

18th EUROPEAN WEEK of REGIONS and CITIES

05>09 OCTOBER 2020

12>16 OCTOBER 2020

19>22 OCTOBER 2020

RESTART
EUROPE
Together

#EURegionsWeek

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05>09 OCTOBER 2020 12>16 OCTOBER 2020 19>22 OCTOBER 2020

Tuesday 6 October 2020
From 12:30 to 13:30 (CEST)

Q&A virtual session

Older persons as local agents of change

*"Because older people are
the ultimate experts on
their own lives" (WHO, 2007)*



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Speakers

- Erik van Ossenbruggen, Consultant Stedelijke en regionale ontwikkeling, Ecorys (Netherlands)
- Willeke Van Staalduin, Co-Founder, AFEdeMy, (Netherlands)
- Luana Rotari, Coordinator of the Interreg Alpine Space project TAAFE - Towards and Alpine Age Friendly Environment, City of Treviso (Italy)
- Paul McGarry, Assistant Director, Greater Manchester Combined Authority (United Kingdom)

Moderated by Piera Petruzzi, Senior Project Expert, ESPON & Julia Wadoux, Policy Coordinator, AGE Platform Europe



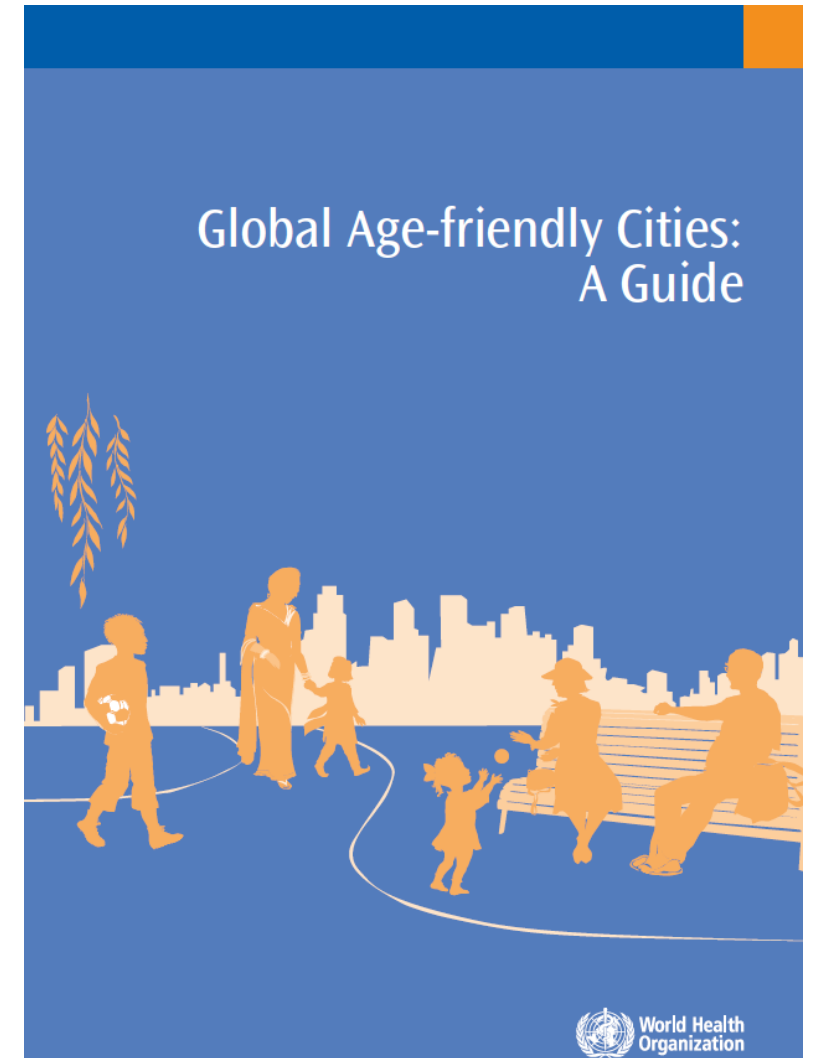
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“Because older people are **the ultimate experts on their own lives**, WHO and its partners in each city have involved older people as full participants in the project. Project leaders sought the first-hand experience of older people”.



