



UNITED NATIONS ECONOMIC COMMISSION FOR EUROPE

Population Unit

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Policy Briefs

▶ **Viviane Brunne**


Second Meeting, UNECE Working Group on Ageing
Geneva, 23-24 November 2009



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Programme of Work 2009-2010

UNITED NATIONS E

 **Economic and Social Council** Distr.
GENERAL

ECE/WG.1/2008/3
25 September 2008

Original: ENGLISH

ECONOMIC COMMISSION FOR EUROPE
WORKING GROUP ON AGEING

First meeting
Geneva, 1–2 December 2008
Item 5 of the provisional agenda

PROGRAMME OF WORK FOR 2009–2010
DRAFT PROGRAMME OF WORK FOR 2009–2010¹

Note by the secretariat

This note provides



Programme of Work 2009-2010

UNECE

Work to be undertaken

4. The UNECE secretariat is ready to prepare a series of policy briefs based on member States' contributions, to highlight specific topics under MIPAA/RIS and demonstrate commonalities across the UNECE region while being sensitive to the specific needs of its subregions. These 4- to 8-page policy briefs aim to reach policymakers, the media and scholars as well as the general public.

UNITED NATIONS



Economic and Social Council

Original

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Why policy briefs?

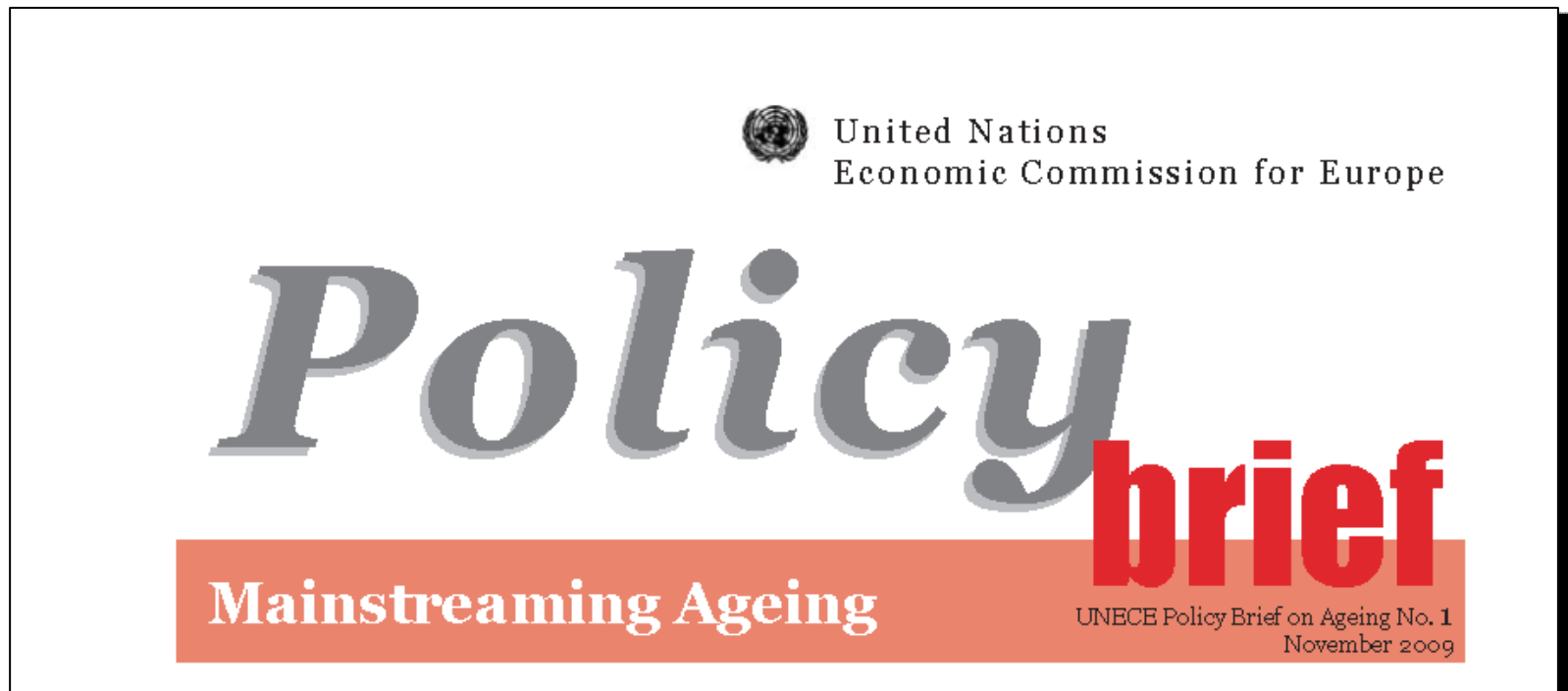
The challenge: Break down abstract policy frameworks of MIPAA/RIS to concrete action

- ✓ Translate scientific knowledge into evidence-based policy advice
- ✓ Outline rationale for choosing a particular policy alternative
- ✓ Summarize state of the art policy debate on an issue
- ✓ Concise, easily understandable for broad audience
- ✓ Good practice examples represent geographic variety



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Policy brief: elements



The new logo



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Policy brief: elements

The context and challenge

UNECE Policy Brief on Ageing No. 1

Demographic change

As the world population is passing through the demographic transition – the transformation of a population characterized by large families and short lifespans into a population of small families and long lifespans – the distinctive trait of this century is going to be ageing, with the share of older individuals in the population increasing.

Ageing in the UNECE region

While demographic transition is universal, its timing varies greatly both between and within world regions, as does the onset and pace of ageing. Populations in Europe and North America are ageing, but most find themselves



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Policy brief: elements

The suggested strategy and underlying concept

Mainstreaming ageing

All age groups make equally important contributions to society and to their communities and families. Older persons can make their knowledge and experience available. They can serve as repositories of a collective memory in society. To ensure that they can remain active and independent for as long as possible, policies supporting their social and economic integration in all spheres of society are necessary. To achieve this complex goal, a holistic approach, whereby ageing is integrated in all policy fields, is needed.

