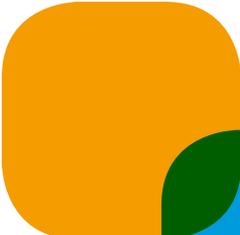


Towards an Age-Friendly Europe

Covenant on Demographic Change



The Covenant on
Demographic Change



Europe is ageing. People aged 50+ represent already 37% of the population, i.e. 190 million citizens. The number number of people aged 60+ will increase by about two million persons each year in the coming decades, while the working age population will start to shrink. The number of very old persons, 80 years and older, who are most likely in need of care, will also increase. At the same time fewer young people will be available to provide informal and formal support and care.

Therefore, today's opportunity is to find sustainable solutions to address the challenges linked to population ageing. Prevention, rehabilitation, improvement of care delivery, empowerment of people to remain active and independent for longer are the main areas to be invested in to support everyone's equal and meaningful participation in the social and economic life of their community. This can be done through the creation of what the World Health Organisation (WHO) calls age-friendly environments, i.e. the adaptation of our physical and social environments to the various needs of all generations.

Promoting age-friendly environments is what the Covenant on Demographic Change aims at. The Covenant on Demographic Change gathers European public authorities at local, regional and national level, committed to developing and implementing an action plan on age-friendly environments based on the WHO Age-Friendly Cities' Guide and in the spirit of the 2013 Dublin Declaration on Age-Friendly Cities and Communities in Europe. Other stakeholders, such as universities, research centres, civil society organisations, and businesses can also join the Covenant to share their expertise and learn from others' experience.

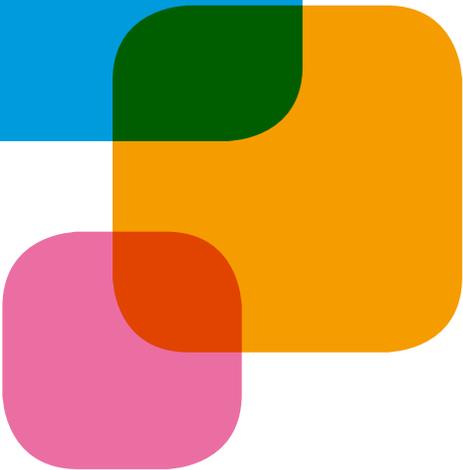




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THE COVENANT ON DEMOGRAPHIC CHANGE

The Covenant on Demographic Change gathers all local, regional and national authorities, and other stakeholders, that commit to cooperate and implement evidence-based solutions to support active and healthy ageing as a comprehensive answer to Europe's demographic challenge. It builds on the outcomes of the AFE-INNOVNET Thematic Network on innovation for age-friendly environments, and closely cooperates with existing initiatives such as the WHO Global Network on Age-Friendly Cities and Communities, the WHO-Europe Healthy City Network, and the European Innovation Partnership on Active and Healthy Ageing.

The Covenant is established as an international non-for-profit association under the Belgian Law and has been launched on 7 December 2015.

WHO ARE THE COVENANT MEMBERS?

Three categories of members exist:

• Full members:

open to all local, regional and national authorities located in the EU and EU Associated Countries, as well as to formal networks of local and regional authorities. Full members endorse the Covenant's overarching goal and vision, including the Dublin Declaration 2013, and **commit formally to implement an age-friendly environments plan**, share information with other members about their action plan and report back to the Covenant on progress achieved.

• Ordinary members:

open to any **non-profit stakeholder**, including local, regional and national authorities not yet ready to commit to implement an age-friendly action plan, that endorses the Covenant's overarching goal and vision and commits to work together with other Covenant members.

• Associate partners:

open to any **for-profit stakeholder** that endorses the Covenant's overarching goal and vision and commits to work together with other Covenant members.

WHAT ARE THE BENEFITS FROM JOINING THE COVENANT?

For Full members:

- right to vote on all governance issues of the Covenant including the election of the President who must come from a Full member;
- support from the Covenant's secretariat;
- visibility on the Covenant's website through information/reporting on their action plan, newsletter, blog, etc.;
- learn from each other's experience and find partners for and among local authorities;
- automatic right to join the WHO GNAFCC (for cities);
- possibility to participate in activities such as workshops or field visits partnership opportunities.



For Ordinary members:

- right to vote on governance issues of the Covenant excluding the election of the President who must come from a Full member;
- visibility on the Covenant's website: possibility to upload content and information on the Covenant's website (e.g. feed in the repository of good practices) possibility to participate in activities such as workshops or field visits and find partnership opportunities.

For Associate partners:

- visibility on the Covenant's website: possibility to upload non-commercial content and information on the Covenant's website (e.g. feed in the repository of good practices);
- possibility to participate in activities such as workshops or field visits and find partnership opportunities.

HOW CAN FULL MEMBERS DEVELOP AN ACTION PLAN ON AGE-FRIENDLY ENVIRONMENTS?

All action plans should start with a 'mapping of the needs' together with citizens, notably older people, detailing what already exists to meet these needs and what is still needed. This mapping exercise is an opportunity to get an overview of what is already being done in one or several of the eight domains of the WHO age-friendly environments approach: housing, transport, community services and health services, outdoor spaces and buildings, social participation, respect and social inclusion, civic participation and employment, communication and information.

Public authorities can then set priorities together with older people and create a plan for action. If they wish, they can start working on one area only, and then expand later on to other areas where needs have been identified. The overall aim is not to compete to become the most age-friendly city as quickly as possible, but to progressively improve the age-friendliness of the environment in co-operation with local people and with the support of other members.

ARE THERE GRANTS LINKED TO IT?

No, the Covenant is not a funding programme and cannot provide financial support. The Secretariat will, however, provide information about EU funding opportunities and will help Covenant members develop partnerships to submit project proposals to EU calls for projects.