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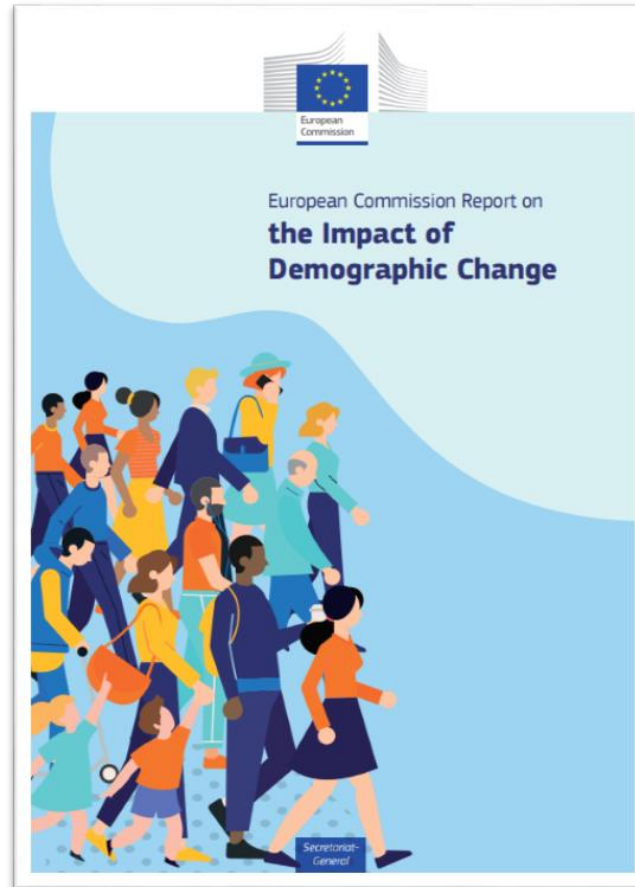


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**Decade of Healthy Ageing
2020-2030**



**First quarter 2021:
Green Paper on Ageing
+ open consultation**



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Covenant on Demographic Change



alpine environment
European Regional Development Fund



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Key note speech **Erik van Ossenbruggen** Ecorys (Netherlands)



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Age-friendly
Environments
ACTIVISTS



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Towards
an Age-Friendly
Europe
Covenant on Demographic Change



Interreg
Alpine Space
environment
European Regional Development Fund



European
Commission

Why should we engage older people?

1. Benefits for older people

- Feelings of purpose and meaning
- Mental and physical health
- Practical improvements in e.g. public space
 - *Older people themselves know best what they require!*

2. Societal benefits (broader perspective)

- Increased older people's quality of life means lower societal costs (e.g. medical costs)
 - *Current example: COVID-19*
- Engaging older people increases participatory practice within local government
- By engaging older people, we also stimulate inter-generational contacts, lowering ageism/ prejudices and increasing social capital



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Good practices of engaging older people

1. Public consultations

- Oslo (NO), Gothenburg (SE)
- Fieldwork in neighbourhoods
- Discussions with municipality

2. Older people as co-researchers

- Manchester (UK)
- Research on how to develop age-friendly neighbourhoods

3. Public discussions

- Amsterdam (NL), Hengelo (NL)
- UP! Talkshow
- Sensitive topics, discussed in an informal and relaxing atmosphere



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Covenant on Demographic Change



Good practices; some inspiring examples

4. Service provision by older people

- Zaragoza (ES)
- Social gathering centres for older people ('Centros de Convivencia')
- Older people can fulfil a role as volunteer



Challenges ahead and how to cope with this

1. Spreading the word and raising awareness

- More positive (public) attitude towards ageing and older people
- Getting inclusion of older people 'in the system'
- Getting ageing on the radar at the political level
- Exchange of knowledge and experiences; inter-city collaboration (e.g. AGE; Eurocities)



2. Coping with hard-to-reach groups

- Current interventions may not be optimally effective for all population groups
- Solutions:
 - 'culturally sensitive' adaptations of established interventions/ projects
 - creating local bottom-up communities where older people act as peer coaches and take up leadership (towards change) themselves