Concept

Mainstreaming ageing is a strategy, process and multi-dimensional effort of integrating ageing issues into all policy fields and all policy levels. The ultimate objective is to achieve a more equitable development within a society that



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Policy brief: elements

Tools and techniques

Laws, policies and programmes

Laws, policies and programmes are important tools for achieving a holistic approach in mainstreaming ageing. Existing policies and programmes as well as laws and regulations should adequately reflect the concerns of persons of all ages, and a general framework of non-discrimination should be provided. This means that the concerns of older persons should not be seen in isolation or in competition with other social groups. New laws, policies and programmes should be streamlined with internationally agreed standards, based on the MIPAA/RIS framework.

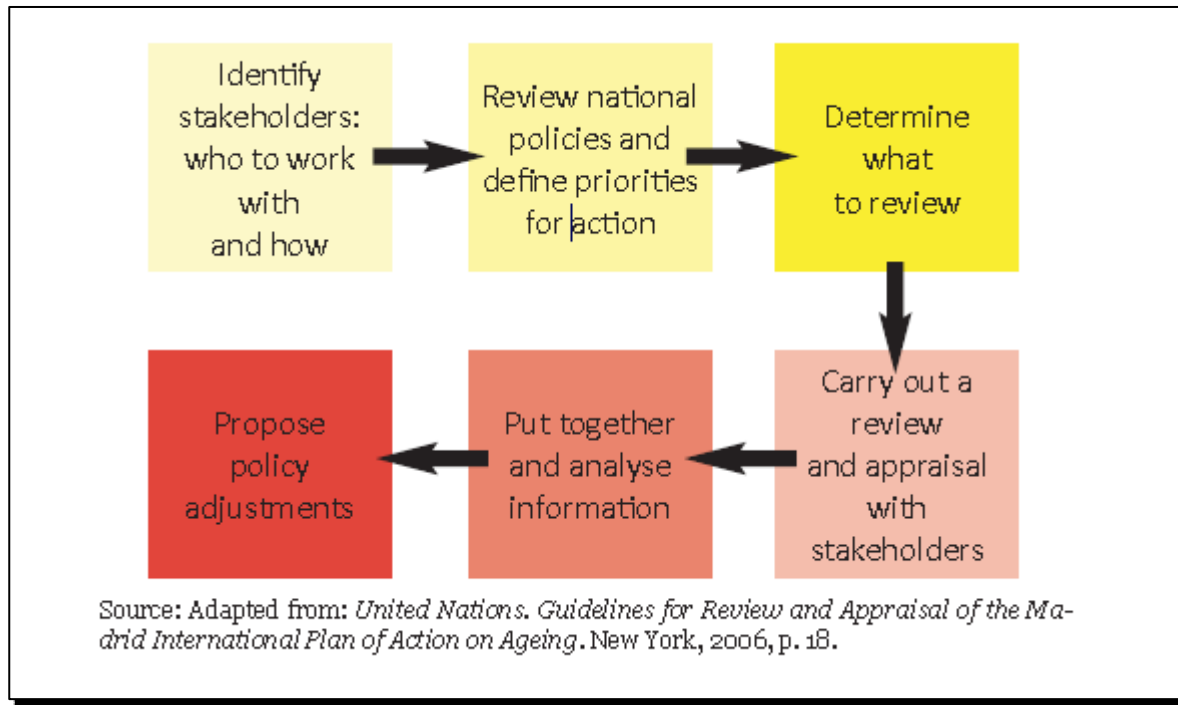
The implications of any planned legislation, policy or programme, for different age groups, including older persons, can be systematically assessed through an impact analysis. Guidelines may help to screen new laws, policies or programmes for their relevance regarding ageing societies. Screening may also analyse how to implement national priorities, and what the indicators of success should be.



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Policy brief: elements

Graphic illustration





UNECE

Policy brief: elements

Good practice examples: geographical coverage

Romania: Consumer protection in housing policies

The proportion of privately owned houses in Romania has been increasing, which has resulted in a reduction of the stock of social dwellings. The economic transition was accompanied by a spectacular growth in price of property. In recent years, homelessness has become more visible and debts for the payment of the maintenance costs frequently result in eviction. Older persons living in rented houses are also at risk of eviction by former owners who were expropriated in 1949 and are entitled to receive back their properties.

Integrated policymaking for older persons: the Slovak Social Services Act

The Slovak “National Programme for the Protection of the Elderly” (NPPE) provides a comprehensive framework for policymaking related to older persons. Its overall aims are to achieve self-sufficiency, social participation and integration for older persons and to enable them to fulfil themselves and live in dignity. The NPPE covers a broad range of areas, including social security, employment and family policy, education, safety, health care, housing, culture and media, taxes and fees, transport, postal and telecommunication services, legal protection, the economy, agriculture and the environment.

To address the increasing need for social services specifically, the government of Slovakia has adopted a new Social Services Act, which entered into force in January 2009. The Act addresses the efficient provision of services to severely disabled and older persons, among other target groups. It regulates the competence of government bodies, introduces a system of community planning provides for the interlinking of social services and health care, including the financing of social services. It sets out requirements necessary for performing work in the field of social services and introduces a system of quality control. Service providers now have to register in order to operate. They have to comply with a clearly defined set of procedural, personnel and operating conditions which are monitored by independent inspection bodies. The Act offers a comprehensive approach to social service provision, as one crucial component of a wider strategy on ageing and older persons.

Source: Information provided by the Slovak Ministry of Labour, Social Affairs and Family, personal communication July 2009.

s. They cannot be
Recently adopted
olderly are entitled
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on on Ageing (MIPAA)



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Policy brief: elements

Response template:

- ✓ Title of project or legislative act
- ✓ Topic of policy brief for which the project is considered relevant
- ✓ Start and end date of project
- ✓ Goal and very brief explanation
- ✓ Degree of implementation/progress status
- ✓ Explanation of why this is a good practice example
- ✓ Link to website or contact for further information

All UNECE member States were asked to contribute good practice examples from their countries.



