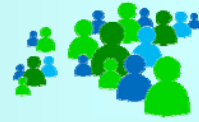


2007 UNECE Ministerial Conference on Ageing



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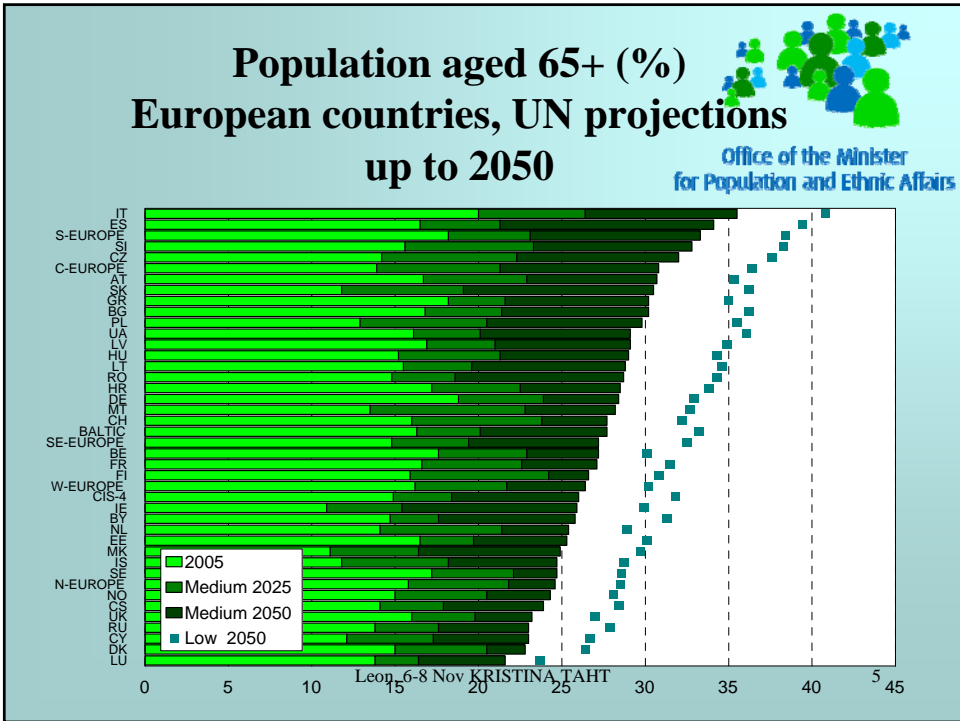
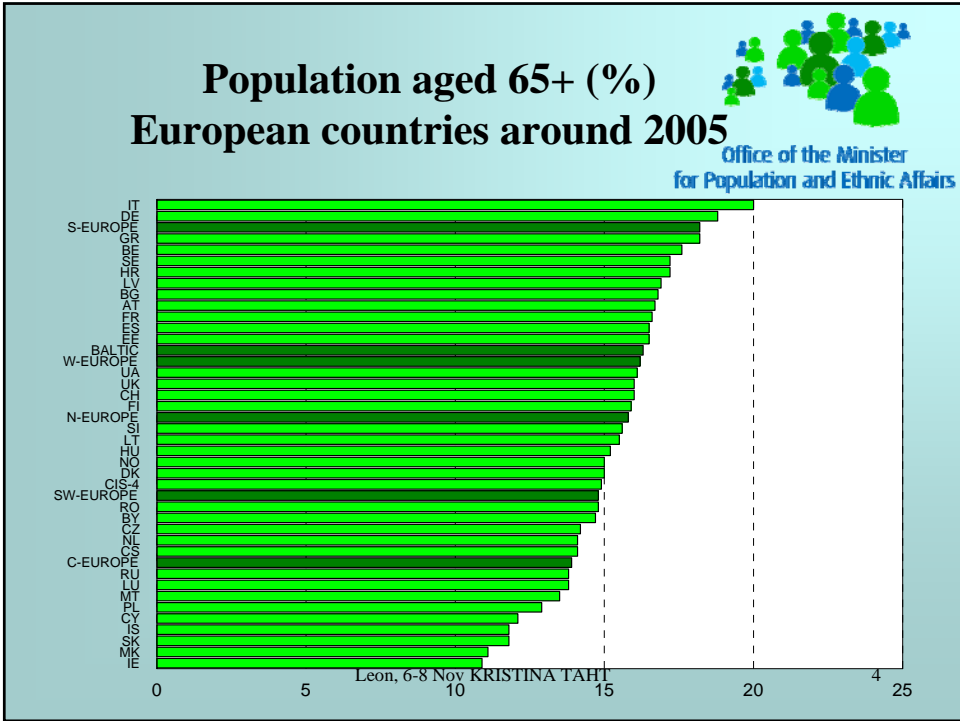
Panel: creating integrated approaches to
mainstream ageing

