



EUROPEAN COMMISSION  
DIRECTORATE-GENERAL JUSTICE

Directorate A: Civil justice  
Unit A.4: Programme management

# JUST/2013/ACTION GRANTS

## ANNEX 1

### PROJECT DESCRIPTION AND IMPLEMENTATION

<b>Name of the Applicant organisation</b>	AGE PLATFORM EUROPE
<b>Project Title</b>	Toward an age-friendly EU: Mainstreaming non-discrimination and equal opportunities for older persons in the EU
<b>Priority reference</b>	JUST/2013/PROG/AG/NGOS

#### **NOTICE**

All personal data (such as names, addresses, CVs, etc.) mentioned in your application form will be processed in accordance with Regulation (EC) No 45/2001 of the European Parliament and of the Council of 18 December 2000 on the protection of individuals with regard to the processing of personal data by the Community institutions and bodies and on the free movement of such data. Your replies to the questions in this form are necessary in order to assess your grant application and they will be processed solely for that purpose by the department responsible for the Union grant programme concerned. On request, you may be sent personal data to correct or complete it. For any questions relating to this data, please contact the Commission department to which the form must be returned. Beneficiaries may lodge a complaint against the processing of their personal data with the European Data Protection Supervisor at any time (Official Journal L 8, 12.1.2001).

## **PART 1 – GENERAL DESCRIPTION OF THE PROJECT AND APPLICANT ORGANISATION**

### **1.1. Summary of the project (max 4000 characters)**

This should be identical to that contained in section 4.3 of the *Grant Application Form*.

**Despite progress achieved thanks to EU action in the last 13 years, discrimination against older persons remains problematic in the EU and ageism is on the rise in ways that are creating serious concerns among older people.**

**With our members and other stakeholders (non-discrimination NGOs, employers, public authorities, industry, service providers, etc.) we will develop proposals to combat discrimination and challenges faced by older persons in their daily life which prevent them from enjoying their rights in essential areas: employment, active citizenship and social inclusion, decent income in old age, healthy ageing, dignified old age (protection against elder abuse, quality of long-term care), consumers' rights (e.g. financial services, e-commerce), accessibility of built environment, transport and ICT, tourism, etc.**

**2014 will be a key year for the EU with upcoming European Parliament elections and nomination of a new College of EU Commissioners. Our action will seek to raise awareness of older persons' concerns among candidates and newly elected MEPs and new Commissioners to inform their approach in future EU policy development in the second half of Europe 2020 Strategy - in particular with regard to the European Semester, the European Platform against poverty and social exclusion, the Digital Agenda, Innovation Union, etc. Building on a brochure published by AGE with EU support to mark the EY 2013 of Citizens our action will target senior citizens across the EU to raise awareness about what the EU does and can do in the future to ensure that all older persons living in the EU can fully enjoy their personal, civic, political, economic and social rights on an equal basis with other citizens regardless of their age, sex, disability, sexual orientation, religion or belief, race or ethnic origin.**

**We will seek to ensure that older people's rights are mainstreamed in all relevant EU policies in accordance with the non-discrimination package of the renewed Social Agenda, the European Disability Strategy 2010-2020 and the UN Convention of the Rights of persons with Disabilities with regard to older persons. We will also aim to improve coherence between EU internal and external action on older people's rights and ensure that the EU External Action Services position in the UN Open ended Working Group on the rights of older people better reflects the views of seniors in the EU. We will also promote Council of Europe recommendations on the rights of older people.**

**While our action will focus on the promotion of the rights and interests of older persons living in the EU in the field of employment and other key areas of life, specific attention will be paid to those who face additional risks of discrimination on the ground of gender, disability, race or ethnic origin, religion or belief, sexual orientation through working in close cooperation with the other key EU non-discrimination and equality NGOs funded by the PROGRESS programme.**

**Through the project AGE member organisations - who represent all together some 32 million older persons in the EU - will build their capacity to shape EU future policies that concern them through the awareness raising, mutual learning, exchange of good practice activities. The candidates and then newly elected MEPs and new Commissioners and their teams will be better informed about the challenges faced by older citizens that prevent them from enjoying their rights and participating fully in society as other age groups, and will hopefully commit to take action at EU level and support national and local initiatives. Raising awareness among those who have the capacity to act upon them will ensure a long-term impact for our project's outcomes. This awareness campaign will be**

**coordinated as much as possible with the other EU non-discrimination networks to ensure coherence and build a strong civil dialogue in support of the EU commitment on equality and non-discrimination.**

## **1.2. Definition of the problem and objectives of the project (max 4000 characters)**

What are the problems and/or the current situation? Which are the needs that the project aims to address?

In relation to these problems, list the major objectives that the project should attain.

Provide the description of the target group(s) of your activities and explain why they were chosen.

**Problem:** Since 2000 the EU has considerably strengthened its legal framework and action on non-discrimination and significant progress has been achieved with regard to age discrimination in particular in the area of employment. Yet our members report that discrimination against older persons remains problematic across the EU and ageism is on the rise since the crisis stroke in ways which are creating serious concerns among older persons. Confirming what our members report, the last Eurobarometer on discrimination in the EU (2012) shows that 67% of EU citizens believe the economic crisis is contributing to more discrimination against older workers and 68% feel that persons with disabilities and older persons face limited access to goods and services. Ageism is a pervasive form of discrimination which “is more widely believed to affect Europeans aged over 55 (45%) than those under 30 years (18%)” and “the economic crisis is contributing to more discrimination in the labour market, especially for older persons, and is impacting negatively on policies promoting equality and diversity.”

As mentioned in the EQUINET report *Tackling ageism and discrimination (2012)*, “age discrimination often intersects with the grounds of gender, disability and racial or ethnic origin”, aggravating the risk of discrimination and disadvantage faced by many older persons in employment and in other important areas, including essential social protection services such as health and long-term care and adequate income in old age and access to mainstream goods and services.

As confirmed by the *Synthesis Report on Older Workers, Discrimination and Employment* produced by the Network of socio-economic experts in the anti-discrimination field in 2011, age discrimination is experienced in various ways, both directly and indirectly, and can take the form of legal or policy barriers, stereotypes, prejudice or harassment. This presents a huge challenge for older persons and is at the root of many problems they experience when ageing. They have to deal with challenges driven by negative stereotyping, and assumptions about their economic potential, productivity, skills, and income needs. In the media, older people are increasingly blamed for overburdening public budgets and putting the future of younger generations under threat. Some even speak of intergenerational conflict.

