

DELIVERABLE D2.6

Beneficiary	AGE Platform Europe
Specific Agreement	AGEWP2019 844679
Programme	REC-NETW-2017/REC-SGA-2017-6
Work Package	WP2
Type of deliverable	Other
Dissemination level	Confidential
Actual date of delivery	18 November 2019
Title of deliverable	Open event on age-friendly environments

1. Description of the deliverable

This open event is one of the key activities of our AGEWP2019 to promote age-friendly environments. It was organised in close collaboration with the European Covenant on Demographic Change in the framework of the European Week of Regions and Cities 2019 (EWRC - <https://europa.eu/regions-and-cities/>). The EWRC is the annual Brussels-based four-day event during which officials from EU regions and cities' administrations, as well as experts and academics, come together to exchange good practices and know-how in the field of regional and urban development. The European Week of Regions and Cities is the biggest European public event of its kind. Some 6.000 participants and 600 speakers from all over Europe and beyond gathered together in Brussels for a programme of some 100 working sessions, exhibitions and networking events on regional and local development. Participation to the event is free of charge. The EWRC represents thus the ideal opportunity to reach out a wide number of local and regional authorities and grass-roots actors to promote age-friendly environments.

Timeline of the process:

- End March 2019, as Secretariat of the European Covenant on Demographic Change AGE Platform Europe submitted an application for a workshop aiming at exchanging good practices on age-friendly environments across the EU.
- Early May 2019, we were informed that our proposal was shortlisted under the condition that we merged it together with two other proposals:



- A proposal submitted by ESPON in the framework of the ACPA project: Adapting European Cities to Population Ageing, policy challenges and best practices (<https://www.espon.eu/ACPA/>).
- An application submitted by the Joint Action ADVANTAGE on the prevention of frailty in older age (<http://www.advantageja.eu/>).
- From April to early June 2019 we held regular meetings with the other two networks to finetune the merged proposal and draft a more precise agenda with speakers – see agenda included below.
- Early July, we received a positive answer from the Committee of the Regions with the allocation of the timeslot and the room (we were attributed the second largest room in the main EWRC venue, namely The Square). We also got the confirmation that interpretation will be made available during our session in English, French and Spanish covered by the EWRC.
- From July to mid-September, we promoted the event to recruit participants through:
 - social media channels of the three main co-organisers and of the supporting partners – see some examples below.
 - information posted on key websites and included in European Commission newsletters of DG CONNECT and DG SANTE.
 - Management of registrations via the official online platform of the EWRC (from 7 July to 27 September) – 200 people registered

Rationale of the event

The format of the workshop had to respect the official guidelines of the EWRC. Given the limited timeframe (11:30 to 13:00), we decided to focus the content on cities and to deliberately exclude towns and rural areas. While rural areas are very relevant when considering ageing issues, it would have been a too broad discussion. We ensured a good geographical balance between presentations: while most of examples of good practices areas are usually coming from Western/Northern Europe, we wanted to show that Central and Eastern Europe have also very interesting experiences to share.

- The key note speech delivered by Eric Van Ossenbruggen gave an overview of challenges and best practices across eight cities (Amsterdam, Barcelona, Gothenburg, Hengelo, Greater Manchester, Nantes, Oslo and Zaragoza) the EU gathered through the [ACPA project](#).



- The panellists provided an overview of different experiences:
 - o Paul Mc Garry, Greater Manchester: a demographically young area with a commitment to ageing issues thanks to a strong political leadership and a vibrant community of older persons.
 - o Jolanta Perek-Bialas, Krakow: diverse partnership between key actors at local level, starting with the involvement of older persons to develop activities and initiatives in line with their needs and wishes. [The representative from Krakow was actually an expert involved in AGE Task Force's work. Her travel and accommodation costs were covered by AGE as part of her work in the task force age-friendly environments].
 - o Silvia Urra Urriarte, Homes4Life: an EU funded project which focus on housing and is developing interesting tools for local and regional authorities to match the housing and ageing challenges.
 - o Cinzia Giammarchi and Cristina Alonso, Joint Action Advantage: an EU funded initiative aiming at better preventing frailty, therefore enhancing healthy ageing and which engage partners from the local to the national level.

