EUROPEAN COMMISSION
DIRECTORATE-GENERAL JUSTICE

Directorate A
Unit A4: Programme management

CALL FOR PROPOSALS
JUST/2014/SPOB/OG/NETW

OPERATING GRANTS FOR 2015

ANNEX 7
ACTIVITIES TO BE CO-FINANCED
IN 2015

Name of the network **Name of the applicant organisation (if different than the network)**	AGE Platform Europe
Reference of the policy area	RDIS- non-discrimination

Part 1 – General information about the activities

Objectives

In line with AGE Action Plan 2015-2017 our key objectives in 2015 will be under:

Category 1
- Improve AGE working methods to involve members and experts more effectively in AGE work
- develop AGE membership and representativeness
- improve AGE long-term financial independence

Category 2
- Contribute to development and implementation of EU laws/policies that support non-discrimination and fundamental rights of older persons
- achieve progress on policy priorities agreed by General Assembly for 2015
- Support more active involvement of members/experts in relevant aspects of European Semester,
- ensure that AGE work reflects reality faced by older people at grass root level,
- support transversal cooperation and exchange of good practice with other networks

Category 3
- Raise awareness among public at large of EU policies and initiatives that have an impact on the lives of older citizens,
- raise awareness of relevant EU funding opportunities in the field of ageing,
- Build capacity of AGE members to use information produced by AGE to influence their own national agenda,
- use AGE website and social media to their full potential to reach out to greater numbers of older people and interested parties

Activities

To achieve our key objectives for 2015, our main activities will be:

Category 1

- Overall management
- organisation of AGE statutory meetings
- overall management and development of AGE membership network
- coordination of AGE 14 Task Forces on policy priorities
- fundraising activities

Category 2

- Coordinate AGE members' contribution to development and implementation of EU (internal) fundamental rights and (external) human rights strategy
- Build political support for a EU Strategy on Demographic Change
- Coordinate AGE members' contribution to European Semester process
- Coordinate AGE members' contribution in other relevant initiatives of Europe 2020 Strategy;
- Coordinate AGE contribution in work done with other networks

Category 3
- Awareness campaign on the promotion of an age-friendly EU
- Production of on-line communication tools
- Production of 5 publications: Annual Report, update on Active Senior Citizens for Europe, Rights of older people in need of care and assistance, Infographic and leaflet on AGE
- Develop an online handbook with information on EU funding opportunities
- Develop a training handbook on United Nations instruments and processes relevant to the EU context

Type and number of persons benefiting from the activities

Direct beneficiaries

- AGE General Assembly members: 140 delegates

- AGE Council Full and substitute members: 58 persons elected by AGE Full members

- AGE Task Forces experts: 460 experts nominated by AGE Full members

- AGE contacts who visit AGE website and benefit from AGE work: EU institutions, journalists, other NGOs, research centres, etc. : +/- 75.000 visitors annually with /+- 200.000 pages downloaded

Indirect beneficiaries

- 40 million senior citizens represented by AGE members

- Ultimately 190 million 50 plussers living in the EU

Expected results

- Stronger capacity of AGE network members to collectively and individually influence EU internal policy development relevant to older persons

- Stronger capacity of AGE network members to collectively and individually influence EU external action in relation to older persons' rights

- Stronger capacity of AGE members to use AGE work to influence national policy development related to EU legislation and action

- Greater awareness among older citizens in Europe of the rights confered to them as EU citizens, residents and consumers and how they can get engaged in a constructive civil dialogue with EU policy makers

Type and number of outputs to be produced

- **Meetings**: 49 organised by AGE (734 p/days budgeted) + active participation in +/- 150 meetings organised by EU institutions, UN, CoE, advisory bodies and award schemes, NGOs
- **Public reports**: 2

- **Policy papers**: +/- 20
- **Web articles**: +/- 220
- **Newsletters**: 11
- **Publications**: 5
- **Handbooks:** 3

1.2. Relevance

Demonstrate the relevance of the objectives and the activities to the selected policy area and its priorities. Describe the likely practical impact of the expected results. Explain how your activities are supporting/complementing the activities of the EU on the respective policy field.

As mentioned in our Action Plan 2015-2017, the activities for which we seek funding from the RDIS – non-discrimination strand of the Rights, Equality and Citizenship (REC) Programme will focus on the EU agenda on fundamental rights and non-discrimination, ensuring that older citizens represented by our network will have a voice in all relevant debates on EU initiatives that have an impact on their rights.

AGE work programme 2015 will start at a key moment with the new Parliament and new College of Commissioners in place. This will require quite a lot of effort to re-establish good contacts with the proposed First Vice-President in charge of Better Regulation, Inter-Institutional Relations, the Rule of Law and the Charter of Fundamental Rights and relevant new Commissioners as well as with several European Parliament Committees and Intergroup on Active Ageing and Solidarity between Generations (if re-established) to make them aware of older people's concerns on EU dossiers in their respective portfolios.