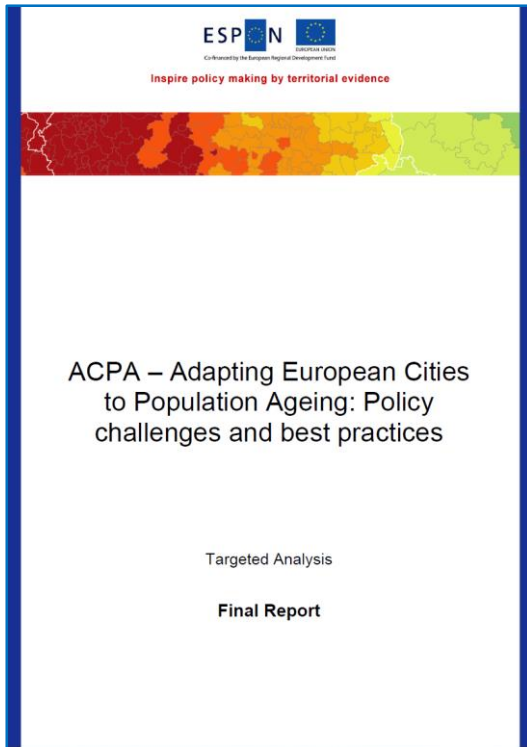
3. Older people and ICT

- Göteborg (SE): Life Filming project and Barcelona (ES): Vincles app

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There is more... check ESPON ACPA!



www.ESPON.eu/ACPA

Also available:

- Synthesis report
- Annex with many interesting maps and figures
- 8 city reports with case studies

Sneak peek:

available soon in French, Spanish, Dutch, Norwegian and Swedish!

And do not hesitate to contact me in case of questions, tips, etc.

- Erik van Ossenbruggen
- Consultant Urban and regional development at Ecorys (NL)
- Policy development and evaluation (ex ante, mid term and ex post)
- Erik.vanOssenbruggen@ecorys.com ; +31 6 412 59 067

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Panel discussion

Willeke Van Staalduin, AFEdeMy
(Netherlands)

Luana Rotari, City of Treviso (Italy)

Paul McGarry, Greater Manchester Combined
Authority (United Kingdom)



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Europese coördinatie en uitvoering in LITOUWEN
Asociacija "Senjorų iniciatyvų centras".

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Main aim: To train and support older adults to promote and realise age-friendly environments in their own town, city or community

Methodology:

- Training on advocacy
- Training on age-friendly environments
- Study visits to age-friendly cities The Hague (NL) and Udine (IT)



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AFE Activists

Training in The Hague (Autumn 2019),
Neighbourhood Transvaal

- Shanti Transvaal – Hindustan older adults
- Dutch older adults
- Missing: Moroccan and Turkish older adults
- Next project: Oranjefonds

Lessons learned:

- Joint activities best received
- All have smart phones, but not used to work on internet or social media
- Training sessions of 2 hours maximum

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AFE Activists Study visits

October 2019: The Hague



March 2020: Udine



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Follow up: BRIDGE THE GAP! Erasmus+ project 2020-2022.
Focus on training of digital skills

Further reading: www.afe-activists.eu
Contact: willeke@afedemy.eu



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Interreg Alpine Space



European Regional Development Fund

www.alpine-space.eu/projects/taafe/en/home

Enhance the capacity of Public Authorities to develop age-friendly environments by deploying participatory co-creation methods



