

DELIVERABLE D3.1

Raising older people's voices

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1. Description of the deliverable

The core mission of AGE Platform Europe is to ensure that older people have a say in the policy decisions that concern them. In line with our mission, our communication aims to ensure that the perspectives of older people are brought into public debates, and that as often as possible, older people are directly representing themselves through self-advocacy. This practice is not only a matter of principle, but also a strategy to ensure that older people remain visible and recognised.

This deliverable is part of WP3 Communication, Dissemination, and Campaign activities. It covers the participation of older people in European and global debates and policy making process through advocacy activities organised by AGE Platform Europe. Older people are made visible in the external communication of the network through publications, reports, events, and campaigns.

2. Key outcomes

We share regular information on the work from our members on our website and monthly newsletter, CoverAGE. The objective is to amplify their voice at EU level and share examples of action at national level that can inspire others (good practices). In 2022, we published 25 articles in our members' news section. All member news are available on AGE website: https://www.age-platform.eu/news/age-member-news

In our publications

The voice of older people – be it in the form of testimonies, calls for action and recommendations, or good practices taking place at national level – was brought forward in all major policy dossiers of AGE Platform Europe in 2022 through direct inputs inserted into AGE's policy positions and written communications.

- EU Day of Solidarity: members' initiatives to celebrate the day

Policy work on Ukraine

- Members' news - War in Ukraine: AGE members offer support
- Testimonials from our Polish member in AGE special briefing of March 2022
- Quote from AGE Vice-President, Jose-Luis Tejedor, in press release in April 2022
- Testimonials from our Romania member and from a partner organisation representing older people in Ukraine inserted in AGE policy brief of November 2022
- Joint press release with three of our member organisations providing quotes from older people to inform of the release of the briefing in November 2022

Policy work on energy poverty and inflation

- Testimonials from various members in AGE report 'Keeping the energy' of Oct. 2022
- Members' news - Older people's organisations facing the energy crisis in Nov. 2022

Policy work on long-term care

- Members' news - Residential care during COVID-19 (in Southern Belgium)

Policy work on rights in old age

- Report of AGE members' advocacy work for the UN Open-Ended Working Group
- Members' news - Initiatives from AGE members to join the Global Rally
- Good practices from the national level on advancing older people's rights

In public events

In 2022, one third of all public events where the network was involved included at least one AGE member organisation as a speaker. In total, older people or their representatives have been directly involved as speakers in 14 events and have organised 4 events where they invited AGE to speak:

Events where older people are speakers

- 27 Jan. 2022 – French Presidency's conference on 'Prevention of loss of autonomy'
  - Maciej Kucharczyk (AGE Secretary General)
- 16 Feb. 2022 - AGE Barometer 2021 on Participation - launch event
  - Claude Waret (Union Française des Retraités, France),
  - Ina Voelcker (BAGSO, Germany),
  - Barbro Westerholm (SPF, Sweden)