**Objective:** With our members and experts and in cooperation with other stakeholders (NGOs, employers, public authorities, industry, service providers) we will develop proposals to combat discrimination and challenges faced by older persons in their daily life which prevent them from fully enjoying their rights in essential areas: employment, active citizenship and social inclusion, decent income in old age, healthy ageing, dignified ageing (protection against elder abuse, quality long-term care), consumers’ issues (e.g. financial services, e-commerce), accessibility of the built environment, transport and ICT, tourism, etc.

**Targets:** 2014 will be a key year for the EU with European Parliament elections and nomination of a new College of Commissioners. Our action will seek to raise awareness of older persons’ concerns

among EP candidates and then newly elected MEPs and new Commissioners to inform their approach in EU policy development in the second half of Europe 2020 Strategy - in particular the European Semester, the European Platform against poverty and social exclusion, the Digital Agenda, Innovation Union, etc. Building on a [brochure published by AGE](#) with EU support to mark the EY2013 of Citizens our action will also target senior citizens across the EU to raise awareness about what the EU does and can do to ensure that older persons living in the EU can fully enjoy their personal, civic, political, economic and social rights on an equal basis with other citizens regardless of their age, sex, disability, sexual orientation, religion or belief, race or ethnic origin to create an age-friendly EU.

### **1.3. Relevance and justification (max 4000 characters)**

Clearly outline how your project addresses the call priority against which you are applying. What is the project's added value in this priority area?

Describe briefly how the concept of the project was developed and what preparations for it have been made so far. Briefly refer to the current state of knowledge and explain how you will build on it.

If the project is the continuation of a previous activity or project, describe how the project is intended to build on the results of that project or activity.

Please explain any innovative aspects of the project.

Our project was developed by the steering group (Executive Committee, Secretary General and Managing Director), building on what AGE has achieved in past years thanks to its PROGRESS operational grants and on priorities set by AGE General Assembly in May 2013.

Our action will seek to ensure that older people's rights are mainstreamed in future relevant EU policies in particular in the implementation of the non-discrimination package of the renewed Social Agenda, the European Disability Strategy 2010-2020 and UN Convention of the Rights of persons with Disabilities. We will also aim to improve coherence between EU internal and external action on older people's rights and ensure that the EU External Action Services position in the UN Open ended Working Group on the rights of older people better reflects the views of seniors in the EU. We will also promote Council of Europe recommendations on the rights of older people.

While our action will focus on the promotion of older people's rights in the field of employment and other key areas of life, specific attention will be paid to those who face additional risk of discrimination on the ground of gender, disability, race or ethnic origin, religion or belief, sexual orientation with close cooperation with the other key EU non-discrimination networks funded by PROGRESS.

In particular we will seek to inform candidates and then newly elected MEPS and new Commissioners on older people's expectations with regards to the following EU processes:

- The [European Semester](#), analyzing the annual National Reform Programmes (NRPs), country specific recommendations and National Social Reports
- Key objectives of Europe 2020 Strategy (employment rate of older workers, poverty reduction target, inclusive growth, etc.) and the impact of the current [economic and sovereign debt crisis on older persons' rights](#)
- Implementation of Directives [2000/78/EC](#) and [2000/43/EC](#) with regard to the discrimination faced by older persons in the labour market and in access to fundamental goods and services which is aggravated by the on-going socio-economic crisis;
- Debate in Social Questions Working Group on [the Draft Directive on implementing the principle of equal treatment between persons irrespective of religion or belief, disability, age or sexual orientation](#)

- [European Pact for gender equality](#) with regard to older women; Implementation of [EU Directive 2004/113](#)
- EU [Access City Award](#)
- Work of the [Platform for Diversity Management](#) in the field of age management
- Upcoming [European Accessibility Act](#) and proposed Directive on accessibility of public websites, promotion of the concept of [Design-for-All](#) and standards to improve accessibility of goods and services for EU [ageing population](#) and persons with disabilities
- [Social Protection Committee](#) Working Group on Ageing issues to deal with employment of older workers, age discrimination in employment and in access to goods and services, pension reform, long-term care reform (SPC communication expected soon)
- [European Innovation Partnership on Active and Healthy Ageing](#): AGE campaign to support active and healthy ageing and empower older persons through the promotion of age-friendly environments and the setting up of a EU Covenant on Demographic Change ([Action D4](#))
- [Social Investment Package](#)
- [European Consumers' Agenda](#) in particular with regard financial products, transport and affordable energy
- [Horizon 2020](#) with regard to the Longer and Healthier Lives strand.
- New EIT Knowledge for Innovation Community on [Innovation for healthy ageing and active ageing](#)
- DG Enterprise new [initiative on senior tourism in low season](#)
- Implementation at EU and national level of the [UN Convention on Rights of Persons with Disabilities](#) with regard to older persons; work of the UN independent expert on the rights of older persons in case such mechanism is set up in 2014
- Work of the [UN Open Ended Working Group on rights of older persons](#) (OEWG);
- Promote Council of Europe Recommendations on the rights of older people ([CDDH-AGE](#))

#### **1.4. Expected results (max 4000 characters)**

What are the expected results of the project? Explain who and how will benefit from these results. How will the final beneficiaries of the project profit from the project results?

How will these results contribute to achieving the objectives of the call priority against which you are applying?

Expected results: AGE member organisations - who represent all together some 32 million older persons across the EU - will build better capacity to contribute to shaping future EU policies that concern them through the awareness raising, mutual learning, exchange of good practice activities implemented by the project. The candidates and then newly elected MEPs and new Commissioners and their teams will be better informed about the challenges faced by older people which prevent them from enjoying their rights and participating fully in society as other age groups, and what they can do as key EU leaders.

How: AGE members and expert task forces will develop together common detailed positions on the main EU policy dossiers that are relevant for older persons and will draft recommendations addressed to the future EU leaders. An awareness campaign addressed to candidates and then newly elected MEPs and new Commissioners will ensure that these recommendations are passed on to those who have the capacity to act upon them. This awareness campaign will be coordinated as much as possible with the other EU non-discrimination networks to ensure coherence and build a strong civil dialogue to support EU agenda on non-discrimination.

Contribution to the Call's objectives: In support of the EU action outlined in the EC “Non-discrimination and equal opportunities: A renewed commitment (2008)”, in particular point 3.1 on non-discrimination mainstreaming which commits to promoting the systematic incorporation of non-discrimination and equal opportunity concerns (on the grounds of gender, racial or ethnic origin, disability, age, religion or belief and sexual orientation) into all EU policies, our project will seek to promote older people's interests and rights in EU policies, build the capacity of senior citizens to influence future EU and national policies that concern them, build the business case for age-friendly environments and age diversity across the EU and ensure the mainstreaming of equal opportunities and non-discrimination for older people into all relevant policies, in particular on employment, health and social protection, social inclusion, education and training, as well as transport, housing, ICT, access to consumers' goods and services, and in the EU's external relations (United Nations and Council of Europe).

