

AER Quick Guide to “Active and Healthy Ageing” February 2012



“Do not regret growing older. It is a privilege denied to many.”

Active Ageing: Older People, a Burden to Society?

This is no longer a matter of doubt: Europe is growing older. This has a number of impacts for regions: how will less young people manage to pay for the pension of increasingly more older people? How do we pay for the increased demand on our health and social services? And where do we find more health and social workers when the active workforce is shrinking?

By 2017, there will be fewer young people working than there will be pensioners.

This may sound gloomy, but try looking at it another way: after all, higher life expectancy is an achievement. Older people are a source of experience that we can tap into. And if we manage to stay healthier for longer while we grow old, then, older people can continue to be work, create, volunteer, consume and therefore actively contribute to society for much longer than in the past.

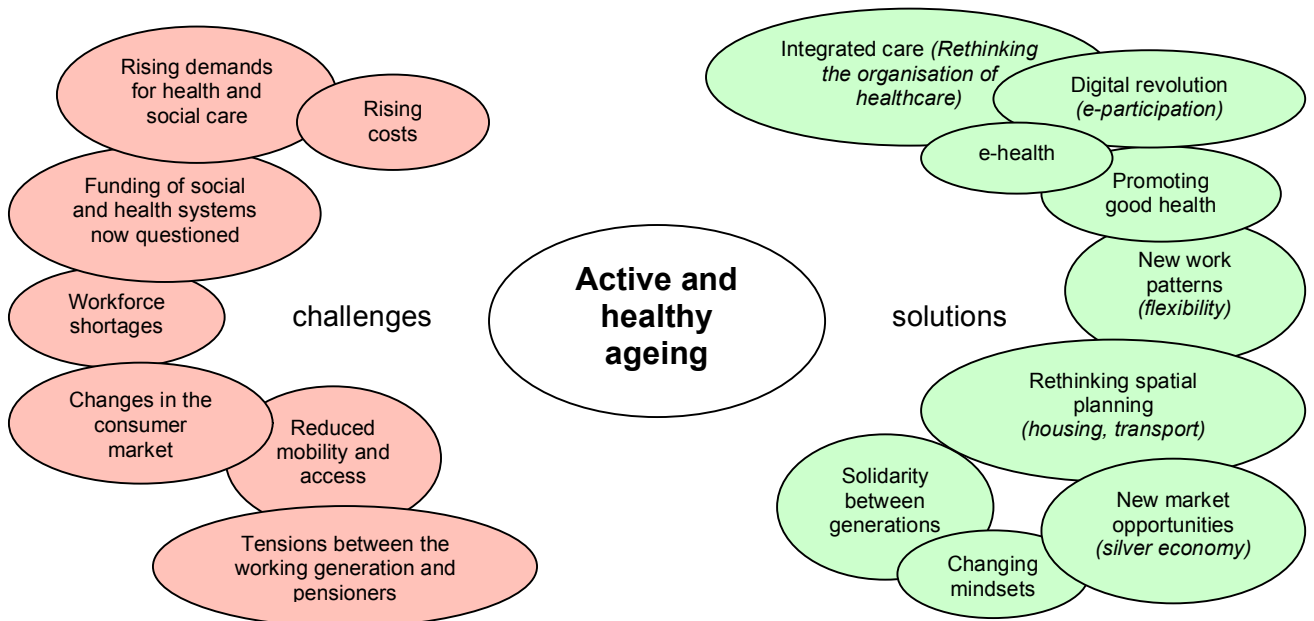
“Active ageing is the process of optimizing opportunities for health, participation and security in order to enhance quality of life as people age”. (WHO)

What can regions do?

We need to find innovative solutions. AER believes that the response to the challenges lies in regions acting as catalysts for the development and deployment of new solutions that are the product of interaction between many different stakeholders.

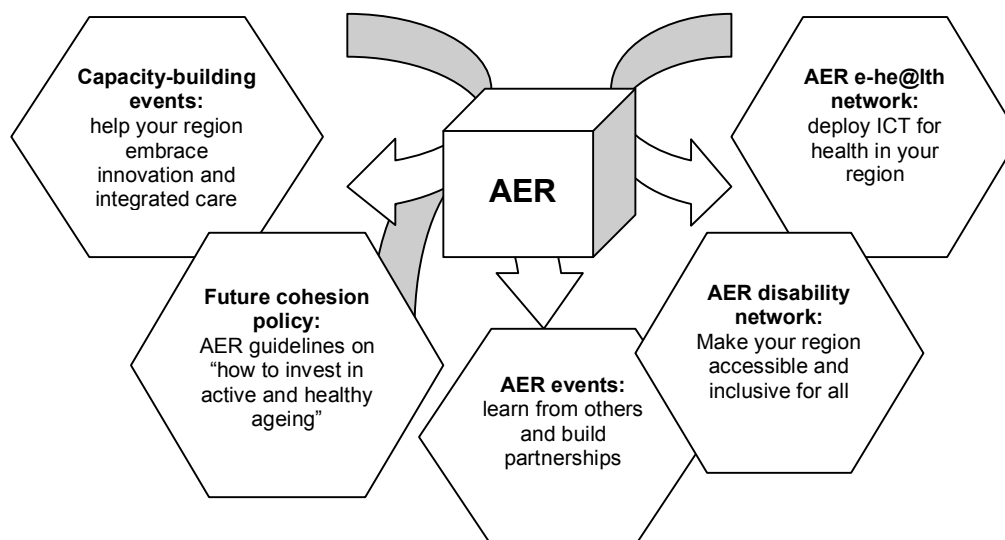
The objective of active ageing policies should be to maintain autonomy, independence, participation, dignity, care and self-fulfilment as one grows older.

AER also believes in the necessity to have **an integrated approach to demographic change**. Investing in the creation of innovative products and services is not sufficient: we should also concentrate on **creating knowledge, capacity and leadership** among regional politicians and officers and supporting change in procedures and mindsets.



Visit AER’s website for more information on Active Ageing and upcoming events:
<http://www.aer.eu/main-issues/social-affairs/demographic-change.html>

AER Actions in the field of active and healthy ageing



For your diary!

Date	Location	Event
20-21 March	Joensuu (FIN)	Conference on "Perspectives on Ageing" and study visits
19-20 June	Norrbotten (S)	Arctic Light E-he@lth Conference (ALEC 2012) From Policy to Action!

Taking action now: European Year 2012

2012 is the European Year for Active Ageing and Solidarity between Generations. This is the occasion for all to express their views on the topic and to put forward their initiatives and best practices. Events dedicated to active ageing will take place throughout the year, enabling you to get inspiration and useful contacts of people working in the field.

European Innovation Partnership on Active and Healthy Ageing

Active and healthy ageing was chosen as the first Innovation Partnership to tackle demographic change and its socio-economic implications, but also because of the growth potential of innovation in the field of health. The objectives of the partnership are mainly

- to bring all stakeholders at all levels together to improve synergies;
- to spot the weaknesses in the current European innovation system and improve the framework conditions for uptake of innovation;
- to collect ideas for future actions in the area of active and healthy ageing.

The EIP on AHA is not a new financial instrument nor programme. It aims to pool together existing expertise and resources towards a common objective. It has set out priorities that are now taken up in new EC funding calls. Furthermore, it provides a forum for meeting stakeholders from other sectors and building partnerships. 2 calls for proposals related to the partnership have been published:

http://ec.europa.eu/research/innovation-union/index_en.cfm?section=active-healthy-ageing&pg=calls

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