

# 2022-2025 Overarching objectives



## Advocacy

1. Adoption, if not substantive progress towards an EU strategy for age equality
2. Adoption, if not substantive progress towards a UN Convention on the Rights of Older Persons

Promote age equality across EU policies, incl. external action

Address issues that limit equal participation and autonomy

Increase awareness of how ageism interacts with other discrimination

Increase the impact and visibility of our advocacy work



## Network

## robustness

3. Reflect the voice of older people in all their diversity among our members
4. Adequate and sustainable financial and human resources
5. Stronger co-ownership of the network by all members

Develop network representativeness and sustainability

Strengthen members' engagement and visibility in advocacy

Improve our financial sustainability and independence



# 2024 key activities and achievement



## Advocacy

Promote age equality in all EU activities, including at UN level

Ensure equal participation and autonomy of older people

Raise the voice of older people experiencing multiple discrimination

Increase the impact and visibility of our advocacy work



## Policy

- **Campaign EU elections** (launch of the manifesto in the EP, meetings with EU parties, webinars, manifesto explainers, questions for Commissioner-candidates, intergroup campaign...)

- **Contribution to the OEWG14**
- Annual Conference on 12 June 2024, Leuven

- **AGE Barometer** (Club Landois event in Paris, dissemination in events, OECD/European Commission, OSHA campaign, liaison with social partners)

- **Advocacy work around the Driving License Directive**
- Review of national LTC policies
- Review of Pension Adequacy Report

- Participation EU Disability Platform
- Capacity-building to apply a gender approach and develop tools accordingly

- **Advocacy campaign for the EU elections**
- Communication campaign on the EU Day of Solidarity between Generations
- Advocacy campaigns on the OEWG-A



## Projects

- **Intergenerational declaration for EU Elections 2024 and advocacy meetings (MEET)**

- Report and repository on ageism (FutuRes)

- Consultations and policy recommendations on value based integrate care, LTC and patient navigation (ValueCare, Laurel, EU Navigate, Futures)

- Workshop on inclusive urban planning (URBANAGE)
- Intergenerational mentoring training (MAB)

- Policy recommendations against ageism (SAA)
- Online game against ageism (SAA)

- Collaboration with actors fighting violence against older women (MARVOW 2.0)

- **Financial support to AGE Members** to mobilize political parties and MEPs for age equality



# Network robustness in 2024 : work in progress



## Network robustness

Develop network representativeness and sustainability

- Updated membership and recruitment strategy
- Creation of a Recruitment Toolkit for Members
- Ensure smooth adoption of the Members' area

Strengthen members' engagement and visibility in advocacy

- Monitoring and promotion of members' testimony and initiatives
- Direct participation of older people in debates and advocacy (incl. thanks to regranting)

Improve our financial sustainability and independence

- Refinement of partnership frameworks
- Renewal of existing partnerships
- Recruitment of a fundraising officer
- Identification of funding opportunities in alignment with our advocacy objectives