

Toward an age-friendly EU:

Mainstreaming non-discrimination and equal opportunities for older persons in the European Union

Report of AGE action in 2014





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AGE action 2014 in figures

In 2014, AGE...

- organised 5 external events in cooperation with the European Parliament the European Commission, the Council of Europe and key EU social networks;
- took part in 116 key EU and national events as speaker, moderator or rapporteur;
- set up 14 task forces involving 430 experts on diverse ageing related issues;
- organised 7 internal meetings, 5 physical - plus 11 virtual - task force meetings;
- sent 10 monthly newsletters, CoverAGE (in 2 languages), and 10 Special Briefings (in 3 languages) to more than 2.640 direct recipients;
- welcomed 46.368 visitors (including 31.294 new visitors) on its website;
- reached more than 1600 followers on Twitter and collected 300 likes on Facebook (as of May 2014);
- issued 20 press releases on various EU and international key events or policy developments;
- produced 41 policy positions, updates and analysis;
- answered 9 EU and global consultations on diverse issues which have an impact on older people;
- participated in 17 various consultative groups or advisory boards set up by:

The European Commission:

DG Health and Consumer Affairs and DG Communications Networks, Content and Technology:

- Action Group D4 of the European Innovation Partnership on Active and Healthy Ageing (DG SANCO and CONNECT)
- e-Health Stakeholders Group

DG Employment, Social Affairs and Inclusion:

- European Pensions Forum (DG EMPL)

DG Internal Market:

- Financial Services User Group (DG MARK)

DG Enterprise:

- Expert Group on Senior Tourism

DG Communications Networks, Content and Technology

- ICT Standardisation Platform

The European Central Bank:

- The Euro Retail Payment Board

The European Economic and Social Committee

- Liaison group with NGOs

The European Fundamental Rights Agency

- Fundamental Rights Platform

The European Medicines Agency

- WG of Patients and Consumers Working Parties

The European Railway Agency

- WG on Technical Specification on Interoperability – Persons with Reduced Mobility

The European consumer voice in standardization - ANEC

- Strategic Advisory Group on Accessibility – Mandate 473 on Design for All

The Ambient Assisted Living Programme

- Member of the Advisory Board of AAL Programme

More Years Better Lives Joint Initiative Programme

- Member of the Societal Advisory Board

The United Nations (UN)

- Member of the Advisory Group of the Economic Commission for Europe (UN-ECE) Generations and Gender Programme
- Open-Ended Working Group on Ageing (OEWG)

The Global Alliance for the Rights of Older People

- Steering Group of the Alliance

Focus of AGE action in 2014

European Parliament elections - Political and public awareness raising

European Parliament elections



In the framework of the 2014 EU elections, AGE ran a year-long campaign to raise awareness of AGE members' concerns and recommendations to EU institutions among candidate Members of the European Parliament (MEPs). To support its campaign, AGE drafted a **'Manifesto for the European**

elections 2014' proposing a series of actions in seven key domains: human

rights and non-discrimination, social protection, health, accessibility, employment, research and fight against elder abuse with a view to create an Age-Friendly European Union. The Manifesto, available in 14 languages, was signed by 62 candidate MEPs, of whom half have been elected.

In parallel, AGE launched the **blog 'Towards an Age-friendly European Parliament'** (towardsanagefriendlyep.com) to support the campaign. This blog served as an interactive hub presenting in greater details AGE Manifesto, gathering commitments from candidate MEPs, testimonies from older Europeans, training material on EU citizenship and news from all over Europe about on-going election campaigns. The blog continues to be used as an information hub on European Parliament's activities of interest to older citizens.

In March 2014, AGE organised with Claude Moraes MEP (S&D, UK) and with the support of several European civil society organisations (COFACE, ILGA Europe, the European Women's Lobby, the European Network against Racism, the European Disability Forum and the European Anti-Poverty Network) an **event on 'European Elections 2014: Mobilising EU citizens'**.

This event aimed at presenting different campaigns run by civil society organisations, showing how they mobilised their members in the light of the elections, and discussing with candidates MEP their plans to get in touch with citizens.

AGE also took the opportunity of the **EU Day of Solidarity between Generations on 29 April** to raise awareness of the need to promote and ensure intergenerational exchanges. Eight MEPs coming from 4 political groups: Claude Moraes (S&D, UK), Olle Ludvigsson (S&D, Sweden) Heinz K. Becker (EPP, Austria), Sirpa Pietikäinen (EPP, Finland), Jean Lambert (Greens, UK), Keith Taylor (Greens, UK), Marian Harkin (ALDE, Ireland) and Ivo Vaigl (ALDE, Slovenia) signed a joint call and committed to promoting greater solidarity and cooperation between generations during the next European Parliament's mandate.

Renewal of European Commission President and Commissioners

After the European Parliament elections, AGE launched the second part of its 2014 campaign prior to the nomination of the future European Commission. AGE developed a **series of questions to be addressed to candidate Commissioners**, including the President-elect of the Commission. Our questions were supported by several civil society organisations, including the European Disability Forum, the European Anti-Poverty Network, the European Women's Lobby and the European Public Health Alliance.

On the occasion, AGE called on the future European leaders to adopt an EU Strategy on Demographic Change to help coordinate and build synergies between EU policies on which demographic change has an impact. Following the hearing of President-elect Jean-Claude Juncker in July 2014, AGE welcomed his commitment to performing social assessments of economic and structural reforms in the EU as well as the appointment of first Vice-President Timmermans to be in charge of the application of the European Charter of Fundamental Rights.

Ahead of the hearings of the candidate Commissioner in September, AGE prepared a series of questions, addressing issues relevant for 11 European Parliament's Committees, where the hearings were held. Key commitments were made by Commissioners on these occasions.

