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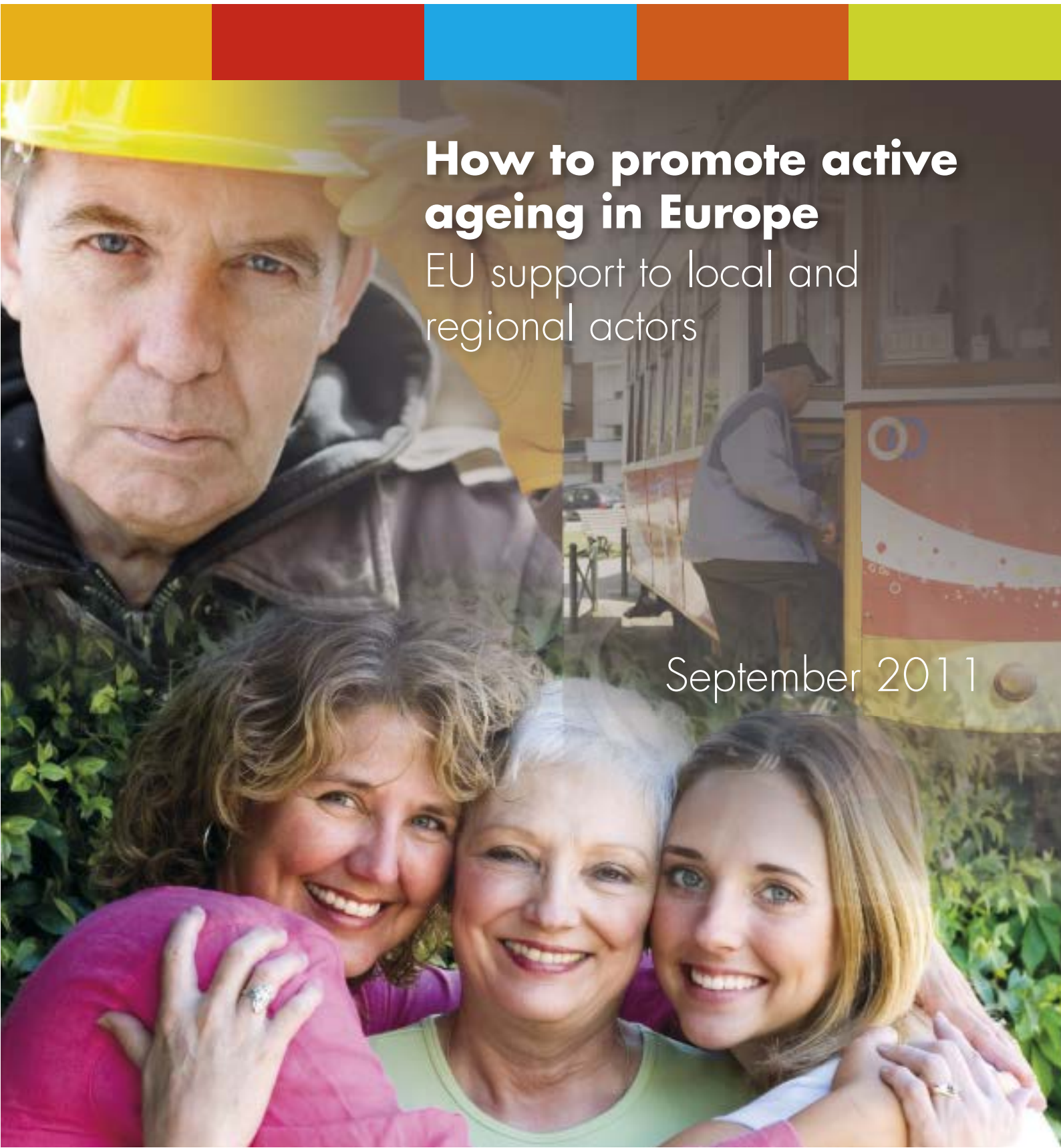
Committee of the Regions



How to promote active ageing in Europe

EU support to local and regional actors

September 2011





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in partnership with the Committee of the Regions and
the European Commission.
It does not necessarily represent the official views of the
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Joint foreword

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European Commissioner for Employment,
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Mercedes Bresso,

President of the Committee of the Regions

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President of AGE Platform Europe

We are pleased to present this brochure jointly on “How to promote active ageing in Europe: EU support to local and regional actors.” Our hope is that it will provide a wealth of information and ideas to promote active ageing and greater solidarity between generations at local and regional levels across the European Union.

The solution to the challenges arising from a rapidly rising share of older people lies largely in promoting active ageing. The goal is to create more opportunities for older people to stay longer in work, to contribute to society as volunteers and carers and to remain independent for as long as possible. This requires policy makers and stakeholders to work together to improve conditions in areas as diverse as employment, health care, social services, adult learning, volunteering, housing, IT services and transport.

Active ageing and intergenerational solidarity are also key aspects in the EU’s growth and jobs strategy for this decade - Europe 2020. Its aim is to deliver smart, sustainable and inclusive growth. This will not be possible without the development and implementation of new solutions to address the demographic changes taking place in our societies.

We are especially pleased that the European Union has declared 2012 as the European Year on Active Ageing and Solidarity between Generations. This brochure aims to make a particular contribution in this context. The 2012 European Year will raise awareness of the contribution that older people make to society and will highlight many examples of good practice in facilitating active ageing. But most of all, it seeks to encourage and mobilise policymakers and relevant stakeholders, at all levels, to set themselves goals on active ageing and to take action.

One very ambitious EU-level project which will contribute significantly to the goals of the European Year 2012 is


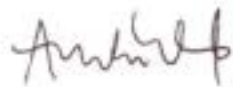


the European Innovation Partnership on Active and Healthy Ageing. It aims to accelerate and scale-up the uptake of innovation with the triple goal of improving the quality of life of older people and their carers; increasing the sustainability of care systems; and creating new growth and market opportunities for Europe. The European Innovation Partnership is a real partnership at many levels, rooted in the active co-operation between public and private stakeholders, including local and regional actors.

These initiatives respond to our vision that the ageing of our societies presents a wealth of opportunities for new forms of activity and solidarity. There must be social innovation as well as technical innovation. Local and regional actors have a major role to play through their responsibility for crucial policies and service delivery in fields as important as public transport, housing and the urban environment, health and long-term care, education and training, employment, and social inclusion.

The vast majority of initiatives aimed at promoting active ageing will be taken without financial support from the EU, but in some cases EU funding will play a role. This brochure shows what support is available from the EU and invites stakeholders to make the best possible use of these resources, usually working in partnerships involving several countries. In the framework of the European Year 2012, this brochure aims to provide even more guidance and inspiration.

We hope that this brochure will contribute to fostering the innovation needed to build a prosperous, socially cohesive and age-friendly European Union.

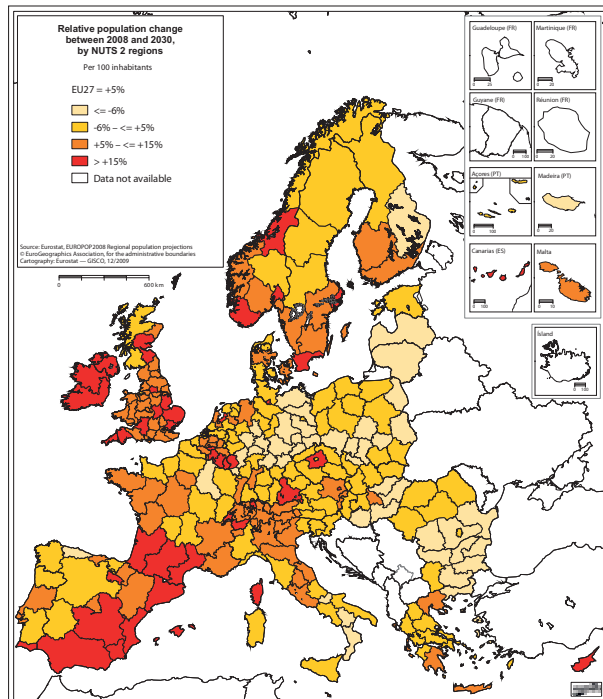


Introduction

This brochure is a fresh and updated version of an earlier publication by the Committee of the Regions and AGE published in October 2009: "How to promote ageing well in Europe". The original brochure evidently responded to an unmet need for clear and concise information on what local and regional actors can do to promote ageing well with European support. The success and excellent reception of this document convinced of the necessity to produce an updated version to mark 2012 the European Year for Active Ageing and Solidarity between Generations.

Demographic changes are transforming European societies

Map 1: Relative population change between 2008 and 2030, by NUTS 2 regions



For Norway and Switzerland level 2 statistical regions
Source: Eurostat, regional EUROPOP2008

Demographic change is an undeniable reality affecting Europe. The European Commission published its Third Demography Report in April 2011.¹ It revealed that the percentage of the EU population aged 65+ increased from 13.7% in 1990 to 17.4% in 2010. Predictions are that, by 2060, about 30% of the EU population will be aged 65+. The rise of the 'oldest old' - those aged 80+ - is particularly significant. The percentage of the EU population aged 80+ is forecast to increase fourfold from 1990 to 2060.

The effects of demographic ageing will be felt all across Europe. However, as a recent study by the Committee of the Regions "Active ageing: local and regional solutions"² clearly shows, it will impact some regions more severely than others. In 2030, the share of the population aged 65+ is projected to vary from 10.4% to 37.3% between different regions.³

As this map shows, the predicted old-age dependency ratio - the number of elderly people as a share of those of working age - varies significantly between regions. It is highest at 70% in Chemnitz - a region of the former East

Germany experiencing significant emigration - and lowest at 15% in inner London, a highly attractive area for young people and workers.

Active and healthy ageing can mitigate the effects of demographic change

Even on average figures, it is impossible to ignore the fact that these demographic changes will have significant social, economic and budgetary consequences. Higher old-age dependency ratios create challenges to maintain the pensions, health and other public services needed by a growing number of older people. The challenges are even more pressing in today's economic and financial context.