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Policy brief: elements

	EU	CIS	Others (non-EU, non-CIS, Internat. Organizations)	Total
Total of good-practice examples submitted by member states and used in policy briefs	12	0	2	14
Total number of good practice examples in the Policy Briefs per region	32	2	6	40
Total number of good practice examples in the database per region	77	9	18	104

Good practice examples: statistics



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Policy brief: elements

Check list for easy implementation

UNECE Policy Brief on Ageing No. 1			
Checklist: Mainstreaming ageing			
Mainstreaming tools and techniques	Purpose	Elements	Stakeholders
Strategic framework	Systematic consideration of ageing-related concerns in all areas and all levels of policymaking. Provide an overall framework of action.	National action plan on ageing, a similar strategic document or a set of linked documents covering the area.	Government, interagency bodies, other relevant stakeholders.
Laws, policies and programmes	Evaluation of existing laws and policies, making necessary adjustments with respect to needs and concerns of all age groups.	Guidelines on mainstreaming ageing concerns into new laws, policies and programmes. Impact analysis regarding ageing societies and older persons relative to other age groups.	Legislative bodies, government agencies, consultative bodies on ageing.
Institutional setting	Ensure exchange between departments and agencies, to avoid duplication and achieve coordination. Achieve a clear distribution of tasks. Ensure representation of all age groups and relevant stakeholders in decision-making. Adherence to a	Interdepartmental or interagency working groups, councils or commissions, national consultative bodies, focal point on ageing, office on age discrimination or ombudsperson.	Government national, regional, municipal, representatives of different generations, NGOs, the private sector and trade unions.



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Policy brief: elements

Recommended sources

Consulted and recommended sources

HelpAge International, *Participatory Research with Older People: a Sourcebook*, London, 2002.

Joseph Rowntree Foundation Task Group on Housing, Money and Care for Older People. *From welfare to well-being - planning for an ageing society*. York: Joseph Rowntree Foundation, 2004.

Available at <http://www.jrf.org.uk/knowledge/findings/foundations/pdf/034.pdf>

Marin, B. and A. Zaidi (eds.). *Mainstreaming ageing: indicators to monitor sustainable policies*. Aldershot: Ashgate, 2007.

Sidorenko A, Walker A. The Madrid International Plan of Action on Ageing: from conception to implementation. *Ageing and Society* 2004; 24: 147-165.

United Nations. *The framework for monitoring, review and appraisal of the Madrid International Plan of Action on Ageing*. New York, 2005.

United Nations. *Guidelines for review and appraisal of the Madrid International Plan of Action on Ageing*. New York, 2006.

United Nations. *Guide to the national implementation of the Madrid International Plan of Action on Ageing*. New York, 2008.

United Nations. *Regional dimensions of the ageing situation*. New York, 2008.

United Nations. *The Madrid International Plan of Action on Ageing, Guiding Framework and Toolkit for Practitioners & Policy Makers*. New York, 2008.

United Nations Economic and Social Council, Commission for Social Development, forty-seventh session, 4-13 February 2009,



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United Nations
Economic Commission for Europe

Policy brief

Integration and participation of older persons in society

UNECE Policy Brief on Ageing No. 4
November 2009

Commitment 2 of the UNECE strategy on ageing: To ensure full integration and participation of older persons in society.

Realizing a society for all ages is the declared goal of Governments in member States of the United Nations Economic Commission for Europe. To this end, achieving the integration and participation of older persons in society are important elements. This policy brief outlines the main strategies that may be considered to increase participation of older persons in political and economic life and to improve their access to transport, appropriate housing and cultural activities. It highlights the importance of balanced intergenerational relationships based on mutual respect. Efforts may be made to reduce ageism and to destigmatize old age. The potential of volunteering may also be used – both in support of older generations and by the older generations themselves.

Challenging context:

People live longer and healthier lives than ever before and have also the potential to make important contributions to societies at old age. However, older persons are often vulnerable to exclusion, marginalization and discrimination.

Suggested strategies:

- Political empowerment of older persons
- Promoting labour market participation of older persons

Contents

Integration and participation:
The issue 2
The concept 2

Functional integration:

United Nations
Economic Commission for Europe

Policy brief

Summers

UNECE Policy Brief on Ageing No. 3
November 2009

"In an ageing society, one aims to further enhance the social, economic, political and cultural participation of older persons. [...] Older persons should therefore be recognized as a significant consumer group with shared and specific needs, interests, and preferences. Governments, service providers and civil society should take into account the views of older persons on the design of products and delivery of services."¹

The ageing of the population affects every aspect of society and economic activity. Among other things, older persons constitute an increasing consumer group with specific needs and significant aggregate purchasing power. Policymakers may wish to encourage companies to bring to the market more products for all ages.

This policy brief addresses the issues related to older persons as consumers in the background of demographic trends, the well-being of older persons in the UNECE region and their special needs, preferences and interests regarding consumption.

United Nations
Economic Commission for Europe

Policy brief

Stream a gender approach in

UNECE Policy Brief on Ageing No. 2
November 2009

demographic and societal changes, on men and women and on all considered. Gender mainstreaming the implications for women ed action, for instance legislation, es, prior to implementation. This t of strategies in which concerns to women and men are an integral y implementation, monitoring and programmes.

and mainstreaming gender are equalities in older age result from d disadvantages during the life adopt a lifecycle approach when connections of ageing and gender anding that present circumstances understood by references to their requires the linking of socie- les and relationships in later life es of men and women. In many mainstreaming is an established arking on national strategies to

United Nations
Economic Commission for Europe

Policy brief

To mainstream ageing in all policy es into harmony with demographic

UNECE Policy Brief on Ageing No. 1
November 2009

ons across all spheres of society. Ageing- y fields in order to bring societies and y brief looks at how Governments can do ys in which all age groups can be equally abled policies and programmes.