IS THERE A FEE TO JOIN?

The European Parliament called on the European Commission to find sustainable funding to cover the core activities of the Covenant. Other funding options, including potential membership fees, will have to be explored with the Founding members. Meanwhile the Covenant will function thanks to in-kind contributions of its Founding members. It will work mainly virtually and will seize opportunities such as the Committee of the Region's Open Days or other events organised by the European Commission or national stakeholders to organise back-to-back events for Covenant members.



CHAPTER

2

THE DUBLIN DECLARATION ON AGE-FRIENDLY CITIES AND COMMUNITIES IN EUROPE - 2013



The Dublin Declaration on Age Friendly Cities and Communities was initially developed in association with the 1st International Conference on Age Friendly Cities which was held in Dublin in September 2011. This conference was co-hosted by the World Health Organisations (WHO) Global Network of Age-friendly Cities, the Ageing Well Network (forerunner organisation to Age Friendly Ireland), and the International Federation on Ageing. The Declaration was developed, on a collaborative basis, by these three organisations following a detailed consultation with international experts in the field of age friendly cities and with local authorities.

The regions, cities, counties and communities, globally, who have signed the Dublin Declaration to date share a common set of values and principles. They are prepared to commit to actions that will improve the quality of life of older people, strengthen and sustain our systems and services across all sectors and stakeholders, and promote a culture of innovation that will foster growth and development.

The aim of the Declaration is to solicit support for a range of actions that are broadly based on the eight domains identified by the WHO in its Global Age-friendly Cities Guide. The Declaration expresses the clear and strong commitment of political leaders of cities and communities to strengthen and champion action to make their communities more age friendly and highlights the need for ongoing improvement across a range of interrelated domains of older people's lives. It commits signatories to undertake a continuous cycle of improvement through a planning process which will be supported by participation in the WHO's Global Network of Age-friendly Cities.

FULL TEXT OF THE DECLARATION

"On the occasion of the 'EU Summit on Active and Healthy Ageing', held in Dublin, Ireland on the 13-14 June 2013, under the Irish Presidency of the European Union,

we, the mayors and senior political representatives of European cities, municipalities, communities and regions unanimously declare the following:

Values and principles of action

1 We draw on the inspiration of the WHO policy framework on active ageing in which active ageing is defined as 'the process of optimising opportunities for health, participation and security in order to enhance quality of life as people age, allowing people to realise their potential for physical, social and mental well-being 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 require assistance. (Active Ageing: A Policy Framework, Geneva 2002. WHO.)

2 We fully endorse the principles and actions of the strategic priority area of age-friendly, supportive environments within the WHO Strategy and action plan for healthy ageing in Europe (WHO Strategy and action plan for healthy ageing in Europe, 2012-2020), the UN Principles for Older Persons and their emphasis on independence, dignity, self-fulfilment, participation and care (United Nations Principles for Older Persons, 1991), and the priority directions of the Madrid International Plan of Action on Ageing promoting older persons and development, advancing health and well-being into old age and ensuring enabling and supportive environments (Madrid International Plan of Action on Ageing, 2002)

3 We acknowledge the value and contribution of the WHO work with cities towards age-friendly communities, and WHO guidance to help cities and communities become more supportive of older people by addressing their needs across eight dimensions: the built environment, transport, housing, social participation, respect and social inclusion, civic participation and employment, communication, and,



community support and health services; and we will adopt these guidelines as they are adapted to fit the European context. (WHO Age-Friendly Cities Guide, 2008)

4 We understand the relevance to our work of the WHO European policy framework supporting actions across government and society for health and well-being, and acknowledge the four priority areas encouraging: a life-cycle approach and empowering people; tackling Europe's major health challenges; strengthening people-centred systems; and creating resilient communities and supportive environments. (Health 2020: a European policy framework supporting actions across government and society for health and well-being, WHO, 2012)

5 We recognize the synergistic work of the WHO European Healthy Cities Network and the WHO Global Network of Age-Friendly Cities and Communities, and endorse the principles and core values related to equity, empowerment, partnership, solidarity and sustainable development contained in the Zagreb Declaration for Healthy Cities. (Zagreb Declaration for Healthy Cities. WHO 2009)

6 We fully encourage and support the European Innovation Partnership on Active and Healthy Ageing (EIP on AHA), and the partners' commitments to the goal of increasing by two years the average healthy life years (HLY) of EU citizens by 2020 through improving the health status and quality of life of older people and the efficiency and sustainability of health systems and through fostering the competitiveness of EU industry for innovative age and health related products and services. (Taking forward the Strategic Implementation Plan of the EIP on AHA, European Commission, 2012)

7 Within the EIP-AHA, and based on the work of the WHO towards age-friendly, supportive environments, we fully support the D4 Action Plan for Innovations in Age-Friendly Buildings, Cities and Environments, and in particular, the creation of a thematic network of major cities, regions and municipalities committed to deploying

innovative approaches to make the environment more age friendly, including the use of ICT solutions. (D4 Action Plan: Innovations in Age-Friendly Buildings, Cities and Environments. EIP (AHA D4 Action Group, 2012)

8 We draw great encouragement from the achievements of EY2012, the European Year for Active Ageing and Solidarity between the Generations, which has promoted active ageing in the three areas of employment, participation in society and independent living, empowering people to remain in charge of their own lives for as long as possible.

