



TRAINING AND DEVELOPMENT FOR INCLUSIVE AGE-FRIENDLY CITIES: TRAINING NEEDS ANALYSIS

Partners' findings



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BASIC DOCUMENT

AGE-FRIENDLY TOOLKIT PROJECT

Call of proposals Erasmus+ 2022

TRAINING AND DEVELOPMENT FOR INCLUSIVE AGE-FRIENDLY CITIES: NEEDS ANALYSIS



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1. INTRODUCTION

Ageing affects every aspect of our lives, throughout our lives. As the current pandemic continues to challenge us, and as we fight to protect lives and livelihoods, we must not lose sight of a remarkable development: never before have so many Europeans enjoyed such long lives. This is a major achievement that is underpinned by the EU's social market economy.

In the last five decades, life expectancy at birth has increased by about 10 years for both men and women. The demographic profiles of EU regions vary widely, notably between urban and rural areas, with some places ageing significantly and others expanding their working-age population. Europe is by no means the only continent with an ageing population, but the process is most advanced here. As way of illustration, today's median age in Europe¹ of 42.5 years is more than double the figure for Africa. This gap will remain large in the coming decades.

This trend is having a significant impact on people's everyday lives and on our societies. It has implications for economic growth, fiscal sustainability, health and long-term care, well-being and social cohesion. In addition, the pandemic's disproportionate impact on older people – in terms of hospitalisations and deaths - has highlighted some of the challenges an ageing population poses on health and social care. But ageing also provides new opportunities for creating new jobs, fostering social fairness and boosting prosperity, for instance in the 'silver' and care economies.

Member States are addressing the impacts of ageing by improving education and skills systems, encouraging longer and fuller working lives, and advancing reforms of social protection and pension systems. However, given the scale, speed and impact this trend will have across society, we also need to look at **new approaches** and ensure that our policies are fit for purpose in an era of major change – from the twin green and digital transitions to new forms of work and the threat of pandemics.

Ageing and its challenges and opportunities are present throughout our lives but our perspectives change. Many young people today find it difficult to join the labour market and the current COVID-19 crisis has worsened the situation. In the longer term, the prospect of a longer life expectancy than their grandparents' generation informs many of the choices young people make, including on education, work life, career breaks. This in turn has impacts on their health, and their place in the economy and society. At the same time, today's older generation brings the contributions, needs and expectations of their lifetime. All together, they form part of a society and economy that needs to ensure prosperity, success and well-being for all its members. Addressing the challenges and opportunities of ageing is therefore an individual and collective responsibility.

As discussed in this green paper, there are many ways of preventing or limiting the negative consequences of ageing on our society. These include promoting healthy and active ageing, improving the resilience of our health and care systems, improving labour market performance, modernising social protection and fostering legal migration and integration as part of a policy mix, striving for higher productivity and efficiency across the board.

The EU can face them with the commitment and engagement of young and older people, fostering intergenerational solidarity and responsibility with enabling policies, and at the same time leading the way in developing a supportive, dynamic society.

2. TRAINING AND DEVELOPMENT FOR INCLUSIVE AGE-FRIENDLY CITIES: NEEDS ANALYSIS

According to the WHO, age-friendly cities are committed to listening to the needs of their ageing population, assessing and monitoring their age-friendliness, and working collaboratively with older people and across sectors to create physical and social environments.

In spite of the good results obtained in the European age-friendly cities, their evaluation reports on their latest action plans related to the eight indicators established by the WHO¹ indicate the need to improve their achievements by reinforcing the efforts on several cross-cutting issues:

1. Management of age-friendly cities. Cooperation and transversality.
2. Ageism and human rights. Fight against age prejudices: permanent learning, health services, minorities, image of the elderly, etc.
3. Participation. Empower people after retirement through personal opportunities, volunteer, employment.
4. Solidarity and intergenerational cooperation: loneliness, housing, volunteering,
5. Integrated health and social care model. Dementia-friendly cities experiences.
6. Silver economy- Technological and social innovation according to the opportunities of the demographic transition

NEEDS ANALYSIS

Cross-related issues	WHO	EU	ES	NL	DK	IT
1. Management of age-friendly cities.	XX		XX	XX	XX	XX
2. Ageism and human rights.	XX	XX	XX	XX	XX	XX
3. Participation/Employment.	XX	XX	XX	XX	XX	XX
4. Solidarity and intergenerational cooperation.	XX	XX	XX	XX	XX	XX
5. Integrated health and social care model.	XX	XX	XX	XX	XX	XX
6. Silver economy.		XX				

The AGE-FRIENDLY TOOLKIT project will be developed in Denmark, The Netherlands, Italy, Spain. We consider different situation related to the implementation of the model of Age-friendly cities. Meanwhile in the northern countries the social indicators show a high rate of achievements the countries of the south show good results on indicators related to the infrastructures.

¹ (housing, social participation, respect and social inclusion, citizen participation and employment and community support and health services)

AGE-FRIENDLY CITIES NEEDS ACCORDING TO STRATEGIC ACTION PLANS

OMS - UN	EU- paper	Green	MADRID - ES	THE HAGUE - NL	AARHUS -DK	CARPI - IT
<ul style="list-style-type: none"> • Recognizing the wide range of capacities and resources among older people; • Anticipating and responding flexibly to ageing-related needs and preferences; • Respecting older people's decisions and lifestyle choices; • Protecting those who are most vulnerable ; and • Promoting older people's inclusion in, and contribution to, all areas of community life. 	<ul style="list-style-type: none"> • Rights, autonomy and independence • Solidarity between generations • Employment • Life-long learning • Poverty, adequate income, and pensions • Long-term care • Social isolation and loneliness • Healthy Ageing • Age-friendly environments: <ul style="list-style-type: none"> - accessibility, - digitalisation, - mobility, - housing 		<ul style="list-style-type: none"> • Line 1: rethinking the governance model in an ageing city • Line 2: promoting the autonomy and independence of ageing citizens by creating healthy and friendly environments • Line 3: advancing in the guarantee of social collaboration and participation of ageing citizens as agents of change and protagonists in the construction of a welfare society 	<p>The Action Plan of municipal policy is based on three priorities:</p> <ul style="list-style-type: none"> • Improve vitality • Reduce loneliness • Encourage and facilitate continuous living in your own environment (instead of care facilities) 	<ul style="list-style-type: none"> • Senior policy • Health policy • Policy for caregivers and family • Dementia Strategy • Strategy for civic Engagement and citizenship 	<ul style="list-style-type: none"> • inter-or intra-generational training • training paths to support active ageing • participation in community life. • cultural events • civil commitment of senior citizens • Social tourism "tourism solidarity" • promotion of healthy lifestyles • Home support and the permanency of senior citizens in family contexts • Promotion of intergenerational co-habitation between senior citizens • Involvement of over sixty-fives in community social life • Support for spreading information and opportunities through ICT

2. EUROPEAN UNION. GREEN PAPER ON AGEING.

Objectives of the Green Paper on Ageing

The Green Paper on Ageing aims at launching a political debate on ageing in Europe and discussing the different available options to cope with this challenge. As reminded by the European Commission in the Green Paper, the European Union does not have a competence on most of issues related to ageing, such as healthcare and pensions. Therefore, the Commission's document aims at proposing different working axes, which must be adapted according to national, regional and local contexts. These proposals include:

- Ensuring quality education opportunities in rural and remote areas for the youth in order to make the area attractive and to break the vicious circle of depopulation and ageing in some regions.
- Promoting lifelong learning to ensure a large enough workforce in the healthcare and long-term care sectors for older adults.
- Encouraging volunteering activities among older adults to facilitate their social inclusion and encourage cooperation, in particular between generations (including intergenerational learning, experience sharing and mentoring).
- Combating old-age poverty by acting on older adults' pension schemes.
- Promoting healthy ageing, for instance through the new EU4Health programme which can help to fight cancer and dementia.

