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Dear Readers,

Year 2012 has been declared by the European Union as the year for “Active Aging – Solidarity between Generations”. Different topics have been declared year by year as a slogan and that year is dedicated to that topic all over the countries of the European Union (EU). Since most of the countries of the Union are “Graying Societies” i.e. those countries have an aging (or already aged) society the EU considers this problem as of high importance. The goal of this year is to call the attention to this problem and stimulate the member countries so that they should take good care of this phenomenon.

What is considered an aging society? This phenomenon is about a negative structural change of the population when the number and ration of elderly people increase and the optimal (pyramidal) shape of the society is distorted. Generally speaking the extremely
increasing number of the old inhabitants characterizes this phenomenon but there are other features as well. For example, the ration of active to inactive people decreases too and it has drifted far away from the ideal one; i.e. less and less active people should take care of more and more elderly in Hungary. Besides, it is also worth to mention that most of the old people are women and this way the optimal gender structure has been distorted as well. Unfortunately we also have to stress that a substantial number of the elderly suffer from a chronic illnesses. Obviously there are other anomalies in the societies that “color the picture” e.g. there are regions where this phenomenon is more enhanced than in others. Many other features could be listed but even the above mentioned have already profound effects on the society.

What kind of consequences emerge from the aging of the society? Increasing number of elderly should be taken care of. This means: problems connected to pensions, health care, social provisions or other problems are enhanced. Nevertheless, these bigger problems should be solved by a decreasing number of active people and this makes the problems even bigger. The third complication is that all these problems should be taken care of in an era when we have the biggest financial and economical problems since the Second World War. Therefore, naturally we have to encounter other problems as well.

How could we solve the problems originated from the effects of the aging society? One can decrease the number of people who need care and attention and at the same time increase the number of active people, if the elderly stayed in work further i.e. we have to elevate the retirement age.

However, how far we can go in elevating the age of retirement? Obviously it cannot be increased up to 70 years since more then the half (mainly men) of the population just does not live so long not to mention the “well deserved rest” of retirement. It is clear that it can not be done in Hungary only in case if we prefer the “Taigetos solution”.

But what then can be done? If we could elevate todays mean life span of 75 years than more and more people could work further on. If they are healthy…

How could we increase the mean life span? Even today we have certain possibilities. As it was published in a previous volume (Vol. 12) of Hungarian Gerontology, when the National Strategy of Aging Matters was discussed, the mean life span increases parallel with the longer preserved health. Obviously the preserved health could play an important role in solution of problems originated form the aging society.

How could someone preserve his/her health in old age? It is clear from the previously mentioned volume that what primarily important is the dissemination of information
regarding aging. Prevention is secondarily and that is followed by cure and rehabilitation. This volume also contributes to our understanding of the aging societies that of consequences and possible solutions. A couple of brochures are involved in this volume to further help our coping with our problems.

**European year 2012**

European Year 2012 calls our attention to aging of our societies and to its consequences. According to the expectations of the Union Europe should become an “age-friendly” Europe by 2020 where the elderly is not a burden of the society but a resource that could help us in solving our problems and could contribute to a better society.

**The European Year 2012 in Hungary**

A several programs and plans of Hungary coupled to the year are showed in this chapter. This is a good opportunity for us to call attention of the Hungarian population to the above mentioned phenomena and our problems. Although our society is under high pressure because of the aging of the society we still have to wait for the effective solutions. We only could hope that this year is not a “we have to get over with it” type in the work of the government but the real programs and plans can ease the hard consequences of the aging process.

**Age Platform Europe**

European Union has many different types of organizations; ranging from the European Parliament through the European Commission to organizations such as the Age Platform Europe. This latest body unites all those organizations of the European countries that deal with aged people. The Gerontology Science Coordination Center represents our country in this organization since 2011 and dr. Imre Semsei is a member of the Administrative Council of Age Platform, which has meetings twice a year in Bruxelles.

**Age Platform is 10 years old**

The platform has been performing its duty through 10 years. Its establishment was justified by the aging of the European societies in order to have an organization that could help the decision makers of the Union. Its work ranges from the dissemination of information through preparation of decisions up to work out and performance of different programs. Although the activity of the Platform is already substantial and meaningful we do hope that in
the future this work still could be enhanced and help better the solution of the problems originating from the process of aging of the societies.

Active aging

What is the meaning of „active aging”, a wonder-expression, which is inspired to ease our problems due to our aged societies? A couple of initiatives can be found in this chapter.

We have to; however, say a few words about the other part of the slogan: “solidarity between generations”. The problems of the aged society have an effect on every (age)layer of the society. Therefore the solutions of these problems are the responsibility of everybody in the society but the solutions should not hurt any interests of the different age groups. Thus the burden should not be imposed to only one layer e.g. to the active young generation at the same time the solution should not be expected only from the older generation. Collaboration, in other words solidarity, should be applied in order to cope with the above mentioned problems. The older generation could take a part if they would keep their health and further serve the interest of the society. Only one example is the goal of the European Year 2011: “Year of Volunteering” that emphasizes that the wellbeing of a society does not solely depend on the “compulsory” work but also on the work performed voluntarily. One example is when a university professor performed social work in his free time after retirement. Elderly people can keep up their health by regular exercise since a good health is the key of an active aging as well. Then in the future not only one, hundred year old man runs the marathon but many others indicating that the society should not discard the old members. And we have many-many more examples…
EVERYONE HAS A ROLE TO PLAY!

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

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

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

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

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

The main objectives of the EY2012 will be to:

- Promote active ageing in employment;
- Promote active ageing in the community including through active citizenship, volunteering and caring;
- Promote active ageing at home through enabling healthy ageing and independent living.
- Enhance cooperation and solidarity between the generations.
The EY2012 Coalition - which brings together more than 20 European organisations who share a common vision of a society for all ages - believes that this European Year will be an important occasion to address demographic change as an opportunity and to consider innovative solutions to the current economic and social challenges facing our ageing societies. Inviting and empowering older people to age in good physical and mental health and to contribute more actively to the labour market and to their communities should help our societies better cope with our demographic challenge in a way that is fair and sustainable for all generations. Our aim is to mobilise all relevant actors to commit to taking specific actions and achieving particular goals in the run-up to and during this European Year so that tangible outcomes can be achieved within the next decade. By working together, we can achieve positive and lasting results for people of all ages in the European Union.

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

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

**Active ageing**

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

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

**Intergenerational solidarity**

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

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

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

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

We need to review our policies and practices that prevent or hinder their participation and to make positive changes that will foster older people’s greater involvement in society and in the workplace for the benefit of all generations.
From 2012 onwards, the European working-age population will start to shrink while the 60+ age groups will increase by about two million people a year. The ageing population will also be more diverse than ever with significant numbers of people from a wide range of ethnic backgrounds. Many of these 60+ will want or need to continue working past the statutory retirement age. The EY2012 provides an important opportunity for us all to reflect on the need for new and innovative structures and approaches in the labour market which will motivate and enable older people to continue working as long as they chose.

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

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

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

Promote employment for older workers:

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

Promote work-life balance policies:

- Better support workers with informal care responsibilities;
- Facilitate phased retirement and encourage initiatives such as voluntary or community work to ease the transition from work to retirement;
- Provide adequate entitlements to social protection, including health insurance, pension rights, employment support, recognition of informal and non-formal qualifications, right to respite care for informal carers;
- Promote measures that support a better shared responsibility of care between women, men and society in order to tackle persistent gender inequalities.

Combat age discrimination and multiple discrimination:

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

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

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

› Ensure a consistent and coherent framework on paid statutory leave, including the adoption of a European Directive on carer’s leave to support workers who provide informal care to dependent relatives;

› Agree concrete employment targets for older workers broken down by gender and support the development by the European social partners of initiatives aimed at supporting active ageing and intergenerational solidarity.

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

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

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

› Organise projects to establish innovative best practice benchmarks on intergenerational cooperation.

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

› Conduct further research on the barriers that older workers, in particular older women, face to remaining in employment and assess the impact of recently introduced employment policies on the employment rate of both older women and men;

› Research the types and amounts of non-formal and informal learning in which older people participate and the specific issues they face in accessing more formal training and educational opportunities. Specific attention should be paid to the gender, ethnic and disability dimensions and the needs of older people living in rural or remote areas.
What can employers do to support active ageing and intergenerational solidarity in the workplace?

- Implement workplace policies against age discrimination and tackle the multiple discrimination faced by older women, persons with disabilities and ethnic minority and migrants elders in recruitment and career development;
- Assure equal pay for all workers, women and men, as a way to tackle poverty of older women;
- Ensure good health and safety in the workplace for all by adopting a life-course approach and taking preventive occupational healthcare measures to preserve the employability of the workforce over the course of their working life including re-skilling programmes at mid-career points;
- Promote more positive approaches to the ageing workforce and place greater value on using and retaining the resources that the older workforce bring;
- Promote skills development through providing opportunities for lifelong learning;
- Better accommodate the challenges faced by older workers to enable them to reconcile work with family care responsibilities, including care for grandchildren;
- Set up workplace programmes for intergenerational exchange;
- Allow adaptable working hours and flexible retirement patterns;
- Appoint workplace representatives for the 50+ who can promote the specific needs of men and women in this age group and act as workplace and retirement advisers for them;
- Facilitate the access of older women to training taking into account their family responsibilities, and promote the involvement of men in family caring responsibilities.

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

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

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

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

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

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

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

2 - Mentoring: a mentoring programme has been set up to help mobilise all the skills that a worker has. This will facilitate knowledge sharing and best practices among workers. Workers who wish to participate in this programme benefit from the support of trained mentors.

The “5oplussanté” project

The “5oplussanté” project in Switzerland is a regional initiative supported by the Swiss health promotion institute (Health Promotion Switzerland). The project consists of 12 projects which seek to improve the health and wellbeing of the 50+ and improve their employability. The project acknowledges the importance of good health in determining social participation and seeks to intervene in three areas: public policy, the working environment and the development of individual capacities. It focuses on disadvantaged groups and those with lower socio-economic status.

GDF SUEZ initiatives

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

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

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

An accessible built environment is key in promoting social inclusion and a society for all ages as it provides older people with the autonomy to seek out and participate in a wide range of activities leading to an active social life. Participation in such activities can help to bring the generations together and strengthen social cohesion and solidarity between them. It also facilitates social participation across all age groups.
Recommendations:

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

Combat social exclusion:

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

Promote civil dialogue:

- Develop and reinforce participatory structures which encourage older people’s participation in decision-making processes at local and national level, in particular older women who are often under-represented in decision-making positions;
- Promote older people’s involvement in the design, implementation and assessment of social protection policies.

Foster solidarity between generations:

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

Improve accessibility:

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

- Guarantee an adequate minimum pension to protect everyone against poverty and prevent social exclusion in old age;
- Adopt more flexible pension legislation to enable older people to phase their retirement and to combine earnings from paid employment with their pension income;
- Enforce gender equality in employment and ensure equal retirement income for women, including better pension allowance for the years women spend on childcare etc;
- Ensure protection against in-work poverty workers through decent work principles;
- Tackle persistent health inequalities between different social and ethnic groups;
- Address the high risk of old-age poverty, especially among very old women, older dependent persons, ethnic minorities and migrants, and those who have worked in self-employment or the informal economy.

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

- Guarantee adequate and sustainable pension schemes in all Member States, as well as adequate health and dependency insurance for older men and women;
- Develop a legal framework requiring all public and private entities to apply common accessibility criteria and promote a “Design for All” approach to include the needs of all people in society;
- Adopt, together with WHO-Europe and the UN-ECE, a Memorandum of Understanding on Active Ageing and a Society for all Ages in 2012 to mark the 10th anniversary of the UN International Plan of Action on Ageing;
- Use the momentum of the current 2011 European Year on Volunteering to commit to support older volunteering in view of the upcoming EY2012.
What can NGOs do to encourage greater solidarity between the generations through promoting active ageing in the community?

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

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

- Carry out multidisciplinary research on the financial contributions older volunteers and informal carers bring in GDP terms;
- Monitor the social and economic benefits of accessible goods and services for older people;
- Mainstream user involvement and empower older people including those with disabilities and mental health problems;
- Analyse barriers to intergenerational cooperation.

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

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

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

- Sustainable Learning in the Community

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

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

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

- WHO - Age Friendly Cities Programme

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

- Retired and senior volunteer programme – Retire into Action

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

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

IntergenerationAll (Entre Gerações)

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

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

Campaign to End Loneliness

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

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

Healthy ageing is not just about prolonging life, but rather about ensuring that we age in good health for as long as possible. We may live longer but we often do so in poor health. When looking at the Healthy Life Year’s (HLY) expectancy in the European Union, current statutory retirement ages no longer seem overly generous as HLYs are often lower. To ensure that Member States devote enough effort to promoting healthy and active ageing, we welcome the Commission’s proposal to increase the Healthy Life Years indicator by 2 years by 2020.

We also need to promote the necessary means to enable older people to cope better with daily life and to continue to participate in society as they grow older and may become frail and dependent. It is about maximising older people’s functional capacity and independence as long as possible. This is essential in enhancing their quality of life and will benefit society as a whole.
Promoting health throughout the life course is an essential part of any strategy aiming at achieving a healthy old age for all. This means:

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

**Recommendations:**

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

**Invest in healthy lifestyles:**

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

**Combat health inequalities:**

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

**Promote the protection of older people’s rights and dignity:**

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

**Promote independent living:**

- Ensure that urban development, housing and other services including transport and public amenities are physically accessible and safe for older people;
- Organise adequate care and support for older people at home.
What can policy makers at European level do to achieve active ageing and greater solidarity between the generations through promoting independent living?

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

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

- Mainstream older people’s needs in all products and services available on the EU market;
- Develop innovative solutions to create an age friendly environment keeping in mind that the 50+ already represent one third of the population and more than half of consumer purchasing power in the EU;
- Ensure the proper testing and design of medical products for older women and men;
- Develop clinical trials which test drugs on older women and men (drugs used by older people are not generally tested on this age group).
What can service providers do to achieve active ageing and greater solidarity between the generations through promoting independent living?

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

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

- Train gerontologists and geriatricians to meet the health needs of older people;
- Integrate learning modules into nursing school curricula relating to supporting older people to live independently at home for longer, including the use of assisted living technologies;
- Conduct research on new ways of providing services;
- Involve users in training, coaching, supervising of professionals and in monitoring and research.

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

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

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

› Brighter Futures – Supporting Later Life

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

› AIR - Adressing Inequalities Interventions in Regions

The main objective of this project, which runs between November 2009 and April 2012, is to identify good practices and policies developed to reduce inequalities in primary care settings in EU regions. It involves 30 partners and 14 Member States are represented. The project will bring together examples of interventions aimed at reducing health inequalities in primary care, taking into account efficiency, cost and target population. Recommendations will be drawn which will be addressed to decision makers.

› Eurodiaconia User Participation and Empowerment Toolkit

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

› Red Cross activities to support active aging

Red Cross national societies provide various services for older people in Europe to promote their social inclusion and participation and help them to overcome loneliness. Well known services are, for example, visiting services and group activities like memory training and exercise programmes. Within the Red Cross older and younger people are active as volunteers and therefore contribute to a better understanding and solidarity
between generations. Through these activities, the potential and resources of older people are highly valued and involvement in such programs gives the older volunteers the possibility to acquire social contacts.

> The MOOD project

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

Intergenerational work with school children and older people ensures that barriers are broken down and old age myths are dispelled. The project has led to an: improved quality of life for participants and reduced isolation, evidence of reduced medication and fewer admissions to hospital, over 300 referrals in seven years, high weekly attendance due to accessibility and no cost to clients. MOOD uses volunteers to provide drivers and escorts to groups. Fewer admissions to institutional care and reduced medication demonstrate the project’s added value.
The European Year 2012 will provide an important opportunity to reflect on how to **strengthen intergenerational solidarity through active ageing**. However, active ageing policies alone are not enough to create a society for all ages. In order to build a fair and sustainable social model, intergenerational solidarity should be mainstreamed in all policies.

**The European Day of Solidarity between Generations is celebrated every year on 29 April.** This provides an annual opportunity to take stock of the progress made towards the goals of active ageing and intergenerational solidarity and to raise awareness on the need for more action. It helps to ensure that our work continues year after year. Both the European Year 2012 and the European Day of Solidarity between Generations were the achievements of a growing coalition of European organisations, led by AGE Platform Europe (AGE) since 2006, to reflect on how best to respond to the challenge of the EU's ageing society.

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

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

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

**Commit to promoting active ageing!**

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

Join our campaign!