It seems clear that the economic and social models of the past fifty years will not be able to face up to these changes. However, adaptation measures can mitigate many of the worst fears around demographic change. To achieve this, action is needed now. There is just a small window of opportunity available before the full effects of the retirement of the baby-boom generation are felt.

1 <http://europa.eu/rapid/pressReleasesAction.do?reference=MEMO/11/209>

2 www.cor.europa.eu/pages/DocumentTemplate.aspx?view=detail&id=e2251011-b374-4b8b-996d-05ccfb2a33e2

3 Source: Eurostat, 2010 "Regional population projections EUROPOP2008", K. Giannakouris
http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-SF-10-001/EN/KS-SF-10-001-EN.PDF

The old models may no longer be suitable for our evolving communities, but finding ways to promote healthy and active ageing can create new economic and societal models based on greater solidarity and cooperation between and within generations. People are living longer, but provided they are also remaining healthy longer, the demand for health and support services will not increase at the same rate as the numbers of older people.

Furthermore, increasing numbers of healthy and active older people is not only a fact to be celebrated as a social achievement, it also presents a significant resource for society. Whilst some older people have significant care needs, in general, older and retired people have a wealth of knowledge and experience, time and energy, as well as their own financial resources to contribute to modern societies as citizens, volunteers, workers, family-members and consumers.

Society needs to value and harness this potential, both to improve the quality of life and dignity of older people, but also to provide new forms of growth opportunity and mitigate the anticipated negative effects of demographic change. Finding innovative ways to encourage healthy and active ageing and intergenerational solidarity can thus make a genuine impact on creating modern 'societies of all ages'.⁴

Active ageing is central to the European political agenda

Europe 2020 - the EU's strategy for growth 2010-2020 - aims to develop: an economy based on knowledge and innovation (smart growth); a more competitive, resource-efficient and green economy (sustainable growth); and a high-employment economy delivering social and territorial cohesion (inclusive growth). It targets an employment rate of 75% for 20-64 year-olds and at least 20 million fewer people in or at risk of poverty and social exclusion by 2020.

Achieving these objectives will not be possible without active ageing and intergenerational solidarity. Smart growth must involve new and flexible ways of helping people work longer and exploit the developing markets in services and products for older people. Sustainable growth requires helping people age healthily and actively to prevent overburdening of public services. Inclusive growth has to include guaranteeing opportunities and quality of life for the increasing numbers of older people.

Many European funding programmes can support innovative projects and exchanges around active ageing and intergenerational solidarity (see Section Two of this brochure pgs. 33-43).



European Year for **Active Ageing**
and **Solidarity between Generations 2012**



The EU has declared 2012 as the European Year for Active Ageing and Solidarity between Generations (EY2012). This aims to serve as a framework for raising awareness, identifying and disseminating good practice and encouraging policymakers

and stakeholders at all levels to promote active ageing and solidarity between generations. It seeks to promote active ageing in the fields of: 1. employment; 2. participation in society; 3. health and independent living; and 4. intergenerational solidarity (see p.49).

Furthermore, the European Commission has launched a pilot European Innovation Partnership (EIP) on Active and Healthy Ageing. This will foster partnership between all the relevant stakeholders around overcoming obstacles to the take-up of innovative solutions in: prevention and health promotion; integrated care; and independent living of elderly people. It hopes to leverage financing and investments in the innovation chain. Its overall target is to increase by two years the average healthy lifespan in the EU by 2020.

4 See United Nations Programme on Ageing: www.un.org/ageing/society.html

Local and regional actors are central to capitalising opportunities for active ageing

Local and regional actors will be at the forefront of capitalising on the opportunities for active ageing and for promoting solidarity between generations. They are the ones able to understand and respond to the specific challenges that demographic ageing and other factors pose to their communities.

It is at local and regional levels that many of the most essential services that enable older people to remain active in their communities are provided. These include education and training facilities that can enable active ageing in employment, transport and urban infrastructure policies required for full participation in society to be possible, and health and long-term care services that support healthy ageing and independent living.

The way that local and regional authorities in particular adapt to demographic changes will be one of the key determinants of quality of life for older people and the well-being of the wider community. Intergenerational solidarity is particularly relevant and becomes a reality for citizens at local level.

A crucial issue is therefore enabling local and regional actors to play their part in delivering on challenges and objectives that are shared across Europe. Finding ways in which the national and European levels can support local and regional actors in promoting active ageing and solidarity between generations will be a major added-value to successful policy development.

Local and regional actors can take advantage of many European funding programmes to support development of innovative practices and research, and exchange of good practice and co-operation between regions. However, the right information is often difficult to find.

This brochure aims to provide only the most relevant information to the range of local and regional stakeholders, including public authorities, town planners, public transport operators, public health organisations, social service providers, architects, social housing organisations, older citizens' groups and universities.

This document does not pretend to be an exhaustive list of all the programmes, projects and initiatives that might exist of relevance to active ageing objectives. The essential purpose of the brochure is to provide inspiration and ideas to local and regional actors on how to promote active ageing, and guidance on the EU instruments and other tools available to support their work.

The structure of the brochure

Following this introduction, the first major section of the brochure sets out - in thematic chapters - the types of activities that local and regional actors can implement to achieve the objectives of active ageing and solidarity between generations. Numerous projects already having received European funding are presented for each EY2012 theme, to demonstrate what is possible and inspire new examples.

In the second major section, the brochure presents an outline of the most relevant funding opportunities available at EU level - often via national and regional managing authorities - to support new active ageing projects. The brochure aims to make clear the practical potential of European programmes to support active ageing projects involving local and regional actors, particularly through reference to illustrative examples.

Links to further information on the projects and programmes mentioned are provided throughout the document to help readers access information beyond the limits of this text. Useful additional tools, publications and sources of information have also been included towards the end of the brochure.

Acknowledgements

This brochure is a joint project of the Committee of the Regions, the European Commission and AGE Platform Europe. Under their instruction, it has been drafted by the independent consultant Ed Thorpe of Thorpe European Services.

AGE has contributed to the creation of this brochure as part of its work programme supported by the European PROGRESS programme.⁵

The authors would like to thank all those who have sent us information about initiatives and projects implemented at local and regional level in the field of active ageing as well as those who provided the photos included in this brochure.

We would also like to thank all those who contributed to the original 2009 publication "How to promote ageing well in Europe: Instruments and tools available to local and regional actors", of which this brochure is an update.

We will continue to raise awareness of the challenges faced by local actors and emerging good practice in promoting active ageing. All comments, suggestions and information should be sent to AGE at info@age-platform.eu so that we can continue to improve this brochure in the future.

5 <http://ec.europa.eu/social/main.jsp?catId=327&langId=en>

SECTION ONE:

What can local and regional actors do?

This section provides ideas and guidance on the kinds of activities that local and regional actors can carry out to promote active ageing and solidarity between generations. It is structured under the following themes:

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1A. What can local and regional actors do to promote active ageing in employment?

■ The issue

One of the greatest challenges posed by demographic change is to the labour market. The reduction of the working-age population by about 50 million people between 2010 and 2060¹, could cause a decline in economic growth unless this can be compensated by rising participation and employment rates in all segments of the labour force and increased productivity growth. These risks are exacerbated by other trends such as rapid technological change, globalisation and the financial crisis, which are all drivers of economic restructuring.

Mobilising the potential of older workers is a key response to addressing the problem of the shrinking labour force. Improving the job opportunities for older people can benefit individuals financially through increased current incomes and future pension entitlements as well as in less quantifiable ways, such as improved well-being and self-esteem.

Promoting active ageing in employment requires notably the improvement of working conditions and their adaptation to the health status and needs of older workers, better access to training and life-long learning and the review of tax-benefit systems to ensure that there are sufficient rewards for working longer.

The employment rates of older workers vary significantly between regions, with the highest rate being 80.2% in Scandinavia and the lowest 14.3% in Eastern Europe.²

Most relevant funding instruments

European Social Fund (p.35)

Lifelong learning programme (p.41)

European Regional Development Fund programmes (p.35-36)

- 1 Eurostat Population Projections (EUROPOP2008), Konstantinos Giannakouris http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-SF-10-001/EN/KS-SF-10-001-EN.PDF
- 2 European Commission, DG Employment, Social Affairs and Equal Opportunities (2010), Employment in Europe 2010: <http://ec.europa.eu/social/main.jsp?catId=738&langId=en&pubId=593>



1A.i. Help keep older workers' skills up to date

Local and regional actors can do a lot to promote the employability of older workers through education and training initiatives to update their skills and help them combine their existing knowledge and competencies with the rapidly evolving needs of the labour market. The promotion and facilitation of entrepreneurship amongst older people is another possible way of promoting active ageing in employment. European education and transnational co-operation programmes can be useful here.

■ Project examples

Pedagogy assisting workforce transitions (PAWT) - Extending working life (Co-funding: Grundtvig)

The PAWT project is developing a comprehensive framework for addressing the skills needs of individual older workers or potential workers. It seeks to support adult education tutors, promote research and ICT skills amongst older people and develop a business development model for self-employment of older people. It hopes to change attitudes to the training of older people and increase their ongoing employability. <http://pawt.pikes.fi/>

PEOPLE - Pan European Older People's Learning and Employment network (Co-funding: Leonardo da Vinci)

The PEOPLE network is a best practice network of EU partner organisations on combating ageism and promoting employment of older workers. It aims to produce, present, discuss and disseminate best practice examples in relation to research, promotion and development of age diversity - and its benefits - in education and employment. It includes practical development of vocational training, education and learning programmes for older people and advice and encouragement for employers on how to recruit and retain older workers. www.europeanpeoplenetwork.eu

Senior Enterprise (Co-funding: Interreg IVB (Atlantic Programme))

This project is specifically designed to encourage a greater involvement with enterprise by those aged over 50. This may be through starting a business, alone or with others, acquiring or investing in a business, advising an entrepreneur or supporting innovation within a business owned by another. It aims to raise awareness of the various ways in which those aged 50+ can engage with enterprise and the many benefits that can flow from that engagement. www.seniorenterprise.ie



1A.ii. Develop innovative services to support employment of older workers

Local and regional actors can play a key role in developing new and innovative support services to help older workers find or retain employment, including by creating more positive attitudes to older workers. A particular growth area is in online services providing help, advice and networking possibilities to employers and employees on meeting the needs of an ageing workforce. European structural and research funds support such efforts.