- 01 Mar. 2022 - “At the crossroads between violence against women and elder abuse: solutions to protect older women survivors through multiagency cooperation”
    - Bridget Penhale (British Society of Gerontology, UK)
- 17 Mar. 2022- EDGE Gender Justice Initiative "Older women victims of violence: improving identification, support, and protection"
    - Bridget Penhale (British Society of Gerontology, UK)
- 11 to 14 Apr. 2022 - UN Open-Ended Working Group on Ageing 12th session
    - Ebbe Johansen (AGE President)
    - Heidrun Mollenkopf (BAGSO, Germany)
    - Vassilis Louziotis (50+Hellas, Greece)
- 28 Apr. 2022 - Closed discussion on older Ukrainians
    - Piotr Nakonieczy (Bonum Vitae, Poland)
    - José-Luis Tejedor (ASPUR, Spain)
- 04 May 2022 - WSIS Forum - Harnessing artificial intelligence ethically
    - Liz Mestheneos (50+ Hellas, Greece)
- 31 May to 01 June 2022 - Towards Alpine Age Friendly Environments
    - Laura Christ (OVN, Netherlands)
- 15 to 17 June 2022 - UNECE MIPAA Conference
    - Heidrun Mollenkopf (BAGSO, Germany)
    - Dario Paoletti (ATDAL Over 40, Italy)
    - Maciej Kucharczyk (AGE Secretary General)
- 23 June 2022 - A digital cage is still a cage
    - Heidrun Mollenkopf (BAGSO, Germany)
- 29 to 30 Aug. 2022 - UN Multi-stakeholder Meeting:
    - Vassili Louziotis (50+Hellas, Greece)
    - Filip Hamro (Confederation of Swedish Speaking Retired in Finland)
- 18 to 21 Oct. 2022 - ESCP - Polypharmacy and Ageing
    - Barbro Westerholm (SPF, Sweden)
- 17 Nov. 2022 - AGE Annual Conference under the official patronage of the Czech Presidency:
    - Anthony DeGiovanni (National Council for the Elderly, Malta),
    - Jiří Horecký (European Ageing Network),
    - Elena Weber (European Ageing Network),
    - Nadezhda Todorovska (Bulgarian Red Cross, Bulgaria),
    - Liz Mestheneos (50+Hellas, Greece),
    - José-Luis Tejedor (ASPUR, Spain),
    - Heidrun Mollenkopf (BAGSO, Germany),
    - Ebbe Johansen (AGE President)
- 21-23 Nov. UN EECE Standing Working Group on Ageing, Geneva and the following Policy Seminar on Ageing
    - Heidrun Mollenkopf (BAGSO, Germany),
    - Maciej Kucharczyk (AGE Secretary General)

Events where older people are organisers and invited AGE Platform Europe to speak:

- 03 Feb. - Working Group on international policy (by BAGSO, Germany)
- 14 Feb. - Uni(e)s face à l'âgisme (co-organised by Old'Up, France)
- 29 Sept. - L'âgisme se prop'âge, une autre pandémie ? (by Respect Senior, Belgium)
- 07 Dec. - Faith Final Conference (co-organised by 50+Hellas)



Photo of AGE Platform Europe member delegation at MIPAA Ministerial Conference

In advocacy campaigns:

The case of the Global Rally to #AgeWithRights (March 2022)

In preparation for the 12th session of the UN Open-Ended Working Group on Ageing taking place in early April, AGE Platform Europe joined the Global Rally organised by the Global Alliance for the Rights of Older People on 3rd March. The objective was to create a 'digital moment' in support of our call for a UN convention on the rights of older people.

The key messages of this Global Rally were carried out by older people and their representative organisations across the globe. As the largest European network of older people's organisations in Europe, AGE Platform Europe engaged with its members organisations to include them in our communication in relation to the Global Rally, and to encourage them to echo the messages of the Global Rally themselves at local level.

Members were mobilised in the preparation of the Global Rally through:

- A work meeting with a shortlisted number of members active at UN level to discuss our campaigns actions – see minutes of 14th February meeting in annex
- A newsflash (emailing campaign sent to AGE members only) on 17th February https://mailchi.mp/age-platform.eu/global-rally-2022?e=[UNIQID]
  opened by 49.5% of recipients (196 people in total) and clicked by 6.1% (24).

The main communication product for the Rally was a mash-up video compiling shorter videos of active older people advocating for a UN convention, and a list of quotes extracted from the

videos and previous calls for inputs with AGE members to illustrate our key messages with direct calls for actions from self-advocates.



Older people in Europe demand that the EU and its Member States lead on a new UN convention to protect our rights in older age and in all areas of life.

> *'We urge all national states to consent to starting a draft of a UN convention on the rights of older people without any further delay'* says Heidrun from Germany.
>
> *'We need that convention to protect vulnerable people and we need that convention so that everybody can age with dignity and continue to develop their potential'* adds Moira, from the French association Old Up and the global Pass It On network.