Context ageing

in Europe and North America are ageing, themselves still in the stage of the so-called bonus, a situation in which working-age up the larger share of population while the ender children and older adults is relatively utional labour force and soon in many countries, e generations are approaching retirement epancy is increasing. This necessitates in many policy areas.

Strategy: mainstreaming

ng ageing is a policy strategy directed towards ageing issues into all relevant policy fields. While relying on evidence-based policies, ss should involve other stakeholders in a range of policymaking process.

Result integration

ng helps to ensure better integration of the groups into the policymaking process. It can e persons to contribute to society, communities as much as other age groups do. Ultimately, help to bring economies and societies in h demographic change.

The series starts with four Policy Briefs: Special thanks to all contributors!

UNECE United Nations Economic Commission for Europe | Working Group on Ageing | www.unece.org/you/ageing@unece.org

- Better quality of life for older persons
- Increased social cohesion for society as a whole
- Achieving a society for all ages



UNEP

Европейская Экономическая Комиссия
 Организации Объединенных Наций

Программная справка

Интеграция и участие пожилых людей в жизни общества

Программная справка ЕЭК ООН по вопросам старения № 3
 Ноябрь 2009

Задача 2 Стратегии ЕЭК ООН по вопросам старения – Обеспечить полноценное участие пожилых людей в жизни общества.

Построение общества для всех возрастов объявлено основной задачей Правительства в странах-членах Европейского Экономического Комитета ООН. Интеграция и участие пожилых людей в жизни общества является важным элементом для достижения этой цели. Данная программная справка касается основных стратегий, которые могут быть применены в отношении для расширения участия пожилых людей в политической и экономической жизни и для повышения доступности общественного транспорта, соответствующего жилья и культурных мероприятий. Главное место в документе отведено взаимосвязи сбалансированной взаимоотношений между поколениями, основанной на взаимном уважении. Должны быть приложены усилия для сокращения разрывов между поколениями и предоставления возможностей пожилым людям. Также может быть использован потенциал волонтерства – как в поддержку пожилых людей, так и среди последних.

Возможные проблемы

Европейская Экономическая Комиссия
 Организации Объединенных Наций

Программная справка

Пожилые люди как потребители

Программная справка ЕЭК ООН по вопросам старения № 3
 Ноябрь 2009

“В стареющем обществе целью является дальнейшее расширение участия пожилых людей в социальной, экономической, политической и культурной жизни [...] По этой причине пожилых людей следует рассматривать как значительную группу потребителей с общими и специфическими нуждами, интересами и предпочтениями. Правительства, поставщики услуг и гражданское общество должны принимать во внимание взгляды пожилых людей при разработке товаров и оказании услуг.”¹

Старение общества влияет на все аспекты социальной и экономической жизни общества. Кроме того, пожилые люди составляют растущую группу потребителей со специфическими нуждами и значительной совокупной покупательной

Special thanks to the Republic of Armenia for translating the Policy Briefs into Russian!

Now online!

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Home About UNECE Programmes Information Meetings Contact Us

Population

Home
Ageing
Working Group
LASH 2007
GWI 2002
Capacity Development
Previous Activities
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Meetings
Geneva, July 2007
Vienna, February 2007
Sofia, November 2008

Key Documents
MIRAA/RIS
Léon Declaration
Guidelines
Policy Briefs

Quick Links
UN Programme on Ageing
Monitoring RIS
Country Reports
GGP Contextual Data
GGP Survey data
UN Newsletter on Ageing
Training at INEA
Site Map

Policy brief

Mainstreaming Ageing
UNSG Policy Brief on Ageing No. 1
November 2009



Population ageing has important and far-reaching implications across all spheres of society. Ageing-related issues therefore need to be integrated into all policy fields in order to bring societies and economies in harmony with demographic change. This policy brief looks at how Governments can do this and provides selected examples. It also addresses the ways in which all age groups can be equally involved in designing, implementing and evaluating ageing-related policies and programmes.

English Russian

Gender equality, work and old age
UNSG Policy Brief on Ageing No. 2
November 2009

To respond to demographic and societal changes, the effects of policies on men and women and on all generations have to be considered. Gender mainstreaming is the process of assessing the implications for women and men of any planned action, for instance legislation, policies and programmes, prior to implementation. This allows the development of strategies in which concerns and experiences specific to women and men are an integral dimension of the design, implementation, monitoring and evaluation of policies and programmes.



English Russian

Older persons as consumers
UNSG Policy Brief on Ageing No. 3
November 2009

In an ageing society, one aim is to further enhance the social, economic, political and cultural participation of older persons. [...] Older persons should therefore be recognized as a significant consumer group with altered and specific needs, interests, and preferences. Governments, service providers and civil society should take into account the views of older persons on the design of products and delivery of services.



English Russian

Integration and participation of older persons in society
UNSG Policy Brief on Ageing No. 4
November 2009

To respond to demographic and societal changes, the effects of policies on men and women and on all generations have to be considered. Gender mainstreaming is the process of assessing the implications for women and men of any planned action, for instance legislation, policies and programmes, prior to implementation. This allows the development of strategies in which concerns and experiences specific to women and men are an integral dimension of the design, implementation, monitoring and evaluation of policies and programmes.



English Russian

UNECE and the European Centre Vienna agree on cooperation in developing policy responses to pop - Microsoft Internet Explorer

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Home About UNECE Programmes **Information** Meetings Contact Us

Press Release

[\[Index\]](#) [\[French\]](#)

UNECE launches Policy Briefs on Ageing

Geneva, 20 November 2009 --

Population ageing is one of the biggest challenges of our century. While working age adults currently make up the largest share of the population in the UNECE region and percentages of dependent children and older adults are relatively small, this situation is changing rapidly. In Europe, there are now 4.4 persons of working age per one person 65 or older. By 2025, there will be 3.1 and by 2050 only 2.1. To help its member States make the appropriate policy responses, the United Nations Economic Commission for Europe (UNECE) is launching a series of Policy Briefs on Ageing. Drawn from the latest insights in research, the Briefs highlight strategies for policymakers and offer good practice examples for the variety of policy contexts found in the UNECE region.