Opportunities and Challenges

9 Building on the Dublin Declaration on Age-Friendly Cities and Communities 2011, and the principles, values and approaches of the above strategies, frameworks, declarations, guidelines and initiatives, we recognise that:

- Where we live, our physical, social and cultural environment, greatly impacts upon how we live and age. The significance of 'place' in all our lives cannot be overestimated. The built environment and neighbourhood networks impact on the quality of all of our lives and can make the difference between independence and dependence for all people, but especially for those growing older. Place is inseparable from our sense of identity and this is true for people of all ages, including older people.
- Cities must equip themselves with the necessary means, resources and systems of distribution to promote equal opportunities, well-being and participation of all citizens, including their older citizens. While the trend of urbanisation continues to grow, many older people in Europe live in rural and sometimes remote communities. These communities must also develop the capacity to promote the health, well-being and participation of their older citizens.



- An age-friendly environment, in accordance with the WHO Strategy and action plan for healthy ageing in Europe, 2012-2020, is one in which service providers, public authorities, community leaders, faith leaders, business people and citizens recognise the great diversity among human beings and the importance of health to them, promote their inclusion and contribution in all areas of community life, respect their decisions and lifestyle choices, and anticipate and respond flexibly to their needs and preferences.
- Planning for environmentally, economically and socially sustainable communities is a crucial concern for all government levels, and such planning needs to take account of the ageing of populations and the role older people can play as a key resource in meeting their specific needs. Mechanisms to ensure the active voice of older people in planning and decision-making are vital to achieving solutions that are age-friendly.
- Older people are a bounty to European society, and it is important to recognise this value and to build on the strengths of the bonds of solidarity between the generations in Europe where people of all ages have a positive view of one another and where there is consensus between generations on the way forward.
- Actions to make the European Union age-friendly can reinforce many dimensions of the Europe 2012 - 2020 strategy towards smart, sustainable and inclusive growth. There is significant opportunity to build on the EU's innovation and competitive strengths in ICT for inclusion and e-health to accelerate the deployment of new processes, products and services that enhance the quality of life and health of older people in European cities and communities, while improving the effectiveness and sustainability of our health and social care systems.
- Within Europe, building on the work of the WHO on age-friendly policies, as well as building on and bringing together on-going innovative work in public transport, ICT, and smart cities, that this declaration can underpin a future cooperation agreement forming an EU Covenant on Demographic Change.

Commitments

10 Therefore, the undersigning cities and communities make the following commitments that shall be known as the 'Dublin Declaration on Age-Friendly Cities and Communities in Europe 2013', and they commit in the first place to:

- i. Promote the 'Dublin Declaration on Age-Friendly Cities and Communities in Europe 2013' (Dublin Declaration 2013) in appropriate national and international forums, fostering the maximum adherence possible to its values, principles and premises, in terms of plans, programmes and resources, in order to implement the commitments in this Declaration within a reasonable period of time.
- ii. Collaborate with all relevant regional and local stakeholders to support the full application of the pledges in the Dublin Declaration on Age-Friendly Cities and Communities in Europe 2013, including cooperation with the WHO European Regional Office and its Network of Cities committed to developing age-friendly environments as part of the WHO Global Network of Age-Friendly Cities and Communities. This will involve commencing a multi-year cycle of continual assessment and improvement to make their environments more age-friendly.
- iii. Communicate through local and regional channels and networks between the various cities and communities to stimulate and support advances in the promotion of equal rights and opportunities for older citizens and to share learning about advances in policies and practices which improve their lives.

Supporting Pledge

11 The undersigning cities and communities also pledge, where it is within their area of responsibility and economically feasible, to further the following specific actions, and to incorporate them into key planning instruments to strengthen long term sustainability:



- Promote among the general public awareness of older people, their rights, needs, and potentials, and highlight the positive social, economic and cultural contribution they make.
- Ensure that the views and opinions of older people are valued and listened to and that structures and processes of citizen-centred engagement are developed to ensure that older people have an adequate involvement in decision making and are actively involved in the design and creation of innovation and change.
- Adopt measures to develop urban spaces and public places that are inclusive, sharable and desirable to all, including older people, and ensure that publicly used buildings promote the dignity, health and well-being of users of all ages, and are fit for purpose to meet the changing needs of an ageing society.
- Promote and support the development of neighbourhoods and communities for all ages that are diverse, safe, inclusive and sustainable, and that include housing for older people that is of the highest quality. Particular attention should be given to the needs of older people in assisted living, residential care and nursing homes where their dignity and autonomy is at greater risk.
- Work to establish public transport systems that are available and affordable to all, including older people, and are 'seamless' within and across the various modes of transport that exist. The transport systems should also promote and facilitate personal transport use, such as cycling and driving by older people. As these become more difficult, personal alternatives such as affordable taxis and car-pooling, which interconnect with the public system, should be made available.
- Promote the participation of all, including older people, in the social and cultural life of their community by making available a diverse range of events and activities that are accessible, affordable and tailored to be inclusive of them and promote their integration into the community. This should include the promotion of intergenerational activities.
- Promote and support the development of employment and volunteering opportunities for all, including older people, and recognise their positive contribution, and include the provision of lifelong learning opportunities in order to empower older people and promote their autonomy.
- Ensure that a comprehensive and integrated range of affordable, easily accessible, age-friendly and high quality community support and health services is available to all, including older people, to include health promotion and prevention programmes, community-based support services, primary care, secondary acute hospital, rehabilitation services, specialist tertiary, long-term residential and compassionate end of life care."

In this Declaration, the EU recognises the positive contribution of older people to society, and clearly identifies the areas we need to address in order to tackle the ageing challenge overall: employment, participation in society, and independent living. This tallies very well with the goals of Age Friendly Ireland, the Global Coalition on Aging and AGE Platform Europe.

Ageing in itself is not an illness to be fixed. It's a period of life with the potential to be as rich, rewarding and productive as any other.

We're all ageing – and we all, quite rightly, hope and expect to live longer than previous generations, with better quality of life.