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

List of partners of the EY2012 coalition

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

The opening ceremony of the year was in the Ministry of National Resources on 5 March:

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:00-10:00</td>
<td>Registration</td>
</tr>
<tr>
<td>10:00-11:10</td>
<td>Opening Ceremony</td>
</tr>
<tr>
<td>11:10-11:30</td>
<td>Coffee break</td>
</tr>
<tr>
<td>11:30-12:00</td>
<td>Situations of the pensioners in Hungary</td>
</tr>
<tr>
<td>12:00-12:30</td>
<td>Active aging, women and aging</td>
</tr>
<tr>
<td>12:30-15:00</td>
<td>Age-friendly Local Government</td>
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<tr>
<td>12:50-14:00</td>
<td>Lunch</td>
</tr>
<tr>
<td>14:00-15:00</td>
<td>Active Aging Workshop</td>
</tr>
</tbody>
</table>

The programs below are also connected to this year in Hungary:

**Budapest**

- 50plusz.net
- **Click it, Grandma!**
- **Great Generation**
- **Senior Mentor Programme**
- **Writing competition for elderly couples**
- **Újbuda 60+**

**Borsod-Abauj-Zemplen County (Miskolc)**

- **Let’s go together Granny, let’s play together**
Hungary’s Programme for the European Year of Active Ageing and Solidarity between Generations

1 Introduction

Each year since the eighties the European Union has chosen a theme that is important from a European perspective with the intention of raising awareness among governments of the Member States and their citizens of such themes and to strengthen their knowledge and awareness thereof. In the course of the European Years named after the themes chosen, a number of high level and specialised programmes have taken place, their results and the experience gained from them also serving as a basis for future EU activities concerning such themes, where appropriate.

The theme of the 2012 European campaign year aims at elaborating new answers and new solutions to issues raised in novel ways concerning active ageing and solidarity between generations, as well as the increasing prevalence of demographic ageing. The ageing of populations at a societal scale, dependency ratios deteriorating considerably in the long run, and long-term decreases in the number of working age people present serious challenges to the sustainability of current social protection systems. Because ageing has taken societal dimensions, recourse to pensions and to certain areas of health and social care systems would increase drastically in the long run if the appropriate measures are not taken and there is no change of approach. Demographic forecasts indicate considerable increases in costs in the long run due to ageing and question the sustainability of currently accepted social standards.

The ageing of society is an unstoppable process that is already underway (the extent of average ageing of European societies amounts to 2-3 months annually – life expectancy increases annually by this amount on average) as a result of more and more people living longer, while newly entering generations are fewer and fewer in number due to low fertility rates. However, some of the negative side effects and damaging impacts of this trend can be mitigated. This in turn, requires a fundamental change in approach. Ultimately active ageing can be defined as an overall public policy uniting diverse partial policies and aiming to solve this dilemma through preparation and a philosophy shifting, proactive approach. As for the complex strategy of active ageing, it formulates answers to the questions raised concerning ageing.

2 International and EU background

Active ageing is a policy primarily promoted by the EU, although other international organisations, such as the World Health Organisation (WHO), International Labour Organisation (ILO), Organisation for Economic Cooperation and Development (OECD), have also addressed this theme with considerable intensity. The process of ageing will receive a stronger boost in the new millennium, from the middle of this decade. The facts behind this phenomenon are that the more populous generations from after World War II will be retiring everywhere in the second half of the 10s and generations of considerably smaller numbers will be replacing them. Consequently, the dependency ratio will deteriorate at a relatively fast pace following the 20s. This situation acutely raises the issue of the sustainability of pension schemes, which could be appropriately counteracted by raising the retirement age of the generations already concerned, and having them work longer.

The Commission emphasized in its Communication “Europe 2020 – A strategy for smart, sustainable and inclusive growth” of 3 March 2010 that supporting a healthy and active ageing population is important to the European Union for social cohesion and greater productivity.
The Council adopted on 7 June 2010 Conclusions on ‘Active ageing’, inviting the Commission “to pursue the preparation of a European Year for Active Ageing in 2012”.

The EU legislative process with regard to the European Year was closed on 14 September 2011 by the adoption of Decision No 940/2011/EU of the European Parliament and of the Council on the European Year for Active Ageing and Solidarity between Generations (2012).

Within the meaning of the Decision, the overall objective of the European Year shall be to facilitate the creation of a culture of active ageing in Europe, in the spirit of a society for all ages. Within this framework, the European Year shall encourage and support the efforts of Member States, their regional and local authorities, social partners, civil society and the business community, including small and medium-sized enterprises, to promote active ageing and to do more to mobilise the potential of the rapidly growing population in their late 50s and over. In doing so, it shall foster solidarity and cooperation between generations, taking into account diversity and gender equality.

3 Demographic trends in Hungary and the resulting challenges and opportunities

When considering demographic changes, it is clear that the continuous decrease in Hungary’s population is taking place in parallel with the ageing of its population. The proportion of the elderly, people living alone, and unmarried people within the population is rising. A few years ago few people lived to a hundred years of age: today the number of those who are a hundred years old or older is over 1100 and the number of those over 90 years of age exceeds 35 thousand.

In Hungary life expectancy at birth was 70.50 years for men and 78.11 years for women in 2010, according to data from the Hungarian Central Statistical Office. Life expectancy at the age of 60 was 16.79 for men and 21.56 for women.

In 1990 the proportion of the Hungarian population 65 years old or older was 13.2 per cent and rose to 16.7 per cent by 2011. In 2011 the number of 65 years old persons was 115 for (every 100) 14 years old or younger children. According to population projections the proportion of older age groups will be 29.4 per cent in 2050 and 31.9 per cent in 2060, which is comparable to the EU average.

Only 10 per cent of the population older than 65 years of age did not have any children during their lifetime. The proportion of those with one child is 28%, those with two children is 42% and 20% of the age group concerned had at least 3 children during their lifetime. 83% of the population aged 65 and over even have grandchildren and a relatively large proportion of them take part in their supervision. However, such links between generations have become weaker over the past decades. Research has shown that the lack of economic opportunities and the break-up of marriages and families play a crucial role in younger generations still living with their elders, or young people moving back in with their parents.

The objectives of domestic policy on older people are long-term, as they focus on the present and the future. The main goals include:
- promoting increases in life expectancy at birth,
- increasing healthy life years,
- maintaining active lifestyles,
- establishing old age income security,
- strengthening social integration, coordinating different (health care, social, educational, cultural, etc.) services by taking into account the needs and interests of the ageing and the elderly,
- reducing the digital illiteracy of the elderly and supporting their lifelong learning by providing access to digital teaching material,
- strengthening conditions for active ageing, which means not only physical activity and staying on the labour market, but also active participation in social, cultural and civic life,
- disseminating at a younger age how the ageing process should be “managed”,
- changing society’s views on how ageing is perceived and experienced from both an economic and a social perspective.

Consequences resulting from longer lifespans are defined in Hungary as challenges rather than problems. Advances in age do not mean an accumulation of losses, but chances for adaptation, change, and opportunities for finding new sources of joy. The goal is to achieve increased participation in both individual and social activities by providing broad opportunities for work, community activities and developing creativity, thus also facilitating a positive change in the image formed of the elderly.

4 Active ageing and solidarity between generations in Hungary

4.1 Initiatives ensuring and supporting the implementation of the European Year

4.1.1 Creation of a National Coordinating Body

A combined approach is considered of key importance because of the diversity of the policies concerned by the theme of the European Year, wherefore an interministerial body coordinating the European Year is to be created, which will provide an opportunity to pool and monitor the initiatives put into effect in specific policy areas and will, at the same time, ensure the interministerial consultations essential to the European Year. The members of the body shall be delegated by the Ministries, while the Ministry of National Resources is responsible for coordinating and operating the body. The National Coordinating Body is responsible for the coordinated implementation of Hungary’s Programme for the European Year of Active Ageing and Solidarity between Generations (hereinafter referred to as: the ‘Programme’) and for relations with civil society actors.

4.1.2 Electronic accessibility of the European Year in Hungary

Ensuring a flow of information on the European Year is key to promoting change in society’s views, and to involving the broadest possible range of potential partners.

The State Secretariat for Social, Family and Youth Affairs of the Ministry of National Resources had a functional e-mail address (aktividosodes2012@nefmi.gov.hu) created as early as August 2011 for this purpose, where it awaits messages from those interested and their comments concerning the European Year.

4.1.3 Evaluation of communication work

We intend to follow media coverage of the European Year, by collecting and organising media appearances. The evaluation of communication work must include feedback.

The National Coordinating Body will be informed on developments related to the European Year on at least two occasions. Thus members will have a clear picture of the implementation of the Programme and will be able to give feedback on the experience they gain in the course of implementing specific activities.

4.1.4 Profile of the European Year, Hungarian specificities, scope

The logo of the European Year:
2012 European Year of Active Ageing and Solidarity between Generations

Use of the logo and recognition of an event as a programme related to the thematic year needs to be regulated in advance, in order to facilitate the follow-up of the content of programmes related to the European Year as they develop. The initiative may be joined by signing a cooperation agreement upon fulfilment of simple conditions. The cooperation agreement is to be concluded by NEFMI (Ministry of National Resources) on behalf of the government. The accredited programmes will be published on the official website of the European Year of Active Ageing and Solidarity between Generations. It must be guaranteed in the course of the accreditation procedure that the event or programme actually provides relevant added value and is consistent with the EU Decision, Hungarian objectives and the spirit of the thematic year.

4.2 Initiatives related to the European Year

4.2.1 ‘Vegyen részt Ön is’ (You should also take part) conference

On the basis of a uniform programme proposal, the European Union supports the organisation of a conference in each of the participating States in order to convey coherently the message of the European Year to the citizens of the States participating in its implementation. At the same time, this event was the opening conference of the year, held on 5 March 2012 in the building of the Ministry of National Resources, with the participation of approximately 100 persons.

4.2.2 ‘Kor-Társ’ (Partner in Age) Programme for the Elderly

This programme provides an opportunity to support programmes requested by a broad range of ageing and elderly people, thus contributing to the more efficient implementation of the objectives of the action plan for the elderly. The programme supports the implementation of cultural, educational, health and sports programmes in order to achieve the above goals. Within the framework of such target programmes, technical lectures, writer-reader meetings, conferences, performances, publications, tours, community programmes, traditional programmes, recreational or sporting events, or training courses may all be realized. Series of programmes or the joint implementation of goals listed in the call for proposals may also be supported under this programme.

4.2.3 ‘Életút’ (Course of Life) Tender

The programme supports the over 60 generation in presenting an event from their personal past, their life story, how they lived through an historic event, or in documenting a moment that is important to them. A bid may be entered in the form of an interview as well, with the help of a grandchild or young acquaintance (e.g. a child or youth living in the neighbourhood).

4.2.4 Day of Generations (28 and 29 April)

Solidarity and cooperation between generations is primarily the focal point of family policy under the theme of active ageing. Among many other factors – in order to strengthen families and improve the demographic situation – there is great need for reweaving the family networks that ensure that families with children are able to reconcile work with raising children while building on the experience of older generations, and that also enable care within the family for the grandparents’ older generation. There will be a major open air event held at Millenáris Park to celebrate the day.
4.2.5 ‘Nemzedékek@iskolák’ (Generations@schools) Programme

During the week starting 23 April, State politicians over 50 will visit schools and hold lessons for students. This will be organised jointly by NEFMI and the schools concerned. The presence of media might raise greater awareness of the theme at both local and national level. This programme will draw the attention of younger age groups to cooperation and solidarity between generations and highlight the importance of mutual learning from one another, as well as the values of older people. The programme will enhance esteem for older generations and facilitate the elimination of prejudices formed about the elderly. It will also strengthen the commitment of the Government that in the future, no one shall turn younger and older generations against each other.

4.3 Existing policies and initiatives

4.3.1 National Strategy concerning the Elderly

Adopted in 2009, the National Strategy concerning the Elderly (Decision No 81/2009 (X.6.) of the Parliament) was drafted in line with the principles of active ageing. This is stated by the document itself, which mentions in particular a basic document of the WHO published in 2001 that defines policy concerning the elderly, the title of which is ‘Active Ageing – Policy Framework’. The latter meant a real breakthrough because it was the first to reflect on elderly persons as complete human beings, to take into account their fulfilment in life, and did not reduce them to their social and health care aspects.

The members of today’s older generations form the primary target group of the National Strategy concerning the Elderly. However, it should be pointed out, that the essence of an active old age lies precisely in having integral relationships and mutual support between generations. Thus the activeness and quality of life of the elderly and the opportunities of their own future old age are not indifferent to middle-aged and younger generations either.

4.3.2 Health care, healthy life-styles, sports

The following goals have been set in the Semmelweis Plan and the National Public Health Programme to improve the quality of life of a population of elderly people that is continuously growing:

- to change how old age is viewed: old age is a valuable, active phase of life,
- to make the health care system elderly-friendly,
- to involve the elderly in the life of local communities and to establish different forms of health promotion (institutions, programmes, learning opportunities).

4.3.2.1 Change of view concerning old age

4.3.2.1.1 ‘Tízezer Lépés’ (Ten Thousand Steps) Programme

The ‘Tízezer Lépés’ programme was published in the framework of a set of programmes concerning healthy life-styles and health consciousness and its aim was for participating organisations to organise walking events for their members at least 20 times per year, thus encouraging them to exercise regularly. 3500 programme packages were bought (for a value of almost HUF 6 million) and forwarded to participating organisations and individuals in 2010. Life-style advice for pensioners is also provided with this programme with the cooperation of the National Institute for Health Development. The programme is carried out continuously for the pensioners’ age group, who are organised in national clubs.
4.3.2.1.2 ‘Országos Botos Gyaloglás’ (National Nordic Walking) Programme

The ‘Országos Botos Gyaloglás’ programme was first announced in 2008 by the ministry responsible for sports, which launched the programme jointly with the Hungarian Leisure Sport Association and the Hungarian Ramblers’ Association in 2009. As a result tens of thousands of Hungarian residents could familiarise themselves actively with Nordic Walking. Close to 70% of participants were over the age of 50.

4.3.2.1.3 Strengthening attitudes and conscientiousness necessary for health promotion

- In the framework of the National Programme for Mental Health (LEGOP) a complex, integrated system is being developed in the fields of both elderly care and rehabilitation that is capable of satisfying needs arising from disability and loss of functionality in the case of rehabilitation, and special age-related needs in the course of elderly care – in addition to profiles changing with age – in an equal access, adequate capacity, and cost-efficient network. The programme is implemented on a continuous basis.

- Opportunistic screenings and organised, targeted public health screenings in the framework of periodic examinations by general practitioners; examinations (for blood pressure, blood sugar, blood cholesterol); administration of (influenza) vaccines; and participation in screenings for public health purposes (breast, cervical, colorectal screenings) contribute to a great extent to primary and secondary prevention and preservation of health.

One of the most promising strategies for reducing deaths from tumours in the medium and long term are public health screenings, which mean repeated, periodic examinations of asymptomatic persons who have no complaints and consider themselves healthy with methods suited to detecting latent diseases:
- biannual breast screenings for women between the ages of 45 and 65 using soft tissue x-ray examinations (mammograms),
- repeated gynaecological screenings, including cytology, for women between 25 and 65, every 3 years following a single negative test,
- biannual screenings for men and women between 50 and 70 for faecal occult blood using (immunochemistry) laboratory tests.

This programme is implemented on a continuous basis, where greater emphasis is placed on communication and personal invitations for a higher participation rate of elderly and disadvantaged target groups in 2012 than previously.

- The organisational and communication tasks performed by nurses – as part of their family and women’s care services and public health obligations – also provide opportunities for ageing and elderly age groups through advice on life-styles, community programmes for health promotion and screenings.

4.3.2.2 Making the health care system elderly-friendly

- Extending the teaching of geriatrics across-the-board in the training system for nurses. Implementation of this element of the programme will begin in the course of the European Year by adopting a modification to the training system.

- The goal of the ‘Praxis’ (Practice) Programme of the National Institute of Primary Care is to ensure the provision of primary general practice services in adult or mixed districts with persistent vacancies (serviced for over 6 months through substitution) for the local governments that apply, in order to strengthen services provided by general
practices. These are mostly located in areas considered less-favoured from other aspects as well. As a result of the programme, access to primary care provided by general practitioners has been improving, which is of key importance to elderly age groups as well. The programme, which was launched in 2006, has had the effect that the rise in the number of vacancies stopped in 2010.

- The government allocates budgetary funds to implement the ‘Praxiskezelő’ Programme (Programme for Practice Management), thus providing an opportunity for elderly, retiring general practitioners to transfer their practices and for young doctors entering the profession to buy such practices. This is one of the good examples of facilitating cooperation between generations in the health care system. Work on the sustainable operation of the scheme is under way.

- The structural reorganisation of inpatient care is taking place through a shift from acute and chronic hospital capacities towards chronic and rehabilitative health care services, which allows for better quality care for older age groups.

