A SUSTAINABLE SOCIETY FOR ALL AGES

Realizing the potential of living longer

2017 UNECE Ministerial Conference on Ageing

Poster Exhibition
Main findings

Longer working life is encouraged and ability to work is maintained

- Pension system reforms to increase retirement age, enable flexible retirement/deferral of pensions, and discourage early labour market exit due to unemployment or disability
- Tailored employment services for older job seekers including opportunities for upskilling and retraining, work placements and assistance in identifying relevant opportunities
- Financial incentives for employers to hire and retain older workers, promotion of business adaptation to ageing workforce (age-management) and tackling negative stereotypes against older workers

Participation, non-discrimination and social inclusion of older persons are promoted

- Minimum income security where pensions are insufficient, support with the costs of housing and subsidized access to essential goods and services such as medication and transportation
- Promoting volunteering among older persons and diverse occasions for social interactions in the community, including opportunities for lifelong learning, exercise, discounts for museums and theatres, celebrations and events
- Establishment of advisory bodies such as Older People Councils that systematically involve older persons in policy- and decision-making processes and putting in place regulation to encourage such processes at municipal level
- Legislation reforms to ensure that age is included as a ground for discrimination

Dignity, health and independence in older age are promoted and safeguarded

- Adaptation of health and social care, including the development of long-term and palliative care services to meet growing demand
- Development of decentralized home care and home nursing services to enable older persons to receive the care they need at home
- Investments in age-appropriate housing adaptations and barrier-free public spaces and transportation to enhance independent living
- Measures to improve awareness, detection and response to all forms of discrimination, abuse, violence and neglect of older people and enhance a self-determined, safe and secure older age
- Enhance preparedness to growing prevalence of dementia through national strategies, awareness-raising and capacity-building
- Support to unpaid (family) carers through measures that compensate some of the earnings lost and enhance job protection and flexibility, for example through leave entitlements, during periods of caregiving

Intergenerational solidarity is maintained and enhanced

- Provision of opportunities for joint activities, including volunteering, to enhance mutual understanding and connections between the generations
- Educational initiatives to enhance understanding of ageing
- Reforms aimed at ensuring sustainability of social security systems in the long run to safeguard income security for future generations of older persons and distribute the costs equitably across the generations

Priorities for the future

Realize the potential of longevity

Recognizing the contributions of older persons and realizing the potential longevity offers are coming to focus. To reap the benefits of living longer – invest in lifelong learning, more flexibly organized working life and retirement while ensuring income security, health promotion, health services and rehabilitation, supportive and enabling environments that foster inclusion and participation throughout the life course

Combat ageism

Ageist attitudes are still prevalent and shape our expectations and our institutions – including workplaces, healthcare settings, the media, family life and intergenerational relations. Further efforts are needed to tear down remaining barriers to full inclusion of older persons, notably in people’s minds, and to prevent abuse, violence and neglect. Encouraging active participation of older persons in social, cultural, economic and political life remains a priority

Ensure a better quality of life and dignity in older age

Key areas: integrated community- and home-care service provision to enable older persons to remain as long as possible in their homes, promotion of age-friendly communities and adequate support for family carers, preparedness for challenges such as dementia, social isolation and loneliness. This calls for learning about the needs and preferences of older people and the development of geriatric skills of carers and services providers

http://www.unece.org/pau/welcome.html
Bridging Generations for Education

Project description
The „Bridging Generations for Education“ is a psychosocial as well as a cross-generational and –cultural learning aid project for children and adolescents with a lack of chances for education and development. Most of the kids and young people have a migration background or came to Austria as refugees. They are either attending a primary or a secondary school and join the project ideally from the beginning of primary school until the end of compulsory education. The biggest part of the children and adolescents is visiting one of the project’s cooperating schools.

What makes the „Bridging Generations for Education“ special, is, that it brings together the kids and young people with very committed volunteering senior and younger citizens in a continuous one-to-one-relationship, accompanied by a team of experts consisting of communication trainers, pedagogues, a psychologist, an expert for the „Arbeit am Tonfeld“ and experts for intercultural work.

The „learning couples“ meet twice a week for two hours each. During this time they are supported by group supervisors as the learning takes part in small groups from seven to nine „learning couples“. Great emphasis is not only put on the intense care of the attendees by the project’s team, but also on the regular exchange with the parents and teachers.

Another essential part of the project is the empowerment of women. Within the framework of regular women circles the mothers of the kids and adolescents attending the „Bridging Generations for Education“ and the female caregivers of the project come together in order to discover and strengthen their personal resources.

Next to the pupil’s support with managing their daily school routine, the project also focuses on empowering the kid’s and adolescent’s resources and on promoting their personal development. Furthermore the care within the project gives them a sense of security as well as a feeling of being welcome and appreciated.

Being part of the project especially enables the senior caregivers to establish new contacts and to participate in a lifelong learning process, that enhances and strengthens their self-confidence.

How it contributes to realizing the potential of living longer
The „Bridging Generations for Education“ contributes to realizing the potential of living longer as it enables seniors to pursue a meaningful activity. A big part of the seniors attending the project say, that they appreciate the possibility to invest in the future and give back their knowledge and experience to the younger generation. What they get out of it, is a feeling of happiness and satisfaction, which contributes to their mental health.

Timeline of the project
The „Bridging Generations for Education“ started as a pilot project in the year 2009 with 4 kids and 6 volunteering seniors at Verein NL40 in cooperation with one Viennese school. At the moment (May 2017) there are 63 children and adolescents, 83 senior and 7 younger caregivers and 15 cooperating schools attending the project. The learning aid is taking place at 3 locations in Vienna, Krems/Donau and Amstetten. The „Bridging Generations for Education“ is currently funded by the Federal Ministry of Europe, Integration and Foreign Affairs and the Federal Ministry of Labour, Social Affairs and Consumer Protection.

Lessons learnt
Within this project older persons discover their personal resources and find ways to strengthen them. Some of the senior caregivers take the role of mentors for the children and adolescents as well as their families. Their mentoring work positively effects their self-consciousness and gives them a feeling of still being able to make a contribution.

Relevance for the UNECE region
Realizing the potential of older persons, life long learning, intergenerational and inter-cultural solidarity.
Employment Initiative 50+

Project description

In 2016, on average 922,595 employees in Austria belonged to the age group 50+, around a quarter of the overall employed population. 99,452 persons in the age group 50+ had been registered at the Public Employment Service (PES) as unemployed in 2016, on average for 170 days. Finding a new job is especially difficult for long-term unemployed persons over 50.

To change the attitudes of Austrian entrepreneurs towards hiring and continuing to employ older workers, two information and awareness-raising campaigns were started in 2014 and 2015, respectively. The Ministry of Labour, Social Affairs and Consumer Protection ran an information campaign about the 50+ Employment Initiative. This on-going employment initiative involves funding made available by the PES to promote the hiring of older workers. The Austria-wide PES campaign “Einstellungssache 50+ – Changing Attitudes towards the Recruitment of Persons 50+” raises awareness for the potential of workers in the 50+ age group and does away with prejudice. (“Einstellung” has a twofold meaning in German: “attitude” and “recruitment”).

The campaign shows that workers above the age of 50, with their wealth of experience, their willingness and ability to learn and perform, and their wide range of skills, are important sources of know-how for Austrian businesses.

Managers 50+ supported the campaign by posting themselves as “difficult to place”. TV spots on combating prejudices against older employees were broadcasted in 2015 and newspapers launched that campaign dedicatedly.

Furthermore, the Federal Ministry of Labour, Social Affairs and Consumer Protection published a brochure on the “Professional Development and Continuing Education of 50+ Workers”.

How it contributes to realizing the potential of living longer

These campaigns are a contribution to combat age-discrimination and encourage longer working life and ability to work.

Timeline of the project

The activities started in 2014 will be complemented by the “Action 20,000” initiative, starting in summer 2017 with the intention to create additional longer-term employment opportunities for older workers in municipalities, non-profit organizations and social businesses.

Lessons learnt

Austria is one of the countries where the activity rate of older people increased most significantly during the past decade, and also the employment rate of workers aged 55-64 has increased considerably over this period. In 2016, it reached 49.2%, up from 28.9% in 2000 and 43.8% in 2013 (while the overall employment rate remained fairly stable during the past three years).

Relevance for the UNECE region

Measures to combat age-discrimination and encourage longer working life and ability to work.
Help from your neighbours is no longer automatic, even in rural areas. Grown-up children frequently live further away, family members and relatives can't cope, and their social network is not able to fill the gaps. Fortunately, older people have an increasingly long life expectancy these days and frequently remain healthy and active for many years. Many people would also like to improve their own quality of life by means of mutual support.

The goal is for people to remain independent for as long as possible and be able to enjoy a high quality of life in their accustomed surroundings. Against this background, a cross-party local authority cooperation project in Burgenland entitled “Neighbourhood help PLUS” is offering social services which are coordinated by part-time office staff and carried out by volunteers.

Transport services (taking people to the doctor’s, to hospital, to authorities and bringing them home again), visitor services (having a chat, playing cards…), and accompanying people on a walk (to a park bench, the cemetery, to church) make everyday life easier and more pleasant for senior citizens in rural areas and strengthen the sense of social cohesion between the generations. For the ‘clients’ the services are free – the costs are assumed by the local authorities.

How it contributes to realizing the potential of living longer

The demand for social services in local authority areas in Burgenland became visible in 2010-2013 during the “Future Conversations – Comprehensive Village Renewal Project” as well as via a written survey of the population in the local authority areas taking part. It is a cross-party local authority cooperation project on intergenerational solidarity and voluntary commitment supported by the mayors of the villages.

Timeline of the project

2014-2016 realization started in the pilot region of Central Burgenland. From 2017 onwards it will be implemented as the ‘Burgenland Programme’ – for all interested local authorities in Burgenland and, if desired, also in other provinces.

Lessons learnt

The financial and legal agendas of the project are dealt with via a non-profit association to which every local authority involved sends a representative.

A steering group consisting of the mayors of the participating local authorities and the board of the association decides on the inclusion of new local authorities and on the further development of the project in terms of its content. A project manager is taking on the function of a general manager.

Relevance for the UNECE region

Intergenerational volunteers project in age friendly communities to help older persons to staying active and living at home as long as possible.
Project description

The project Wecare engages young people to create e-business for elderly people with mental disability.

Main objectives:
1. to increase the visibility to elderly people with disability and to build the bridge between them and community;
2. to educate and involve young people in social crowdfunding benefitting elderly people with disability;
3. to set up e-business for elderly people with disability and aid entering e-commerce market;
4. to realize cooperation of academia (The Academy of public administration under the aegis of the President of the Republic of Belarus), the state (Medical rehabilitation center « Baranovichi ») and a private sector (« Molodechnomebel »).

Deliverables and results (as of 2017):
- e-sales contributed to the rehabilitation center budget in total of 30% of the 2015 revenue (2016);
- initiation of an e-campaign resulting in volunteer social events, concerts, visits etc. (2016-present);
- collaboration with state and private enterprises on scaling up e-business for the elderly (2016-present).

How it contributes to realizing the potential of living longer

Aiming at increasing life expectancy Wecare sets up to:
1. educate the society about the ageing people with mental disability. (Covering MIPAA/RIS commitment to mainstreaming ageing);
2. encourage practical cooperation (Covering MIPAA/RIS commitment to integration and participation);
3. create e-business for the ageing people with disabilities (Covering MIPAA/RIS commitment to economic growth);
4. start the e-campaign advocating a new and productive approach to working with ageing people with disability.

Timeline of the project
June 2016- ongoing

Lessons learnt

The project's findings contribute to the solution of improvement of life conditions and life expectancy of elderly people with disability in following:
- education of the community and increasing visibility of the elderly people with disability through web-resources;
- exploration of ICT-based solutions and their realization in the form of e-business;
- engagement in active participation and networking with best world practices.

Relevance for the UNECE region

Wecare has a high pragmatic value and applicability in offering the solution of improving the quality of life of the elderly people with disability. The ICT-based approach is a more than setting up e-business for elderly people with disability. It represents an attempt to help elderly people with disability cope with their challenges and a social trend of raising awareness of this particularly vulnerable group, their needs and problems.
New Horizons for Seniors Program

Project description
The New Horizons for Seniors Program (NHSP) is a Government of Canada Grants and Contributions program that supports projects led or inspired by seniors who make a difference in the lives of others and in their communities. The NHSP works to improve the lives of seniors by supporting two types of projects for seniors:

**NHSP community-based projects** (up to one year in duration) enable seniors to make valuable contributions to their communities by sharing their knowledge, skills and experience and increasing the capacity to address local issues. Examples include:
- Preserving linguistic and cultural traditions;
- Conducting knowledge exchange activities to help bridge the generation gap between local seniors and youth; and
- Conducting educational activities to inform seniors about elder abuse and help reduce social isolation.

**NHSP Pan-Canadian projects** (up to three years in duration), which use collaborative and innovative approaches, help reduce social isolation among seniors. A total of forty-eight innovative projects are now being conducted in nine communities across the country. In each community, organizations from different sectors have partnered to share best practices, test new approaches and pool resources to find effective solutions that provide measurable outcomes for seniors facing social isolation. For example, seven community organizations collaborated to develop the Hamilton Seniors Isolation Impact Plan which connected 300 isolated seniors to a range of supports and activities in the first project year.

How it contributes to realizing the potential of living longer
Evidence shows that the NHSP helps to ensure that seniors continue to benefit from, and contribute to, the quality of life in their communities through five objectives aligned to reach out to seniors, enhance their well-being and help them live long and prosperous lives:
- Promoting volunteerism among seniors and other generations;
- Engaging seniors in the community through the mentoring of others;
- Expanding awareness of elder abuse, including financial abuse;
- Supporting the social participation and inclusion of seniors; and
- Providing capital assistance for new and existing community projects and/or programs for seniors.

NHSP projects reflecting these objectives empower seniors, enabling them to pursue an active lifestyle, expand their social network and explore new learning experiences that will better equip them to face the challenges of our rapidly evolving society.