Increase senior citizens sense of inclusion, identification and empowerment



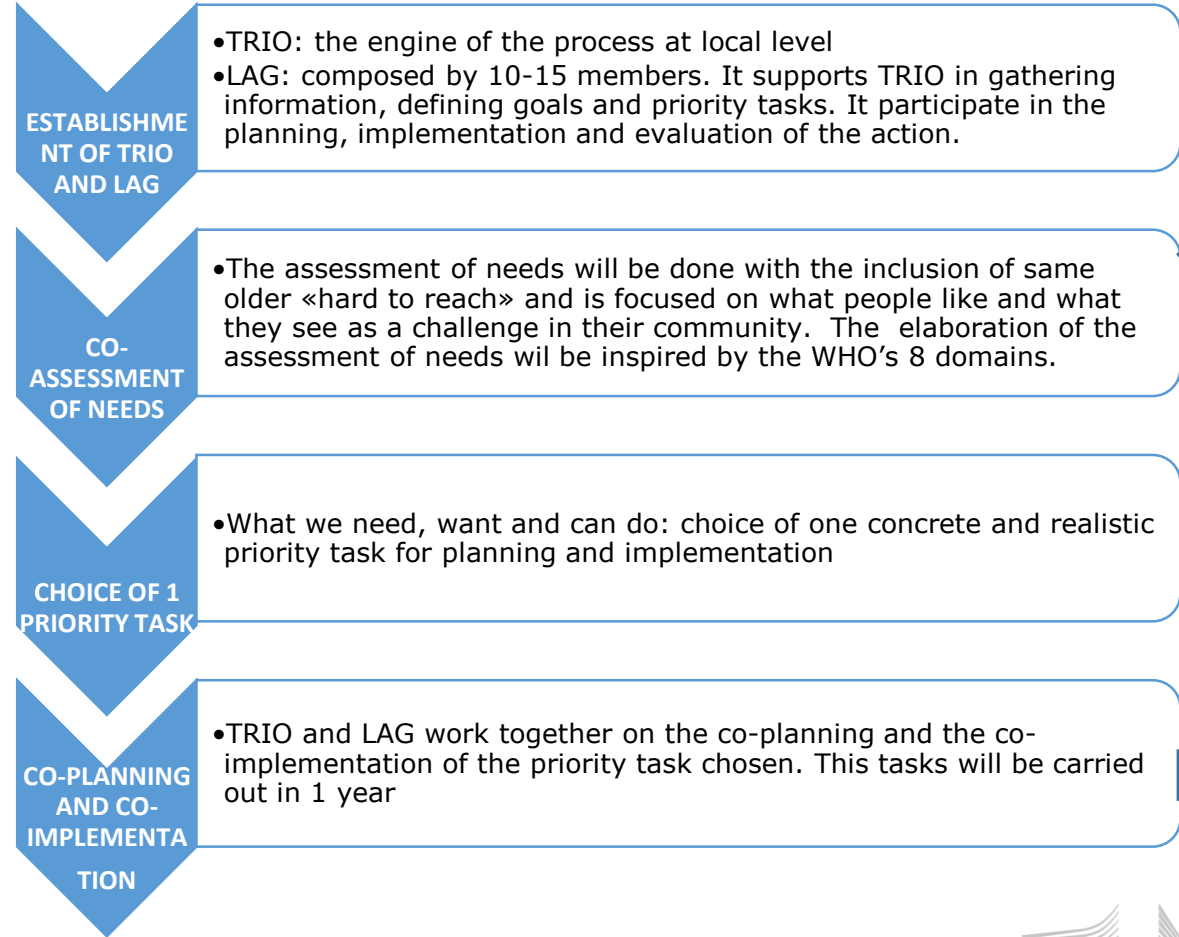
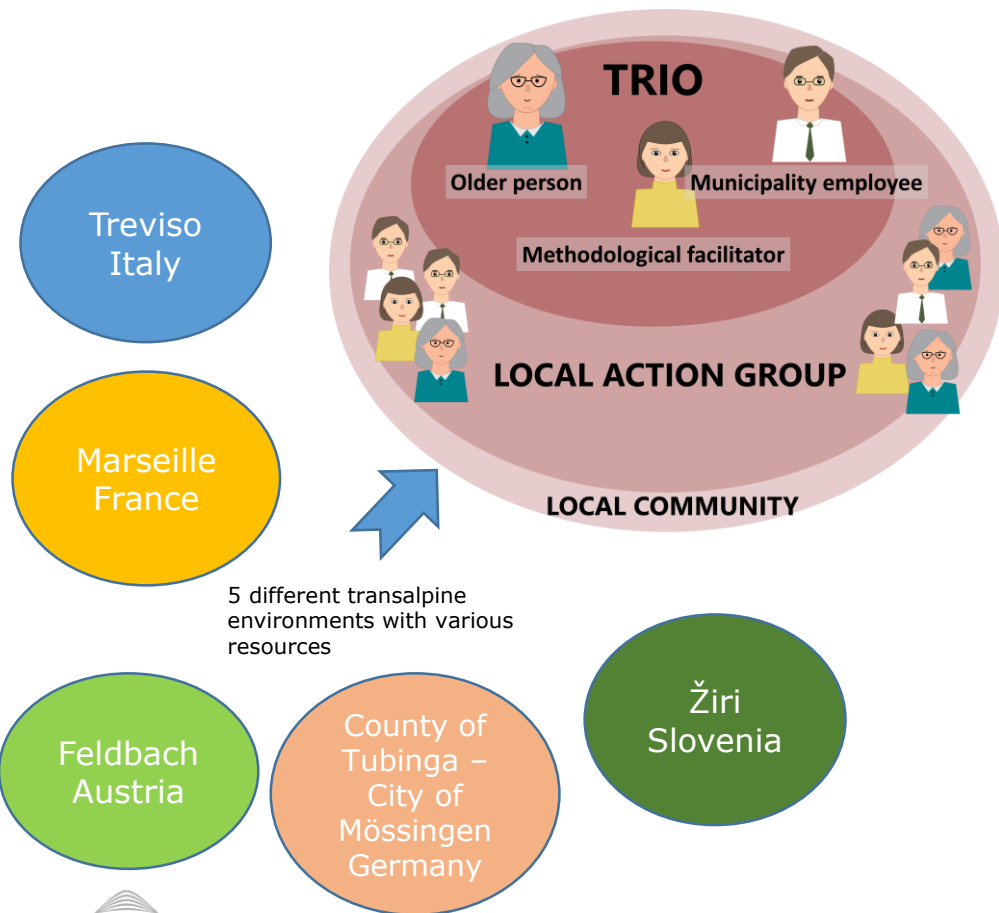
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TAAFE Model: Participatory, Concrete, Systemic