Campaign for the re-establishment of the Intergroup on Ageing and Solidarity between Generations

As after each election, the European Parliament had to vote in the autumn on a new list of Intergroups. AGE campaigned for the re-establishment of the Intergroup on Ageing and Intergenerational Solidarity with the active support of its member organisations across Europe. AGE call was supported by a group of MEPs, including the co-chairs of the former Intergroup 2009-2014. This campaign lasted several months, gathered a large number of signatures and culminated in October 2015 with an event organised back-to-back with AGE Council meeting. Ten MEPs actively participated in the meeting and reiterated their support to this important Intergroup.

In December 2014, the Intergroup was officially re-established with a broader mandate and now also deals with with family issues.

AGE members' action at national level

With the help of our experts, we strengthened our members' capacity to influence the relevant decision-making processes and raise awareness on the need for an age-friendly European Union. We sought to better engage our members in AGE advocacy and campaigning work and examined new ways to introduce EU institutions to grass-roots citizens. The outcome of this work will be used in 2015 to produce a capacity building toolkit to support older citizens' direct involvement in EU debates and policy making.

We also aimed at helping older people to cooperate, not only with policy makers but also with other relevant stakeholders such as industries and researchers. In particular, AGE worked on the development and promotion of co-production methodologies to engage older citizens/consumers in the planning, development and implementation of age-friendly solutions.

AGE capacity building work was further supported by our involvement in two projects:



The Active Senior Citizens for Europe (ASCE) project (2013-2014)

This project involved partners in eight EU countries and developed tools to train older citizens on the EU institutions, EU decision-making processes and how citizens can influence them. AGE used the project training tools to expand the campaign on the European elections and the nominations of a new European Commission to all EU member states. These tools will remain available on AGE website in the coming years to enable other organisations to use, translate and adapt them to their national context.



INNOVAGE project

Our European Parliament campaign 2014 also benefited from the guidelines on how to involve older people in the development of innovative solutions to demographic change developed by the INNOVAGE project. The guidelines present examples of good practices and suggestions for allowing the genuine participation of seniors in the social innovation process. They were useful in helping AGE members cooperate with local authorities, researchers and other stakeholders in order to find innovative solutions to demographic change.



AGE action 2014

objective

Inform the new European Parliament and new European Commission about the discrimination and challenges faced by older persons in their daily life which prevent them from fully enjoying their rights in essential areas:

Human rights

Mainstreaming older people's rights across EU's internal and external action

Thanks to our advocacy work in 2014 the rights of older people gained a lot of visibility at the EU level. For the first time six Commission departments (DGs) and the European External Action Service (EEAS) participated in an informal meeting with AGE on age policies. In addition, we managed to have an **informal exchange with the Council Working Party on Human Rights (COHOM)** in view of informing the EU's position in advance of the United Nations (UN) Open-Ended Working Group on Ageing (OEWG) in New York.

In June we organised with the Council of Europe (CoE) and the European Commission a **joint seminar on the rights of older people in care settings**, which strengthened the collaboration of these international institutions in this field and reaffirmed the need to continue work in this challenging area. AGE also hosted a session on the rights of older people in the frame of the Fundamental Rights Platform of the Fundamental Rights Agency (FRA). We were moreover involved in a FRA expert group on the application of the UN Convention on the rights of persons with disabilities, where we were asked to bring the point of view of older people who receive care in institutional settings.

Joint efforts to unblock the horizontal non-discrimination directive

The renewed commitment from President Juncker, who gave Commissioner Jourova a specific mission to unblock the horizontal directive, was an important opportunity to intensify our work in this area.

AGE coordinated its action with other non-discrimination networks and, together, we decided to ask legal experts to do an analysis of the text of the draft directive that we shared with the Italian EU Presidency in order to inform the negotiations and try to build political support for its speedy adoption. Our joint communication activity has developed into a common campaign.

AGE President and Barbro Westerholm, one of our long-standing experts, spoke on a dedicated panel of the High-Level Equality Event, organised in Rome by the Italian Presidency, commenting on age discrimination and its impact across older people's lives in the context of the ongoing crisis.

Strengthening our involvement in the international scene

In 2014 AGE took part in two panels of the **Social Forum of the United Nations** (UN), a unique annual meeting organised by the UN Economic and Social Committee (ECOSOC). Besides attending the fifth session of the UN Open Ended Working Group on Ageing (OEWG), we were also invited by the UN Economic Commission for Latin America and the Caribbean (ECLAC) to present our work in a high-level meeting targeting regional stakeholders in Mexico City. Additionally, we participated in an international conference in Chicago and raised awareness of the CoE recommendation on the rights of older people, the first European instrument that specifically enshrines rights in the context of ageing.

To help AGE members work with the newly appointed UN Independent Expert on older people and participate directly in the OEWG, in 2014 we developed a **toolkit on how to engage with UN process** on the rights of older people.

All these achievements constitute an important legacy to address the barriers that prevent older people from enjoying their rights in our future work.

Active citizenship

During the European elections, many of our members, e.g. in Catalonia, Sweden, Austria, Belgium, Italy, met with national political parties and presented AGE Manifesto. Some also organized events calling seniors citizens to vote for the European elections.

After the European elections campaign was finished, AGE members were contacted to support the re-establishment of the Intergroup on Ageing and Intergenerational Solidarity. To support them in contacting the newly elected Members of the European Parliament (MEPs), AGE secretariat prepared template letters, and key arguments they could use to introduce the Intergroup. This **campaign package**, which was translated into eight languages and sent to all AGE members, was widely used by our members and experts who managed to mobilize their MEPs and convince them to support the re-establishment of the Intergroup. This was also an excellent opportunity to improve the contacts between MEPs and older people's organisations.

The year 2014 was for us the occasion to update the '**Guide to the EU institutions**' and issue two additional language versions (German and Polish). The guide offers detailed information on the EU institutions and how older people's rights are promoted through EU policies in different fields. It also provides some information about AGE's work and how older people organisations can be involved.

Synergies with European projects

Through AGE involvement in the European projects MOPACT and AFE-INNOVNET, we started a fruitful exchange with researchers and other stakeholders on how to involve older people in the planning, development and implementation of age-friendly solutions to demographic change.