Timeline of the project
Since 2012, the NHSP has approved approximately 11,100 projects in hundreds of communities across Canada.

Lessons learnt
For more than a decade, NHSP has provided funding to organizations to conduct projects that support seniors and enhance their lives. More recently, to achieve even greater results, the NHSP introduced the Collective Impact model to encourage community partners to work together. This model concentrates on fostering extensive collaboration and partnerships with local governments, institutions and organizations in communities across Canada.

Relevance for the UNECE region
It has been demonstrated that staying socially active and maintaining relationships are a crucial part of healthy ageing and living longer – a key priority of the UNECE region. Programs like the NHSP not only encourage seniors to stay involved in their community, but also enhance seniors’ health and well-being, enabling them to stay active and share their knowledge, skills and experience with others.
Programme Nouveaux Horizons pour les aînés

Description du programme
Le programme Nouveaux Horizons pour les aînés (PNHA) est un programme de subventions et de contributions du gouvernement du Canada qui appuie les projets dirigés ou inspirés par des aînés qui font une différence dans la vie des autres et dans leur collectivité. Le PNHA vise à améliorer la vie des aînés en appuyant deux types de projets pour les aînés :

Les projets communautaires du PNHA (jusqu’à un an) permettent aux aînés d’apporter une précieuse contribution à leur collectivité en partageant leurs connaissances, leurs compétences et leur expérience et en augmentant la capacité d’aborder les problèmes locaux. En voici des exemples :
• préserver les traditions linguistiques et culturelles;
• mener des activités d’échange de connaissances pour aider à combler l’écart générationnel entre les aînés et les jeunes au niveau local;
• mener des activités éducatives pour informer les aînés des mauvais traitements envers les aînés et pour aider à réduire l’isolement social.

Les projets pancanadiens du PNHA (durée allant jusqu’à trois ans), qui utilisent des approches collaboratives et novatrices, aident à réduire l’isolement social chez les aînés. Au total, quarante-huit projets innovateurs sont menés aujourd’hui dans neuf collectivités du pays. Dans chaque collectivité, des organisations de différents secteurs ont établi des partenariats pour partager les pratiques exemplaires, mettre à l’essai de nouvelles approches et mettre en commun des ressources afin de trouver des solutions efficaces qui donnent des résultats mesurables pour les aînés qui font face à l’isolement social. Par exemple, sept organismes communautaires ont collaboré à l’élaboration du Plan d’impact sur l’isolement des aînés de Hamilton, qui a relié 300 aînés isolés à une gamme de soutiens et d’activités au cours de la première année du projet.

Comment le programme aide à réaliser le potentiel de vivre plus longtemps
Il a été prouvé que le PNHA aide à faire en sorte que les aînés continuent de bénéficier d’une bonne qualité de vie dans leur collectivité et d’y contribuer, grâce à cinq objectifs interreliés visant à atteindre les aînés, à améliorer leur bien-être et à les aider à avoir une longue vie prospère :
• promouvoir le bénévolat auprès des aînés et membres d’autres générations;
• inciter les aînés à participer à la vie dans leur collectivité en agissant comme mentors;
• accroître la sensibilisation aux mauvais traitements envers les aînés, y compris l’exploitation financière;
• soutenir la participation sociale et l’inclusion des aînés;
• fournir une aide à l’immobilisation pour des projets et programmes communautaires, nouveaux et existants, destinés aux aînés.

Les projets du PNHA qui tiennent compte de ces objectifs rendent les aînés plus autonomes, en leur permettant de poursuivre un mode de vie actif, d’élargir leur réseau social et d’explorer de nouvelles expériences d’apprentissage qui leur permettront de faire face aux défis de notre société en rapide évolution.

Faits saillants
Depuis 2012, le PNHA a approuvé environ 11 100 projets dans des centaines de collectivités au Canada.

Leçons apprises
Depuis plus d’une décennie, le PNHA fournit des fonds aux organisations pour mener des projets qui soutiennent les aînés et améliorent leur vie. Plus récemment, pour obtenir des résultats encore plus importants, le PNHA a instauré le modèle d’impact collectif pour encourager les partenaires communautaires à travailler ensemble. Ce modèle met l’accent sur la promotion de vastes collaborations et partenariats avec les administrations locales, les institutions et les organisations dans les collectivités canadiennes.

Pertinence pour la région de la CEE-ONU
Il a été démontré que le maintien d’une participation sociale active et le maintien de relations sont un élément essentiel du vieillissement en santé et d’une vie plus longue – une priorité clé de la région de la CEE-ONU. Des programmes comme le PNHA encouragent non seulement les aînés à maintenir leur participation dans leur collectivité, mais aussi à améliorer leur santé et leur bien-être, ce qui leur permet de demeurer actifs et de partager leurs connaissances, leurs compétences et leur expérience avec les autres.

Emplacement du projet :
Canada

2017 UNECE Ministerial Conference on Ageing

Coordonnées :
Canada.ca/financement-nouveaux-horizons-aines-communautaires

Canada.ca/financement-nouveaux-horizons-ainespancan
The cartoon competition "Is the fun over?" was organized by the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth and the German National Association of Senior Citizens’ Organisations (BAGSO). The competition was part of the federal programme called "Images of Ageing". The programme encourages reflection: What images do you have in mind when it comes to age and getting older?

There were a total of 955 entries, from which a jury selected the twelve best works – three in each of the categories "Health and Wellbeing", "Friendship and Partnership", "Young and Old" and "Involvement and Integration". Prizes worth a total of € 18,000 were awarded in person by the German Federal Minister on July 2, 2015. It was part of the opening of the 11th "German Senior Citizens’ Day" – a major three-day event with 20,000 visitors and prominent political guests. All entries were published on the website of the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth as well as on the "German Senior Citizens’ Day" website. Six winning entries were also available as electronic greeting cards.

How it contributes to realizing the potential of living longer

Our perception of age and the elderly is often based on stereotypes focusing e.g. on the need for help and care. Cartoons tell us stories about everyday life. They also draw attention to important social issues such as age-related poverty. The cartoon competition helps review our perceptions on ageing. The cartoons cause us to reconsider stereotypes and promote a positive image of ageing and older persons.

The project refers to the third priority of the Madrid International Plan of Action on Ageing: Ensuring enabling and supportive environments, Issue 4: Images of ageing and to RIS commitments 2 and 12.

Timeline of the project

March – July 2015

Lessons learnt

The project was very well received with regard to the number of entries as well as in terms of media attention. Success factors: cooperation between governmental institutions and senior citizens’ organisations, interdisciplinary selection committee, PR strategy, attractive prizes, prominent political representatives as well as an award presentation ceremony.

Relevance for the UNECE region

The cartoon competition is a humorous and creative way to raise awareness and to promote new images of ageing.

http://www.deutscher-seniorentag.de/karikaturenwettbewerb.html
Cartoon Competition on Age

© Beck

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CulinaryandHealth@Home

Project description

The project “CulinaryandHealth@Home”, supported by the German Federal Ministry of Education and Research (BMBF), focuses on the challenges of elderly people in need of support living in their private homes in rural, structurally weak regions to get access to high quality and enjoyable foods and meals in their homes. Among the problems that lead to a shortage of supply are an inadequate food and meal self-sufficiency, a limited supply of food and meal delivery services and a low use of existing “meals on wheels” services due to fear of stigmatization.

By developing a supply concept that focuses on the needs of elderly, the project aims at improving diet-related health and well-being, facilitating and sustaining self-determination, independence and participation, activating and expanding networks and provision structures as caring communities and qualifying local providers of meals and food to cater for seniors.

Main (expected) results and deliverables include:

- data collection on the topics health, mobility and supply with 709 participants (baseline) and on the topics nutrition, meals and foods with 303 participants (follow-up) using standardized questionnaires (2015 survey),
- outline of the innovative concept with the particular features: focus on wants, dietary habits and individual dietary needs of the elderly and bundling of several services (e.g. logistics, marketing, process quality management, management of the digital assistant),
- participative development of a senior-friendly digital shopping and nutrition assistant (ordering and information platform) with 10 elderly people participating in a usability-test of the prototype (September 2016),
- pilot test and evaluation of the food supply concept with 18 test customers living in 10 households and 7 local providers of foods and meals (1 supermarket, 1 farm shop, 1 butcher/caterer, 1 fair trade shop, 3 gastronomers) during two weeks in March 2017,
- investigating the need of qualification of catering staff and providing appropriate training materials (e.g. hygiene, preparation, transport of meals),
- derivation of action/implementation approaches and recommendations for politicians and enterprises.

How it contributes to realizing the potential of living longer

With respect to the target group, the project follows two principles: the idea of “as much help as needed, as few help as possible” on the one hand and the self-determination of the participants on the other hand. The digital assistant as an example involves these principles by its participative development and senior-friendly interface. It serves to retrieve health information, advices for everyday life implementation and to order meals and foods from local providers. Thereby, elderly people have a positive influence on their immediate environment. The project approach ensures a high quality food supply for seniors with different need for support.

Timeline of the project

1st March 2014 - 31th December 2017 (45 months)

Lessons learnt

To implement an innovative, web-based meal delivery service for elderly in rural areas, it is important to take into consideration that:

- dietary demands are growing – especially in the younger generation of elderly; not only the nutritive value of a meal is important, but also other aspects of quality and pleasure;
- the subjective need of assistance in elderly is often small, even though the objective need may be higher;
- the willingness of potential stakeholders (gastronomers, supermarkets, etc.) to participate in new types of provision structures for elderly people is often low, which complicates the realization of such structures.

Relevance for the UNECE region

The trends of ageing societies, urbanization and the lack of provision structures especially in rural areas appear not only in Germany but in most countries of the UNECE region, irrespective of their level of development and localization. Innovative food supply concepts, like CulinaryandHealth@Home, may be a key factor for health and well-being in elderly with specific dietary needs and sense for quality meals.
‘To untie the elderly and the patients with Alzheimer’s disease’ Program’

Alternative approach to physical and pharmacological restraints in people with Alzheimer’s disease

Project description

“To Untie the Elderly and the patients with Alzheimer’s disease” Program was born in 2003, motivated by the evidence that emerged in the scientific literature, comparing several countries in the use of physical restraints. A group of professionals felt interest, and we set to work to have more knowledge of the phenomenon of fasteners. Thus, the “To Untie” Program was born, under the umbrella of a Spanish association of elderly persons (Spanish Confederation of Older People’s Organizations - CEOMA) to promote social actions as well.

A “centre free of restraints” is a centre in which no physical restraint is used, understood as physical restraint: limitation of a person’s freedom of movement, or physical activity, or normal access to any part of its body, with any external physical method applied on or adjacent to it, from which it cannot easily be released. The Program is an agglutinative initiative of wills, knowledge, experiences and facts aimed at getting older people to live free of any kind of subjection.

Program Activities

- Investigation; Divulgation; Training
- Search and test alternatives to fasteners
- Elaboration of guidelines and protocols (for families, falls, behavior problems in dementia, use of handrails, etc.)
- Design of organizational models and advice to centers
- Ethical and legal references for the use and non-use of fasteners.

How it contributes to realizing the potential of living longer

The residences can offer reasonable security without using restraint, which makes a higher degree of well-being possible, and also more physical, mental and psycho-social autonomy for the people living there. Well-informed relatives tend to choose quality of life for their loved ones. People deserve as human beings.

There are many references which show the effects of restraint on people’s health and living (or not living) longer. The majority of them are linked to the consequences of inducing immobility on the person, making it impossible for the person to move, or due to lack of strength/vigour and physical exhaustion (adynamia) in the case of chemical restraint. Immobility is considered a syndrome and the effects on the person with dementia are well documented. As well as immobility, physical restraint also causes other complications in the patient, some related to rejection and struggling and others related to the psychological effect of being restrained, with serious behavioral problems and, most of all, agitation. The patients with dementia themselves are the ones who benefit the most of being untied, with clear indicators of improvement in their physical and mental conditions, and a progressive increase in their autonomy. The prevalence of serious behavioral symptoms decreases which leads to a better atmosphere in the centers (the patients are calmer without restraint). Living better is so important for living longer.

Timeline of the project

“To Untie the Elderly and the patients with Alzheimer’s disease” Program was born in 2003 and it is still running.

Lessons learnt

A group of professionals, under the promotion and sponsorship of the Spanish Confederation of Older People’s Organizations - CEOMA, soon understood that the phenomenon of the use of fastening is complex as it’s not only a professional movement, but a cultural change and attitudes of the whole society, and that to achieve that eradicating such practices, would require time and work in various fronts. We have worked in legal aspects, in social awareness, technical and professional aspects, and in the achievement of centers free of fastening, which have already become a national benchmark.

Relevance for the UNECE region

Highlight the relevance of the Project and lessons learnt for.

Medication used for restraint has serious negative secondary effects on people with dementia, especially if administered daily in combination with other medication. In behavioral terms, they can triple verbal aggressiveness in people consuming antipsychotic medication. Finally, the sum of the effects of restraint on the health of the patient leads to a substantial loss in the functional autonomy of the patient which can be irreversible. In some cases, where the patient is especially fragile, the effect of the restraint can be catastrophic. Ultimately, restraint hampers the necessary mobility of the person to a greater or lesser degree, impeding their normal development and the preservation of their bodily functions.

It is very difficult to feel what a human being can really feel tied or drugged for many hours a day, which in many cases does not know where he or she is, does not recognize his/her home, or his/her loved ones (because they no longer live or because they have lost the ability to recognize them) ... fear, despair, anguish ... We think that is much worse from the human point of view than any risk that is avoided with the use of these ties or drugs. It is a fact that we live longer and this is a good thing, but it is also a fact that this implies - for those who have in their hands the care of vulnerable or dependent people - the responsibility to provide these people with a quality of life that we all deserve as human beings.
THE SENIOR UNIVERSITY
OF THE UNIVERSITAT POLITÈCNICA DE VALÈNCIA (SPAIN)

Project description
The Senior University of the Universitat Politècnica de València is responsible for preparing and organizing the specific university educational offering for people over the age of 55. It is part of the UPV Vice-Rectorate for Social Responsibility and Cooperation.