■ Project examples

FIFTI - for a new professional dynamic after 45 (Co-funding: ESF)

FIFTI is an online system in French providing a number of tools to help optimise people's careers after the age of 45. It provides specific information, guidance and support to both employers and workers aged 45+ on a range of topics: skills; training; well-being; preparing for retirement; motivation; workplace risks; and dialogue between employers and employees. The ongoing project aims to help people anticipate ageing in the workplace, challenging fears and negative preconceptions, and opening the way for new solutions and approaches to the continued employment of older workers. www.fifti-opcalia.com

AWARE: Ageing Workforce towards an Active Retirement (Co-funding - AAL Joint Programme)

The AWARE project is developing a network hosted on a telematic platform for older workers and retired people. Social network services (chatting, blogging, etc) will be complemented by specific services oriented to the needs of older workers and active retired people. It seeks to meet the structural needs of the ageing workforce, including modules on: adapting the workplace to older workers; sharing knowledge and expertise, including through remote short-term contracts for older or retired people; and ICT training for older workers. <http://aware.ibv.org>

ePAL - Extending Professional Active Life (Co-funding - FP7)

The ePAL project aims to deliver a strategic roadmap for research and technical development (RTD) into innovative solutions for extending professional active life and ensuring an improved transition to retirement. It seeks to explore ways of providing older professionals with a supporting framework for leveraging their talents and expertise in ways that increase their quality of life and also create value for Europe's economy. It has identified a need for an attitude shift towards older workers. The ePAL vision aims to make Europe the worldwide leader in promoting active ageing. www.epal.eu.com



1A.iii. Exchange good ideas and best practice on active ageing in employment

European funding instruments provide opportunities for local and regional actors to exchange ideas, innovations and experiences on different policies and practices with each other. These can help spread the implementation of a whole range of ideas that successfully promote active ageing in employment and foster new learning at local and regional levels.

■ Project examples

ESF6 CIA - Facilitating the extension of working lives through valuing older workers (Co-funding: Interreg IVC)

This interregional co-operation project recognised that many good working practices related to the management of an ageing workforce had been developed in pilot projects under the European Social Fund. The next required step was the capitalisation and transfer of these good practices to other regions. This networking project thus seeks to fulfil this need, spreading their use and implementation through action plans in eleven partner regions in eight EU countries. www.esf6cia.eu

ESF-AGE Network (Co-funding: ESF)

The ESF-AGE network consists of public authorities from 14 EU-member states and regions. By working together and pooling their knowledge, it hopes to identify, validate and disseminate high-level strategies to manage the ageing workforce in Europe effectively. <http://esfage.isfol.it>

Best agers - Older citizens in modern society: economics, education, creativity (Co-funding: Interreg IVB (Baltic Sea Programme))

This project seeks to harness the great potential of workers aged 55+ (the 'best agers') to contribute to innovation, skills development and business. The project aims to show how best agers can remain in employment instead of retiring early, improve their skills and realise their own business ideas. It also aims to create a cross-generational innovation environment, where best agers work with different age groups to share experience and generate new ideas. The project involves 19 partners from eight different countries. www.best-agers-project.eu

ActiveAge - solutions for an ageing society (Co-funding: URBACT II)

Within the key theme of 'age and the economy', this thematic network of nine cities is focussing on the supply and demand aspects of older workers' employment, including: job retention and quality; employability; adaptability and re-entry; and enterprise development. The cities have been exchanging ideas and learning on these issues, including a strategy for the retention of older workers in Rome and one for preventing early retirement due to health reasons in Maribor (Slovenia). www.activeage.org



1B. What can local and regional actors do to promote active ageing in society ?

■ The issue

Europe's increasing numbers of older people have much to contribute to society. Active participation in society can mean providing their time, energy and experience to active citizenship initiatives, voluntary organisations and community groups as well as within the family.

Active involvement of older people in society can bring economic and social value to society through the direct contributions they make and the opportunities they create as volunteers, workers, informal carers and consumers. It can also maintain older people's motivation and sense of feeling valued, thus avoiding social isolation and many of its associated problems and risks.

However, older people face many barriers to their continued involvement in their communities, particularly as they age. These can include restrictions on their mobility and limitations on their access to political and civic processes and infrastructure. These are often exacerbated by a lack of opportunities to keep up to date with technological changes, lack of information, reduced social networks and loss of confidence and self-esteem.

Local and regional authorities have a key role to play in providing support and creating the conditions in which older people are able to participate fully in their communities. European funding programmes can support them in this through a variety of research or development-focused actions.

Most relevant funding instruments

Grundtvig - especially SVP (p.41)

ICT-PSP (p.39-40)

AAL Joint Programme (p.40)

PROGRESS (p.43)



1B.i. Enable senior volunteering activities

Senior volunteering is increasingly recognised as a way of offering new learning opportunities to senior citizens and promoting new ways for seniors to contribute to society. Building on the 2011 European Year on Volunteering, the European Year 2012 has highlighted volunteering as a key aspect of active ageing in the community. Local and regional actors can take advantage of dedicated European funding streams to support senior volunteering projects.

The Senior Volunteering Programme (SVP) is part of Grundtvig, under the European Lifelong Learning Programme (see p.41) SVP funds exchange projects of senior volunteers between two associations in different European countries. SVP has also funded the development of awareness and support tools to help relevant authorities and associations undertake their own senior volunteering initiatives.

■ Project examples

The Voice of European Seniors (Romania / Portugal) (Co-funding: SVP)

This is an exchange project sending senior volunteers between two associations in Romania and Portugal. The volunteers learn from each other about how they can use their experience and knowledge to make an important contribution as active European citizens. The project focuses on boosting the enthusiasm and motivation of senior volunteers, improving their quality of life and getting pride from the contribution they can make within their community. The volunteers organise learning events with target groups from economically and socially disadvantaged areas. <http://projectotio.wordpress.com/give>

SEVEN - Senior European Volunteers Exchange Network (Co-funding: SVP)

SEVEN is an international network of 29 organisations promoting senior volunteer exchanges. It seeks to provide research on the benefits of senior volunteer exchanges and create a centralised point where all the involved organisations can find information and advice on implementing their schemes and finding partners. Its member organisations include NGOs, local governments, universities and research centres with at least 5 years' experience in the co-ordination and management of senior volunteer programs. www.seven-network.eu

For information and details on more SVP projects on active ageing:
http://ec.europa.eu/education/grundtvig/doc/svp09_en.pdf



1B.ii. Ensure active citizenship of older people

An important aspect of active ageing in society is ensuring that older people have access to political and civic processes. This is important both to ensure that these processes take account of the needs of older people and as a means of ensuring broader participation in society of older people. Local and regional actors can play an important role in overcoming some of the barriers to such active citizenship. Some ideas have been around working with small groups of older people to get their voice heard and facilitating access to internet-based services

■ Project examples

INCLUSage - Debating older people's need- (Co-funding: PROGRESS)

AGE Platform Europe launched this project to promote participatory debates at local, regional and national levels on the multiple aspects of poverty and social exclusion faced by older people. The project has organised participatory workshops at local levels to gather views about older people's social realities and then exchanged the results between countries and regions. Additional data on seniors' needs has been gathered through surveys and mapping studies. INCLUSage's long-term goal is to set up an efficient permanent consultation process for groups of older people with the relevant policy makers at all levels.

<http://www.age-platform.eu/en/action-name-02>

ADD ME! - Activating drivers for digital empowerment in Europe - (Co-funding: ICT-PSP)

ADD ME! is a pan-European network of over 20 organisations from 10 European countries that are working to learn from each other how to support disadvantaged groups to use new technologies to access the public services to which they are entitled. One of the three target groups are "elderly poor and retired seniors". The working group - known as a Community of Practice - is exploring numerous innovative means of successfully engaging people at risk of exclusion and linking them with local and regional service providers. Methods include the internet, tele-kiosks, mobile phones and interactive TV.

The ICT-PSP programme has co-funded a number of other e-government projects including EGOV4U, DIEGO and eGOS. More information is available from: http://ec.europa.eu/information_society/apps/projects/index.cfm?prog_id=IPSP



1B.iii. Facilitate social networks

Participating in social networks is a key facilitator of other forms of participation in society. Local and regional actors can do much to help older people network and thus help them to participate in their preferred activities, continue to learn and to engage with friends, family and neighbours. European education and research programmes can be particularly useful in finding new ways to promote social networking.

■ Project examples

Social networking for senior citizens - (Co-funding: Grundtvig)

This project aims to extend the social benefits of modern information and communication technologies to senior citizens. The key tool is an online social networking platform aimed exclusively at older people and providing a wide range of relevant content. The project provides support and guidance to older users and those working with them. The project is also encouraging e-accessibility, including software and co-operation with local and regional service providers to render online content more accessible. www.laterlife.eu

SEELERnetz - Seniors in Europe learn in networks (Co-funding: Lifelong learning programme)

SEELERNETZ is an educational project that aims to create opportunities for older people and those who work with them to better participate in learning processes by coming together in social networks. With partners in five European countries, the project looks to promote learning amongst seniors not used to education on issues relevant to their daily activities. The project will publish recommendations on learning through networks and its impact on older people's social participation and quality of life. www.seelernetz.eu

Go-myLife: Going online: my social life (Co-funding: AAL Joint Programme)

Go-myLife aims to improve the social participation of older people through the use of online social networks. It is developing a mobile social networking platform customised to the needs of the elderly, allowing interactions with their peers and families. As well as the networks, it provides easy access to relevant geographically based information and to support whilst out of the home. The project aims to increase the quality of life of older people and facilitate their continued social participation. www.gomylife-project.eu



1B.iv. Support informal carers

Informal carers contribute a lot to society by looking after an ill, frail elderly or disabled family member, friend or partner. According to Eurocarers, there are over 100 million unpaid carers in Europe, of whom many face risks of becoming overburdened and isolated from friends, family, communities and the employment market. Local and regional authorities can do much to support people in their caring role - for example by providing training, respite care and support tools and services to ease their burden. They can also ensure that people are supported once their caring role is over, so that they are not subsequently disadvantaged.

