made later in life. Tackling these chronic illnesses requires a two-fold approach: promoting health throughout the life course and tackling health inequalities linked to social, economic and environmental factors. Meeting this challenge is a shared responsibility and requires a coordinated response involving public authorities (European, national, regional and local), service providers, NGOs, older people's organisations and individual citizens. The EY2012 will provide an opportunity to strengthen cooperation between the whole range of stakeholders to improve healthy ageing.

Healthy ageing is not just about prolonging life, but rather about ensuring that we age in good health for as long as possible. We may live longer but we often do so in poor health. When looking at the Healthy Life Year's (HLY) expectancy

in the European Union, current statutory retirement ages no longer seem overly generous as HLYs are often lower. To ensure that Member States devote enough effort to promoting healthy and active ageing, we welcome the Commission's proposal to increase the Healthy Life Years indicator by 2 years by 2020.

We also need to promote the necessary means to enable older people to cope better with daily life and to continue to participate in society as they grow older and may become frail and dependent. It is about maximising older people's functional capacity and independence as long as possible. This is essential in enhancing their quality of life and will benefit society as a whole.

Promoting health throughout the life course is an essential part of any strategy aiming at achieving a healthy old age for all. This means:

- ▶ Creating an enabling environment;
- ▶ Promoting a positive and integrated approach to health that addresses a range of social, economic, housing, planning, transport and other relevant policies to support independent living for all and to enable everyone, including older people, to cope with daily life and participate actively in society.

Recommendations:

What can policy makers at national and local level do to achieve active ageing and greater solidarity between the generations through promoting independent living?

Invest in healthy lifestyles:

- ▶ Develop proactive health policies by focusing on health promotion including for mental health, disability and disease prevention and the treatment and care of chronic diseases;
- ▶ Promote health literacy programmes for all age groups from school age children to the very old;
- ▶ Invest in targeted interventions to engage older people to participate in physical and mental/social activities and other health promoting behaviours such as maintaining a healthy diet.

Combat health inequalities:

- ▶ Provide universal and equal access to health advice, preventive services, quality health treatment and long-term care for physical and mental health;
- ▶ Provide culturally and religious appropriate health services.

Promote the protection of older people's rights and dignity:

- ▶ Ensure that older people receive the support they need to live a dignified life at home or in residential care;
- ▶ Prevent all forms of elder abuse, whether of a physical, psychological or financial nature;
- ▶ Promote varied and flexible forms of residential, community, respite and home care;
- ▶ Promote good working conditions for all carers and address the specific challenges faced by migrant carers to ensure that they enjoy a fair and adequate compensation for their work in terms of salary and pension rights.

Promote independent living:

- ▶ Ensure that urban development, housing and other services including transport and public amenities are physically accessible and safe for older people;
- ▶ Organise adequate care and support for older people at home.



What can policy makers at European level do to achieve active ageing and greater solidarity between the generations through promoting independent living?

- ▶ Better coordinate policies developed by different parts of the European Commission which cover a range of thematic areas;
- ▶ Support the exchange of good practice through consultation processes with stakeholder groups;
- ▶ Further support investments in Information and Communication Technologies (ICT) for healthy and independent ageing;
- ▶ Provide more support for health promotion and prevention in future public health programmes.

What can companies do to achieve active ageing and greater solidarity between the generations through promoting independent living?

- ▶ Mainstream older people's needs in all products and services available on the EU market;
- ▶ Develop innovative solutions to create an age friendly environment keeping in mind that the 50+ already represent one third of the population and more than half of consumer purchasing power in the EU;
- ▶ Ensure the proper testing and design of medical products for older women and men;
- ▶ Develop clinical trials which test drugs on older women and men (drugs used by older people are not generally tested on this age group).

What can service providers do to achieve active ageing and greater solidarity between the generations through promoting independent living?

- ▶ Take an integrated approach to promoting healthy ageing by strengthening coordination in health and social care;
- ▶ Invest in specific screening programmes directed at older people to assess safety in the home, social networks, weight etc;
- ▶ Train social workers to pay extra attention to the mental state of their older clients;
- ▶ Ensure user participation and empowerment in care services;
- ▶ Involve users as trainers and coaches in education and training for professionals.

What can researchers and universities do to achieve active ageing and greater solidarity between the generations through promoting independent living?

