

## **Partnership opportunities on age-friendly goods, services and environments (2014) approved by AGE Council on 16 October 2014**

### **Aim**

To support its campaign “[Towards an age-friendly EU by 2020](#)”, AGE has decided to start working with external partners - including corporate actors - who wish to join forces with AGE to find smart and innovative evidence based solutions to support active and healthy ageing and help develop age-friendly goods, services and environments across the EU.

AGE welcomes the interest of these external actors to work together with older people and representative organisations, in full respect of each other’s role and independence.

AGE sees such partnership opportunities as a chance to sensitise these external actors to the specific needs of older people and improve the provision of goods and services that will become more age-friendly and will enable older people to live longer, healthier, more productive and independent lives.

### **Areas in which AGE is looking for external partners**

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. Promoting age-friendly goods, services and environments is one of the most effective approaches for responding to demographic ageing and increasing the healthy life expectancy.

Age-friendly goods, services and environments empower older people to age in better physical and mental health, promote their social inclusion and active participation and help them maintain their autonomy and a good quality of life in their old age. They enable older workers to remain at work for longer, lower the pressure on traditional care and assistance and boost the economy through demand for innovative solutions.

## Funding

AGE core activities are financed exclusively by membership fees, donations from non-for-profit bodies and by restricted grants from EU programmes. However for limited projects or initiatives of common interest, AGE may receive donations from other suitable external stakeholders - including profit-making parties - provided the principles outlined in its Code of ethics for cooperation with external stakeholders are respected.

## Partnership options

Interested stakeholders can support AGE general objectives on age-friendly environments and/or work with AGE on a specific issue of common interest.

### 1. Support AGE general objectives on age-friendly environments

This objective can be achieved in various ways:

- ***Join AGE network of external partners***

Interested parties can join AGE network of external partners as a Bronze, Silver or Gold partner against a fixed donation which varies according to the type of stakeholder and partnership category they decide to join.

Partnership level	Amount per year (2014)	
	Large companies	SMEs and non-for-profit organisations
Bronze partnership	€ 10,000	€ 2.000
Silver partnership	€ 20,000	€ 4.000
Gold partnership	€ 40,000	€ 8.000



Depending on the level of partnership they choose, External Partners will enjoy the following benefits:

<b>Benefits</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
Acknowledgement in "External Partners" section of AGE website with possibility to post non-promotional advert on Partner's work/approach on age-friendly goods, services and environments.	√	√	√
Acknowledgement in list of External Partners in AGE Annual Report	√	√	√
Free non-promotional advert in AGE Annual Report to present Partners' work/approach on age-friendly goods, services and environments	Full page	½ page	¼ page
Invitation to AGE Annual Conference	Free for 2 p.	Free for 1p.	1p. (400€ registration fees)
Stand at AGE Annual Conference	Free double stand	Free single stand	Single stand against fee (2.500€ for profit-making actors and 1.000€ for non-profit actors)



## **2. Work with AGE on a specific issue of common interest**

Partners can also propose a specific issue or initiative around age-friendly goods, services and environments on which they would like to work with AGE. This opportunity is only open to external partners who have joined AGE network of External Partners (see above)

If approved by AGE Executive Committee, the proposal is then further developed with AGE Secretariat.

A clear work programme with budget and definition of each party's rights and duties is agreed and signed by both parties in accordance with AGE's Code of ethics for cooperation with external stakeholders.

The agreement must clearly define the rights and duties of both parties regarding communication and dissemination about the joint work/initiative.

Examples of such joint work include studies, campaigns, events on the demand for age-friendly goods, services and environments; collecting feedback from older people on specific needs/expectations, collecting examples of good practice on innovative solutions and other initiatives that can help improve the offer of age-friendly goods, services and environments across the EU.