- In the framework of the structural reorganisation, the health care sector plans to strengthen home care and to increase its capacities for home care, which will provide better access than what is currently available, for older patients as well.

4.3.2.3 Involving the elderly in the lives of local communities, establishing different forms of health promotion

The creation of Health Coalitions needs to be encouraged. The overall aim of these multi-sectoral and multidisciplinary working committees to be created at micro regional and local level is to strengthen professional cooperation for health promotion, by facilitating and continuously monitoring the realization of micro regional community health plans. Their task is to plan, organise and implement local health programmes promoting behaviour that is health conscious and supports health, by facilitating healthy choices for the population living in the micro region, thus for ageing and elderly populations as well, increasing the utilisation of screenings by the population and promoting solidarity between generations by effecting interventions which are based on local cooperation.

4.3.3 Employment

In the framework of two TÁMOP programmes (TÁMOP 1.1.2 and TÁMOP 1.1.4) the Ministry for National Economy has provided priority aid since May 2011 to workers struggling with disadvantages on the labour market, in particular to workers over the age of 50. Priority project TÁMOP 1.1.2 covers the convergence regions, while the TÁMOP 1.1.4 project covers the region of Central Hungary. The Government decided to launch TÁMOP 1.1.2 as a priority project, then to raise the budget of the programme through an amendment to the 2011-2013 TÁMOP action plans. In the framework of the programmes the employment of approximately 95 thousand disadvantaged unemployed will be improved between 2011 and 2015. The resources available for the two programmes total HUF 91 billion (the budget of TÁMOP 1.1.2 is, as increased by the action plan, HUF 86 billion). The aim of the project is to assist the integration of unemployed and inactive persons in the labour market through aid granted to employers and prospective employees.

The projects have six target groups: people with low levels of educational attainment or outdated qualifications, entrants, people returning after maternity/parental leave, people receiving wage replacement allowances, people at risk of long term unemployment and people over the age of 50. Of these groups, the group over age 50 is treated by the project as a
priority and a special aid scheme for their benefit, encouraging employers to employ them, has been developed:

- If an employer wishes to employ someone over the age of 50 in their profession or as a semi-skilled or unskilled labourer, they are to receive assistance for a period of one year. For the first four months the project undertakes to compensate their wages and contributions at a rate of 100 per cent, for a maximum of twice the minimum wage and its contributions. For the second four months, no more than fifty per cent of the wages and their contributions are assumed for a maximum of twice the minimum wage and its contributions. During the last four months it is possible to receive support for contributions paid by employers.
- In addition to wage subsidies, workers over the age of fifty may receive training for improving their chances of finding work.
- Both during training and employment workers are assisted by mentors.

  21% of those seeking employment are past fifty years of age, which is why it was important to develop a specific aid scheme for the integration of this age group in the labour market. At least HUF 17 billion from the TAMOP projects serves this purpose. This will make it possible nationwide for approximately 17,000 unemployed over the age of fifty to find work.

4.3.4 Service as a volunteer

One of the target groups of the National Volunteering Strategy, drafted in relation to work performed for the European Year of 2011, were the elderly. Under the strategy, data collection and analyses are taking place in relation to specific groups, thus concerning the elderly as well, which could help plan the appropriate promotional measures and remove existing obstacles. On the one hand older generations have extensive professional experience and on the other hand many of them seek opportunities for occupying themselves actively and for spending their leisure time therefore they could play an important role in volunteering.

The presentation and maintenance, under professional management, of architectural heritage sites accessible to cultural institutions and the public (for instance, the maintenance and reconstruction of historical gardens, removal of graffiti, conservation of individual heritage sites or local sites of value, creation/management of collections on local history, operation of local history clubs), and the organisation of cultural events are potential opportunities for involving older generations in volunteering. In the framework of volunteer activities elderly people may also provide great help to the operation of civil society organisations through their knowledge and experience.

4.3.5 Education management, development of information and communication, public education

4.3.5.1 Tender TAMOP 3.2.1-11/A1, Extending the role of public education institutions, creating novel forms of institutional collaboration (introducing forms that support the facilitation of learning) – Social and civic competences tender, ‘TÁRS’ (Partner) Programme

Civic competence requires abilities such as being able to effectively cooperate in public matters, to show interest in problems affecting local and broader communities, and to demonstrate one’s solidarity while they are solved. The aim of the social and civic competences tender is to change the views of upcoming generations regarding their relationship with their closer and broader environment, those in need, and the public good. Young people are provided an opportunity to prepare themselves for active citizenship through learning from their own experiences.
In 2011 the State Secretariat of Education of the Ministry of National Resources published, in the spirit of the Declaration of National Cooperation, a pilot call for proposals in relation to the European Year of Volunteering for secondary educational institutions (‘TÁRS’ Programme), in the framework of which 148 successful tenderers could realize their community services within a timeframe of 30 hours in collaboration with other social, educational, and health institutions. The current tender is a continuation of that project. Its aim is for members of the age group taking part in the activity (15 to 23 year olds) to gain experience in voluntary work through community service and thus to learn through experience, which could also help them in their choice of a career. The programme also provides an opportunity for partner organisations and operators to gain information on this form of volunteering, its usefulness and its good practices. The programme published is suited to establishing and developing relationships based on reciprocity between generations, in line with the objectives of the European Year 2012.

The TÁMOP Programme to be published is suited to establishing and developing relationships based on reciprocity between generations, in line with the objectives of the campaign year. In the framework of this programme, students are able to make elderly people more active in social institutions and in their families.

4.3.5.2 Public education’s, museums’, libraries’ and cultural institutions’ opportunities and architectural heritage sites’ role in enhancing activity in old age and solidarity between generations

Old and young age groups are equally priority target groups of the activities of public education institutions. By organising amateur artistic activities and groups for the preservation of traditions, public education makes familiarisation with and the development of different forms of self-expression and active participation in the arts, culture and creative processes accessible to masses of old and young people. For both age groups, the product of the creative process in a community isn’t just doing creative work or the finished work itself. In addition to artistic fulfilment, it builds personality, while continuous cooperation raises individual levels of tolerance, improves conflict resolution skills, enhances the participants’ ability to pay attention to one another and their sense of empathy, strengthens the ability of the community network to retain its members, and knowledge transfer between generations takes place unnoticed while creating/producing works of art.

One of the priority target groups of museums and libraries are the elderly. They may use basic library services free of charge, those over 70 years of age don’t even have to pay a registration fee. People over 62 years of age may visit the permanent and temporary exhibitions of museums at a 50% discount, while those over 70 years of age may visit them free of charge. There are programmes devoted especially to the elderly and grandparents at the Museum Day Festivals and the Nights of Museums events.

Opportunities for learning are provided for the elderly in many ways. Mastery of digital literacy skills occupies a central role; the majority of libraries are at the same time eMagyarország points. “Kattints rá, Nagyi!” (Click on it, Granny!) Programmes take place continuously throughout the year at community centres – at 20 locations in the country.

Although public education statistics blur somewhat the diverse and colourful activities and communities of old age groups, the trends in increasing activity still show in the number of participants of artistic groups and pensioners’ clubs and courses. Pensioners’ clubs had over 257 thousand members in 2009. Approximately 27 thousand members of artistic groups are 60 years old or older, while this number is close to 16 thousand for training courses. Statistics also show that public education serves the elderly well: there are pensioners’ clubs...
operating in half of the smaller municipalities (49%), but groups for the preservation of traditions and amateur folk art groups (47%), which primarily gather elderly people, are also present in similar proportions.

4.3.6 Rural development

An item, the aim of which was to create multifunctional areas (Integrated Community Service Spaces (IKSZT)) that provide complex services based on local needs in municipalities otherwise lacking services, was published in 2009 under the horizontal programmes of the III axis of the New Hungary Rural Development Programme. As part of the supported programme, the operator (beneficiary) provides community and public educational programmes without restriction and free of charge during the period it is obliged to operate. In this framework, it has an opportunity to organise and realize community and recreational programmes specifically for the elderly. The 635 successful IKSZT title holders realize their annual programmes on the basis of their commitments. In addition to the programmes, it is an obligation of IKSZT title holders to offer community internet access, which also provides an opportunity for the elderly to use the Internet.

A flagship tool for involving the elderly in information society is the eMagyarország (eHungary) Programme, which aims to extend internet access to the entire territory of Hungary, mainly focusing on areas less well serviced or not at all serviced (less-favoured municipalities). For those who do not have broadband internet access in their homes for technical, motivational or financial reasons, it may provide broadband internet access through the construction and maintenance of such points. The goal is, for instance, the use of e-public services or assistance from technicians working there, that is e-Consultants, to become as widespread as possible. Currently there are 1791 registered eMagyarország points in operation.

4.3.7 Social services

4.3.7.1 Cooperation with social service providers for elderly people

The Act on social services makes many types of social services accessible to elderly people living in their own homes or in residential institutions. These service providers have always considered it important that the relationship between the beneficiaries and younger generations should be maintained and strengthened. The European Year of Solidarity between Generations strengthens these activities and the service providers may help in the development and implementation of programmes related to the European Year through their proposals and their experience.

4.3.7.2 Methodological developments for specialists working in the field of care for the elderly

The service providers’ specialist knowledge that facilitates making elderly people more active is strengthened through methodological work. The objective may be achieved through the use of several methodological tools. Developments in knowledge may be taken up by further training systems, as part of a broader vocational development process.

4.3.8 Family policy

The call for proposals concerning family policy to be published in 2012 will focus on the elderly, primarily through supporting civil and church programmes, for the objectives under point 4.2.4.
4.3.9 Recreation for older people – Hungarian National Holiday Foundation

Persons at least 60 years of age and in receipt of a pension may request assistance for their rest and recreation from the Hungarian National Holiday Foundation. The total budget for such assistance is HUF 500 million. The assistance translates into holiday services for a value of HUF 40 000 if a contribution of HUF 10 000 is paid. Those whose monthly pension does not exceed HUF 85 000 and who do not have any other taxable income are to receive priority when a decision is taken.

5 Involving partners

5.1 Cooperation with the Council for Senior Citizens

The Government has involved the Council for Senior Citizens in the work for the European Year. The Council for Senior Citizens had already included the European Year of Active Ageing and Solidarity between Generations on its agenda at its constitutional meeting and is expected to keep this theme on its agenda on a continuous basis, thereby assisting the development and implementation of programmes related to the European Year with its proposals, comments and by sharing its experience.

5.2 Cooperation with organisations for the elderly

Previously it was only possible to inform the elderly about programmes and opportunities organised by public administration through large organisations and umbrella organisations for the elderly. The councils for senior citizens created by local governments, which operate as advisory bodies with local governments, were not a part of any such organisations for the elderly.

An active collaboration based on mutual interests should be developed with local councils for senior citizens that wish to be partners in these matters in order to make cooperation as effective as possible with organisations for the elderly, to celebrate the International Day of Older Persons, and to raise awareness of the Senior-Friendly Local Government Prize as well. In September 2011 NEFMI contacted for this purpose the local councils for senior citizens linked with rural local governments. Similarly, councils for senior citizens operating in the districts of Budapest are being contacted and the Cooperation Forum of Councils for Senior Citizens of Local Governments has been established.

Local governments, which have carried out exemplary actions in the fields related to the elderly and are willing to share their good practices, are open to an exchange of experiences and thus are able to enhance the activities of other local governments in the fields related to the elderly, will also be involved in the implementation of the European Year 2012. Currently local governments have such an opportunity each year in connection with the Senior-Friendly Local Government Prize, which is becoming better known every year. The prizes are presented in the building of the Parliament, where the winners describe their work carried out in the interests of elderly and ageing persons and share their experiences. Every local government which entered a bid is invited to the prize-giving ceremony, where representatives of organisations for the elderly and members of pensioners’ clubs also take part. The occasion provides an opportunity to establish contacts, discuss common issues and become familiar with one another’s activities and innovative ideas.

5.3 Cooperation with health care partners

Communication from the health care sector to professional, patient and civil society organisations and institutions is of key importance in supporting the objectives and domestic
programmes of the European Year of Active Ageing and Solidarity between Generations. The leadership of the sector invites collaborating organisations, institutions, and the whole of Hungarian society to be its partners in order for everyone to find activities that relate to this programme in their own field.

5.4 Cooperation with schools

In connection with the Day of Generations older State politicians will visit schools in order to facilitate exchanges of experiences between generations.

The State Secretary Responsible for Education and the State Secretary for Social, Family, and Youth Affairs have published a call for students in schools on the occasion of the International Day of Older Persons and the campaign year. The purpose of the call is for the students to prepare gifts for the elderly living in their local communities on the occasion of the International Day of Older Persons, to present them with performances, poems, drawings, and works of art they prepared themselves.

6 Appendices
   1 Calendar of events
   2 List of initiatives
## European Year of Active Ageing and Solidarity between Generations 2012

Calendar of events in Hungary

<table>
<thead>
<tr>
<th>Month</th>
<th>Programme</th>
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</table>
| January | - Publication of the programme of the European Year (media publicity)  
           - Press briefings on the ‘Kor-Társ’ and the ‘Életút’ tenders                                                                       |
| March   | - Creation of the National Coordinating Body  
           - Opening conference ‘Vegyen részt Ön is’  
           - Series of presentations informing elderly care institutions and organisations for the elderly  
           - Announcement of the results of the ‘Kor-Társ’ tender  
           - Conference on active ageing at the Hungarian Central Statistical Office  
           - Publication of the invitation to tender: Senior-Friendly Local Government Prize                                                     |
| April   | - Series of presentations informing elderly care institutions and organisations for the elderly  
           - ‘Nemzedékek@iskolák’ Programme  
           - Open air event (European Day of Solidarity between Generations, April 29)  
           - Announcement of the results of the ‘Életút’ tender                                                                              |
| May     | - Launch of the ‘Tizezer Lépés’ Programme  
           - ‘Országos Botos Gyaloglás’ Programme                                                                                               |
| June    | - Deadline for submitting applications for the Senior-Friendly Local Government Prize                                                  |
| September| - Presentation of the Senior-Friendly Local Government Prize  
           - Cultural Heritage Days                                                                                                             |
| October | - Celebration of the International Day of Older Persons                                                                                  |
| November| - Celebration of Social Work Day                                                                                                          |
| December| - Children’s Christmas programmes in retirement homes                                                                                    |
## European Year of Active Ageing and Solidarity between Generations 2012

### Initiatives in Hungary

<table>
<thead>
<tr>
<th>Name of event</th>
<th>Brief description of event</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General and continuous programmes</strong></td>
<td></td>
<td></td>
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<tr>
<td><strong>Sport</strong></td>
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<tr>
<td>1 ‘Tízezer lépés’ (Ten thousand steps) Programme</td>
<td>Walking events organised for the members of the participating organisations, to encourage them to exercise regularly.</td>
<td>The programme is implemented on a continuous basis, approximately 20 events are expected in 2012.</td>
</tr>
<tr>
<td>2 ‘Botos Gyaloglás’ (Nordic Walking) Programme</td>
<td>The aim of the programme is to encourage ageing people to exercise regularly by making use of the popularity of walking with tools.</td>
<td>The programme is implemented on a continuous basis.</td>
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<tr>
<td><strong>Health care</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 ‘Lelki Egészség Országos Program’ (National Programme for Mental Health – LEGOP)</td>
<td>The development of a complex, integrated system in the fields of both elderly care and rehabilitation that is capable of satisfying needs arising from disability and loss of functionality in the case of rehabilitation, and special age-related needs in the course of elderly care – in addition to profiles changing with age – in an equal access, adequate capacity, and cost-efficient network.</td>
<td>The programme is implemented on a continuous basis.</td>
</tr>
<tr>
<td>4 Opportunistic screenings, organised, targeted public health screenings</td>
<td>Regular check-ups by general practitioners, examinations (for blood pressure, blood sugar, blood cholesterol), administration of (influenza) vaccines, and participation in screenings for public health purposes (breast, cervical, colorectal screenings) contribute to a great extent to primary and secondary prevention and preservation of health.</td>
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</tbody>
</table>
- biannual breast screenings for women between the ages of 45 and 65 using soft tissue x-ray examinations (mammograms),  
- repeated gynaecological screenings, including cytology, for women between 25 and 65 every 3 years following a single negative test,  
- biannual screenings for men and women between 50 and 70 for occult blood in stools using (immunochemistry) laboratory tests.

The programme is implemented on a continuous basis, while greater emphasis has been laid on communications and personal invitations reaching target groups of elderly and disadvantaged persons in 2012 than previously for the purpose of attaining higher participation rates.

| Nurses perform organisational, communication, and implementation tasks related to giving advice on life-styles, community programmes for health promotion and screenings, for ageing and elderly people as well. |

The programme is implemented on a continuous basis.

| Extending the teaching of Geriatrics, across-the-board in the training system for nurses. |

The implementation of this programme element will begin in 2012 when modifications to the vocational training scheme will be adopted.

| ‘Praxis’ (Practice) Programme for strengthening services provided by general practitioners |

The aim of this programme of the National Institute of Primary Care is to provide general practice services in adult or mixed districts, also in areas considered less-favoured from other aspects. As a result of the programme, access to primary care provided by general practitioners is to improve, which is of key importance to elderly age groups as well.