The series opens with four Policy Briefs:

Mainstreaming Ageing
Population ageing has far-reaching implications across all spheres of society. Ageing-related issues therefore need to be integrated into all policy fields to bring societies and economies in harmony with demographic change. Among the tools and techniques suggested in this Policy Brief are comprehensive national ageing strategies and action plans. The **French plan** "Bien vieillir", for example, tackles ageing and its consequences from different angles simultaneously, suggesting strategies in the areas of prevention, health and living environments of older persons, including infrastructure, technical aids and urban development. Information exchange between stakeholders is another crucial ingredient for mainstreaming ageing. The **LinkAge** programme in the **United Kingdom** brings together local authorities with their partners in government, health and the voluntary and community sectors to jointly develop and test different methods of providing information to individual older persons and service providers. This approach has led to reduced duplication, better targeting and increased cost-effectiveness. The Brief also explains the participatory approach, in which all age groups are equally involved in designing, implementing and evaluating ageing-related policies and programmes. An example from **Lithuania** shows how this worked well in one research project: with the help of a heterogeneous drafting team, good coverage of the target group could be ensured, including older persons in both rural and urban areas, older persons living alone, with their



more informal work. All these factors contribute to their generally lower pension levels. This Brief suggests measures to account for such differences when drafting pension laws. The **United Kingdom**, for example, did a gender impact assessment when introducing new pension legislation in 2007 and 2008. In Germany, mothers and fathers can have their child-rearing periods credited towards their pensions. Other measures aim at increasing women's labour market participation through making it easier to reconcile work and family life. Measures proven to be successful include greater flexibility of working hours and a tax system that offers incentives to women to earning an income. Access to high-

Internet

Launched to the press on 20 November 2009



UNECE

Informal document 1
19 October 2009

Informal document 2
9 November 2009

UNITED NATIONS
ECONOMIC COMMISSION FOR EUROPE

WORKING GROUP ON AGEING

Second meeting
Geneva, 23-24 November 2009
Item 4a of the provisional agenda

**DRAFT POLICY BRIEF ON HEALTH PROMOTION AND PREVENTION OF
DISEASE**

Note by the secretariat

Summary

This document prepared by the secretariat contains a draft of a policy brief on health promotion and prevention of disease, in line with the activity proposed in the draft programme of work

UNITED NATIONS
ECONOMIC COMMISSION FOR EUROPE
WORKING GROUP ON AGEING

Second meeting
Geneva, 23-24 November 2009
Item 4a of the provisional agenda

DRAFT POLICY BRIEF ON LIFELONG LEARNING

Note by the secretariat

Summary

The document prepared by the secretariat contains a draft of a policy brief on lifelong learning, as proposed in the draft programme of work (ECE/WG.1/2008/3, paras 4 and 5) and as fifth issue in the series of policy briefs that provide guidance to policy-makers on strategic options addressing the consequences of population ageing. The series is available on the UNECE website (www.unece.org/pau/policybriefs.html).

Two more Briefs upcoming: lifelong learning and health promotion and prevention of disease



UNECE

Questions?



United Nations
Economic Commission for Europe

Policy **brief**

Mainstreaming Ageing

UNECE Policy Brief on Ageing No. 1
November 2009

Commitment 1 of the UNECE Strategy on Ageing: To mainstream ageing in all policy fields with the aim of bringing societies and economies into harmony with demographic change to achieve a society for all ages

Population ageing has important and far-reaching implications across all spheres of society. Ageing-related issues therefore need to be integrated into all policy fields in order to bring societies and economies in harmony with demographic change. This policy brief looks at how Governments can do this and provides selected examples. It also addresses the ways in which all age groups can be equally involved in designing, implementing and evaluating ageing-related policies and programmes.

Contents

- Demographic change 2
 - Ageing in the UNECE region 2
 - Diversity 2
 - Consequences 2
- Mainstreaming ageing 2
 - Concept 2
 - Holistic approach 3
 - Laws, policies and programmes 3
 - Institutional setting 4
 - National budget 4
 - Data collection 5
 - Awareness-raising 5
 - Participatory approach 6
 - Performance assessment 7
 - International cooperation 7
- Checklist 8

Challenging context: ageing

populations in Europe and North America are ageing, but most find themselves still in the stage of the so-called demographic bonus, a situation in which working-age adults make up the largest share of population while the share of dependent children and older adults is relatively small. This situation is about to end soon in many countries, as the large generations are approaching retirement age and life expectancy is increasing. This necessitates adjustments in many policy areas.

Suggested strategy: mainstreaming

Mainstreaming ageing is a policy strategy directed towards integrating ageing issues into all relevant policy fields on all levels. While relying on evidence-based policies, Governments should involve other stakeholders and target groups in the policymaking process.

Expected result: integration

Mainstreaming helps to ensure better integration of the needs of all age groups into the policymaking process. It can allow older persons to contribute to society, communities and families as much as other age groups do. Ultimately, this should help to bring economies and societies in harmony with demographic change.

Policy Toolkit

UNECE United Nations Economic Commission for Europe | Working Group on Ageing | www.uncece.org/pau | aging@unece.org

No. 1: Mainstreaming ageing



UNECE

Context: Populations in UNECE region are ageing, demographic bonus coming to an end, large generations are approaching retirement age

Strategy: Mainstreaming ageing: integrate ageing issues into all relevant policy fields on all levels

Tools and techniques:

- ✓ Laws, policies and programmes
- ✓ Institutional setting
- ✓ National budget
- ✓ Data collection
- ✓ Awareness-raising
- ✓ Participatory approach

Result: Integrated response: better integration of the needs of all age groups into the policymaking process

No. 1: Mainstreaming ageing



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Integrated policymaking for older persons: the Slovak Social Services Act

The Slovak “National Programme for the Protection of the Elderly” (NPPE) provides a comprehensive framework for policymaking related to older persons. Its overall aims are to achieve self-sufficiency, social participation and integration for older persons and to enable them to fulfil themselves and live in dignity. The NPPE covers a broad range of areas, including social security, employment and family policy, education, safety, health care, housing, culture and media, taxes and fees, transport, postal and telecommunication services, legal protection, the economy, agriculture and the environment.

