



AGE PLATFORM EUROPE: The older people's voice at European level



AGE Platform Europe is a non-profit European network. It brings together about 150 non-profit organisations of or for people aged 50+ which represent over 40 million older people in the European Union.

AGE aims to:

- fight age discrimination in all areas of life and promote older people's rights,
- voice the needs and concerns of older persons and foster their involvement at EU and international levels to shape appropriate policy responses,
- raise awareness of ageing related issues and of the opportunities and challenges that arise from the ageing of our society



Background

AGE Platform Europe was set up in January 2001 following a process of discussion on how to improve and strengthen co-operation between older people's organisations at EU level.



Membership

AGE members are senior associations and other civil society organisations working with and for older or retired people, to give a strong and credible voice to their views, interests and needs. Membership of AGE is open to non-for-profit organisations working at EU, national, regional or local level.

AGE is co-financed by its members and by grants of the European Union.



Vision

AGE believes in a more effective civil dialogue and seeks to ensure that this dialogue recognises and takes account of the needs and expectations of older and retired people.



Meeting the challenge of an ageing population

Among AGE guiding principles is the conviction that a change of attitudes is needed to achieve a society for all ages and to ensure that the rights of all age groups including older people are enhanced. Indeed, the ageing of the population is changing the



whole society in important and fundamental ways and it demands a comprehensive reassessment and reworking of economic and social policy framework in order to create age-friendly environments supporting active and healthy ageing, independent living and social participation in a truly age-inclusive society.

■ **Towards a society of all ages**

AGE strongly believes in a European society of all ages where individuals enjoy equal rights and are empowered to bring their contribution at all stages of their lives.. The achievement of age equality will not only benefit older individuals and give the proper value to their wisdom and experience; it is also in the interest of the whole society.



When promoting non-discrimination and equal opportunities for older people at national, EU and global levels, AGE work is structured around the following three priority actions:

- Improving the existing legal anti-discrimination framework and/or building the case for new instruments;
- Monitoring the implementation of the existing legal and policy instruments to ensure tangible improvements in older people's lives; and

- Supporting the realisation of older people's rights at grass root level by engaging with relevant actors whose action can improve the situation of older persons.

■ **Older people as a resource**

Societal ageing is too often seen in terms of challenges posed to the age structure of the workforce, the sustainability of social protection schemes and the organisation and financing of services, including those of health and long-term care. This negative image does not do justice to the enormous social, cultural and professional resource represented by older people. Their vast contribution to society, often in a voluntary capacity, is too often overlooked and needs to be better recognized.



■ **Older people as self-advocates**

AGE believes that older or retired people should be able to speak out on their own behalf. To this end, AGE places great importance on their leadership and active involvement in all its activities.

AGE Work

AGE is involved in a wide range of policy and information activities to put older people and ageing issues on the EU agenda. It also supports networking among older people's groups. It seeks to



influence EU policies so that they can adequately reflect the interests of all older people.



To achieve an age-friendly EU, AGE:

- formulates position papers on relevant EU initiatives, outlining specific policy views and recommendations, which have been developed and endorsed by its membership;
- co-organises meetings and conferences with EU officials and stakeholders;
- responds to EU consultations;
- takes part in EU advisory boards;
- supports older people's involvement in EU projects.

AGE work is informed by our member organisations and their volunteers, as well as by researchers and experts they nominate. AGE work is focused on a wide range of issues which have an impact on older people's lives, including:

- non-discrimination and older people's rights ■ employment of older workers ■ social protection ■ social inclusion ■ accessibility ■ healthy ageing ■ elder abuse ■ new technologies ■ solidarity between generations.

Involvement in EU research projects

Next to its policy work, AGE Platform Europe is also involved in a number of EU-funded research projects aimed to improve older people's lives and promote active, healthy and independent ageing. Both policy and research activities are mutually supportive for these projects provide greater visibility to AGE policy work which is also informed by these project developments.

MORE INFORMATION?

More information on AGE Platform Europe can be found on AGE's website at:

www.age-platform.eu

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