What role for the Silver Economy in rural areas?

The EU Green Paper on Ageing also recognises the opportunities offered by the Silver Economy sector. – which is expected to grow by about 5% a year from EUR 3.7 trillion in 2015 to EUR 5.7 trillion in 2025.

The European Commission affirms that “the potential of less developed regions, including rural regions, can be further explored, for example to use opportunities emerging in the silver economy” and adds that “Cohesion policy plays a significant role in supporting their development.”

Although facing demographic challenges due to ageing, rural areas can count on their strengths, according to the Commission's document: they offer a good quality of life, a proximity with nature, cheaper housing offers and, with more adapted goods and services for the ageing population, rural regions can be attractive both for the working population and for older adults, says the Commission's document. Many sectors can benefit from the development of the Silver Economy, as mentioned by the European Commission and observed by SILVER SMEs' partners, this for instance includes:

- 'Smart Homes' (see our best practice [Smarter Homes](#))
- Tourism (see our best practice [Aldeia Toda](#))
- Housing (see our best practice [HÍPA](#))
- Fashion (see our good practice [Côté Feel Good](#))
- Healthcare (see our best practice [CoSENSo](#))

In addition, many of the interesting concepts mentioned in the Green Paper on Ageing were also observed on the ground by SILVER SMEs' partners. The potential of social enterprises or multi-

generational housing for the well-being of rural older adults can indeed be illustrated by the inspiring examples of [La Exclusiva](#), and [the Home Share](#).

SILVER SMEs therefore welcomes the Commission's recognition of the potential of the Silver Economy for the well-being of older people and employment in rural areas. Yet, if the Silver Economy is an opportunity to improve the quality of life of rural older adults while also creating jobs in rural regions, the European Commission warns that this issue must be addressed as a whole: if banks, local facilities and shops close down and transport remain underdeveloped in rural areas, this will “disproportionately affect older rural residents”. Ageing in rural areas is therefore a more global issue to be addressed in rural development policies too.

EU Green Paper on Ageing: a key opportunity to make concrete steps towards a more inclusive future for all ages

Living longer is one of the greatest achievements of the past decades. Yet, the new longevity and the generational mix of our European societies require a better coordination of policies on ageing and the mainstreaming of ageing issues across policy making from the local to the European level. The Green Paper on Ageing, recently published by the European Commission in 22 languages, opens a wide debate on the impact of an ageing population for all of us as a society².

The Green Paper on Ageing is based on the findings of the report on the impact of demographic change published by the European Commission in June 2020 (read [our July Special Briefing](#)). It highlights the challenges and opportunities of demographic ageing, taking intergenerational solidarity as a key basis.

The Commission's Green Paper subscribes to a **life course approach**, showing how much socio-economic inequalities accumulated across one's life have a strong impact in older age. The 24-page document covers a wide range of issues starting with health and education, life-long learning, employment to finally address old-age poverty, pensions and long-term care. However, the porosity between the different life phases could have been strengthened. To better reflect the multifaceted complexity of human lives, it will be important to avoid associating old age only with decline and needs and other life stages only with growth, opportunity and participation.

Another key focus is the **gender dimension** of demographic ageing which is mainstreamed throughout the document. The intersectionality between old **age and disability** is also considered. On the contrary, systematic references to other EU equality strategies are missing.

The **territorial dimension** is considered across the document, taking into account the specific challenges faced in particular in rural areas, including in terms of digitalisation, access to services, and mobility. Still, it would be important to recognize that there are not only inequalities between different type of geographical areas, but also within these areas.

Interestingly topics which are usually overlooked in debates related to demographic ageing, like mobility accessibility and housing, are brought to the picture, although links are missing such as the potential continuum between housing policies and long-term care.

² <https://www.age-platform.eu/special-briefing/eu-green-paper-ageing-key-opportunity-make-concrete-steps-towards-more-inclusive>

One of the main loopholes is the **lack of a consistent human rights-based approach** across the Green Paper. Although it is mentioned, the **superficial coverage of discrimination** – even in the employment field despite the existence of an EU Directive – is also reflected by several blindspots of the document. Yet, understanding and addressing ageism is core if we wish to comprehend the wide societal implications of ageing demographics and a new generational mix. Such a [rights-based approach](#) starts with the active involvement of older persons in all decision-making processes affecting their lives.

When it comes to **long-term care**, particularly visible and debated since the pandemic outbreak, we would like to better understand how the outcomes of the consultation related to the Green Paper will be articulated with the forthcoming Action Plan on the European Pillar of Social Rights. With the latter, we hope to see concrete [proposals for change](#) in the sector.

3. AGE-FRIENDLY CITIS AND COVID-19 CRISIS

Recovery from the COVID-19 crisis

Beyond the immediate challenges to saving lives and maintaining functioning health care systems, the COVID-19 crisis is triggering an unprecedented economic shock to the EU and the world. Social justice, cohesion and solidarity between generations are at the heart of the European project and AGE is concerned that these principles might be put under pressure in the looming economic crisis. Therefore, AGE wants to present its contribution to the discussion on the recovery strategies. AGE urges to learn the lessons from the past 2008-2012 Great Recession and avoid repeating the same mistakes.

AGE calls for a renewed social, environmental and economic long-term strategy for the EU based on:

- Respect for human rights based on international standards
- European solidarity to raise the funds necessary to overcome the crisis
- Action plan to implement the promises of the European Pillar of Social Rights and the Sustainable Development Goals
- Investment into quality, person-centred long-term care systems and improve working conditions in the long-term care sector
- Support for informal carers
- Strengthening of preventive and public health on EU level and adopting a Health in All Policies approach
- Adequate social protection for all during and after the crisis
- Adequate income security, including for statutory pensions and beneficiaries of occupational and personal pensions
- Employment policies that foster recruitment and retention of older workers
- Promotion of digital and green skills for all age groups

Source. Age platform Europe Working paper 2 june2020

Ageism

Every second person in the world is believed to hold ageist attitudes – leading to poorer physical and mental health and reduced quality of life for older persons, costing societies billions of dollars each year, according to a new United Nations report on ageism.

The report released today by WHO, Office of the High Commissioner for Human Rights (OHCHR), United Nations Department of Economic and Social Affairs (UN DESA) and United Nations Population Fund (UNFPA), calls for urgent action to combat ageism and better measurement and reporting to expose ageism for what it is – an insidious scourge on society.

The response to control the COVID-19 pandemic has unveiled just how widespread ageism is – older and younger people have been stereotyped in public discourse and on social media. In some contexts, age has been used as the sole criterion for access to medical care, lifesaving therapies and for physical isolation.

“As countries seek to recover and rebuild from the pandemic, we cannot let age-based stereotypes, prejudice and discrimination limit opportunities to secure the health, well-being and dignity of people everywhere,” said Dr Tedros Adhanom Ghebreyesus, WHO Director-General. “This report outlines the nature and scale of the problem but also offers solutions in the form of evidence-based interventions to end ageism at all stages.”