### **1.5. Methodology (max 4000 characters)**

Outline the approach and methodology. Explain why this is the best approach to attain the objectives and the proposed results.

Explain the structure and complementarity of the workstreams.

Explain how the proposed activities represent a cost effective solution.

Methodology: The project will be based on a participatory and inclusive approach which will involve all AGE members through AGE statutory bodies mandated by our members. This will require that meetings are organized with our members to ensure that the project outcomes will legitimately reflect the views of our constituency: older persons across the EU.

Structure: The project will be managed by a “steering group” composed of AGE Executive Committee, Secretary General, Managing Director and Office Manager (WS0).

The awareness activities will involve AGE members represented in the General Assembly and will be implemented by AGE Information and Communication Officer and Administrative and Logistic Assistant under the supervision of the Secretary General and Managing Director They will focus on raising awareness and disseminating information on what the EU is doing and can do in the future to promote older people's rights and interests (WS1).

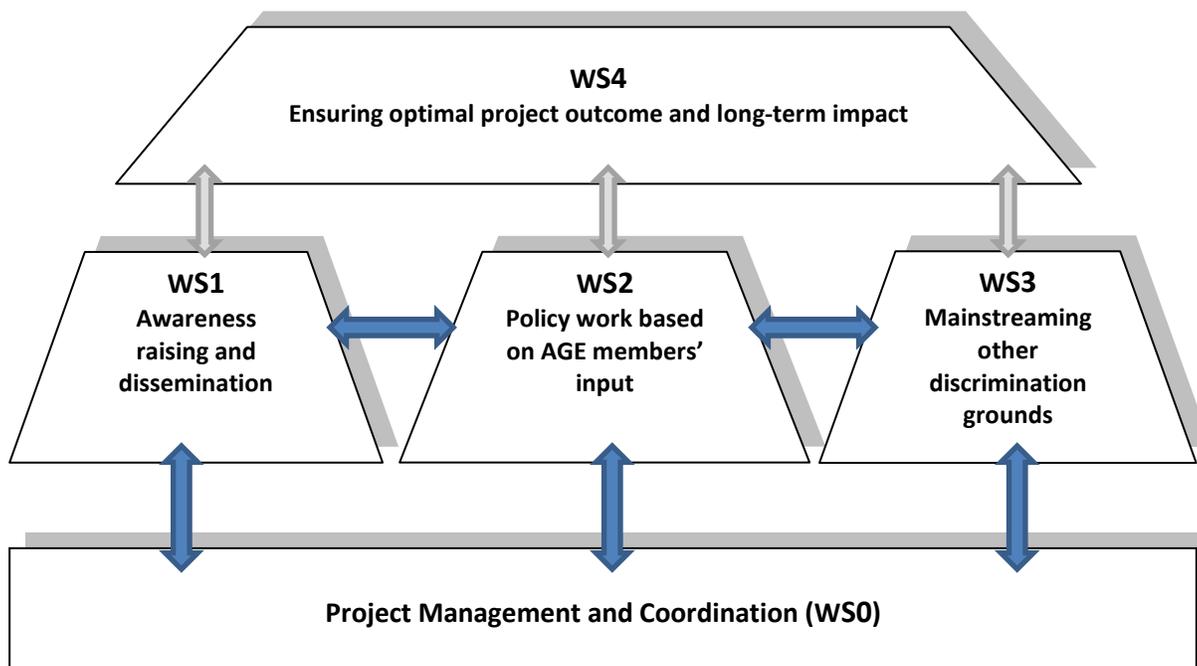
The policy work will be supervised and approved by the “policy committee” composed of AGE Council, a group of around 40 persons who are elected by AGE member organisations to represent them in the Council. The work will be implemented by AGE Policy Officers under the supervision of the Secretary General and Managing Director and in close consultation with our members and experts. It will consist in collecting feedback on issues of concern from older people across the EU and developing policy recommendations to be addressed to the candidates and then newly elected

MEPs and new EU Commissioners to inform them of the challenges faced by older people in the enjoyment of their rights and what they can do at EU level to fight against age discrimination and promote equal opportunities for all including older people (WS2).

The awareness raising activities (WS1) and policy work activities (WS2) will feed each other and will be implemented in close cooperation with the other non-discrimination and equality EU networks funded by PROGRESS to ensure the mainstreaming of other grounds of discrimination in AGE's work (WS3).

To ensure an optimal outcome and a long-term impact for the project, both an internal and an external evaluation process and an external financial audit will be put in place to monitor project achievements, participants' satisfaction and benefits they will draw from the project (WS4).

Complementarity of Work Streams: WS0 (Management and coordination) will support WS1 (Awareness raising and dissemination), WS2 (Policy work based on AGE members' input) and WS3 (Mainstreaming other discrimination grounds in our work). All together they will contribute and support WS4 (ensuring optimal project outcome and long-term strategy).



Cost effectiveness: The budget was developed based on AGE usual budgetary practices and expenses for similar types of activities implemented in 2013, always seeking the best value for money spent. For subcontracted items, AGE will follow the EU rules mentioned under 6.3 of the call's Guide for Applicants – Action Grants.

## **1.6. European dimension (max 2000 characters)**

Explain the European dimension of the project and its added value at European level.

Explain how the project methodology and/or results are likely to be transferable at European level.

The European dimension of the project will be multidimensional:

- Through the stakeholders involved in the project: AGE members represent 32 million senior citizens in 26 Member States (EU28 minus RO and LV) and a candidate country (TU);
- The target groups: candidates and newly elected MEPs and new EU Commissioners;
- The issues covered: the policy recommendations developed during the project will focus on EU policies relevant to older people and will seek to ensure the mainstreaming of older people's rights and interests in future EU policy development;
- The awareness raising activities deliverables will be accessible to AGE EU wide networks of contacts
- The mutual learning and cooperation activities will have a definite cross-border dimension since they will involve the policy committee and ad hoc experts from 26 MS;
- WS3 activities will ensure coordination with other key EU networks;
- The project will build synergies with other key EU projects and processes, such as the [Active Senior Citizens for Europe project](#) (EAC project on active citizenship) and the upcoming AFE INNOVNET project (CIP ICT PSP - Thematic Network on age-friendly environments) which involve partners in many Member States and [other projects in which AGE is involved](#).

The project outcomes will be widely disseminated across the EU through AGE network of member organisations and contacts.