To address the increasing need for social services specifically, the government of Slovakia has adopted a new Social Services Act, which entered into force in January 2009. The Act addresses the efficient provision of services to severely disabled and older persons, among other target groups. It regulates the competence of government bodies, introduces a system of community planning provides for the interlinking of social services and health care, including the financing of social services. It sets out requirements necessary for performing work in the field of social services and introduces a system of quality control. Service providers now have to register in order to operate. They have to comply with a clearly defined set of procedural, personnel and operating conditions which are monitored by independent inspection bodies. The Act offers a comprehensive approach to social service provision, as one crucial component of a wider strategy on ageing and older persons.

Source: Information provided by the Slovak Ministry of Labour, Social Affairs and Family, personal communication July 2009.

Good practice examples: Mainstreaming



United Nations
Economic Commission for Europe

Policy **brief**

Gender equality, work and old age

UNECE Policy Brief on Ageing No. 2
November 2009

Commitment 8 of the UNECE strategy on ageing: To mainstream a gender approach in an ageing society

Mainstreaming gender in ageing societies

Contents

Mainstreaming gender in ageing societies.....1

The link between labour-force participation and social security 2

Gender inequalities in old age..... 3

- Gender-assessed pension systems..... 3
- Support for family members who care for older persons 4
- Participation in the labour market 5
- Flexibility of labour..... 6
- Day care of children..... 6
- Quality standards of child care 7
- Disincentives to participate in the labour market: taxation 7
- Paternal leave..... 7

Policy implications 8

Checklist 9

Bibliography 10

To respond to demographic and societal changes, the effects of policies on men and women, and on all generations have to be considered. Gender mainstreaming is the process of assessing the implications for women and men of any planned action, for instance legislation, policies and programmes, prior to implementation. This allows the development of strategies in which concerns and experiences specific to women and men are an integral dimension of the design, implementation, monitoring and evaluation of policies and programmes.

Mainstreaming ageing and mainstreaming gender are interlinked. Gender inequalities in older age result from accumulated gendered disadvantages during the life course. The need to adopt a lifecourse approach when dealing with the interconnections of ageing and gender arises from the understanding that present circumstances of older people can be understood by references to their prior lifecourse. This requires the linking of socio-economic position, roles and relationships in later life to the earlier biographies of men and women. In many countries, gender mainstreaming is an established concept; others are embarking on national strategies to eradicate gender inequality in all generations.

As this brief follows a mainstreaming (gender and ageing) approach, it may offer information for policymakers who are responsible for a variety of issues, e.g. economic and labour policies, family policies as well as policies for senior citizens.

UNECE | United Nations Economic Commission for Europe | Working Group on Ageing | www.unecce.org/pan | ageing@unecce.org

No. 2: Gender equality, work and old age



UNECE

Context: Ageing has different gender-specific impacts
As women live longer than men, many become widows and have little income

Strategy: Mainstreaming ageing and mainstreaming gender:

- Enhance equal opportunities throughout the lifecourse
 - ✓ Assess the implications of legislation, policies and programmes for women and men of different age groups
 - ✓ Increase women's labour market participation, by making it easier to reconcile work and family life
 - ✓ Access to high-quality child care
 - ✓ Provide assistance to women caring for older or disabled family members
 - ✓ Tax system that offers incentives to women to earn an income
 - ✓ Gender assessed pension systems: credit time-off for care towards the pension

Result: Enhanced gender equality in in old age and throughout the life-course to the benefit of all generations

No. 2: Gender equality, work and old age



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Austria: Family Hospice Leave

Family Hospice Leave was introduced in 2002. Persons providing care to dying family members or seriously ill children may be released from work during a leave up to six months (for seriously ill children up to nine months), while continuing to be fully covered in terms of labour and social law entitlements (family hospice leave). This contributes to better reconciliation of work and family life.

To enable low-income families to use this option, the Family Hospice Leave Hardship Compensation Scheme was introduced. The threshold for eligibility is a weighted monthly household income (exclusive of family allowance, household allowance, long-term care allowance and child care allowance) not exceeding 700 euros.

The maximum monthly allowance corresponds to the income not earned due to the family hospice leave.

Republik Österreich; Bundesministerium für Arbeit, Soziales und Konsumentenschutz: ARBEITSVERTRAGSRECHTS-ANPASSUNGSGESETZ: Die arbeitsrechtliche Absicherung der Sterbebegleitung, §§ 14 a und b. <http://www.bmask.gv.at/cms/site/attachments/5/2/7/CH0651/CMS1232539947760/arbeitsvertragsrechtsanpassungsgesetz.pdf>.

Republik Österreich; Bundesministerium für Wirtschaft, Familie und Jugend: Novellierung des Familienlastenausgleichsgesetzes mit 1. 7. 2002 zum Härteausgleich für Familienhospizkarenz. http://www.bmwfj.gv.at/BMWA/Schwerpunkte/Familie/Finanzielle_Unterstuetzungen/default.htm.

Good practice example: Gender equality, work and old age



United Nations
Economic Commission for Europe

Policy **brief**

Older Persons as Consumers

UNECE Policy Brief on Ageing No. 3
November 2009

Contents

Demographic change.....	1	
Economic well-being of older persons in the UNECE region.....	2	
- Consumption over the life course.....	2	
Consumer behaviour of older person's households.....	3	
- Heterogeneity.....	3	
- Needs, interests and preferences of older persons.....	4	
- Products for all ages.....	4	
Policy implications.....	5	
Conclusions.....	8	
Bibliography.....	8	

Demographic change

Populations in Europe and North America are ageing as the large generations born during the baby boom are reaching retirement age and life expectancy is increasing. Although ageing is a universal process, the onset and pace of ageing varies greatly, even between different parts of UNECE region. Nonetheless, ageing will be the distinctive trajectory of population development this century. The most obvious manifestation of this is that the percentage of older persons is rising. In countries with younger populations, the relative increase in the number and percentage of older persons is even greater.