- ▶ Train gerontologists and geriatricians to meet the health needs of older people;
- ▶ Integrate learning modules into nursing school curricula relating to supporting older people to live independently at home for longer, including the use of assisted living technologies;

- ▶ Conduct research on new ways of providing services;
- ▶ Involve users in training, coaching, supervising of professionals and in monitoring and research.

What can NGOs do to achieve active ageing and greater solidarity between the generations through promoting independent living?

- ▶ Promote volunteering services aimed at improving the wellbeing and social inclusion of older dependent people, e.g. through home visits to older people;
- ▶ Promote healthy ageing lifestyles through provision of information about healthy ageing;
- ▶ Organise projects to foster cooperation between generations and to encourage community life and healthy living.

Examples of good practice

For full details please visit the AGE website at <http://tinyurl.com/6dt4par>

▶ **Brighter Futures – Supporting Later Life**

Brighter Futures is a pilot peer mentoring service for isolated older people run by the Mental Health Foundation in Scotland. It aims to significantly improve the quality of life of isolated older people, enhance their social networks, improve their mental health and enable them to participate in meaningful activity. Volunteers use their skills and experience to help an older person become more actively involved in their community. This work has directly helped more than 1,000 older people in Scotland and has developed understanding on the key issues which impact on mental health such as poverty, age discrimination, state of health, relationships and a lack of meaningful opportunities to make a contribution to society.

▶ **AIR - Addressing Inequalities Interventions in Regions**

The main objective of this project, which runs between November 2009 and April 2012, is to identify good practices and policies developed to reduce inequalities in primary care settings in EU regions. It involves 30 partners and 14 Member States are represented. The project will bring together examples of interventions

aimed at reducing health inequalities in primary care, taking into account efficiency, cost and target population. Recommendations will be drawn which will be addressed to decision makers.

▶ **Eurodiaconia User Participation and Empowerment Toolkit**

Eurodiaconia User Participation and Empowerment Toolkit is designed to be a flexible resource to develop diaconal organisations' understanding of user participation and empowerment and provide a starting point for reflection and internal discussions on how to implement and improve participation and empower diverse user groups. It presents different perspectives in defining empowerment, guidelines for creating an empowering environment, and systems and best practice methods and ideas for the participation and empowerment of different service user groups.

▶ **Red Cross activities to support active aging**

Red Cross national societies provide various services for older people in Europe to promote their social inclusion and participation and help them to overcome loneliness. Well known services are, for example, visiting services and group activities like memory training and exercise programmes. Within the Red Cross older and younger people are active as volunteers and therefore contribute to a better understanding and solidarity

between generations. Through these activities, the potential and resources of older people are highly valued and involvement in such programs gives the older volunteers the possibility to acquire social contacts.

► **The MOOD project**

The MOOD project in Scotland aims to identify older people who are diagnosed as having a depressive illness and to devise a range of resources to support carers and users. The group is also involved in intergenerational work and work specific to older men at risk of suicide/self harm. This is done using small activity/interest groups which bring older vulnerable and isolated people together once weekly. Presentations are given to schools to reduce stigmatisation of older people with mental health problems.

Intergenerational work with school children and older people ensures that bar-

riers are broken down and old age myths are dispelled. The project has led to an improved quality of life for participants and reduced isolation, evidence of reduced medication and fewer admissions to hospital, over 300 referrals in seven years, high weekly attendance due to accessibility and no cost to clients. MOOD uses volunteers to provide drivers and escorts to groups. Fewer admissions to institutional care and reduced medication demonstrate the project's added value.

How you can support our 2012 European Year campaign ?

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The European Year 2012 will provide an important opportunity to reflect on how to **strengthen intergenerational solidarity through active ageing**. However, active ageing policies alone are not enough to create a society for all ages. In order to build a fair and sustainable social model, intergenerational solidarity should be mainstreamed in all policies.

The European Day of Solidarity between Generations is celebrated every year on 29 April. This provides an annual opportunity to take stock of the progress made towards the goals of active ageing and intergenerational solidarity and to raise awareness on the need for more action. It helps to ensure that our work continues year after year. Both the European Year 2012 and the European Day of Solidarity between Generations were the achieve-



ments of a growing coalition of European organisations, led by AGE Platform Europe (AGE) since 2006, to reflect on how best to respond to the challenge of the EU's ageing society.

The bi-annual Demographic Forum also provides an ideal opportunity to report on achievements made at EU level.

These key EU processes bring together the work of coalition members and draw public attention to these issues. They therefore help to move forward public debate on how a society for all ages can be achieved.



Help us spread the word!