## **1.7. Timeline by workstream (max 2000 characters)**

Provide in a clear manner the timing of the activities per Workstream. Indicate the most important milestones.

Please see GANTT chart on next page.



### **1.8. The partnership and the core project team (max 4000 characters)**

Describe the partnership of organisations implementing the project and the project team (persons involved).

Explain how the partners were selected, and why is this partnership the best to attain the objectives of the project. Describe the value of the partnership, its strengths/weaknesses, the organisational arrangements between the partners and how you will ensure coordination between your organisation and the partners.

Introduce the core project team and list the cv's attached to the application of the key people working in the project (project manager, financial manager and the key experts).

The project will be implemented by AGE Platform Europe (mono beneficiary) in close cooperation with its member organisations (who represent some 32 million senior citizens across the EU) and experts nominated by its members.

The core project team will include:

- a steering group composed of AGE Executive Committee members, Secretary General, Managing Director and Office Manager
- a policy committee composed of AGE Council members will provide policy guidance throughout the project duration to ensure that project outcomes reflect AGE members' views
- ad-hoc task forces that will be set up on +/- 10 policy areas to provide national expertise and feedback
- Staff from AGE secretariat who will be responsible for the day-to-day implementation of the project under the direct supervision of the steering group.

Executive Committee members, Council members and experts will contribute on a voluntary basis (only travel and accommodation costs are budgeted for them).

Secretariat staff costs will be covered by the budget and will concern:

- Anne-Sophie Parent, Secretary General, FT: 220 days, Overall Management and coordination of project, will supervise all workstreams
- Maciej Kucharczyk, Managing Director, responsible for pensions and social inclusion issues, FT: 220 d., support to Secretary General for day to day management, coordination of project activities and supervision of policy work
- Hanan Soussi, Office Manager, PT: 176 d., Support to Secretary General for day to day management of financial and administrative issues, will supervise partly Administrative and Logistics Assistant
- Anne Mélard, Information and Communication Officer, PT: 176 d. will be responsible for awareness raising, communication and dissemination activities and will supervise partly administrative and logistic assistant
- Julia Wadoux, Policy Coordinator, responsible for Health, long-term care, ICT, accessibility and standardisation issues, PT: 102 d., will be responsible for policy work in these fields and for supervision of Policy Officer Maude Luherne and Alice Sinigaglia (see below)
- Nena Georgantzi, Legal Officer, FT: 220 d. will work on non-discrimination, human rights and consumers' rights issues
- Ophélie Durand, EP Liaison and Project Officer, PT: 44 d. will work on EP elections and EP work

- Maude Luherne, Policy and Project Officer, PT: 44 d. will work on access to health and LTC, elder abuse, and rights of older dependent people under the supervision of Julia Wadoux
- Alice Sinigaglia, Policy and Project Officer, PT: 44 d. will work on ICT and standardisation under supervision of Julia Wadoux
- Junior policy officer to work on employment and social protection issues under the supervision of Maciej Kucharczyk, PT: 185 d. New staff to be hired under limited contract when EC funding is confirmed.
- Administrative and logistic assistant, PT: 147 d. to be hired under limited contract when EC funding is confirmed. Will work under the supervision of Hanan Soussi and Anne M elard.

CVs of the key staff are annexed to the application.

**1.9. Monitoring of the project implementation; risks and measures to mitigate them (max 2000 characters)**

Describe how will you ensure that the project is implemented as planned and what methods will you use to monitor its progress.

Describe possible risks and the activities that you plan to undertake to mitigate them.

The steering group will be responsible for monitoring the project implementation and for taking the necessary measures to address any risk of deviation from the objectives. They will meet 4 times during the project and will liaise virtually with the Secretariat in between meetings.

The following risks have been identified:

External risk: In 2014, both the European Parliament and the Commission will be renewed. This means that NGOs representing citizens' groups will need to work hard to establish new contacts with newly elected MEPs and new Commissioners. The outcome of the EP elections - which cannot be anticipated - will have a huge impact on the openness and interest of newly elected MEPs and new Commissioners in non-discrimination and fundamental rights issues. There will be also elections at national level which will create additional challenges for AGE and its members to ensure that older people's rights are mainstreamed in the relevant EU and national policies. To address this risk, we will join forces with the other EU non-discrimination and equality networks to create a strong and more coherent citizens' movement to inform EP candidates and then newly elected MEPs and new Commissioners about citizens' needs and expectations and what they can do to mainstream citizens' rights in all EU policies.

Internal risk: Due to limited budget, our activities will be implemented in English and French only with a few exceptions for some deliverables which will be translated in a few more languages. This may result in limiting access to the project deliverables in some countries. However we have noticed in the past that some members take the responsibility of translating AGE documents into their own language to make them more accessible to older people in their country. We expect this to happen with this project as well given the importance of the EP elections and EU policy processes for senior citizens across the EU.

**1.10. Evaluation of the results (max 2000 characters)**

How will the actions be evaluated? Explain how you plan to organise feed-back mechanisms during and after the implementation of the activities (satisfaction surveys, evaluation forms, etc) and how you will use the feed-back received.

Explain which indicators you propose to use for the evaluation of the project results.

As described in workstream 4, both an internal evaluation and a final external evaluation will be implemented to collect feedback on project activities that will inform the steering group and policy committee's key decisions about what needs to be put place to guarantee better outcomes and a long-term impact to our project. An external evaluation of the financial management will also be performed at end of project.

1. The internal evaluation process will be developed to gather feedback of members and other project beneficiaries twice over the course of the project and a report will be made to the steering group at their 2nd and 4th meetings and to the policy committee (in writing) to enable them to address any challenge that may arise during the course of the project. This internal evaluation will take the form of a questionnaire that will gather members' views at end of phase 1 (after EP elections) and toward end of project (M12).
2. An external evaluator will be asked to assess the project outcomes and potential for a long-term impact. The evaluator will interview AGE members and external stakeholders involved in the final conference (M11) and will report to steering group afterward (M12) to inform follow-up to the project.
3. In addition to the activities' evaluations, the financial management of the project will be implemented by AGE Office Manager under the direct supervision of the Secretary General and controlled by an external accountant. A financial audit will be performed at the end of the project by an external certified financial auditor appointed by our General Assembly, in accordance with AGE statutes and accounting procedures. The audit certificate will be sent to the Commission with the final project activity and financial reports.

#### **1.11. Dissemination strategy and communication tools (max 2000 characters)**

Describe your dissemination strategy: How do you plan to disseminate information about the project, its activities and its results?