Findings from the report

Ageism seeps into many institutions and sectors of society including those providing health and social care, in the workplace, media and the legal system. Healthcare rationing based solely on age is widespread. A systematic review in 2020 showed that in 85 per cent of 149 studies, age determined who received certain medical procedures or treatments.

Both older and younger adults are often disadvantaged in the workplace and access to specialized training and education decline significantly with age. Ageism against younger people manifests across many areas such as employment, health, housing and politics where younger people’s voices are often denied or dismissed.

“Ageism towards younger and older people is prevalent, unrecognized, unchallenged and has far-reaching consequences for our economies and societies,” said Maria-Francesca Spatolisano, Assistant Secretary-General for Policy Coordination and Inter-Agency Affairs in the Department of Economic and Social Affairs. “Together, we can prevent this. Join the movement and combat ageism.”

Ageism has serious and wide-ranging consequences for people’s health and well-being. Among older people, ageism is associated with poorer physical and mental health, increased social isolation and loneliness, greater financial insecurity, decreased quality of life and premature death. An estimated 6.3 million cases of depression globally are estimated to be attributable to ageism. It intersects and exacerbates other forms of bias and disadvantage including those related to sex, race and disability leading to a negative impact on people’s health and well-being.

“The pandemic has put into stark relief the vulnerabilities of older people, especially those most marginalized, who often face overlapping discrimination and barriers – because they are poor, live with disabilities, are women living alone, or belong to minority groups,” said Natalia Kanem,

Executive Director, United Nations Population Fund. “Let’s make this crisis a turning point in the way we see, treat and respond to older people, so that together we can build the world of health, well-being and dignity for all ages that we all want.”

Ageism costs our societies billions of dollars. In the United States of America (USA), a 2020 study showed ageism in the form of negative age stereotypes and self-perceptions led to excess annual costs of US\$63 billion for the eight most expensive health conditions. This amounts to US\$1 in every US\$7 spent on these conditions for all Americans over the age of 60 for one year (see note to editors).

Estimates in Australia suggest that if 5 per cent more people aged 55 or older were employed, there would be a positive impact of AUD\$48 billion on the national economy annually. There are currently limited data and information on the economic costs of ageism and more research is needed to better understand its economic impact, particularly in low- and middle-income countries.

“Ageism harms everyone – old and young. But often, it is so widespread and accepted – in our attitudes and in policies, laws and institutions – that we do not even recognize its detrimental effect on our dignity and rights said Michelle Bachelet, United Nations High Commissioner for Human Rights. “We need to fight ageism head-on, as a deep-rooted human rights violation.”

Combating ageism

The report notes that policies and laws that address ageism, educational activities that enhance empathy and dispel misconceptions, and intergenerational activities that reduce prejudice all help decrease ageism.

All countries and stakeholders are encouraged to use evidence-based strategies, improve data collection and research and work together to build a movement to change how we think, feel and act towards age and ageing, and to advance progress on the [UN Decade of Healthy Ageing](#).

The Global report on ageism compiles the best evidence on the scale, the impact and the determinants of ageism, effective strategies to tackle the problem and recommendations for action to create a world fit for all ages. The report is directed at policymakers, practitioners, researchers, development agencies and members of the private sector and civil society.

- Ageism arises when age is used to categorize and divide people in ways that lead to harm, disadvantage, and injustice. It can take many forms including prejudicial attitudes, discriminatory acts, and institutional policies and practices that perpetuate stereotypical beliefs.
- Prevalence figures based on a survey of 83 034 people in 57 countries found one in every two people held moderately or highly ageist attitudes (i.e. stereotypes and prejudice). More information: <https://www.mdpi.com/1660-4601/17/9/3159>.
- Excess costs of health care: Ageism influences health through three pathways: psychological, behavioural and physiological. Psychologically, negative age stereotypes can exacerbate stress; behaviourally, negative self-perceptions of ageing predict worse health behaviour, such as noncompliance with prescribed medications; physiologically, negative age stereotypes predict detrimental brain changes decades later, including the accumulation of plaques and tangles and reduction in the size of the hippocampus.

UN Decade of Healthy Ageing. 2021-2030

Decade Action Areas

To foster healthy ageing and improve the lives of older people and their families and communities, fundamental shifts will be required not only in the actions we take but in how we think about age and ageing.

The Decade will address four areas for action:

Age-friendly Environments

Physical, social and economic environments are important determinants of healthy ageing and powerful influences on the experience of ageing and the opportunities that ageing offers. Age-friendly environments are better places in which to grow, live, work, play and age. They are created by removing physical and social barriers and implementing policies, systems, services, products and technologies that address the social determinants of healthy ageing and enable people, even when they lose capacity, to continue to do the things they value.

Combatting Ageism

Despite the many contributions of older people to society and their wide diversity, negative attitudes about older people are common across societies and are seldom challenged. Stereotyping (how we think), prejudice (how we feel) and discrimination (how we act) towards people on the basis of their age, ageism, affects people of all ages but has particularly deleterious effects on the health and well-being of older people.

Integrated Care

Older people require non-discriminatory access to good-quality essential health services that include prevention; promotion; curative, rehabilitative, palliative and end-of-life care; safe, affordable, effective, good-quality essential medicines and vaccines; dental care and health and assistive technologies, while ensuring that use of these services does not cause the user financial hardship.

Long-term Care

Significant declines in physical and mental capacity can limit older people's ability to care for themselves and to participate in society. Access to rehabilitation, assistive technologies and supportive, inclusive environments can improve the situation; however, many people reach a point in their lives when they can no longer care for themselves without support and assistance. Access to good-quality long-term care is essential for such people to maintain their functional ability, enjoy basic human rights and live with dignity.

4. WHO. AGE-FRIENDLY CITIES.

Population ageing and urbanization are two global trends that together comprise major forces shaping the 21st century. At the same time as cities are growing, their share of residents aged 60 years and more is increasing. Older people are a resource for their families, communities and economies in supportive and enabling living environments. WHO regards active ageing as a life-long process shaped by several factors that, alone and acting together, favour health, participation and security in older adult life. Informed by WHO's approach to active ageing, the

purpose of this Guide is to engage cities to become more age-friendly so as to tap the potential that older people represent for humanity.

An age-friendly city encourages active ageing by optimizing opportunities for health, participation and security in order to enhance quality of life as people age. In practical terms, an age-friendly city adapts its structures and services to be accessible to and inclusive of older people with varying needs and capacities.

Age-Friendly Indicators

Age-friendly communities are those communities that are taking steps to help their older residents remain healthy, active and independent, and to continue to make important contributions as they age.

