



AGE Platform Europe

The voice of older persons at EU level



Active ageing as a tool for social innovation

Setting the EU framework for Active and
Healthy Ageing

Trieste, 23 January 2020

Julia Wadoux



Who we are

<u>Medical</u>	<u>Care</u>	<u>Citizenship</u>
Patient	Customer	Citizen
Focus on individual	Focus on individual, family and informal networks	Focus on neighbourhood and city
Clinical interventions	Care interventions	Promoting social capital and participation
Commission for 'frail elderly'	Commission for vulnerable people	Age-proofing universal services
Prevention of entry to hospital	Prevention to delay entry to care system	Reducing social exclusion
Health (and care system)	Whole system	Changing social structure and attitudes

Source: P. McGarry/MCC 2013

A human rights-based approach

Global Age-friendly Cities: A Guide



“Because older people are the ultimate experts on their own lives, WHO and its partners in each city have involved older people as full participants in the project. Project leaders sought the first-hand experience of older people”.



The Covenant on Demographic Change gathers European public authorities, at local, regional and national level, and other relevant stakeholders, committed to develop environments that support active and healthy ageing, enhance independent living and well-being of older persons, and create a society for all ages.

I will put forward a Green Paper on ageing to assess what can and needs to be done, notably to foster active ageing and look whether our social protection systems are fit for an older population. (...)

Dubravka Šuica, Vice
President for Democracy and
Demography



- Ten years of concerted collaboration
- Older people at the centre
- Will bring together governments, civil society, international agencies, professional, academia, the media and the private sector

→ **Improve the live of older people, their families and their communities**

- 4 areas of action:

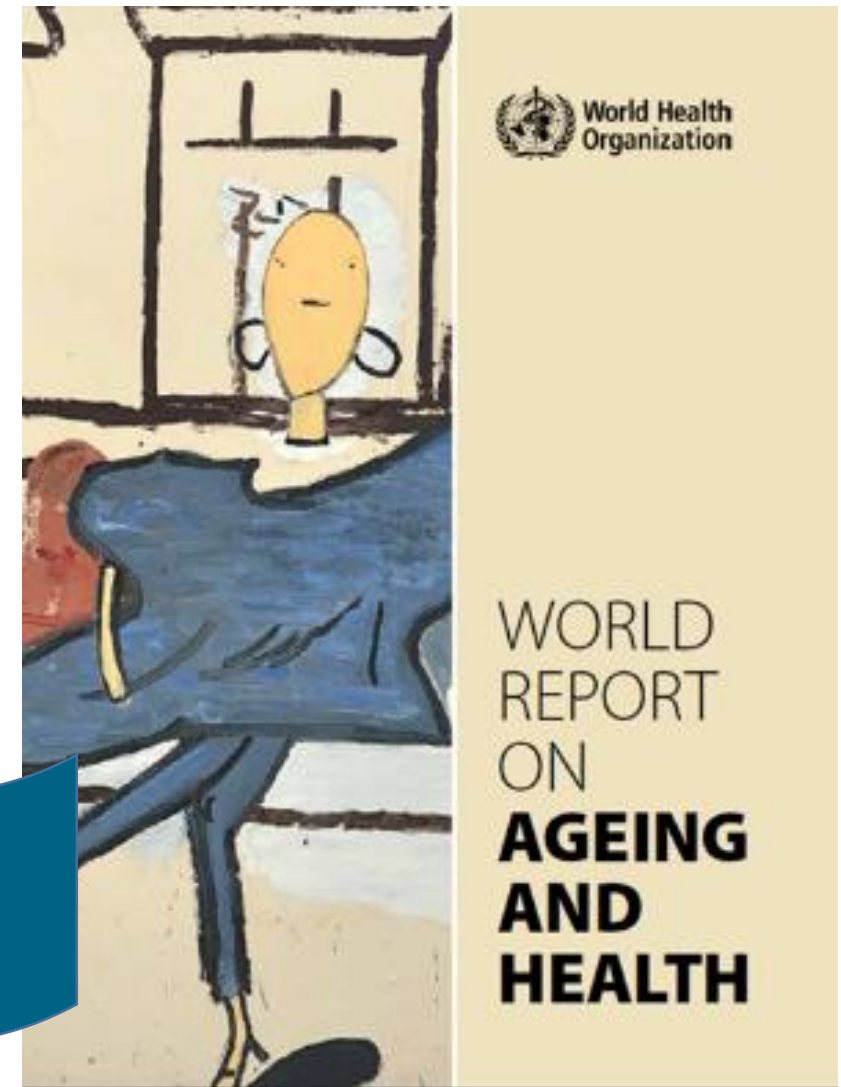
Ageism

Age-friendly environments

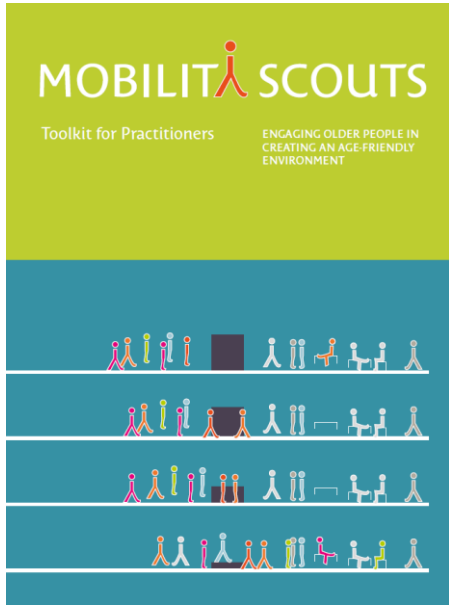
Integrated Care

Long-term care

**Launch on 1
October 2020**



Decade of Healthy Ageing (2020-2030)



invisible talents!

Encouraging and recognising the contributions of people 80+



**ROSENET COST ACTION
REDUCING OLD-AGE SOCIAL
EXCLUSION: COLLABORATIONS IN
RESEARCH & POLICY**

Interesting examples



European Silver Economy Awards to promote and reward innovative digital solutions that foster an age-friendly Europe and improve older persons' lives.



The European Silver Economy Awards

Powered by the Covenant on Demographic Change

www.silvereconomyawards.eu



@silvereconaward
#SilverEconomyAwards



European Silver Economy
Awards

Ambition: identify best practices and accelerate innovation across Europe





Want to know more about us?



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