The programme is implemented on a continuous basis. As a result of this programme, which was launched in 2006, the rise in the number of districts with vacancies stopped by 2010.

| ‘Praxiskezelő Program’ (Programme for Practice Management) |

The government provides allocated budgetary funds to implement this programme. This provides an opportunity for elderly, retiring general practitioners to transfer their practices and for young doctors entering the profession to buy such practices. This is one of the good examples of facilitating cooperation between

Work on the sustainable operation of the scheme is under way.
<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
<th>Details</th>
<th>Implementation Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Structural reorganisation of inpatient care</td>
<td>A shift from acute and chronic hospital capacities towards chronic and rehabilitative health care services is to allow better care for older age groups.</td>
<td>The programme is implemented on a continuous basis.</td>
</tr>
<tr>
<td>9</td>
<td>Strengthening of the programme for home care</td>
<td>In the framework of the structural reorganisation, the health care sector plans to strengthen home care and to increase its capacities, which will provide better access than what is currently available, for older patients as well.</td>
<td>The programme is implemented on a continuous basis.</td>
</tr>
<tr>
<td>10</td>
<td>Promotion of the creation of Health Coalitions</td>
<td>The overall aim of these multi-sector and multi-disciplinary working committees to be created at micro regional and local level is to strengthen professional cooperation for health promotion and to enforce certain aspects of health care at different levels, by facilitating and continuously monitoring the realization of micro regional community health plans.</td>
<td>The programme is implemented on a continuous basis.</td>
</tr>
<tr>
<td>11</td>
<td>Communication from the health care sector to professional, patient and civil society organisations and institutions in support of the objectives and domestic programmes of the European Year of Active Ageing and Solidarity between Generations (2012).</td>
<td>The leadership of the sector invites collaborating organisations, institutions, and the whole of Hungarian society to be its partners in order for everyone to find activities that relate to this programme in their own field.</td>
<td>The programme is implemented on a continuous basis.</td>
</tr>
<tr>
<td>12</td>
<td>Active and healthy ageing in the framework of the Europe 2020 Strategy – European Innovation Partnership</td>
<td>The main goal of the pilot initiative is to increase healthy life years by 2 years on average by 2020.</td>
<td>On 7 November 2011 the management group adopted the Strategic Implementation Plan with Hungarian participation. Its realization is taking place in three thematic groups with</td>
</tr>
</tbody>
</table>
the participation of Hungarian experts.

<table>
<thead>
<tr>
<th>Employment</th>
<th>Since May 2011 priority aid can be provided to workers struggling with disadvantages on the labour market in the framework of two TÁMOP programmes with national coverage.</th>
<th>At least HUF 17 billion from the TÁMOP projects serve this purpose and thus nation-wide approx. 17 000 unemployed over 50 may find work.</th>
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<tbody>
<tr>
<td>13 Aid to workers struggling with disadvantages on the labour market</td>
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<tr>
<th>Equal opportunities</th>
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<tbody>
<tr>
<td>14</td>
<td>In the course of developing the National Volunteering Strategy, one of the key target groups was the group of those over 50 years of age</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Education management, development of information and communication</th>
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<tbody>
<tr>
<td>15 Community service, social and civic competences tender</td>
<td>The aim of the tender is to change the views of the upcoming generations regarding their relationship with their closer and broader environment, those in need, and the public good. Young people are assisted in preparing themselves for active citizenship through learning from their own experiences.</td>
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<tr>
<th>Public education</th>
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<tbody>
<tr>
<td>16</td>
<td>Public education stimulates intellectual activity in the elderly through its instruments, such as community centres, libraries, and museums.</td>
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<table>
<thead>
<tr>
<th>Rural Development</th>
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<tbody>
<tr>
<td>17 Integrated Community Service Spaces</td>
<td>As part of the supported programme, the operator (beneficiary) provides community and public educational programmes and community internet access without restriction and free of charge during the period it is obliged to operate. In this framework, it has an opportunity to organise and realize community and recreational programmes specifically for the elderly.</td>
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<thead>
<tr>
<th>Care for the elderly</th>
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<tbody>
<tr>
<td>18 Cooperation with social service providers of elderly people</td>
<td>The Act on social services makes many types of social services accessible to elderly people living in their own homes or in residential institutions. These service providers have always considered it important that the relationship between beneficiaries and younger generations</td>
<td></td>
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</tbody>
</table>
should be maintained and strengthened and this is reinforced by the European Year.

<table>
<thead>
<tr>
<th></th>
<th>Methodological developments for specialists working in the field of care for the elderly</th>
<th>The service providers’ specialist knowledge that facilitates making elderly people more active is strengthened in the framework of methodological work. Developments in knowledge may be taken up by further training systems, as part of a broader vocational development process.</th>
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<td>19</td>
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</table>

### Family policy

<table>
<thead>
<tr>
<th></th>
<th>Cooperation and solidarity between generations</th>
<th>Under the theme of active ageing, family policy is primarily focused on cooperation and solidarity between generations. A call for proposals to be published in 2012 will focus on the elderly, primarily through supporting civil and church programmes.</th>
</tr>
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<tbody>
<tr>
<td>20</td>
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</table>

#### Programmes linked with specific dates

<table>
<thead>
<tr>
<th></th>
<th>World Theatre Day (27 March)</th>
<th>On this occasion people over 50 years of age may see performances for free.</th>
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<tbody>
<tr>
<td>21</td>
<td></td>
<td>Theatres operated by local governments, in addition to those operated by the ministry, are also to take part in this campaign, thus providing national coverage.</td>
</tr>
<tr>
<td></td>
<td>World Health Day (7 April)</td>
<td>World Health Day is focused on issues concerning the health problems of the elderly, the prevention of such problems, and healthy life-styles. In addition, a free screening campaign carried out throughout the country in mobile vans may also be organised.</td>
</tr>
<tr>
<td>22</td>
<td></td>
<td>With the collaboration of the Hungarian Red Cross.</td>
</tr>
<tr>
<td></td>
<td>Nemzedékek@iskolák (Generations@ schools) (23-27 April)</td>
<td>State politicians over 50 years of age are to visit schools and hold lessons for students.</td>
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<tr>
<td>23</td>
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<tr>
<td></td>
<td>European Day of Solidarity between Generations (28-29 April)</td>
<td>Major open air event of the European Year.</td>
</tr>
<tr>
<td>24</td>
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<tr>
<td></td>
<td>Missing Children’s Day (25 May)</td>
<td>This programme is centred on Missing Children’s Day. It is suited to raising awareness of the problem of straying elderly people in connection with the European Year.</td>
</tr>
<tr>
<td>25</td>
<td></td>
<td>Consultation with civil organisers is needed.</td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
<td>Description</td>
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<tr>
<td>26</td>
<td>Teachers’ Day (first Sunday in June)</td>
<td>Teachers’ Day raises awareness of the fields of adult education and andragogy. The work of teachers active in these fields may be recognised on this occasion.</td>
</tr>
<tr>
<td>27</td>
<td>Semmelweis Day (1 July)</td>
<td>Awareness of the aims of the European Year may be raised by recognising experts active in this field.</td>
</tr>
<tr>
<td>28</td>
<td>Cultural Heritage Days</td>
<td>The programmes of Cultural Heritage Days activate elderly age groups as well, thus broadening their knowledge on architectural heritage.</td>
</tr>
<tr>
<td>29</td>
<td>Senior-Friendly Local Government Prize (30 September)</td>
<td>The prizes are presented in the context of a major media event.</td>
</tr>
<tr>
<td>30</td>
<td>International Day of Older Persons (1 October)</td>
<td>Awareness of the goals of the European Year may be raised by organising a major, central event and national activities involving students.</td>
</tr>
<tr>
<td>31</td>
<td>Social Work Day (12 November)</td>
<td>Awareness of the goals of the European Year may be raised by recognising the specialists active in this field.</td>
</tr>
<tr>
<td>32</td>
<td>Christmas (25 December)</td>
<td>As a symbol or example of solidarity between generations, children’s Christmas programmes may be organised in retirement homes (Nativity plays).</td>
</tr>
</tbody>
</table>
AGE Platform Europe is the new name of AGE—the European Older People’s Platform, a European network bringing together about 150 organisations of people aged 50+, directly representing over 28 million older people in the European Union.

AGE aims to voice and promote the interests of the 150 million inhabitants aged 50+ in the European Union and to raise awareness of the issues that concern them most.

Our membership
Our membership is composed of senior associations and other civil society organisations working with and for older or retired people, to give a strong and credible voice to their views, interests and needs.

Background
AGE was set up in January 2001 following a process of discussion on how to improve and strengthen co-operation between older people’s organisations at EU level. Membership of AGE is open to European, national and regional organisations, and to both organisations of older people and organisations for older people.

Organisations of older people have the majority of votes in AGE’s decision-making bodies. Membership is open only to non-governmental non-profit-making organisations. AGE is co-financed by its members and by a grant of the European Union PROGRESS programme.

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 older citizens of Europe.
AGE aims to voice and defend the interests of older and retired people in the European Union and to raise awareness on the issues that concern them. AGE is involved in a range of policy and information activities to put older people and ageing issues on the EU agenda and to support networking among older people’s groups. AGE formulates position papers on relevant EU initiatives, outlining specific policy views and recommendations. These are developed and endorsed by its membership.

AGE believes that there is a need for a greater recognition and understanding at the European level of the impact of European policies on older or retired people. People aged 50+ must have greater opportunities to promote and defend their rights and interests. AGE works for a more effective civil dialogue and seeks to ensure that this dialogue recognises and takes account of the needs and expectations of older and retired people.

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 enhanced. Solidarity between generations should also be sought in a way that recognises older people’s contributions to society.
AGE’s vision is of a European society of all ages where individuals enjoy equal rights in terms of their living conditions, their economic situation, their participation as citizens and their access to fundamental goods and services. The achievement of age equality will not only benefit older individuals as citizens and give the proper value to their wisdom and experience; it is also in the interest of our ageing society.

Meeting the challenge of an ageing population
Older people are a large and growing section of the European Union’s population. The issue of societal ageing has taken centre stage in European political debate. Ageing is changing our societies in important and fundamental ways and it demands a comprehensive assessment and a reworking of our economic and social policy framework.

Influencing EU policy
AGE seeks to influence EU policies so that they can adequately reflect the interests of all older people. AGE’s work focuses on a wide range of policy areas that impact on older and retired people. These include issues of anti-discrimination, employment of older workers, social protection, social inclusion, health, new technologies and solidarity between generations. AGE co-operates closely with the European Parliament’s Intergroup on Ageing and Intergenerational Solidarity.
AGE is governed by a series of guiding principles to which all its member organisations must adhere. These principles serve as a guide to AGE members and its Secretariat when carrying out activities relating to influencing policy development at EU level.

Towards a society of all ages
AGE actively campaigns for the inclusion and involvement of all citizens, whatever their age, within society and for greater solidarity between generations and among older people. To respond to the challenge of demographic ageing, major reforms are implemented at EU and national level. AGE cooperates with the European Youth Forum and other NGOs to promote intergenerational fairness and social justice in these debates.

Older and retired people are a resource
The main underlying principle of AGE’s work is the recognition of older people as a resource. Societal ageing is too often seen in terms of challenges posed to the age structure of the workforce, the sustainability of social protection schemes and the organisation and financing of services, including those of health care. This negative image does not do justice to the enormous cultural and professional resource represented by older people. Their vast contribution to society, often in a voluntary capacity, is too often overlooked and needs to be better recognised. A change of attitudes is needed if a true society of all ages is to be created.

Older people as self-advocates
AGE believes that older or retired people should be able to speak out on their own behalf. To this end, AGE places great importance on their leadership and active involvement in all of its activities.
General Assembly
The General Assembly is the governing body. All Full Member organisations have voting rights. The General Assembly meets annually to adopt the work programme, budget and applications for membership. It elects the President who must come from an organisation “of” older people.

Council
AGE member organisations elect their national representative(s) at the Council which also includes representatives of European networks. It meets at least twice a year and is responsible for the overall implementation of the work programme and for policy decisions.

Executive Committee
The Executive Committee is composed of the President, four Vice-Presidents, a Treasurer and a Secretary. It is responsible for providing policy guidance and ensuring that the statutes and internal rules are adhered to.

Accreditation Committee
The role of the Accreditation Committee deals with all issues around membership, including new applications for membership and forwards its recommendations to the Council and the General Assembly.

Expert groups
Expert groups are set up to inform AGE’s work in specific policy areas: age discrimination, employment, social inclusion, pensions, health, new technologies and accessibility. The experts are nominated by the Council members.

Secretariat
The Secretariat is responsible for the day-to-day management of the association and for liaising with the EU institutions.
AGE discrimination is experienced in various ways, both directly and indirectly, and can take the form of legal or policy barriers, stereotypes, prejudice or harassment. It can be experienced as an individual or directed at a group. This presents a huge challenge for older people and it is at the root of many of the problems they face. They have to deal with challenges driven by negative imaging and stereotyping, and assumptions about their economic potential, productivity, skills, and income needs. Such negative perceptions fail to acknowledge the enormous cultural, social and professional resource represented by older people and are unacceptable in the 21st century.

Age discrimination takes place in all spheres of life and policy developments in diverse areas need to be better coordinated to develop an accurate understanding of what demographic change means in order to support the right policy responses promoting inter-generational fairness and solidarity. With the entry into force of the Lisbon Treaty in December 2009, the Charter of Fundamental Rights of the European Union provides a legal framework for ensuring the whole range of civil, political, economic and social rights of European citizens of all ages.

**Recommendations**

- Recognise that age discrimination in all EU Member States is a reality and that combating it must be a political priority;
- Adopt and implement a stronger legal basis for non-discrimination accompanied by non-legislative measures to promote greater equality. Address the necessary qualitative changes to the economic, social, cultural and political structures of society in order to tackle age discrimination;
- Tackle multiple-discrimination;
- Mainstream age equality into general policy implementation at all political levels.
EU labour markets are increasingly faced with the challenges of globalisation, rapid technological progress and population ageing. The social and economic consequences of the crisis add to these challenges and call for an adaptation of existing working arrangements to facilitate labour market participation among older workers.

The promotion of active ageing needs to remain high on the EU’s agenda and the Europe 2020 Strategy needs to address employment challenges faced by older workers, pensions reforms and gender equality.

There is a need for new structures and approaches in society to adapt to the increasing number of older workers and to enable them to remain active on the labour market. Negative cultural attitudes and age discrimination towards older workers need to be addressed. The implementation of legislation is important but is not enough in itself; negative cultural attitudes towards older workers need to be addressed, as does the prevailing age discrimination in the labour market and workplace.

Recommendations

> Adopt appropriate policy responses to safeguard and promote employment among older workers as the EU comes out of the economic crisis;
> Create incentives to encourage older workers to remain longer in employment and promote more positive approaches to an ageing workforce among employers;
> Facilitate better working conditions and promote skills development through lifelong learning;
> Accommodate the challenges faced by older women to enable them to reconcile work with family care responsibilities.
Ensuring an adequate income in old age

Increased life expectancy and the improved health of older people is one of the proudest achievements of recent social and economic development in Europe. In the aftermath of the crisis, while the debate about Europe’s ageing societies is focusing almost exclusively on the increasing pensions expenditure and old-age dependency ratios, it is not touching on important discussions about the necessary qualitative changes to the economic, social and political structures.

Older people are often represented as a burden to society and their significant contributions to national social security systems and their role in helping younger generations with their income and time in old age are often unrecognised. From such an intergenerational perspective, adequate pensions are not only important to older people but to society as a whole.

Recommendations

- A balanced and diversified pension architecture with a particular emphasis on adequate and reliable statutory schemes through the so-called first pillar;
- Strengthened security for individual entitlements in funded pension schemes;
- Measures to facilitate the retention of older workers in their jobs and access to quality employment for those seeking work;
- Specific attention to be paid to address the existing gender inequalities in old-age income and avoid creating new sources of inequalities for future cohorts;
- Support to individuals with shorter or atypical employment careers to help them build sufficient pension rights;
- Promote education and provide regular and accessible information about the building-up of pension rights.
A combination of factors such as low income, poor health, age and/or gender-based discrimination, reduced physical or mental capacity, unemployment, isolation, abuse, and limited access to services can all play a part in increasing the risk of poverty and social exclusion as people age.