More specifically, AGE will contribute to the RDIS- non-discrimination priorities in the following policy areas:

- The 2008 Commission proposal for the Horizontal Anti-Discrimination Directive;
- Mainstreaming of the European Charter of Fundamental Rights in the European Semester process in particular with regards to age discrimination in employment, age and gender discrimination in pension systems, barriers faced by older people in accessing fundamental services such as health and long-term care, and support against poverty and social exclusion.
- Accession of the EU to the Convention for the Protection of Human Rights and Fundamental Freedoms of the Council of Europe;
- Commission's assessment of the performance of judicial systems in the context of the European Semester of economic policy coordination
- EU data protection reform and modernising and simplifying consumer rules for online and digital purchases;

We expect that AGE work programme 2015 will have the following impact:

- Increased awareness among EU and national policy leaders of senior citizens' concerns in relation to violation of their rights or lack of recognition of the specific challenges they face and what can be done to ensure they can enjoy the rights conferred to them as EU citizens, residents or consumers on an equal footing with other age groups;

- Improved capacity of AGE members and their constituencies to contribute to the development of EU law and policies and to the monitoring of their implementation at national and grass root level;

- Reinforced cooperation between all relevant actors (EU institutions, public authorities at national, regional and local levels, civil society and other stakeholders) around the creation of an age-friendly EU and a discrimination-free society.

1.3. European added value

What is the European added value of your activities?

Note: European added value of actions, including that of small-scale and national actions, shall be assessed in the light of criteria such as their contribution to the consistent and coherent implementation of Union law, and to wide public awareness about the rights deriving from it, their potential to develop mutual trust among Member States and to improve cross-border cooperation, their transnational impact, their contribution to the elaboration and dissemination of best practices or their potential to contribute to the creation of minimum standards, practical tools and solutions that address cross-border or Union-wide challenges.

The European added value of AGE activities under its Work Programme 2015 can be defined as follows:

- Activities implemented in 2015 under the first category described in Part 2 under the title "Improving the organisational capacity and the management of AGE network" will mainly seek (i) to support the participation of its member organisations from 26 Member States in AGE statutory meetings, (ii) to develop our membership to become more representative of the senior community in countries where AGE has no or a limited number of members. In 2015, for its RDIS-non-discrimination Work Programme 2015, AGE will employ staff from 7 different nationalities who can enrich AGE work with their knowledge of their home country or other EU countries they lived in.

- Activities implemented in 2015 under the second category described in Part 2 under the title "Contributing the development of EU law/policies and to their implementation" will seek to ensure (i) that AGE work reflects the reality faced by older people at grass root level in the 25 Member States represented in AGE network (bottom up flow of feedback/contributions from national civil society organisations to EU network) and (ii) that AGE members can use AGE coordinated work and benefit from the experience of members in other Member States to influence the way EU legislation and policies are implemented at national and regional level in their own country (top down flow of AGE commonly developed positions and recommendations on EU policies and legislation to AGE members in 25 Member States).

- Activities implemented in 2015 under the third category described in Part 2 under the title "Building the capacity of AGE members and informing the general public" will seek to raise awareness to the public at large about EU policies and legislation relevant to older persons through communication tools (public part of the website, publications, monthly online newsletter, etc.). To facilitate access to information to a wide public in all EU Member States, the website is equipped of an automatic translation facility. We plan also to introduce a tag system that will facilitate access to documents that exist in other languages.

1.4. Evaluation of the activities, outputs and results

How will the activities, the outputs and the results be evaluated?

Explain how you plan to organise feed-back mechanisms during and after the implementation of the activities (satisfaction surveys, evaluation forms, etc), which information you plan to collect and how you will use the feed-back received.

Explain which quantitative and qualitative indicators you propose to use for the evaluation of the results.

> *Note: For the evaluation of the activities you will be requested to use the participation evaluation questionnaire to be provided by the Commission.*
>
> *You must identify which indicators you will use from the list provided insection 5 of the Grant Application Form and include them in the indicators of your activities. You will be asked to report on those indicators as part of the Final Report for this Operating Grant.*
>
> *Where relevant, data must be disaggregated by gender and by age.*

AGE 2015 activities and results will be evaluated both internally and externally.

1. Internal evaluation:

The Secretariat will take care of the internal evaluation and will share the outcomes with the external evaluator. Quantitative and qualitative data will be collected after each meeting organised by AGE using the participation evaluation questionnaire that will be provided by the Commission.