■ Project examples

INDEPENDENT - Coordinated eCare (Co-funding: ICT-PSP)

The project INDEPENDENT sets out to develop and pilot an integrated set of ICT-enabled services to deal with a range of threats to independent living common to older people. It helps support services overcome sectoral limitations in the care sector and empower informal carers and the voluntary sector to participate in delivery of support. www.independent-project.eu

AGNES - User-sensitive home-based systems for successful ageing in a networked society (Co-funding: AAL Joint Programme)

AGNES is developing ICT innovations to enhance the mental and physical wellbeing of older people by encouraging them to respond actively to physical, social and cognitive stimulation. It supports formal and informal carers, friends and family members by providing greater access to information about the person, even at a distance. It thus enables informal carers to know when they need to respond to an older person's needs and better manage their workload. www.aal-europe.eu/calls/funded-projects-call-1/agnes

Life After Care (Co-funding: Lifelong Learning programme)

The Life After Care partnership brings together organisations involved in training, support and advocacy of family carers to address the issues faced after they have ceased in their caring roles. It aims to strengthen local and national strategies concerning informal training of former family carers to help their reintegration into society after they have ceased in their caring role. www.lifeaftercare.eu



1C. What can local and regional actors do to promote healthy ageing and independent living?

■ The issue

One of the key challenges of an ageing population is that the number of people requiring long-term healthcare or supported living arrangements will increase significantly. Meeting the costs of these increased needs would be a major challenge.

The fear is that an increasing number of dependent old people will put an increasing strain on public services, families and other informal carers. This could also limit the employment prospects of people who take on a caring role informally - most often women.

However, it is not inevitable that longer lives mean more dependent lives. Many of the illnesses that cause poor health and dependency, such as cardiovascular disease, type II diabetes and mental illness, are preventable and their consequences on older people's wellbeing can be managed. Health promotion and preventive health care through measures that maximise healthy life years and reduce the risk of dependency are to be further strengthened.

Making transport more accessible and making the environment more age-friendly would allow older people to stay independent as long as possible. Local and regional authorities can do an increasing amount to enable people to live healthily and independently for longer - to the benefit of all.

Most relevant funding instruments

ICT-PSP (p.39-40)

FP7 (p.39)

ERDF (+ sub-programmes) (p.35-36)

AAL Joint Programme (p.40)



1C.i. Prevent dependency

Local and regional actors can use EU funding to help prevent dependency and promote healthy ageing. They can create exchanges of good practice between different regions, and/or amongst research bodies, public authorities and private companies within a region. They can also participate in high-level research to help develop solutions that better match their local realities and needs.

■ Project examples

HANNN - Healthy Ageing Network Northern Netherlands (Co-funding: ERDF)

HANNN brings together dozens of companies, knowledge institutions and local authorities in the Northern Netherlands into a knowledge and development cluster on healthy ageing. This aims to coordinate research, education and training to establish, stimulate and accelerate innovation in improving the health and independence of older people. www.hannn.eu

ICT for health (Co-funding: Interreg IVB (Baltic Sea Programme))

This project seeks to use transnational exchange around strategies for increasing both generation and implementation of innovative healthcare technologies to promote healthy ageing. For example, it seeks to promote the use of self-monitoring technologies for patients with chronic illnesses to provide better prevention of loss of independence and good health. www.icthforhealth.net

CIB Cities in Balance - Active Cities for all Ages (Co-funding: Interreg IVB (North-West Europe Programme))

Cities In Balance is built on improving the general well-being of seniors, moving away from the traditional reliance on reactionary health and social-care services. CIB focuses on services that improve the quality of life of seniors and help to enable them to live independently longer - such as social, financial, digital and community inclusion. www.cib-online.eu

NEURO-RESCUE - Neurosciences Research Clusters of Excellence (Co-funding: FP7 - Regions of Knowledge initiative)

Neuro-Rescue has brought together public-private partnerships and regional clusters to create new models of international mental health research. It seeks to address and anticipate the many potential problems associated with the onset of mental disorders, dementia or neurodegenerative diseases. www.medtech-pharma.de/english/cluster/activities/eu-project-neuro-rescue.aspx

MARK-AGE - Biomarkers of Human Ageing (Co-funding: FP7)

Mark-Age brings together numerous universities, health and science institutes and private companies to conduct a population study to identify a viable set of biomarkers of ageing. This aims to enable better prediction of the onset of age-related illness and disease and help promote healthy and active ageing. www.mark-age.eu

1C.ii. Support independent living through home-based ICT solutions

A particularly innovative means of promoting independent living is through the development of home-based ICT support systems. Local and regional actors can access a range of European research programmes to support such activities. 'Intelligent' homes, digital and web-based services aim to support older people in living independently and increase the efficiency of service delivery by better identifying specific needs.

■ Project examples

InCasa - Integrated Network for Completely Assisted Senior Citizens' Autonomy (Co-funding: ICT-PSP)

InCasa is piloting a series of integrated solutions and services for health and environment monitoring in the homes of some 200 vulnerable over-65 users. It is testing home sensor networks and personal health sensors to monitor the lifestyles of the elderly and activate customized intelligent multilevel alerts/communication services. The project is dealing with: day-to-day activity planning; co-ordination of public social and healthcare services; deployment of specialist community-based services; and privacy protection. www.incasa-project.eu. For many other similar ICT-PSP-funded projects, please see:

http://ec.europa.eu/information_society/activities/einclusion/docs/ageing/cip_projects.pdf

ALIAS: The Adaptable Ambient Living Assistant (Co-funding: AAL Joint Programme)

The ALIAS project is developing a mobile robot system that interacts with elderly users and provides assistance in daily life enabling them to live independently longer - as well as supporting people living in care facilities. The system demonstrates proactive behaviour in providing assistance and motivation in daily activities, also stimulating mental and communication capacities. It also promotes social inclusion by creating connections to people and events in the wider community. www.aal-alias.eu. For more AAL project examples on independent living, please visit:

www.aal-europe.eu/projects/aal-brochure-2010

Oasis - Open Architecture for Accessible Services Integration and Standardisation (Co-funding: FP7)

Through the principle of e-Inclusion, this project aims to develop the interoperability, quality, breadth and usability of services covering all the daily activities of elderly people. It is developing a nutrition advisor; an activity coach; a brain and skills trainer; a social communities' platform; health monitoring; and environmental control. Applications will be integrated into a unified, dynamic interactive platform, managed by a Service Centre.. <http://server-5.itl.gr/joomla/> For more FP7-funded ICT-based independent-living projects:

http://cordis.europa.eu/fetch?CALLER=PROJ_ICT&QZ_WEBSRCH=independent+living



1C.iii. Promote quality health and long-term care

Local and regional actors have an important role to play in modernising, improving and rationalising the delivery of health and social-care services to produce models that achieve better results for individuals and society. Approaches can involve working to better understand needs and how these can be met in cost-effective ways.

■ Project examples

Quality care for quality ageing (Co-funding: PROGRESS)

This project focuses on home healthcare and social care services and interventions in the context of the long-term care needs of older people. It starts from the assumption that local and regional social services will be the main tool for meeting the care needs of older people and that current welfare reform is not addressing quickly enough the potential growth in demand for long-term care. Partners from seven partner countries are analysing trends in health conditions and current legislation. They are exchanging good practices in monitoring and assessing home healthcare services with the aim of fostering more effective home healthcare interventions in the future. www.cdiecoop.it/QualityCare

Tecforlife - Assistive technology cluster for quality of life (Co-funding: FP7)

This research project is coordinating the research and innovation efforts of local stakeholders in San Sebastian (Basque Country, Spain) around assistive technologies. It hopes to link local public administration, research centres, relevant private companies and end users in creating new solutions for independent living of older people, whilst also being a driver of social and economic development of the city and wider region. www.tecforlife.eu

RTF - Regional Telemedicine Forum (Co-funding: Interreg IVC)

RTF is a collaboration of nine European regions which aims to deliver good practice guidelines and policy recommendations on the use of telemedicine for vulnerable groups, particularly to sufferers of diabetes, smokers' lung disease and cardiovascular disease. It seeks to address the main barriers that currently hinder the wider use of telemedicine - at clinical, strategic and market levels - despite the technical maturity of the applications. www.regional-telemedicine.eu



1C.iv. Improve accessibility of transport and physical infrastructure

Local and regional actors can play a huge role in ensuring that the physical environment and transport services are accessible to older people. Making sure that older people can move around freely and safely increases their independence and makes it much more likely that they will be able to actively participate in their communities. European research and regional development programmes support these efforts

■ Project examples

Mediate - Methodology for describing the accessibility of transport in Europe (Co-funding: FP7 - transport)

The Mediate project has sought to develop tools to assist public authorities and transport operators in achieving more accessible public transport. It brought together a range of experts on the topic: research institutes, local government, transport operators, end users, networking organisations and consultants. The project has delivered a set of common European indicators on accessibility of urban public transport, a self-assessment tool for local and regional transport systems and a good practice guide to accessibility. An Accessible Public Transport in Europe website (www.aptie.eu) provides a one-stop shop for information on this topic. www.mediate-project.eu

AENEAS - Attaining Energy Efficient Mobility in an Ageing Society (Co-funding Intelligent Energy Europe)

The AENEAS project seeks to satisfy both the needs of local and regional authorities to promote greener urban areas and the transport needs of older people. The project has exchanged good practice in green mobility for older people between five European cities and implemented training, awareness raising and communication activities to create a shift in attitudes towards energy-efficient modes of transport among older people. www.aeneas-project.eu

Q-AGEING - Quality ageing in an urban environment (Co-funding: Interreg IVB (Central Europe Programme))

Q-AGEING is a co-operation between nine cities or organisations to share information and ideas on improving both public services and the urban environment to meet the emerging needs of an ageing population. Regional action plans with pilot initiatives are based on an analysis of the everyday living situation of the elderly, leading to good practice examples and recommendations for facilitating active ageing in the community. www.q-ageing.eu



1D. What can local and regional actors do to enhance solidarity between generations?