Main objectives of the UPV Senior University are: incorporating new senior students into university life, while remaining linked to the UPV and having unlimited continuity at the Senior University; creating a meeting point for interchanging experiences and motivations, where the students can interact with people with their same expectations; providing different educational content, trying to gather the five big branches of knowledge, facilitating customized class design in order to let students to choose the subjects that best meet their interests, thus drawing their own career path, and facilitating student participation in voluntary work.

Main results: constant and progressive increase in the number of students: 255 in the first educational program (2000-2001) / 2122 students in the 2016-2017 academic year; in the range of monographic courses offered: 6 courses in the 2003-2004 academic year / 82 in the 2016-2017 academic year; and in the number of registrations: 4159 registrations during the 2016-2017 academic year.

How it contributes to realizing the potential of living longer
The students of the UPV Senior University are people with intellectual concerns, with free time and who want to continue learning: this is a challenge which we have been addressing for years. One of the main purposes of the UPV Senior University is to help students be independent in society, have a better quality of life and achieve active and healthy aging.

Timeline of the project
This project, which is 19 years old, annually launches a new range of educational activities. As of the 2017-2018 academic year, these will be available at the three UPV campuses (Alcoi, Gandia and València).

Lessons learnt
The demand for education by people over the age of 55 is quickly increasing; the senior students’ profile has evolved, from people with no studies to people with university studies and a high professional level; the topics demanded by the senior students have increased, from language studies and information and communication technologies, to a more humanistic education, psychology, fine arts...

Relevance for the UNECE region
From an economic and social point of view, we have noted an improvement in the quality of life of the people over the age of 55 who take part in the university programmes for seniors; they are involved in the education that they receive, but also in other activities that are highly beneficial for their personal development, such as hiking and volunteer work; this project has reduced problems of health, self-esteem and depression in this social group.
"I have a plan! Living well with memory problems"

**Project description** Use education tools to minimize stigma and promote senior citizen’s empowerment and improvement of the skills needed for an active and satisfactory life.

→ **Overall Goal**: Providing materials that help fight against stigma, and that will benefit professionals and citizens in making people with mild cognitive impairment’s lives as good as possible, with the best quality.

→ **Specific goals**: 1.- Raise awareness on three **needs** that people with memory problems also have: **A- To decide** (staying in control of your life, being able to make decisions); **B- To do** (being able to perform meaningful tasks, and play valuable roles); **C- To love and to be loved** (feeling respected and accepted, regardless of any health problem). 2.- Help citizens who have these difficulties and their families, to have these needs addressed and fulfilled. 3.- Help professionals who provide care to improve their skills to encourage a more respectful and empowering attention, in line with the rights and needs of the affected, their dignity and quality of life.

**How it contributes to realizing the potential of living longer**
As we live more, it is more likely to have memory problems, or to know someone who does. This project contributes so memory problems or mild cognitive impairment don’t affect so much the quality of life, or the exercise of rights of those who suffer them, and to help building a more inclusive and friendly society.

**Timeline of the project**
In 2015 the materials have been made. Since 2016, it has become effective in a variety of Alzheimer associations and residences in Spain, in Madrid, Cataluña, Andalucía and País Vasco (N=14). Also it was presented in Portugal (Coimbra and Viseau) and in Cuba (International Colloquium organized by FIAPA -International Federation of Organizations of Older Adults- Habana, April, 2017) being used to spread its message dences within and the use of the tools it offers. It’s still in effect at present.

**Lessons learnt**
1- Many people with memory problems have difficulties talking and sharing how they feel and to help them express and determine what they need and want. It also gives them tools to talk about with their relatives, and make decisions now and about the future. 2- **Professional accepting emotional needs, rights and promoting patients decision and quality of life**. To help change the perception and role of the workers, becoming an empowering companion to the person, and help the relatives to take part in this process. 3- **Understanding what the person with memory problems experiences and needs**. This project helps those families to accompany better. It is common the overprotection, devaluation and even infantilization. 4.- **Many older people and Community Centers don’t encourage participation and integration of those who suffer from memory problems**. Senior citizens should be convinced to be more open mind creating a more respectful and friendlier society. 5.- Until now, there were no materials in Spanish and Portuguese language with this philosophy. My intention is to better this situation.

**Relevance for the UNECE region**
There’s often evidence that people with memory problems are considered more disabled or uncapable than what they really are. These educational materials help them to be able to express their wishes and needs, and to let their voices be listened and taken seriously by their relatives and caregivers. This approach, focusing on possibilities, and not only on limitations, helps seniors to have a satisfactory life, as they themselves want, and also allow a more efficient use of resources, as used when really necessary, and not before.
Age Friendly Basque Country

Project description

"Euskadi Lagunkoia" (Age-Friendly Basque Country) enables older people to live in "age-friendly" villages and cities, by removing physical obstacles and barriers as well as by tapping their potential as protagonists and leaders of the project. So far, 45 municipalities in this region joined Euskadi Lagunkoia to improve the quality of life of their citizens. Euskadi Lagunkoia is launched in 2012 by the Department of Employment and Social Policies of the Basque Country with the support of Matia Institute.

It is based on the “Age friendly cities and communities” program, promoted by the World Health Organisation (WHO).

Goals:
• Tapping the potential of seniors in villages and cities as welfare generators.
• Promoting community participation processes.
• Creating a Network of friendly initiatives.
• Facilitating changes in the environments.

How it contributes to realizing the potential of living longer

This initiative emerges with the main objective of taking advantage of the maximum potential of the older citizens. It seeks to promote a big process of citizen participation carried out by the older people as welfare generators.

In this project, older people are the protagonists of a process of wellbeing generation, which will benefit our daily life, will demand for a more rational recovery of public spaces, the relationships among people, care transfers, etc... all those small things which make daily lives more human and satisfying for all.

Timeline of the project

Phase 1: 2012-2014: Pilot study
First, a Practical guide was developed in order to implement it in municipalities. This guide includes tools and best practices to build a friendly environment. Baseline assessment was made in 15 towns, including secondary data sources, an Age-Friendly Survey, Citizen Forums and involving other stakeholders.

Phase 2: 2014-Nowadays: Scaling up
During the second phase (2015-2017), 30 new municipalities and three main cities joined the project (45 in total).

Participants involved so far:
Stakeholders: 45 City councils, 4 Government Departments, +40 Older People Associations, +30 Schools, +300Business/companies and others.

Lessons learnt
• The leadership of the older people and the general population are indispensable for the good progress of the project.
• It is necessary to carry out a previous community work in order to create a promoter group to make sure the strength and continuity of the project.
• It is necessary to work with a flexible methodology. In addition, it is necessary to make synergies with other programs and projects.
• It is also essential to share the success experiences among municipalities.
• It is necessary to work around the change of sight towards ageing, fighting with the stereotypes associated to this life stage.

Relevance for the UNECE region

This initiative works in collaboration with municipalities and associations providing leadership to the general citizenship, and to older people in particular, crossing the barriers of active ageing towards an active citizenship and promoting the active role of older people in social and political decisions within a specific territory.

The process and the methodology in Euskadi Lagunkoia, which was replicated in 45 municipalities, can promote the interchange of good practices across Europe.
Senior Spaces

Older people and Participatory Local Development

Objectives: To actively contribute to older people recognition cultural, social and economic terms, with a special focus on rural areas. § To ensure the inclusion of demographic change in planning public policies from the premise of Participation, Active ageing and Attention to the needs of the elderly in the frame work socio-economic development of rural areas, promoting Local Development Participation, Environmental sustainability and the Co-responsibility of the public and private actors in line with development programs, managed from the Local Action Groups.

The actions of the project are developed in the following axes of intervention: Active Ageing, Social Participation, Intergeneration, Company and Job, Proximity Services, Tourism and mobility, Accessibility, New technologies.

Expected results: Awareness-raising sessions on demographic change and the participation of older people in all the Autonomous Communities of the Spanish State. Get the direct participation of associations of older people in the largest number of Local Action Groups, a space where the rural development objectives of the zones and regions are defined. And definition and establishment of reference indicators that allow monitoring of the social and institutional response to the situation and actions directed to the older people’s group, collecting periodically the evolution of them. This is achieved through two types of workshops: “Policies of greater and impact” and “Thinking - Doing - Thinking, anticipating scenarios”

How it contributes to realizing the potential of living longer

We seek to contribute to global change by strengthening a new local scenario, we want to intensify the presence of older people in society, making them active members, full citizens, demanding consumers, decision makers and managers of their living space, with special emphasis in those living in rural areas. This project seeks social awareness about the potential and active of older people, as participants in society, with the ability to decide in all areas that affect their lives and, in this case, the rural environment and its future, claiming As an opportunity, rather than as a problem. Living longer is good news, provided that throughout the life of the people are taken care of in their needs, as well as participants in all areas of life. Another type of life, no matter how long it lasts, is not a full life

Timeline of the project

Although the project was born with the vocation of permanence in time, we have marked a first stage, that goes from the year 2016 in which it has begun, until the year 2020.

Lessons learnt

Now more than ever we feel that we must face a new stage characterized among other 3 elements by the rapid irruption of the new technologies in the life of the people; The need and shared commitment to ensure the sustainability of the planet; The emergence of a global scenario with a new balance between cultures and above all an unprecedented demographic change, characterized by the accelerated aging of the population.

Demographic change is already a reality that has been alerted since the First World Assembly on Ageing in 1982. This change, along with the climate, are the two major challenges facing humanity. The life and future of future generations will depend on the answer we give.

Relevance for the UNECE region

Through this project we intend to ensure the inclusion to ensure the inclusion of demographic change in planning public policies from the premise of Participation, Active ageing and Attention to the needs of the elderly in the frame work socioeconomic development of rural areas, promoting Local Development Participation, Environmental sustainability and the Co-responsibility of the public and private actors in line with development programs, managed from the Local Action Groups. With the support of the European Union, the 2020 horizon opens an opportunity to redouble efforts to reach old goals, understanding that the new reality derived from demographic change must become a constant present in all the orders of society of this twenty-first century: From the institutional to the private, from the collective to the individual, from the urban to the rural, from the social to the economic and from the impersonal to the personal. UDP adopts the Recommendations of the European Economic and Social Council opinion on "The involvement and participation of older people in society" (2013 / C 11/04, adopted at its 484th plenary session, 14-11-2012). The EESC recommends, inter alia, that: § Governments and statutory agencies make a positive commitment to the active participation of older people in decision-making and to their role in communities; 4 § The focus be put on the capacity and contribution of older people and not on their chronological age, and that governments, NGOs and the media highlight these elements in positive statements; § Support be given for the active participation of all age groups in society to greater solidarity and cooperation between and within generations.
Caring without restraining: NPT

**Project description**

The withdrawal of restraints and implementation of more dignified alternatives –therapeutically valid- that generate fewer side effects, instead of drug administration of psychotropic drugs for behavioural control. This project improves the quality of life and facilitates elderly care in order to maximize social relationships with both the environment and family through person-centered treatment.

**OBJECTIVES:**
1. Review of the prescription of psychotropic drugs and polypharmacy;
2. Appropriate analysis of the behaviours;
3. Need to apply more dignified and person-centered alternatives to control behaviors;
4. Maintain physical abilities as long as possible;
5. Stimulate the senses of touch, sight, hearing and smell;
6. Reduce and appropriately manage behavioural disorders;
7. Stimulate the cognitive abilities that are preserved, especially the language.

**How it contributes to realizing the potential of living longer**

1. Physical constraints have a series of side effects –physical and psychological-as shown in the scientific literature. Their withdrawal diminishes its side effects, providing a more dignified care, extending life expectancy and quality of life.
2. Behaviour analysis reduces the use of psychotropic drugs, which are considered chemical restraints. Behaviour analysis allows us to predict, prevent and manage behaviours, avoiding the use of drugs and its associated side effects contributing to higher quality of life.
3. Withdrawal of restraints and behaviour analysis lead to the use of non-pharmacological therapies and a person-centered treatment maximizing the potential of each individual, providing the elderly with meaningful activities that give meaning to their lives, connecting them to the world, contributing in turn to improve their quality of life, their carers and family members.

**Timeline of the project**

- December 2014: Start of the restraints withdrawal process.
- February 2015: Withdrawal of the first physical restraint; Intensification of the use of non-pharmacological therapies; Introduction of new therapies; Exhaustive analysis of falls; Analysis of the behaviors. Registration and intervention; Review of polypharmacy and the use of psychotropic drugs.
- May 2016: Removal of all physical restraints.

**Lessons learnt**

1. The withdrawal of restraint means a need for work with non-pharmacological therapies, requires stimulation focused on the person, means a need for an exhaustive analysis of falls and behavioural disorders; 2. Behavioural intervention reduces the use of rescue medication; 3. The use of non-pharmacological therapies reduces the appearance of behavioural disorders and helps to properly manage those that already exist; 4. The withdrawal of restraint, analysis and behavioural intervention, and work with non-pharmacological therapies means patients live more and with greater dignity and also increases the quality of the lives of patients, carers and family members.

**Relevance for the UNECE region**

This Project has an impact on commitment number 7, of the “REGIONAL IMPLEMENTATION STRATEGY FOR THE MADRID INTERNATIONAL PLAN OF ACTION ON AGEING, 2002, as it directly contributes to maintaining the highest level of well-being (item 58). This commitment aims to protect the dignity and individuality of the elderly (item 59) is intended for older people with dementia providing useful strategies to confront this type of disease in a dignified and therapeutically valid manner (item 60). In addition, it satisfies the specific needs of the patients with dementia (item 61).
FORO LIDEA (LEADERSHIP OF ELDERLY)

Project description

Foro LideA was created four years ago by nine organizations (elderly organizations, scientific society, private companies and federation of social organizations).

Our Mission:
Promote significant changes in society, based on the active participation of the older generation and their opinion. Generate practices in order to ensure a fair and more sustainable society for all.