How will you reach your target group with the information and knowledge that you produce? Describe which communication tools will be used and explain how they will ensure effective dissemination of the project results.

Describe how your dissemination strategy will facilitate further use and transferability of the project results.

WS 2 will support the project dissemination strategy. Information about the project activities and outcomes will be disseminated through AGE website public part and using our regular communication tools: our monthly on-line magazine CoverAge (10 editions), social media (to reach out to a wider audience), press releases and newflashes. All awareness documents produced under WS2 in the course of the project will be posted on AGE public website and will be accessible free of charge to any interested party.

The policy documents developed under WS3 will be disseminated to our target groups: candidates and newly elected MEPs, and new EU Commissioners and their teams, as well as posted on the public part of our website and sent AGE members and contacts.

Our objective is to make all documents accessible to a wider audience on AGE website except internal management (steering group meeting reports) and draft policy development (policy committee meeting reports). Key documents will also be printed for dissemination at meetings and conferences AGE will attend and at the final project conference.

#### **1.12. Sustainability of the project (max 2000 characters)**

Are the project results likely to have a long-term impact and be sustainable? How? Do you foresee any follow-up after the end of the project? Please describe whether you will have sources of financing to continue developing your project after the end of the Commission's financial support.

All the activities implemented under WS1, WS2, WS3, WS4 will aim at ensuring that the key EU leaders (newly elected MEPs, new EU Commissioners and their teams) are well informed of the challenges older citizens face with regard to the enjoyment of their rights and what the EC can and should do to promote and mainstream equality and non-discrimination for older people in all relevant EU policies. This will ensure that the project outcomes - in particular AGE policy recommendations to EU key leaders - will remain on the EU agenda for the second half of the European Semester.

With regard to long-term financing to enable AGE to continue to disseminate the outcomes of the project, to voice the needs and expectations of older citizens at EU level and to mainstream their rights in relevant EU policies, AGE will coordinate its efforts in 2014 with the other EU non-discrimination networks to ensure that the new Rights, Equality and Citizenship programme of DG Justice will provide adequate and sustainable funding opportunities to representative EU citizens' networks active in equality and non-discrimination to promote the rights and interests of their constituencies and support EU non-discrimination and equality objectives.

#### **1.13. Ethical issues related to the project (max 2000 characters)**

Describe any ethical issues which you might come across during the implementation of your project and present your strategy to address them.

The ethical issues we have identified concern:

- **Personal data protection:** AGE's data protection rules will be applied. All private data are kept confidential and only professional addresses are made public unless authorized by the individual concerned.
- **Ethical co-funding of our project:** For AGE it is very important to protect its image as the independent voice of older people in the EU. As for any other project or operational grant AGE implements, our Code of Ethics for fundraising will apply (in annex). As indicated in our budget, AGE co-funding will be covered by membership fees and donations.

## PART 2 – DESCRIPTION OF WORKSTREAMS AND ACTIVITIES

- In Part 2 describe in detail the activities that you will undertake in order to achieve the objectives you described in Part 1 of this document. This section is divided into several Workstreams (WS), i.e.: set of activities leading to a specific output or deliverable that you wish to produce.
- Any project will have a minimum of two WSs: Workstream 0 with the management and coordination activities and Workstream 1 with outputs/deliverables related to the objective of your project. (This does not imply that a project with just a two WSs will score low). The division should be logical and guided by the different identifiable results of an activity. The application form contains boxes for projects with up to 5 Workstreams (including management and coordination). If you think your project has more than 5 WS please try to group them to be able to present them in the space provided.  
Under each WS you should then enter an objective, list specific activities that you will undertake, list outputs and deliverables and finally enter costs of the WS.

**WORKSTREAM 0 + WORKSTREAMS 1-5: PLEASE CONSULT THE INSTRUCTIONS AT THE END OF THIS TEMPLATE ON HOW TO FILL IN THE WORKSTREAM BOXES!**

### ► Workstream 0 - Management and Coordination of the Project

I. Description of the work (activities)				
1. Overall management and coordination of the project's implementation by the Secretariat				
2. Supervision of project implementation by steering group mandated by the General Assembly to monitor the project and provide guidance to the secretariat (Executive Committee)				
3. Liaison with and reporting to the EC: participation in kick-off meeting, regular feedback on project implementation, final reporting				
IIa. Output(s) of this workstream				
Output No.	Output (a)	Explanation (b)		
1	Participation in kick-off meeting organised by the EC	Brussels based Secretary General and Office Manager will participate in the kick-off meeting (no costs charged to budget)		
2	Project staff meetings	Staff involved in the project will meet at least twice a month to ensure smooth project implementation		
3	4 coordination meetings with the steering group	The steering group (Executive Committee, Secretary General, Managing Director and Office Manager) is mandated by AGE members to coordinate and monitor project implementation on a day-to-day basis		
IIb. Deliverable(s) of this workstream				
Deliverable No.	Deliverable name/type (a)	Format (b)	Language (c)	Months of implementation (d)
1	4 interim activity and financial reports to Steering Group	Digital internal reports accessible to all AGE members on website Members' section	EN	M2; M6; M9; M12
2	2 interim activity and financial reports to Policy Committee	Digital internal reports accessible to all AGE members on website	EN , FR	M4; M10

3	Final activity and financial report	Members' section Report sent to EC using requested templates	EN	Within deadline after end of project
---	-------------------------------------	---	----	--------------------------------------

### III. Distribution of activities to each partner in this work package:

Activity No.	Name of the activity	Partner
1	Overall management and coordination	AGE
2	Supervision by internal bodies mandated by the members	AGE
3	Liaison with the EC	AGE

### IV. Costs budgeted for the workstream:

Budget: 371.549,34 EUR

### V. Timeline:

Month No	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Mark with X	<input checked="" type="checkbox"/>	<input type="checkbox"/>																						

## ► Workstream 1: Title: Awareness-raising, information and dissemination

Duration in months: **12**

Leading partner: **AGE Platform Europe**

### I. Objective(s) of this workstream

**The objective of this WS is to develop awareness raising and information material to inform both our members and contact network, and new EU key leaders of the concerns raised by our members with regards to older people's rights and what can be done at EU level**

### II. Description of the work (activities)

1. Production of awareness-raising and information material: monthly on-line newsletters, social media articles, on-line press releases issued at key events and project milestones, e.g. on 29/04/14 to mark the EU Day on Solidarity between Generations, on 15/06/14 to mark the International Day against elder abuse, on 1/10/14 to mark the International day of Older People and on the day of the final conference to present the project outcomes. Booklet with AGE policy recommendations for newly elected MEPs and newly nominated EC Commissioners to be developed on consultation with our members and experts under WS2; Final Conference report and Project outcomes report (will include the main outcomes of the project and will be used as a campaign tool after end of project to ensure long-term impact)

2. Dissemination activities: Using the tools mentioned under 1.: EU wide campaign on what the EU can do to promote the rights and interests of older people with the support of AGE members, targeting new MEPs and new key EC officials and Commissioners, as well as AGE members and any other interested party. Final project conference with AGE General Assembly members.