The video was shared in a dedicated article on AGE's website and on all our social media profiles (Facebook, Twitter, LinkedIn) on 3rd March. As a result, and in addition to AGE's involvement, about 15 member organisations of AGE directly participated in the Global Rally. Their actions (see annex) were promoted through AGE channels with a dedicated article and in our March newsletter.

3. Prints of relevant proofs

ANNEX 1 – Minutes from February 14th meeting with members about upcoming Global Rally

20220214 Call with members about upcoming rally

Participants: Piet Elsen (Okra, BE), Teresa Martins (APRe!, PT), Anthony De Giovanni (KNA, MT), Nena, Grace, Estelle (AGE)

See Global Rally to enlarge their base as well, support the message.

Positive framing to recruit new members/activists/supporters.

BELGIUM – Okra

Letter last year. +25 organisations signed. Now want to contact signatories to say what happened in a year (not much). Foreign office promised to have a consultation with older people but until today, nothing happened. Can ask organisations/signatories:

- To use social media as much as possible on 3 March.
- Also letter to groups that could say that there is the OEWG in April.
- Short public statement based on what has been shared with government already (short sentence from the letter of last year, for instance) to hold governments accountable publicly; show that we expect governments to act!

TO DO: monitor channels to echo messages.

MALTA – KNA

Spoke to Minister responsible for old age. Spoke to leader of the opposition. Spoke with President of the Republic too. Told them all the same message around rights in older age. Equality law in Parliament that reflects the 9th Protocol of the ECHR on non-discrimination. Maltese coalition managed to include age as a ground for discrimination which wasn't in the constitution or in the European Charter for Human Rights. Elections before June.

Capitalise/Keep the momentum by:

- Praise previous commitment/hope that Malta will do the same this year
- Expect participation of Maltese delegation for panel discussion
- Bring the voices of older Maltese to the OEWG?

Message to minister in 2 days-time. Malta has been a pioneer regarding ageing. First country to put ageing on the agenda at UN level. Will consider encouraging messaging around 3 March.

At EP level, work with Canas to prepare another written question. Maybe plan debate in plenary. Will also ask MEPs to make public statements around 3 March and co-sign written question. PETI Committee is also an interesting option. Anthony has contacts.

TO DO: share info about what EP work with AGE.

PORTUGAL - APRe!

Had an election on 30 January. Same party won the election. Meeting with parties and wrote an open letter to all parties running for election. For 3 March, APRe! also changing board at end of the month. Difficult to do something on that day. Possibility to reach out to MEPs too.

- Reach out to government after things are settled
- Possible to skip 3 March or simply reuse to post publicly

Idea of a petition

Mobilising citizens around Europe to call on the EU to become a pioneer on older people's rights. Not linked to a convention, difficult for people to relate to the objective. Key message around 'EU needs to take a leading role'. Not linked to a specific process. Objective to go to the EU to see what EU citizens expect. No reference to 'human rights' per se but specific translation into people's lives.

- See if possible: break it down by countries, to give numbers to AGE members
- Employability, protection from abuse for instance, pensions' value/income, housing, etc.
- Define to whom we want to have it brought to (EU Council, heads of states, UN, etc.)

- What is easiest platform for translation minimum clicks until signatures, etc.

Short and punchy. Cowrite it with members. Launch it together, promote it to their audiences.

Collection of other petitions to look at how to make it work best.

TO DO

Engaging our partners

- Contacting Equinet, ENNHRI, HRW, Amnesty, Red Cross, Social Platform, etc.
- Mashup video? Template of post or video?