An “age-friendly city” is an inclusive and accessible community environment that optimizes opportunities for health, participation and security for all people, in order that quality of life and dignity are ensured as people age. More specifically, in an age-friendly city, policies, services, settings and structures support and enable people to age well by:

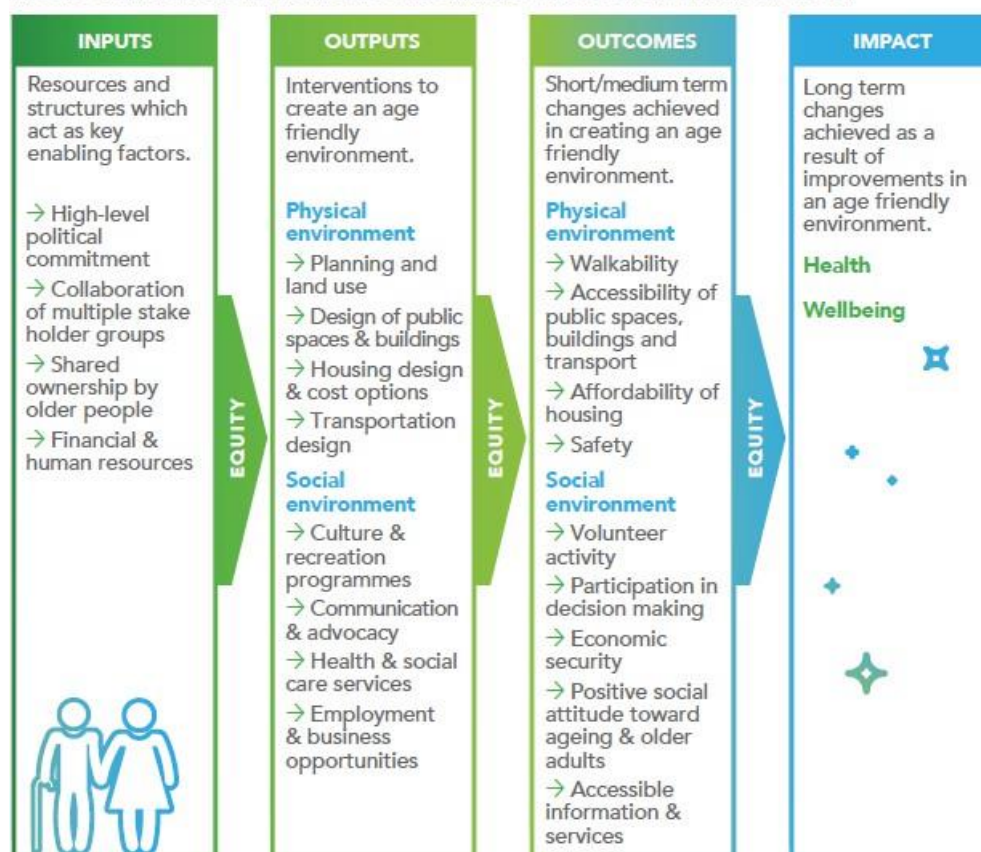
- recognizing the wide range of capacities and resources among older people;
- anticipating and responding flexibly to ageing-related needs and preferences;
- respecting older people’s decisions and lifestyle choices;
- protecting those who are most vulnerable; and
- promoting older people’s inclusion in, and contribution to, all areas of community life.

In order to assist cities to become more age-friendly and to facilitate mutual learning and support, the WHO established the Global Network of Age-friendly Cities and Communities (GNAFCC) in 2010. The GNAFCC connects cities and communities which share a commitment to become more age-friendly. The network’s objective is to facilitate the exchange of information and best practices, provide technical support and training, and help cities ensure that interventions are appropriate, sustainable and cost effective. The cities and communities participating in the network are committed to continuously assess and improve their age-friendliness, and to adapt their structures, policies, settings and services to be accessible to, and inclusive of, older people with different needs and capacities.

Frameworks and indicators can be instrumental in establishing a common understanding among stakeholders about the key dimensions of age-friendliness that are valued in their city, and set goals and objectives in relation to them. The indicators can be used to measure the baseline level of age-friendliness of the city and monitor how it changes over time as relevant interventions are implemented. Monitoring and evaluation are hallmarks of sound public health practice. As such, indicators should be an integral part of an outcomes-oriented accountability system for age-friendly city initiatives. The indicators can also be leveraged to foster political and social commitment, which, in turn, can lead to further actions to promote and sustain age-friendly cities

Using the same structured approach to selecting indicators, including the adoption of a core set of indicators, will facilitate comparisons across time and place.

FIGURE 1. A FRAMEWORK FOR SELECTING AN AGE-FRIENDLY CITY INDICATOR SET



The list of indicators is the following:

1. Outdoor Spaces and Buildings
2. Transportation
3. Housing
4. Social Participation
5. Respect and Social Inclusion
6. Civic Participation and Employment
7. Communication and Information
8. Community Support and Health Services

5. THE HAGUE. A CASE OF GOOD PRACTICES

In April 2021, a Ten Questions paper entitled “Ten questions concerning age-friendly cities and communities and the built environment” was published in the Elsevier journal Building and Environment.

Over the past decade, a multitude of age-friendly initiatives have been developed with the aim of making physical and social environments more favourable for older people’s well-being, health and ability to live in the community. This extensive article explores ten key questions associated with the age-friendly cities and communities’ movement, with a particular focus on the built environment and relevant technologies. It provides an overview of the history of the age-friendly cities’ movement and the underlying models, the aspects of the built environment

that are relevant for age-friendly cities, the ways age-friendliness can be evaluated, and the interactions between age-friendly cities initiatives and other strategic agendas such as smart cities. The paper concludes by discussing future perspectives and possible directions for further development of the age-friendly movement.

The paper was authored by Prof Joost van Hoof (The Hague University of Applied Sciences and Wrocław University of Environmental and Life Sciences), Dr Hannah R. Marston (The Open University, Milton Keynes), Associate Professor Jan Kazak (Wrocław University of Environmental and Life Sciences) and Dr Tine Buffel (The University of Manchester).

The Age-Friendly Cities and Communities Questionnaire (AFCCQ) in English and Dutch

Housing

Q1 My house is accessible to me.

Q2 My house is accessible to the people who come to visit me.

Social participation

Q3 There are enough opportunities to meet people in my neighbourhood.

Q4 Activities and events are organised in places that are accessible to me.

Q5 The information about activities and events is enough for me and also suitable for me.

Q6 I find the range of events and activities sufficiently varied.

Respect and Social inclusion

Q7 * I sometimes get annoying or negative remarks because of my age.

Q8 * I sometimes face discrimination because of my age.

Civic participation and employment

Q9 I have enough opportunities to interact with younger generations.

Q10 I feel like a valued member of society.

Communication and information

Q11 Printed and digital information from the municipality and other social institutions is easy to read in terms of font and size.

Q12 Printed and digital information from the municipality and other social institutions is written in understandable language.

Community support and health services

Q13 The supply of care and welfare in my city is enough for me.

Q14 When I am ill, I receive the care and help I need.

Q15 If necessary, I can easily reach care and welfare services by telephone and in person.

Q16 I have enough information about care and welfare services in my neighbourhood.

Q17 Care and welfare workers in my neighbourhood are sufficiently respectful.

Outdoor spaces and buildings

Q18 My neighborhood is sufficiently accessible for a wheeled walker or wheelchair.

Q19 The shops in my neighborhood are sufficiently accessible with a wheeled walker or wheelchair.

Transportation

Q20 I can easily get on the bus or tram in my neighborhood.

Q21 The bus and tram stop in my neighborhood are easy to reach and use.

Financial situation

Q22 My income is sufficient to cover my basic needs without any problems.

Q23 I live well on my income

How to Make Cities More Age-friendly?

Following the recommendations of the WHO: “An age-friendly community can only result from an integrated approach centred on how people live. This involves coordinating different areas of city policy and services so that they are mutually reinforcing.

Fundamental change can be achieved by listening to those concerned, understanding the needs and by thinking beyond the confines of one’s own sector. Key steps to create age-friendly environments include engaging in a participatory process of assessing the age-friendliness across sectors (health, infrastructure, etc.), planning and implementing change collaboratively, and monitoring progress in partnership with older people and other key stakeholders.