Policy implications

"In an ageing society, one aim is to further enhance the social, economic, political and cultural participation of older persons. [...] Older persons should therefore be recognized as a significant consumer group with shared and specific needs, interests, and preferences. Governments, service providers and civil society should take into account the views of older persons on the design of products and delivery of services."¹

The ageing of the population affects every aspect of society and economic activity. Among other things, older persons constitute an increasing consumer group with specific needs and significant aggregate purchasing power. Policymakers may wish to encourage companies to bring to the market more products for all ages.

This policy brief addresses the issues related to older persons as consumers in the background of demographic trends, the well-being of older persons in the UNECE region and their special needs, preferences and interests regarding consumption.

¹ UNECE Regional Implementation Strategy for the Madrid International Plan of Action on Ageing, commitment 2, para 14.

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No 3: Older persons as consumers



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Context: Older persons have significant purchasing power, which is backed up by the State pensions that all UNECE countries provide

Strategy:

- ✓ Companies develop products and services tailored to the needs of older persons
- ✓ Products are made accessible and usable regardless of consumers' age, individual skills, education or cultural background
- ✓ "Design for all ages" is made applicable to public transport, urban development and housing
- ✓ Representation of older persons in policymaking

Result:

- ✓ Enhanced social, economic, political and cultural participation of older persons
- ✓ New markets developed
- ✓ Recognize older persons as significant consumer group with needs, interests, and preferences
- ✓ Companies, governments and civil society take into account the views of older persons in the design of products and the delivery of services

No 3: Older persons as consumers



UNECE

Romania: Consumer protection in housing policies

The proportion of privately owned houses in Romania has been increasing, which has resulted in a reduction of the stock of social dwellings. The economic transition was accompanied by a spectacular growth in price of property. In recent years, homelessness has become more visible and debts for the payment of the maintenance costs frequently result in eviction. Older persons living in rented houses are also at risk of eviction by former owners who were expropriated in 1949 and are entitled to receive back their properties.

Government has adopted a set of measures to protect older persons from becoming homeless. They cannot be evicted from the rented houses for 5 years and the amount of the rent is established by law. Recently adopted legislation obliges local authorities to provide accommodation for evicted persons. Low-income elderly are entitled to receive an allowance for heating during wintertime and financial assistance to cover the rent or the maintenance costs of their houses.

Source: Report on the Follow-Up to the Regional Implementation Strategy (RIS) of the Madrid International Plan of Action on Ageing (MIPAA) in Romania

Good practice example: Older persons as consumers



United Nations
Economic Commission for Europe

Policy **brief**

Integration and participation of older persons in society

UNECE Policy Brief on Ageing No. 4
November 2009

Commitment 2 of the UNECE strategy on ageing: To ensure full integration and participation of older persons in society.

Realizing a society for all ages is the declared goal of Governments in member States of the United Nations Economic Commission for Europe. To this end, achieving the integration and participation of older persons in society are important elements. This policy brief outlines the main strategies that may be considered to increase participation of older persons in political and economic life and to improve their access to transport, appropriate housing and cultural activities. It highlights the importance of balanced intergenerational relationships based on mutual respect. Efforts may be made to reduce ageism and to destigmatize old age. The potential of volunteering may also be used – both in support of older generations and by the older generations themselves.

Contents

Integration and participation:
 The issue 2
 The concept 2

Functional integration:
 Social participation 3
 Political participation 4
 Economic participation 5

Infrastructure:
 Housing 7
 Transport 7
 Culture 8
 Communication 9

Intergenerational relationships:
 Destigmatization 9
 Volunteer and community work 10

Challenging context:
 People live longer and healthier lives than ever before and have also the potential to make important contributions to societies at old age. However, older persons are often vulnerable to exclusion, marginalization and discrimination.

Suggested strategies:

- Political empowerment of older persons
- Promoting labour market participation of older persons
- Promoting life-long learning and education for older persons
- Recognition of older persons as a consumer group with specific needs, interests and preferences
- Considering needs of older persons in housing, public transportation and cultural activities
- Fostering intergenerational relations through positive media reporting and public image campaigns
- Promoting civil engagement of older persons and strengthening the role of volunteering

Expected results:

- Better quality of life for older persons
- Increased social cohesion for society as a whole
- Achieving a society for all ages

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No. 4: Integration & participation of older persons



UNECE

Context: People live longer and healthier lives than ever before, potential to contribute to society, but danger of being excluded

Strategy:

- ✓ Political empowerment
- ✓ Labour market participation
- ✓ Promoting life-long learning and education for older persons
- ✓ Recognition of older persons as a consumer group
- ✓ Considering needs of older persons in housing, public transportation and cultural activities
- ✓ Fostering intergenerational relations
- ✓ Strengthening the role of volunteering

Result:

- ✓ Better quality of life for older persons
- ✓ Increased social cohesion for society as a whole
- ✓ Achieving a society for all ages

No. 4: Integration & participation of older persons



UNEP

Promotion of positive attitudes among children in Spain

The Spanish Government has recognized that, apart from homes and families, schools are among the primary locations where basic values are developed, such as solidarity, respect to others and care about oneself and others. The goal of the “PROGRESS” project is to enhance positive attitudes among children towards older and disabled persons to prevent discrimination. Children in infantile or primary education are made aware of issues pertaining to older persons and persons with disabilities. They are trained to develop empathy and the capacity to put themselves into the position of older or disabled persons, so as to better understand older persons’ feelings and needs. The children are then encouraged to communicate about and to these groups in a positive way and to help give care and attention to older persons in their environment.