Thanks to our collaboration, **MOPACT** - which aims among other objectives to enhance the political participation of senior citizens - identified and selected a series of successful initiatives to promote active senior citizenship. The results of this work will be published in 2015.



In the framework of the **AFE-INNOVNET project**, AGE contributed to drafting a methodology to help local and regional authorities involve older people in the co-production of age-friendly environments solutions. This methodology will be finalised in March 2015 and will provide policy makers with a practical guide on how to co-produce age-friendly solutions with seniors and relevant stakeholders through a participatory methodology.

Employment

AGE has been pushing for policies that better target older workers to counter the disparities in the employment of older workers in Europe.

AGE's Employment experts contributed to a policy paper coordinated by the Confederation of Family Organisation in the European Union (COFACE) on work-life balance, due to be published in 2015. The **'European Package for the Reconciliation of Work and Family Life'** looks at how labour market participation of family members can be enhanced by policies tailored for women at work and informal carers.

AGE also participated in the project **'Re-Thinking Careers'** led by CSR (Corporate Social Responsibility) Europe on adapting human resources processes with a life-cycle perspective, by participating in a national workshop in Italy to report on the situation of older workers at national level. AGE took part in an event to support Diversity Charters in Europe, with the aim to promote diversity management in European companies. AGE was also invited as speaker at a conference on Ageing and Employment in the UK and Europe in London.

To support the adaptation of workplaces to longer working lives, AGE drafted **recommendations on the EU's Strategic Framework on Health and Safety at Work 2014-2020**, contributing to the Committee of the Region's opinion on the Strategy. We highlighted that prevention and tackling psycho-social diseases are crucial to keep older workers fit for work until the statutory retirement age.

AGE intervened in a number of other European and national fora to include the perspective of older workers into the discussions around labour market reform, tackling unemployment and addressing the gender pay and gender pension gaps, as well as combating multiple discrimination on the grounds of age, gender or ethnicity.

European Semester

With the ever-growing involvement of our members in the European Semester, AGE continued to mainstream older people's fundamental rights into the framework of the Europe 2020 strategy. We highlighted which reforms would be most necessary to respond to Europe's population ageing, while at the same time contributing to the strategy's objectives on smart, sustainable and inclusive growth.

In spring 2014 we sent President Barroso alternative **proposals for country-specific recommendations** and **our members' assessment of their national reform programmes (NRPs)** i.e. their impact on older people in the areas such as employment, pensions, health and long-term care systems.

Internally, members took part in trainings and meetings which we organised in order to help them get involved in the follow-up of the Semester. Some members successfully engaged in a **direct dialogue with their national ministries**. As an example, our member organisations in France prepared a concise policy paper outlining their priorities to be reflected in the National Reform Programme. It was submitted to the government officials drafting the NRP and, eventually, was annexed to the official French NRP submitted to the European Commission.

Externally, AGE contributed to the **European Alliance for a Democratic, Social and Sustainable European Semester** ('Semester Alliance') - a group of social and environmental organisations which joined efforts to reflect their respective concerns in the European Semester. We published a joint assessment of the NRPs and a common position presenting policy priorities for the Semester. The Alliance built further the capacity of citizens and their organisations to get involved and influence the Semester process. A toolkit with practical guidelines was produced, which AGE members will use in 2015.



AGE responded to the **public consultation on the mid-term review on the Europe 2020 strategy**. We voiced our members' concerns about the achievement of the initial social objectives of the strategy and called for a follow-up on the employment and poverty reduction targets through the European Semester process. AGE response was submitted with members' individual replies to the consultation.

Decent income in old age and fight against poverty



Using the outcomes of a two-year study on the adequacy of old-age minimum income carried out in France, Ireland and Poland – as part of the **European Minimum Income Network (EMIN) project** – AGE made further progress in advocating adequate income in old age. Even though the goal of the research was neither to develop, nor monetise reference budgets, the interviewed older people helped us define what an adequate old-age minimum income should entail in their national context.

The research also questioned the relevance of measuring poverty with income-based tools only, such as the 60% threshold of the median income. When defining a minimum income for every age group, it is crucial to consider also non-monetary aspects such as access to quality health and long-term care, decent housing, leisure and social activities civic participation etc.

AGE concerns about inadequacy of income in old age, in particular among older women, got a positive echo in EU public debate. At the **4th Annual Convention of the European Platform against Poverty and Social Exclusion**, AGE was invited to speak in the panel 'For a dignified life free of poverty – securing adequate levels of income throughout the life-cycle', in which we reminded the specificity of old-age poverty (erosion of income for the 'oldest old'), and the persisting inequalities among people aged 65+ (concentration of poverty among women, older migrants or people with disabilities).

We also recalled EU's responsibility with regard to the promotion of adequate income across the life span. The Europe 2020 Strategy, Active Inclusion Strategy, European Platform against Poverty, the Charter of Fundamental Rights or other equality-related provisions should all help the EU focus more on the respective needs of different age and population groups.

Health and quality long-term care

Healthy Ageing

Different channels gave us and our members the opportunity to make meaningful contributions to advance the EU agenda on healthy ageing. The **European Innovation Partnership on Active and Healthy Ageing** (EIP AHA) is one of the EU initiatives in which AGE is able to voice older people's concerns and to push for a comprehensive approach of healthy ageing. Our involvement in the **Patients and Consumers Working Parties** of the European Medicines Agency was also a corner stone to fight health inequality and raise awareness on the needs to better address adequate medicines in old age. Last but not least, joining the effort of the **European Public Health Alliance**, AGE supported the call to ensure that medicines products are not treated like ordinary commercial products and the public health dimension remains a priority within the new European Commission.

Integrated Care

One of the specificity of care for older people is the need to ensure collaboration between health- and social care. This is why Eurodiaconia, AGE Platform Europe and EuroHealthNet co-organised the **conference 'Supporting quality integrated care: Policy and practice at local, regional and national levels'**, hosted by the Committee of the Regions on 18 November.