■ The issue

In recent years, demographic ageing has brought risks of real or perceived conflicts of interest between generations. In many regions, unemployment is high among both young and older workers and some can feel that their best interests are being affected by the choices or needs of the other age group, i.e. young people can feel that difficulties in entering the labour market are caused by older workers blocking their path, while older workers can feel younger ones are pushing them into early retirement.

Similarly, younger generations can feel they are facing the burden of paying for the pensions and long-term care of increasing numbers of older people, while older people can feel vulnerable and marginalised by the technological advances of younger people.

There is often a lack of natural opportunities for old and young people to meet and exchange in modern societies. Local and regional authorities can therefore play an important role in improving understanding and mutual learning between generations by promoting initiatives which bring them together to develop solutions that are sustainable and fair for all in a context of exchange and co-operation.

Most relevant funding instruments

Grundtvig (p.41)

Senior Volunteering Programme (p.41)

European Regional Development Fund (p.35-36)



1D.i. Promote cross-generational education exchanges

Local and regional actors can do much to influence intergenerational solidarity through the education and training programmes that they run. Cross-generational education exchanges can enable a transfer of skills and experience between generations, whilst at the same time encouraging personal relationships and mutual understanding. Europe's Lifelong Learning Programme (see p.41) provides many opportunities to support such initiatives.

■ Project examples

HEAR ME - Highly educated retirees mentoring early school leavers (Co-funding: Grundtvig)

Many young people leave formal education without adequate qualifications and lack guidance and advice. Many retirees wish to use their knowledge and experience to make a social contribution, but do not know how to go about doing so. HEAR ME provides a course package for retirees (55+) with the potential to become mentors to early school leavers (15-25). It seeks to increase and develop the skills and self-worth of both groups.

www.viauc.com/projects/hearme/Pages/hearme.aspx

LET'S - Let seniors teach entrepreneurship through innovative storytelling approaches (Co-funding: Grundtvig)

The Let's Enterprise project is seeking to match the desire of older businesspeople to pass on their experiences with the need of (disadvantaged) young people for role models and examples they can understand. It uses autobiographical and storytelling approaches to communicate complex messages around: developing business ideas; using initiative; welcoming change; and managing risk. The best stories from 80 senior entrepreneurs in nine countries are made available in an innovative multimedia training course. www.letsenterprise.eu

Computeria - Intergenerational solutions (Co-funding: Lifelong learning programme)

This project brings socially disadvantaged older and younger people together to help each other develop. The young people act as personal ICT trainers - teaching older people skills they often need to participate fully in modern life. The older people act as mentors - passing on their experience and guidance to young people struggling to start their careers. It is hoped that the intergenerational dialogue fostered - which also preserves intellectual and cultural heritage - will become an integrated practice in the participating organisations.

www.mycomputeria.eu

For information on more intergenerational education projects, please see the results of a Grundtvig accompanying study: www.matesproject.eu This 'Mainstreaming Intergenerational Solidarity' project has also produced a useful Guide of Ideas to Plan and Implement Intergenerational Projects.



1D.ii. Facilitate mutual understanding between generations

Outside of more formalised education settings, local and regional actors have many other possibilities for organising exchanges between older and younger generations. European initiatives focused on both older and younger age groups have a contribution to make to facilitate and demonstrate positive experiences in fostering improved intergenerational understanding.

■ Project examples

Learning through Volunteering in Senior Age (Co-funding: SVP)

This senior volunteer exchange project between associations in Slovakia and Hungary focuses on enhancing life-long learning and inter-generational dialogue. Six volunteers from each country are placed at hosting associations where they have the opportunity to share their experience with people of different ages. As well as providing enriching experiences for those taking part, it also seeks to overcome and breakdown any prejudices on the basis of age or nationality.

Volunteering: Say yes! (Co-funding: SVP)

This project offers new opportunities for active citizenship and active ageing between associations in Slovenia and Germany. It seeks to increase harmony and understanding through volunteering exchanges that include intergenerational and intercultural dimensions. The project sees volunteering by older people as offering good possibilities for all to benefit through the contribution of older people to other age groups.

For more information on these and other SVP projects on intergenerational co-operation:

http://ec.europa.eu/education/grundtvig/doc/svp09_en.pdf

Dialogue Between Generations: One Way to Solidarity (Co-funding: Youth in Action)

This youth project is offering a view of youth work dedicated to intergenerational dialogue. It is seeking to build bridges between different age groups and to reflect on the need to systematise solidarity between the young and the senior generations. It brings together 20 participants from ten countries for five days to discuss the importance of learning from the experience of older people and allow senior citizens to reflect on young people's knowledge, skills, energy and dynamic force. www.youthforeurope.eu/index.php?page=searchdetails&pid=1083

How to Age in Europe (Co-funding: Europe for Citizens Programme)

This project aims to get people to discuss and reflect on the promotion of European citizenship in the context of demographic change. Together with the Act Age project (Co-funding: Youth in Action) it has organised a specific event on solidarity and intergenerational practice. It recognises that it can be necessary to facilitate the regular and harmonious relationship between the generations.



1D.iii. Promote age-diversity in employment and the silver economy

Ageing populations can also be regarded as an opportunity for regional economic growth. Local and regional actors can promote the development and marketing of innovative products and services aimed at this new market segment (silver economy), thereby contributing to regional development and job creation. European regional development funds (see pgs. 35-36) can provide funding support for such initiatives

■ Project examples

Creator - Creative regional policies addressing economic development opportunities related to ageing societies (Co-funding: Interreg IVC)

Creator is actually a mini-programme of Interreg IVC which has been set up by seven participating regions to support co-operative initiatives that see an ageing population as an opportunity for regional economic development. It implements sub-projects involving at least three organisations from within the partnership. Each project explores and shares ideas around how meeting the needs of an ageing population can create jobs and business opportunities for other generations. www.creator7.eu

Rur@ct - European regions for rural innovation (Co-funding: ERDF)

With support from the Limousin ERDF Operation Programme, the region established the Rur@ct network. This aims to capitalise and transfer good practice by rural regions in addressing challenges around changing economies and demography. One of the many exchanges facilitated has been the transfer of an innovative 'intergenerational housing' approach from Wallonia (Belgium) to Limousin (France). This approach creates housing that brings young and old people together as neighbours. Each group forms part of the solution for the other group, creating a truly intergenerational solution to the challenges both groups face in living in rural areas. www.ruract.eu

Sen@er - Silver Economy Network of European Regions (Co-funding: Interreg IVB (North West Europe programme))

SEN@ER is a joint initiative of nine European regions initiated by the region of North Rhine-Westphalia (Germany). It regards the ageing of our society not as a threat, but as a challenge and an opportunity for regional economic growth and for improving Europe's competitiveness. To realise this, SEN@ER has been established to promote the development and marketing of innovative products and services aimed at this new market segment. The partners develop transfer mechanisms for the transfer of good practice initiatives and policies between member regions and beyond. www.silvereconomy-europe.org



1E. Multi-thematic active-ageing projects

Local and regional actors have demonstrated that there is significant potential today in Europe to conduct multi-thematic, multi-partner work on active ageing and demographic change issues. By bringing together numerous partners from different European countries and regions to share their expertise and capacity, such approaches can create something that is stronger than the sum of its parts. They typically allow for the identification and spread of innovative good practice between regions in promoting active ageing and intergenerational solidarity in a range of policy areas.

■ Project examples

CE-Ageing Platform - Central European Knowledge Platform for an Ageing Society (Co-funding: Interreg IVB (Central Europe Programme))

The CE-Ageing platform aims to minimise negative effects and impacts of demographic change in Central Europe. It seeks solutions that foster economic growth, regional development and social cohesion to the benefit of all generations. Pilot actions will include 'age-SME' interventions developing cross-generational human resource development, increased work-life balance and age and diversity management within small and medium enterprises. It aims to demonstrate how an effective ageing strategy can meet the needs of all generations. www.zsi.at/object/project/1570

DART - Declining, Ageing and Regional Transformation (Co-funding: Interreg IVC)

This interregional co-operation project brings together 13 regions seeking to tackle the challenges of an ageing population. It aims to strengthen human capital and maintain public services to support the economic and social health of these regions. The participating regions co-operate to share: good practice; new products and public services; indicators of demographic challenges; and standards of effective service delivery. It aims to ensure that demographic change is taken into account in all regional development policies and thus ensure that education systems, health and social services, and the regional economy meet the needs of older people and sustain quality of life. www.dart-project.eu

Better ageing in Europe: local authorities exchange their visions (Mostly self-financed)

This interregional exchange project has brought together eight local and regional authorities across Europe to facilitate exchange between public, parapublic and private actors engaged in issues affected by demographic ageing under the leadership of Département du Nord (FR) across Europe. It seeks to anticipate the economic and social consequences of demographic change, whilst responding to the needs of older people. It seeks to exchange and identify good practice in social inclusion of older people, senior employment and accommodation and infrastructure (transport and housing issues).