How it contributes to realizing the potential of living longer

To promote the empowerment and social leadership of the elderly through:
- Highlight the positive contribution that the older people offer to society.
- Raise our awareness and involvement to achieve respect and recognition for elderly as full citizens of society.
- Study and promote improvements to accomplish open, compromised and efficient citizen participation.
- Respond to situations of age discrimination, in compliance with national and international regulation.

Timeline of the project

Project with indefinite duration. It has an annual calendar of actions and publications:

2016:
- Lidea’s answers to ten stereotypes about elderly.
- Lidea’s multisystemic model about participation and involvement in life.

2017:
- Practical guide throughout the working life: For workers, companies, public administrations and social agents.
- Network of Leadership: Network of communication between LideA and the Sectoral Councils of elderly.
- Improvement of the design of the pictogram of elderly.
- Decalogue of good practices in journalism with the elderly.

2018:
- Practical guide: Ten LideA keys for leadership in social organizations.
- Ten commitments of Society against age discrimination.

Lessons learnt

- Elderly have power.
- The model of society is a co-responsibility of all civil society.
- All social actions must focus on participation and diversity of people (in gender, age, cultural and functional).
- The importance of collaboration between elderly organizations and other civil society organizations.
- A good leadership model is important for a better society.

Relevance for the UNECE region

It is a project for promotes a change from the collaboration and co-responsibility of the elderly organizations and other civil society organizations. The elderly and civil society must get involved more in the improvement of public policies.
Zamora Statement
on Disability & Active Healthy and Positive Ageing

Project description
This document aims to serve as a reference when implementing transfer processes related to active policies on ageing. It has been created taking into consideration 9 EU key issues on which members and experts from INFAD Association and G21 Association are currently working together.

The Statement consists of 9 key points:
1.- REINFORCE the existential dimension of the elderly person. Respecting the dignity of the person and the vital psychological contract until the end of life.
2.- ENCOURAGE social participation. Activating in the group of elderly and people with disabilities patterns of committed leadership, social participation and decision making, as a strategy to combat stereotypes.
3.- PROMOTE lifelong learning. Promoting lifelong learning to achieve neuronal plasticity, neurogenesis and cognitive reserve.
4.- ACTIVATE the knowledge opportunity. Implementing research and innovation processes in which economic agents (the silver economy) can explore new ways to optimize individual and ecological development of the elderly.
5.- POTENTIATE social contributions. Encouraging the involvement of the elderly and people with disabilities in all social challenges, both in the areas of entrepreneurship and social innovation.
6.- IMPROVE healthy living habits. Promoting healthy lifestyles that foster self-responsibility and personal self-care in health promotion, personal autonomy and well-being.
7.- DEVELOP new technologies to our elderly. Facilitating the adaptability of ICTs to the special needs of the elderly and people with disabilities, through the development of user-centered prototypes.
8.- PREPARE processes of adaptation to retirement. Making flexible retirement schemes based on job demand and professional performance.
9.- PROVIDE support resources in vulnerable contexts. Activating socio-family and community support systems to avoid any type of isolation, especially in rural areas.

How it contributes to realizing the potential of living longer
The Statement takes as main reference the global and universal nature of aging, its impact on all aspects of life, both in persons and communities, giving common guidelines to be transferable to all countries and regions in order to meet the challenge of aging in the 21st Century.

These recommendations link the aging issues to other frameworks such as social, economic and human rights development, taking into account the main guidelines issued by the United Nations in its summits and conferences. The implementation of this Statement in various active aging policies will help to recognize and value the capacity of elderly as key assets of our society, recognizing the potential of the aging population as a basis for future development.

Timeline of the project
2014-2017 – In 2014, Zamora city (Spain) hosted the X Edition of the Spanish-Portuguese Congress of Gerontology, organized by INFAD Association. During the Congress, experts in ageing from Europe agreed on concrete conclusions in order to create a document titled: “ZAMORA STATEMENT ON DISABILITY AND ACTIVE, HEALTHY AND POSITIVE AGEING”. In April 2017, these conclusions have been recently reviewed at the XXIV International INFAD Congress.

Lessons learnt
- Combating discrimination. The equality of opportunities and the acceptance of difference.
- Research and innovation in the field of aging.
- The European Association for Innovation on Active and Healthy Aging.
- Encouraging ICT for active aging.
- Lifelong learning, accessibility and intergenerational solidarity.

Relevance for the UNECE region
This Statement is the result of a work carried out through an international academic cooperation, which addresses the process of aging from different dimensions, with emphasis on the economic, social and human rights perspective. Its implementation will contribute to enhance the challenges of aging in the 21st century from a global and universal perspective, both at national and international level.
The web advisor for social technologies

Project description
The project managed by Social Technologies Foundation, TECSOS, constituted by Spanish Red Cross and Vodafone Foundation, aims to encourage participation and provide access to verified information related to the purchase, acquisition, and use of technological products that support vulnerable people.

The project is materialized in the website www.orientatech.eu, which publishes analyses of social technology products tested by engineers who are experts in social technology and volunteer end users, in order to carry out technical verification and social validation of the products.

The main objective is to serve as a reference for entities and interest groups when analyzing ICT solutions applied to solve social challenges.

The project has the following specific objectives:

- Perform technological surveillance and analysis of market trends on innovative products and solutions for vulnerable people.
- Promote ethical guidelines for the design, development, and validation of applied technologies focused on the user in order to improve their quality.
- Creation of networks to promote information for the improvement of the quality of life through technology.

How it contributes to realizing the potential of living longer
It is intended to disseminate high quality and verified information so that any user or entity that buys products for active and healthy aging and personal autonomy can make a successful purchase. In other words, the product acquired has the greatest positive impact on the lives of these users.

Timeline of the project
The project started in January 2017. The website was launched in May 2017 and, at this moment several product analyses have been published. The project does not have an exact deadline. To achieve its objectives the project has funding committed in the coming years.

Lessons learnt
TECSOS accumulates a long trajectory in the test of social technology products, and therefore the implementation of this project is a way of transmitting to society the knowledge and lessons learned. During the course of this project, it is intended to improve the methodology of testing, getting closer to the important aspects for the user when using a social technology product.

Results already achieved
- Involvement of the manufacturing companies in a process of continuous improvement that allows changes in their products based on the indications pointed after the analyses.
- Participation of users, providing opinions and dissemination of useful information about social technology products for other users or entities.

Relevance for the UNECE region
The project is in line with the strategy of the United Nations Economic and Social Commission for Europe in the actions it carries out to preserve the rights of the most vulnerable groups, including the elderly people. For this purpose, the project aims to contribute by generating knowledge and disseminating it freely, trying to improve the living conditions of these groups.
YOUR DREAM, OUR CHALLENGE

Project description

- This work was born at 2014, as a result of the project to improve a retirement home for the elderly. The first idea was find a dream for each person and transform it into a project to be carried out by the interdisciplinary team, including family, friends, foundations, etc.
- The reference professional should coordinate and follow up it.

Objetives:
- Make them protagonist of their lives.
- Improve emotional well-being.
- Encourage relationships between workers, family members and elderly.
- Help them to create a project for the future.
- Provide content to the caregiver role.

How it contributes to realizing the potential of living longer

- Each person is the protagonist of our project. We see them as unique, with an unrepeatable life history, and with own individual life projects.
- The first big difficulty that we found was when we interviewed the elderly people living in the nursing home and an answer was repeated too often: "I do not feel like anything, I have no dreams or desires. Nowadays nothing can cheer me up. I am ok like this." What was happening? They had lost all desire for the future, "we enter here to die."
- Our challenge was to create illusion. We should do it by focusing on the person, who is, what he is like, what is their life story, what like and dislike, making a real effort to withdraw from the aid model.
- The second pillar of our project is the figure of the reference professional, the one that accompanies the person in his/her daily life, working in their care and life plan.

Timeline of the project

2014/5: First step: Collection of illusions. Second step: Drafting the document "Your dream our challenge"
   First contact with "Get your Dreams.
2015/6: Third step: "Your dream our challenge". Fourth step: evaluating the impact

Lessons learnt

<table>
<thead>
<tr>
<th>Results with elderly people</th>
<th>Results with workers</th>
<th>Results with family</th>
</tr>
</thead>
<tbody>
<tr>
<td>IS YOUR RELATIONSHIP WITH ELDERLY PEOPLE BETTER?</td>
<td>DO YOU FEEL MORE LISTENED?</td>
<td></td>
</tr>
<tr>
<td>NOTHING</td>
<td>LITTLE BIT</td>
<td>A LOT</td>
</tr>
<tr>
<td>11%</td>
<td>32%</td>
<td>57%</td>
</tr>
</tbody>
</table>

Relevance for the UNECE region

- Change the vision of the person served, humanize them.
- Every person is the centre of our care.
- The vital project does not end up living in a retirement home or in the old age.
- Focus on the capacities and possibilities instead of deficiencies and care.

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Project location:
Spain (Barcelona)
BOOK CLUBS: AN OPPORTUNITY FOR ACTIVE AGEING

Book Clubs are the weekly meeting of senior citizens who gather together for an hour or more to read out loud and discuss a book. The number of members of each Book Club usually ranges from 10 to 15 participants.

Targets:
- Enabling cultural, educational and social activities for the elderly population.
- Promoting the habit of reading.
- Creating support and relational groups through reading.
- Socialisation and team working.

Results:
- 250 direct and active participants continuously over time.
- Significance of the End of Course Ceremony celebrated for 9 years now.
- Edition of the book "Book reading in the senior years", written by the participants in the Book Clubs. Published in May 2017.
- Achievement of the proposed targets.

How it contributes to realizing the potential of living longer

- Socialisation, interaction and linkages between participants.
- From the knowledge transmitted by means of writing.
- Reengage in and / or new access to reading.
- Evolving, participatory and dynamic activity: open to other Senior Centres and activities.
- Intergenerational.

Timeline of the project

- 1998: First Book Club inception in a Murcia Senior Centre.
- ACDOMUR (Cultural Association of Teachers of Murcia - Retired Teachers) is contacted.
- Today we have 16 Book Clubs that engaged over 250 direct participants and about 20 volunteers.
- Clubs are adapted to the school year, starting the course in September until June.
- In June, the End of Course Ceremony is celebrated with the participation of all members of the Clubs, which in several occasions has counted with the presence of significant writers.

Lessons learnt

- High potential of the project and involvement of the participants.
- The value of reading facilitators and volunteering.
- Participation contributes to self–development and autonomy.
- The importance of coordination and collaboration among the actors involved: Social Centres for Senior Citizens, Volunteering, Regional Library and The Murcia City Council.

Relevance for the UNECE region

- Ensures the integration and participation of older people in society.
- Strives to ensure the quality of life at all ages and to maintain an independent life that includes health and well-being.

(Commitments 2 and 7 of the Regional Implementation Strategy for the Madrid International Plan of Action on Ageing 2002)
Healthy Chess

Project description
Programme is developed by the “Magic Extremadura Chess Club”. It is financed by the Regional Service for the Promotion of Autonomy and Care for Dependence (SEPAD). Department of Healthcare and Social Policies. Junta Extremadura.

Brief summary. Description.
There is a general unanimity in recognizing that the practice of the game of chess is a magnificent training for the executive functions of the human brain. These abilities are related to planning, organization, making decisions... and they promote personal autonomy in order to prevent dependence conditions and disorders and disabilities associated with ageing.

However, the principal handicap is that an adapted method is necessary for the teaching of chess to the elderly people. The exercises and the practice are focused on the specific work of cognitive functions. Professionals must know and prioritize the intellectual training instead of the competitive aspect of the game. On the other hand, the best advantage is that chess exercises brain and, besides, promotes social and cultural participation and relationships between generations.

In summary, this programme stimulates areas belongs to the active and healthy ageing model and it has as purpose to improve the quality of life for elder people.

Main objectives
To prevent physical and cognitive dependence conditions and promoting integration, social participation and intergenerational relationships. To promote active ageing with the permanence of the elderly in their environment avoiding institutionalization.

Expected results
Improvement such as general reasoning, memory, attention and concentration, social participation, intergenerational relationships, emotional abilities and self-esteem. It is evaluated with standardized tools: MMSE and Yesavage.

How it contributes to realizing the potential of living longer
This programme influences in abilities and attitudes like self-care and self-awareness. Well-being hardly depends on the users. They are empowered about the importance of working their minds through chess. It has an impact on decrease of chronic diseases. This process implies a greater probability of living longer with higher quality of life.

Timeline of the project
Since 2008-Valid until now. It will continue in 2018. 2017= 8 months. From February to May, and from October to December.

Lessons learnt
Our work with senior people over the years has taught us that chess can be very useful for the elderly because it could be adapted to them and it is used in a healthy, non-competitive or individualistic way. In addition, it has showed us that chess can be used - and we have succeeded in creating a specific methodology over several years of practice - in a different way, specifically working in subjects like attention, memory or executive functions beyond typical exercises of the checkmates.

Relevance for the UNECE region
Ordinary training and cognitive rehabilitation workshops are very useful, but they may require too much effort. "Healthy Chess" is relevant because it is a simple and easy activity. Our specific methodology establishes an innovative programme of cognitive training.

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Photo: Intergenerational match of chess.
Case study of AVIMEX: Senior ICTs volunteering organization in Extremadura, Spain

The case study focused on a non-profit organization specialized in senior ICT volunteering called Asociación de Voluntarios Informáticos Mayores de Extremadura (AVIMEX) which has around 300 volunteers distributed in local teams in Extremadura, Spain where they are promoting ICT usage and digital literacy among disadvantaged social groups (elderly people, youth exclusion, disabled persons, ethnic minorities, immigrants, prisoners, etc.) with difficulties to access this new technology in order to overcome the digital divide and to integrate in the emerging Telematic Society.

This social research demonstrates how seniors gain many benefits from volunteering, in this case from AVIMEX (founded in 2003) which is providing learning and skill development for older adults and other citizens in this Spanish region. These kinds of volunteering organizations, both individual and collective interests and motivations converge. On the one hand, personal self-realization, self-esteem, investment of free time, lifelong learning, group expression, feeling of identity, generational coexistence, interpersonal communication, role renewal, among other considerations. And on the other hand, civic engagement, social transformation, network connectivity, solidarity aid and volunteering in favor of other people related to the e-inclusion.