The Secretariat will also collect data to report on the following indicators:

1. Analytical activities: type of documents/reports produced in 2015, their title and links to documents

2. Mutual learning, exchange of good practices, cooperation:

   o number of face-to-face events organised in 2015; name of group and number of persons attending each event (broken down per gender)
   o number of persons involved virtually in AGE Task Forces in 2015 (broken down per gender)

3. Awareness raising, information and dissemination activities:

   o type and number of events organised in 2015 by AGE and number of persons reached by these events (broken down per gender);
   o type and number of events organised in 2015 by others in which AGE is invited to play an active role as speaker, moderator or rapporteur
   o type of communication materials/tools developed in 2015 by AGE and number of copies/users/visits achieved

2. External evaluation

To complement the mainly quantitative internal evaluation, AGE will ask an external evaluator to assess progress achieved against our Action Plan broad objectives during year 1 and to draw recommendations on areas which would need to be improved during the rest of our Action Plan.

The offer that has been selected as presenting the best value for money proposes a triennial cycle whereby in 2015 (year 1), the evaluator will perform 12-15 interviews of AGE members and staff, and external stakeholders that work with AGE or which AGE seeks to influence, as well as online surveys to reach out to a larger number of people involved directly or indirectly with AGE. This will be completed by in-situ observation of at least one key meeting (Council or General Assembly).

The external evaluator will then analyse all data collected by the Secretariat and by her and will draw general conclusions on progress achieved toward our Action Plan 2015-2017, focussing in particular on 2 actions identified by AGE as particularly important (to be determined by AGe when contract is signed).

1.5. Risks and mitigating measures

Identify risks and difficulties associated with the activities and your proposed mitigating measures?

We have identified the following risks and will address them with the mitigating measures mentioned below:

- Impact of the crisis on AGE membership: Some of our members have been hit hard by the crisis and have either seen their own income decrease sharply and a few have had to wind up. This has an impact not only on our representativeness in a few countries but also on our own income. We have therefore decided to take a more pro-active role to develop our membership in a few countries where currently AGE has no member or very few members with low representativeness. We are also considering creating a new membership category (associate members) to open AGE network to interested local and regional organisations that could help promote age-friendly environments across the EU through the direct contacts they have with individual older people and local/ regional authorities. Finally AGE has developed a new strategy to establish partnerships with external stakeholders who could sponsor AGE and do some ad-hoc joint work on issues of common interest. This should help us raise our income from suitable external sponsors in line with AGE revised Code of Ethics for partnership with external stakeholders.

- AGE positions may be dominated by the strongest voices in the network: AGE members do not all have the same capacity to contribute to AGE work given the limited resources that some have. To allow all voices, including minority views, to be taken on board AGE will seek to build the capacity of its members and to will apply the same rules to refund all members for their participation in AGE meetings.

- Language barriers: To allow a wider participation and reach out to more grass root citizens across the EU AGE will devote efforts to build the capacity of our members and visitors to use the on-line translation facility available on our website. We will also translate key documents in various languages and will introduce a tag system to facilitate search of documents per theme and language.

As part of our governance rules, it is foreseen that the Secretariat will report to the Executive Committee at each of its meetings on the implementation of our REC work programme and budget utilization. The Executive Committee will assess whether measures implemented to mitigate the identified risks are adequate, and if further action is needed or new risks have arisen. The Executive Committee will then report to the Council of Administration bi-annually on risk mitigation and the Council will decide whether further measures are needed. Finally the Council will report to the General Assembly on risks identified and action taken during the course of the year. The General Assembly will then decide of further action has to be planned for the following years.

1.6. Ethical issues

Describe any ethical issues which you could come across during the implementation of your activities, including with regard to interactions with target groups or persons benefiting from the activities, and present your strategy to address them.

We have identified the following ethical issues and will address them as follows:

- 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.
- Disability and gender equality: AGE pays great attention to gender and disability issues both in its policy work and in its activities. We do our utmost to ensure that persons with disabilities can participate

in all our activities and our Statutes require that we should seek to ensure gender balance in our governing bodies.

- Ethical co-funding of our project: As mentioned in our revised Code for partnership with external stakeholders: "*In order to protect the independence and image of AGE as the voice of older people in Europe, AGE's regular policy work programme is exclusively funded by membership fees, subscriptions, donations from members and grants from public authorities (European, national or local), or other non-for-profit sources.* "

1.7. Cross-cutting issues

If applicable, explain how you plan to integrate cross-cutting issues (e.g. respect of the rights and principles enshrined in the Charter of Fundamental Rights, equality between women and men, rights of the child, addressing the needs of persons with disabilities) in the activities of your organisation and your network and in your policies.

In our Work Programme 2015, we will coordinate our efforts with the other EU funded non-discrimination networks to press the new EU policy leaders to set up a proper procedure to ensure that all EU action respect and promote the Charter of Fundamental Rights and to revive the debate on the draft horizontal anti-discrimination directive proposed by the European Commission in 2008. We will also do our utmost to integrate cross-cutting issues not only in AGE policy work but also in AGE project work to ensure that multiple discrimination issues are properly addressed and the rest of the projects' partners are aware of the need to take these dimensions on board.