Given that people aged 65 and over are the fastest growing part of Europe’s population, all Member States together with the European Union, should address those specific threats faced by older people through a structured and focused anti-poverty strategy. AGE seeks to raise awareness of the situation and social realities of older people, notably within the EU social inclusion process. The Open Method of Coordination remains the key policy framework to develop a comprehensive social inclusion policy and to involve all relevant stakeholders including people experiencing poverty and social exclusion.

**Recommendations**

- Combat the multiple dimensions of poverty and social exclusion among older people;
- Guarantee an adequate minimum income in old age to fight poverty and prevent social exclusion;
- Develop minimum income standards for pensioners guaranteeing decent life and personal dignity;
- Target older people in National Action Plans on social inclusion and involve those living in poverty in the policy-making process;
- Agree national targets for poverty reduction by gender and age groups;
- Enforce gender equality in employment to ensure adequate retirement income for women;
- Reach out, inform and help the most vulnerable older people who are unable to claim their pension rights;
- Ensure protection against in-work poverty among older workers; and
- Promote individual well-being and quality of life at all ages through universal access to essential services.
While health policy remains a national competence, health related issues are increasingly addressed at the European level. In March 2005, the Spring Summit agreed to extend the Open Method of Coordination to the field of health and long-term care, making the health of citizens, including older people, a key focus of concern at both EU and national levels.

AGE calls for a holistic and coordinated approach to health policy at all levels, along with adequate national policies, to ensure the healthy ageing of older people.

Recommendations

> Promote healthy ageing lifestyles, independent living and the social participation of older people;

> Mainstream demographic ageing into the new EU health strategy and into all relevant EU policies;

> Provide universal and equitable access to health advice, preventative services, quality health treatment and long-term care; and ensure that the elderly receive the support they need to live a dignified life at home or in residential care;

> Concrete action is needed at all levels to prevent all forms of elder abuse, whether of a physical, psychological or financial nature;

> Ensure the proper testing and design of medicinal products for older people; and promote the rational and equitable use of health resources to ensure the long term sustainability and universal access of health systems;

> Provide fully qualified and trained gerontologists and geriatricians to meet the health needs of our ageing population.
The quality of indoor and outdoor environment affects everybody’s quality of life and in particular older people: rapid and continuous improvements in new technologies, transport services and the evolution of the build environment have a direct impact on their health and quality of life. Accessible transport systems and build environment, as well as user friendly technologies can assist older people in carrying out daily activities, monitor their health, create social networks, facilitate their participation in the labour market or in volunteer activities and better guarantee their safety.

AGE closely monitors the latest developments in these areas and voices the interests of older users, making sure that these advances meet the needs of older people in the current debate at EU level.

**Recommendations**

- Ensure that the provision of goods, technological applications and services are user friendly, accessible, affordable and appropriate for all;

- Develop a legal framework requiring all public and private entities to apply common accessibility criteria and promote a “Design for All” approach to include the needs of all people in society;

- Take into account the needs of older consumers when developing services, products, devices or training programmes which are directly aimed at them;

- Encourage older people to take advantage of the Information Society in all fields;

- Support multidisciplinary research and monitor the social and economic implications of accessible goods and services for older people;

- Create network structures for cooperation between industry and older people’s organisations.
Demographic ageing is strongly affecting the relationships among generations and the way European societies function. Rather than focusing on the negative challenges of ageing, such as its impact on the increased pension and health care expenditure or on the shrinking labour force, demographic reality should be looked at as an opportunity, which can bring solutions to many current economic and social challenges, but requires a new assessment and reworking of several economic and social policies within society.

AGE cooperates with other NGOs to bring more intergenerational fairness and social justice to this debate at EU level and encourage initiatives at national and local level.

Within a coalition of NGOs, AGE actively campaigns to promote the EU Day on Intergenerational Solidarity on 29 April and to support a EU Year on Active Ageing and Intergenerational Solidarity in 2012.

**Recommendations**

- Mainstream an intergenerational solidarity approach within all EU policies;
- develop local, national and EU policies, regulation and funding programmes which empower EU citizens of all ages to play an active part in society;
- develop a European Active Ageing Strategy to address all aspects linked to demographic ageing and activation of the 50+;
- Launch a EU Year of Active ageing and Intergenerational Solidarity in 2012 and set up ambitious yet realistic targets with regard to active ageing and solidarity between generations;
- promote and support all local initiatives which favour contacts, exchange or mutual support between generations.
AGE is a member of the Platform of European Social NGOs (Social Platform), the European Anti-Poverty Network (EAPN) and the European Public Health Alliance (EPHA) where it brings the perspective of older people.

More information on these networks can be found on their websites:

- Social Platform: http://www.socialplatform.org
- EAPN: http://www.eapn.org
- EPHA: http://www.epha.org
More information on AGE Platform Europe, and on its objectives and EU lobbying activities can be found on the AGE website at:

www.age-platform.eu

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http://ec.europa.eu/employment_social/progress/docs_en.html

The information contained in this publication does not necessarily reflect the position or opinion of the European Commission.
2001-2011: AGE is 10 years old!

Date of birth: January 2001
Status: European NGO
Vision: A society for all ages

Mission:
• protecting older people’s fundamental rights
• Increasing older people’s participation in society
• Helping people live a dignified life in old age

Size:
• 160 member organizations
• 30 millions senior citizens
• 30 countries
AGE’s main achievements in the last decade include:

- Growing membership and expertise

Since 2001, the AGE network has kept on growing and its membership now includes more than 160 organisations of and for people aged 50+. AGE represents around 30 million older people across the EU. The Secretariat has also grown from 3 to 10 staff members. AGE activities and expertise have developed well beyond its initial focus on age discrimination in employment, goods and services, and pensions. Our work priorities now cover a wide range of issues of direct relevance to older people including the fight against poverty and social exclusion in old age, health and long-term care, transport and mobility, new technologies, elder abuse, volunteering, life-long learning, solidarity between generations, etc.
Re-establishment of the European Parliament Intergroup on Ageing and Intergenerational Solidarity

Founded in 1982, the European Parliament’s Intergroup on Ageing and Intergenerational Solidarity brings together Members of the European Parliament who have an interest in discussing the challenges that ageing poses for all generations. In 2009 AGE lobbied to obtain its re-establishment and to add the principle of intergenerational solidarity into its title. The Intergroup is composed of 41 MEPs and is led by 8 co-chairs. AGE is highly involved in the activities of the Intergroup which provides an opportunity to voice our messages and recommendations for the European Parliament’s work.

- accessibility
- active ageing
- adequate pensions
- ageing in dignity
- anti-discrimination
- civil participation
- decent life
- demographic change
- fundamental rights
- gender equality
- healthy ageing
- independent living
- intergenerational solidarity
- lifelong learning
- new technologies
- older people’s voice
- older workers
- quality long term care
- social inclusion
- transport
- volunteering
- well-being
Draft directive on equality in access to goods and services

AGE has taken an active role in the NGO campaign which convinced the European Commission to table a proposal for a Directive on equal treatment between persons irrespective of religion or belief, disability, age or sexual orientation in July 2008. Although this proposal is still under consideration in the Council, it has helped us move the debate forward in specific areas where older people face discrimination such as age limits in insurance products. Thanks to our work, the European Commission set up a dialogue group with the insurance and banking sectors where AGE has been able to raise awareness about the problems older people face in accessing essential products such as intra-EU travel insurance, complementary health insurance, mortgages and bank loans.

AGE is now working with the insurance industry to develop a better mutual understanding of older people’s needs in insurance products.
Advocating to protect older people’s right to a decent income and dignified old age

Through its work on pension reform and social inclusion of older people, AGE has succeeded in raising awareness at EU level of the need to tackle the specific challenges faced by older people subsisting on a low income, in particular older women, older migrants, very old people and people with disabilities. AGE is now consulted and invited to speak on behalf of older people in all major debates on pension and long-term care reforms.
Designation of 29 April as the European Day of Solidarity between Generations

Since 2007, AGE has been leading a campaign coalition to raise public and political awareness on the importance of strengthening solidarity and cooperation between generations to support social cohesion and ensure a fair and sustainable society in today’s demographic context.

As a result of our active lobbying, the first EU Day of Solidarity between Generations took place on 29 April 2009. The coalition has enlarged to include more than 20 organisations active in various sectors and representing different stakeholder groups.
- High focus on ageing in EU research programmes with enhanced involvement of older people

AGE has been involved in a growing number of projects aimed at improving older people’s active participation, quality of life and independent living through the use of new technologies and the promotion of an age-friendly environment. AGE’s work focuses on the involvement of end users in the research process, product development and service provision to ensure that older people’s needs are taken on board.

AGE is also involved in shaping the EU research agenda through its participation in the Steering Group of the European Innovation Partnership on Active and Healthy Ageing, the mid-term review of the Ambient Assisted Living Programme and the organisation of the AAL Forum.
Highlighting gender inequalities in ageing policies

AGE has drawn attention to the gender dimension of our demographic challenge and worked continuously with its gender experts to mainstream gender issues across all areas of its policy output. AGE succeeded in raising awareness of gender inequalities, in particular with regard to pension rights, increased risk of poverty and the specific challenges faced by older informal carers to remaining in employment. As a result, the European Commission is now exploring the feasibility of introducing legal provisions to support older workers providing informal care to elderly relatives in a similar way to the parental leave directive.

Together with the European Women’s Lobby, AGE successfully campaigned against Article 5.2 of Directive 2004/113/EC which discriminates against women in access to insurance products. The recent Court of Justice ruling C236-09 forbids the use of sex in the calculation of insurance premiums and benefits.
Launch of an EU Charter of the rights and responsibilities of older people in need of long-term care or assistance

Over the last few years, AGE managed to place the fight against elder abuse on the EU agenda. Thanks to the EU-funded EUSTACEA project, AGE and its network of 11 partner organisations developed a European Charter which lists the fundamental rights that older people who become dependent on others for support and care should continue to enjoy. An accompanying guide provides recommendations to different target groups and provides examples of good practice to fight elder abuse and promote quality of long-term care within the European Union. In 2010, AGE and a group of 18 partners from 12 countries launched the new WeDO project which seeks to create a European Partnership for the Wellbeing and Dignity of Older people. This project aims to develop a voluntary EU quality framework for long-term care and provide recommendations for the development of participatory quality tools.
- **Major steps to promote healthy ageing:**

  **EU target to improve the Healthy Life Year indicator by 2 years by 2020**
  As part of the new EU growth strategy for the coming decade (Europe 2020 Strategy), different “European Innovation Partnerships” will be set up. The first one is dedicated to active and healthy ageing. The overarching goal of this partnership is to increase by two years the average number of years a person is expected to live in good health to ensure that national governments will support healthy ageing in an integrated and comprehensive way. This is an objective which AGE has been promoting for some years.

  **Establishment of a working group on geriatric medicines in the European Medicine Agency**
  Responding to AGE’s repeated call and recommendation for a medicine strategy that is better adapted to older patients’ specific needs, the European Medicine Agency (EMA) has recently launched a new strategy on geriatric medicine. This includes the setting up of a multidisciplinary geriatric expert group to develop safer and more effective medicines.
Designation of 2012 as the European Year for Active Ageing and Solidarity between Generations

In the last few years, AGE has been very committed to achieving a European Year for Active Ageing and Solidarity between Generations in 2012 to mark the 10th anniversary of the United Nations Action Plan on Ageing. Leading a large stakeholder coalition, AGE was successful in convincing the European Commission to broaden the scope of the Year beyond employment and to include the intergenerational dimension in its objectives.
Looking ahead...

In the next ten years, AGE’s priorities will focus on further defending older people’s fundamental rights through enhancing older people’s active participation in the labour market and within the community, promoting healthy and independent ageing, and strengthening solidarity and cooperation between the generations.

Moreover, AGE will follow closely the implementation of the Lisbon Treaty and its EU Charter of Fundamental Rights as well as the Europe 2020 Strategy to ensure that these frameworks will deliver concrete improvements for older citizens’ wellbeing.

AGE will seek to build synergies between EU and United Nations processes to promote a society for all ages in the European Union. In particular, we will participate in the debate on a UN Convention on the Rights of Older Persons and campaign to get the support of the European Union for such an international instrument. We will also continue to promote the World Health Organisation Age-friendly Cities Programmes.

For more information about our activities and achievements, please visit AGE’s website: www.age-platform.eu/en/about-age or contact AGE secretariat at: info@age-platform.eu
How to promote Ageing Well in Europe:
Instruments and tools available to local and regional actors

October 2009
"How to promote Ageing Well in Europe:
Instruments and tools available to local and regional actors"

October 2009

This brochure was produced by AGE in partnership with the Committee of the Regions. It does not represent the official views of the Committee of the Regions.
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Foreword by
Luc Van den Brande, President of the Committee of the Regions

The issue of an ageing European population will have a strong impact at a local and regional level. This demographic trend will indeed result in a profound shift in the structure of the population in our towns, cities and regions, thereby affecting policies and services. This presents both opportunities and challenges, which need to be identified and correctly understood in order to be addressed effectively.

Senior citizens often choose to stay in the familiar environment of their local community, and the role of local and regional authorities is to accommodate this choice. These authorities provide various services that directly affect senior citizens, including accessible public transport, an urban environment adapted to their needs, health and long-term care services, and broader social inclusion activities. The integration and active participation of senior citizens in the local community also involves a significant contribution to the economic and general development of communities. This therefore promotes a mutually beneficial relationship between citizens of all ages and local and regional authorities.

The local and regional authorities’ room for manoeuvre to tackle the challenges presented by an increasingly ageing population is limited, and may be more restricted in the future. They will nonetheless still continue to play an essential role as facilitators, providers and coordinators for the delivery of services targeted toward the ageing population, and thereby have a direct impact on the quality of life in their local communities. In this respect, the European Union and Member States can assist them in finding sustainable solutions and offering funding possibilities, which is the main aim this brochure seeks to achieve. I hope that the numerous examples of good initiatives and practices and the funding opportunities that illustrate them will be a source of inspiration for local and regional authorities.

Demographic change does not only have an impact at a macro-level, but also at a micro-level, where local and regional authorities are essential players. This is why Europe needs to be built in partnership. I strongly hope that this brochure will be a useful addition to the tools already available and will assist you in addressing this change effectively at a local and regional level.

Luc Van den Brande
President of the Committee of the Regions
Foreword by
Liz Mestheneos, President of AGE

In most Member States, it is the role of regional and local authorities to create services adapted to the needs of their older population, such as offering accessible public transport, housing and infrastructure; facilitating access to employment and volunteering for older people; ensuring quality health and long term care services, fighting against discrimination, and promoting active citizenship and cross-generational initiatives.

However the financial crisis and recession is making it harder for many regions and local authorities confronted with a rapid population decline to provide the services required by their ageing population, in particular the health and long-term care needs of older people.

This is why AGE is pleased that the Committee of the Regions has agreed to publish a joint brochure on “Ageing Well in Europe, a toolkit for regional and local actors”. With this brochure we aim at providing useful information on the relevant instruments developed by the European Union which can be used by local actors to promote active ageing and greater solidarity between generations.

The challenges facing regional and local actors are even more pressing in today’s economic and financial context and will force policy makers at all levels to review completely the way they respond to the needs of their population as outlined in the European Commission’s Communication and Report on Ageing 2009 published on 29 April 2009. We hope that this brochure will foster a useful debate between all relevant actors interested in finding innovative solutions. Together local actors can find suitable solutions to tackle demographic ageing by building greater social cohesion with the support of the European Union instruments and World Health Organisation policy guidance.

This brochure also aims to help local actors take an active part in the European Year against Poverty and Social Exclusion 2010 and to prepare the European Year on Active Ageing and Intergenerational Solidarity envisaged for 2012.

We hope to be able to continue to collect information about the challenges faced by local actors across the European Union and to promote a useful exchange of information on the solutions they develop. Comments, suggestions and examples of good practices are welcome and can be addressed to the AGE office at info@age-platform.org. Don’t hesitate to share your experience with us and help us improve this awareness tool.

Liz Mestheneos
President of AGE
Acknowledgments

This brochure is a joint project of the Committee of the Regions and AGE-the European Older People’s Platform. AGE drafted the content of this document as part of its work programme supported by the European PROGRESSI programme.

We 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 ageing as well as those who provided the photos included in this brochure.

This document is not an exhaustive list of what is done by local actors to meet the needs of the ageing population and we are aware that there are many more innovative initiatives implemented across the EU. Remarks, comments, new examples are welcome and will be used to update the brochure in the future and adapt it better to the needs of regional and local actors in the European Union. Please forward them to Anne-Sophie Parent, AGE Director (annesopie.parent@age-platform.org).

The brochure is available in English, French and German on the Committee of the Regions’ website and on AGE website. Printed copies can be ordered free of charge at: info@age-platform.org
Introduction

Why this toolkit?

