2007 UNECE Ministerial Conference on Ageing

Panel: creating integrated approaches to mainstream ageing

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Employment rate of older population 55-64 (%) EU countries 2005

Period total fertility rate 1960-2005
Where do we stand in 10 years?

<table>
<thead>
<tr>
<th>Year</th>
<th>Age 20-24</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>104 000</td>
</tr>
<tr>
<td>2017</td>
<td>55 000</td>
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</tbody>
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- 10 000 more 65+ seniors than today
- 2 leavers from labourmarket for every enterer

What can be done?

- HARD measures
  legislation, institutional changes
- SOFT measures
  value changing or trimming
two main areas in focus (1):

- HARD: Mainstreaming the ageing related policies into different policy areas
  - Example: all draft laws are analysed by their influence of demographic change

two main areas in focus (2):

- SOFT: Improving the image of elderly (de-marginalisation, promoting inter-generational solidarity)
  - example: photo campagne “My Oldy” for schoolchildren in new media and newspaper
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