

**9 November 2017**

**The EU Contribution to the  
WHO Global campaign to combat ageism**

The existence of stereotyping, prejudice, and discrimination towards older adults - commonly referred to as ageism – imposes barriers to developing good policy on ageing. Ageism also hinders older people’s ability to do the things that they value and aspire to. Stereotyping affects how people think about older people; prejudice affects how people feel about older people; and discrimination affects how people and institutions act towards older people.

According to the World Health Organisation, ageism is highly prevalent worldwide and remains unchallenged in society largely because it is socially accepted and entrenched in institutions.

This event will be an opportunity to raise the visibility of the issue and to examine what more can be done at EU level to combat ageism and to contribute to the WHO global campaign to combat ageism.

**Target audience** Policy makers at EU level, national, regional and local authorities, civil society organisations, service providers, public health organisations

**When?** 9 November 2017, from 9:00 to 13:00

**Where?** Delegation of the Basque Country to the EU  
27 rue des Deux Eglises - 1000 Brussels

**Contact person** Julia Wadoux, [Julia.wadoux@age-platform.eu](mailto:Julia.wadoux@age-platform.eu)

9:00	<b>Welcome and registration</b>
9:15	<b>Welcome remarks</b> by Marta Marín, Delegate of the Basque Country EU delegation
<b>Moderation Anne-Sophie Parent, Secretary General, AGE Platform Europe</b>	
9:20	<b>Setting the scene: What do we mean by Ageism?</b> <b>Ageism and the global response</b> - Alana Officer, World Health Organisation
09:45	<b>The state of play: successes and opportunities in combating ageism based on:</b>  1. 3rd MIPAA Madrid International Plan of Action on Ageing review and the United Nations Open-ended Working Group on Ageing by Anne-Sophie Parent, AGE Platform Europe  2. COST Action on Ageism - Liat Ayalon, Bar Ilan University (Israel), Coordinator of COST Action on Ageism
10:15	<b>Inspiring examples of initiatives targeting ageism:</b>  - At national level – Barbro Westerholm, Member of the Swedish Parliament, on “age limits in access to healthcare”  - At regional level – Sergio Murillo, Director General for Personal Autonomy Promotion, Basque Country (Spain) on their “Campaign and film to tackle ageism”  - Erika Winkler, Austrian Ministry of Labour, Social Affairs and Consumer Protection, Chair of UN-ECE Working Group in Ageing, on the Austrian initiative “Young, Old, Together – enhancing intergenerational solidarity”
10:40	<b>Open discussion</b>  Q&A with participants
11:00	<b>Coffee break</b>

**Moderation Alana Officer, Senior Health Adviser,  
Department of Ageing and Life Course, WHO**

11:30	<p><b>Panel discussion:</b> How can the EU contribute to combating ageism?</p> <ul style="list-style-type: none"> <li>- Representatives of the European Commission: <ul style="list-style-type: none"> <li>• Johan ten Geuzendam, Adviser, Directorate D Equality, DG Justice</li> <li>• Ettore Marchetti, Policy Officer, Pensions, Active Ageing, DG Employment, Social Affairs and Inclusion</li> <li>• Arnaud Senn, Policy Officer, DG Communications Network, Content and Technology</li> </ul> </li> <li>- Luc Van den Brande, Representative of the Committee of the Regions</li> <li>- Ebbe Johansen, President of AGE Platform Europe</li> </ul> <p><b>Interactive discussion with the participants</b></p>
12:45	<b>Concluding remarks</b>
13:00-14:00	<b>Light lunch</b>