Every region in Europe is faced with rapid demographic ageing which will oblige policy makers to review the way in which they respond to the needs of their citizens. Society has changed rapidly over recent years, and the ways in which local authorities respond to these new demands will have to adapt accordingly. Local stakeholders, town planners, public transport operators, public health organisations, social service providers, architects, social housing organisations, older citizens' groups, universities, etc. need to discuss the right response to the specific challenges faced by the European ageing populations.

There are a number of opportunities for local and regional actors to access EU funding for innovative projects around ageing issues but often information is difficult to find and it is the purpose of this brochure to facilitate this process.

Who is it addressed to?

The toolkit is designed for the regional and local actors, such as institutions, NGOs, private sector, who are responsible for meeting the needs of older people living in their territories and who wish to know what tools and funding instruments are available to them to help them achieve their objectives.

How to use it?

This brochure addresses a series of challenges that regional and local actors face due to demographic ageing and illustrate what they can do in each of these areas with examples of projects funded by EU programmes to:

Fight against poverty and social exclusion of older people

Promote:

- healthy ageing
- employment of older workers and active ageing
- quality care services for the elderly and prevent elder abuse
- accessible urban mobility adapted to an ageing population
- urban and rural development that is adapted to older people’s needs
- housing that is adapted to the needs of older people
- intergenerational solidarity and cooperation
- Enhance equal opportunities, civic participation and volunteering of older citizens

Additional information concerning the most relevant EU programmes that can be used to fund projects in these areas can be found at the end of the brochure, together with additional methodological tools.
What can local actors do to…

Fight against poverty and social exclusion of older people?

With the current financial and economic crisis, poverty and social exclusion are expected to increase in the coming years and local actors will need to find solutions to support the most marginalised, including a growing number of older people whose savings and pensions will diminish and who will be faced with increasing age related expenses which they cannot afford and which will no longer be covered by the publicly funded systems.

Local authorities faced with the task of meeting the needs of all those affected by the recession need to find innovative and sustainable ways to respond to the growing difficulties experienced by many older people and allow those in precarious situations to find the help they need and for which they cannot pay.

Older migrants and older women living alone face a higher risk of poverty and social exclusion and this might create an extra challenge for local actors in some areas.

Most relevant funding instruments
for more information, see page 27, 28, 30

European Social Fund
INTERREG IV C
PROGRESS
FP7 Socio-economic sciences and humanities
2010 will be the European Year for Combating Poverty and Social Exclusion. Local and regional actors will be able to apply for funding for activities to help older people live in dignity and take part in society, set up partnerships to combat poverty and social exclusion of older people, promote a more cohesive society that benefits all, including older people. Eligible activities will include awareness-raising campaigns and studies, innovative schemes to promote social inclusion, conferences, and competitions to identify success stories.

For more information: http://ec.europa.eu/social/main.jsp?langId=en&catId=637

Examples of projects

From Isolation to Inclusion – (Re-)integration of isolated seniors into community life (funding instrument: Trans-national Exchange Programme)

The i2i-Project was launched in the framework of the Second Trans-national Exchange Programme 2005-2007. The i2i project focused on the identification and improvement of measures that enable older people to fully participate in community life, in particular those at high risk of social exclusion, such as single older people from ethnic minorities, older persons with disabilities or chronic diseases, older persons in need of support and care, older women affected by poverty and older persons threatened by homelessness. A major focus was on strengthening initiatives by older persons for older persons and on supporting networks of these initiatives. The i2i-project took place in Austria, the Czech Republic, Germany, Italy, Lithuania and the UK. In each country a public authority (regional or local) and an external consultancy organisation cooperated at regional level. By combining political impetus, expert know-how and direct links into practice the project intended to increase the chances for a successful implementation of socio-political measures in favour of isolated older persons.

For more information: http://www.i2i-project.net/

“SenEmpower” project

The i2i-project partners have launched a second project “SenEmpower”, which aims at offering training courses to members of senior self-help groups to improve their skills in empowering seniors, with weak family and social networks, to take a more active part in society.

For more information: http://www.senempower.eu/project/
What can local actors do to...

Promote healthy ageing?

Healthy ageing is not just about prolonging life. It is about promoting the necessary means to enable older people to continue to participate in society and to cope with daily life. It concerns learning, the exchange of good practice and the development of strategies and policies designed to promote older people’s individual wellbeing and personal growth.

Promoting health throughout life is an essential part of any strategy aiming at achieving healthy old age for all. Much can be done before and after retirement age to enable people to maintain good health longer and to delay frailty and dependence. Promoting healthy ageing policies should therefore become a long-term goal for the local and regional actors.

However the current crisis and its effect on local public finances will aggravate the difficulties experienced by local authorities in meeting the needs of their older populations, in particular in areas which are rapidly ageing and in isolated or rural areas. New forms of solidarity will have to develop to prevent the burden falling entirely on the shoulders of already overburdened families.

Most relevant funding instruments
for more information, see page 27 and up

- European Social Fund
- INTERREG IV C
- FP7 HEALTH
- European Public Health Programme
Examples of projects

Best practices for tackling demographic change – falling birth rates and increasing life spans (funding instrument: Regions for Economic Change initiative, INTERREG IVC)

In the area of employment, human capital and education, INTERREG IVC finances a “Regions for economic change” initiative that is called: “Best practices for tackling demographic change – falling birth rates and increasing life spans – ESF6CIA”. The project aims to capitalise innovative approaches towards demographic change through the exchange of good practices on older workers, training of older workers, or managing age diversity. The project has been labelled as a Fast Track Network by the European Commission, which implies that the European Commission is involved as an additional project partner. The project is coordinated by the Aufbauwerk Region Leipzig GmbH in Germany, and involves 11 partners among which public authorities and research institutes.

For more information: http://www.esf6cia.eu

INTERLINKS (funding instrument FP7 European Strategy Forum on Research Infrastructures)

The objective of this 3-year project funded by ESFRI is to construct and validate a general model to describe and analyse long-term care (LTC) systems for older people in 14 Member States. The particular aspects of the different emerging national models that currently address long-term care needs in Europe will be used to show how the links to health care services, the quality of LTC services, the incentives for prevention and rehabilitation, and the support for informal carers can be governed and financed to enhance structures, processes and outcomes of LTC systems. Based on the assumption that LTC systems in Europe have only started to develop at the boundaries of health and social care, the project will focus on the elaboration of concepts, indicators and models for policies and practice at the interfaces and links between health systems and LTC.

For more information: www.euro.centre.org/interlinks
What can local actors do to...

Promote employment of older workers and active ageing?

Even before the current crisis, workers aged 50+ were facing a higher risk of unemployment and were the first to suffer from the huge restructuring that has taken place in some regions. Today, early retirement is used again in companies hit by the recession and this leaves an increasing number of older unemployed who need support from local employment agencies and lifelong learning centres to keep their skills and be ready to get back into the labour market when the recession will end.

Older women are encountering even more difficulties in the labour market than men with equivalent training and skills because of their family commitments (i.e. responsibility for children and/or an elderly dependent relative) and the reduction of care facilities.

Local actors (local authorities, local employment agencies, volunteer associations, trade unions) should work more closely together to explore new forms of cooperation with a view to lifting the barriers which prevent older workers from finding work.

Most relevant funding instruments
for more information, see page 27 and up

European Social Fund
PROGRESS
Leonardo da Vinci
FP7 Socio-economic sciences and humanities, Health Programme
Example of projects

Ageless at work (funding instrument: ESF)

Ageless at work is a three year project, developing innovative work-related training schemes to help employment flexibility for an ageing population. This project deals with one of the greatest challenges for the South West UK economy – the increasing age profile of the working population. The project involves all major local authorities in the region, looking to develop new approaches to ‘age management’ together with partners from Sweden, Finland and Poland. The project will look at changing workforce culture to value employment skills for people aged 50+, e.g. those looking to retrain because of worklessness or changes in skills and workforce demand. The project will be developed through three stages: research; testing and modification; policy and practical mainstreaming. The project is also currently planning to establish a thematic network for exchanging experiences with other regions.

For more information: http://southwest.skillsforcare.org.uk/

MATURE@eu (funding instrument: Leonardo da Vinci)

The 2nd mature@eu-Supporting employers in recruiting and selecting mature aged persons project is currently running and involves local actors from Austria, Bulgaria, Germany, Greece, Hungary, the Netherlands, Slovenia, Switzerland and the United Kingdom concerned with tackling the prejudices that exist against older workers’ participation in the labour market by establishing an evidence base on redirecting recruitment policies, the selection and interviewing of candidates, and to present age diverse employers to external stakeholders. The project runs for 18 months and builds on the success of the earlier project mature@eu project.

For more information: http://www.mature-project.eu/

“Senior Enterprise” by SEN@ER network partners (funding instrument: INTERREG IV-B NWE)

The project Senior Enterprise is coordinated by the Mid-East Region of Ireland together with 9 partners from 6 SEN@ER regions in 4 countries. The regions include North Rhine-Westphalia, Yorkshire and Humber, North West Region, North East Region, Gelderland and Lower Saxony. The project objective is to increase the proportion of older people engaging with enterprise through different means: Starting and Partnering; Acquiring and Investing; Innovating and Advising.

The programme is tailored to specific regional requirements and will be tested through a variety of means in several regional contexts. The fully tested initiative will be transferable to other regions and ready to attract further funding.

For more information: http://www.silvereconomy-europe.org

PATRON (funding instrument: Lifelong Learning Programme)

The PATRON - Intergenerational learning and transfer of transversal skills related to entrepreneurial management project identifies and tests ways of transfer of the skills that senior managers and entrepreneurs have developed in their working life to young entrepreneurs and managers. Practices are transferred to the beneficiaries and outputs are transferred to the countries of the partnership aiming at a multiplying effect through the involvement of local entrepreneurs and Chambers of Commerce.

For more information: http://www.patronproject.org
What can local actors do to…

Promote quality social and health services for the elderly and prevent elder abuse?

As the population ages, local actors are faced with a rapidly rising number of dependent individuals, while at the same time the number of individuals able to support them is falling. The care for dependents is organised and provided for at the local level by public authorities, non-profit organisations, volunteer groups or profit-making institutions. Older people constitute a particularly vulnerable group of end-users of long-term care services and for that reason adequate measures must be put in place to ensure the quality of services and fight against elder abuse in all care settings: institutional, community or home care, both formal and informal.

In 2008, the European Commission organised a European conference on elder abuse where several innovative measures implemented by local authorities were presented. The European Commission is also working on the issue of quality of care services and a Communication will be published in 2010 on long-term care where local authorities might find useful information.

Local authorities should look at promoting new initiatives to provide quality care to those in need, including with the use of new technologies, and assist in recruiting and training volunteers.

Most relevant funding instruments
for more information, see page 27 and up

- European Social Fund
- PROGRESS
- Leonardo da Vinci
- FP7 Socio-economic sciences and humanities
- DAPHNE
- European Public Health Programme
Examples of projects

DREAMING (funding instrument: Competitiveness and Innovation Programme-Policy Support Programme)

DREAMING – Elderly-friendly alarm handling and monitoring project online was launched in May 2008. It aims to find innovative solutions to help keep older people in their home environment as long as their physical and mental conditions allow this, using new technologies to ensure their health and safety. DREAMING brings together a set of services which will allow older people to live longer independently. This goal will be not only be achieved with technology but the participating social and health authorities will enhance their offering of non-technology based services essential for the autonomy of older people.

The following services are examined:

– monitoring and alarm handling services
– elderly-friendly videoconferencing services
– non-ICT based services

The Project Consortium is composed of 13 private and public organisations from 7 different EU countries. The following local and regional authorities are involved in the project: the County Council of Uppsala (Sweden), the Government of Aragon (Spain), Heby Kommun (Sweden), Langeland Kommune (Denmark) and the Syddanmark Region (Denmark).

For more information: http://www.dreaming-project.org/

InnoELLI Senior Programme in Southern Finland 2006-2008

The InnoELLI Senior Programme is aimed at developing wellbeing services for the elderly in Southern Finland. The program supported different projects in Finland that developed new, innovative procedures for wellness services for the elderly. This helped creating possibilities to enhance the cost-efficiency, quality and functionality of the services aimed at the elderly.

The InnoELLI Senior Program was prepared and carried out by the South Finland Regional Alliance, which is the regional cooperative agency between seven counties. The program also succeeded in creating new forms of cooperation between private, public and third sectors actors in developing wellness services for the older population.

For more information: www.etela-suomi.fi
What can local actors do to…

Promote accessible urban mobility adapted to an ageing population?

Local authorities faced with mobility problems of their ageing populations should learn from those municipalities which have made mobility for all a priority and develop strategies which meet the needs of all users of public space: public transport users, pedestrians, cyclists, motorists, etc.

Local actors should also support initiatives implemented by a variety of volunteer organisations who help members of vulnerable groups to move around, young people and seniors who help the very elderly to do their shopping, get to the doctor, etc. These initiatives contribute a lot to creating solidarity between citizens and between generations and help improve safe mobility for all, particularly the most vulnerable.
Examples of projects

Mediate – Methodology for Describing the Accessibility of Transport in Europe (funding instrument: FP7 Sustainable surface transport)

Mediate is the acronym of “Methodology for Describing the Accessibility of Transport in Europe”, a European project financed by the 7th Framework Programme. The project was officially launched on 1 December 2008 and will last two years. The overall objective of Mediate is to contribute to the development of inclusive urban transport systems with better access for all citizens. The project involves urban transport operators and local authorities, transport experts and end users including people older and disabled users.

For more information: http://mediate.euregio.net/

AENEAS – Attaining Energy Efficient Mobility in an Ageing Society (funding instrument: Intelligent Energy Europe (IEE) programme)

Demographic change has negative impacts on energy-efficiency in urban mobility. The project AENEAS focuses on urban mobility for people aged 50+, as they are increasingly using private cars instead of environmentally sustainable modes of urban transport. The project aims to promote a better balance between ageing friendly mobility system (infrastructure and information) and energy efficient mobility, through good practice exchange across Europe. The project partner cities are Donostia-San Sebastián (ES), Kraków (PL), Munich (DE), Odense (DK), Salzburg (AT).

For more information: www.aeneas-project.eu/

EUROCITIES Demographic Change, Urban mobility and Public Space project (PROGRESS)

The study into Demographic Change, Urban Mobility and Public Space aims at giving an overview of the way selected European cities (Berlin, Copenhagen, London, Vienna and Zurich) have reacted to the challenges associated with demographic change, in terms of urban mobility and public space.

Based on the comparative analysis of the five cities, a set of challenges and key areas for action has been identified, which highlight the essential requirements for formulating policy responses to the forthcoming challenges.

For more information: http://www.eurocities.eu/main.php
What can local actors do to…

Promote an urban and rural environment that is adapted to the needs of older people?

Like many other European cities and rural municipalities, your urban environment might be designed essentially for the active population and for young and healthy people with no mobility problems. Promoting a public environment that is adapted to the needs of older people should then be one of your top priorities to facilitate independent living and participation of all, including older people.

For example, does your city or municipality have safe pavements and cycle tracks? Are the public parks designed so that everybody, young and old, is welcome and can enjoy the green spaces? Is the old town centre paved with cobblestones making it difficult for older people to get about safely? Are your public buildings designed with the needs of older people in mind (accessibility, seats to rest, elevators and ramps, etc.)? Do you face difficulties in attracting young families into areas where the population has aged rapidly?

If your urban environment is preventing older people and other vulnerable groups from participating in the community life, then you need to adopt urban policies that will aim at overcoming these barriers to restore the social fabric and enable all age groups to live in harmony with other social groups.
Examples of projects

QeC-ERAN Network (funding instrument URBACT)

Qec-ERAN is a network of towns promoting an integrated approach to the revitalisation of disadvantaged areas, with the involvement of politicians, technicians and local residents in that process. It is one of the longest established networks (since 1989) in relation to the theme of urban regeneration. Qec-ERAN remains committed to being at the leading edge in relation to the changing realities experienced by regeneration areas. It is one of the key players in the URBACT programmes.

For more information: http://www.qec-eran.org/

Design for All – Concevoir pour tous (funding instrument Leonardo da Vinci)

The department of Val-de-Marne (FR) has set up a partnership with the Architecture, Environment & Urban Development Council (CAUE) and the Urban Development Institute of Paris (IUP – Créteil University), to operate an awareness project for students on the problems of accessibility for all in the city. This project, funded by the Leonardo da Vinci Programme, also involves local or regional authorities from other Member States: Solna (SE), Venetia (IT) and Andalucia (ES). A training course for the students of the IUP, as well as training of the officials working in local authorities is proposed.

