

# 2022 Key objectives & Deliverables

## At EU & UN level

### Promote age equality in all EU activities, including at UN level

- Advocacy plan to support our Age Equality Strategy
- Advocacy campaign to increase political support for a UN Convention
- Training and toolkits on age equality and the human rights-based approach to ageing

### Ensure equal participation and autonomy of older people

- Position on EU Care Strategy and EU wide coalition
- Compilation of inspiring practices in employment (for AGE Barometer 2023)
- AGE Annual Conference on Long-Term Care

### Raise the voice of older people experiencing multiple discrimination

- Age mainstreaming: review of the EU Gender Equality Strategy 2020-2025
- Policy paper on ableism and ageism within care context
- Mutual learning: focus on older LGBTQI people

## Internally

### Rebranding AGE Identify needs for revision of our communication tools

- Compilation of material developed to change the narrative on ageing
- Renewed overall visual identity in line with our ambition

### Membership Reinforce bonds between members and increase AGE's representativeness

- Recruitment of new members
- Renew tools to support our members: database and members' area

### Financial sustainability Develop our sphere of influence and secure our independence

- Diversification of partnerships
- Recruitment of new donors



## 2022 Some Projects' outputs

### Promote age equality in all EU activities, incl. at UN level

- Advocacy trainings and toolkits on age equality and human rights-based approach to ageing (COVID-Resilience, SMART FOR AGEISM, Âgisme dans le Gard)
- Promotion of stories and talents in old age at the UN Decade of Healthy Ageing (DREAMLIKE NEIGHBOURHOOD)
- eVita Mid-term Conference: policy and society sessions, support to advocacy Age Equality Strategy

### Ensure equal participation and autonomy of older people

- Empowerment of Older Individuals in Health and Care Decision-making (SHAPES)
- Digital Skills: Collection on good practice and training to AGE members (FAITh)
- Policy recommendations for early palliative care provision (INADVANCE)
- European workshop on digitalisation for age-friendly environments (URBANAGE)
- Pharaon Weeks 2022 and 2023 (Digitalisation and autonomy)

### Raise the voice of older people experiencing multiple discriminations

- Compendium on experiences of discriminations (SMART FOR DEMOCRACY AND DIVERSITY)
- Policy recommendations on the intersection with racism (SMART FOR DEMOCRACY AND DIVERSITY)
- Update deliverable on gender aspects and ageing policies (e-VITA)