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Ivana, 99 years old - Petites Frères des Pauvres. Credits Marion Dunyach

Follow our progress!

<https://www.alpine-space.eu/projects/taafe/en/home>



TAAFE Partners



Contact Person

Luana Rotari

politiche.comunitarie@comune.treviso.it

GREAT MANCHESTER

DOING AGEING DIFFERENTLY



Talking about my generation:
<https://www.youtube.com/watch?v=OHeLaUFbUhE>



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Questions & Answers

- You use the chat box
- or
- Raise your hand to ask for the floor (see icon next to your name or at the bottom of the participants' list)

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“(…) let’s not treat older people as invisible or powerless. Many older people depend on an income and are fully engaged in work, in family life, in teaching and learning, and in looking after others. Their voices and leadership count.”

António Guterres
UN Secretary General
1 May 2020



Secretary-General António Guterres wishes happy birthday to Captain Tom Moore on his 100th birthday. Mr. Moore is a WWII veteran from the UK who walked around in his garden to raise money for Britain's National Health Service. UN Photo/Eskinder Debebe

BY ANTÓNIO GUTERRES

"Our response to COVID-19 must respect the rights and dignity of older people"



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Contact persons

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- Julia Wadoux
Julia.wadoux@age-platform.eu

Some resources:

- ACPA project: <https://www.espon.eu/ACPA>
- AFE activists project: <https://afe-activists.eu/>
- T.A.A.F.E project: <https://www.alpine-space.eu/projects/taafe/en/home>
- European Week of Active and Healthy Ageing (2-6 November): <http://www.aal-europe.eu/european-online-week-of-active-healthy-ageing-2020/>
- European Commission - Report on the impact of demographic change:
https://ec.europa.eu/info/strategy/priorities-2019-2024/new-push-european-democracy/impact-demographic-change-europe_en#impacts-of-demographic-change
- WHO Decade of Healthy Ageing:
<https://www.who.int/initiatives/decade-of-healthy-ageing>