Europe's silver society can offer golden opportunities, and today's research and innovation challenges can open up a gold mine for our economy.



Commissioner
Geoghegan-Quinn.
Dublin, 13 June 2013



CHAPTER

3

WHY SHOULD EUROPEAN LOCAL AND REGIONAL AUTHORITIES BECOME MORE AGE-FRIENDLY?

Within many Member States, regional and local governments are the ones competent for policy areas related to social services, healthcare, education and training, entrepreneurship, labour market, infrastructure and transport, etc. Their action is thus crucial to allow seniors to participate in the community's life, prevent isolation and make goods and services more accessible to their citizens.

Investing in age-friendly environments helps focus on prevention and empower people to live independently for longer, which lowers the pressure put on family carers, formal care facilities and thus on public budgets. It also supports people to actively contribute to the socio and economic life of their community, notably through consumption of goods and services, employment and volunteering. According to a study in the UK (2011), it was shown that people 65+ made a net contribution of €47 million to the UK economy through, amongst other things contributions, taxes, spending power, provision of social care and the value of their volunteering. With population ageing, they estimated that this contribution will actually grow up to €90 million by 2030.

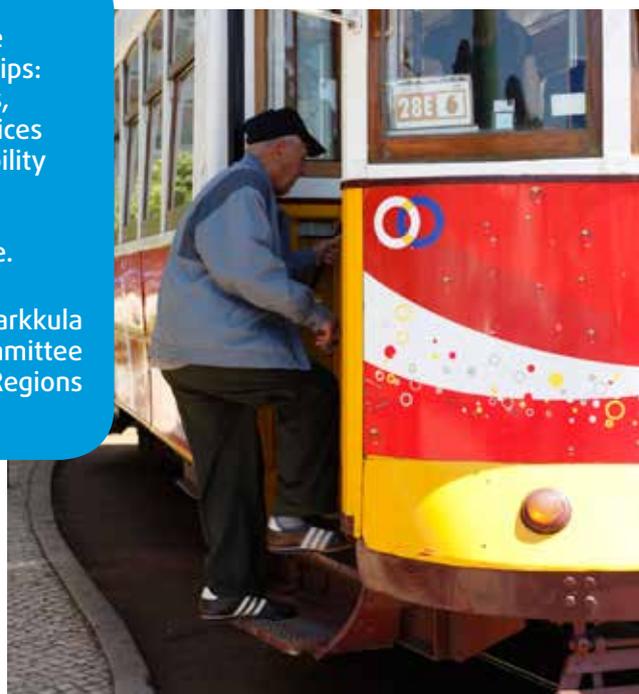


Beyond economic benefits, age-friendly environments are also a mean to ensure that the rights of older persons are protected, regardless of their age and abilities. Indeed, it guarantees them to benefit from equal opportunities to participate in the society and to age in dignity. Moreover, age-friendly environments benefit not only older persons but all generations, for example better accessibility of outdoor spaces and transport is useful for families with pushchairs or travellers with heavy luggage.

Last but not least, local and regional authorities can play a key role and their support is crucial in the sustainability of the initiatives. Indeed, creating age-friendly environments is a great way to bring together different partners (policy-makers, employers, services providers, social actors, citizens, etc.) and thus making cities and regions more inclusive and dynamic through the participation of all citizens regardless of their age.

Cities and regions need operate more using European partnerships: we can co-create new concepts, new instruments and new services increasingly improving accessibility and promoting mobility among older people, allowing them to stay as independent as possible.

Markku Markkula
President of the Committee
of the Regions



WHAT IS BEING DONE IN EUROPE TO DEVELOP AGE-FRIENDLY ENVIRONMENTS?

2007

- Publication of WHO Age-friendly Cities and Communities: A Global Guide

2010

- Creation of the WHO Global Network of Age-friendly Cities and Communities
- Launch of the European Innovation Partnership on Active and Healthy Ageing (EIP AHA), of which one Action Group works on age-friendly environments and the preparation of the Covenant on Demographic Change

2011

- Dublin Declaration on Age-Friendly Cities and Communities, signed by 40 Mayors on the occasion of the first WHO international conference on age-friendly cities

2012

- European Year 2012 on Active Ageing and Solidarity between Generations. The EY2012 Coalition called for a Covenant on Demographic Change to develop age-friendly environments in Europe

2013

- Second version of the Dublin Declaration on Age-Friendly Cities and Communities, signed by 60 cities and municipalities and encompassing a new EU pledge to uphold a set of principles to measure, benchmark and drive future development of age-friendly cities.

2014

- Launch of the AFE-INNOVNET Thematic Network on innovation for age-friendly environments with financial support from the European Commission to start mobilising an EU-wide community of local and regional authorities and other stakeholders to exchange practices, learn from each other, and prepare the launch of the Covenant.

- Publication of the European Social Protection Committee (SPC) report on "Adequate social protection for long-term care needs in an ageing society", which also highlights the need to create age-friendly environments.