We also decided to give a high political profile to the event by inviting Markku Markkula to open the event as First Vice-President of the Committee of the Regions and long-lasting supporter of the European Covenant on Demographic Change. While he had accepted our invitation, his plans were changed at the last minute due to a high-level meeting with the Finnish Presidency, he was therefore represented by Ms. Taina Tukiainen.

2. Key outcomes

In total 192 participants registered from different backgrounds: representatives of local authorities from across the EU, academics, civil society organisations and triggered discussions on the examples presented.

After the event, the three main organisers disseminated the main recommendations that came out of the discussion. To support healthy ageing at city level are, it is key to:

- Focus the old age narrative on citizens: ageing is not only a medical and care issue but requires a broader approach that encompasses various key elements of urban planning.
- Organize and plan cities for persons of all ages: fostering solidarity and participation across generations is key for a sustainable future;
- Ensure a strong political support with a fair funding: the voice of the city mayor is key;



- Develop an ecosystem enhancing close collaboration between various stakeholders (citizens, researchers, policy makers, businesses): everyone has a role to play in shaping their city's policies;
- Enable an active involvement of older persons and citizens at large in the development and implementation of policies and activities: "Because older people are the ultimate experts on their own life" (WHO, 2007)
- Provide a proper problem analysis and evaluation of the solutions implemented: this is key to learn lessons and move forward while ensuring continuity when needed;
- Overcome negativism and stereotypes: creating a positive view on ageing so we all can look forward to a positive future in later life.

Last but not least, this workshop demonstrated that investing in international and European cooperation is key to learn from the others, share experiences and understand why - in today's context of demographic challenge - it is crucial to create age-friendly communities to achieve an inclusive society.

3. Prints of relevant proofs

- Agenda (see below)
- Material for the social media (see below)
- Participants List (see below)
- Examples of website used to promote the event:
 - European Week of Regions and Cities: https://europa.eu/regions-and-cities/programme/sessions/331_en
 - AGE Platform Europe: <https://www.age-platform.eu/event/healthy-ageing-cities-regions-inspiring-examples-frame-future> <https://www.age-platform.eu/policy-work/news/healthy-ageing-cities-and-regions-inspiring-examples-frame-future>
 - European Covenant on Demographic Change: <https://www.agefriendlyeurope.org/event/healthy-ageing-cities-regions-inspiring-examples-frame-future>
 - ESPON: <https://www.espon.eu/ewrc2019-healthy-ageing>





**REGIONS
& CITIES**

European Week

Brussels 7-10 October 2019

Healthy ageing in cities and regions: inspiring examples to frame the future

Wednesday 9 October 2019, 11:30 – 13:00

The Square, Mont des Arts, Brussels – Copper Hall

Translation in English, French and Spanish

Europe is ageing. Action is needed at all governance levels to review the way our society is organized and create a fair and sustainable society for all ages. The workshop will uncover why some ageing policies have been more successful than others and help cities and regions tap into the potential that older people present while also overcoming some of the constraints and challenges that urban environments often pose on older residents. This workshop will take its participants through inspiring examples on how to enhance healthy ageing and develop age-friendly cities and communities. It will also be an opportunity to discuss the success factors and barriers as well as to provide local and regional authorities with recommendations.

This workshop is co-organised by



Co-financed by the European Regional Development Fund



advantAGE
MANAGING FRAILTY

AGENDA

Welcome by Anne-Sophie Parent, Secretary General of AGE Platform Europe and of the Covenant on Demographic Change

Opening by Taina Tukiainen on behalf of Markku Markkula, First President of the Committee of the Regions

Key note speech: Adapting to population ageing: what are the main challenges ahead? by Erik van Ossenbruggen

Panel

- **Manchester:** an illustrative example from the Adapting European Cities to Population Ageing Project, by Paul Mc Garry
- **Krakow:** from decisions to concrete actions, by Jolanta Perek-Bialas
- Looking forward to the future of housing – **Homes4Life Project**, by Silvia Urra Uriarte
- Managing frailty: strategy and actions from the regional to the national level – **JA Advantage**, by Cinzia Giammarchi and Cristina Alonso