For more information: http://www.ensa-network.eu/projects.htm

HINTERLAND - Potentials for a Spatial Development under the Aspects of Decline

The “Hinterland” project aims at tackling the challenges faced by these areas in the Baltic Sea Region - a less active and over-aged population, fewer economic and social activities, and waste of houses and infrastructure - by looking for modern, innovative spatial development measures. The project plans to develop local/regional foresights and specific development strategies for future settlement structures, rural-urban business relations, transport and infrastructure matters as well as landscape and agriculture aspects, and apply them in their pilot activities.

For more information: http://www.hinterland-info.net/index.php?css=normal
What can local actors do to...

Promote housing that is adapted to the needs of the ageing population?

If you are faced with housing problems and the rapid ageing of some districts, developed thirty or forty years ago and if you struggle to attract young people in these neighbourhoods, you may wish to look at renovating your housing stock and developing new initiatives to promote a better mix of age groups, cultures and solidarity among residents. The most favoured options are those which promote a greater mix of ages in their social housing projects, and offer services and an urban space which are adapted to all age groups in order to encourage a generational mix in private housing.

If students in your area are unable to find adequate rooms to rent, while some older people suffer from loneliness in properties which have become far too big after the departure of their children, you may wish to support initiatives, both public and private, which are seeking to reconcile two needs: that of students in search of comfortable, inexpensive accommodation and that of the elderly living alone and looking for company.

Most relevant funding instruments
for more information, see page 27 and up

INTERREG IV C
URBACT
JESSICA
JASPERS
FP7 Socio-economic sciences and Humanities
Examples of projects

HOUS-ES network (funding instrument: URBACT)

The Hous-Es network gathers EU cities (benefiting or having benefited from URBAN or UPPs and cities from New Member States) to work on the restructuring and management of large housing estates. The project is considering a number of different approaches to management and physical renewal of housing estates and possibilities of public-private partnerships as a helping instrument to solve some problems. In the spirit of URBACT, the project aims to ensure the exchange of experience and transfer of knowledge on the widest scale possible. The project involves a strong and varied partnership with partners from the EU-27 and a number of research and regeneration organisations from across Europe who brings an external perspective to the work of the project. Each principal partner will also work with a local partnership bringing in to play a range of economic and social players and city inhabitants.

For more information http://urbact.eu/hous-es

European Neighbours’ Day - European Federation of Local Solidarity

European Neighbours’ Day is an event which takes place once a year on the last Tuesday of May. The objective of the Day is to foster community cohesion through the exchanges between people on neighbourly basis. The Day is a great opportunity for cities and social housing organisations to strengthen local communities and to encourage groups of people to organise neighbourhood parties. It is up to each group of residents to organise their own party. This event is organised with the support of Cecodhas, EuroCities and the Committee of the Regions, and endorsed by the European Commission.

For more information: http://www.european-neighbours-day.com/
What can local actors do to...

Enhance equal opportunities, civic participation and volunteering of older people?

Older people often face barriers which prevent them from participating fully in society. Local authorities should develop measures aimed at ensuring equal opportunities to everyone, including older people in their communities. These include measures such as free or subsidised public transport facilities, campaigns to promote a positive image of ageing and older people, promoting digital literacy among older people, providing alternative format for e-government services, etc.

Promoting the civic participation and volunteering of older people should be an important objective of local actors. Local community activities can do much to encourage intergenerational mixing by supporting activities such as the local annual fair or local flea markets, open days at schools or homes for the elderly, carnival parades, homework or handicraft schools, neighbourhood choirs, amateur sports clubs, public area clean-up operations, school parties, etc. There are numerous examples and all have the same goal: to encourage the residents of a neighbourhood to get involved in activities together to know each other better and to develop a feeling of belonging to a community and solidarity between the members of that community.

Most relevant funding instruments
for more information, see page 27 and up

GRUNDTVIG
GIVE: Grundtvig Initiative for Volunteers in Europe!
Europe for Citizens Programme
town twinning and citizens panels
Examples of projects

A new project of the SEN@ER network - “InCreaSe – Intercultural Creativity of Seniors: A Travelling European Academy” (funding instrument: GRUNDTVIG)

The InCreaSe project is a travelling training academy for cultural learning and participation of older people in Europe. During the two-year partnership the expert partners will meet in each others’ countries to exchange models of good practice in different areas. These involve different ethnic groups and generations, ‘keyworking’, volunteering for culture, theatre and media work. The overall aim is to develop training modules for implementation at a yearly “European Summer School”. As arts and culture are particularly appealing in later life more learning projects are using these activities to integrate seniors into community life. This is beneficial not only for the seniors themselves but also for the wellbeing of the society.

For more information:

Senior European Volunteers Exchange Network – SEVEN

SEVEN is an international network of 29 organisations that promote voluntary service in Europe as an educational and lifelong learning tool for senior citizens. The network includes NGOs, local governments, universities and research centres working with NGOs with at least 5 years’ experience in the coordination and management of senior volunteer programmes. The aim of the SEVEN network is to create a “European Wide Space” where all organisations involved can easily exchange information on the implementation of their mobility and exchange projects, and take part in common project proposals. Another aim is to give advice on senior volunteering to national and international institutions dealing with active ageing, educational tools, active citizenship and social cohesion.

For more information: http://www.seven-network.eu/site/

Thematic town twinning project on older people’s needs

The Europe for Citizens town twinning programme funds a thematic exchange project which brings together local authorities and older citizens groups from Grosseto (Italy), Woluwé St. Lambert (Belgium) and Wexford (Ireland). The town twinning project focuses on the daily life experience of older people in these cities and their active participation in the development of local policies. The project aims at facilitating an exchange of views on the policies implemented by local authorities to help older people live independently, exchange good practice in areas such as older volunteering, lifelong learning, intergenerational activities, heritage, care and informal carers, new technologies, relations between generations within the family and in the community, sustainable partnerships for home care, long-term care, dependency insurance, gender equality, age friendly cities, innovative services, etc.

What can local actors do to...

Promote intergenerational solidarity and cooperation?

As underlined by the flash Eurobarometer published by the European Commission in April 2009 to mark the first European Day of Solidarity between generations, a vast majority of citizens feel that local authorities should support associations and initiatives that foster stronger relations between young and older people, schools should promote better relations between the young and the old, and there should be public centres where older people are helped to find opportunities to volunteer for tasks that match their skills and wishes (page 14).

Local initiatives which encourage intergenerational solidarity and cooperation are very useful helping residents of a neighbourhood to get to know each other in order to develop a feeling of belonging to a community and create greater solidarity between the members of that community. Local stakeholders can enable local citizens to contribute to the development of their community and this should be a high priority for local actors. They should support initiatives which encourage interaction and solidarity between the generations and between social and cultural groups.

Most relevant funding instruments
for more information, see page 27 and up

GRUNDTVIG
GIVE: Grundtvig Initiative for Volunteers in Europe!
Europe for Citizens Programme - town twinning and citizens' panels
Examples of projects

European Day of Solidarity between Generations – 29 April

Local actors should support activities around the European Day of Solidarity between Generations which is celebrated on 29 April. This initiative was celebrated for the first time in 2009 by thousands of citizens across the European Union.

For more information: http://www.age-platform.org/EN/rubrique.php3?id_rubrique=87

European Year on Active Ageing and Intergenerational Solidarity – 2012

During the Slovenian Presidency conference in April 2008, Vladimir Špidla, European Commissioner for Employment, Social Affairs and Equal Opportunities, declared that he would propose that 2012 should be declared the European Year on Active Ageing and Intergenerational Solidarity.

If this proposal is confirmed by the incoming Commission, local actors would have the opportunity to organise activities and raise awareness of the need to promote active ageing and intergenerational solidarity in their community. European funding would also become available for local activities. More information should be available on the DG Employment and Social Affairs website in 2011.

TCAST - Transfert des compétences acquises et de savoir techniques / Transfer of acquired competences and technical skills (funding instrument: GRUNDTVIG)

This project is coordinated by the Corsican Environment Office (France), in cooperation with the Council of Majorca (Spain), the Community of Montana Suol d’Aleramo (Italy) and KEK Tekniki Ekpedeftiki (Greece). It aims at experimenting intergenerational transfer of endangered competences and knowledge in the jobs related to the preservation of the architectural heritage.

For more information: www.oec.fr

ADD-LIFE! (funding instrument: GRUNDTVIG)

The overall aim of the Add-Life project was to develop university-accredited modules for non-traditional students, especially senior citizens. Among its objectives was to explore different models of intergenerational learning, collaborative learning between older and young learners, and intergenerational collaboration on designing new modules.

For more information: add-life@uni-graz.at
Summarised information on the main European Union instruments which can be useful for local actors faced with demographic challenges

DG REGIO – Structural Funds

How to obtain support from the European Structural Funds: partnerships for more family-friendly living and working conditions (DG EMPL)

This brochure published by the European Commission, DG Employment and Social Affairs, provides useful information about the various Structural Funds instruments that local actors can use to respond to their demographic challenges. It includes also examples of projects that have been implemented with the support of previous instruments for example in the field of elderly care. Finally the brochure provides practical tips for those who wish to set up a project.

For more information: http://ec.europa.eu/employment_social/families/docs/eul_1414_family_081023_web_en.pdf

Manual on the Structural Funds, a guide for NGOs (EAPN)

The European Anti-Poverty Network (EAPN) recently launched a manual on Structural Funds 2009 – 2011 which is designed mainly for social inclusion NGOs but can be used by any local or regional actor determined to ensure that EU Structural Funds become effective instruments for making Europe a more inclusive society. Building on case studies and practical tips, the manual focuses on how NGOs can be a critical voice in the development of Structural Funds and on the opportunities to use them for social inclusion projects (in particular after the end of the EQUAL programme). It also provides guidance on how to look to the next Structural Funds round (2014-2020).


European Social Fund (ESF)

The ESF can be a useful instrument for local actors faced with challenges such as a high unemployment rate among older workers and the social exclusion of the elderly, for example to:

- Improve the skills and employability of older workers
- Support businesses undergoing change to prevent unemployment among older workers
- Promote access to employment and social inclusion of vulnerable groups of older workers (older women, low skilled workers, migrants, older people with disabilities)
- Provide education and training to older workers
- Promote employment of older women caring for dependent relatives through the reconciliation of work and family life
- Fight age/gender discrimination and promote social inclusion of older people
– Set up partnerships on active ageing
– Improve public services aimed at older people
– Promote trans-national projects and networks around ageing issues
– Support innovative actions aimed at meeting the needs of the ageing population

For more information:

**European Regional Development Fund and “Regions for Economic Change” support projects on demographic change**

The European Regional Development Fund supports projects addressing regional development, economic change and enhanced competitiveness. The ERDF priorities include innovation and the knowledge economy, and environment and risk prevention. The ERDF also encourages the exchange of good practices in cross-border activities between regions or cities. The ERDF “Regions for Economic Change” initiative is integrated into the work of INTERREG IV C and URBACT (see below).

For more information:

**INTERREG IV C can help set up fast track networks of regions facing similar demographic challenges**

The interregional co-operation programme INTERREG IV C gives regions the opportunity to work together and exchange good practices and knowledge on the best ways to meet the needs of their ageing population in various policy areas. INTERREG IV C can finance cross-regional initiative projects and capitalisation projects, such as fast track network projects aimed at transferring best practice on general or specific ageing issues between several EU regions.

For more information: http://www.interreg4c.net

**URBACT II – can help EU cities set up an Age Friendly Cities network**

The urban dimension is fully integrated into the Operational Programmes co-financed by the European Regional Development Fund (ERDF). The URBACT II programme can be used to develop age friendly urban policies and to facilitate the exchange of experiences between European cities faced with demographic ageing. For example, URBACT II could be used by cities and municipalities wishing to implement the WHO Age Friendly Cities programme and set up a EU network of Age Friendly Cities.

For more information: http://urbact.eu/urbact-programme.html
The LEADER Approach: Rural Development Policy 2007-2013

For the 2007–13 programming period the new LEADER approach is mainstreamed in all national/regional rural development programmes. This opens up new possibilities for the Leader approach to be applied on a far wider scale and across a much broader range of rural development activities. This LEADER approach can be used by local actors in rural areas to explore new ways to overcome the challenges they may face, such as an ageing population, poor levels of service provision, or a lack of employment opportunities which pushes the younger generations to move to urban areas.


EUKN can help share knowledge on ageing issues

The European Urban Knowledge Network (EUKN) can help share knowledge and experience on tackling ageing issues. Sixteen EU Member States, EUROCITIES, the URBACT Programme and the European Commission participate in this European initiative. Local actors can find interesting information on the EUKN online library on various urban policies:

– social inclusion and integration;
– housing;
– transport and infrastructure;
– urban environment;
– economy, knowledge and employment;
– security and crime prevention
– skills and capacity building.

For more information: www.eukn.org/eukn/

JESSICA can help local actors access loans to develop age friendly cities

JESSICA is a joint initiative of the Commission, the European Investment Bank and the Council of Europe Development Bank 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 adapt the urban environment to the needs of their ageing population and to renovate their social housing stock to adapt it to older residents.

For more information: www.jessica.europa.eu

JASPERS can provide assistance for the development of Structural Funds infrastructure projects around ageing

JASPERS (Joint Assistance to Support Projects in European Regions) is a major joint policy initiative of the European Investment Bank, the European
Commission (DG REGIO) and the European Bank for Reconstruction and Development (EBRD). JASPERS aims at assisting beneficiary countries (mainly the new Member States and acceding countries of the EU) to prepare major infrastructure projects to be funded by the EU Structural and Cohesion Funds during the period 2007-2013. Local and regional actors needing assistance can get it free of charge from JASPERS. Assistance may be given to prepare individual projects or horizontal studies covering more than one project or more than one country.

For more information: www.jaspers.europa.eu

DG Employment and Social Affairs

PROGRESS Transnational Exchange Programme supports exchange between local and national actors on social protection and social inclusion – DG Employment, Social Affairs and Equal Opportunities

Every day in Europe, considerable human and financial resources are employed by local governments, NGOs or academia to tackle common issues such as social exclusion of the elderly and how to meet their long term care needs. There is a consensus to acknowledge that a great share of these resources would be best used if they were pooled through common projects. Local actors can use the trans-national exchange programme to set up projects to compare their social situation with that of other regions, to allow the identification of strengths and weaknesses and help to set priorities. Knowledge of the programmes carried out in other countries broadens the range of options available to local decision makers, triggers new policy developments and helps them avoid costly mistakes.

The PROGRESS Transnational Exchange Programme is open to local actors in the EU-27 Member States, candidate countries and EFTA/EEA countries. On the following website, local actors can find calls for proposals that aim to support exchanges on policies, good practice and innovative approaches and to promote mutual learning in the context of the EU social protection and inclusion strategy.

For more information:

DG Research

The Seventh Framework Programme (FP 7) 2007-2013 supports ageing-related research – DG Research

FP7 is the short name for the Seventh Framework Programme for Research and Technological Development. It is the EU’s main instrument funding research in Europe and will run from 2007-2013. FP7 is also designed to respond to Europe’s employment needs, health, social cohesion, environmental, competitiveness and quality of life challenges.

FP 7 supports research in selected priority areas among which some can be of direct interest to local actors looking for solutions to meet their demographic challenges such as:
– Optimising the delivery of healthcare to citizens
– Enhanced health promotion and disease prevention
– Promoting quality, solidarity and sustainability of healthcare systems
– Quality of food, health and wellbeing
– Demographic change including ageing and migration
– Lifecycles, work, families, gender issues, health and quality of life
– Socio-economic sciences and humanities

For general information about on-going FP7 calls:

For more information on ageing related research under FP7:

**ESFRI**

The European Strategy Forum on Research Infrastructures can support research on age related issues

ESFRI, the European Strategy Forum on Research Infrastructures, is a strategic instrument to develop the scientific integration of Europe and to strengthen its international outreach. The competitive and open access to high quality Research Infrastructures supports and benchmarks the quality of the activities of European scientists, and attracts the best researchers from around the world. The mission of ESFRI is to support a coherent and strategy-led approach to policy-making on research infrastructures in Europe, and to facilitate multilateral initiatives leading to the better use and development of research infrastructures, at EU and international level.

For more information: http://cordis.europa.eu/esfri/roadmap.htm

**DG Education and Culture**

The Leonardo da Vinci programme can help promote vocational learning of older workers

The Leonardo da Vinci programme supports projects on vocational education. It aims to support European citizens to acquire new skills, knowledge and qualifications and have them recognised across borders. It also supports innovations and improvements to increase the quality and attractiveness of vocational education and training in Europe.

Leonardo da Vinci funds a wide range of actions, notably transnational mobility. European projects focusing on the development or the transfer of innovation and networks. It addresses trainees in initial vocational training, people available on the labour market and professionals in vocational education and training, as well as any organisation active in this field.