2015

- Publication by the European Commission of the background paper "Growing the European Silver Economy" Publication of the OECD "Ageing in Cities" report

- Publication of ILO study on "Long Term Care protection for older persons: A review of coverage deficits in 46 countries", which also highlights the need to create age-friendly environments

- Publication of the WHO "World report on Ageing and Health", which mentions age-friendly environments as a key area for action

- Launch of the Covenant on Demographic Change

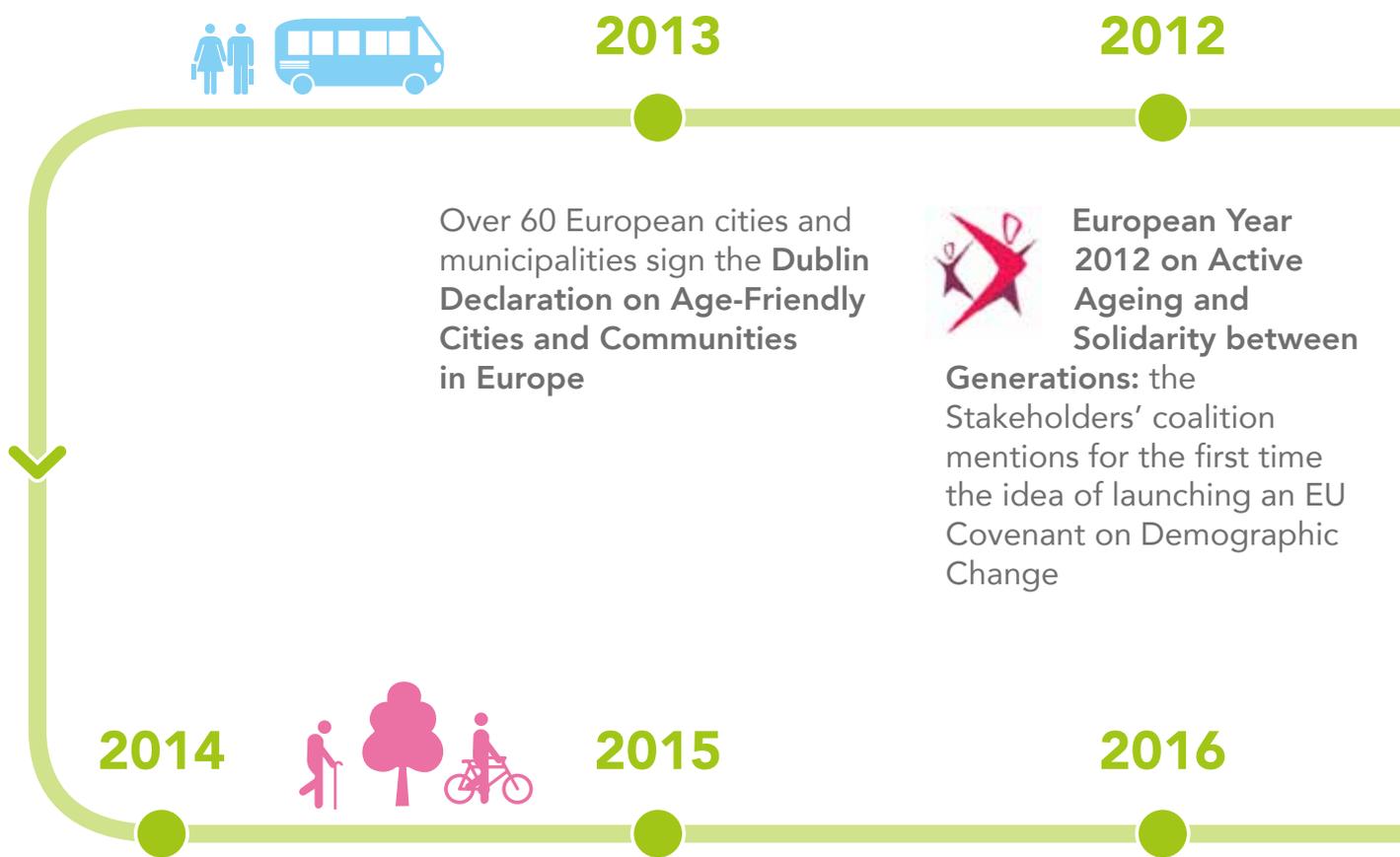
EUROPE IS AGEING...



13%
People
to elder

SILVER ECONOMY IS SEEN AS A KEY AREA FOR JOB CREATION IN THE COMING YEARS

over **1** in **3**



2013

2012

Over 60 European cities and municipalities sign the **Dublin Declaration on Age-Friendly Cities and Communities in Europe**



European Year 2012 on Active Ageing and Solidarity between Generations: the Stakeholders' coalition mentions for the first time the idea of launching an EU Covenant on Demographic Change

the idea of launching an EU Covenant on Demographic Change

2014



2015

2016

Launch of the EU-funded **AFE-INNOVNET Thematic Network on innovation for age-friendly environments**, which aims at launching the EU Covenant on Demographic Change

7 December 2015 Official launch of the EU Covenant on Demographic Change at the Committee of the Regions, Brussels

Full members of the Covenant (European local and regional authorities) start developing an action plan on age-friendly environments, with the help of the Covenant's ordinary members (civil society organisations, businesses, universities, research centres, etc.)



aged 55+ who provide care
for elderly or disabled relatives

1900



2012



2050



Average life year
expectancy in Europe

People with longstanding
illness has experienced
accessibility issues

AGE-FRIENDLY ENVIRONMENTS ARE A SOLUTION

2010



2007



The European
Commission
launches the
**European
Innovation Partnership on
Active and Healthy
Ageing**, in which one action
group works on innovation
for age-friendly
environments



WHO launches the **Age-Friendly Cities'
Guide**, looking at eight domains influencing
how active and healthy we age: transport,
housing, outdoor spaces, built environment,
social participation, respect and social
inclusion, communication and information, community
support and health services, civic participation
and employment

From 2017 onwards



**Age-Friendly
Europe**

The first full members of the
Covenant (European local
and regional authorities)
start implementing their
action plan on age-friendly
environments