Discussion with participant

Conclusion and closing by Anne-Sophie Parent

The event is a partnership between:



SOCIAL MEDIA MATERIAL (TWITTER)

Examples of pictures used to promote the event:



REGIONS & CITIES | European Week
Brussels 7-10 October 2019

Join our workshop:

**Healthy ageing in cities and regions:
inspiring examples to
frame the future**


Opening speech by Markku Markkula
First Vice President of the Committee
of the Regions

Wednesday 9 October 2019
11:30 – 13:00
The Square, Mont des Arts, Brussels
Translation in English, French and Spanish

More information:
<https://www.espon.eu/ewrc2019-healthy-ageing>

The best approach to ageing is the promotion of age-friendly communities where public space, transport, housing and local services are conceived with the needs of all generations in mind, fostering also solidarity and cooperation between generations.

Markku Markkula, First Vice President of the Committee of the Regions



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← **Tweet**


Age-Friendly Europe
 @AgeFriendlyEU

Today is the last one to register for #EURegionsWeek: Join us and @mmarkkula @EU_CoR to discuss healthy ageing in cities.
 Register before midnight [espon.eu/ewrc2019-healthy-ageing](https://www.espon.eu/ewrc2019-healthy-ageing)



Example of social media material used during the event:



Age-Friendly Europe
@AgeFriendlyEU



#EURegionsWeek @krakow_pl "It is really encouraging to see how older citizens from Krakow can be active. Lots of opportunities to prolong their active and healthy life" @AGE_PlatformEU @ESPON_Programme



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Healthy ageing in cities and regions: inspiring examples to frame the future

EWRC - Wednesday 9 October 2019, 11:30 – 13:00

The Square, Mont des Arts, Brussels

Participants Lists

Organisers

- Piera Petruzzi, ESPON
- Julia Wadoux, AGE Platform Europe/European Covenant on Demographic Change
- Miguel Angel la Orden Montaña, JA ADVANTAGE

Speakers

- Anne-Sophie Parent, Secretary General of AGE Platform Europe and of the Covenant on Demographic Change
- Taina Tukkiainen, on behalf of Markku Markkula, First President of the Committee of the Regions
- Erik van Ossenbruggen, Ecorys
- Paul Mc Garry, Greater Manchester
- Jolanta Perek-Bialas, Krakow
- Sylvia Urria Urriate, Homes4Life
- Cinzia Giammarchi, European project manager, INRCA
- Cristina Alonso, JA ADVANTAGE

Participants

- Agata UHLHORN, Region Kronoberg, Coordinator
- Agneta Kardos, Timis County Council, External Relations Officer
- Agnieszka Bożek, Marshal Office of the Silesian Voivodeship, Director
- Aiste LUKAŠEVIČIŪTĖ, Kaunas City municipal administration, chief specialist
- Aleksandra SZTETYLLO-BUDZEWSKA, Ministry of Investment and Economic Development, Regional Operational Programmes Coordinator
- Alexander Elu, AEIDL, Policy Adviser
- Alexandra Manfredino, UCR Regione Campania, intern
- Alexandra Oanca, University of Amsterdam, Postdoctoral Researcher
- Alexandra RODRIGUES, Comissão de Coordenação e Desenvolvimento Regional do Centro, Diretor
- Alexandra Vasconcelos, Oeiras Municipality, senior technician
- Alfani NGWEWA, NGWEWA WORLDWIDE, CEO