Experts from EU institutions, service users and service providers looked at the challenges of ensuring integrated and coordinated care services, their impact and how those challenges can be overcome. Taking the opportunity of this event, some of AGE experts on health and care issues held an internal meeting to strengthen AGE work on these issues.

Quality Long-term care

Older people in need of care are more at risk than others of breaches of their human rights. Advocating for quality long-term care and fight against elder abuse is therefore one of AGE's key objectives. In 2014, AGE co-organised with the Council of Europe and the European Commission an **event on 'Human rights of older people in need of care'**, followed by an experts workshop.

AGE warmly welcomed the **EU report on 'adequate social protection for long-term care needs'** released in June and contributed further recommendations to the debate on long-term care in its response to this report. We also contributed to a dedicated workshop on that question during the Poverty Convention in November.

Finally, AGE was invited to contribute to a **Social Protection Committee Peer Review** on financing long-term care services in Slovenia, where we highlighted some key concerns expressed by our members on reforms of funding schemes for dependency needs.

Synergies with other European projects

AGE action 2014 was supported by the work done in the frame of a number of European research projects focusing on healthy ageing and care issues. These projects provided greater visibility to our policy work and there was a mutual support since our policy work also fed these project developments.



AGE supported the **Hello Brain Campaign**, launched in September 2014 to promote brain health among people of all ages. The campaign provides easy-to-understand scientific information and is part of the ASAPS project which AGE was running together with Trinity College Dublin and a couple of media and communication agencies.



As part of the **IROHLA** project assessing the quality and feasibility of practices to improve health literacy among the ageing population, AGE and its members provided input for the drafting of health literacy guidelines and policy recommendations based on the best 20 methods selected by the project, to be issued by late 2015.



In the **ENGAGED** project AGE campaigned for “*engaging the unengaged*”, opening up EIP AHA-related events to a wider range of stakeholders (older people, public authorities, health professionals, formal and informal carers, designers and developers, urban planners, ...) less involved in the EIP AHA. The action resulted in a successful user forum where participants came up with suggestions for community-friendly plans, exchanged practical suggestions for the implementation of age-friendly solutions for active and healthy ageing at home, in the community, and explored the challenges when debating around the environments for active and healthy ageing.



Thanks to the **SmartCare** project, AGE improved its knowledge of the challenges related to the concrete implementation of integrated health and social care on the field, especially from a user perspective. The project, which runs until 2016, tests integrated services in 9 regions in Europe.



Through our action 2014 AGE supported the **WeDO2** project which aims to develop and test educational tools based on the EUSTaCEA European Charter for the rights and responsibilities of older people in need of long-term care and assistance and the WeDO European Quality framework for long-term care services, two projects coordinated by AGE from 2008 to 2012. The testings made in 2014 by the project partners proved to be excellent tools to engage broader discussion groups on the topics of quality care, dignity, but also wider subjects such as ageism.

Consumers' issues

Financial services

Throughout 2014, with the support of our Task Force on Financial Services, AGE participated in the **Financial Services users' Group** (FSUG) set up by the European Commission and contributed older consumers' concerns and recommendations. The FSUG's role is to advise the Commission in the preparation of legislation or policy initiatives which affect the users of financial services; provide insight, opinion and advice concerning the practical implementation of such policies; proactively seek to identify key issues which affect users of financial services; liaise with and provide information to financial services user representatives and representative bodies at the European Union and national level. AGE successfully pushed for pension decumulation practices to be addressed by the FSUG in 2015.

In 2014 was invited by the European Central Bank to join the **Euro Retail Payment Board** (ERPB), a high level group set up by the ECB to reinforce market governance. AGE role in the ERPB is to raise awareness of the specific challenges older consumers face with new and more traditional retail payment schemes, from cash payment to m-payments (mobile payments).

Senior tourism

Within the priorities of the European tourism policy, the European Commission supports initiatives that stimulate senior tourism in low and medium season, providing significant added value to national, regional and industry-driven actions, in order to foster the competitiveness of the tourism industry. In 2014 AGE experts contributed actively to EU work on senior tourism.



AGE carried out an **extensive survey** among its members and stakeholders to identify the needs and expectations of seniors aged 55+ in relation to tourism. The DG Enterprise-funded **ESCAPE project** whose ultimate goal is to deliver age-friendly tourist packages in France, Italy, Cyprus, Portugal and Bulgaria- collected and analysed more than 900 input from across Europe, providing an overview of older people's approaches to seasonality and preferences for themes and leisure activities. In charge of the study for ESCAPE, AGE performed intergenerational comparisons looked at accessibility and seamlessness issues and underlined older people's concerns when encountering barriers to their freedom of movement.

Accessibility, mobility, new technologies and research



In 2014 AGE contributed to the **AAL Forum**, the annual event of the Ambient Assisted Living Joint Programme (AAL JP) aimed to improve the living conditions of older adults through the use and development of ICT (Information and Communication Technologies) solutions. On that occasion, we organised a plenary session on the impact that AAL solutions may have at local and regional level and on how public authorities can support EU objectives in the field of active and healthy ageing.

AGE took an active role in the **EU Access City Award** as a members of the jury both at national and EU levels.



Our work on accessibility is closely related to our work to promote **age-friendly environments**, which support active and healthy ageing in fostering independent living and older people's participation in society (see section on age-friendly environments)



TOWARDS
AN AGE-FRIENDLY EU

Standardisation

Promoting accessibility following a "Design for All" approach is essential to create an age-friendly EU. Standards can contribute to this objective by determining how a product or a service is designed or provided. Since the EU and the Member States have ratified the UN Convention on the Rights of Persons with Disabilities, they shall promote universal design in the development of standards (Art. 4). Including the principle of accessibility in the development of our standards is also vital for industry to adapt to the needs of the ageing population.



AGE monitors and contributes to key accessibility-related activities of the European Standardisation Bodies (CEN, CENELEC and ETSI) in areas such as Design for All, Information and Communication Technologies (ICT) and railways.