<http://www.age-platform.eu/en/age-policy-work/solidarity-between-generations/best-practices/1345-local-authorities>

Multilinks - How demographic changes shape intergenerational solidarity, well-being, and social integration (Co-funding: FP7)

This research projects investigates how changing social contexts, from macro-societal to micro-interpersonal, affect social integration, well-being and intergenerational solidarity across different European nations. It looks at how demographic ageing affects all age groups and the links between older and younger family members, between different points in time and between the different national and regional contexts. In particular it looks at the burden of care, elderly care as an issue of family policy, intergenerational solidarity in modern families, the impact of intergenerational transfers on labour market participation and gender issues in these contexts. It aims to provide a better basis for sound policy-making in promoting intergenerational solidarity and avoiding risks of social exclusion for all groups. www.multilinks-project.eu

The European Urban Knowledge Network (EUKN) (Co-funding: URBACT II)

EUKN is a network of seventeen EU Member States, the NGO network of cities EUROCITIES, the URBACT Programme and the European Commission. It responds to the needs of urban practitioners to share knowledge and experience on urban issues. It holds regular events and has developed a high-quality knowledge database where local actors can find details on urban research, policy and practice of relevance to demographic change issues, notably in the fields of: social inclusion and integration; housing; transport and infrastructure; urban environment; economy, knowledge and employment; security and crime prevention; and skills and capacity building. www.eukn.org

BRAID - Bridging research in Ageing and ICT Development (Co-funding: FP7)

BRAID is developing a comprehensive RTD roadmap for active ageing, providing a vision to support the well-being and socio-economic integration of increasing numbers of senior citizens in Europe. It seeks to coordinate effectively the stakeholders in ICT and Ageing and overcome the current fragmentation of research into e-inclusion. It gathers together excellence from all the main perspectives to identify both existing best practice and unmet needs of older people. www.braidproject.eu



SECTION TWO:

EU funding instruments for active ageing projects

In this section of the brochure, you will find an outline of the main EU funding instruments which can be used to fund projects to promote active ageing and intergenerational solidarity. It outlines the most relevant programmes in the 2007-2013 budgetary cycle. For more information: www.2007-2013.eu

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2A. European structural and cohesion funds

The Structural and Cohesion Funds are focused on making regions more competitive, fostering economic growth and creating new jobs. They have three specific objectives:

- 81.6% of funds go towards **convergence** - closing the gap in income, wealth and opportunities for the poorest EU regions
- 15.7% of funds go towards reinforcing the **competitiveness** of the EU's more prosperous regions
- 2.5% of the funds are aimed at promoting **co-operation** between regions to identify common solutions and good practice

Although strategic guidelines are set at European level, the funds are almost entirely administered at the national and regional levels in each Member State, creating many funding opportunities for local and regional actors. To find your relevant managing authority, visit:

http://ec.europa.eu/regional_policy/manage/authority/authority_en.cfm

2A.1. The Cohesion Fund

The Cohesion Fund is the primary financial instrument for achieving the convergence objective. It is spent within the 12 Member States that have joined the EU since 2004, plus Greece and Portugal. Spain is still eligible for a limited 'phase-out' fund. As part of creating jobs and growth in poorer regions, the fund can be used by local actors to, for example, make their transport systems more accessible to all.

To find your national managing authority, visit: http://ec.europa.eu/regional_policy/manage/contact_en.htm

2A.2. The European Social Fund (ESF)



EUROPEAN COMMISSION
European Social Fund

The ESF supports both the convergence and competitiveness objectives, mainly through 'soft' approaches such as the development of human capital and promoting partnership for reform in employment and inclusion. It can be of particular use for local actors wishing to explore key active ageing issues, such as updating older workers' skills, adapting enterprises to the employment of older workers; combating age-based discrimination in the labour market and training schemes, improved public services for older people and combating social exclusion of older people. It can be used to promote reconciliation of work and family life for older women caring for dependent relatives. (See project example on p. 15 and exchange projects building on ESF projects on p. 16)

For information on fields of activity, example projects and contact details for all national managing authorities, visit: <http://ec.europa.eu/esf/>

2A.3. The European Regional Development Fund (ERDF)

Projects supported directly by the ERDF tend to be 'tangible' projects such as the construction of infrastructure - roads, buildings etc.

Generally of more interest to local actors looking to address active ageing policy issues are the sub-programmes promoting co-operation between regions.

The following sub-programmes are jointly funded by the ERDF and the participating Member States.

2A.3.i. Interreg IV

Interreg supports co-operation between regions to exchange good practice, new ideas and strategic planning to achieve regional development objectives. The current programme is the fourth cycle of Interreg and has three strands:

- Interreg IVA - cross-border programmes supporting co-operation between regions with cross-border issues e.g. German-Dutch border.
- Interreg IVB - transnational programmes supporting co-operation between regions within defined geographical areas e.g. Baltic Sea area.
- Interreg IVC - co-operation between any regions within the EU 27 countries

Each strand has funded projects looking at development issues connected with tackling demographic change, promoting active ageing and fostering solidarity between generations, particularly around developing public services to meet older people's needs. (See project examples on pgs: 14, 16, 25, 26, 30 & 31).

The Interreg IVC programme, covering the whole of Europe, has its own website www.interreg4c.net where you can find lots of ideas and information on projects and how to access funding for an exchange on active ageing issues.

2A.3.ii. URBACT II



URBACT II is the second incarnation of the European exchange and learning programme promoting sustainable urban development. It funds networks of cities to work together to develop solutions to major economic, social and environmental urban challenges. The URBACT II programme can be used to develop age-friendly urban policies and to facilitate the exchange of experiences on promoting active ageing. (See project examples pgs. 16 & 32). www.urbact.eu

2A.3.iii. Regions for Economic Change

This initiative aims to support fast track networks (Interreg or Urbact) to speed up the transfer of innovative solutions into regional policies and programmes. It can be used to help spread and implement good practice on promoting active ageing and solidarity between generations to meet the EU 2020 policy objectives of smart, sustainable and inclusive growth.

2A.4. Technical assistance instruments

There are significant amounts of EU technical assistance at Member States' disposal, representing overall a total of 4% of all structural funds. However, according to the European Commission, Member States have only used 31% of their planned allocations until late 2009. This potential can be used to help local and regional actors in preparing, implementing and monitoring EU interventions.

Some specific EU technical assistance support instruments have also been created to help the implementation of regional development projects and strategies. These are focused on providing additional investment and expertise to increase the capacity to deliver change at local and regional levels.

2A.4.i. Joint European Support for Sustainable Investment in City Areas - JESSICA

JESSICA is a joint initiative of the European Commission, the European Investment Bank (EIB) and the Council of Europe Development Bank (CEB) to promote investment in urban development. JESSICA offers the managing authorities of Structural Funds programmes the possibility to take advantage of outside expertise and to have

greater access to loan capital to carry out urban development. JESSICA offers important opportunities for actions to create age-friendly cities, by adapting the urban environment to the needs of their ageing population and renovating social housing stock for older residents. www.jessica.europa.eu

2A.4.ii. Joint Assistance to Support Projects in European Regions - JASPERS



JASPERS is a partnership of the European Commission (DG Regional Policy), European Investment Bank (EIB), European Bank for Reconstruction and Development (EBRD) and the KfW banking group. JASPERS aims to provide technical assistance for the implementation of cohesion policy and is therefore aimed at the poorer EU Member States.

Local and regional actors needing technical assistance to prepare major infrastructure projects to be funded by the EU Structural and Cohesion Funds can get it free of charge from JASPERS. Support can cover any aspect of the project cycle. Key areas for JASPERS assistance of relevance in the context of promoting active ageing, include transport projects, including clean and accessible urban and public transport. www.jaspers.europa.eu

2B. European rural development funds

2B.1. European Agricultural Fund for Rural Development (EAFRD)

This is the single financial instrument for supporting rural development. Member States and regions are obliged to spend their EAFRD money across three European objectives, 2007-13:

- improving the competitiveness of the agricultural and forestry sector
- improving the environment and the countryside
- improving the quality of life in rural areas and encouraging diversification of the rural economy.

Actions can include promoting knowledge and human potential through vocational training and advisory services, developing agricultural production techniques and also diversification towards non-agricultural activities and the promotion of local services in rural areas. EAFRD can thus support the development of social services and social infrastructure of importance to ageing communities in rural areas.

2B.1.i. The Leader approach

Some rural development funding also supports projects based on the 'Leader approach', which has emerged from the Leader Community Initiatives funded by the structural funds, 1991-2006. The 'Leader approach' involves encouraging the implementation of integrated, high-quality and original strategies for sustainable development of rural areas, with a strong focus on public-private partnership and exchange networks.

Leader is not a separate programme, but the approach is integrated throughout national and regional rural development programmes. It offers local partnerships the possibility to design highly individual projects to address specific local problems, such as ageing communities, lack of job opportunities and inadequate public services for older people.

For more information on your relevant managing authority and development programme, visit:

http://enrd.ec.europa.eu/rural-development-policy/country-information/en/country-information_home_en.cfm

2C. European research, innovation and ICT funds

The European Research Area is the policy of generating coordination in research at European level to avoid duplication, combine expertise and compete on a global scale. It is supported by a number of scientific research programmes, which can make significant contributions to learning and developments in fields important to older people and demographic change. To read the EU's practical guide to these research funding instruments, please read: ftp://ftp.cordis.europa.eu/pub/fp7/docs/practical-guide-rev2_en.pdf

2C.1. The Seventh Framework Programme for Research and Technological Development



The 7th Framework Programme (FP7) seeks to co-finance research, technological developments and demonstration projects that provide answers to Europe's challenges in the global knowledge-based economy. It is designed to support a wide range of participants, including private companies, public organisations, research bodies and individual researchers. FP7 activities must have a European added value.

Through funding different types of project, the programme tries to promote co-operation between different research actors, enhance research and development capacities, support mobility and career development of researchers, and support frontier research.

FP7 supports research in selected priority areas among which several can be of direct interest to local actors looking for active ageing solutions, such as: optimising the delivery of healthcare to citizens; enhanced health promotion and disease prevention; smarter, more accessible transport systems; demographic change; and ICT for ageing well - social robotics and highly intelligent environments. For examples of these kinds of projects, see pgs. 15, 23, 24, 25, 26 & 32. Further examples can be found at: http://cordis.europa.eu/fetch?CALLER=PROJ_ICT&QZ_WEBSRCH=ageing&QM_PGA=FP7%24&USR_SORT=EP_PJA_A+CHAR+ASC

Its Regions of Knowledge initiative aims to strengthen the research potential of European regions, especially by developing regional 'research-driven clusters, associating universities, research centres, enterprises and regional authorities. For examples of such projects, see pgs. 23 and 25.

For more information on FP7, how to participate, finding partners and finding a call, visit: http://cordis.europa.eu/fp7/home_en.html National Contact Points (NCPs) have been established to help research actors access the funds successfully. To find your NCP: http://cordis.europa.eu/fp7/ncp_en.html.