- ALICIA GUERRERO RODRIGUEZ, JUNTA DE EXTREMADURA, COORDINADORA TECNICA
- Alix de Noircarme, Eurodiaconia, Policy Assistant
- Ana María CARRIAZO, Regional Ministry of Health and Families of Andalusia, Senior Advisor
- Anca CALUGARU, Schuman Associates, Manager
- Andrea Silva, Póvoa de Varzim Town Hall, City Councilor
- Andrei Coca, North-East Regional Development Agency, expert
- Andreia MAFRA, Vila Nova de Famalicao Municipality, Strategic Planner
- Andres DOCHAO, La Palma del Condado Municipality, Project Manager
- Angelo Eliantonio, Fratelli d'Italia, City councilor
- Anna Bizub-Jechna, Office of the Marshal Pomorskie Voivodeship, inspector
- Anna Casini, Marche Region, vice presidente
- Anne Comes, Département des Yvelines, Chargée de mission
- Antonella PASSARANI, Marche Regional Office in Brussels, Head of Office
- Arola Urdangarin Ferreira, GECT Eurorégion Nouvelle-Aquitaine Euskadi Navarre; Directrice
- artur SILVA, Universidade de Aveiro, Vice-Rector
- Aysegul Rosa, Middle East Technical University, Research Assistant
- Benjamin Holst, North Denmark EU-Office, Director
- Bernice den Brok, ESPON, Project expert
- Bilyana Mircheva, ACES Europe, International and Public Relations Expert
- Blandine Camus, Euromontana, Communication & Policy Officer
- Catalina LÓPEZ SALVÀ, RPP, Junior Researcher
- Ciurariu Emilian Sorin, Timisoara City Hall, Chief Architect
- Claire Sullivan, Belfast City Council, Policy and Business Development Officer
- Cosmina Oara, Timis County Council, External Relations Officer
- Cristina Alonso, SERMAS, Researcher
- Cynthia de Ghellinck, Flemish government, Policy Advisor
- Daliborka Nikolic, Association "New Woman", President of Association
- Daniel gutiérrez, Consell Comarcal Anoia, Conseller Turisme i Programes Europeus
- Daniela Koller, LMU Munich, Post-doctoral scientist
- Deborah Giraldi, Marche Region, General Secretary
- Denise GRELARD-NEDELEC, Gironde county council, Elected
- Dominique Repapis, AAL Association, Programme Operations Officer
- Eila LINNA, Lapland University of Applied Sciences, Senior Specialist (International R&D)
- Eli Støa, NTNU, Professor
- Elke DECROCK, Artevelde University College Ghent, European Liaison Officer R&I
- Elliot Tricot, RPP GROUP, Policy Researcher
- Elly Van der Klauw, Northern Network on Demographic Change (KKNN), coordinator
- Emanuele Feduzi, Municipality, Mayor
- Emil Bakke, Norwegian University of Science and Technology, Associate Professor
- Emilie MESTON, European Commission, Intern

- Emmanouil VOUGIOUKAS, European Cultural Tourism Network AISBL, Secretary-General
- Emmanuelle AJON, Gironde county council, Elected representative and Vice President, Health Promotion and Child Protection
- Eskild Nielsen, Region of North Jutland, Innovations ceo
- Estefanía Arribas, FUNDACION INTRAS, Project Manager
- F GODDARD, Newcastle University, Emeritus Professor
- Federico Mammarella, Comune di Gradara, Town councillor
- Francesca Dalboni, Pays de la Loire Europe, Policy officer
- Francesco Ameli, Marche Region, Auditor
- Frans Veltman, De Fryske Marren, Wethouder
- Gaia Ialisa Marotta, ERRIN, Project and Policy Officer
- Gea Wielinga, Gemeente Súdwest-Fryslân, Councilor
- Georgia CHONDROLEOU, Ministry for Culture and Sports, Special Scientific Staff
- Gian Matteo APUZZO, Central European Initiative, Senior expert
- Grazyna MEYERS, European Commission, Policy officer
- Gunnhild Utkvitne, Voss municipality, Special advisor
- Han ten Berge, HAN University of Applied Sciences, Liaison Officer / Policy Advisor
- Hanna Köttl, AGE Platform Europe, Intern
- Hannah Whittle, Federation of European Academies Medicine, Scientific Policy Officer
- Henning Steffen CHRISTENSEN, Region of North Jutland, Regional Development Director
- Inge Slagter, Gemeente Súdwest-Fryslân, Trainee
- Ingrid Machold, Federal Institute of Agricultural Economics, rural and Mountain Research, Senior researcher
- Ioannis FOSTIROPOULOS, MUNICIPALITY OF PALAIO FALIRO, MAYOR
- IRENA STOJANOSKA, Health Insurance Fund of North Macedonia, Inspector, Secretary of Medical Comitee for Treatment Abroad
- Iris Thedinga, Gemeente Súdwest-Fryslân, Trainee
- Jakub Chelstowski, The Marshal Office of Silesian Voivodeship, Marshal of Silesia Region
- Jan TJOSAAS, Kvam commune, Business planner
- Jeroen BAKKER, JASPERS/European Investment Bank, Urban Planning & Development Advisor
- Jitendra GC, Sajha Foundation, Executive Chairperson
- John Sherwin
- Jos Boerland, Municipality De Fryske Marren, Alderman
- Jose Antonio Ondiviela, Microsoft, SmartCities Director Europe
- Jose Sanchez, Consejo Económico y Social de Canarias, Economist
- Justyna Dudycz-Kuna, Urząd Marszałkowski Województwa Łódzkiego Pracownik Departamentu, EFS
- Karin WIBRAND, Western Norway University of Applied Sciences, Research adviser
- Katarzyna Ziemann, Laboratorium Innowacji Społecznych, deputy director
- Kenji Matsuno, Japanese Mission to EU, First Secretary

