



***EY 2012 Active Ageing and Solidarity
between Generations as a step towards
Age Friendly Europe 2020****



***NGO's perspective**

Marjan Sedmak, AGE Platform Europe, President

Let's introduce ourselves:

AGE Platform Europe is:

- ❖ **ten years old in 2011**
- ❖ **an „umbrella“ organisation with 165 members**
- ❖ **...with more than 30 million individual members**
- ❖ **voicing the needs and aspirations of over 150 million older people in EU**
- ❖ **strictly not-for-profit**
- ❖ **working on a wide range of policy areas that impact on older and retired people through the active participation of their members at EU, national, regional and local levels**
- ❖ **providing a European platform for the exchange of experience and best practices.**



Birthplaces

„We have come to a clear realization of the fact that true individual freedom cannot exist without economic security and independence. Necessitous men are not free men. People who are hungry and out of a job are the stuff of which dictatorships are made“

The rights:



- to useful and remunerative job, to good education, of every businessman, large and small, to trade in an atmosphere of freedom from unfair competition and domination by monopolies,
- to adequate protection from the economic fears of old age, sickness, accident, and unemployment - to adequate medical care and the opportunity to achieve and enjoy good health - of every family to a decent home - to earn enough to provide adequate food and clothing and recreation.

Franklin Delano Roosevelt, The State of the Nation, January 11, 1944 („The Second Bill of Rights“)

The Genesis of the longevity problem in EU

Phases:

- catastrophe – Schirmmacher, Das Methusalem Komplott (2004), but there is a...
- „window“ (2005), so there is a...
- „challenge“ (2006) and where is the challenge there is are older people as...
- ...opportunity and resource (2007)...
- ...really only to stay longer in the labour market?



Active ageing in new perspective

2008-2012



- ❖ Active ageing, mostly understood as a longer presence in labour market (2008)
- ❖ New paradigm: active ageing as a right of older generations to take part in social tissue (2009)
- ❖ Active and healthy ageing as right but....
- ❖as long term investment as well.

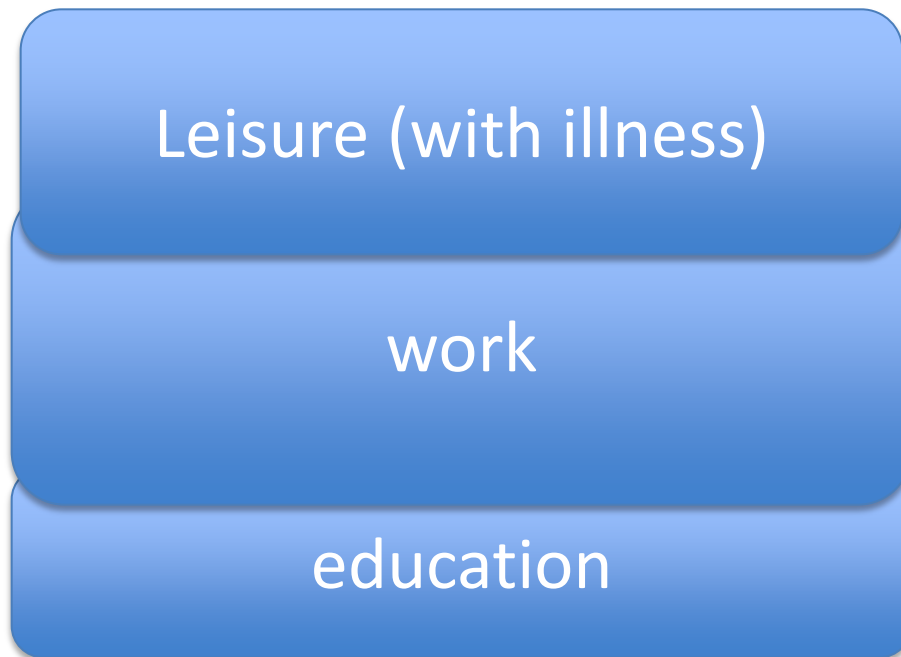
Tunnel view of vs. skyline view



Industrial society: distortion of perspective



years





The society we live every day in and with



years



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The re-discovery of lost (third) generation



Expansion of the reduced perspective, dominant in industrial society for the last century, discovers:

- invisible resource
- invisible and neglected contributors
- invisible social mechanisms driven by them
- invisible value.

And so the question appears:

Work and its market value vs. work and its social value

Is the employment the only expression of work?