To sum up, this research emphasizes the new roles played by older adults in the Telematic Society as senior citizens who are enjoying an active life within the population ageing context, while they are getting involved in social activities in order to prove their contributions to society and the communities in which they are living all over Europe.

How it contributes to realizing the potential of living longer

This social research is based on the life-course perspective to understand the vulnerabilities and strengths during early stages of human development and the experiences throughout life. Besides the heterogeneity of the elderly is considered by the process of optimizing opportunities for health, participation and security in order to enhance quality of life as people age, so-called active ageing.

AVIMEX as a new paradigm of active and inclusive ageing describes how older adults improve their knowledge and abilities as volunteers specialized in senior ICT to contribute to realizing the potential of living longer in the Telematic Society from the local level (Extremadura, Spain).

Timeline of the project

This social research project on AVIMEX started in 2007 and ended in 2015 as a Doctoral Thesis (PhD in Sociology) at the University of Extremadura, Spain. More information: http://dehesa.unex.es/handle/10662/3289 At the moment I continue researching on Sociology of Age/Ageing with different projects for instance the “intergenerational footprint” in third-sector organization (TSO).

Lessons learnt

Understanding new roles played by older adults in the emerging Telematic Society according to the empirical evidence that people aged 65 years and older (currently around 20% of the population in Extremadura) are contributing as a volunteers in non-profit organizations to empowerment themselves. The results of this project show other forms of social engagement among older adults in this Spanish region, but senior citizens are more likely to get involved in volunteering organizations motivated by the sense of social support using skills and experiences, the lifelong learning of new knowledge and the opportunity to maintain social networks.

Relevance for the UNECE region

According to the Commitment 2 (TO ENSURE FULL INTEGRATION AND PARTICIPATION OF OLDER PERSONS IN SOCIETY), this researched project point out the following issues:

• New roles are implemented by older adults in ageing societies,
• New social faces of the elderly to battle the ageism, and,
• New intergenerational solidarity relationship in the Digital and Longevity Age.
The Seniors Health course: PAERPA

Project description
The goal of the Health Support Program for Elderly at Risk for Becoming frail (PAERPA, Personnes Agées En Risque de Perte d’Autonomie) is to ensure the greatest autonomy for people over 75 years of age:

- Strengthening home support
- Improve coordination of stakeholders and interventions
- Secure hospital discharge
- Avoid unnecessary hospitalizations
- Better use of medicines

How it contributes to realizing the potential of living longer
The PAERPA approach promotes a health response centred on individuals and their interrelationship with each other and their environment. Policies are being developed and refined in practice, to ensure that interventions are well adjusted to needs.

All local stakeholders are mobilized: county councils, health professionals, health and medico-social institutions, social sector, health insurance, etc.

These new practices are aimed at improving the care of the elderly.

Timeline of the project
Start of the program: 2013 - now

Lessons learnt
The major challenge of this project is to experiment with innovative actions at the level of each territory, to facilitate collaborations between professionals and local authorities.

This ambitious project requires: the involvement of all the stakeholders, the development of information systems and the development of modes of communication allowing shared medical confidentiality etc.

Relevance for the UNECE region
This system allows elderly people to preserve their dignity by providing them with the greatest possible independence and home support.

This approach allows them to develop their sense of belonging and self-esteem to measures designed to ensure greater autonomy.

Contact information:
Le Parcours Santé des Aînés : PAERPA

Project description

Le Parcours Santé des Aînés a pour objectif d’assurer aux personnes âgées de plus de 75 ans la plus grande autonomie possible. Le dispositif PAERPA s’articule autour de cinq actions clés :

• Renforcer le maintien à domicile,
• Améliorer la coordination des intervenants et des interventions,
• Sécuriser la sortie d’hôpital,
• Éviter les hospitalisations inutiles,
• Mieux utiliser les médicaments.

How it contributes to realizing the potential of living longer

• La démarche PAERPA est centrée autour de la personne : c’est en partant des besoins des personnes âgées que les différentes actions se coordonnent.
• L’ensemble des acteurs territoriaux sont mobilisés: conseils départementaux, professionnels de santé, établissements de santé et médico-sociaux, secteur social, assurance maladie etc.
• Ces nouvelles pratiques inédites sont destinées à améliorer la prise en charge des personnes âgées.

Timeline of the project

Début du programme : 2013 - maintenant

Lessons learnt

• L’enjeu majeur de ce projet est d’expérimenter des actions innovantes à l’échelle de chaque territoire pour faciliter les collaborations entre professionnels et collectivités territoriales.
• Ce projet ambitieux requiert : l’implication de tous les acteurs du territoire, le développement des systèmes d’information ; la promotion de modes de communication permettant le secret partagé entre professionnels de secteurs différents etc.

Relevance for the UNECE region

Ce dispositif permet aux personnes âgées de préserver leur dignité en leur assurant la plus grande autonomie possible et un maintien à domicile. Cette démarche leur permet de développer leur sentiment d’appartenance et leur estime de soi grâce à des mesures visant notamment à assurer la plus grande autonomie.
“WOMEN’S CAREER FOR A LIFETIME”
A Hungarian Initiative with UN and EU Support

Project description

Demographic ageing is a universal problem, and the situation in Hungary is also serious. Since the life expectancy of women outstrips that of men, we must encourage women to continue living active and healthy lives. Compared to their numbers and potential, the participation of older women in economic and social decision-making is insignificant.

The aim of the “Women’s Career for a Lifetime” project is to give older women the chance to:
- stay in the workforce and share their experience
- participate in lifelong learning
- keep playing an active role in society, including volunteer work
- prepare consciously for longer, healthier and more meaningful lives.

We hope to do this by calling special attention to the need of supporting the participation of women over 50 in the labor market while taking into account their role in the family. Popularity called the “sandwich generation”, these women must continue to care for their children, their parents, and grandchildren.

We hope to involve those women over 50 who are willing and able to continue their contribution to their respective fields of knowledge and competence. Their recognition, appreciation, proper remuneration and inclusion in economic and social development must be of top priority!

We recognize the importance of good media relations. We keep the media informed, especially our selected contacts, delivering first hand news that could indirectly affect domestic politics and the economy in the fields of ageing, employment, sustainability, cooperation of generations, and the plight of older women.

Our accomplishments

Over 2000 participants in our 9 international conferences in Hungary Hungarian and International Expert, Trainer and Speaker database 3 presentations at UN conferences, 10 at events in Europe “Women’s Career Lifetime Achievement Award”, since 2013 “Best Workplace for Women Award”, since 2007 Think tank: videos, presentations, research and surveys Presence in the media.

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Our professional network

UN: ILO, WHO, FAO, UNECE, UNESCO
EU, EP: Committee on Women’s Rights and Gender Equality

Relevance for the UNECE region

Older women are facing similar challenges all over the world. Therefore we hope to strengthen the general understanding, approach, acceptance and inclusion between participants of the UNECE conference, who will subsequently popularize and make use of the new information in their respective countries through formal as well as informal channels.
Challenging the Myths of Ageing

Project description
Active Retirement Ireland has developed a voluntary development and outreach programme that supports the 550 local associations to deliver a range of social, cultural and physical activities that enables older people to lead healthier and happier lives thus increasing their quality of life. In 2012 the Irish Centre For Social Gerontology in their evaluation on the impact of Active Retirement Ireland found that members rated their quality of life higher than those in TILDA (The Irish Longitudinal Study on Ageing) and that members contributed to their own health production by being involved in various activities. The programme supports teams of volunteers who are older people themselves to work at local level. Each team challenges the local associations to question their activities and plans; to promote healthy and active ageing and provide information for older people to make decisions on their own lives.

The development and outreach teams draw on their experiences of being older when engaging with local communities with a view to setting up a new local association. They also encourage older people to get involved in the local associations as a means of reducing loneliness and making new friends and social networks.

How it contributes to realizing the potential of living longer
Access to social, physical and cultural activities as we get older enables us to improve the quality of our lives, reduce loneliness and assists in the development of health models where older people are the drivers not the dependents. The work of our teams encourages older people through peer support to volunteer and be part of the decision making within their groups thus recognising their experience and valuing their contributions. When activities are planned by older people themselves they are less likely to be based on assumptions of what is appropriate but on actual knowledge of what older want.

Timeline of the project
2012 – to present time

Lessons learnt
Active Retirement Ireland has learned importance of supporting older people to do things for themselves and the importance of recognising and valuing the contribution of older people. Peer support provided by older people themselves is far more sustainable than bringing in external trainers or facilitators.

Relevance for the UNECE region
This programme has relevance to goals 2 Integrating and participation; 6 Lifelong Learning; 7 Quality of life, independent living and health
Center of Memory and Memory Training Center

**Fraility prevention in Biella’s General Hospital**

People with Alzheimer’s have about one-half the life expectancy, after diagnosis, than people who do not have Alzheimer’s. The Centre of Memory “Adele Majoli” was founded in Piedmont Region (Biella’s General Hospital) in 2012 and aims to early detect Dementia and Alzheimer diseases. Being diagnosed early can help patients get the right treatments and find the best sources of support, as well as making decisions about the future treatment.

Since 2012, the number of patients who required the support of the center increased (900 cumulative access) per year while patient mean age progressively decreased (early stage diagnose).

Project showed a 33% reduction in the amount of dementia or cognitive impairment after 5 years compared to those who received no training.

**How it contributes to realizing the potential of living longer**

People with Alzheimer’s disease and other forms of dementia live, on average, about four and a half years after their condition is diagnosed. From clinical healthcare to public health campaign, the project raised awareness for this condition and contributed to the effective dissemination of social and medical services available in the community setting.

**Timeline of the project**

2012 – ongoing

**Lessons learnt**

There’s a preponderance of evidence that brain early training has multiple benefits on the disease progression, and is cost-effective. Furthermore, our project helped to foster health promotion interventions and environments suitable for prevention of chronic diseases in different care settings.

**Relevance for the UNECE region**

The strategy is based on the Health Promoting Hospitals (HPH) framework with a strong emphasis on evidence based prevention and is part of Empowering Hospital Emp-H project which has received funding from the European Union’s Health Programme.

**Project coordinator**

Dr. Vito Marinoni
PERSILIAA: ICT supported services for older adults in Campania


Project description: Personalized ICT Supported Service for Independent Living and Active Ageing in community dwelling older adults of Campania Region (Italy).

PERSILIAA is part a European FP7 founded project. The project engages 8 international partners from 5 countries (Spain, Ireland, Italy, Netherlands and Portugal). The aim of the project is to develop and validate a new service model for the prevention of frailty in community dwelling older adults. In particular, in Campania the adoption of a remote service modules for screening, monitoring and training has been studied and validated. PERSILIAA enables the transition from fragmented, reactive disease management towards a preventive, personalized model offered through local community services and information communication technology which is both supported by a proactive team of caregivers and health professionals, and integrated into existing healthcare services. A group of 154 older adults in 4 different communities (age 72.0 ± 5.7, sex - 13.7% males) were progressively enrolled since 2014 in order to assess adoption of ICT supported services for prevention of frailty. About 32% of older adults showed functional and cognitive limitations. During the project, they were invited to undergo a screening/monitoring before and after nutritional, cognitive and physical ICT supported training modules. Older adults have been involved in face-to-face activities to prevent each one of the targeted frailty domains: malnutrition, cognitive limitations. In order to support the adoption of ICT supported services, we embedded our services with health and ICT literacy training for older adults, we carried out a TAM/UTAUT study on the new ICT supported services and System Usability Scale (SUS). The study suggests that interviewed older adults agree that PERSILIAA services increased the level of their individual performance under the physical, cognitive and nutritional domain. In order to assess impact on health outcomes, BMI, Blood pressure, Cognitive functioning, MNA, Quality of Life and Physical Functioning were assessed. A slight reduction in AD-8 (Dementia Screening Questionnaire) mean scores was observed in the sequential assessments. The QMCI has been employed to identify mild cognitive impairment. In the PERSILIAA population, QMCI scores showed improvement with respect to baseline ones. Also QoL’s scores from EQ-5D, RAND 36 and SF12 substantially improved compared with the assessment at study entry. With regard to physical performance tests, mean values in the Chair Stand Test and Two minutes step test increased. In the post-intervention, we observe a statistically significant increase of MNA score (p=0.005). Measures of body composition assessed by bioelectrical impedance analysis PhA also improved, as well as the muscle mass and the body cell mass.

How it contributes to realizing the potential of living longer

In Campania region the study addresses the process of implementation and adoption of new eHealth services through a “prospective cohort study” for detecting and preventing frailty among older adults, taking into account contextual factors. In order to support the adoption of ICT supported services, the new services have been embedded with health and ICT literacy training for older adults. In order to assess the adoption of PERSILIAA services by older adults, we carried out a TAM/UTAUT study on the new ICT supported services and System Usability Scale (SUS). The study suggests that interviewed older adults agree that PERSILIAA services increased the level of their individual performance under the physical, cognitive and nutritional domain. In order to assess impact on health outcomes, BMI, Blood pressure, Cognitive functioning, MNA, Quality of Life and Physical Functioning were assessed. A slight reduction in AD-8 (Dementia Screening Questionnaire) mean scores was observed in the sequential assessments. The QMCI has been employed to identify mild cognitive impairment. In the PERSILIAA population, QMCI scores showed improvement with respect to baseline ones. Also QoL’s scores from EQ-5D, RAND 36 and SF12 substantially improved compared with the assessment at study entry. With regard to physical performance tests, mean values in the Chair Stand Test and Two minutes step test increased. In the post-intervention, we observe a statistically significant increase of MNA score (p=0.005). Measures of body composition assessed by bioelectrical impedance analysis PhA also improved, as well as the muscle mass and the body cell mass.