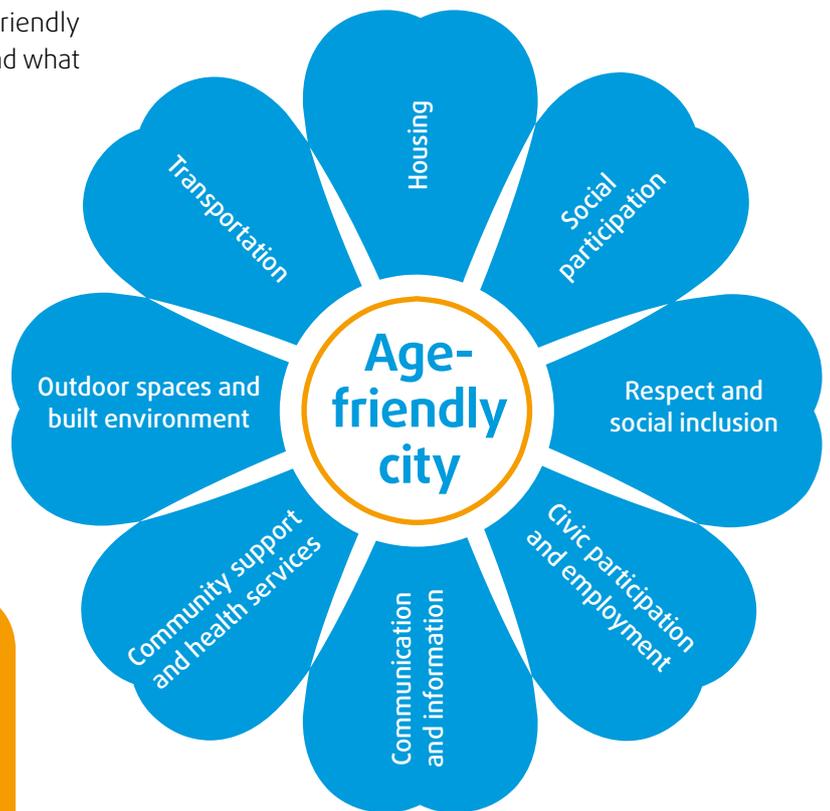
WHAT ARE AGE-FRIENDLY ENVIRONMENTS?



According to the World Health Organisation (WHO), the physical and social environments are key determinants of whether people can remain healthy, independent and autonomous long into their old age.

A city, or any local or regional authority, is age-friendly when it enables people of all ages to actively participate in community activities, treats everyone with respect, regardless of their age, and protects the most vulnerable ones. It is a place that helps people stay healthy and active even at the oldest ages. Become age-friendly means starting by listening to people to understand what they want and need as they age.

The WHO published in 2007 a guide which defines the relevant areas to work on to become age-friendly. It looks at 8 domains of citizens' life which have an impact on how people age. These domains are: housing, transportation, urban spaces and built environment, social participation, civic participation and employment, respect and social inclusion, access to community support and health services, and communication and information. These domains are the petals of WHO flower:



“Innovative housing, innovative transportation and innovative buildings programmes that make our cities accessible to all are urgently needed. Urban spaces have to be resilient and accessible to older persons, if we want to build inclusive, dynamic, resilient and sustainable cities and communities.

**Rosa Kornfeld-Matte,
UN Independent Expert on the enjoyment
of all human rights by older persons**

By gathering older persons' needs and views, local and regional authorities will be able to identify end-users' needs in each of these 8 domains. Older persons themselves are indeed the best placed to say how the city can become a better place for its ageing population. It is also important to consult all age groups to ensure that local and regional authorities take into account the needs of every generations.



5.1 HOUSING



WHY IS HOUSING IMPORTANT?

Good quality, affordable, well-designed housing is a key element to older persons' health and quality of life and whether they are able to age independently and actively in their community.

Its adequacy and its proximity to community and social services allow older residents to live comfortably and safely, while housing affordability gives them peace of mind, a feeling of stability, and contribute to their social inclusion.

Housing also carries a vital meaning to people's social identity, status and place in the society.

SOME CONCRETE EXAMPLES



In Alicante (Spain) the Municipal Housing Board initiated in 2003 the "Municipal Project for Intergenerational Housing and Community Services", which works to address the specific housing needs of low-income older persons and young people through the provision of 244 affordable, intergenerational housing units in central urban areas, creating supportive, family-like environments and sense of belonging among residents.

In Nantes (France), a new housing programme has been launched. It proposes flats which can be adapted to different needs throughout the life of the residents:

- Parts can be added to have more/less rooms
- Sheathes are pre-installed to facilitate the provision of tele-assistance services if a need arises
- Shared spaces for intergenerational exchanges are available in the building
- Shops are available on the ground level

In Brussels (Belgium), the organisation "Infor-Homes Bruxelles" helps older persons find information and gives them advices on the different housing solutions available. They also work on quality care and fight against elder abuse.

5.2 SOCIAL PARTICIPATION



WHY IS SOCIAL PARTICIPATION IMPORTANT?

Social dynamics and relationships greatly contribute to quality of life, both in terms of practical and emotional support. Participating in leisure, social, cultural and spiritual activities fosters seniors' integration within society and helps them stay engaged, informed and motivated to take part in activities in which they are valued and needed.

Seniors' participation in social activities helps preventing social isolation, and intergenerational activities are mutually enriching and fulfilling for all ages: older people passing on knowledge, traditions and experience and the younger ones may help seniors with for example new technologies.

SOME CONCRETE EXAMPLES

« Generation Games » is an inter-generational event taking place in Rotterdam (The Netherlands) making connections between people of all ages through sport.



De Betties is an intergenerational choir at the Residential Care Centre Huis Perrekes in Geel (Belgium). The choir has approx. 70 members and consists of young and older people, people with dementia and their carers. Families of residents, staff members are also closely involved with the choir.

Following a study showing that the delivery of meals contributes to older persons' isolation, and does not necessarily encourage them to eat enough, the City of Geneva (Switzerland) has developed the project "Around a table". Once a week, a group of seniors accompanied by a volunteer, go to a restaurant for lunch for the same cost. A volunteer is picking up persons with reduced mobility at their homes.