A number of guides and tool kits have been developed on the process of creating more age-friendly communities.

Key steps for your age-friendly journey

1. Engage and understand. Listening to and engaging stakeholders including older people to understand their needs and preferences and the existing barriers and opportunities for healthy and active ageing is key to ensuring efforts to become more age-friendly respond to local priorities.
2. Plan. Planning strategically enables all stakeholders to develop a shared vision, to determine the priorities for action and to plan and resource how the city or community will achieve the age-friendly outcomes they seek.
3. Act. Implementing the Action plan is at the heart of creating an age-friendly city or community. Even small steps can go a long way. The Guide to creating age friendly cities and the AFEE Handbook list many possible actions.
4. Measure. Collecting evidence on both the progress of implementing the age-friendly approach as well as its impact on people lives is crucial to the success and sustainability of a city or communities’ efforts to become increasingly age-friendly. Monitoring and evaluating progress will help to identify successes (which must be celebrated) and challenges, provide results that can be communicated to local stakeholders, and serve as the basis for defining priorities for future improvements.

The Netherlands. The Hague

2015: The Hague became a member of GNAFCC as first city of the Netherlands

Recent policy has focused on the domains participation, support and care. The participation element has been particularly successful in ensuring that more elderly people continue to take part in society or helping the elderly enjoy meaningful activities and engage them. The support element has helped those who require support among our ageing population to receive the right care and information on time. Through the care element, we have promoted systematic attention for the problems of intramural clients in healthcare institutions, focused more on dementia sufferers and devoted attention to the process of dying and the meaning of life. The elderly must be able to play an active role in society for as long as possible. This is primarily their responsibility, but where necessary the municipality offers support, help and care.

Because the elderly wish to live independently in their own living environment for as long as possible and maintain control over their lives for as long as possible, we wish to help the elderly remain vigorous for as long as possible. By focusing our policy on promoting a vigorous ageing population, it is not only important to know what we mean by vigorous, but also what the elderly need in order to be vigorous. Vigour will partly depend on the individual person. However, the physical environment of the elderly and their place in society can also play a role.

The Hague is the first city in the Netherlands to join the WHO Global Network of Age-friendly Cities and Communities. An age-friendly city adapts its structures and amenities to make them accessible to an ageing population with different needs and possibilities. The elderly know best what being vigorous means for them and what they need to remain vigorous. They formulate the conditions for remaining vigorous themselves. We involve the elderly in the municipal senior committee, we organise a senior citizen panel as well as group discussions. The WHO framework for Age-friendly Cities helps the elderly formulate the conditions for remaining vigorous. Based on the information provided by our elderly citizens, we focus on developing a structural programme: 'The Hague, city for vigorous senior citizens'.

The Action Plan of municipal policy is based on three priorities:

- Improve vitality
- Reduce loneliness
- Encourage and facilitate continuous living in your own environment (instead of care facilities)

Essential in implementing these priorities is that The Hague doesn't have a top-down approach, but tries to motivate the (senior) citizens and organisations of The Hague to have a particular role in this. As a local government The Hague tries to create an environment that encourages our citizens to take initiative and responsibility. Through partnerships with corporations, small and medium enterprises, and organisations, the municipality of The Hague creates alliances on specific themes. We facilitate these alliances through financial means from the municipality and our partners. Bottom line in every project or activity concerning the elderly is that it has to meet the needs and preferences of the senior citizens in The Hague.

Concrete actions are:

Vitality Award: The Vitality award is an award of appreciation for initiatives of citizens of The Hague to work towards a senior-friendly city. The Vitality award stimulates citizens of The Hague (both local residents and organizations) to be actively involved with the city. With your initiatives you inspire each other to remain vital and to combat loneliness. The initiatives, provided they are workable, may vary from small to large and must be applicable to a variety of themes such as: social restaurants, coaching in using new media or safe online payments, dementia-friendly shops but also ideas about the use of internet, a senior-friendly walking area or a walking buddy in the neighbourhood.

Prior to the award ceremony, gatherings in each city district are organized during which the submitted initiatives are presented and discussed. Also ideas that need some help from other parties, can be submitted. The Vitality ward brings together various parties from which collaborations may be formed.

With the help of good ideas and great initiatives the municipality can improve the liveability of the city even more. The Vitality award is presented in each city district to organizations or local inhabitants who develop initiatives to be active and involved with the city.

Month of Vitality: The Month of Vitality is a theme specifically aimed at senior citizens to participate and stay active. All sorts of activities are organized by various companies and organizations throughout the city. The activities they organize are described on the “Month of Vitality” website [www.maandvandevitaliteit.nl] and in a special festival newspaper insert. During the Month of Vitality, partners of the city and local organizations are called upon to organize activities for senior citizens. These activities can include sports, cultural activities or activities that stimulate senior citizens to be an active part of their communities such as classes that teach them how to use smart devices such as tablets and smartphones.

Common in The Hague: The platform ‘Common in The Hague’ [Doodgewoon in Den Haag] considers it essential that citizens of The Hague make conscious decisions with regards to the last phase of their lives. The objective of ‘Common’ is to expand the possibilities of dying a dignified death by the citizens of The Hague. The platform stimulates ‘becoming the director of your last stage of life. In collaboration with organizations in the field of healthcare and end-of-life care services, the platform wants to increase the awareness of this theme among the citizens of The Hague. And subsequently break the taboo regarding dying and death. The Platform ‘Common in The Hague’ is a connecting link between all institutions that offer services to citizens of The Hague concerning death.

Furthermore, the platform wants to reinforce the network of such institutions and optimize the collaboration.

Among the actions performed by the platform are the recording of life stories of people during their last stage of life, an activity which is performed by younger citizens. This happens during gatherings where people eat and talk to each other, such as several locations of Resto VanHarte. These life stories form a source of inspiration for events that are organized by the Platform ‘Common in The Hague.’

Golden plates: The Golden Plates [Gouden Bordjes], is an appreciation for excellent provision of meals in the elderly care. Among others, in accordance with the principle for the elderly by the elderly but also in cooperation with professionals of various professional backgrounds.

The Golden Plates are meant to continuously inspire institutions to improve the offer of meals. The Golden Plates started as an initiative in 2011 and celebrated its fifth anniversary in 2016 in cooperation with those that are active in the health care industry of The Hague and Deputy Mayor and Alderman Karsten Klein (Economic Affairs and Healthcare) and other professionals.

In 2012 the Golden Plates was granted the acknowledgment “Good Practice & Idea” by Genero. Genero (cooperation partner of Erasmus Medical Centre, Rotterdam-Rijnmond region) regards the Golden Plates as a support of the improvement of health care and welfare for senior citizens. The set-up of the Golden Plates aims at activities with regards to meals that in time will lead to an integral supply of care and support. Which then aims at an improvement of self-reliance. This also helps in combatting loneliness among senior citizens because it increases the number of opportunities for getting in touch with other senior citizens, in an attractive environment with good service.

Community against loneliness: As part of the 'Community against Loneliness' [Community tegen Eenzaamheid] various parties in The Hague look for solutions to combat loneliness. This results in surprising collaborations between organizations, companies and citizens. In December 2015, the green light was given to the Community against loneliness, during a Christmas lunch with 800 senior citizens on the Pier of Scheveningen.