2C.2. Competitiveness and Innovation Framework Programme (CIP)

The CIP targets small and medium-sized enterprises (SMEs) with support for innovation activities and business support services to make them more competitive. It has financial instruments for providing risk finance and guarantees to leverage private finance. It also operates three sub-programmes to support particular objectives.

2C.2.i. The Entrepreneurship and Innovation Programme (EIP)

EIP aims to analyse and promote innovative performance and practice in SMEs through targeted funding, networking and support services. It particularly covers issues of training, innovation, governance and the impact of enterprise policy. It could be used to develop expertise on the employment and training of older workers.

2C.2.ii. The Information Communication Technologies Policy Support Programme (ICT-PSP)

ICT-PSP aims at stimulating a wider uptake of innovative ICT-based services and digital content by citizens, governments and businesses, in line with the EU's ambitious Digital Agenda 2020. The programme also sees ICT

as a potential means of coping with some of the specific challenges of an ageing society and implementing the 'European Action Plan for Ageing Well in the Information Society'.

http://ec.europa.eu/information_society/activities/ict_psp/index_en.htm

Amongst other areas, ICT-PSP supports interesting pilot actions around using ICT for the promotion of health, independent living and access to services. For example projects, see pgs. 19, 21 and 24. For more project examples, visit: http://ec.europa.eu/information_society/activities/einclusion/docs/ageing/cip_projects.pdf

2C.2.iii. The Intelligent Energy Europe (IEE) programme

IEE is the EU tool for funding actions that encourage the use of renewable energy sources in Europe. It prioritises projects for accelerated mobilisation of energy efficiency, renewable energies and sustainable transport. This programme can be used by local public and private actors for actions related to ageing and older people's mobility. For an example project see p. 26.

<http://ec.europa.eu/intelligentenergy>

2C.3. The Ambient Assisted Living (AAL) Joint programme



AAL is a specific joint programme, which is Member-State led and not part of the FP7. It is funded approximately equally by public funds (European Commission and Member States) and private organisations. AAL uses intelligent products and the provision of remote services including care services to improve the lives of older people at home, in the workplace and in society in general.

The programme aims to overcome technical and regulatory barriers to AAL, foster and demonstrate innovative smart homes and independent living applications, exchange best AAL practice and raise awareness on the possibilities of AAL for Europe's ageing population. It thus hopes to: extend the time older people can live in their home environment; improve the quality of life and social participation of older people; create new business opportunities; provide more efficient and more personalised health and social services for older people

For information on projects already funded, see pgs. 15, 20, 21 and 24, and visit www.aal-europe.eu/projects/aal-brochure-2010. For more information on the AAL programme and to find national AAL contacts: www.aal-europe.eu

2C.4. European Research Council (ERC)

The ERC was established to fund high-risk, high-reward research at the frontiers of current knowledge. It funds groundbreaking proposals in three broad thematic groups: physical sciences and engineering (PE); social sciences and humanities (SH); and life sciences (LS). Several sub-themes cover issues such as ageing, demography, cognition and public health, of direct relevance to active ageing issues.

<http://erc.europa.eu/index.cfm?fuseaction=page.display&topicID=498>

2D. European education and culture funds

2D.1. Lifelong Learning Programme

The lifelong learning programme aims to: make lifelong learning and mobility a reality; improve the quality and efficiency of education and training; promote equity, social cohesion and active citizenship; and enhance creativity and innovation, including entrepreneurship, at all levels of education and training. Within the broad programme, several of the funding streams are relevant to active ageing issues, including providing support for teaching computer skills to older people, learning through networks and intergenerational exchange (see pgs. 20, 21 and 28). For more information on the programme and the various sub-programmes, visit:

http://ec.europa.eu/education/lifelong-learning-programme/doc78_en.htm

2D.1.i. Grundtvig for adult education



The Grundtvig programme aims to develop the adult-education sector to meet the changing needs of learners taking adult education and non-mainstream education courses. It seeks to improve the knowledge and skills of adults of any age to boost their employment prospects and facilitate their personal development.

Local and regional actors can apply to Grundtvig to get funding for projects addressing some of the challenges presented by Europe's ageing society. It has notably funded projects designed to help maintain and develop the skills of older workers and implement intergenerational schemes to teach entrepreneurship and mentoring. For project examples, see pgs. 14, 20 and 28.

2D.1.i.a Senior Volunteering Programme (SVP)

Run under Grundtvig, the initiative's own description explains that "volunteering has been recognised as a way of offering new learning opportunities to senior citizens in Europe, promoting the process of active ageing and emphasising the contribution of seniors to our societies. Indeed, senior citizens are a rich source of wisdom and experience from which society should derive far greater benefit than has usually been the case in the past." The new Action pursues the following objectives:

- increase the personal, linguistic, social and intercultural skills and competences of senior citizens through volunteering
- facilitate the contribution of older people to the development and implementation of non-profit activities for social benefit
- transmission of experience, skills and good practice between countries through active older people
- create lasting co-operation between the host and sending organisations around a specific topic or target group.
- For more information: http://ec.europa.eu/education/grundtvig/doc986_en.htm. It has funded exchanges and the development of organisations to promote exchanges. For examples, see pgs. 18 and 29.

2D.1.ii Leonardo da Vinci programme for vocational training.

The Leonardo da Vinci programme aims to support European citizens to acquire new skills, knowledge and qualifications and have them recognised across borders. It supports projects on vocational education and training, which can be applicable to older workers. These include initiatives enabling people to train in another country, co-operation projects to transfer or develop innovative practices, and networks focusing on topical

themes in the sector. Local and regional actors can particularly use the Leonardo da Vinci programme to promote active ageing. For an example project, see p. 14. For more information, visit:
http://ec.europa.eu/education/programmes/lfp/leonardo/index_en.html

2D.1.iii. Transversal programme



The Transversal programme aims to ensure that all the lifelong learning sub-programmes attain the maximum possible benefit and impact. Local actors can use the Transversal programme to promote policy co-operation and research on ageing issues and challenges, break the language barriers faced by older people, develop innovative learning methods using new technologies, as well as to spread the results of lifelong learning projects. For more information:

http://ec.europa.eu/education/lifelong-learning-programme/doc90_en.htm

2D.2. Youth in Action programme

The Youth in Action programme aims to inspire a sense of active citizenship, solidarity and tolerance among young Europeans and to involve them in shaping the Union's future. It promotes mobility within and beyond the EU borders, non-formal learning and intercultural dialogue, and encourages the inclusion of all young people, regardless of their educational, social and cultural background. Local and regional actors can use it to promote intergenerational exchange, understanding and solidarity.

http://ec.europa.eu/youth/youth-in-action-programme/doc74_en.htm For an example project, see p. 29.

2D.3. Europe for Citizens programme



This programme aims to engage citizens with the European project and policies of European importance, such as demographic change. It seeks to promote a European identity and improve mutual understanding and exchange across national borders. The programme supports citizens' exchanges, town twinning, studies, and ad-hoc events. It provides possibilities for local and regional actors to develop activities to foster intergenerational dialogue, to discuss local policies

around older people's needs and demographic ageing and consider the role EU exchange and learning can play in identifying local solutions. For more information:

http://ec.europa.eu/citizenship/programme-priorities/doc16_en.htm.

For an example project, see p. 29.

2E. Other European funds

2E.1. PROGRESS



PROGRESS is the EU's employment and social solidarity programme. Its mission is to strengthen the EU's contribution in support of Member States' commitments and efforts in creating more and better jobs; promoting social inclusion and social protection; and combating discrimination.

PROGRESS funds European studies, data collection and observatories, provides legal and policy training, supports NGO networks - such as AGE Platform Europe - and runs public awareness campaigns on key issues. It also funds transnational exchanges between local and national actors on social protection and social inclusion issues. For example projects looking at healthcare and civic participation, see pgs. 19 and 25. Local actors can find up-to-date information on funding opportunities at:

<http://ec.europa.eu/social/main.jsp?langId=en&catId=327>

2E.2. Health Programme



The Second Programme of Community Action in the Field of Health provides funds to actions on issues such as: promoting health and reducing health inequalities; improving citizens' health security; and promoting actions related to patient safety through high-quality and safe healthcare. It aims to increase healthy life years and promote healthy ageing. The programme aims to generate and disseminate

health information and best practice on health issues. Priority areas and types of funding are decided annually in a new work programme. For an information booklet on participating in the health programme:

http://ec.europa.eu/health/ph_programme/documents/prog_booklet_en.pdf

2E.3. Daphne III



The Daphne programme aims to prevent and combat violence and to protect victims and groups at risk. Local and regional actors - including NGOs, local public authorities and research institutions - can use it to access funding for projects on elder abuse and the promotion of adequate and quality care to the dependent elderly. DAPHNE has already funded a few projects on elder abuse, including on physical violence against elderly women, data collection on older women at risk

of financial abuse and violence against elderly women suffering from Alzheimer's. A Daphne project has created a Charter on the issue of elder abuse (see p.46). For a toolkit on participation in Daphne: http://ec.europa.eu/justice_home/daphnetoolkit/html/welcome/dpt_welcome_en.html



Other useful information

There are many other sources of information that would be useful and interesting for local actors looking to promote active ageing. Information by a number of key themes is set out below.

Demographic change

In April 2011, the European Commission published its third Demography Report with the sub-title: Older, more numerous and diverse Europeans. The Report is published every two years by the European Commission and provides the latest facts and figures that are needed to assess where Member States stand in responding to the challenges of demographic change. This latest report has a special focus on mobility and migration.