Conclusions

- **AGE will organise a webinar to debrief the OEWG**
- **AGE can help to draft an opinion letter or key messages**
- **Members to share link to their actions, Facebook posts, etc.**
- **Members to share a profile of self-advocates to be a speaker at OEWG**

ANNEX 2 – AGE's Communication Plan around Global Rally for Rights in Old Age

AGE Communication Plan on Global Rally of 3 March

Objective

Create a 'digital moment' in support of our call for a UN convention on 3rd March

Communication timeline

ON 3 MARCH 2022

MORNING

- Post an article with our key messages and video on **AGE website**
- Promote our video and prompt viewers to engage on **AGE Facebook, Twitter, LinkedIn**
- Send video message and call to action (RT, show support) to **CoverAge subscribers**

NOON AND LATER

- Share GAROP's posts and AGE's partners posts
- Compile and support (likes and RT) our members' posts

AFTER 3 MARCH 2022

- Post an article with our members' contribution to rally on AGE website

Key messages

The following bullet points can be used for a short article on our website on 3rd March.

- The EU and its member states are global leaders in the defense and promotion of human rights. Our countries have been front runners in defending the rights of women, children, persons with disabilities and LGBTI people among others globally. The EU has the potential to be a world leader for our human rights in older age too!
  <add link to our campaign #EULeadsTheRally>
- National or regional instruments exist in some states to outlaw age discrimination. But progress in advancing the protection of our rights in older age is in practice slow, limited, and inconsistent. Persistent ageism is hampering the full enjoyment of our rights later in life.
  <add link to AGE special briefing post OEWG11>
- By taking a stand in favor of a new UN convention on the rights of older people, EU Member States have a chance to demonstrate unambiguously their leadership to ensuring equal respect of everyone's rights at all ages. Our government must actively participate in the UN discussions taking place from 11 to 14 April!
  <add link to AGE special briefing of Feb 2022>

- This 3rd March, we say we want to #AgeWithRights and we ask that #EULeadsTheRally

Communication material

- Below are a few sample tweets to be adapted, please add alt text is image is included
- Video with members' statement is in preparation <link will be added here>
- Hashtags for the day are: #AgeWithRights#EULeadsTheRally

Sample tweet 1:

Our rights must be respected an any age, in any place.

@EUatUN @EU_UNGeneva @eu_eeas @JosepBorrellF, older people are calling on you and all EU Member States to lead the movement defending our rights in older age!

<add video>

Retweet to add your voice!

#AgeWithRights #EULeadsTheRally

Sample tweet 2:

A better world for older people is a better world for all of us. We're calling for a UN convention on the rights of older people so that everyone can age with rights.

The EU must be a front runner of this movement!

<add link to article>

Retweet to show your support!

#AgeWithRights #EULeadsTheRally

Sample tweet 3:



Older people are calling for a UN convention to protect their rights now and help everyone, everywhere, to age with rights. Retweet to stand with us and support @GAROP_Sec campaign.

#AgeWithRights #EULeadsTheRally

Alt text: Ermira Pirdeni, Albania says, "All the persons demand that they age with rights, raise public awareness of their rights, ageism must end now." Image reads, "A better world for older people is a better world for everyone."

List of partners

Feel free to monitor the channels and tag the following partners:

Amnesty International

https://twitter.com/amnesty

National Human Rights institutions

https://twitter.com/Ganhri1
https://twitter.com/ennhri

Equinet

https://twitter.com/equineteurope

EU Red Cross Office

https://twitter.com/RedCrossEU

EU Non-Discrimination NGOs

https://twitter.com/MyEDF
https://twitter.com/ILGAEurope
https://twitter.com/EuropeanWomen
https://twitter.com/ENAREurope

https://twitter.com/ERGO_Network
https://twitter.com/Youth_Forum

GAROP

https://twitter.com/GAROP_Sec

Human Rights Watch

https://twitter.com/hrw
https://twitter.com/Bridget_Sleap

UN Decade of Healthy Ageing

https://twitter.com/UNDecadeAgeing
https://twitter.com/DrVdelaFuente

UN Human Rights Office

https://twitter.com/UNHumanRightsEU
https://twitter.com/Birgit_Van_Hout

UN Independent Experts

https://twitter.com/UN_SPExperts
https://twitter.com/IE_OlderPersons
https://twitter.com/SR_Disability