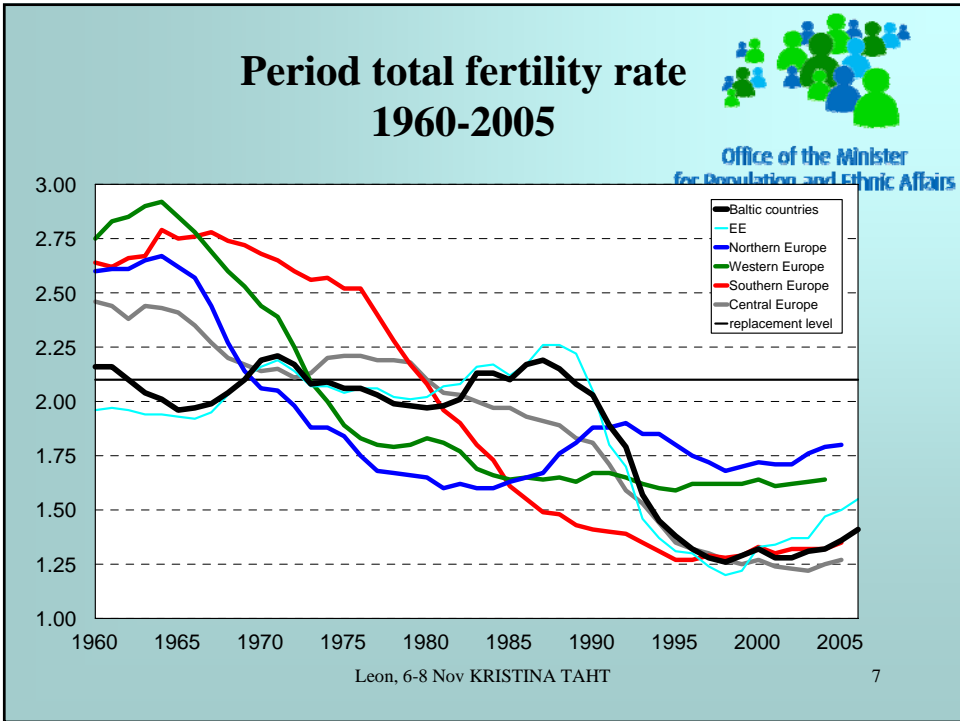
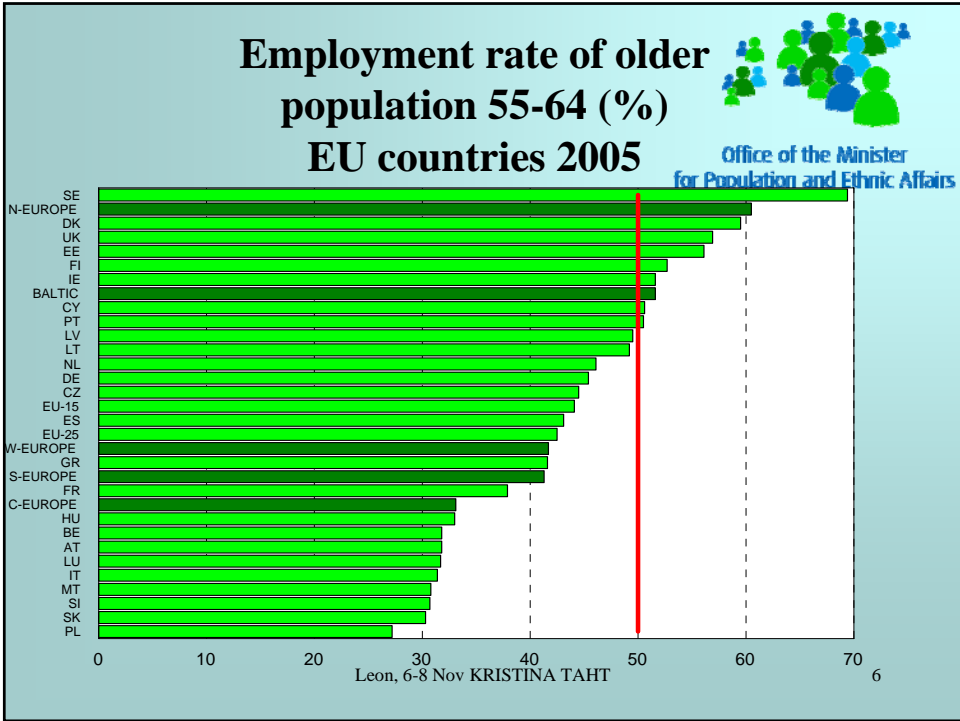
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Where do we stand in 10 years?



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<u>Year</u>	<u>Age 20-24</u>
■ 2007	104 000
■ 2017	55 000
■ 10 000 more 65+ seniors than today	
■ 2 leavers from labourmarket for every enterer	

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What can be done?



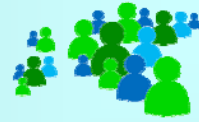
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- HARD measures
legislation, institutional changes
- SOFT measures
value changing or trimming

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two main areas in focus (1):



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

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two main areas in focus (2):



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- **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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