In 2014, AGE participated in the third **European Standardisation Summit** to present how standardisation can support the silver economy. In collaboration with ANEC and the European Disability Forum (EDF), AGE also raised awareness on the accessibility of products, services and environments in other fora for standardisation, such as the European Multi-Stakeholder Platform on ICT Standardisation, the CEN Strategic Advisory Group Accessibility (SAGA).

Through its involvement in the activities of the CEN-CENELEC Joint Working Group 5 'Design for All' AGE took part in the development of the **mandate 473**, which aims at including accessibility following the Design for All approach in relevant mainstream standards and developing process standards for manufactures and services providers on how to include accessibility in their product development cycle and service provision. AGE also participated in the meetings of the CEN Strategic Advisory Group on Accessibility (SAGA), responsible for the overall execution of the mandate.

AGE contributed to the update of the **ICT Rolling Plan**, which provides an overview of the needs for ICT standardisation activities to be undertaken in support of the European ICT standardisation policy. As one of the organisation consulted in that process, AGE highlighted the issues at stake for older people and contributed to a new chapter of the plan dedicated to ageing issues.

On 18 November 2014 the European Commission adopted a regulation to improve the **access to rail travel** for persons with disabilities and persons with reduced mobility through new technical requirements such as increased door opening width, minimum lighting in all train areas and flatter ramps in wheelchair areas. This regulation is based on the work done in the framework of the European Railway Agency (ERA) by different experts, including two experts from AGE.

Synergies with other European projects

AGE mainstreamed older people's rights in relevant transversal research projects through its participation in the advisory boards:



- As a co-chair of the Societal Advisory Board of the **Joint Programming Initiative More Years Better Lives**, AGE was able to influence the research strategic agenda of this Joint Programme.



- Building on the work of the **HAIVISIO** project, AGE sought to maximise the use of research outcome in the field of eHealth through awareness raising and networking activities directly involving decision-makers especially at European level. E.g. at the Open Days 2014 – 12th European Week of Regions and Cities, we provided an overview of EU financial instruments for innovation, investigated the role of new technologies for sustainable and social outcomes and issued recommendations on how to bridge the gap from research and innovation.



- **MOPACT** is a research project which conducts a comprehensive review to date of the social and economic challenges of ageing. In 2014, AGE experts provided input and comment on the role of new technologies (ICT), housing and mobility within the context of ageing. The report, which analyses potential impact and barriers related to those three areas, was presented during a Stakeholder Forum organised by AGE.



- As a partner in the **European Internet Inclusion Initiative (EIII)** project, which aims at building a website with evaluation tools that support user testing of websites through crowdsourcing, AGE contributed to the user testing strategy.

Age-friendly environments

Age-friendly environments are key enablers for active and healthy ageing: they support independent living and older people’s participation in essential areas of everyday life. AGE work on age-friendly environments is transversal and involves the different policy areas we work on.



In 2014 we promoted this issue through our active participation in the action group on age-friendly environments of the **European Innovation Partnership on Active and Healthy Ageing**. Apart from attending the meetings of the group and the yearly event hosted by the European Commission, AGE linked up with different partners to raise visibility on age-friendly environments. There are now visible results of this advocacy work. For instance the joint report on “Adequate social protection for long-term care needs in an ageing society” highlights the importance of age-friendly environments to decrease long-term care expenses.



More and more local and regional authorities are joining AGE’s effort, notably through the **AFE INNOVNET project**, and have shown a great interest in monitoring the impact of their initiative thanks to the adaptation of the Active Ageing Index to the regional level. This was for example the objective of a Social Protection Committee Peer Review held by Poland in November 2014 to which AGE was invited to contribute.

In order to foster synergies, AGE submitted a commitment in the framework of the European Innovation Partnership on Smart Cities and Communities together with the European Council of Municipalities and Regions (CEMR) and Polibienestar Research Institute: the objective is clearly to promote the engagement of older people through a participatory approach.

All this work is conducted in close collaboration with the World Health Organization (WHO) who is adapting its tools on age-friendly environments to the European context with AGE’s help.

AGE action 2014

main outcome

Our advocacy work and the major EU events that we held in 2014 helped us improve the **visibility of human rights and fundamental rights issues** in the internal and external activities of the European Union. They also contributed to raising awareness of the relevance of adopting a human rights-based approach of long-term care issues.

Another key outcome linked to joint action with other EU Human Rights NGOs is the high visibility given to the Charter of Fundamental Rights, which now falls under the portfolio of the Commission First Vice-President.

As part of the European Semester, some of the alternative **proposals for country-specific recommendations** that we addressed to the President of the European Commission were taken into account in the European Commission's final recommendations. The French National Reform Programme proposed by the European Commission also reflected the concerns raised by our French member organisations.

Our **Manifesto for the European Parliament (EP) elections 2014**, available in 14 languages, proved to be a great success among candidate MEPs and a useful policy document to support our members' action at national level. The document was signed by 62 candidates MEP, of whom half were elected into the new European Parliament.

Moreover, the series of questions that we addressed to relevant EP committees, ahead of the hearings of the candidate Commissioners in September, informed the debates of the hearings and led to **key commitments by Commissioners** on this occasion.

After active campaigning, including a strong mobilisation of our members, we were also very pleased that the **EP Intergroup on Ageing and Solidarity between Generations of the European Parliament** was officially re-established in December.

A major recommendation that AGE stressed in 2014 was the need for the European Commission to better coordinate their action on age-related issues and better highlight what the EU is doing to promote the fundamental rights of older people. For that reason we warmly welcome the Commission's initiative to set up an inter-DG group involving 13 Directorate Generals and the organisation of a Summit on Innovation for Active and Healthy Ageing in March 2015, in which AGE is a collaborating partner.

AGE organised a **conference 'Towards an EU Strategy on Demographic Change'** in Brussels on 2-4 December 2014 with all its members and external stakeholders. During the first two days, AGE member organisations discussed and adopted a final Declaration outlining AGE future policy priorities and calling for the adoption of an EU Strategy on Demographic Change. Such strategy would enable the integration and coordination of all EU policies that are relevant to ageing and would increase their impact on the creation of an age-friendly EU. **AGE 2014 Declaration** is a key document that will guide our organisation's work for the upcoming years.