<http://ec.europa.eu/social/main.jsp?catId=502&langId=en>

The European Commission also adopted on 29 April 2009 a Communication on the impact of an ageing population in the EU. It was accompanied by the 2009 Ageing Report which provides age-related expenditure projections on the basis of the population projections by Eurostat.

http://ec.europa.eu/economy_finance/publications/publication_summary14911_en.htm

Understanding the regional dimension

The Committee of the Regions (CoR) adopted an opinion on the above-mentioned European Commission's 2009 Communication on Dealing with the Impact of an Ageing Population in the EU. It provides recommendations, including advocating an area-specific approach to dealing with ageing populations and highlighting the value of transregional and interregional schemes.

www.cor.europa.eu/pages/DetailTemplate.aspx?view=detail&id=35ed78ff-dc1e-4b7a-b182-5671ee2018a9

The CoR has also carried out a study entitled "Active ageing: local and regional solutions". The final report sets out the main trends in demographic changes and the solutions adopted with respect to five main policy areas: employment; access to social services; mobility and accessibility of transport; adapted housing; and social inclusion.

www.cor.europa.eu/pages/DocumentTemplate.aspx?view=detail&id=e2251011-b374-4b8b-996d-05ccfb2a33e2

Other CoR opinions on ageing-related issues include opinions on the EC Communications on "The demographic future of Europe" and on "Ageing well in the Information Society", both adopted in 2007.

In January 2007, the European Commission also organised a conference on Regional policy responses to demographic challenges. A series of reports were produced for that event that can be useful for understanding the regional dimension of promoting active ageing.

http://ec.europa.eu/regional_policy/conferences/demographicchallenge_jan07/sources_en.cfm?nmenu=8

Mainstreaming ageing into regional policy

The Committee of the Regions, Age Concern England and AGE Platform Europe jointly published an "Age Proofing Toolkit" in July 2006. It provides a briefing and series of questions around ageing to be addressed in regional and cohesion policy. It aims to ensure that regional authorities and organisations can fully consider the issues of an ageing population when preparing their regional strategies, and can "age-proof" their strategies.

www.cor.europa.eu/migrated_data/2454_ageing_EN.pdf

How to become an age-friendly city: a WHO initiative

The World Health Organisation (WHO) published a guide that aims at helping cities and municipalities, regional authorities, voluntary organisations, the private sector and citizens' groups identify where and how they can better respond to the needs of their ageing populations. It includes a series of checklists aimed at providing a self-assessment method and a map to chart progress in the following areas: outdoor space and buildings, transportation, housing, social participation, respect and social inclusion, civic participation and employment, communication and information, community support and health services. Many cities and municipalities across the EU have already decided to join the WHO Age Friendly Cities Programme.

www.who.int/ageing/age_friendly_cities

Elder abuse

With the support of the European Commission's Daphne III Programme, AGE ran a project with a network of 11 partner organisations, which developed a European Charter on the rights of older people, and women in particular, who are dependent on a family member or carer, or need long-term care or assistance. They also produced an Accompanying Guide or 'toolkit' addressing each of the rights expressed in the Charter, explaining what they concretely mean and how they can be enforced and a list of good practice in the respect of the rights of older people in long-term care:

www.age-platform.eu/en/age-policy-work/quality-care-standards-and-elder-abuse/1077-good-practices

Elder migrants

A European Local Authorities Competition on Good Practices on the Support for Migrant Elders' Initiatives was launched in 2010/11. This seeks to award municipalities for their innovative initiatives in the mutual integration of migrant elders in all municipal fields of activity for the improvement of the quality of life of elderly people. It was launched by the Ministry of Health, Equalities, Care and Ageing of the State of North Rhine-Westphalia (Germany) and the Council of European Municipalities and Regions in partnership with the Committee of the Regions. It is run by Aktion Courage e.V. www.aktioncourage.org/projekte/elac-english

Improving solidarity between generations

AGE Platform Europe has collated a number of good practice examples of initiatives to promote improved solidarity between generations. www.age-platform.eu/en/age-policy-work/solidarity-between-generations/best-practices It also provides numerous links to information sources and ideas around intergenerational solidarity, including documents from the EY2012 coalition: www.age-platform.eu/en/age-policy-work/solidarity-between-generations/campaign/928-useful-links-publications-and-documents

Living and working conditions

Eurofound, the European Foundation for the Improvement of Living and Working Conditions has published information resource packs on specific areas of current European debate. These provide the reader with easy access to the key findings and analysis from Eurofound drawing on findings from different areas of research and pointing to the key policy issues at stake. To date Eurofound has produced seven such packs, including one entitled “Working longer, living better. Europe’s coming of age” www.eurofound.europa.eu/resourcepacks/activeageing.htm A new pack is in preparation in advance of the EU Year of Active Ageing and Intergenerational Solidarity, fact sheets for which will be available in all EU languages. It will be available at www.eurofound.europa.eu/resourcepacks

Active ageing in employment

Eurofound has also published two useful guides of good practice in recruiting, supporting and retaining older workers. One aims to assist all those with responsibilities for employment in ensuring that age in the workplace is managed productively: www.eurofound.europa.eu/publications/htmlfiles/ef05137.htm. The other analyses more than 150 initiatives as a practical tool for all those concerned with combating age barriers in employment: www.eurofound.europa.eu/publications/htmlfiles/ef9719.htm.

Understanding the EU Structural Funds

The Commission published a brochure called “Partnerships for more family-friendly living and working conditions - how to obtain support from the European Structural Funds”. It sets out the policy issues, how the structural funds work, examples of good projects and tips for local actors on starting a new project. http://ec.europa.eu/employment_social/esf/docs/brochure_family_esf_en.pdf

The European Anti-Poverty Network (EAPN) has published its own “Manual on the Structural Funds, a guide for NGOs” based on case studies and practical tips for using the structural funds to achieve social goals. The third edition of this manual covers the period 2009-11, but also provides guidance on how to look to the next Structural Funds round (2014-2020). www.eapn.eu/images/docs/manual%20pdf_en.pdf



European initiatives supporting active ageing

The European Year for Active Ageing and Solidarity between Generations 2012



European Year for **Active Ageing**
and **Solidarity between Generations 2012**



To mark the 10th Anniversary of the United Nations Action Plan on Ageing¹ and respond to the demographic challenges facing Europe, the EU declared 2012 as a European Year for Active Ageing and Solidarity between Generations (EY2012). The European Year seeks to raise awareness on the contribution of older people to society and the importance of solidarity between generations. It will also spread identify and disseminate good practice. But most of all it seeks to encourage all policymakers and stakeholders to set themselves goals and take action to meet them. EY2012 aims to improve the opportunities for older people to stay in the workforce and share their experience, keep playing an active role in society and to live as healthy and fulfilling lives as possible.

The challenge for politicians and stakeholders including regional and local authorities, employers and trade unions, the business sector, civil society organisations and researchers will be to improve opportunities for active ageing in general and for living independently, acting in areas as diverse as employment, health care, social services, adult learning, volunteering, housing, IT services or transport. This brochure contains a wealth of ideas to inspire you. For further information on the year and its activities: www.active-ageing-2012.eu

European Day of Solidarity between Generations – 29 April

This initiative was proposed by the Slovenian EU Presidency in April 2008 in response to a call from the NGO coalition on Solidarity between Generations. It was celebrated for the first time in 2009 by thousands of citizens across the European Union and provides an important opportunity for local and regional actors to support activities that encourage solidarity between the generations. For more information see the AGE website at: www.age-platform.eu/en/age-policy-work/solidarity-between-generations

European Innovation Partnership on Active and Healthy Ageing

The pilot partnership brings together the range of demand and supply stakeholders to identify and overcome potential barriers to innovation around: prevention and health promotion; integrated care; and independent living of elderly people. It seeks to leverage financing and investments in innovation and improve coordination and coherence between funding for research and innovation at all levels and between all actors. It hopes to improve the framework conditions for uptake of innovation as well as the discovery of new solutions that deliver active and healthy ageing.

http://ec.europa.eu/research/innovation-union/index_en.cfm?section=active-healthy-ageing&pg=home

1 See UN Programme on Ageing: www.un.org/ageing



About the authors

The European Commission (EC)

<http://ec.europa.eu>



EUROPEAN COMMISSION

The European Commission is one of the main institutions of the European Union. It represents and upholds the interests of the EU as a whole. It oversees and implements EU policies by: proposing new laws to Parliament and the Council; managing the EU's budget and allocating funding; enforcing EU law (together with the Court of Justice) and representing the EU internationally. The Commission is divided into several Directorates-General and services.

A key goal for the Commission is to ensure the successful implementation of the Europe 2020 strategy, which aims at turning the EU into a smart, sustainable and inclusive economy. These three mutually reinforcing priorities should help the EU and the Member States deliver high levels of employment, productivity and social cohesion. For more information see the flagship initiatives of the Europe 2020 strategy:

http://ec.europa.eu/europe2020/tools/flagship-initiatives/index_en.htm

The Commission can play its part and has taken in the past various initiatives to promote active ageing in policy areas such as employment, public health, social protection, education, information society and transport.

The Committee of the Regions (CoR)

www.cor.europa.eu

EUROPEAN UNION



Committee of the Regions

Created in 1994, the mission of the CoR's 344 members from all 27 EU Member States is to involve regional and local authorities and the communities they represent in the EU's decision-making process and to inform them about EU policies.

Around two-thirds of EU legislation is implemented by local and regional authorities. The Treaties thus oblige the European Commission, European Parliament and Council of the EU to consult the CoR whenever new proposals are made in areas that affect them. It can appeal to the EU Court of Justice if its rights are infringed or it believes that an EU law fails to respect regional or local powers.

The CoR's work is organised in six different thematic commissions, which examine and discuss proposals in order to write official opinions on key issues. The CoR organises six plenary sessions a year where its members adopt the final opinions. The present brochure has been developed in partnership with the CoR Commission for economic and social policy (ECOS). Contact: ecos@cor.europa.eu

AGE Platform Europe (AGE)

www.age-platform.eu



AGE Platform Europe is a European network bringing together more than 160 organisations of people aged 50+, directly representing over 30 million older people in the European Union. AGE network is mainly financed by the European PROGRESS Programme and membership contributions.

AGE works at European level to raise awareness of the opportunities and challenges that arise from the ageing of our society, to shape appropriate policy responses and to promote the interests and involvement of the older citizens of Europe

Among our guiding principles is the conviction that a change of attitudes is needed to achieve a society for all ages and to ensure that the rights of all age groups including older people are not only protected but that they are also enhanced. Solidarity between generations should also be sought in a way that recognises older people's contributions to society. AGE is leading the EY2012 stakeholders' coalition.



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Committee of the Regions

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