Additional resources

- Social media toolkit of GAROP
- List of members' action for the Global Rally
- List of MEPs' statements for the Global Rally
- Folder with visual material for the Global Rally
- AGE February Briefing on Global Rally
- AGE Newsflash to members on Global Rally

ANNEX 3 – List of AGE members' actions for the Global Rally 2022

About 15 members engaged incl. sometimes with webinars, etc.

50ePiu, Italy

https://twitter.com/50ePiu/status/1499350641948475400?s=20&t=YlZp4FrmXSJUEpS-NJb8_g

https://www.spazio50.org/age-with-rights-parte-la-campagna-mondiale-per-i-diritti-degli-anziani/

ANCESCAO, Italy

'Headings', 'A Window on Europe' article

https://www.ancescao.it/rubriche/una-finestra-sull-europa

https://www.ancescao.it/rubriche/una-finestra-sull-europa/1449-3-marzo-2022-raduno-mondiale-invecchiare-con-i-propri-diritti

Facebook post 3rd March

https://www.facebook.com/ancescaoaps/

https://www.facebook.com/ancescaoaps/posts/4917133391655355

ATDAL Over 40, Italy

https://www.facebook.com/Atdal.Over40/posts/5038441692879827

APRE!, Portugal

Article on the Global Rally in monthly newsletter

https://www.apre-associacaocivica.pt/apre-noticias-02-fevereiro-de-2022/

Article on the Rally posted 3rd March

https://www.apre-associacaocivica.pt/3-de-marco-comicio-global-por-um-envelhecimento-com-direitos/

https://www.facebook.com/permalink.php?story_fbid=4904753909613348&id=593878590700923

https://www.facebook.com/permalink.php?story_fbid=4904753909613348&id=593878590700923

https://www.facebook.com/ancescaoaps/posts/4917133391655355

BAGSO, Germany

Recording of BAGSO's event on the right to participate

https://www.bagso.de/veranstaltungen/das-recht-auf-teilhabe-in-jedem-alter/

https://twitter.com/bagso_de/status/1499317805254168580?s=20&t=7AxxlCRcGC9pKM7oczDuhw

https://www.youtube.com/watch?v=7ttVL03ZQrI

Resharing the statements of BAGSO or Ina Voelcker

https://twitter.com/bagso_de/status/1495729676169494528?s=20&t=FGTGj3wmFOrqAfmK3jz0dw

https://twitter.com/InaVoelcker/status/1496408067180834818

https://twitter.com/bagso_de/status/1499318707755143168?s=20&t=7AxxlCRcGC9pKM7oczDuhw

https://twitter.com/bagso_de/status/1499317805254168580

https://twitter.com/bagso_de/status/1499409410543788041?s=20&t=3_XdJKJjNu3dszmfFAYw4g

https://www.bagso.de/spezial/aktuelles/detailansicht/weltweiter-aufruf-fuer-eine-un-altenrechtskonvention/

British Society of Gerontology, UK

https://twitter.com/bpenhale/status/1499358445211996167?s=20&t=YlZp4FrmXSJUEpS-NJb8_g