The project, carried out by Spanish IMSERSO (Institute for Older Persons and Social Services) in the framework of the European Commission Progress Programme, is implemented in three stages. During the first phase, pedagogical material is developed for use by teachers. Meetings are held at educational centres to explain the approach. In the second stage, the project is implemented at the educational centres with support of IMSERSO. In the third phase, the first phases are evaluated, experiences are shared and improvements are introduced.

The project started in November 2007 and the pilot phase should be finished by November 2009. So far, 65 educational centres have been covered, including those in Madrid, Andalucía, Galicia, Castilla y León, Castilla La Mancha and La Rioja. After evaluation, it is envisaged to roll out the project across the country.

Source: Information provided by IMSERSO; http://www.seg-social.es/imserso/internacional/io_progress.html.

Good practice example: Integration & participation of older persons



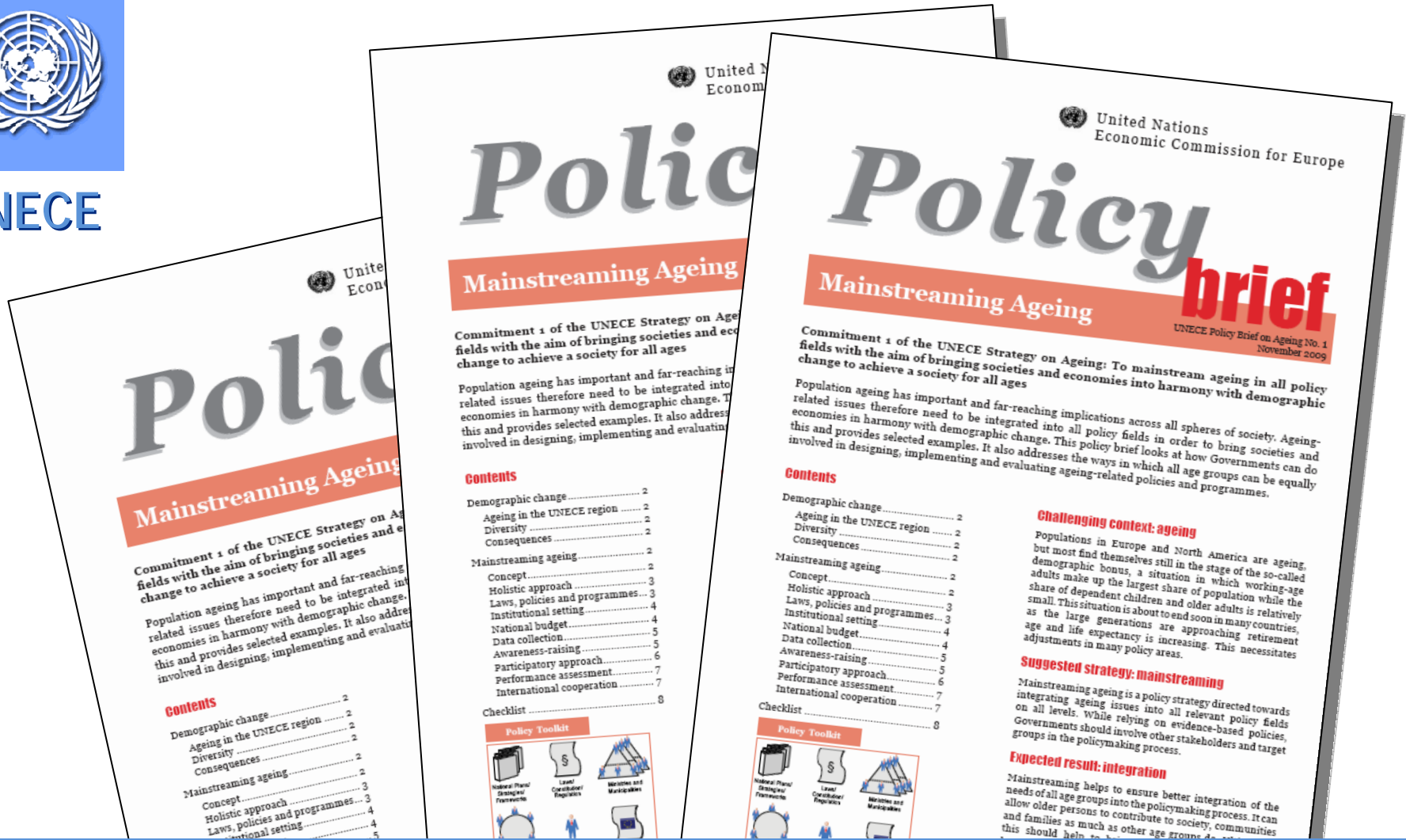
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	EU	CIS	Others (non-EU, non- CIS, Internat. Organizations)	Total
No. 1: Mainstreaming ageing	7	0	0	7
No. 2: Gender Equality, work and old age	7	1	0	8
No. 3: Older Persons as Consumers	5	0	0	5
No. 4: Integration and participation of older persons in society	5	0	0	5
No. 5: Life-long learning	3	1	3	7
No. 6: Health promotion and prevention of diseases and accidents	5	0	3	8
Total				40

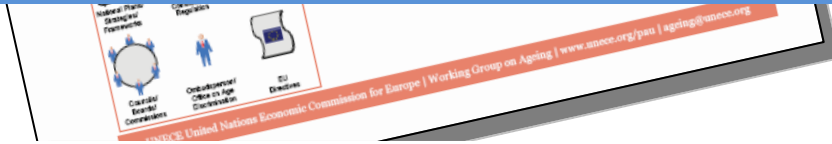
Good practice examples: Statistics



UNECE



Thank you for translating the Briefs and for disseminating them in your country!



Questions for discussion:

- ✓ Which topics would be desirable to be covered in 2010?
- ✓ Which additional good-practice examples do you know of that could be reflected in them?
- ✓ Are you going to translate and disseminate them in your country?
- ✓ How could future policy briefs be improved?

Thank you!