- Kim VAN DER HEUL, TRIAS B.V., Manager Business & Innovation
- Krzysztof JAWORSKI, Gmina Trzcianka, Mayor
- Kurstein Sant, Siggiewi Local Council, Mayor
- Laura AVANZI, sweden Emilia Romagna Network, project officer
- Laura VANHUÉ, CRU, Director
- Lauren MOSDALE, Euromontana, Project Officer
- Leanne Butler-Davis, Teacher
- Lucie Durocher, Région PACA, R&I Advisor
- Luisa POCLÉN, Friuli Venezia Giulia, Policy officer
- LURSAREA - Agencia Navarra de la Sostenibilidad (NASUVINSA), Head of Unit "Territorial Observatory Navarre"
- Magdalena Kukowska-Kaszuba, Medical University of Gdansk, specialist
- Maja Busch Sevaldsen, Stavanger Region European Office, Advisor
- Małgorzata Staś, Marshal Office of the Silesian Voivodeship, Director
- Manuela Bora, Regione Marche, council member
- Marcel KLOOSTERMAN, Amsterdam University of Applied Sciences, Grant advisor
- Marco Barbosa, Póvoa de Varzim Town Hall, City Councilor
- Margo de Lange, It's Great Out There Coalition, Policy Officer
- Marielou DALLI, CoR, Communications Directorate
- Marit kristine EINEN, Hordaland County Council, Senior Adviser
- Markus Kujawa, The Standing Committee of European Doctors (CPME), EU Policy Adviser
- Martin Lichte, ESN, Policy Officer
- Matias Francisco Iobbi, Marche Regional Office in Brussels, Intern
- Mehmet Dogan, Senate Department for Health, Care and Equality, Federal Council Coordinator
- Mercedes Acitores, Interact, Senior Programme Officer
- Mihaela -Anca Petrachi, Constanta County Council, CEO
- Milagros Hurtig, 4 Cities Master, Student
- Milella LUCIANA, Puglia Region, policy officer
- Monica FLOREA, SIVECO Romania SA, Head of Unit
- Morten Lemvig, North Denmark Region, Head of Office
- Nadia Moussaïd, Occitanie Europe, Intern
- Natalija SIMUNOVIC, Ministry of Regional Development and EU Funds, Head of Service
- Nikos Lampropoulos, ESPON EGTC, Project expert/European outreach
- Oksana Hryshko, European Cultural Tourism Network AISBL, Communications Officer
- olivier BRUNET, Université Bretagne Loire, International Team Leader
- Özgür Arun, Akdeniz University, Faculty member
- paolo SNIDERO, Sviluppo Progetti Società Cooperativa, Presidente
- paolo STOCCO, ASSP Cortina, CEO
- Pascal Gouffier, Gironde county council, Director of social policies
- Patrizia Meli, Region of Sicily, Policy Officer
- paul KINGSTON, University of Chester, Professor
- Paulina Radwańska, Inspector
- Paulo NORONHA, CIMDOURO, Executive Manager