Timeline of the project

PERSILIAA has been working following an iterative implementation process with cycles that followed the release of the different modules (ICT, training etc). The project lasted 36 months, started in 2014 and finished in 2016

Lessons learnt

PERSILIAA@Campania has been focusing on motivational tools and strategies, to improve adherence to the new services. As services for effective prevention and management of frailty focus on empowering older adults and engaging them to live a healthy and active lifestyle, motivational strategies like involvement of their carers and training strategies that embed ICT and health literacy have been essential tools. PERSILIAA project and its results have made a remarkable contribution to improve available models for healthcare targeting older adults. Most notably, it has produced the means (a service model, screening procedure, and ICT services) to identify (pre)frail older adults in the community, and to involve them in the prevention of frailty. Ultimately, this resulted in an improvement on health of older adults, an increased level of independence, and brings the potential to decrease in the burden that these older adults place on healthcare professionals and on the social and healthcare systems.

Relevance for the UNECE region

In agreement with the Madrid International Plan of Action on Ageing and its Regional Implementation Strategy (MIPAA/RIS), and the “focus” of Ministerial Conference on Ageing organized by UNECE, PERSILIAA offered a number of advanced and organized services, supported by an adequate infrastructure that was adapted to different needs from time to time. The results showed user satisfaction and an improvement in their quality of life, achieving the goal of “longer life potential”, ensuring aging with dignity.
Latvia: Developing a Comprehensive Active Ageing Strategy for Longer and Better Working Lives

Project description
To develop an evidence-based and comprehensive active ageing strategy in Latvia that would facilitate longer and better working lives taking into account the considerable demographic challenges that the country is currently facing.

How it contributes to realizing the potential of living longer
• presents a solution to improve the situation of active ageing, the aim of which is to promote longer and better working lives of Latvia's population and to improve the overall economic;
• includes following activities:
  • An informative campaign for the promotion of longer and healthier working lives;
  • Assessment of older individuals’ abilities, skills and health;
  • Potential of active ageing and promotion thereof in the private sector Activation measures for the long-term unemployed;
  • Expansion of training opportunities for older unemployed;
  • Promotion of self-employment among the older population;
  • Adult education for the employed;
  • European informative campaign "Safe and healthy work for all ages".
  • These activities are planned to be implemented in the period till 2022

Timeline of the project

Lessons learnt
• Seminar on General Active Ageing Issues
• Study visit to the Austrian Federal Ministry of Labour, Social Affairs and Consumer Protection
• Seminar on Employment Issues
• Seminar on Health Issues
• Study visit to the Ministry of Labour and Social Policy of Poland
• Seminar on Social Protection Issues
• Study visit to the Ministry of Social Affairs of Estonia
• Seminar on Care for Family Members
• Conference “Active Ageing for Longer and Better Working Lives”

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Project description

The project aimed to strengthen the health of older women and men suffering from the NCDs (focusing on hypertension and diabetes) and reduce poverty in older age through development of age appropriate livelihood activities in six communities across Moldova. Through the project actions, the older women and men improved their knowledge about management of the NCDs, received increased access to health services through volunteer home-visits and developed livelihood activities through mini-grants that improved their nutrition, income and participation in social life. Throughout the project timeline, 94 older people volunteers, trained and equipped with the medical kits, containing blood pressure monitor, glucometers, scales and first aid equipment, regularly conducted home visits and monitored the health of 355 vulnerable older women and men in their communities. At the same time, 14500 older women and men from target communities received free medical consultations, participated in the lectures on health and improved their knowledge about prevention and management of the NCDs in older age. Through the livelihoods programme, 238 older people (168 women and 70 men) developed such activities as poultry rearing, animal breeding, vegetable growing, bee breeding/keeping, various handicrafts, consequently reporting improved income and food security. The livelihoods offered food for the household of the older person and an extra income to buy food, medicines and pay for utilities.

How it contributes to realizing the potential of living longer

The action is linked to Priority Direction I and II of MIPAA that gives opportunity to older people to access income-generating programmes and secure higher income, thereby combating poverty and ensuring participation in social life. Marginalised older women and men were offered health education opportunities and free primary healthcare support, that enabled them to prevent and manage their chronic conditions, especially hypertension and diabetes. The older people who benefited from the project actions reported better nutrition, improved knowledge on health management and support from the community, overall leading to better wellbeing.

Timeline of the project

The project was implemented during three years, from July 2014 to June 2017. This model was extended for another three years to five other rural communities in July 2017 and is well received and favoured by the older women and men.

Lessons learnt

The low level of pensions in Moldova presents high risk of poverty for any ageing person in the country. With support from the community and with opportunities created for older women and men through HelpAge’s projects, the older people participate in development, employment and social life, that helps them to improve their wellbeing, learn how to prevent and manage the NCDs they suffer from, and achieve a more dignified life. The older age can also provide opportunities for development, learning and self-employment, and create better environment for ageing and living longer, healthier and happier lives. HelpAge’s programmes demonstrate that the communities with limited access to social and healthcare services can create new opportunities, can develop the capacity of the peer-support groups, the volunteers, to help more vulnerable peers who can be of great support to those who live through a more difficult period of their lives. Ageing societies can enjoy development if they create opportunities for more people to participate in development for longer.

Relevance for the UNECE Region

The project combats poverty among older women and men in Moldova, especially those living in rural areas away from mainstream services and demonstrates the model of how little investment can improve wellbeing in older age, through creation of community-based support, health education opportunities and livelihood programmes for better food and income security.
Taking Action on Social Inclusion of Older people

Project description
The goal of the project is to further improve the capacities of five national networks of civil society organisations and 50 civil society organisations in increasing public awareness and impacting on decision making processes on social inclusion of older people in five Western Balkans countries, at national and regional level.

The project, funded by European Union, Austrian Red Cross and Austrian Development Agency aims to strengthen five CSO networks and 50 CSO network members to influence regional and national development plans and other legal/policy documents relating to ageing and social inclusion of older people. By strengthening civil society networks the project will strengthen older people themselves to advocate for inclusive policies across the region. The expected outcome is that policy makers in the five partner countries will include recommendations of CSOs in their policy making process that will lead to better support to social inclusion of older people. Civil society and older people will also improve their capacities for evidence based advocacy which will lead to improved image of ageing, more active older people and better integrated communities.

How it contributes to realizing the potential of living longer
Since older people live longer in good health these days social inclusion is about ensuring they are active participants in policy creation in all areas of importance to them. This will contribute to a more cohesive society, reduce prejudice, change image of older people and avoid the otherwise frequent paternalistic discourse in discussions on ageing and older people. Important part of the project are the subgrants provided to local organisations in order to support their grassroots micro-projects. These will showcase a variety of different activities that should be relevant both for older people and the local community. One of the project outputs will be the publication of best practice examples from the micro-projects. This will create blueprints for the activities at local level that could be implemented in the future in the project countries.

Timeline of the project
1 February 2016 – 31 January 2019

Lessons learnt
Although the project is still in the second year of implementation some things can be seen as relevant. The obvious one is importance of knowledge and experience sharing, especially in the context of EU accession process and the shared history of the health care and social protection systems in some of the project countries. The CSOs in the region are in comparable position in different countries regarding the policy process participation and therefore any improvement made in any of the countries in positioning CSOs within the policy creation process or in creating concrete new policies beneficial for older people can be used in other regional countries as leverage CSOs can use to advocate their stances.

Relevance for the UNECE region
TASIO project is a good example of regional cooperation, experience and knowledge sharing. This is relevant because all the project countries are on the EU accession path and for CSOs this is an important learning opportunity to engage in and contribute to the public policy debate in the process of harmonising the legislative and policies. Having insights in the policy processes in other countries from the region, the CSOs can utilize knowledge of what is working and what is not working in order to improve the process of developing the policies that aim to improve the situation of older people in the Western Balkan region.
Change attitudes – extend careers

Project description
The Centre for Senior Policy is a resource and competence centre that cooperates with social partners and the Norwegian government to promote active ageing in working life. CSP bases its activities on the assumptions that older workers possess valuable resources and skills, and that people continue to learn and develop throughout their working lives.

CSP coordinates research and information outreach.

The Norwegian Senior Policy Barometer shows that since 2003, the average preferred retirement age has risen by more than five years. The employment rate for older workers has increased significantly since 2010.

How does CSP contribute to realizing the potential of living longer?

CSP contributes to realizing the Vienna Declaration, goal no. I: “Longer working life and maintained ability to work.”

Subparagraph c): “Developing evidence based policies” and “Promoting positive (and knowledge based) attitudes towards senior employees and combating age discrimination.”

Timeline of the project
CSP was established in 1969. Since the Inclusive Workplace Agreement in 2001 the focus is to promote active ageing in working life.

Lessons learnt
The desire to stay longer in working life is strongly influenced by the degree of job satisfaction and the opportunities for lifelong learning.

Support and commitments from both the social partners and the authorities are necessary to change attitudes and behaviour.

Relevance for the UNECE region
CSP believes that the Norwegian model for tripartite cooperation, in particular the Inclusive Workplace Agreement, may be of interest for other European countries.
# EIP-AHA action group A1 (Adherence to medical plans): an European network to improve prescription and adherence to medicines and healthy lifestyles

## Project description

European Innovation Partnership on Active and Healthy Ageing (EIP on AHA) aims to identify and remove persisting barriers to innovation for active and healthy ageing, through interdisciplinary and cross-sectorial approaches. The Strategic Implementation Plan of the Partnership (SIP), adopted by a Steering Group (SG) of representatives from industry, regional and local public authorities, NGOs, EU member States and civil society, set out the vision as well as an operational plan to achieve the aim of an increase of two years in the number of healthy life years of EU citizens. The SG structured the work needed in three pillars reflecting the 'life stages' of the older individual in relation to care processes; A: Prevention, screening and early diagnosis; B: Care and cure and C: active ageing and independent living.

In agreement with the overall goals of the EIP on AHA to improve quality of life, increase systems and services sustainability and increase the EU economy’s competitiveness, the Action Group A1 aims to contribute to the improvement of prescription and adherence to medicines and healthy lifestyles at European level.

In response to the SIP, the European Commission launched three invitations for commitments, in 2012, 2013 and 2016, inviting stakeholders to contribute to the implementation of its objectives. Through this process, the A1 Action Group brought together more than 100 ‘main’ partners representing more than 180 multi-stakeholder commitments from various EU countries.

For the period 2016-2018, the most relevant areas of development for the definition of the renovated Action Plan’s objectives have been identified as follows: Promote participation of citizens in health policies; Collaborating results with all professionals; Development of innovative technologies; Improve adherence to medication and chronic treatments; Scale-up efficient strategies; Patient empowerment; Recommendations to governments; Promoting the role of pharmacist; Risk stratification tool; Model for improving prescription; Faster for clinical trials approval/revision.

This initiative is committed to pursue innovative strategies and apply successful lines of action in order to improve prescription and adherence to medicines and healthy lifestyles at European level, and subsequently to an active and healthy ageing.

## How it contributes to realizing the potential of living longer

Non-adherence to medical plans is a public health problem at every level of the population, but especially in older adults. Multiple chronic diseases and polypharmacy, the co-prescription of several drugs, are highly prevalent in older persons. There is evidence that non-adherence increase with the number of chronic diseases and of drugs. The management of chronic diseases required a continuous psychological adaptation and behavioral reorganization that may lead to significant changes in respecting therapeutic indications. On the other hand, polypharmacy is associated with inappropriate prescriptions, drug-drug and drug-disease interactions, and prescription cascade all increasing the risk of adverse drug reactions that eventually lead to discontinuation of treatment. Ongoing work had great potential to improve prescription and adherence to medicines and healthy lifestyles at European levels, which are of crucial importance for an active and healthy ageing, and to enable the citizens realizing their potential of living longer.

## Timeline of the project

The project started in 2012, with its first period of activity between 2013 and 2015, and the second period of activities from 2016 until 2018. It is expected that the activities will continue after 2018.

## Lessons learnt

Major changes are only possible with the involvement of the different stakeholders, which working in a close collaboration, will facilitate the implementation of innovative policies, ideas and projects. It is of utmost importance to foresee the participation of the different stockholders in the deployment of procedures in order to improve prescription and adherence to medicines and healthy lifestyles. These issues are of crucial importance for an active and healthy ageing, and to enable the citizens realizing their potential of living longer.

## Relevance for the UNECE region

Non-adherence is challenge for health care professionals and researches. In developed countries non-adherence in the treatment of chronic diseases ranges from 30% to 50% and this rate is even higher in developing countries. This degree of non-adherence results in a high number of patients that do not achieved the benefits from the prescribed treatment; as a consequence they experience a poor quality of life, and poor health outcomes. At the same time, this leads to the substantial increase in the health care costs. Indeed, improvement of adherence strongly influences health outcomes, when compared with the development of new drugs. The Action Group A1 is tackling this challenge, along with the deployment of innovative approaches. This endorses this collaboration of numerous stakeholders as a major European player in this field.

## Authors:

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Ageism, cognitive processing and moral foundations

Project description

This project aimed to explore if and how ageist behaviors can be viewed as (1) moral orientations and (2) as dependent of a dual type of cognitive processing. According to Moral foundations theory, morality is seen as a set of at least five intuitive systems created by evolutive and adaptive processes. Those systems with which individuals take decisions are care/harm, fairness/cheating, loyalty/betrayal, authority/subversion and sanctity/degradation (see more in Graham et al., 2011). By other hand Kahneman (2003) suggested that individuals have two main systems for cognitive processing: one more automatic, intuitive, emotionally driven (system 1) and other whose functioning is slower and rational and driven by rules (system 2). We expect with this project to add a more grounded theoretical way to think and act toward ageist thinking and behavior.

How it contributes to realizing the potential of living longer

Living longer being a multifaceted achievement is certainly strongly dependent of a friendly, supportive and encouraging environment. This environment can be featured by how much ageism is experienced by older people. This project helps enhance our understand of ageist thinking and behavior perpetrated by adults toward older adults and then, create new possibilities of look to and approach the social world within which ideas, attitudes, and behaviors toward aging and toward older people are shaped.

Timeline of the project

The project as it was planned began in 2016 and ends with this paper (in process). However, we plan to extend its initial dimension and scope and then, we expect to end it December!