Work as employment:
Market value: tendency $\rightarrow \rightarrow 100$
Social value: important, but there is more

Work as general human activity:
Market value: tendency $\rightarrow \rightarrow 0$
Social value: enormous, mostly ignored

The Genesis of active ageing

Active ageing as a...

- Longer presence in labour market
- Volunteering (if possible for nothing)
- Inclusion into community life, social, cultural, political
- Participatory process
- Active citizenship

...requires life-cycle approach to the problem.

Life-cycle approach is holistic approach.





Active ageing requires the presence of every generation in the lives of every other generation.

Active ageing is per se solidarity and cooperation between the generations.

Method: holistic approach





Confluence of actions and ideas

❖ WHO Age Friendly Cities

....developing in projects on age friendly environment



❖ EY2012

....developing in 2020 as Age-Friendly European Union by 2020



❖ Participatory approach

....as a way of the inclusion all stakeholders into search for inovative solutions



From European Year 2012 of Active Ageing and Solidarity between the Generations...



- ❖ 2008, Slovenian Presidency: 29 April as the EU Day of solidarity between generations
- ❖ 2012:10th Anniversary of the United Nations Action Plan on Ageing.
- ❖ AGE Platform Europe and Coalition with other EU stakeholders (Eurodiaconia, the Red Cross, Eurochild, The Youth Forum, the European Anti-Poverty Network or the European Disability Forum, etc.)
- ❖ In the framework of EY 2012 AGE seeks to:
 - Promote active ageing in employment
 - Promote active ageing in the community through volunteering and caring
 - Promote healthy ageing and independent living
 - Enhance solidarity between generations in order to create a society for all ages

...towards the Age Friendly Europe

- ❖ Age friendly Europe is supposed to be a society for all ages – everybody is cited - all decision makers and all relevant stakeholders have to take collective responsibility...
- ❖ ...for designing new ways of organising our societies to ensure a fairer and more sustainable future for all generations....
- ❖ ...taking into account the current demographic change is a key opportunity for everyone to work together to create an



Age-Friendly European Union by 2020.

Age Friendly Europe by 2020...

Creating an Age-Friendly European Union means:

- ❖ fostering solidarity between generations
- ❖ enabling the active participation and involvement of all age groups in society
- ❖ while providing them with adequate support and protection.

Through an Age-Friendly European Union, every age and population group will benefit.



...is expected to assure...

- ❖ A positive attitude to ageing that recognises the value of all age groups' identities and contribution to society;
- ❖ An inclusive labour market that ensures the participation in paid work of younger and older people, including those with disabilities or chronic conditions, supports the intergenerational knowledge transfer and enables workers to both maintain their health and reconcile their work and private lives;
- ❖ Accessible outdoor spaces, buildings and transport as well as adapted housing and physical activity facilities that promote independent living and participation in society.



...and...

- ❖ **Goods and services, adapted to the needs of all, digital inclusion;**
- ❖ **The possibility to have a voice in the decision-making and research processes;**
- ❖ **The opportunity to actively participate in all social activities,**
- ❖ **Access to lifelong learning;**
- ❖ **Social protection systems based on intra- and inter-generational solidarity that prevent and unroot poverty;**
- ❖ **Conditions and opportunities to grow and age in good mental and physical health.**



Ultimate objective is not for the benefit of gambling financial industry but...

- ❖ Welfare state/Sozialstaat/loStato sociale has become indispensable and undeletable part of the European civilisation and culture;
- ❖ It has to be consolidated, taking into account new demographic realities;
- ❖ Therefore no short term reaction to the present economic and financial crisis/recession should jeopardise or render impossible reconstruction of Welfare State in new paradigm.

This is responsibility of politics and politicians but ours as well!



Nihil novi sub sole

Ita enim senectus honesta est, si se ipsa defendit, si ius suum retinet, si nemini emancipata est, si usque ad ultimum spiritum dominatur in suos. Ut enim adulescentem in quo est senile aliquid, sic senem in quo est aliquid adulescentis probo; quod qui sequitur, corpore senex esse poterit, animo numquam erit.

For old age is honoured only on condition that it defends itself, maintains its rights, is subservient to no one, and to the last breath rules over its own domain. For just as I approve of the young man in whom there is a touch of age, to I approve of the old man in whom there is some of the flavour of youth. He who strives thus to mingle youthfulness and age may grow old in body, but old in spirit he will never be.

Marcus Tullius Cicero: Cato Maior de Senectute, 45 B.C.



Thank you for you attention



AGE Platform Europe
Rue Froissart 111
1040 Bruxelles – Belgique

tel. : +32.2.280.14.70

fax : +32.2.280.15.22

www.age-platform.eu