### III.a. Output(s) of this workstream

Output No.	Output (a)	Explanation (b)
1	Awareness campaign	Will include regular publication and dissemination of newsletters, social media articles on EU policy developments and AGE recommendations on what the EU can do to promote and support older people's rights and interests.

► **Workstream 1: Title: Awareness-raising, information and dissemination**

2	Meetings with candidates and newly elected MEPs, including chairs of EP relevant Committees	These meetings will be organised in Brussels and Strasbourg in coordination with the other EU non-discrimination NGOs to ensure that the new MEPs are well informed of citizens' challenges with regard to the enjoyment of their rights and what EU action is needed to improve equality and non-discrimination across the EU. (budget for 6 trips to Strasbourg)
3	Meetings with new Commissioners and their teams	These meetings will seek to ensure that the new Commissioners and their teams are well informed of the challenges older citizens face with regard to the enjoyment of their rights and what the EC can do to improve equality and non-discrimination for older people across the EU. Will happen in Brussels (no cost to budget)
4	Participation in +/- 100 key EU and national events	Participation in around 100 key EU and national events where AGE is invited to send a speaker/moderator or rapporteur and which will be opportunities to raise awareness of the challenges faced by older people in the enjoyment of their rights in various areas of life. Budget for +/- 48 events outside Brussels where travel costs are covered by organisers and 6 events outside Brussels where travel costs are not covered.
5	Final project conference	This final conference will be organised in M11 and will be open to AGE General Assembly members and external stakeholders and speakers. The event will last 2,5 days and will cover sessions on the main policy areas and recommendations developed in the framework of the project. Expected attendance: +/- 140 participants.

**III.b. Deliverable(s) of this workstream**

Deliverable No.	Deliverable name/type (a)	Format (b)	Language (c)	Target group (d)	Months of implementation (e)
1	10 monthly online newsletters	15 p. digital document each	EN and FR (full version) and ES, DE, IT (3p. Special Briefing only)	AGE members and contacts, MEPs, EC and national officials, etc.	M2, M3, M4, M5, M6, M7, M9, M10, M11, M12
2	At least 4 press releases	Digital press releases, social media articles	EN and FR	AGE members and press contacts, MEPs, EC and national officials, etc.	M4, M6, M10, M12
3	Booklet on AGE policy recommendations for EU leaders presenting the policy recommendations developed by AGE members and experts and adopted by the Policy Committee	+/- 10 p. digital and printed document	EN, FR, DE, IT, ES, PL	Online version to be sent to all AGE members and contacts; paper version to be sent or presented to candidate and newly elected MEPs and new nominated EC Commissioners and President.	M6
4	Final Conference report	Digital report	EN and FR	Will be sent to all conference participants and posted on	M12

➤ **Workstream 1:** Title: **Awareness-raising, information and dissemination**

5	Final Project Outcomes report	Printed and digital report .	EN and FR	AGE website for interested parties  Printed version to be sent to AGE members and key EU policy makers. Web version posted on AGE website for wider dissemination	M12
---	-------------------------------	------------------------------	-----------	---	-----

**IV. Distribution of activities to each partner in this workstream**

Activity No.	Name of the activity	Partner
1	Production of awareness raising and information material	AGE
2	Dissemination activities	AGE
...		

**IV. Costs budgeted for the workstream:**

Budget: **240.114,30 EUR**

**VI. Timeline**

Month No	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Mark with X	<input checked="" type="checkbox"/>	<input type="checkbox"/>																						

➤ **Workstream 2:** Title: **Mutual learning and policy cooperation**

Duration in months: **12**

Leading partner: **AGE Platform Europe**

**I. Objective(s) of this workstream**

Through mutual learning and policy cooperation activities involving AGE Council members and experts, we will develop tools to help mainstream older people's fundamental rights in future EU and national policies - in particular various initiatives of the Europe 2020 Strategy - in order to contribute to its key objectives of smart, sustainable and inclusive growth.

The European Commission has decided to make a mid-term review of the Europe 2020 Strategy in 2014. This will enable the EU to assess progress achieved so far on its flagship initiatives and to take additional measures if needed. In order to contribute to the forthcoming mid-term review of Europe 2020, AGE will mobilise its members to take an active part in discussions at national level to assess progress accomplished towards Europe 2020 objectives, in particular in the social field, and their relevance to older people's needs and population ageing in general.

Based on feedback received from our members and experts, AGE will contribute to the debate at the EU level by forwarding its members' messages on how better address demographic ageing through Europe 2020 and its underpinning policy processes (European semester, EPAP, SIP etc.) and, eventually, to ensure that smart, sustainable and inclusive growth will benefit all population and age groups, and will strengthen solidarity and cooperation between generations.

## ► **Workstream 2:** Title: **Mutual learning and policy cooperation**

### **II. Description of the work (activities)**

Activities under WS2 will be divided into:

1. Policy work with the support of the Secretariat to facilitate mutual learning and policy cooperation on older people's rights between the policy committee (composed of AGE Council) and expert ad hoc task forces on the following dossiers:
  - age discrimination in and outside employment and human rights, e.g. Social Question WG work on Article 2.6 and 2.7 of proposed Directive on equal treatment outside employment, Fundamental Rights Agency's work on the impact of the crisis on vulnerable groups, implementation of the EU Charter of Fundamental Rights, implementation on UN CRPD with regard to older people, UN Open Ended WG on the rights of older people, work of UN Human Right Council on older people's rights, implementation of Council of Europe recommendations on Rights of older people, CoE WG on violence against the elderly and human rights, etc;
  - employment of older workers, age diversity management, etc;
  - adequate and sustainable pensions, e.g. NRPs, CSRs, European Pension Forum, SPC working group on age, etc.
  - Gender equality Pact and implementation of EU Directive 2004/113
  - consumers' rights, eg Passengers' rights, data protection, financial services, vulnerable energy consumers WG (DG ENER),
  - Fight against health inequalities faced by older people (cf. Fundamental Rights Agency report on Inequalities and multiple discrimination in access to and quality of healthcare, 2013)
  - Quality long-term care and fight against elder abuse, e.g. National Reform Programmes (NPRs), and Country Specific Recommendations (CSRs), Social protection Committee report 2014, impact on informal carers, etc.
  - fight against social exclusion and poverty in older age, e.g; European Poverty Platform, NPRs, CSRs, etc.
  - active and healthy ageing, e.g. European Innovation partnership on Active and healthy Ageing, health inequalities health and safety at work, European Medicine Agency, HORIZON 2020, etc;
  - older volunteering and informal carers,
  - ICT and ageing, e.g. Digital Agenda, ICT Standardisation policy multi-stakeholder platform, e-accessibility, web-accessibility directive, e-health and related ethical and consumers' issues, etc.
  - accessibility of the built environment, transport and tourism, e.g. Accessibility Act, EU Access City Award, Mandate M-473 to mainstream Design-for-All in EU standardisation work, EIP on Smart Cities, work with the European Railway Agency on Accessibility for persons with reduced mobility (PRM TSI), DG ENTR initiative on senior tourism in low season and related issues such as age discrimination in travel insurance and accessibility tourism, etc;
2. Preparation and organisation of meetings of AGE members and experts to support mutual learning and the development of common policy recommendations to be made to candidates and newly elected MEPs and new Commissioners:
  - 2 meetings of the policy committee (composed of AGE Council members)
  - Meetings of expert ad hoc groups: +/- 10 groups of 12 experts
  - Participation of AGE Legal Officer in United Nations Open Ended Working Group on the Rights of Older People

► **Workstream 2: Title: Mutual learning and policy cooperation**

3. Drafting and production of policy briefings:
- Series of briefings on EU action to promote older people's rights in the various policy areas (+/- 2 per policy areas = 20 policy briefings)

**III.a. Output(s) of this workstream**

Output No.	Output (a)	Explanation (b)
1	2 coordination meetings with the policy committee (Council members)	Council members are mandated by AGE members to provide feedback from members on AGE policy priorities and take decision on policy recommendations in the framework of this project. Budgeted cost: 2 meetings of +/- 40 council members representing AGE members= 80 trips
2	Meetings of ad hoc task forces	Ad hoc task forces will be set up to support AGE policy work on the 10 identified policy areas (see II.1). Budgeted cost: 10 meetings of groups of +/- 12 experts = 120 trips
3	Participation in meetings of UN Open ended working group on Older People (OEWG) and Council of Europe meetings	AGE Legal Officer will participate in UN OEWG meetings in New York. Budgeted costs : Spring preparatory meeting (1p.) + OEWG meeting in August (2p.) = 3 trips to NY + trips of Strasbourg

**III.b. Deliverable(s) of this workstream**

Deliverable No.	Deliverable name/type (a)	Format (b)	Language (c)	Target group (d)	Months of implementation (e)
1	Reports of policy committee meetings	Digital reports posted on AGE website Members's section	EN and FR	All AGE members	M5, M9
2	Reports of ad hoc task forces meetings	Digital reports posted on AGE website Members's section	EN	All AGE members	M3-M11
3	20 Policy briefings	Digital documents posted on AGE website public part	EN and FR	AGE members and public at large	M3-M12

**IV. Distribution of activities to each partner in this workstream**

Activity No.	Name of the activity	Partner
1	Policy work with the support of the Secretariat	AGE
2	Organisation of meetings of policy committee, ad hoc task forces and participation on UN OEWG meetings	AGE
3	Production of policy briefings	AGE

**IV. Costs budgeted for the workstream:**

Budget: **282.011,93 EUR**

➤ **Workstream 2:** Title: **Mutual learning and policy cooperation**

**VI. Timeline**

Month No	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Mark with X	<input checked="" type="checkbox"/>	<input type="checkbox"/>																						

➤ **Workstream 3:** Title: **Mainstreaming gender, disability and other discrimination grounds in our project**

Duration in months: <b>12</b>	Leading partner: <b>AGE Platform Europe</b>
-------------------------------	---

**I. Objective(s) of this workstream**

**Ensure that our project will be implemented in cooperation with the EU non-discrimination networks and EQUINET to address properly cross-cutting issues of discrimination in and outside employment, present a coherent and stronger voice of citizens' expectations and ensure greater impact on key EU leaders.**

**II. Description of the work (activities)**

1. Joint meetings with newly elected chairs of relevant EP committees and EU Commissioners to inform them of citizens' expectations with regard to the mainstreaming of non-discrimination and equality principles in future EU policies;
2. On-going joint policy coordination on some EU dossiers with relevant other EU networks, e.g.:
  - on the debate of Social Question Working Group on the draft directive tabled by the European Commission in 2008 in coordination with regard to Article 2.6 with the European Youth Forum and other EU non-discrimination networks for other articles;
  - Public website accessibility and Accessibility Act with the European Disability Forum (EDF)
  - Collaboration with other stakeholders, such as the Design-for-All Foundation, for the promotion of the Design-for-All approach
  - Discrimination in access to financial products with EDF and the European Women's Lobby (EWL);
  - EC work on gender gap in pensions with EWL;
  - Monitoring of implementation of the ECJ Judgment on C 236/09 Test Achat Case with the EWL
  - Roma national Strategies with ERIO on the specific challenges faced by older Roma in particular in access to health and long-term care and in employment.
3. Coordinate our action with other EU actors to mainstream older people's rights in their work:
  - Social Platform (European semester)
  - EAPN (European Platform against Poverty)
  - European Public Health Alliance (health promotion, disease prevention and health inequalities)
  - EQUINET (EU non-discrimination and equality dossiers)
  - Fundamental Rights Agency

**III.a. Output(s) of this workstream**

Output No.	Output (a)	Explanation (b)
1	Joint meetings with newly elected chairs of relevant EP committees and new EU Commissioners networks	<p>The EU non-discrimination networks funded under PROGRESS are committed to join forces to organise joint meetings whenever possible to meet new chairs of relevant EP committees as well as meetings with new EU Commissioners</p> <p>Regular meetings will be organised at Secretary General or Policy Officer level between the EU non-discrimination networks to ensure optimal long-term impact</p>

➤ **Workstream 3:** Title: **Mainstreaming gender, disability and other discrimination grounds in our project**

2	Coordination meetings with the other EU non-discrimination networks	and funding for the follow up of our respective actions
3	Meetings with other key EU networks	AGE policy officers will participate in meetings organised by these key EU networks to build synergies and ensure that older people's rights are taken on board in in their work

**III.b. Deliverable(s) of this workstream**

Deliverable No.	Deliverable name/type (a)	Format (b)	Language (c)	Target group (d)	Months of implementation (e)
1	Joint statements	digital documents	EN	Candidate and newly elected MEPs, new EU Commissioners	M4, M6, M9, M11