Since AGE was established we have paid great attention to the gender dimension in all policy areas. Unfortunately although some progress was achieved thanks to the EU gender equality legislation, gender inequalities in old age tend to increase as a result of the crisis. We will continue to highlight the specific challenges faced by older women in access to employment, decent income in old age, health and long-term care, etc. and will coordinate our work on multiple gender discrimination with the European Women's Lobby.

Improving the accessibility of the built environment, transport facilities and new technologies for older persons is also a key objective of AGE members. We will continue to coordinate our work on accessibility with the European Disability Forum and we will analyse the way the EU and Member States implement the EU Disability Strategy and UN Convention on the Rights of persons with Disabilities with regard to ageing persons with disabilities. This cross-cutting work will be fed to all relevant projects AGE is involved in, such as AFE-INNOVNET thematic project which promotes age-friendly environments and all other projects dealing with accessibility of the built environment, transport facilities and new technologies.

Finally, in our campaign for an age-friendly EU we want to take on board relevant environmental issues, looking at solutions that will help Europe address its demographic challenge in ways that will contribute to limit the impact of climate change on today's and future generations, for ex. promoting accessible and clean public transport, etc. We will also raise awareness of the need for the EU to pay attention to the needs of the most vulnerable (children and older persons) in emergencies as recommended by the World Health Organisation.

1.8. Subcontracting

If applicable, explain the reasons for any subcontracting.

Note: On the definition of subcontracting please read carefully section V.1.4.3 of the Guide for Operating Grants.

N.A.

Part 2 – Description of the activities

In Part 2 you should describe in detail the activities that you will undertake during this financial year.

You are requested to organise your activities under the three specific categories provided below.

Under each category you should list the relevant activities and their expected outputs.

1. Improving the organisational capacity and the management of the network

EU funding aims to support the functioning of EU networks. It should allow them to develop their structure and capacities, it should support them in performing more efficiently and effectively and it should contribute to the development of the EU networks into sustainable entities.

This category is intended for all activities related to the **general management and coordination of the network**, including the network's internal structure and management, its relations with its members and future/potential members, its staff policy and human resources policy, its financial independence and fundraising activities, etc.

I. Objective(s) for this year

1. **Improve AGE working methods to involve AGE members and experts even more effectively in AGE work in a coordinated way**, paying particular attention to under resourced members and members facing language barriers

2. **Develop AGE membership and representativeness** in countries where representativeness is low or non-existent

3. **Improve AGE long-term financial independence** through the development of an adequate fundraising strategy to increase own income from both internal and suitable external sources

II. Description of this year's activities

Be specific, give a short name for each activity and number them.

No.	Name and description of the activity
1	**Overall management of AGE Secretariat** in line with above mentioned objectives
2	**Organisation of AGE statutory meetings**: annual General Assembly, 2 Council of Administration, 2 Accreditation Committee and 4 Executive Committee meetings
3	**Overall management and development of AGE membership network,** including visits to potential members in countries where AGE has no or limited number of members
4	

	Coordination of AGE 14 Task Forces on policy priorities: coordinate the input from more than 460 experts who have been nominated in AGE 14 Task Forces who work mainly virtually and meet occasionally for face-to-face meetings in Brussels)	
5	**Fundraising activities**: Implement the fundraising activities agreed by the General Assembly in December 2014 to increase both internal and external sources of income	

III. Planned output(s)

List the outputs to be produced.
Outputs of your planned activities can be **intangible** (e.g. conferences, seminars, trainings, events, professionals trained) **and tangible** (manuals, reports, leaflets, webpages, articles, training material packages, books). Limit their number and do not include minor sub-items or internal working papers.
Be specific as to the scope and level of ambition and use a quantitative description where applicable, e.g.: X regional seminars; X participants.

No.	Output	Characteristics (e.g. for meetings/trainings: number of participants) (e.g. for publications, documentation: format (printed/electronic); language)	Target group
1	Meeting	Annual meeting of the General Assembly, bringing together around 140 representatives/experts of AGE Full members across the EU (among whom 120 claim refund of their travel costs) for a 2 days meeting in Brussels organised back to back with AGE Annual Conference (see under category 2. below). Interpretation foreseen in 3 languages (English, French and Italian).	All AGE members and experts
2	Meetings	2 days meetings organised in Brussels for all Council members (among whom +/- 30 p. need to travel) to enable them to guide AGE on behalf of all AGE members they represent; Interpretation foreseen in 2 languages (English, French)	AGE Council members
3	Meetings	2 meetings of the Accreditation Committee (5 p.) organised at the end of day 1 of Council meetings to process membership applications and deal with membership issues (in Brussels). No interpretation needed	Accreditation Committee members
4	Meetings	4 one day meetings with Executive Committee members (7 p. needing travel), Secretary General and Managing Director organised in AGE office in Brussels. Non interpretation needed	Executive Committee members elected by AGE members
5	Meetings	Around 20 virtual meetings/webinars aimed at the 460 experts in AGE 14 Task Forces and +/- 10 face-to-face meetings of Task Forces experts organised be AGE mainly in Brussels (with +/- 12 p./meeting who need to travel)	+/- 460 experts who can participate in the virtual meetings and +/- 120 Task Forces experts who can participate in the face-to-face meetings in Brussels.