CEOMA, Spain

https://ceoma.org/unase-a-la-campana-mundial-envejecer-con-derechos/

https://ceoma.org/el-parlamento-europeo-lleva-a-debate-los-derechos-humanos-de-las-personas-mayores/

https://www.linkedin.com/posts/ceoma-confd-espa%C3%B1ola-de-organizaciones-de-mayores-3468b5139_agewithrights-activity-6905103211058073600-0xcI

https://www.linkedin.com/posts/angelyaguecriado_%C3%BAnase-a-la-campa%C3%B1a-mundial-envejecer-con-activity-6905053066236612608-C3T6

https://www.linkedin.com/in/ceoma-confd-espa%C3%B1ola-de-organizaciones-de-mayores-3468b5139/

https://www.linkedin.com/posts/ceoma-confd-espa%C3%B1ola-de-organizaciones-de-mayores-3468b5139_agewithrights-activity-6905103211058073600-0xcI

https://www.linkedin.com/posts/angelyaguecriado_%C3%BAnase-a-la-campa%C3%B1a-mundial-envejecer-con-activity-6905053066236612608-C3T6

https://www.facebook.com/ceoma.organizaciondemayores/photos/a.1973113439637101/3187787601503006/

https://twitter.com/CEOMA_ong/status/1499383007760850948?s=20&t=FTox_Y3OtrfGbPTqFXKW8g

https://twitter.com/CEOMA_ong/status/1499688477457276933

FATEC, Spain

https://www.linkedin.com/company/fatec-catalunya/?miniCompanyUrn=urn%3Ali%3Afs_miniCompany%3A76127415

HelpAge Deutschland, Germany

https://twitter.com/HelpAgeDE/status/1499362683942055939?s=20&t=YlZp4FrmXSJUEpS-NJb8_g

https://www.linkedin.com/company/fatec-catalunya/?miniCompanyUrn=urn%3Ali%3Afs_miniCompany%3A76127415

Red Cross, Serbia

Recording of their regional webinar on ageism and age discrimination

https://twitter.com/NataliTodorovic/status/1497964431170588680?s=20&t=Z0dPER6f-6AY_Yz_zB_1Yg

https://www.instagram.com/p/CaRosN8q_m2/

SPF, Sweden

Webinar taking place within the framework of the Global Rally

https://www.spfseniorerna.se/nyheter/ovrigt/2022/mars/webbinarium_0303/

Link to webinar recording

Åldras med rättigheter – Global Rally #AgeWithRights

ORKA, Poland

https://www.facebook.com/orkaobservereactconfrontageism/photos/a.107107591213256/438827261374619

People Behind, Greece

https://www.linkedin.com/posts/people-behind_agewithrights-olderpeople-humanrights-activity-6905093748569825280-Iro-

https://www.linkedin.com/posts/people-behind_agewithrights-olderpeople-humanrights-activity-6905134070737829888-bhOb

https://www.facebook.com/peoplebehind.gr/posts/3356831054552046

https://www.linkedin.com/posts/people-behind_agewithrights-olderpeople-humanrights-activity-6905134070737829888-bhOb

https://www.linkedin.com/posts/mariaasteriou_%CE%B3%CE%B9%CE%B1%CF%84%CE%AF-%CF%87%CF%81%CE%B5%CE%B9%CE%B1%CE%B6%CF%8C%CE%BC%CE%B1%CF%83%CF%84%CE%B5-%CE%BC%CE%B9%CE%B1-%CE%B4%CE%B9%CE%B5%CE%B8%CE%BD%CE%AE-%CF%83%CF%8D%CE%BC%CE%B2%CE%B1%CF%83%CE%B7-%CE%B3%CE%B9%CE%B1-activity-6905165550738358272--O4Y

https://www.facebook.com/peoplebehind.gr/posts/3356831054552046

https://www.kathimerini.gr/society/561746518/giati-chreiazomaste-mia-diethni-symvasi-gia-ta-dikaiomata-ton-atomon-megalyteris-ilikias/





Türkiye Emekliler Derneği Resmi Sayfasıdır, Turkey

https://www.facebook.com/tued1970/posts/4872419262842572

ZDUS, Slovenia

Press release

https://ageplatformo365.sharepoint.com/:f:/s/AGE/Eurcje2t2LFIowmXJxPpF8EBPbpW_xLrGeM-Dtfn2oBQDA?e=DT5sIx



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