



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



2023 Advocacy activities and deliverables



Advocacy

Develop advocacy tools and training to promote age equality

Provide evidence of obstacles to equal participation and support alternatives

Recommend policy changes to reflect the diversity of older people

Increase the impact and visibility of our advocacy work



Policy

- Manifesto & campaign for EU Elections 2024
- Gap analysis in access to healthcare and social inclusion for OEWG13
- Capacity building on human rights-based approach to ageing

- AGE Barometer & Annual Conference on sustainable working lives in old age
- Mutual learning group with companies
- Capacity building on the EU recommendation on long-term care

- Policy brief on diversity of older LGBTI people
- Recommendations on diversity of older persons with disabilities
- Monitoring of the impact of war on older Ukrainians
- Gap analysis in the EU gender equality strategy

- Renewed visual identity and public website
- Guidelines for strategic framing of older age
- Advocacy campaigns: #EULEadsTheRally and #AgeingEqual



Projects

- Toolkits, trainings, and events on age equality
- Intergenerational declaration for EU Elections 2024 and advocacy meetings

- Intergenerational mentoring training
- Events promoting active and healthy ageing
- Recommendations and workshop on integrated and palliative care
- Workshop on inclusive urban planning

- Recommendations on racism and hate speech
- Collaboration with actors fighting violence against older women



2023 Internal activities and deliverables



Network robustness



Develop network representativeness and sustainability

- Updated membership strategy to reflect members' needs
- Retention plan
- Renewed members' area and contact management system
- Funding opportunities for members (incl. thanks to regranting)

Strengthen members' engagement and visibility in advocacy

- Monitoring and promotion of members' testimony, demands, 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 new corporate and philanthropic donors
- Identification of funding opportunities in alignment with our advocacy objectives