Warsaw (Poland) is creating a new activity centre for older persons. The goals of the centre are to improve the health and welfare of senior citizens, promote volunteer work, bridge generations, initiate social dialogue, improve the public perception of ageing, and prepare middle-aged people for a physically and socially active life in their older years.

5.3 RESPECT AND SOCIAL INCLUSION



WHY ARE RESPECT AND SOCIAL INCLUSION IMPORTANT?

Negative preconceptions of ageing still exist. Public attitudes, behaviours and representations of older age may marginalise and exclude older people, and by doing so contribute to older people's isolation. It prevents older persons from feeling valuable and the society from benefiting from the participation and the experience and knowledge of older persons.

Moreover, we often witness a lack of involvement of older persons on decisions that concern them. If we want to develop relevant and adequate products and services for older persons, they have to be consulted throughout the thinking, the designing and the development processes.

SOME CONCRETE EXAMPLES

In Frederiksberg (Denmark), a nursing home has been opened on the ground floor of a housing building. Shared spaces allow interactions between residents of the nursing home and residents of the flats, and create intergenerational exchanges. Residents of the nursing home are then included in the daily life of the other residents and benefit from the so-called positive noise.

Local shops in Bruges (Belgium) have been trained to recognise signs of dementia and treat customers with dementia with respect and understanding. By raising awareness and educating citizens, the quality of life of people with dementia is improved and they feel comfortable keeping on with their daily habits.



Cymru Older People's Alliance is a network of older people's groups across the whole of Wales (UK) that was set up to ensure the voice of older people influence all the policy and practice that affect them. With direct representation at all levels of Government it ensures that older people are active and valued partners across the national agenda shaping the opportunities for people in Wales to age well in the future.

5.4 CIVIC PARTICIPATION AND EMPLOYMENT



WHY ARE CIVIC PARTICIPATION AND EMPLOYMENT IMPORTANT?

The domain of civic participation and employment recognises older persons' contribution to the socio and economic life of their community, e.g. through employment, volunteering or citizenship. Older people can gain fulfilment from active involvement in voluntary activities or work, as it provides satisfaction, increases their health and well-being and keeps them socially engaged while making the society benefit from their knowledge and experience, strengthening the intergenerational relationships in the population and offering lifelong learning opportunities.

There have been reports of age discrimination in the workplace. Building up employers' positive attitude towards retaining and recruiting older workers would help ensure equal employment opportunities for seniors and knowledge transfer opportunities benefiting younger workers.

SOME CONCRETE EXAMPLES

Reutlingen (Germany) has adopted for the city administration a family-friendly culture. It helps its employees reconcile work and family life, re-enter work activities after a caregiver leave and continue working while providing care to relatives. It helps the City win qualified staff, increase motivation and reduce staff fluctuations.

"The Centre of Lifelong Learning" in Prague (Czech Republic) represents a new model of an intergenerational, non-vocational education for all ages. It offers top quality lectures at an affordable rate in order to make education accessible for disadvantaged groups such as disabled, retired and unemployed persons.



"Senior Enterprise" is an Irish EU supported initiative aimed at fostering seniors' involvement with enterprise. It helps people aged 50+ to start, acquire or invest in a business or be active as advisors in new and developing businesses.

5.5 COMMUNICATION AND INFORMATION



WHY ARE COMMUNICATION AND INFORMATION IMPORTANT?

Staying connected with family, friends, events, news and activities with timely, accessible and practical information is a key part of active ageing. Communication and information in all its different forms supports an on-going connection with the world, through e.g. access to services, leisure and social participation, advocacy and practical advices.

Technology may however contribute to social exclusion. Affordable access to computers for seniors in community facilities and computer training adapted to senior's needs can help improve digital literacy, including a good understanding of the benefits of new technologies.

SOME CONCRETE EXAMPLES

Edmonton (Canada) is planning to develop age-friendly communication guidelines and templates for service providers, while ensuring that these tools address the diversity of the senior population.

Krakov (Poland) is running a webpage (dlaseniora.krakow.pl) to provide older inhabitants with information on the municipality's current events and activities for older persons, and dedicates pages of its monthly magazine *Krakow.pl* to older persons.



Portland (US) has set up a 24-Hour Helpline with a real person on the end of the line who provides information about services, events, social activities, and other issues that concern older adults. This hotline is viewed extremely positively by older adults, who greatly appreciate the accessibility of information and the personal touch.

In Stockholm (Sweden), the iPad café is for people aged between 65 and 95 years old, wanting to learn and become familiar with new technologies. Visitors can learn how to use tablets, what they can do with it, etc. with the help of the café's employees. The content of each iPad café is based upon the participants' wishes and needs.

5.6 COMMUNITY SUPPORT AND HEALTH SERVICES



WHY ARE COMMUNITY SUPPORT AND HEALTH SERVICES IMPORTANT?

Accessible and affordable community and social and health services are crucial to keep seniors healthy, independent and active. This involves an appropriate supply of care and social services that are conveniently located to where older people live, and of adequately trained health and social workers to provide these services.

A range of services along the continuum of care, such as preventive care, geriatric clinics, hospitals, adult day centres, respite care, rehabilitation, residential nursing home care, home care and palliative care, are needed to meet older persons' diverse needs.

SOME CONCRETE EXAMPLES

In Tampere (Finland), the "Kotitori" model provides one contact point for all homecare and home help services with easy access for older persons and their relatives. "Kotitori" integrates services provided by public, private and third sector providers. Older persons benefit from a tailored package of services with a chosen mix of public, private and third sector service provider and may add services linked to social activities and hobbies.