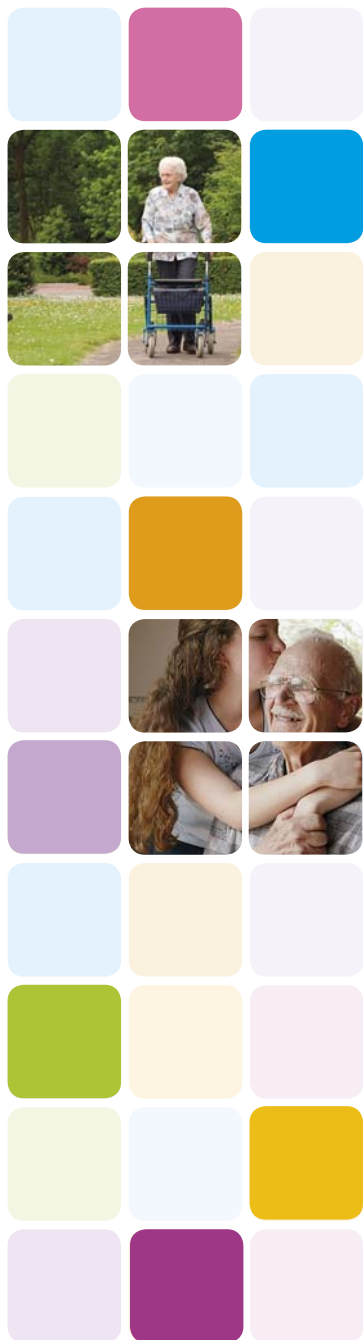
- ▶ **Add a reference** to the EY2012 to your website;
- ▶ **Add a reference** to the EY2012 to your publications;
- ▶ **Promote** the EY2012 in your e-mail signature;
- ▶ **Provide regular updates** about the EY2012 through your individual and/or organisation's communication channels (newsletters, Facebook, Twitter...).

Commit to promoting active ageing!

- ▶ **Integrate** the EY2012 objectives in your organisation's work programme/business plan;
- ▶ **Publicise your commitment/initiative** on the EY2012 website.
www.active-ageing-2012.eu

Join our campaign!

- ▶ **Download our publications** (available on AGE website in EN, FR, DE, NL, SI, ES), ask us for campaign materials and organise a local, regional or national event or debate on active ageing and solidarity between the generations;
- ▶ **Set up meetings** with your local, regional and national politicians, decision makers or other stakeholders (researchers, employers, trade unions, NGOs...) to encourage them to launch initiatives to support active ageing and to mark the EY2012;
- ▶ **Use the European Day of Solidarity between Generations on 29 April as a key opportunity** to stress the link between promoting active ageing and encouraging intergenerational solidarity. You can find ideas and suggestions on AGE website.
<http://tinyurl.com/649fswk>
- ▶ **Launch a campaign activity** within your own work programme.



This brochure is published by AGE in cooperation with the EY2012 coalition and with the support of the EU PROGRESS programme.

List of partners of the EY2012 coalition

- **AGE Platform Europe** • www.age-platform.eu
- **AEIP - European Association of Paritarian Institutions of social protection** • www.aeip.net
- **AIM - Association Internationale de la Mutualité**
www.aim-mutual.org
- **Autism Europe** • www.autismeurope.org
- **CECODHAS –The European Liaison Committee for Social Housing** • www.housingeurope.eu
- **COFACE - Confederation of Family Organisations in the European Union** • www.coface-eu.org
- **CSR Europe - European business network for corporate social responsibility** • www.csreurope.org
- **EAHSA - European Association of Homes and Services for the Ageing** • www.eahsa.eu
- **EAPN – European Anti-Poverty Network** • www.eapn.org
- **European Disability Forum (EDF)** • www.edf-feph.org
- **ENAR - European Network Against Racism**
www.enar-eu.org
- **EUFED - European Union Federation of Youth Hostel Associations** • www.eufed.org
- **Eurochild** • www.eurochild.org
- **Eurodiaconia** • www.eurodiaconia.org
- **EuroHealthNet** • www.eurohealthnet.eu
- **EWL - European Women's Lobby**
www.womenlobby.org
- **FERPA – European Federation of Retired and Older People** • <http://ferpa.etuc.org>
- **Mental Health Europe** • www.mhe-sme.org
- **Red Cross EU Office** • www.redcross-eu.net
- **YfJ - European Youth Forum** • www.youthforum.org

EY2012 Coalition led by



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