On the third day of the event, the conference opened up to external stakeholders to discuss the possible scope and objectives of the future EU strategy on Demographic Change. Bringing together more than one hundred AGE members, external stakeholders from EU institutions, academia, social NGOs and industry, our conference showcased multiple examples of what can be done to provide a comprehensive and holistic response to demographic ageing which requires political will and innovation and not just financial resources.

Another important achievement resulting from our work in 2014 is our agreement with the World Health Organization (WHO) and WHO-Europe to become an **institutional affiliate of the WHO Global Network of Age-Friendly Cities and Communities**. Through this agreement the World Health Organization recognizes AGE as a strong supporter and promoter of the WHO Global Network and of WHO holistic approach to active and healthy ageing. It also shows that WHO is ready to continue and strengthen this close collaboration, which will help us pave the way to the future EU Covenant on demographic change to be launched end of 2015.

About AGE network

AGE structure

Our action 2014 was supported by AGE structure which is organised in such a way as to reflect its main mission of representing older people's interests and needs across the EU and building their capacity to speak on their own behalf and influence EU policy developments.

Regular meetings with our members and experts are held throughout the year to advance our action 2014 work priorities and implement our work programme, provide input on specific dossiers and address management and organizational issues.

AGE General Assembly:

is AGE governing body and is composed of all full member organisations. They met in December to take stock of AGE action in 2014 and decide on the work priorities for the next three years building on work and contacts made in 2014.

AGE Council:

is composed of national representative(s) elected by their member organisation. It meets twice a year and is responsible for the overall implementation of the work programme and for policy decisions.

AGE Executive Committee:

is composed of the President, four Vice-Presidents, a Treasurer and a Secretary. It meets 4 times a year and is responsible for providing policy guidance and ensuring that the statutes and internal rules are adhered to.

AGE Accreditation Committee:

deals with all issues around membership, including new applications for membership and to forward its recommendations to the Council and the General Assembly.

AGE Task Forces:

14 virtual Task Forces informed AGE's work on specific policy dossiers. Their members are experts nominated by AGE members. They worked mainly through e-mail exchange and met occasionally in Brussels. Those Task Forces worked on the following issues: Mobilisation for an Age-Friendly EU - European Semester - Human Rights - Employment - Active Citizenship - Adequate Income - Poverty - Consumer rights - Financial services - Healthy Ageing - Dignified Ageing - Accessibility - Standardisation - Senior Tourism

AGE Secretariat:

is responsible for the day-to-day management of the association and for liaising with the EU institutions.

AGE governing bodies and secretariat

Executive Committee

Mr **Marjan Sedmak**
President, Slovenia

Mr **Jean-Pierre Bultez**
Vice-President, France

Ms **Helen Campbell**
Vice-President, Ireland

Mr **Kees Geveke**
Treasurer, Netherlands

Ms **Halina Potocka**
Vice-President, Poland

Ms **Maria Petkova**
Secretary, Bulgaria

Mr **Ebbe Johansen**
Vice President, Denmark

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Council

President

Marjan Sedmak (Slovenia)

Full Members

Austria	Hilde Hawlicek (Pensionisten Verband)	Greece	Liz Mestheneos (50+ Hellas)
Belgium	Jean Gengler (ENEO)	Hungary	Imre Semsei (Gerontology Science Coordination Center)
Bulgaria	Maria Petkova (Charity Association Hospice Miloserdie)	Ireland	Helen Campbell, (Age and Opportunities- Ireland)
Cyprus	Androulla Paschalidou (Pancyprian Federation for the Welfare of the Elderly)	Italy	Elio D’Orazio (ANCESCAO) Claudio Salmaso (50&Più)
Czech Republic	Oldrich Stanek (Zivot 90)	Lithuania	Satas Juozas (Lithuanian Pensioners’ Union “BOCIA”)
Denmark	Ebbe Johansen (DaneAge/ Aeldresagen)	Malta	Azzopardi Moses (National Association of Pensioners)
Estonia	Andres Ergma (Estonian Association of pensioners Societies)	Netherlands	Kees Geveke (ANBO)
Finland	Ole Norrback (Association of Swedish-Speaking Pensioners in Finland)	Poland	Halina Potocka (Forum 50+)
France	Jean-Pierre Bultez (Les Petits Frères des Pauvres) Jean-Michel Hôte (AGE France)	Portugal	Ivone Ferreira (Vencer o Tempo)
Germany	Ruth Brand (Bundesarbeitsgemeinschaft der Senioren-Organisationen (BAGSO) e.V.) Ute Borchers-Siebrecht (Senioren Union der CDU in Niedersachsen)	Slovenia	Marjan Sedmak (Mestna zveza upokojencev Ljubljana)
		Spain	Mercè Mas Quintana (FATEC) Agustina Matas de la Rica (FOCAGG)
		Sweden	Karl Erik Olsson (Swedish Association of Senior Citizens)
		United Kingdom	Clint Elliott (National Association of Retired Police Officers - NARPO) Sonia Mangan (AGE UK), since May 2013

EU Federations Alain Koskas (FIAPA Europe)
An Hermans (ESU) until February 2014
Leif Hallberg (ESU) since March 2014
Curt Persson (NOPO - Nordic Older People's Organisation)
Dirk Jarré (EURAG)

EU organisations Boris Koprivnikar (E.D.E.)
Joke De Ruiter (OWN Europe)

Substitute Members

Austria Sabine Wlazny (Pensionisten Verband)

Belgium Willy Peirens (OKRA, trefpunt 55+)

Czech Republic Jan Lorman (Zivot 90)

Finland Jussila Terhi (The Central Union for the Welfare of the Aged)

France Marie-Claire Galibert (Confédération Française des Retraités)
Jean-Christophe Merle (Action de Coordination de Lieux et d'Accueil aux Personnes Âgées - ACLAP)

Germany Annette Scholl (Kuratorium Deutsche Altershilfe, Wilhelmine-Lübke-Stiftung e.V.)
Claudia Kaiser (BAGSO - Bundesarbeitsgemeinschaft der Senioren-Organisationen)

Ireland Maurice O'Connel (Age and Opportunity)

Italy Beatrice Tragni (CNA Pensionati)
Giuseppe Torrente (Sindacato Autonomo Pensionati S.a.pens.)