**IV. Distribution of activities to each partner in this workstream**

Activity No.	Name of the activity	Partner
1	Joint meetings with candidates and newly elected MEPs and EU Commissioners	AGE
2	On-going policy coordination on some EU dossiers with relevant other EU networks	AGE
3	Coordinate our action with other EU networks to mainstream older people's rights in their work	AGE

**IV. Costs budgeted for the workstream:**

Budget: **24.827,80 EUR**

**VI. Timeline**

Month No	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Mark with X	<input checked="" type="checkbox"/>	<input type="checkbox"/>																						

➤ **Workstream 4:** Title: **Evaluation and long term impact of project**

Duration in months: **3**

Leading partner: **AGE Platform Europe**

**I. Objective(s) of this workstream**

**Guarantee better project outcomes and a long-term impact to our project through information gathered by an ongoing internal evaluation and final external activity evaluation, and external evaluation of project financial management.**

**II. Description of the work (activities)**

► **Workstream 4:** Title: **Evaluation and long term impact of project**

1. An internal evaluation process will be developed to gather feedback of members and other project beneficiaries twice over the course of the project and a report will be made to the steering group at their 2nd and 4th meetings.
2. An external evaluator will be asked to assess the project outcomes and long-term impact. The evaluator will interview AGE members and external stakeholders involved in final conference (M11) and will report to steering group in M12.
3. External evaluation of financial management of the project: an external accountant will check the project accounts at end of the year. An external certified auditor will then audit the project accounts and the audit certificate will be sent to the EC with final activity and financial reports.

**III.a. Output(s) of this workstream**

Output No.	Output (a)	Explanation (b)
1	Internal evaluation process	Internal online survey addressed to AGE members and processed internally by project steering group with the support of the Secretariat
2	External activity evaluation of the project	External evaluation subcontracted to evaluators with EU NGOs experience
3	External check of project accounts by certified accountant	Subcontracted to certified accountant
4	External audit of final project accounts by certified auditor	Subcontracted to certified auditor nominated by AGE General Assembly to check all AGE accounts

**III.b. Deliverable(s) of this workstream**

Deliverable No.	Deliverable name/type (a)	Format (b)	Language (c)	Target group (d)	Months of implementation (e)
1	Report of internal evaluation surveys	digital documents posted in AGE website Members' section	EN and FR	AGE members and project participants	M6, M11
2	Report of external evaluation	digital document posted in AGE website public section	EN	AGE members and project participants	M12
3	Audit report	Paper external audit certificate	EN	AGE members and EC	within reporting period after end of project

**IV. Distribution of activities to each partner in this workstream**

Activity No.	Name of the activity	Partner
1	Internal evaluation survey	AGE
2	External subcontracted activity evaluation	AGE
3	External check by certified accountant	AGE

➤ **Workstream 4:** Title: **Evaluation and long term impact of project**

4	External financial audit	AGE
---	--------------------------	-----

<b>IV. Costs budgeted for the workstream:</b>	Budget: <b>8.000 EUR</b>
---	--------------------------

<b>VI. Timeline</b>																								
Month No	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Mark with X	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>																				

## ➤ Workstreams – How to fill in the form?

### Workstream 0 - Management and Coordination of the Project

#### What is "Workstream 0" ?

Workstream 0 is intended for all activities related to the general management and coordination of the project (kick-off meetings, coordination, project monitoring and evaluation, financial management) and all the activities which are cross cutting and therefore difficult to assign just to one specific workstream. In such case, instead of splitting them across many workstreams please enter and describe them in workstream 0. For this reason it has a different layout where you do not have to enter objectives and duration. Nevertheless this workstream will have its **own deliverables** (ex. final report, work plan, evaluation report) and **outputs** (ex. meetings, minutes, agreements). This workstream has also a corresponding **budget** reference where you should enter all the costs necessary to implement activities of this workstream.

#### Workstreams 1 – 4.

<b>➤ Workstream X: Title:</b> <i>Give a name to your WS and keep the same numbering you use in the detailed budget</i>																								
Duration in months: ... <i>X months</i>												Leading partner: ... <i>If there will be a partner leading this WS, please give its name. If it is the responsibility of the coordinator, write "Co-ordinator"</i>												
<b>I. Objective(s) of this workstream</b>																								
<i>Indicate the objectives of the activities under this WS.</i>																								
<b>II. Description of the work (activities)</b>																								
<i>Please present a concise overview of the work in this WS in terms of planned activities. Please be specific, give a short name for each activity and number them [the same activities will have to be reproduced in the section III.a. and III.b. and you will enter a detailed breakdown of costs related to those activities in the budget].</i>																								
<b>III. Outputs and deliverables</b>																								
<i>Outputs and deliverables are respectively <b>intangible and tangible</b> outcomes/results of your planned activities. Limit the number of outputs and deliverables and not include minor sub-items or internal working papers.</i>																								
<b>III.a. Output(s) of this workstream</b>																								
<i>Please list <b>outputs</b> produced under this workstream: e.g. conferences, seminars, trainings, training modules, events, knowledge, professionals trained.</i>																								
<i>(a) be specific as to the scope and level of ambition, therefore use a quantitative description where applicable, e.g.: X regional seminars organised with x participants each;</i>																								
<i>(b) Please add here additional information which would help the evaluator to understand the characteristics/scope/level of ambition of the output(s).</i>																								
Output No.	Output (a)											Explanation (b)												
1	...											...												
2																								
...																								
<b>III.b. Deliverable(s) of this workstream</b>																								
<i>Please list the <b>deliverables</b> produced under this WS : e.g. manuals, leaflets, websites, articles, training material packages, books,</i>																								
<i>(a) the type/name of deliverable should be self-explanatory</i>																								
<i>(b) the format could be: printed and/or electronic (downloadable), the approx. number of pages</i>																								
<i>(c) please specify each languages in which your deliverable will be available</i>																								
<i>(d) month in which the deliverables will be actually completed. Month 1 marks the start of the project, and all deadlines should be relative to this starting date</i>																								
Deliverable No.	Deliverable name/type (a)							Format (b)				Language (c)			Target group (d)				Month of implementation (e)					
1	...							...				...			...				...					
2																								
...																								
<b>IV. Distribution of activities to each partner in this workstream</b>																								
Activity No.	Name of the activity											Partner												
1	...											...												
2																								
...																								
<b>IV. Costs budgeted for the workstream:</b>												Budget: ... EUR												
<b>VI. Timeline</b>																								
Month No	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Mark with X																								