Lessons learnt

An approach just based on human rights can miss several important points when we consider ageism because it’s not just how well older people are cared or harmed but also a lot of other dimensions that are relevant to understand ageism.

1. Negative ageism is not perpetrated differently by persons using mostly system 1 and persons using mostly system 2. However if we take into account just only positive ageism, we found that persons who mostly use system 1 practice significantly more ageist behaviors than persons using system 2.
2. When we explore the associations of ageism with moral foundations we found that for negative ageism only the dimension of purity or sanctity was significantly associated. The meaning of this association is risky to state. However, put it in an evolutive form, it seems as if older people were thought and treated as some parasite or virus that can put at risk the sanctity or purity of the life or body. This kind of result has already been found respecting the relationship between attitudes of conservatives about immigrants. For positive ageism we found a profile with three moral basis significantly associated: purity, authority and loyalty. This suggests that those who practice positive ageism have apparently a more complex ethic intuition. All this suggests that when we consider ageism we should probably consider that there are evolutive and adaptive forces in presence. Being said, we need to introduce institutions in our culture that can show how much older people are equal to other age groups, how much they are not different in purity/sanctity than a young adult or adult. By other hand we would gain by pay tribute and show how much we owe to older people and how much we gain in supporting them and in improving their viability as unique group of so diverse people. More than combat negative ageism, this alternative can enhance the respect and loyalty that we found associated with positive ageism. Globally, these possibilities need to be tested about its effectiveness.

Relevance for the UNECE region

This project may have an important impact for the UNECE region. Being the most aged continent in the world (in the sense that it has the highest percentage of older adults) is certainly a signal of human development for the Europeans and their institutions. However, having been achieved so significant realization, there is the need to add to that biological extension, other social and cultural signs that may impact the way people from all ages look to old age and live when it comes to old age. Europe has conditions to create new paths of viability for different kinds of roles and vitality expressed by older persons.

References

Projeto R | Planning retirement transition

**Project description**

Projeto R is a training and counseling program that aims at preparing people to enter retirement and successfully adapt to the changes brought by this important period of life. By acting preventively in a critical moment, Projeto R helps avoiding or postponing health or social problems, improving people’s well-being and quality of life.

The program is based on three main aspects: Life changes (What changes take place in Family and Social life; Health and Well-being; Finances and Free-time activities with retirement? How to deal with them?); Self-knowledge (What are my motivations and interests? What skills/competencies have I already developed and which would I like to develop?); and Life Project (What are my main goals? What will I dedicate myself to?).

Projeto R works in partnership with NGOs, private schools, entrepreneurship associations, senior universities; which expand the range of opportunities for the participants to implement their life projects, from volunteering to entrepreneurship, from adopting a healthy lifestyle to learning and sharing their knowledge and experience.

Projeto R’s alumni network holds regular meetings which include social, cultural and learning experiences.

Two editions of the program have been run, with a total of 21 participants. 67% was at the time working and 33% retired or pre-retired; 62% were women and 38% men.

In terms of the Overall Satisfaction with the program, from a scale from 1-5, 69% chose 5 (very satisfied) and 31% chose 4 (satisfied). Participants were followed-up 1.5 year after the participation in the program. In terms of Overall Satisfaction with retirement from a scale from 1-5, 67% chose 4 (satisfied), 22% chose 5 (very satisfied) and 11% chose 3 (neither satisfied nor dissatisfied). When asked if participating in Projeto R has contributed to successful adaptation to retirement, 90% said Yes and 10% said No. When asked if they would recommend Projeto R to a friend or relative, 100% said Yes.

**How it contributes to realizing the potential of living longer**

Quoting the Madrid Plan of Action on Ageing, Projeto R contributes for the goal: ‘Provision of opportunities for individual development, self-fulfilment and well-being throughout life as well as in late life, through, for example, access to lifelong learning and participation in the community while recognizing that older persons are not one homogenous group.’

**Timeline of the project**

Projeto R was independently born in November 2014 from the initiative of professionals from the human resources and social fields. There is not an end date defined for the project.

**Lessons learnt**

In order to replicate Projeto R, it is necessary to find a sustainability model for it, which may envolve employers, the government or other social partners that could provide incentives for this kind of program. It is also necessary to work on raising awareness about the importance of planning retirement transition.

**Relevance for the UNECE region**

Similarly to Portugal, most UNECE countries have high and growing levels of population ageing, so we believe that programs like Projeto R are relevant for all UNECE region.
Scaling-up of a successful French e-health good practice to the Metropolitan Region of Porto (and nationwide): the ALOHA platform

Project description

Non-adherence to medical plans is recognized as a public health problem, and a challenge for researchers and health care providers, since efforts and interventions to promote adherence appeared to be ineffective. Nonadherence to medical plans is felt at every level of the population, but particularly in older adults due to the high number of coexisting chronic diseases and geriatric syndromes and the consequent polypharmacy. This is particularly pertinent for vaccination in older adults and high risk groups of patients, against influenza, zoster or pneumococcal infectious diseases but where recommendation and adherence to these recommendations vary substantially between countries in Europe. ALOHA (Acting for Longevity and Healthy Ageing) platform, aims at enhancing the prevention of infectious diseases in seniors over 50 with or without non-communicable chronic diseases in order to reduce the associated socio-economic burden.

This initiative aims to provide a web portal (www.aloha-academy.eu) to Inform, Educate and Engage older adults and healthcare professionals on prevention of infectious diseases (incl. vaccination, nutrition, physical activity and controlled use of antibiotics). The first ALOHA platform was launched end 2015 in France (www.academie-bienveillir.fr), by the Gérontopôle Autonomie Longévité des Pays de la Loire, and integrates an innovative e-health ICT tool (mesvaccins.net) which provide personalized recommendation on vaccination. Thanks to the Twinning programme of the European Innovation Partnership on Active and Healthy Ageing (EIP on AHA) to scale-up good practices, the two reference sites Porto4Ageing (Metropolitan Region of Porto, Portugal) and the Gérontopôle Autonomie Longévité des Pays de la Loire were granted to transfer the innovative French ALOHA platform to Portugal. The main objective of this one-year Twinning Scheme is to adopt and implement this successful good practice to Portugal, which will greatly benefit older adults. The benefit of having two Reference Sites are working together and exchanging practices will strengthen their relationship, which may lead to further joint ventures and collaborations.

The main expected outcome under this scheme is: the successful deployment and implementation of the ALOHA initiative in Portugal (www.porto4ageing.pt; www.academia-bem-envelhecer.up.pt); the improved health literacy via web and behavior changes in older adult population; the improved adherence to national immunization programs and thereby to medical plans, thanks to successful adoption of the platform by the different healthcare providers of Porto4Ageing and therefore reach a broad population; the Improved healthcare sustainability through the reduction of vaccine-preventable diseases and related hospitalizations in older adult; and finally to enable patients to have a more active and healthy life, through the use of an innovative platform providing personalized ICT-based solution.

How it contributes to realizing the potential of living longer

In Europe, there are sound public health and medical rationales for the prevention of vaccine preventable diseases such as influenza, pneumococcal diseases, diphtheria, tetanus, pertussis, polio, and zoster in older adults. The principal rationales for each of these diseases are the increased risk of hospitalization, loss of autonomy and deaths in this population. Vaccination has demonstrated effectiveness in limiting the severity of infections, reducing morbidity in seniors, as well as helping patients continue to live longer and independently.

Timeline of the project

One year, but the activities will continue after project implementation.

Lessons learnt

empowerment of citizens, as well as the engagement of older adults and healthcare professionals on prevention is of crucial importance for an active and healthy ageing and to enable the citizens realizing their potential of living longer.

Relevance for the UNECE region

Ageing is commonly seen as a burden for the current and future generations, being an highlighted item on the different governments’ agendas. According to the Directorate General Health and Consumer Protection, a healthy population is a keystone for economic growth and prosperity in Europe for at least two reasons: it limits strain on health and social care systems and allows people to remain active in society longer. According to the European Commission, the number of Europeans over 65 will double and the number of over 80’s will almost triple, in the next 50 years. Life expectancy at age 65 has also increased substantially over time (averaging 16.5 years for men and 20.1 for women) and it is estimated that it will continue to increase in years to come. Yet, the fact that European population is living longer and in better health does not necessarily mean that people are living a more active, healthier and independent life. In fact, unhealthy life years still make up around 20% of a person’s life.

The fact that the Porto4Ageing consortium is exclusively working to tackle this social burden, along with the deployment of innovative approaches, it endorses its importance as a major regional player in this field.
FrailSurvey: an app to self-assess frailty

Project description

Ageing patients require a more comprehensive approach when it comes to prevent disability, recurrent hospitalizations and related health and social care costs. To be successful in the care of frail older adults with chronic diseases, interventions must integrate adequate healthcare with a supportive social environment able to foster the patient through the different stages of diseases. Frailty is a clinical condition characterized by a significant decline in an older person’s ability to carry out activities of daily living and comprises changes associated with ageing, chronic disease and lifestyle. Frailty is highly prevalent in people older than 65 years (prevalence rates range from 7 to 16.3%) and this prevalence tends to increase with age. The project aims to develop and implement a set of ICT-based procedures to reduce both the incidence of frailty at an individual level (reduction/delay of functional decline) and the consequences of frailty at a population level especially in harmony with the needs of health and social care services (reduction of institutionalization and hospitalization), based on questionnaires. It is thus important to identify factors that should be targeted in order to delay or postpone further decline and disability.

The project developed an application - FrailSurvey – designed for a self-assessment of frailty. The app, based on the Groningen Frailty Index, consists of a set of questions about sociodemographic data, social resources, self-perception of health, nutrition, cognitive and psychosocial status and time occupation. The results obtained will classify the elderly as robust, pre-frail or frail. The app will then display tailored recommendations if the elderly is classified as frail or pre-frail. The recommendations will revolve around aspects such as physical exercise, healthy diet, social network, among others. On top of that, the app generates a totally anonymous database that can be used for research purposes. The FrailSurvey development was based on an accessibility principle for the elderly, with the purpose of guaranteeing a greater autonomy to use it. Considerations such as vision, hearing, motor control and cognition were taken into account. In addition, the app features a typographic font designed for low-vision people, APHont, developed by the American Printing House for the Blind, also presenting a way to increase or decrease the font size, as well as the possibility of listening to some audio information. The successful implementation of this app is expected to lead to a stratification of frailty levels in the elderly and to aid caregivers to shape care according to their patients’ needs and to have a better understanding of frailty.

How it contributes to realizing the potential of living longer

Active and healthy ageing has been recognised by the European Union as being a major societal challenge common to all European countries. It is indeed an area which presents considerable potential for Europe to lead the world in providing innovative responses to this challenge. Under the motto that innovative responses call for innovative approaches, the European Innovation Partnership on Active and Healthy Ageing (EIP-AHA) was set up by the European Commission to act as a catalyst for future economic growth and welfare in Europe. Frailty is considered by EIP-AHA as an European priority, a burden which could be delayed or prevented with specific interventions. The self-assessment of frailty status is thus important for the elderly, as they become aware of their condition, and preventive actions can be taken by themselves. Moreover, the data collected will be important for the identification of factors such as socioeconomic conditions, lifestyle, and social support, in which the early identification of important signs and symptoms associated with frailty can be of utmost importance for the adoption of objective interventions to prevent complications and injuries in the elderly population.

Timeline of the project

The development of the FrailSurvey app takes approximately one year (July 2016- July 2017). However, the activities will continue to be implemented.

Lessons learnt

The implementation of innovative ICT solutions for the elderly is becoming a common practice and their use is increasing among the elderly. Also, self-assessment of health status can be seen as more effective than clinical measures as it promotes help-seeking behaviors and health service use.

Relevance for the UNECE region

Ageing is commonly seen as a burden for the current and future generations, being an highlighted item on the different governments’ agendas. According to the Directorate General Health and Consumer Protection, a healthy population is a keystone for economic growth and prosperity in Europe for at least two reasons: it limits strain on health and social care systems and allows people to remain active in society longer. According to the European Commission, the number of Europeans over 65 will double and the number of over 80’s will almost triple, in the next 50 years. Life expectancy at age 65 has also increased substantially over time (averaging 16.5 years for men and 20.1 for women) and it is estimated that it will continue to increase in years to come. Yet, the fact that European population is living longer and in better health does not necessarily mean that people are living a more active, healthier and independent life. In fact, an ICT-based self-assessment of frailty could play an important role in reducing both the incidence of frailty at an individual level (reduction/delay of functional decline) and the consequences of frailty in the community, also aiding to reduce institutionalization and hospitalization.
## Project description

The Porto4Ageing consortium, a two-starred Reference Site and Partner Plus of the European Innovation Partnership and Healthy Ageing of the European Commission (EIP-AHA), brings together over 90 organizations, the large majority established within the Porto Metropolitan Area, in the Northern Region of Portugal. The partnership is built upon the quadruple helix approach – it involves different stakeholders (regional governments and health and care providers, academia and research, industry and civil society), which are in good position to drive structural changes far beyond the scope any one organization could achieve on its own, aiming to innovate and experiment in real world settings. Despite the different backgrounds, goals and actions, Porto4Ageing revolves around a shared vision and common targets, where each organization actively contributes in a specific way to the overall goal of responding to the citizens’ needs, specifically in matters related to active and health ageing in the Porto Region.

The Porto4Ageing alliance is committed to promoting local convergence and improving the health innovation ecosystem, while reducing and overcoming existing bottlenecks. In this sense, the consortium has been developing a set of activities, namely: 1) Regular meetings between the members of Porto4Ageing in order to improve coordination and cooperation among its members. This networking enables the joint tackling of common problems, exchange of knowledge and experiences, and creation of I+i synergies; 2) Community empowerment for active and healthy ageing innovation through the organization of meetings, congresses and workshops for health and care professionals, the elderly population in general, and formal and informal caregivers; 3) Expansion and strengthening the participation of organizations belonging to Porto4Ageing in the EIP-AHA and participation in the Collaboration Network of Reference Sites (RSCN); 4) Promoting the exchange and implementation of good practices, at a regional, national and international level (EIP-AHA’s innovative practices repository). The scaling-up of innovative solutions are currently ongoing through twinning experiences; 5) Promotion of the internationalization of the organizations belonging to the consortium. The consortium is committed to pursue innovative strategies and apply successful lines of action in order to contribute to an active and healthy ageing.