Malta Saviour Attard (National Council for the Elderly)

Netherlands Régine Mathijssen (NVOG)

Poland Ewa Kominek (Foundation Samaritanu)

Portugal Susana Santos (Associação Valorização Intergeracional e Desenvolvimento Activo - VIDIA)

Spain Antoni Segura Farré (FOCAGG)

Sweden Carlsson Stickan (Swedish Association of Senior Citizens)

United Kingdom Mike Duggan (Civil Service Pensioners Alliance)
Walsh Chris (Wise Owls Employment Agency)

EU Federation Sonia Guaragna (FIAPA Europe)

Elisabeth Dispaux (ESU)
Ralf Friberg (NOPO)

Dana Steinove (EURAG)

EU organisation Wilfried Schlüter (E.D.E.)

Christ Laura (OWN Europe)

AGE Members - 2014

Full Members

Austria: Pensionisten Verband

Belgium: CD&V Senioren • Courant d'Âges • Enéo (ex UCP) • Federatie Onafhankelijke Senioren • Institut Européen Interuniversitaire de l'Action Sociale • Les Aînés du CdH • OKRA, trefpunt 55+ • Respect Seniors • S-Plus vzw • Vlaams Ouderen Overleg Komite vzw

Bulgaria: Association for Social Support • Bulgarian Red Cross • Charity Association Hospice Miloserdie • Third Age Foundation

Croatia: The National Pensioners Convention of Croatia (NPCC)

Cyprus: Pancyprian Welfare of the Elderly

Czech Republic: Zivot 90 • Alternativa 50

Denmark: DaneAge/Aeldresagen

Estonia: The Estonian Association of Pensioners' Societies

Finland: The Association of Swedish-Speaking Pensioners in Finland • The Central Union for the Welfare of the Aged

France: A. C. S. Bull • ACLAP (Action de Coordination de Lieux et d'Accueil aux Personnes Agées) • Association des Retraités d'Air France • Association des Retraités ESSO • Confédération Française des Retraités • Fédération des anciens du groupe Rhône-Poulenc • Fédération Nationale des Associations de Retraités • FIDES - Fédération Interrégionale pour le Développement de l'Emploi des Seniors • Générations Mouvement - Fédération nationale • Information Défense Action Retraite

• Les Petits Frères des Pauvres • Old Up • Seniors Entrepreneurs • Union des Anciens du Groupe BP • Union Fédérale des Retraités des Banques • Union Française des Retraités • Union Nationale des Retraités (UNAR-CFTC) • Union Nationale Interprofessionnelle des Retraités U.N.I.R. CFE/CGC • Union Nationale Retraités Personnes Agées

Germany: Bundesarbeitsgemeinschaft der Senioren-Organisationen (BAGSO) e.V • Kuratorium Deutsche Altershilfe, Wilhelmine-Lübke-Stiftung e.V. • Sozialverband VdK Deutschland e.V

GREECE: 50+ HELLAS • AGSSE: HIGHEST LEVEL CO-FEDERATION OF GREEK RETIREES • OPEN CENTRE FOR THE PROTECTION OF THE ELDERLY (K.A.P.I.)

Hungary: Gerontology Science Coordination Center

Ireland: Active Retirement Ireland • Age and Opportunity • Irish Association of Older People • The Senior Help Line

Italy : 50&Piu • ADA - Associazione diritti anziani • ANAP - Associazione Nazionale Anziani e Pensionati • ANCESCAO - Associazione Nazionale Centri Sociali, Comitati Anziani e Orti • ANCESCAO Coordinamento Provinciale di Latina • ANLA - Associazione Nazionale Seniores D'Azienda • ANP-CIA Associazione Nazionale Pensionati - CIA • Anpecomit - Associazione Nazionale fra Pensionati ed Esodati della Banca Commerciale Italiana •

Associazione ATDAL Over 40 • Associazione Lavoro Over 40 • Associazione Nazionale delle Università della Terza Età – Unitre • CNA Pensionati • Eta Libera – Associazione Di Volontariato • ENEA aps (Associazione di Promozione Sociale)

• FAP ACLI • FAP-CREDITO - Federazione Nazionale Sindacale delle Associazioni dei Pensionati del Credito • Federanziani •

FIPAC - Federazione Italiana Pensionati Attività Commerciali • Federpensionati – Coldiretti • Over 50 Della Confeuro • Progetto Italia Duemila • S.a.pens. Sindacato Autonomo Pensionati • Sindacato Nazionale Pensionati Della Confagricoltura • Università dei 50&piu

Lithuania: Lithuanian Pensioners Union, "Bociai"

Malta: National Association of Pensioners • National Council for the Elderly

Netherlands: ANBO • Nederlandse Vereniging van Organisaties van Gepensioneerden (NVOG) • Oudere Vrouwen Netwerk – Nederland • Stichting Nationaal Ouderenfonds - Nationaal Ouderenfonds (NFE) • Protestants Christelijke Ouderen Bond • UniekBO

Poland: Fundacja na Rzecz Kobiet JA KOBIEȚA (Foundation for Women's Issues)

Portugal: Envelhecer com Prazer • UNIFAI- Unidade de Investigação e Formação sobre Adultos e Idosos

Romania: National Federation "OMENIA" of Pensioners • National Federation "SOLIDARITY" of Retired people from Romania – FNSPR

Slovakia: Forum pre pomoc starsim - narodna sie

Slovenia: Anton Trstenjak Institute of gerontology and intergenerational relations • Mestna zveza upokojencev Ljubljana