- Pawel Bliznicki, Information Office of Opolskie Region in Brussels, Policy advisor
- Philip Carabott, Regional Council, Executive Secretary
- Pieter van den Berg, Municipality of Tilburg, Strategic advisor
- Reginald-Michel KOIZUMI, PPF Enterprise, Research manager
- Robin Weiland, Gemeente Súdwest-Fryslân, Trainee
- Rocío Moreno Domínguez, Ayuntamiento de La Palma del Condado, Concejala de Proyectos Europeos
- Ronald STOKKEL, Leiden, Advisor
- Rui André, Monchique Municipality, President
- Rutger Hoekstra, Súdwest-Fryslân, Trainee
- Ruth Muleiro Alonso, Gradient, European Project Assistant
- Sabine Denissen, Province of Antwerp, Senior Advisor
- Samvel Grigoryan, Association of European Border Regions (AEBR), Volunteer
- SANTIAGO RODRIGUEZ-URIEL, Spain's Permanent Representation to the EU, Counsellor, Regional Affairs
- Sara Depauw, City of Antwerp, Advisor
- Sara PETTINELLI, SUDOE, IVY - Communications Officer
- Sara Serafini, Marche Regional Office in Brussels, Intern
- Şerife SOLMAZ, Bayrampasa Manucipality, Project Assistant
- Sesan Adeolu Odunuga, University of Catania, student
- shanshan wang, KU Leuven, Ph.D researcher
- Signe L. Lindbjerg, North Denmark EU Office, Project Assistant, Sílvia Afonso, Município de Mondim de Basto, Técnica Superior
- Silvia BOLOGNINI, INRCA, EU Project Manager
- Simen Myhre, South Norway European Office, EU Advisor
- SIMEON DANIILIDIS, MUNICIPALITY OF NEAPOLI-SYKIES, MAYOR
- Simon Tubb, Gemeente Sudwest-Fryslan, Public Affairs Advisor
- Simone Montanari, Municipality of Gradara, Head of Mayor Cabinet
- sofia salardi, Municipality of Mantova, project manager
- Sonja HANSEN, Center for Assisted Living Technology, Health and Care, Aarhus Municipality, European Project Officer
- Sonja MÜLLER, empirica Gesellschaft für Kommunikations- und Technologieforschung, Researcher
- Sophie VALETTE, Département Moselle, Chargée de Mission « Animation » / Point contact INTERREG
- Stefania KOCZAR-SIKORA, The Marshal Office of the Silesia Voivodeship, Deputy Director, Regional Development Department
- Stephanie BAXTER, cor, webmaster
- Susann Hensel, Senate Department for Culture and Europe, Policy officer
- Susann Hensel, Senate Department for Culture and Europe, Policy officer
- Sylvie OCCELLI, Ires Piemonte, head of reseach unit
- Teresa Torres, ANF, Institutional Affairs
- Thomas Gordon, Wakefield Council, Councillor
- Tiina JÄRVINEN, Lahti University of Applied Sciences, RDI Specialist
- Tobias Schölin, Region Skåne, Strategist
- Uta Margarete NEUMANN, VRT, Journalist

- Valérie DEMANGEL, Communauté D'agglomération Pau Béarn Pyrénées, European and International Affairs Director
- Veronika Mazurová, Moravskoslezský kraj, projektový manažer
- vibeke JAKOBSEN, Telemark County, Advicer
- Víctor Álvarez Alhambra, CARTILLA-LA MANCHA REGION, HEAD OF OFFICE
- Vidar Slettehaug, Sunnfjord Utvikling AS, Project Manager
- Vladimir UROŠEVIĆ, Belit, R & D Manager
- Welmoed Feenstra, Gemeente Súdwest-Fryslân, Trainee
- Werner Glowka, Saxon State Ministry of Education and Cultural Affairs, Head of Unit
- Wojciech Kałuża, Marshal Office, Deputy Chairman of the Voivodeship Board
- Wouter GROOTHEDDE, Rijn IJssel, director
- Wouter SPEK, TIB Development, Director
- Xabier Velasco Echeverría
- ΕΛΕΥΘΕΡΙΟΣ ΑΥΓΕΝΑΚΗΣ, Ministry for Culture and Sports, Deputy Minister