6	Meetings	Bi-monthly staff meetings and staff training (no cost)	AGE staff
7	Meetings	+/- 8 meetings with AGE members and/or potential members (included in budget under lines 46 and 47)	AGE members and potential members in countries where AGE representativeness is low or non-existent
8	Meeting	Brainstorming meeting for Secretariat staff with external evaluator on AGE working methods and priorities	AGE staff
9	Reports	Reports of all AGE statutory meetings posted online in the Members' section in English and French: 1 General Assembly, 2 Council, 2 Accreditation Committee and 4 Executive Committee reports: 9 reports for internal use only	AGE members and experts
10	External audit report	1 external audit of AGE REC operational grant and general accounts performed before final financial report is sent to the European Commission	All AGE funders (members and European Commission)
11	Evaluation report	1 evaluation report of progress achieved by AGE under its REC operational grant in 2015. Will include both an internal quantitative evaluation done by AGE secretariat and an external qualitative evaluation by done by an independent expert, performed before final financial report is sent to the European Commission	AGE REC RDIS OG funders (members and European Commission)

2. Contributing to the development of EU law/policies and to their implementation

The EU networks are key actors, which can play an important role in facilitating the flow of information between their members and the EU. On the one hand, they can provide practical experience and evidence regarding the situation on the ground and, on the other hand, they can translate these facts and experience into more conceptual tools and positions.

This category is intended e.g. for all **analytical activities** of the networks aiming to collect data and information, conduct research and studies, analyse problems and propose recommendations, debate key issues in the respective policy area, etc.

I. Objective(s) for this year

1. **Contribute to the development and implementation of EU laws/policies that support non-discrimination and fundamental rights of older persons** to ensure better protection of older people's rights in EU internal and external action and promote a society that is sustainable and fair to all age groups

2. **Achieve progress on the policy priorities agreed by the General Assembly for the period 2015-2017**, in particular towards the launch of a European Strategy on Demographic Change

| 3. | **More active involvement of our members/experts in the relevant aspects of European Semester** process at national level (employment, social protection reform, fight against poverty and social exclusion) |

| 4. | **Ensure that AGE work reflects the reality faced by older people at grass root level** by promoting direct involvement of older people in AGE policy work |

| 5. | **Support transversal cooperation and exchange of good practice with other networks and relevant EU projects** |

II. Description of this year's activities

Be specific, give a short name for each activity and number them.

| No. | Name and description of the activity |

| 1 | **Coordinate AGE members' contribution to the development and implementation of EU's (internal) fundamental rights and of (external) human rights strategy**, in particular: |

- Monitoring and analysis of EU policies and their impact on rights of older persons,
- Monitoring of the implementation of directives 2000/78/EC and 2000/43/EC and providing information on their impact at the national level on older persons
- Gathering national examples of age discrimination in access to goods and services (ex. financial services, health and long-term care, etc.)
- Monitoring negotiations of horizontal anti-discrimination directive and provide legal analysis and evidence-based recommendations on provisions related to age discrimination
- Monitoring and drafting recommendations on the implementation of the EU Employment Strategy with regard to discrimination faced by older workers
- Monitoring implementation of EU Disability Strategy and UN Convention on the Rights of persons with Disabilities by the EU and Member States with regard to ageing persons with disabilities
- Collecting data on the status of older people's rights in Member States and coordinate input from AGE members to contribute to UN processes on the rights of older persons (OEWG, Independent Expert, etc.)
- Contributing to the debate on the upcoming Accessibility Act
- Contributing to the update on the Rolling Plan on ICT Standardisation
- Contributing to the debate on the tabled web accessibility Directive
- Contributing to the EU Urban Policy Agenda
- Contributing to the CEN-CENELEC work to include Design for All approach in mainstream standards
- Contributing to the planned inter-service group on Silver Economy
- Contributing to the joint reflection that AGE launched with the European Commission, the Council of Europe and the UN High Commissioner of Human Rights on the rights of older persons in need of care and assistance (including the organisation of a joint annual event around the World Awareness Day on Elder Abuse, 15 June)

