

A Manifesto for an Ageing EUROPE



Learnings and recommendations
from the European EVAA project

„Adoptar una actitud positiva ante la vida, independientemente de la edad“

„Participer à la vie de la communauté“

„Continuità nella vita“

„Rompiendo fronteras, favoreciendo trabajo intergeneracional“

„Envejecemos como vivimos“

„Garder des activités qui apportent plaisir et réalisation de soi“

„Ageing with awareness and resilience“

„To die as young as possible as late in life as possible“

„Continuità nella vita“

„Participer à la vie de la communauté“

„Mezilidská úcta a tolerance“

„Být společensky zapojeni!“

„Una fase della vita ricca e arricchente“

„Una conclusione soddisfacente e motivata della propria vita“

„Progressivo disinserimento dall'attività lavorativa“

„Geistige Offenheit, Mut und

Risikobereitschaft, Teilhabe, Denkmuster überschreiten der Grenzen“

„Mit der Zeit gehen“

A Manifesto for an Ageing Europe

Learnings and recommendations from the European Voices for Active Ageing (EVAA) project



Social Innovation

Social Innovation in Europe is unthinkable without the active inclusion and participation of adults in later life.



Civic Engagement

Europe's demographic shift requires a re-thinking of the current civic engagement model.



Work after 50

Current employees aged 50+ possess the knowledge to transform the European workplace in the 21st century.



Age-Friendly Cities

Adults in later life embody a major political force to encourage the creation of age-friendly cities throughout Europe.



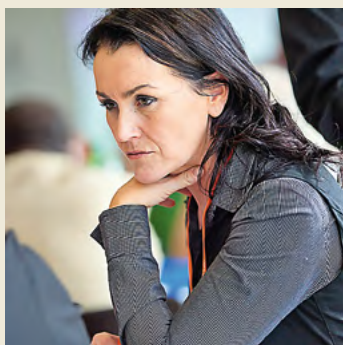
Health and Wellness

Europe developed a unique form of holistic health promotion over 100 years ago that is particularly appropriate for adults in later life today.



Age Discrimination

Age discrimination is the “dark side” of fostering active ageing in Europe.



Photographers: Fabrice Hirmance | Lorenzo Pondrelli | Alex Rumford | Sandra Then | Lukas Zentel |



Social Innovation

Learnings from the EVAA dialogues

Social Innovation emerges from a uniquely new combination of social actors collaborating with each other to solve society's challenges, i.e. the innovation in social innovation comes from bringing people together that normally do not collaborate or work with each other to solve everyday social issues.

Adults 55+ was 30% of the European population in 2010 and is expected to be 37% by 2030. They represent a rich untapped resource for social innovation. They have experience, life wisdom, time and motivation at their disposal.

Policy recommendation

The European Commission should target and support social innovation projects/initiatives which are led by adults in later life and consist of intergenerational teams.



Civic Engagement

Learnings from the EVAA dialogues

Engagement is a life-long endeavor; ageist stereotypes attached to civic engagement need to be dispelled.

A 21st century civic engagement model will focus on supply-driven initiatives and establish processes to tap into the gifts and talents of adults in later life.

Current civic engagement programs focus primarily on the demand side of the issue – i.e. what current services and jobs need to be fulfilled. Little is done to focus on the supply side, i.e. what are the gifts that people who might engage civically bring with them and what would be the optimum way of utilizing these talents.

Policy recommendation

The European Commission should support peer-to-peer dialogue initiatives for adults in later life. These dialogues will help inform the development of a supply-driven approach to civic engagement.



Work after 50

Learnings from the EVAA dialogues

New roles for employees in later life are emerging which will require an age-blind approach.

Successful European companies will support life-long learning and leadership training for their employees and retirees 50+.

Policy recommendation

The European Commission should provide enhanced benefits to companies which hire 50+ workers and offer incentives for companies to develop and implement age-friendly workplace policies.



Age-Friendly Cities

Learnings from the EVAA dialogues

Seeds of an age-friendly Europe begin with an approach which empowers adults in later life to play an active role and have their voices heard.

Face-to-face exchange of both life wisdom and daily life experience of adults in later life creates a powerful peer-to-peer motivational reinforcement and supports the realization of initiatives in their neighborhoods and cities as a whole.

Policy recommendation

The European Commission should support a series of pilot projects in European cities which will highlight the unique role of adults in later life to inform the creation of more age-friendly cities.



Health and Wellness

Learnings from the EVAA dialogues

Beyond Fitness: The use of rhythmic combined with dialogue provides a uniquely European approach to fostering not only physical health but psychological and social health of adults in later life as well.

The combination of music, movement and dialogue in the form of a World Rhythmics Café® increases the social health of adults in later life.

Policy recommendation

The European Commission should explore new ways to foster health in adults in later life through participatory forms of European music, movement and language.



Age Discrimination

Learnings from the EVAA dialogues

Eliminating age discrimination is a two-sided coin:

European society and media must lead the way to eliminate stereotypical portrayal of adults in later life and negative attitudes towards their capabilities in society.

Adults in later life must develop a positive self-esteem and attitude toward their integral role in European civil society, politics and business.

A pan-European campaign addressing age discrimination to create a new vocabulary and establish a contemporary image of adults in later life is essential.

Policy recommendation

The European Commission should abolish mandatory retirement age in all EU countries to eliminate categorization of a person's ability to contribute to society based on age.



The “European Voices for Active Ageing” project (EVAA): Starting a wave of positive changes

With support from the European Commission, World Café Europe e.V. engaged hundreds of adults aged 50+ in six countries to explore the key issues of active ageing. The EVAA project thus provided a forum to exchange views and discover new approaches to addressing the key issues of active ageing. These six events provided a voice to generations of 50+ adults and empowered them to re-define their active role in an increasingly aging European society. Their ideas and concrete recommendations were documented. This has initiated a new wave of demographic opportunity at the local, national and European levels.

For more detailed information on the EVAA project: <http://bit.ly/EVAAwebsite>

World Café Europe: Effective communication and innovation through dialogue networks

World Café Europe builds multi-stakeholder partnerships to strengthen both the effectiveness and sustainability of large group events. Our collaboration with partners is designed to generate leadership capacity as a way to foster increased support for stakeholder dialogues in all levels of business, government and civil society.

Through its work and building on this social capital, World Café Europe aims to rediscover the power of community and build upon this social capital in business and organizations through conversations about issues that matter. Our conviction is that such conversations will initiate the waves of change which are needed throughout business and society today.

For more detailed information on our work: www.worldcafe.eu

World Café Europe

© 2013

www.worldcafe.eu



More about World Café Europe
is only a click away:



World Café Europe on YouTube



World Café Europe on Flickr



World Café Europe on Twitter



World Café Europe's Blog