Local and regional actors can also use the Leonardo da Vinci programme to improve the recognition and validation of work-based learning acquired by unemployed people in their regions and to support activities aimed at redressing problems caused by demographic change, such as helping older workers retain and update their skills.

For more information:

**Instruments and tools available to local and regional actors**

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The GRUNDTVIG programme can support adult education and older volunteering

The GRUNDTVIG programme seeks to respond to the challenges raised by the necessity to update knowledge and to provide adults with pathways to improve their know-how and competences, as they progress through life so that they can adapt to changes in the labour market and society.

Local and regional actors can apply to GRUNDTVIG to get funding for projects promoting various forms of non-vocational adult and continuing education. GRUNDTVIG is targeted at learners, teachers, trainers and other staff in adult education, organisations and other bodies offering and facilitating such learning opportunities. Local actors such as adult education associations, counselling and information services, NGOs, enterprises, research centres and higher education institutions can work together through transnational partnerships, European projects and networks with the support of GRUNDTVIG. Those involved in adult education can also take part in mobility activities. A priority of the GRUNDTVIG programme is to enhance the participation of older learners including learning in later life, and intergenerational and family learning.

For more information: http://ec.europa.eu/education/grundtvig/doc872_en.htm

GRUNDTVIG – GIVE programme on older volunteering

“GIVE” (Grundtvig Initiative on Volunteering in Europe for Seniors) is a new initiative which will be implemented from 2009 onwards. It consists of a scheme of grants to support Senior Volunteering Projects between local organisations located in two countries participating in the Lifelong Learning Programme (LLP).

The new Action pursues the following interlinked objectives:

- To enable senior citizens to volunteer in another European country for any kind of non-profit activity, as a form of informal (and mutual) learning activity (learning / sharing knowledge).
- To create lasting cooperation between the host and sending organisations around a specific topic or target group, and thanks to the exchange of volunteers.
- To enable the local communities involved in the exchange of volunteers to draw on the potential of senior citizens as a source of knowledge, competence and experience.

For more information: http://ec.europa.eu/education/grundtvig/doc986_en.htm

The Transversal programme can help promote policy cooperation and break language barriers faced by older people

A priority of the Transversal programme is on guidance and vocational training to address economic change and the ageing of the active population. Local actors can use the Transversal Programme to promote policy cooperation on ageing issues and challenges, break the language barriers faced by older people, develop innovative learning methods using new technologies, as well as spread the results of lifelong learning projects.

For more information:

How to promote Ageing Well in Europe
Europe for Citizens Programme

The aim of the Europe for Citizens programme is to promote active citizenship throughout Europe. The programme supports citizens’ exchanges, town twinning, studies, and events to promote knowledge of Europe’s culture and history and construction of Europe.

The thematic town twinning programme enables local actors (local public authorities and older citizens groups) to get together and discuss local policies around older people’s needs and demographic ageing.

The Citizens’ Panels can provide support to groups of citizens from different regions in the EU who wish to get together to discuss issues of common interest such as how to respond to the challenges posed by the rapid ageing of the population.

For more information:

DG Energy and Transport
The Intelligent Energy Europe (IEE) programme

The Intelligent Energy - Europe programme is the EU tool for funding actions that encourage the use of renewable energy sources in Europe. The programme is run by the Executive Agency for Competitiveness and Innovation (EACI) on behalf of the European Commission, and seeks to bridge the gap between EU policies and national implementation.

Any private or public organisation in the European Union can respond to a call for proposals, and submit a proposal that helps at fulfilling the EU’s energy and climate change objectives. The projects need to involve at least three partners coming from different countries. In mid-2008, the EACI managed more than 400 projects and supported the establishment of 60 new local or regional energy agencies.

This programme can be used by local public and private actors for actions related to ageing and older people’s mobility.

For more information: http://ec.europa.eu/intelligentenergy

DG Information Society
Competitiveness and Innovation Program - CIP-PSP

The Competitiveness and Innovation Framework Programme (CIP) developed by DG INFSO aims at boosting the competitiveness of European enterprises. With small and medium-sized enterprises (SMEs) as its main target, the programme supports innovation activities (including eco-innovation), provides better access to finance and delivers business support services in the regions. It aims at encouraging a better take-up and use of information and communications technologies (ICT) and help to develop the information society. It also promotes the increased use of renewable energies and energy efficiency.
Local and regional actors can apply for funding under the CIP programme for age-related initiatives. Several important projects are already funded on ageing and older people needs (see section on ICT and ageing).

For more information:

**ICT Policy Support Programme**

The ICT Policy Support Programme (or ICT PSP) aims at stimulating innovation and competitiveness through the wider uptake and best use of ICT by citizens, governments and businesses.

Local actors can use the ICT PSP programme to improve access and take-up of new technologies by older people.

For more information:

**The Ambient Assisted Living (AAL) Joint programme**

The EU’s research and development programme ‘Ambient Assisted Living’ (AAL) was launched in 2008 and will run for six years. The programme aims at improving the quality of life for older people through the use of new information and communication technologies. Innovative ICT-based products and services for ageing well can extend the time older people can live in their own homes by assisting them in carrying out daily life activities. They can consequently reduce the costs of health and social care. The initiative is driven by the participating Member States with the involvement of the European Commission. Twenty countries are involved so far. Local and regional actors of these countries can apply through their national AAL contact person (http://www.aal-europe.eu/aal-ncp).

For more information: http://www.aal-europe.eu/

**DG SANCO**

**European Public Health Programme**

The Second Programme of Community Action in the Field of Health (2008–2013) aims at complementing and supporting Member States’ policies on the protection and promotion of human health, safety and public health. The overall aim of the Health Programme is to finance actions which contribute to improving and protecting human health, and its specific objectives are to:

- Improve people’s health security (protect people from health threats and improve people’s safety)
- Promote health (foster healthier ways of living and reduce health inequalities; reduce major diseases and injuries by tackling determinants of ill health)
Generate and disseminate health information and knowledge (exchange knowledge and best practice; collect, analyse and disseminate health information).

Healthy ageing and helping live longer in good health is a key priority of the European Public Health Programme. Local actors can submit applications for projects on healthy ageing and age-related diseases which will contribute to any of these three objectives. There are different types of funding schemes available under the Health Programme, depending on the type of action to be financed.

More information is available in a comprehensive booklet about the EU Health Programme 2008-2013 and how to participate in the Health Programme at:


For more information:

**DG Justice, Freedom and Security**

**DAPHNE III Programme to combat elder abuse and neglect**

In June 2007, the European Parliament and the Council adopted the Daphne III programme for the period 2007-2013. This programme aims at preventing and combating violence against children, young people and women and to protect victims and groups at risk and is part of the General Programme “Fundamental Rights and Justice”.

The programme is open to NGOs, local public authorities and institutions (for example universities and research institutes) from the 27 EU Member States, the EFTA/EEA countries (Norway, Iceland and Liechtenstein), the candidate countries and the Western Balkan states. Local and regional actors can use the DAPHNE programme to access funding for projects on elder abuse and the promotion of adequate and quality care to the dependent elderly. The DAPHNE II programme has already funded a few projects on elder abuse which were led by local actors.

For more information:

http://ec.europa.eu/justice_home/funding/daphne3/funding_daphne3_en.htm#part_3
Other useful publications and toolkits

Local actors looking for solutions to their demographic challenges can find useful complementary information in the following toolkits and appraisal tools. These tools can help local actors assess the needs of their population, find more examples of projects implemented at local level and information about the Structural Funds.

How to develop regional strategies about ageing?

The Committee of the Regions, Age Concern England and AGE jointly published an “Age Proofing Toolkit” in July 2006. It provides a briefing and series of prompt questions to focus on the key issues presented by demographic ageing in the context of 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 documents.

For more information: www.cor.europa.eu/migrated_data/2454_ageing_EN.pdf

In January 2007, DG REGIO organised a Regions for Economic Change conference on Regional policies to demographic change. A series of reports were produced for that event that can be useful to local actors faced with demographic challenges:

For more information:

Where to find demographic and economic analysis on the issue?

The European Commission published in November 2008 its second demography report on “Meeting social needs in an ageing society”. The purpose of this second report is to provide the latest facts and figures that are needed for an informed debate with the stakeholders taking part in the Forum and with the group of government experts on demography, which was involved in the conception of the present report.

For more information:
http://ec.europa.eu/social/main.jsp?langId=en&catId=89&newsId=419

The European Commission also adopted on 29 April 2009 a Communication on the impact of an ageing population in the EU, accompanied by an extensive analytical report, the 2009 Ageing Report. These two key documents provide very useful information to local actors about the impact of ageing and the expected future needs of large numbers of older people.

For more information:
http://ec.europa.eu/economy_finance/thematic_articles/article14761_en.htm

Are there regional statistics about ageing?

The Eurostat Regional Yearbook 2008 provides very useful regional population projections and statistical information about the impact of demographic ageing and its consequences in terms of
urban development, gross domestic product, household accounts, structural business statistics, the labour market, sectoral productivity, labour costs, transport, tourism, science, technology and innovation, health, agriculture.

For more information:

How to assess the needs of your ageing population?

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. Several cities and municipalities across the EU have already decided to join the WHO Age Friendly Cities Programme.

For more information, visit WHO’s Age Friendly Cities website:

Is your local health system prepared for an ageing society?

This book has been developed by WHO/Europe as a framework, not a user’s manual, offering national policy makers a possible architecture for a health policy based on values. It reflects a broad consensus – that setting targets at the regional level does not take account of the overwhelming diversity in the social, economic and health status of the different countries. It strives to demonstrate that the Health-for-All values are not just abstract aspirations but that they can be implemented in practice. Pragmatic tools for policy makers are presented that may enable them to test and check their local health policies, programmes and systems against the values commonly shared by society.

For more information: http://www.euro.who.int/document/e87861.pdf

How to combat age barriers in employment?

The positive management of an ageing workforce presents a new challenge to local authorities, employers and workers across the European Union. In order to help practitioners in this area, the European Foundation for the Improvement of Living and Working Conditions has published a portfolio of good practices that analyses more than 150 initiatives in favour of the retention, retraining and reintegration of older workers. It is intended as a practical tool for all those concerned with combating age barriers in employment.

For more information: http://www.eurofound.europa.eu/publications/htmlfiles/ef9719.htm
How to meet the challenge of demographic ageing in the context of the current crisis?

Local and regional actors may also find some useful information about the needs of all age groups and examples of interesting initiatives and policies implemented to meet the demographic challenges faced by local actors in a brochure that AGE published in April 2009 to mark the first European Day of Intergenerational Solidarity: “Meeting the challenge of demographic ageing in the context of the current crisis: a plea for greater solidarity between generations”

For more information:
AGE

AGE - the European Older People’s Platform is a European network bringing together about 150 organisations of people aged 50+, directly representing over 25 million older people in the European Union.

Our network is mainly financed by the European PROGRESS Programme and our members’ 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.

For more information:
www.age-platform.org


Committee of the Regions

Around two-thirds of EU legislation is implemented by local and regional authorities in the Member States. The Committee of the Regions (CoR) was created in 1994 to give representatives of local government a say over the content of these laws. The CoR organises five plenary sessions a year, where its 344 members vote on opinions issued in response to proposed legislation. The European Commission, which initiates EU laws, and the Council of Ministers, which determines the final content of the legislation (usually in tandem with the European Parliament), are obliged to consult the CoR on a wide range of policy areas including the environment, employment and transport. The Lisbon Treaty will further strengthen the position of the Committee of the Regions. In future, the Committee must be consulted by the European Parliament on all issues that are important for regions and municipalities. The Committee can also appeal to the European Court of Justice if its rights are infringed or it believes that an EU law violates the subsidiarity principle or fails to respect regional or local powers.

The Committee's Directorate for Consultative Work is organised in six Commissions, whose responsibility is to support the preparation of Committee of the Regions Opinions on the proposals of the European Commission. The present brochure has been developed in partnership with the Economic and Social Policy (ECOS) Commission.

Contact: ecos@cor.europa.eu

Website: www.cor.europa.eu
SUBSCRIPTION INFORMATION

The journal *Hungarian Gerontology* can be subscribed at the address below:

Imre Semsei PhD
Editor-in-Chief
Hungarian Gerontology

Faculty of Health
University Debrecen
22 Sostoi Str.
H-4400 Nyiregyhaza, Hungary

semsei.imre@foh.unideb.hu
INSTRUCTIONS FOR AUTHORS

Hungarian Gerontology is the written forum of Hungarian gerontologists dealing with biogerontology (geriatrics) as well as social and psycho-gerontology. It is issued 4 times a year by the Gerontology Science Coordination Center of the Faculty of Health, University of Debrecen, and by the Society for Preventive Gerontology and Geriatrics. Hungarian Gerontology is an open access journal at the website: http://gscc.de-efk.hu.

Aims:
- to provide a forum for gerontological activities and integrate Hungarian representatives of social- psychological- and biological gerontology
- we especially emphasize prevention in gerontology
- to disseminate the information from other disciplines connected to gerontology, which is inter- and multidisciplinary in nature both in its methods and approaches
- to provide a source for gradual and post-gradual teaching in Hungary
- to provide an outlook for the gerontological results and activities abroad
- we provide a forum for all other activities connected to gerontology, i.e. Geriatrics Collegiums, Ministry of Health, Ministry of Education, industry or even civil activities, etc.

General Consideration:

Hungarian Gerontology is a peer reviewed journal in the following topics:

1. Original Articles: all the topics of gerontology from research to everyday practice
2. Review: invited papers or with previous consultation
3. **Papers of General Interests**: advertisements, guides, etc.
4. **Introduction**: debut of organizations of general interests
5. **Information about conferences and journals from abroad**
6. **Letters to the Editor**: information, problems, notices, comments, etc.
7. **Presentation of products**: with invitation or with previous consultation
8. **Results of related disciplines**
9. **Reading corner**: information about books, publications, etc.
10. **Retrospection**: portraits of scientists from the past, history of science, etc.

**INSTRUCTIONS FOR PREPARING A MANUSCRIPT**

Manuscript should be written on A/4 white papers, preferably in MS Word format, with double spacing, Times New Roman 12 characters and with 2.5 cm margins. The structure of the manuscript (in case of an Original Article):

**Title page:**
- Title (short but informative)
- Names with affiliations
- Corresponding address (including phone, fax numbers and email address)
- Running title (max. 40 characters)
- Key words (max. 5)

**Second Page:**
*Summary*: maximum 100 words

**Further pages:**

*Introduction*: Short introduction of the topic is needed so that people who are not specialists in that field still can get a good overview of the present situation of the topic. A general and a special overview is needed. Please put emphasis on connections with other disciplines of gerontology as well.

*Methods*: Short but thorough description of materials, methods, people and other aims (statistics, etc.) used in the paper. Please note if you needed and got special permissions to conduct your research (ethical point of view).

*Results*: Results of research, observation or experiments are described in this section using figures, tables, pictures or other aims. Concentrate on the main message of the paper but it should be complete
enough to understand the details as well. At the end of this section please write your main points.

Discussion: The results should be discussed and connected to other’s findings. Please put emphasis on connecting your results to other disciplines of gerontology as well. Furthermore, describe the future steps needed but avoid pure speculations.

Figures: Mark your figures (Figure 1.) and tables (I. Table) so they are understandable but avoid repetitions it in the text.

Illustrations: Figures should be sent in minimal format (preferably .jpeg) but they should be still clear enough in details. Tables in MS Word or Excel format should be sent in one figure (table) - one page system.

Literature: In the text the author(s) and the year of publication should be cited in brackets, e.g. (Semsei et al., 2008). The literature should be at the end of the paper in alphabetic order using these formats:


Only published or accepted papers should be cited.

Electronic citations should be cited in the text also in brackets, e.g. (E 1) and put after the regular literature, such as:

1. http://gscc.de-efk.hu
2. www.oregedes.hu,

etc.

Other types of papers should be structured according to that of the regular one as long as it is practical. Please write the paper as compact as it is possible, and the authors should aim at a clear, logical structure of the paper.
**Volume:**

The numbers of pages are not limited in general; however, the paper should be as short as it is possible (about 10 pages (review papers about 20 pages) plus the figures, tables and literature). The number of papers cited should not exceed 25 (or 50 in reviews).

**Writing:**

US spelling should be used throughout the paper. Abbreviations should be avoided but if it is used it should be in brackets after the first long phrase. Please keep in mind that for people who are not entirely familiar with the topic cannot decipher the abbreviations that are common among people familiar with the topic.

**Sending the manuscript:**

The manuscript should be sent in electronic format by email to:

Imre Semsei PhD, Editor-in-Chief
semsei@de-efk.hu
Faculty of Health, University of Debrecen
2-4 Sostoi Str., H-4400 Nyiregyhaza

until the electronic version of journal editing is not complete (http://magyargerontologia.lib.unideb.hu).