Tallinn (Estonia) has developed a social alarm button service to increase the feeling of security of the older or disabled persons by using the mobile alarm button service. Clients can use the service in case of fall, unexpected medical need, or in situations requiring rescue service (fire, explosion etc.). It enables them to live as long as possible in their homes and it is substantially cheaper than taking care of the person in an institution.



"Life Long Living" is a model for interaction implemented in Fredericia (Denmark) between the older citizens and the municipality, providing everyday rehabilitation and prevention, rather than just offering traditional and expensive compensatory care. The objective is to maintain physical, social and cognitive abilities in order to postpone age-related weakening and dependence.

5.7 OUTDOOR SPACES AND BUILT ENVIRONMENT



WHY ARE OUTDOOR SPACES AND BUILDINGS IMPORTANT?

Outdoor spaces and built environment are a key element of whether a place support, or hinder, physical activity, health, and wellbeing. They indeed have a major impact on the mobility, access to resources and services, social participation, independence, and in fine quality of life of older people as they go about their daily lives beyond the comfort of their homes.

A clean city with well-maintained recreational areas, ample rest areas, safe pedestrian routes and accessible building infrastructure provides an ideal living environment for seniors to age-in-place. This can encourage to older persons to better use the city's spaces and help them participate and interact with other residents. Moreover, adapting urban spaces and built environment is also beneficial for older tourists.

SOME CONCRETE EXAMPLES

Before installing new benches, Dijon (France) has organised 4 participatory meetings and visits before installing them in the City. 3 of these meetings targeted citizens, including older persons, to know which places would be best to install these benches. The City found out that places to sit were missing at the open air market. The last meeting was organised for the City's services to discuss how to install, make accessible and maintain the new benches in good state.

Aalbeke (Belgium) designed 4 outdoor walks indicated by simple signs boards for the community and in particular for persons with dementia.



In Tampere (Finland), the Nekala senior park, situated in an area densely populated by older persons, has accessible seating areas and wide paths. It also offers outdoor gym equipment and exercise tracks designed especially for older persons. Last but not least, plants and trees make the park relaxing and contribute to healthy and active ageing.

5.8 TRANSPORTATION



WHY IS TRANSPORTATION IMPORTANT?

As people age, their mobility patterns change, in particular in later life. Accessible and affordable public transport is a key to ensure that older persons are able to age actively and remain engaged with their community and can access services such as medical care or shopping centres, in a word stay connected with the “real” world.

Transportation facilities are key to enable older persons to live independently and to prevent isolation. Driving conditions and parking facilities should also keep older drivers in mind considering private cars can be the only solution for older people living in rural areas.

SOME CONCRETE EXAMPLES

Ljubljana (Slovenia) has invested a lot in the accessibility of public transport and makes also available electric vehicles that are free-of-charge to older persons to move around the city centre.

Salzburg (Austria) has organised travel training days for older passengers, and training for public transport personnel to help older persons safely use public transport.



Lyon (France) has created the “Cyclopousse”, an innovative pedicab that can transport two people to the destination of their choice in a perimeter of 500 meters to 1.5 kilometres and at a very low cost. The programme encourages labour market integration of drivers who are trained to welcome and help their older passengers.

Tallinn (Estonia) implemented a “Free public transport” policy for its citizens. Not only does it benefit older people in their mobility, but they found out that it improved the local economy.

REFERENCES:

Housing:

- Brussels (Belgium): <http://www.inforhomes-asbl.be/>
- Nantes (France): <http://bit.ly/1ItE8TM>
- Alicante (Spain): <http://bit.ly/12HZxaL>

Social participation

- Rotterdam (The Netherlands): <http://www.generationgames.com/>
- Geneva (Switzerland): <http://bit.ly/1qoRo6t>
- Geel (Belgium): <https://www.facebook.com/DeBetties>
- Warsaw (Poland): <http://daaproject.eu/projects/warsaw/english/>

Respect and social inclusion

- Wales (UK): <http://www.agealliancewales.org.uk/>
- Bruges (Belgium): <http://www.dementievriendelijkbrugge.be/>
- Frederiksberg (Denmark): <http://bit.ly/1wuzSAo>

Civic participation and employment

- Senior Enterprise Ireland <http://www.seniorenterprise.ie/>
- Prague (Czech Republic): <http://bit.ly/1Bvzblj>
- Reutlingen (Germany): <http://bit.ly/1yLoCvi>

Communication and information

- Edmonton (Canada): <http://bit.ly/1waYIHD>
- Krakow (Poland): www.dlaseniora.krakow.pl
- Portland (US): <http://bit.ly/131SY45>
- Stockholm (Sweden): <http://bit.ly/1tL8QE>

Community support and health services

- Tampere (Finland): <http://www.tampereenkotitori.fi/>
- Tallinn (Estonia): <http://www.tallinn.ee/Teenus-Panic-button-service>
- Fredericia (Denmark): <http://bit.ly/1seUqps>

Outdoor spaces and built environment

- Dijon (France): <http://bit.ly/1yL3oRh>
- Aalbeke (Belgium): <http://bit.ly/1wW6i6p>
- Tampere (Finland): <http://bit.ly/1zIjwwv>

Transportation

- Ljubljana (Slovenia): <http://bit.ly/1vzl9gw>
- Salzburg (Austria): <http://bit.ly/1AaseID>
- Lyon (France): <http://bit.ly/1vzlrEo>
- Tallinn (Estonia): <http://www.tallinn.ee/eng/tasutauhistransport/>

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-  Visit www.agefriendlyeurope.org
-  Follow us on Twitter (@AgeFriendlyEU)
-  Join our LinkedIn group (Covenant on Demographic Change)
-  Or contact us directly at contact@agefriendlyeurope.org



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