### How it contributes to realizing the potential of living longer

Active and healthy ageing has been recognized by the European Union as being a major societal challenge common to all European countries. It is indeed an area which presents considerable potential for Europe to lead the world in providing innovative responses to this challenge. Under the motto that innovative responses call for innovative approaches, the European Innovation Partnership on Active and Healthy Ageing was set up by the European Commission to act as a catalyst for future economic growth and welfare in Europe. The Porto4Ageing consortium aims to act as a facilitator for change and it is in a good position to contribute to the current societal challenges linked to active and healthy ageing, assuming itself as a key player in this field, mainly within the Porto Metropolitan Area. The consortium contributes to the acceleration of the delivery of innovative responses and solutions to EU citizens, by delivering ideas, tools and insights on innovative socio-economic models that can support the development, deployment and impact measurement of some of the most innovative solutions for active and healthy ageing.

### Timeline of the project

The consortium has been established in April 2016. The activities will continue to be implemented.

### Lessons learnt

Major changes are only possible with the involvement of the different stakeholders, which working closely, in a joint venture, will facilitate the implementation of innovative policies, ideas and projects. It is of utmost importance to foresee the participation of policy makers, research institutions, the industry, end users and careers in the deployment of procedures for an active and healthy ageing and to enable the citizens realizing their potential of living longer.

### Relevance for the UNECE region

Ageing is commonly seen as a burden for the current and future generations, being an highlighted item on the different governments’ agendas. According to the Directorate General Health and Consumer Protection, a healthy population is a cornerstone for economic growth and prosperity in Europe for at least two reasons: it limits strain on health and social care systems and allows people to remain active in society longer. According to the European Commission, the number of Europeans over 65 will double and the number of over 80’s will almost triple, in the next 50 years. Life expectancy at age 65 has also increased substantially over time (averaging 16.5 years for men and 20.1 for women) and it is estimated that it will continue to increase in years to come. Yet, the fact that European population is living longer and in better health does not necessarily mean that people are living a more active, healthier and independent life. In fact, unhealthy life years still make up around 20% of a person’s life.

The fact that the Porto4Ageing consortium is exclusively working to tackle this social burden, along with the deployment of innovative approaches, it endorses its importance as a major regional player in this field.
Project description

The key idea of the Program is to increase the quality of life of people 55+ by involving them in community life. We organize grant competitions among NGOs, local municipal institutes and initiative groups of citizens on the territory of 10 Russian regions. We work with local community foundations as partners because they know their territories and are interested in sustainable results. They build dialogue with local governments and companies, so all local actors can be involved in making the life of the elderly better. Such approach helps us to awake small and faraway villages and cities, bring them back to life. Active elderly people switch from being consumers to being active agents in community development.

All actors involved in the Program create unique solutions of local problems, they are great recourse of local social innovations. We always evaluate and interview stakeholders, distill and describe best practices, use them in other programs of our Foundation. Being a community foundation, we also act on the federal level and spread those practices all over Russia via our network of over 60 Russian Philanthropic Cities. Some of them we present for companies urging them to focus their CSR on elderly programs. At the same time companies support the Program as experts and donors. We also run media campaigns to attract public attention to elderly people and their needs.

How it contributes to realizing the potential of living longer

Social security system in Russia takes care mostly of those who can not help themselves – very old, people with fewer opportunities, lonely people, war veterans. By our Program we can reach groups and territories where system does not appear due to distances and its bureaucratic nature, and teach active people (who are just retired and still have energy) to take care of themselves and of those who are in need.

We create possibilities and infrastructure to make the elderly believe in themselves by supporting social inclusion, providing services on mental activities, helping to work and learn when becoming retired. Due to those efforts the elderly become more active, especially if they are themselves the initiators of community projects. When they speak of the results they have reached, more old people around are included in creating and realizing their own ideas. Some projects provide an opportunity to work and earn additional money or to become a volunteer and help disabled elderly people. Due to some projects the climate in families improves and this is very important for psychological health.

Timeline of the project

2012 – to the present

Lessons learnt

1) In rural areas it is efficient and productive to work with initiative groups of the elderly people rather than NGOs. Because they know indeed what they want, show more creativity and provide social change by fewer resources.

2) It is reasonable to collect case studies and share best practices. Not to reinvent the wheel, but to spread the best experience.

3) Horizontal networks are worth supporting (we have database of 350+ NGOs working with the elderly in 10 regions of Russia) and exchange practices to provide education in social project management for small and new NGOs.

Relevance for the UNECE region

“Active Generation” is a part of Russian Federal program including 1000+ organizations working with the elderly and concentrating on rural areas. During 5 years of work we have collected a great amount of case studies for local solutions on following topics: mainstreaming ageing, integration and participation, economic growth, lifelong learning, quality of life, support to families providing care, regional co-operation. We would like to exchange our practices with colleagues from UNECE region, firstly by finding and opportunity of translating the cases into English. Also we have a network of regional and federal experts on ageing. We will be happy to extend and integrate international experts into our Program. Finally, we are in process of establishing an endowment for Russian elderly people, it will be the first case in Russia and will add sustainability to this Program.

Project location:

Russia

10 regions of North-West and Central Russia, St. Petersburg city

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In Wheelchairs to the Old Part of Town

Project description

This fully original project is a collaboration between the Municipal Association of Seniors Ljubljana (Slovenia), specifically its seven Daily Activity Centres for Seniors (DCA) – dedicated to mainly senior activities and lifelong learning, and the Dom upokojencev Center retirement home (DUC), Ljubljana. With its tradition spanning over half a decade, the project consists of DCA members taking the retirement home residents, often infirm due to old age or suffering from dementia, to the old part of Ljubljana, famous for its cultural highlights like the market, the cafés and the river promenade. The home residents are taken there in wheelchairs, operated by the volunteering DCA members. In 2016, over 60 people joined the project. It was symbolically carried out on 21st September (World Alzheimer’s Day), enabling a participation in the international Memory Walk initiative.

The wheelchair trip provides an opportunity for the socializing of urban seniors at the multigenerational and intergenerational levels. It also furthers the accessibility of the old town pedestrian zone for those elderly locals who can no longer visit it alone, but are connected to it with their many positive memories and associations.

The volunteers in the project are mentored by the DCA centres’ employees. The support consists of the basics of social work and caregiving as well as practical advice on memory-related cognitive disorders. In the case of the latter, visiting familiar places and bringing back old memories can be extremely beneficial as it stimulates the functioning of long-term memory. Cognitive decline in seniors is also closely linked to social isolation. Rather than being bound to a single location like the retirement home and perhaps limited social outreach due to mobility challenges, the home residents enjoy volunteer services and visitors they otherwise probably would not receive, and make new friendships. The wheelchair thus becomes a tool that brings people together and takes them on a trip down memory lane – one of the most beautiful pursuits in the autumn of our lives.

How it contributes to realizing the potential of living longer

Retirement homes can successfully fulfil their mission by interacting with the local surroundings as much as possible – not just through visitors, but also in terms of the community understanding that its residents wish and need to leave its premises for as long as they are willing and able to. Sometimes, they can be kept from visiting the local places they love because they are no longer able to go out on their own or have lost friends and family due to old age. In this, they can successfully and quite easily be helped by members of their own or other generations. Regular social and cognitive activity is also a major factor contributing to the quality of old people’s lives as well as to slowing down the progress of degenerative conditions like dementia.

Timeline of the project

every September since 2012

Lessons learnt

• the project increasingly attracts retirement home residents, senior volunteers as well as a lot of attention in the old part of Ljubljana, including media and city authority support;

• the wheelchair initiative not only benefits the home residents, but also the volunteers; it takes the DCA seniors beyond the centres where they are active on a daily basis, and helps transgress the perceived ‘borders’ of retirement homes by dispelling the social myth and fear that a retirement home might be an isolated place with little outside contact.

Relevance for the UNECE region

Initiatives of this kind help overcome the increasing urban isolation of seniors and contribute to better recognisability of retirement homes, senior activity centres, and the wealth of benefits that senior volunteering can provide. The project brings together the abilities and needs of different senior generations: it furthers their interdependence by mobilising their more active members (whose volunteering efforts represent an invaluable contribution to society) while taking appropriate account of the cultural, social and care needs of those facing physical and mental challenges.
Senior Entrepreneurship

Project description
This project aims to enhance our knowledge on the following questions:

- Are older individuals creating and developing new firms? What factors influence older individuals to start businesses?
- How well firms started by senior entrepreneurs (SE) perform (sales turnover, job generation)? How satisfied are SE with their firms, and what drives that satisfaction?

Deliverables: report with a literature review on senior entrepreneurship; report on statistics related with ageing and entrepreneurship; report on programs and initiatives to promote senior entrepreneurship at a national level and worldwide; study on entrepreneurial satisfaction among SE; study on firm performance of SE.

How it contributes to realizing the potential of living longer
On one hand, self-employment and entrepreneurship have been gaining increasing attention as feasible occupational strategies (Singh & DeNoble 2003; Kautonen & Minniti 2014) and emerging whether as a voluntary life style option or as an “involuntary” transition due to lack of opportunities in the formal labor market. On the other hand, older individuals are endowed with human capital they have accumulated during their life which may be applied through starting or acquiring a business. Moreover, for some individuals, remaining active leads to higher satisfaction with their lives (Havighurst, 1965), whereas others may exhibit higher satisfaction if they continue performing the same activities and living in the same environment as before (Atchley, 1989). Entrepreneurship may be seen as an activity that allows individuals to remain active or continue the tasks performed previously as paid-employees. However, due to the current stage of life of the individual, the objectives for life, and more specifically for the business, may be different from the ones held at a younger age (Carstensen, 1993, 2006).

Timeline of the project
2014: Literature review; collection of data on statistics related to entrepreneurship and ageing; research on programs promoting senior entrepreneurship worldwide; questionnaire design and test with professors and entrepreneurs; meetings with national organizations to promote and discuss the topic; organization of events to discuss and promote the topic; creation and update facebook page; participation in events as guests.
2015: Application of the questionnaire and data analysis; organization of events; elaboration and publication of a book.
2017: Secondary data analysis; participation in national and international conferences; submission of research pieces to academic journals.

Lessons learnt
Entrepreneurial entry: SE are likely to have previous experience in starting a business and to be individuals who have spent more years as a paid-employee. Our results do not find that higher education increases the likelihood of firm creation. Starting a firm to remain active through work and the will to become an entrepreneur are important drivers for SE.
Entrepreneurial performance:
- Firm performance: senior entrepreneurs exhibit a lower performance compared to younger individuals, in terms of employment and sales growth; overall, SE who have been entrepreneurs before, have specific industry experience and more education tend to exhibit a higher performance.
- Entrepreneurial satisfaction: SE who have previous industry experience exhibit higher entrepreneurial satisfaction, whereas spending more than 12 months unemployed before founding lead to lower satisfaction.

Bureaucracy and taxes, as well as, low market dynamics are characteristics of the Portuguese context that may decrease older individuals’ willingness and senior entrepreneurship behavior (GEM, 2013).

Relevance for the UNECE region
Ageing represents a challenge to European Union countries. At the same time, the creation and sustainability of companies are considered essential for economic growth and society development (Audretsch, 2004; Acs et al., 2010). This research aims to bring these two themes together by exploring the age dimension of entrepreneurship.
"PREPARATORY MEETING FOR THE UNECE NGO CONFERENCE" – PARTICIPATION AND MOBILIZATION OF THE PORTUGUESE NGO’S

CABRAL, MARIA DA LUZ | GOMES, ISABEL | GUERREIRO, INÉS | MATOS, MARIA JOÃO MARTINHO, EDMUNDO | OLIVEIRA, ISABEL | PATRÍCIO, ANA SOFIA
(WORKING GROUP OF SANTA CASA DA MISERICÓRDIA DE LISBOA)

Organization of the "Preparatory Meeting for the UNECE Conference" devoted to discussing "A society for all ages - Realizing the potential of longevity". The Meeting took place the 28th June at the Lisbon Congress Center and aimed to be a contribution to the Ministerial and NGO Conference of September 2017.

The objective was to give voice to all those who are permanently dedicated to mobilizing and strengthening the participation of people of all ages in their respective societies.

DELIVERABLES:
1. Identification of a Good Practice to be presented at the NGO Conference;
2. The discussion and approval of a common declaration resulting from the hearing of this national and societal movement.

A declaration resulting from the hearing of this national and societal movement. The results may be a strong contribution to the debate, supported on a wide and diverse participatory basis, being an added value for the overall reflection.

Portugal has a unique dynamism with regard to civic organizations of social nature. There are thousands of institutions that, day after day, in an immense effort of will and commitment, carry out the management of social solutions. It is this wealth that must be called to the debate, to the reflection on what we have done and what lies ahead as generational and civilizational challenges.

A bottom-up methodology was used in order to obtain the identification of the Good Practice, focused on the needs of the individuals and the community, through the national NGO’S to assess different needs and support.

SOME CONTRIBUTIONS FOR THE DECLARATION:
1. Social responses centered on the person and not on the organizations; importance of understanding the ageing process as deeply individual with all that this means in terms of solutions and policies;
2. Ageing should be viewed as a process, never as a moment, and above all centered on the dimension of longevity, and therefore removed from dimensions that may be associated with loss or incapacity;
3. The importance of involving society as a whole, as a mean to fight stereotypes and prejudices associated with age and longevity;
4. To assume that a "sustainable society for all ages" requires a permanent combat against generational segregation, promoting solidarity and solidarity responses in particular in the field of intergenerational relations;
5. The valuation of the person and the individuality, of particular importance when we speak of institutional responses in which the risk of loss of identity becomes particularly high;
6. The importance of fostering networks of relationships, conditions of well-being and quality, both in individual and institutional dimensions.

Public responsibility in this area is of particular relevance and is an example that must be continuously stated and developed.