	• Monitoring policy development and collect input from AGE members and experts on consumers rights, in particular in the field of financial services, transport, ICT and long-term care services • Monitoring the implementation of the European Pact for Gender Equality • Monitoring and drafting recommendations on the implementation of the Social Investment Package
2	**Build political support for a EU Strategy on Demographic Change** • Engaging in a thorough debate with EU leaders to build the case for a EU Strategy on Demographic Change that would coordinate all work done at EU level that is affected by demographic change
3	**Coordinate AGE members' contribution to the European Semester process**, in particular: • Collecting members/experts feedback to prepare an annual analysis of the Annual Growth Survey (AGS), National Reform Programmes (NRPs) and Country Specific Recommendations (CSRs) on employment, social protection reform (pension, health and long-term care), fight against poverty, social exclusion and health inequalities • On the basis of these analyses, build an annual review of the impact of the European Semester on older person's rights

4	**Coordinate AGE members' contribution in other relevant initiatives of Europe 2020 Strategy and other key processes,** in particular:
	
	• Reacting to the European Commission's follow-up proposal to mid-term review of Europe 2020 (following public consultation done in 2014)
	
	• Monitoring policy developments and producing policy papers under Smart growth (Flagships on Digital agenda for Europe and Innovation Union) and Inclusive growth (Flagships on Agenda for new skills and jobs and European Platform against Poverty, Economic Monetary Union, etc.), based on feedback from AGE members
	
	• Responding to relevant public consultations launched by the European Commission and other relevant institutions
	
	• Participating in the following processes, award schemes and advisory bodies based on AGE members' feedback:
	
	  - EU Fundamental Rights Platform set up by the Fundamental Rights Agency
	  - United Nations Open Ended Working Group on the rights of older people
	  - Advisory Group of European Network of National Human Rights Institutes(NHRI) project on the Human Rights of Older Persons in Long-term Care (2015-2016)
	  - Forum European Pension Forum set up by the European Commission
	  - European Platform against Poverty set up by the European Commission
	  - Euro Retail Payment Board set up by the European Central Bank

	- European Innovation Partnership for Active and healthy Ageing set up by the European Commission - European Innovation Partnership on Smart Cities - EU Health Policy Forum set up by the European Commission - Social Protection Committee Peer Reviews on ageing related issues (usually one or 2/year) - European Medicine Agency Patients and Consumers Working Parties (EMA PCWP) - eHealth Stakeholders' Group set up by the European Commission - EU Senior Tourism Board set up by the European Commission - European Platform on ICT Standardisation set up by the European Commission - M-473 – Strategic Advisory Group on Accessibility and Joint Working Group on Design for All set up by CEN-CENELEC - Advisory Board on PRM-TSI (accessibility of rail transport for persons with reduced mobility) set up by DG for Mobility and Transport - European Network of Academic Experts in the field of Disability (ANED, pending) - European Accessible City Award set up by the European Commission - EU Joint Research Centre (JRC IPTS) on new technologies for care - EU senior tourism initiative board set up by DG ENTR
5	**Coordinate AGE contribution in work done with other networks and relevant EU projects** • Participating in as member and contributing input to mainstream older persons' views in work done by the Social Platform (FYI, M. Kucharczyk, Managing Director is Vice-President of Social Platform) • Participating in as member and contributing input to mainstream older persons' views in work done by the European Platform against Poverty (EAPN) • Participating in as member and contributing input to mainstream older persons' views in work done by the European Public Health Alliance (EPHA) • Participating in as member and contributing input to mainstream older persons' views in work done by the informal coalition of EU non-discrimination Networks and EQUINET, coordinating our position on Article 2.6 of the draft horizontal non-discrimination directive with the European Youth Forum • Monitor the implementation of the ECJ Judgment on the Test Achats Case (C 236/09)[1] with the European Women's Lobby (EWL); • Contributing to the work done by the European Network of National Human Rights Institutions (ENNHRIs) on human rights of older people in long-term care settings • Contributing input to the NGO campaign for the directive on adequate minimum income • Contributing input to the NGO Alliance for a democratic, social and sustainable European Semester (led by EAPN)

[1] EU's Court of Justice ruling stating that different insurance premiums for women and men constitute sex discrimination and are not compatible with the EU's Charter of Fundamental Rights and that Member States are not allowed to derogate from this important principle in their national legislation.