The Community against Loneliness started as a collaboration of entrepreneurs, professionals and volunteers, who were all looking for chances and opportunities to combat loneliness. In recent past coalitions were created between ADO Den Haag (local soccer club), Xtra(welfare), Pathé cinemas, Buddy Network, Resto VanHarte, and migrant senior citizens. As this is only the beginning. The Community against Loneliness of The Hague is more to than meets the eye, and unexpectedly brings together people and organizations while adding brilliance to life.

Diverse The Hague: The Hague is a diverse city where citizens feel recognized and play a role which suits them. This ideal connects organizations that are active in advocacy, community service, sports, welfare, healthcare, education and government.

Staff members, volunteers and persons in need of care ask themselves: what does this mean for our organizations, what does it mean to me, what is needed to do that, who is of importance to do this?

Since 2009 these organizations have gone around with each other within Diverse The Hague [Divers Den Haag]. A lot has been accomplished already: organizations increasingly draw clients with diverse backgrounds, and services are more tailored to a diversity of people in the city. An increasing number of staff with a diversity of backgrounds find positions within these organizations. Knowledge and know-how is growing and within organizations a stronger and broader awareness for the need of connecting and staying connected at all levels in the ever changing city, is growing.

Hence, Diverse The Hague works on broadening both the number of organizations and their level of knowledge on the subject matter. Thus promoting the dialogue between organizations and people, both on the inside and out.

Cultural Canvas: Cultural participation of senior citizens forms an integral part of our policy as a senior-friendly city. Cultural participation does not only contribute to participating independently and actively in society. It also provides more possibilities to deliver tailor-made work and make connections between welfare organizations, healthcare providers on the one hand and cultural institutions on the other hand. To implement the above mentioned, we use our self developed Cultural Canvas. The Cultural Canvas is a triptych which is used by our partners to further promote cultural participation.

The triptych consists of the following: • What do senior citizens of The Hague consider important with regards to arts and culture; • A sufficient amount of inspiring examples; • What can healthcare, welfare and cultural institutions do to inspire senior citizens to do more with arts and culture.

Dementia Community Centres: The policy in The Hague also pays more attention to the support of vulnerable senior citizens who have problems with structure in their daily life. This at times combined with the symptoms of dementia requires that their informal caregivers provide them with activating daytime activities and social networking opportunities. In recent years dementia

meeting places have been setup by healthcare and welfare providers as initiated by the municipality. In addition the city has setup day care facilities for senior citizens. In the next few years some of these facilities, as listed below, will be further developed. This is necessary because of the increasing number of independently living senior citizens with issues ranging from lack of a daily structure through dementia.

Facilities that require further development are:

- A close-knit network of day care centers in their own neighborhood where senior citizens and their informal caregivers can ask for support, coaching, and use of day care facilities in their nearby surroundings
- Centers where informal caregivers can count on contact with fellow sufferers and respite care.

6.SPAIN. AGE-FRIENDLY CITY OF MADRID

The training needs in Madrid are focused in the lines of work.

LINE 1: RETHINKING THE GOVERNANCE MODEL IN AN AGEING CITY

The 'revolution of longevity' calls for the implementation of a process for society to adapt to ageing. We need to introduce far-reaching changes, changes that affect the structure, design, public policies and especially social and health policies, to provide an adequate response to the new reality of the population. The purpose of this Plan is to contribute to the identification of a Governance model that allows ageing citizens to speak up and that helps build a society for all ages.

LINE 2: PROMOTING THE AUTONOMY AND INDEPENDENCE OF AGEING CITIZENS BY CREATING HEALTHY AND FRIENDLY ENVIRONMENTS

The concept of autonomy has become the paradigm of this century and is gaining immense value in all spheres of society and from all dimensions of analysis.

Actions that promote healthy ageing, such as the care for the physical environment, the guarantee of mobility through transport, the adaptation of a house for life and the integrated provision of services and care whenever required are key aspects for the construction of a life project governed by the desire of people to age independently and to live in their own house even when they need assistance.

LINE 3: ADVANCING IN THE GUARANTEE OF SOCIAL COLLABORATION AND PARTICIPATION OF AGEING CITIZENS AS AGENTS OF CHANGE AND PROTAGONISTS IN THE CONSTRUCTION OF A WELFARE SOCIETY

The friendliness movement, which is gathering strength the whole world over, is based especially on the reformulation of the **participation processes** to which older people are strongly committed. The upheavals and the impact of the crisis we are living through provide a possibility to generate new initiatives in the field of citizen participation, which are intended to fight to maintain the well-being that was attained over the past few decades. Older people are having an important role in this process: participative actions of all kinds are appearing and generating social interactions outside the more structured institutional initiatives.

6. ITALY. FRIULI VENEZIA GIULIA REGION – PLAN

The OMS network shows three cities in Italy who are adapting to Age-friendly cities. A survey developed by the Friuli Venezia Giulia Region shows the following needs for developing the inclusive model of age-friendly city:

Friuli Venezia Giulia Region – Plan

[Friuli Venezia Giulia Autonomous Region - Age-Friendly World \(who.int\)](http://www.fvg.regione.friuli-venezia-giulia.it/it/age-friendly-world)

- **Support for inter-or intra-generational training** with the participation of senior citizens in the role of teachers or learners; Involvement of senior teachers in projects and training interventions to be implemented in schools;
- **Promotion of training paths to support active ageing** in various fields both of prevention, with healthy lifestyles (health, nutrition, consumption and management of savings, home and road safety) and extraworking action, with particular attention to civil commitment, to support people in distress or to help with the family and grandchildren.
- **Promotion of training initiatives for access to ICT services** and technologies that, in the face of innovations in production contexts, can represent an important support to work ability and can oppose working discrimination linked to age;
- **Promoting participation in community life.** The actions envisaged are reflected in the support of interventions promoting the participation of senior citizens in community life through voluntary work and associations, enhancing the professional skills accumulated during a lifetime Spreading a positive image of senior citizens, promoting a "Cultural revolution" that can change the traditional perception of their lifestyles and enhances, on the contrary, skills and competences;
- **Support for the access of senior citizens to cultural events** proposing a meaningful, symbolic and expressive content capable of producing a high emotional or formative impact;
- **Support for the civil commitment of senior citizens in promoting culture and history** with particular reference to local history and tradition and to involvement in non-profit organisations or other forms of participation in community life;
- **Support for Social tourism** with particular incentives for the tourist offer dedicated to senior citizens and development of "tourism solidarity" with exchanges and relationships aimed not only at enjoying the tourist offer, but also enhancing specific initiatives that see active senior citizens as protagonists of these relationships Supporting the dignity and self-determination of senior citizens through social and health services through age-respectful procedures and processes, suitable to reduce their discomfort and that of their family members caused by the permanence in health and welfare structures;
- **Support for culture and prevention practices** through the promotion of healthy lifestyles (e.g. proper nourishment, not smoking, or consuming alcohol, etc.), early diagnosis and preventing recidivism, strategies that counteract the risks of non-self-sufficiency. Also included in this objective is the promotion of sport and physical activity, through projects supported both by the municipalities and non-profit organizations or information campaigns on the benefits of physical activity at an older age;

- **Home support and the permanency of senior citizens in family contexts** with services that add value to the daily or temporary care and assistance given by spouses and children and, with the supply of interventions and personalized services, where the primary family cannot include it;
- **Promotion of intergenerational co-habitation** between senior citizens that is, the sharing of residence or domicile between people over sixty-five and young students or workers;
- **Involvement of over sixty-fives in community social life** with the promotion of low threshold support services, spaces and meeting places, promoting the participation of senior citizens, understood to be resources for the community, in meeting places, social activities and civic contribution in which they can satisfy the whole sphere of post-materialistic needs of relatability, reciprocity and human and associative affection.
- **Support for spreading information and opportunities through ICT** linking the home policies with those of training in order to bridge the gap between knowledge and abilities of senior citizens to use the new ICT technologies; The stresses highlighted in the evaluation of the first three-year period support the importance of promoting actions aimed at developing knowledge of the use of telematics tools in order to support the spread of information, opportunities and good practice among senior citizens and the stakeholders active in the small scale voluntary and association environment.

