



European Year for Active Ageing and Solidarity between Generations (2012)



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



- **Marks 10th Anniversary of UN Action Plan on Ageing**
- **Framework to raise awareness, identify and share good practice**
- **Encourage policymakers and stakeholders to promote active ageing and support greater solidarity between generations**
- **Invites specific actions in 2011 so tangible achievements can be presented during EY2012**

Why a European Year on Active Ageing and Intergenerational Solidarity in 2012?



Address challenges that arise from population ageing:

- Help people to stay at work longer and encourage them not to retire too early
- Combat social exclusion among older people by helping them to participate more in their local communities
- Prevent ill health and dependency when people become very old

Objectives of European Year on Active Ageing and Intergenerational Solidarity in 2012?



Member States will seek to:

- **Promote active ageing in employment**
- **Promote active ageing in the community through volunteering and caring**
- **Promote healthy ageing and independent living**
- **Enhance solidarity between generations in order to create a society for all ages**



Demographic change is an opportunity

- **Can bring innovative solutions to current economic and social challenges**
- **Empowering older people to:**
 - **age in good health**
 - **contribute more actively to the labour market**
 - **be more involved in their communities**
- **Will help us cope with demographic ageing in a way that is fair and sustainable for all generations.**

What does an ageing society mean?

- **Society to adapt to needs of ageing population**
- **Tackle new difficulties faced by other age groups so all generations will be able to support each other**
- **Collectively review policies and practices:**
 - **town planning, rural development, public transport, access to health care, social protection, employment, civic participation, leisure, etc.**



What can the EY2012 bring?

- **Role for wide range of stakeholders**
- **Opportunity to support active ageing in many fields**
- **Can help bring necessary changes to achieve society for all ages**
- **Innovative solutions that are sustainable and fair for all generations**

Stakeholder activities

What is the EY2012 Coalition?

- **More than 40 European organisations who share common vision of society for all ages**

Preparation for the European Year 2012:

- **Leaflet to explain objectives of EY2012 and role for stakeholders + showcase good practice**
- **Brochure on the EU funding opportunities for the regional and local actors who want to promote active ageing and solidarity between generations**
- **Manifesto for an Age-Friendly EU by 2020**
- **Roadmap for the European Year 2012**

How can you contribute?

- **Integrate EY2012 campaign goals into your work programme**
- **Make commitments to promote active ageing and intergenerational solidarity**
- **Organise a conference/ a debate on active ageing and solidarity between generations**
- **Provide regular updates on EY2012 campaign through communication channels (e.g. e-mails, newsletters, Facebook, Twitter)**
- **Add reference to EY2012 to your website, publications and email signatures**
- **Download, use and help us disseminate our publications and campaign materials**
- **Mobilise other stakeholders to launch initiatives to support active ageing.**

More information

➤ **European Commission on EY2012:**

<http://ec.europa.eu/social/ey2012.jsp?langId=en>

➤ **AGE website on EY2012 campaign:**

<http://www.age-platform.eu/en/age-policy-work/solidarity-between-generations/latest-news/1231-2012-european-year-on-active-ageing-and-intergenerational-solidarity>

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Thank you for your attention





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