Spain: Age Concern Spain • Asociación de Profesores Universitarios Jubilados • CEOMA - Confederación Española De Organizaciones De Mayores • FATEC - Catalanian Federation of Elder Associations • Federacion Territorial de Asociaciones provinciales de pensionistas y jubilados de alava, Guipuzcoa y Vizcaya • FOCAGG - Federació d'Organitzacions Catalanes de Gent Gran, Dones i Família • Spanish Red Cross

Sweden: Swedish Association of Senior Citizens

United Kingdom: Age UK • British Society of Gerontology • Civil Service Pensioners Alliance • Homeshare International • National Association of Retired Police Officer (NARPO) • National Federation of Occupational Pensioners • National Institute of Adult Continuing Education - NIACE • National Pensioners Convention • Older People's Commission for Wales • Public Service Pensioner's Council • The Beth Johnson Foundation

European Federations

FIAPA Europe (Fédération Internationale des Associations de Personnes Agées) • European Senior Organisation - ESO • European Senior Citizens Union - ESU • NOPO - Nordic Older People's Organisation • EURAG

European Organisations

European Association for Directors and Providers of Long-Term Care Services for the Elderly (EDE) • European Association of Homes and Services for the Ageing (EAHSA) • Groupement Européen de Retraités des Caisses d'Épargne, Banques et Institutions Similaires • Older Women's Network - Europe • Seniors of the European Public Service

Observer Members

Belgium: ABVV - Senioren

France: EGEE Entente des Générations pour l'Emploi et l'Entreprise • Fondation de l'Armée du Salut **Germany:** Europäischen Zentrum für Arbeitnehmerfragen - EZA

Italy: Consorzio Anziani e Non Solo • Solimai - Società Cooperativa Sociale a.r.l

Japan: Japan Productive Ageing Research Centre

Norway: The Norwegian Center of Senior Policy

Portugal: CO (OP)RAÇÃO • Instituto de Beneficencia Maria Conceição Ferrao Pimentel (Instituto Da Saozinha)

Slovenia: Affirmative Seniors

Spain: Design for All Foundation • Union Democrática de Pensionistas

Switzerland: Age Stiftung /The Age Foundation • CURAVIVA

Turkey: Türkiye Emekliler Derneği / TIED - Turkey Retired Worker Association • Turkish geriatrics Society

United Kingdom: Action for Ageing • Age Northern Ireland • Institute of Lifelong Learning - Leicester University • International Longevity Centre Uk (ILC-UK) • The National Federation of Occupational Pensioners (NFOP)

United States: AARP (Global Aging Programme)



Financial information

Activities implemented in the framework of AGE action 2014 were financed partly by membership fees and donations (20%) and partly by an Action Grant from the European Community Programme for Employment and Social Solidarity (PROGRESS) managed by DG Justice (80%).

In addition to its PROGRESS Action Grant, AGE received a grant for:

- The Active Senior Citizens for Europe (ASCE) project. It is a European project co-financed by European Commission Directorate General for Education and Culture (70%) and by its partners (30%). It is coordinated by AGE Platform Europe, and gathers 10 partners from 8 EU member states.
- The AFE INNOVNET project. It is a European project funded by CIP ICT PSP Programme. The consortium is composed of 29 partners and is led by a Steering Group composed of AGE Platform Europe, CEMR (Council of European Municipalities and Regions), TNO (Dutch Research Centre), Polibienestar Research Institute – University of Valencia, PAU Education and the Louth County Council (Ireland). The project will run in close cooperation with WHO Europe.

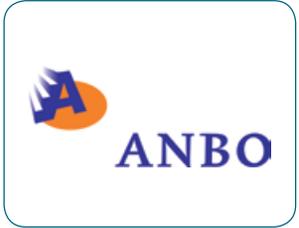
AGE has continued its work on European Research Projects throughout 2014, besides being involved in new proposals. AGE was partner of 17 projects dedicated to the well-being of older people when dealing with new technologies, health, accessibility and sustainable mobility. Those projects, financed mainly by FP7 and CIP PSP, are: Alliance2, ASAPS, Doremi, Engaged, EIII, Escape, Families & Societies, Haivisio, Home Sweet Home, Innovage, Irohla, JamToday, Mopact, Pace, Prosperity4all, Smart Care and UCH 2,0. AGE participation in EU research projects is covered at 100% by EU funding.

This publication was published with the support of the European Community Programme for Employment and Social Solidarity (PROGRESS) and donations from the following AGE members and sponsors:



National Association of Retired Police Officers - NARPO

www.narpo.org



www.anbo.nl



www.cspa.co.uk



www.ede-eu.org



www.kna.org.mt



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care ensures substantial benefits to individuals as well as society as a whole. SCA has joined AFE-INNOVNET to contribute with its knowledge and expertise in elderly care to developing a society for all ages and creating age-friendly environments.

By joining AGE Platform Europe, you are doing more than expressing support for AGE's work.

AGE members also gain the possibility to:

- Participate in an organisation with a strong and effective voice at EU level;
- Make their voice heard in the network's work and help AGE bring forward the point of view of older people on EU issues that concern them;
- Receive regular information on relevant developments relating to older and retired people;
- Receive up-to-date information in relation to EU funding opportunities, proposals to participate in EU-wide projects and support for the drafting of your own projects;
- The opportunity to share and exchange information with other AGE members.

AGE Platform Europe is a European network of organisations of and for people aged 50+ which aims to voice and promote the interests of the 150 million senior citizens in the European Union and to raise awareness on the issues that concern them most.

AGE is involved in a range of policy and information activities to put older people's issues on the EU agenda and to support networking among older people's groups. Our guiding principles hold that a change of attitudes is needed to achieve a European society for all ages and that there is a need to promote solidarity between generations in a way that recognises older people's contributions to society.



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This publication has been produced with the financial support of an Action Grant under the call JUST/2013/ACTION GRANTS of the EU Community Programme for Employment and Social Solidarity (PROGRESS). The contents of this publication are the sole responsibility of AGE Platform Europe and can in no way be taken to reflect the views of the European Commission.