7. DENMARK. A DEMENTIA FRIENDLY SOCIETY

CASE. Municipality of Esbjerg,

In the municipality of Esbjerg, we are committed to improve the quality of life for all citizens and strive to provide the facilities, services and activities that support healthy ageing. We aim to integrate age-friendliness in the coming strategic vision for Esbjerg 2025 and in our other strategies and policies such as

- Senior policy
- Health policy
- Policy for caregivers and family
- Dementia Strategy
- Strategy for civic engagement and citizenship

Our age friendly activities address city and community development and focus on great places to grow up and grow old. We take action to create opportunities for seniors to stay independent for as long as possible and engage in social life and in the community — and, in some cases — to continue working.

A few examples:

- Senior Housing PLUS: We work across the municipal administrations to develop comprehensive plans for local areas where age friendliness is a basic element. Seniors in Esbjerg want to live in cross-generational neighborhoods with 24-hour access to professional health care. We want to facilitate “Senior Housing PLUS” which provide the facilities for seniors to stay healthy, active and independent for as long as possible.
- Housing for people with special needs: We are currently building a new care center for seniors centered in a local environment where disabled and citizens suffering from dementia can live a

close to normal life next to families, students and other citizens in a car free area with the newest technology and best training facilities.

– Activities and inclusion: During the last five years, we have taken action to improve the quality of life and fight loneliness for seniors without family and social network. We provide possibilities for them to engage in activities with others in the same situation and to be included in the community.

– Rehabilitation and innovation: We work together with doctors, hospitals and NGOs in order to facilitate a safe and innovative rehabilitation for elderly with chronic diseases.

Our next goal is to develop an action plan for how we ensure that we are able to provide the facilities, services and activities in the future despite dealing with an increasing number of seniors, rising requirements and needs and differences in health. We especially want to take more action when it comes to:

– Housing and communities

How do we address a growing demand for housing that is accessible and well-connected to services throughout the community?

– Health and care for the elderly

Innovative process' that help us deliver the best services despite growing demands and needs, demographical changes etc.

– Volunteering and employment

We want to see seniors as a resource and facilitate companies in being age-friendly

– Communication and citizenship

Why is the municipality of Esbjerg a great place to live and grow old in?

– Mobility and transportation Actions towards accessibility and safe transportation for all ages

We believe that being a member in WHO's Network for Age Friendly Cities and Communities is a long time investment for all citizens of the municipality of Esbjerg.

The city of Aarhus: Dementia Friendly Community. Municipality of Aarhus

The Dementia Initiative: 1 plan, 6 themes, 32 initiatives

Our main ambition is to create a more dementia friendly community

The plan originates from co-creation, involvement of citizens of all ages, organizations, politicians and businesses throughout the city

Specialized nursing home. - Graham Bells Vej

The facts...

- 74 apartments in 3 separate sections with each 24 -25 inhabitants
- RED – rehabilitation unit
- Activity Center
- Kitchen, Service department, Maintenance department, administration

Specialized – how?

- Inhabitants are at a late stage of dementia dominated by behavioural symptoms
- We focus very much on maintaining a life filled with activities
- We focus on the needs of the inhabitants and try to create an atmosphere to support the needs of the inhabitants

Demenshjørnet. - the dementia corner

- A Powercenter
- Open 5 days a week
- Open for everybody

- Advice and counseling
- Support by phone
- 1822 visitors until november´19 (latest count)
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- A Powercenter
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- Support by phone
- 1822 visitors until november´19 (latest count)

8. BEST PRACTICES:

<https://extranet.who.int/agefriendlyworld/category/guides-and-tools/>

Age-Friendly Environments Activists.

Compendium of Good Practices of Advocacy in Age-Friendly Environments. Aiming to give those interested an idea of what age-friendly environments are and which kinds of initiatives can be launched, examples of good practices have been compiled by the organisations involved in the AFE Activists project.

The numerous examples of good practice show the various ways in which people can become AFE activists. They have very different ideas and pursue different goals, but all of them have the vision of making older people's lives better and contributing to active and healthy ageing. These examples can serve as inspiration and role models for other people, showing that it is worthwhile to advocate for one's vision of an age-friendly environment. Many of the initiatives presented have already inspired people to implement them in other places.

Most of the practices described were launched at the beginning by just a few people. Some project initiators can now rely on a broad network of supporters, others only needed some support at the beginning and now organise their projects independently. By now, many of the initiatives have already reached a large number of people who participate or benefit from what the initiatives have achieved. Some can also attract media attention and thus reach more people with their ideas and experiences.

The impact of the initiatives on people and their living environments are as diverse as the areas of focus. Some initiatives target political or social change, some raise awareness of issues affecting older people, and some give older people a voice and create a positive public image of older people. Other projects bring about great changes for older people, making small changes in mobility, living environments or through the use of modern communication technology. Many of the examples focus on joint activities and mutual exchange. They promote social inclusion and empower older people to pursue their interests and activities. Accordingly, of all the areas of age-friendly environments, 'social participation' is the most frequently promoted by the initiatives.

Finally, The Hague and Udine serve as examples of how cities can engage in a variety of ways and with a great commitment to creating good conditions for the active and healthy ageing of their inhabitants. **Many of the good practice examples have shown that municipalities can benefit all the more from people's commitment to an age-friendly environment. It is therefore worthwhile for all stakeholders when decision-makers show a commitment for age-friendly environments, and support them in the best possible way.**

Age-friendly environments activist. Training package.

AGE ACTIVIST.

AFE Activists are older people (65+), who are interested in the issue of age-friendly environments, in acting as advocates for older people and in starting grass-root initiatives to raise awareness and promote the concept of age-friendly environments.

The aim is to train 10 to 12 AFE Activists in each participating country. In some partner countries, partners will invite older people, who have already participated in former projects and are active as “Mobility Scouts” (see www.mobility-scouts.eu). However, basically the training is open for individuals, who are interested in learning resp. further developing their knowledge on the issues *age-friendly environments* and *advocacy* and are interested in implementing advocacy initiatives as a ‘team’ of 3-4 persons.

The skills and competences of AFE Activists include personal competences, social skills and professional skills that should be represented in the AFE Activists team but will vary according to the local contexts and teams.

