

2021 Objectives

at EU level



Age Equality
Build the case for an Age Equality Strategy and age mainstreaming in policies

- Respond to consultation on Green Paper on Ageing
- Draft Age Equality Strategy
- AGE Annual Conference

New Long-Term Care
Renew AGE's position on LTC using the momentum of EU Pillar of Social Rights

- New position on LTC
- Campaign for a new LTC model with partners

Beyond COVID-19
Build on members' inputs to call for reforms in the recovery period

- AGE Barometer
- Updated report on the recovery from COVID-19

at UN level



Non-discrimination
Support members' advocacy efforts in favour of a new UN Convention on the rights of older people (building on the political momentum generated by COVID-19)

- Individual capacity-building for members willing to advocate for a Convention
- Webinars and toolkits for members to engage with UN/WHO

internal



AGE's future
Define AGE direction and ambition for the next period 2022-2025

- AGE Strategy 2022-2025
- AGE 20th anniversary

Membership
Reinforce bonds between members and increase AGE's representativeness

- Membership development

Financial sustainability
Develop partnerships to diversify AGE's sources of own income

- Donors' recruitment

Legend
● Advocacy products
● Internal products

Communication

Finance and Administration

2021 Objectives

- European Commission
- European Parliament
- EU Council Presidencies
- United Nations
- World Health Organisation
- Drafting Group
- Accreditation Committee

- Build the case for an Age Equality Strategy and age mainstreaming in policies
- Renew AGE’s position on Long-Term Care
- Build on members’ inputs to call for reforms in the recovery period
- Support members’ advocacy for a new UN Convention on the Rights of Older People
- Define AGE direction and ambition for 2022-2025
- Improve membership’s representativeness and bonding
- Diversify AGE’s sources of own income

2021 Products

- Q1-Q4: Trainings and toolkits for members to engage with EU/UN/WHO
- Q2: Draft EU Age Equality Strategy
- Q2: Renewed position on Long-Term Care and advocacy campaign
- Q3: Updated report on the recovery from and future after COVID-19
- Q4: AGE Barometer on participation
- Q4: AGE Strategy 2022-2025
- Q4: AGE Annual Conference and 20th anniversary
- Q1-Q4: Membership development
- Q1-Q4: Donors’ recruitment

Legend

- Advocacy products
- Internal products
- Qx= Quarter
- Institutions

Processes

