**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
2021 Objectives

- 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