



# UNITED NATIONS ECONOMIC COMMISSION FOR EUROPE

Population Activities Unit  
[www.unece.org/pau](http://www.unece.org/pau)

## Title

for the 2007 UNECE Ministerial Conference on Ageing

First meeting of the Preparatory Committee for the UNECE Ministerial  
Conference on Ageing

Geneva, 12-13 July 2007



# Conference Title: the experts brought up 9 criteria for the selection and brainstormed ideas

## Conference Title Selection Criteria

1. Focus on the *process of ageing* rather than older persons
2. Strengthen intergenerational/ intra-generational solidarity
3. Cooperation among different actors/ shared responsibilities
4. Respond to new challenges, be forward looking
5. Emphasize basic value of dignity of people of all ages
6. Emphasize social cohesion, and the need to combat fragmentation and discrimination
7. Emphasize the positive aspects of extended life-spans for individuals as well as for society at large
8. Be stimulating and encouraging
9. Focus on active longevity and self-attainment without being normative

## Conference Title Proposals

- ▶ **Meeting the challenges of longer-life societies** (preferred by the secretariat)
- ▶ Maximizing longevity: Empowering Older Persons
- ▶ Maximizing longevity's benefits: Social and economic elements for cooperation to advance quality of life
- ▶ Extending well-being in ageing societies
- ▶ Building wellness across ageing
- ▶ A society for all ages: Making a vision a reality
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- ▶ Challenges and chances of ageing societies
- ▶ Rejuvenating long-life societies



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### Conference Title Proposals

- ▶ **A Society for All Ages:  
Challenges and Opportunities**