

Partnership options with AGE Platform Europe

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

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:

Benefits	Gold	Silver	Bronze
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.	v	v	v
Acknowledgement in list of External Partners in AGE Annual Report	v	v	v
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.

If you are interested, please contact info@age-platform.eu