- Cooperating with European Public Service Union (EPSU), European Social Network (ESN) and European Federation of Nurses (EFN), Eurocarers and COFACE, etc. on carers' skills and attitudes to improve quality of care and reduce elder abuse

- Cooperating with Eurocarers and COFACE on informal carers' challenges and discrimination they face to reconcile work and caring duties

- Coordinating our work on the Accessibility Act, Web Accessibility Directive, M-473 – Strategic Advisory Group on Accessibility and Joint Working Group on Design for All set up by CEN-CENELEC with the European Disability Forum

- Cooperating with the Academic Network of Experts on Disability (ANED) with regard to older persons with disabilities

- Coordinating our work on mental well-being of older people in liaison with Mental Health Europe

- Coordinating our work on access to adequate medicines for older people in liaison with EUGMS, EIWH, EAHP, PGEU

- Build synergies between AGE policy work and AGE project work to ensure cross-feeding and wider impact (for ex. using project outcomes to support AGE policy statements and ensuring project partners are informed of key EU policy developments that can be useful for their work).

III. Planned output(s)

List the outputs to be produced.
Outputs of your planned activities can be **intangible** (e.g. conferences, seminars, trainings, events, professionals trained) **and tangible** (manuals, reports, leaflets, webpages, articles, training material packages, books). Limit their number and do not include minor sub-items or internal working papers.
Be specific as to the scope and level of ambition and use a quantitative description where applicable, e.g.: X regional seminars; X participants.

No.	Output	Characteristics (e.g. for meetings/trainings: number of participants) (e.g. for publications, documentation: format (printed/electronic); language)	Target group
1	Meetings	Contribution to meetings organised by EU institutions, United Nations Open Ended Working Group on Rights of older people, Council of Europe, EU advisory bodies and award schemes, Social Platform; EAPN, EPHA, etc. to promote AGE's views on EU policies and AGE recommendations. Estimated around 150 meetings/year mainly in Brussels (travel costs needed for some meetings and included in budget under lines 45, 48, 49, 50)	AGE Secretariat, members and experts
2	Meeting	One annual conference organised in Brussels back to back with the General Assembly to offer the possibility to all AGE members to meet and discuss with key external stakeholders progress made on AGE priorities for 2015. Interpretation foreseen in 3 languages (English, French and Italian)	All AGE members and experts + some invited external stakeholders (140 p.)
3	Meeting	Joint annual event around the World Awareness Day on Elder Abuse, 15 June organised by AGE together with the European Commission,	AGE members, secretariat and

		the Council of Europe and the office of the UN High Commissioner for Human Rights (as was done on 17 June 2014 with +/- 60 participants)	experts, relevant European Commission services, Council of Europe, ENNHRI, UNHCHR
4	Policy papers	+/- 20 policy papers online policy papers on: 1. The need for a EU Strategy on Demographic Change 2. AGE reactions and recommendations the development and implementation of EU's (internal) fundamental rights and of (external) human rights strategy 3. AGE members' contributions to the European Semester process 4. AGE members' contributions in other relevant initiatives of Europe 2020 Strategy and other key processes The most important documents for our members will be translated (budget foreseen under line 62)	AGE Secretariat, members and experts, and AGE network of contacts
5	Analytical papers	Responses EU consultations on issues of relevance to older persons	EU institutions, AGE Secretariat, members and experts, and AGE network of contacts
6	Report	Online report of the Annual Conference 2015 in English and French	AGE Secretariat, members and experts, and AGE network of contacts
7	Report	Online report of joint annual event around the World Awareness Day on Elder Abuse, 15 June organised by AGE together with the European Commission, the Council of Europe and the office of the UN High Commissioner for Human Rights, in English and French	AGE members, secretariat and experts, relevant European Commission services, Council of Europe, ENNHRI, UNHCHR

3. Building the capacity of the members of the network and/or training relevant practitioners and stakeholders and/or informing the general public

The EU networks are well placed stakeholders for disseminating information and transferring knowledge on EU law and policies to both specialised and general audiences.

This category is intended for activities related to **training, awareness-raising, dissemination, development of communication tools**, etc.

I. Objective(s) for this year

1. **Raise awareness among the public at large of EU policies and initiatives that have an impact on the lives of older citizens** and how older people can enjoy the rights conferred to them by the EU treaties and legislation (awareness-raising)

2. **Raise awareness of relevant EU funding opportunities in the field of ageing** (awareness-raising)

3. **Build the capacity of AGE members to use information produced by AGE to influence their own national agenda and relevant EU policies** (training)

4. **Using AGE website, EP blog and social media to their full potential to reach out to greater numbers of older people and interested parties** (development of communication tools)

II. Description of this year's activities

Be specific, give a short name for each activity and number them.