Possible working areas of AFE Activists

There are many different ways of practising advocacy and being an advocate: It may involve

- ☐ speaking, acting, or writing on behalf of another person or a group
- ☐ influencing public opinion
- ☐ increasing awareness in the public
- ☐ being a contact person for other older people to gather their needs and opinions
- ☐ generating and communicating evidence
- ☐ building networks

Many methods can be used, such as

- ☐ distributing printed materials (e.g. posters, leaflets)
- ☐ working with media and writing articles or reader’s letters
- ☐ holding events
- ☐ contributing to panel discussions and formal meetings

AFE Activists become active in different fields and at different levels according to the skills, interests and needs identified in their living environments and communities. Examples of good practices are summarised in the AFE Compendium of Good Practices of Advocacy in Age-Friendly Environments³. The compendium shows the broad range of ways how to practice advocacy for old people, for example:

The initiative “*Ageing in Place. Stichting friendly wonen Amsterdam*”, which was established as a foundation by three older people, aims to support old people to continue to live in their own house. Hence, meetings with the local stakeholders and the council of the municipality are organised. “*Kove. Kilburn older voices exchange*” is a community action group of older people in Kilburn/UK, who aim to improve the quality of life of older people through both organising activities and campaigning on issues that affect older people. Their goal is to overcome social isolation and increase the influence that older people have on local issues. The Austrian civic initiative “*Grannies Against the Right*”, which was founded by an older woman and her daughter, wants to interfere in the political discourse in Austria and raise awareness of “the older woman” as a political force. Therefore they represent themselves in the public as a self-confident group of older women and encourage older women to engage politically. “*The Courtain Up Players*”, an amateur theatre group of 50+, supports people to live well with serious illness and isolation.

The group helps its members to stay creative and mentally agile and to voice their opinions and ideas.

For a detailed description of the above-mentioned initiatives and other examples of good practices see the AFE Compendium. The examples can serve as an inspiration for participants in the AFE Activist training, showing that it is worthwhile to advocate for an age-friendly environment

Training Framework

Aims of the Training

The overall aim of the AFE Activists project is to support learners aged 65+ to build AFE advocacy competencies. Older people are be empowered to start grass-roots initiatives and translate the promising idea of age-friendly environments into effective actions on a local level.

Structure

A) Basic workshop: Introduction to the concept of age-friendly environments (4-6h)

B) 3 workshops with the focus on advocacy issues

C) Reflection and Celebration (within E1-E5)

AFE Experience gaining study visits

Learning may happen in many different places outside the formal classroom setting. AFE Activists project envisages study visits to age-friendly cities as a form of experiential learning so that participants could observe good AFE practices first-hand and gain inspirations for their pilot activities at home. The aim of the study visits is to reinforce the knowledge of age-friendly environments, improve intercultural competencies, enhance team working and communication skills, and develop observation and reflection skills.

The following learning outcomes of the study visits are envisaged:

- enhanced team working and communication skills
- improved intercultural competencies
- ability to empathise and understand new perspectives
- increased aspirations and motivation
- broaden the understanding of the European society and the European Union values

5. Recommendations for facilitators

The curriculum is based on bottom-up approach towards age-friendly environments with the focus on awareness raising, enhanced participation of older citizens and advocacy skills building.

The target group of the training course is more or less active older people but it can be adapted to and used by different types of organisations with specific interests – Seniors Council, homeowners associations, community groups, etc. Therefore, the curriculum topics can be adjusted, expanded or reduced in response to the needs of the organization providing the training course.

A fit in terms of age does not necessarily reflect the “typical” characteristics of a group, since there is diversity by background, interests and experience. Learning groups shall be formed by the level of achieved education and by the interest in being active in a specific AFE domain. Thereby the course shall be adapted accordingly.

Awareness of age-friendly environment domains and understanding the differences between age-friendliness and age-unfriendliness comes first, and, only then, advocacy/activism actions follow. For groups with limited advocacy experiences, visits to neighbourhood groups or organisations active in the field can be beneficial.

The transfer of information and knowledge should be copiously illustrated with examples from the Compendium of Good Practices. and visits to age-friendly cities or local initiatives for groups not acquainted with the concept of age-friendly environments.

Poor ICT skills can be limiting, as course participants may not be aware of the variety of solutions and approaches that they can take to express their interests or address their issues (social media). The course can be either supplemented by an ICT training module or arrangements can be made for the group to receive social media training for beginners from an external provider.

Age Friendly Business Checklist

Age Friendly Business Checklist The City of Unley Age Friendly Business Program aims to raise awareness amongst businesses of the potential community and commercial benefits of implementing age friendly practices. An age friendly business is one that is welcoming and accessible, promotes independence, and is responsive to the needs of an older population. There are many strategies you can implement to become more age friendly. Some strategies are simply good business practice; others might be new considerations for your business. It is important to note that many of these strategies are low cost and can have a big impact. Completing and submitting this self-assessment checklist demonstrates your commitment to being age friendly. In return, you will be part of the Age Friendly Business Recognition program and will receive an ‘Age Friendly Trader’ sticker which you can display in your shop windows with pride, potential promotion in Unley Life magazine and other media, and receive offers for free educational workshops to further your understanding.

Engaging older people in creating age-friendly environments – Handbooks

[Mobility Scouts Online Training Course available](#)

This *Online Training Course* provides background information, inspirational examples and practical tools to participate in the creation of age-friendly environments. It is dedicated to men and women who want to become Mobility Scouts and to all organisations interested in supporting them to do so. It also addresses experts, stakeholders and citizens who want to contribute to age-friendly communities.

Aims of the training

Issues of an age-friendly environment, accessible transportation and mobility are becoming socially relevant topics worldwide.

Within the last few years, civic participation has become a commonplace element in many planning and (re-)designing projects run by local authorities in many countries.

Therefore, the aim of the *Mobility Scouts* training is to support older people in:

- getting background information on issues such as accessibility and age-friendly environments;
- reflecting the situation in their living environment;
- contributing to an age-friendly environment by developing and implementing pilot projects;
- promoting creative and critical thinking, analytical reasoning, team work, planning and reflection of individual skills;
- supporting networking and cooperation with relevant stakeholders.

Profile of Mobility Scouts

Mobility Scouts are (older) citizens who are interested in acting as ‘agents of change’ bringing together older citizens, local authorities and service providers to cooperate in the development of age-friendly environments and services. *Mobility Scouts* are ‘front runners’ who are motivated to put the issue of age-friendly environments on the local agenda and give it a boost by initiating a project. To do so they need to find and bring together different stakeholders and also acquire or reinforce general and specific skills and competencies:

- Personal skills including positive thinking, empathy, self-awareness and self-reflection, staying focused and taking initiative;
- Professional skills including skills such as the basics of planning, knowledge of different fields of transportation, creative and critical thinking, analytical reasoning, team work, planning, communication, relations management, and reflection skills and mobility, knowledge of administrative structures and processes, especially in the context of urban planning, project management skills, ICT competences, teamwork and networking competences, as well as strategic skills.

Profile of Trainers

The *Mobility Scouts* training is interactive, which means that the content of the training is shaped by both trainers and participants according to the context in the participating countries and cities.

Participants of the training are invited and challenged to think, reflect and to practice and experience in their local or regional situation. Participants need to gain insight and learn from likeminded

peers how to perform actions accordingly in their own neighbourhood, village or town.

As the training includes guiding the process and its contents, it is advised to work with two trainers. We also recommend inviting experts to inform the trainees and bring focus on different topics.

Structure and contents of the *Mobility Scouts* training Considering the aims and the focus of the *Mobility Scouts* approach, the training process basically consists of three parts:

- Training Phase
- Implementation Phase
- Reflection and Celebration Phase

This training process served as a general framework for the training at the pilot locations. In each partner country this general concept was adapted to match the national and local context and especially the needs of *Mobility Scouts*. In the following chapters five different interpretations of the training framework are presented including different schedules and time plans. However, all partners practiced these training elements:

