



AGE Platform Europe

The voice of older people in Europe



Donation Package 2021

We represent older people in Europe since 2001

+110 members

1.3M€ budget



Our mission is threefold

REPRESENT – Raise older people's voices

EMPOWER – Strengthen our members' capacity

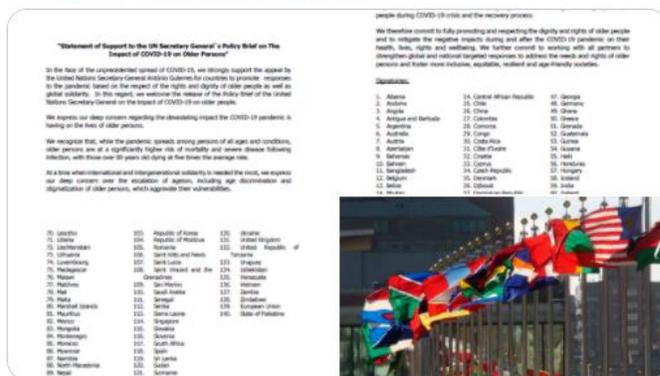
ADVOCATE – Defend our rights in older age and influence policymaking related to ageing policies

In 2020, we achieved...

A global call for respect of rights and dignity in older age



UN For Ageing @UN4Ageing · May 12, 2020
 Today, 140 Member States supported SG Policy Brief on #covid19 and #olderpersons thanks to leadership of @ArgentinaUN @CanadaUN @Turkey_UN @ElSalvadorUN @AustriaUN @Morocco_UN @SLOtoUN @ChileONU #BuildBackBetter #GlobalGoals



UN DESA and 9 others

The first EU Council conclusions focusing on older people in 10 years

Dubravka Suica @dubravkasuica · Apr 29
 Great discussion that will help us address challenges #COVID19 poses to social services. As a next step we will assess different instruments & solutions to effectively support providers & users of social services, in particular #elderly and persons with disabilities. #EUSolidarity

And attention from the European Commission, the European Parliament, the UN, and other key decision makers on the pitfalls of our care systems

In 2021, we aim at...



Build the case for an EU Age Equality Strategy

- Secure a follow-up (White Paper) to the EU Green Paper on Ageing of Jan. 2021
- Partner with EU Council Presidencies following the Trio declaration of Dec. 2020 calling for a rights-based approach to EU policies on ageing



Reshape long-term care

- Renew AGE's position on long-term care and lead a EU-wide campaign
- Monitor the implementation of the EU Pillar of Social Rights Action Plan



Use the recovery period to secure participation

- Build on AGE members' mobilisation to influence reforms in the recovery
- Use the 2021 edition of AGE Barometer to advocate for older people's participation



Increase support for a UN Convention on the Rights of Older People

- Strengthen the capacity of AGE members to advocate at national level



Your donation supports the core of our work!

- Grow the movement for age equality and active ageing in Europe
- Sustain older people's efforts to defend our rights, encourage participation, and provide services in the community
- Support older people to become advocates of their own causes
- Increase our visibility and impact

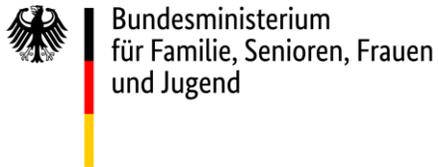
Our partners say about AGE...



"AGE Platform Europe and Essity share the commitment to support and strengthen older peoples voice on undebated/stigmatized topics like incontinence, which is so important to dignified care, active ageing and keeping people socially included."

Nicole Huige

Health Care Affairs Director, Essity Hygiene and Health AB



"Joining our forces has proven to be the right choice and made our international conference a success. AGE Platform Europe gave valuable background information for drafting the Council Conclusions, which were adopted on October 9, 2020."

Nicole Zündorf-Hinte

Head of Division at the German Federal Ministry for Family Affairs, Senior Citizens, Women and Youth

Interested in partnering with us?

Learn more on our website

<https://age-platform.eu/become-donor>

Or contact Estelle Huchet

AGE Membership and Campaign Officer

Estelle.Huchet@age-platform.eu



**From all of us at AGE, thank you
for your trust and meaningful support**
www.age-platform.eu