No.	Name and description of the activity
1	**Awareness campaign** on the promotion of an age-friendly EU
2	**Production and update of on-line communication tools**: Website update and maintenance, CoverAge (on-line monthly magazine in English with summary translation in FR), Twitter, Facebook, blog on European Parliament activities of relevance to older citizens
3	**Publications:** produce an Annual Report 2015**,** update of brochure on Active Senior Citizens for Europe, brochure on the state-of-play of EU and international debate on the rights of older people in need of care and assistance, infographic and leaflet on AGE Platform Europe
4	**Developing an online handbook with information on EU funding opportunities** for projects support a positive approach to demographic ageing, non-discrimination, fundamental rights, citizenship,

	employment of older workers, active and healthy ageing, etc. in English (will be updated on a regular basis)	
5	**Developing an online training handbook on United Nations instruments and processes relevant to the EU context** to be used to build the capacity of national organisations to advocate on the rights of older people (FYI, in 2016 we plan to produce one on the Council of Europe; and in 2017 we plan to issue an update on EU instruments, their links with international instruments and how they apply to older people)	
6	**Developing and updating an online training handbook** to build the capacity of AGE members to use information produced by AGE to influence their own national agenda and relevant EU policies	

III. Planned output(s)

List the outputs to be produced.
Outputs of your planned activities can be **intangible** (e.g. conferences, seminars, trainings, events, professionals trained) **and tangible** (manuals, reports, leaflets, webpages, articles, training material packages, books). Limit their number and do not include minor sub-items or internal working papers.
Be specific as to the scope and level of ambition and use a quantitative description where applicable, e.g.: X regional seminars; X participants.

No.	Output	Characteristics (e.g. for meetings/trainings: number of participants) (e.g. for publications, documentation: format (printed/electronic); language)	Target group
1	Articles	+/- 220 web-articles including press releases (in English) related to AGE policy priorities posted on the public part of AGE website (some key articles and press releases will be translated in a few other EU languages)	AGE members/experts, AGE contacts and public at large visiting AGE website
2	Blog posts	=/- 40 blog posts related to European Parliament activities relevant to older persons' rights and AGE campaign towards an age-friendly EU	AGE members/experts, AGE contacts and public at large visiting AGE EP blog
3	Newsletters	11 editions of CoverAge, online magazine in English with key articles translated in French. Accessible to all from public part of AGE website	AGE members/experts, AGE contacts and public at large visiting AGE website
4	Publication	Annual Report 2015 in English and French published online and in 600 hard copies (400 EN and 200 FR)	AGE members/experts, AGE contacts and public at large visiting AGE website
5	Publication	Update of brochure on Seniors Citizens for Europe: A Guide to the EU" (20 p. doc.) in German, Polish and Spanish available online and in hard copies in 3 languages x 200 copies = 600 copies. We will use the update prepared by the Active Senior Citizens for Europe project	German, Polish and Spanish speaking members/experts

		funded by the EU, in EN, FR, BG, SI, SK, EL, IT, PT to produce additional language versions which can be used by a larger number of our members/older citizens across the EU.	and public at large visiting AGE website (the rest of our members will have access to the versions developed in EN, FR, BG, SI, SK, EL, IT, PT by the ASCE project)
6	Publication	Brochure on the state-of-play of the debate on the Rights of older persons in need of care and assistance to be issued for the joint event AGE plans to organise around the World Awareness Day on Elder Abuse (15 June) together with the European Commission, the Council of Europe and the office of the UN High Commissioner for Human Rights (as was done on 17 June 2014 with +/- 60 participants), to be published in English only in 500 copies	AGE contacts and public at large visiting AGE website, conference' s participants
7	Publication	Infographic (2 p. doc.) on AGE Platform Europe in 4 languages (English, French, German, Italian), posted online on AGE website and printed in hard copies for distribution at conferences in 4 languages x 200 copies = 800 units.	AGE members/experts, AGE contacts and public at large visiting AGE website, conference's participants
8	Publication	Leaflet (12 p.) on AGE Platform Europe to be used to recruit new members and present AGE to new contacts among Commissioners' team and MEPs. To be published on line and in hard copies in 2 languages (EN and FR) in 250 copies each = 500 copies	AGE members and potential members, new key contacts
9	Handbook	Online handbook with information on EU funding opportunities for projects support a positive approach to demographic ageing, non-discrimination, fundamental rights, citizenship, employment of older workers, active and healthy ageing, etc. in English (will be updated on a regular basis)	AGE members/experts, AGE contacts and public at large visiting AGE website
10	Handbook	First training handbook (of a series of 3) on United Nations instruments and processes: online document (around 12-15 p.) available online in English and French on the public part of AGE website.	AGE members/experts, AGE contacts and public at large visiting AGE website
11	Handbook	Online training handbook on relevant EU policy processes to build the capacity of AGE members to use information produced by AGE to influence their own national agenda and relevant EU policies	AGE members/experts, AGE contacts and public at large visiting AGE website
12	Tweets and Facebook articles	Regular tweets and Facebook articles on main issues for AGE to reach out to wider public	AGE followers in Twitter and Facebook

13	Website and communication templates	Revamped website with new identity, automatic translation facility and tag search function, new communication templates.	AGE members/experts, AGE contacts and public at large visiting AGE website