

DELIVERABLE D3.2

Rethinking older age through a human rights lens

Beneficiary	AGE Platform Europe
Specific Agreement	101051468
Proposal Acronym	AGE WP 2022
Call **Type of Action**	CERV-2021-OG-SGA CERV-FPA-OG
Work Package	WP3
Type of deliverable	Report
Dissemination level	Public
Actual date of delivery	13 January 2023

1. Description of the deliverable

A human-rights based approach is at the core of AGE's advocacy work and of our internal 2022-2025 strategy. In 2022, in support of our work toward age equality and advocacy to tackle ageism and age discrimination, we reflected on how to better integrate the human-rights based approach in the way we communicate. In conclusion, we have identified the need to facilitate even further the direct and regular voice of AGE's members in our communication, and to further advocate for a radical and long-term change in the narrative about ageing and later life.

2. Key outcomes

- Involvement of AGE members in our communication:
  - We set up an **ad-hoc Task Force** on communication to collect feedback from our members on the development of AGE new website and branding. The Task Force includes 13 members that joined on a voluntary basis. We exchanged via Zoom and emails.
  - Direct involvement of older persons and co-production principle being one of the pillars of the human rights-based approach, we included **more quotes** from our members in our documents and on Social Media, e.g. on Twitter, on the occasion of

the International Day of Older Persons (UNIDOP) (https://twitter.com/AGE_PlatformEU/status/1575833685496332289 - https://twitter.com/AGE_PlatformEU/status/1575828079783690245 - https://twitter.com/AGE_PlatformEU/status/1575823899291713536), ahead of our Annual Conference in November (see the thread), and of the 12th session of the UN Open-Ended Group on Ageing in April (https://twitter.com/AGE_PlatformEU/status/1513524919539314693). We also asked for members to represent AGE and deliver oral statements at different events *(see more on this in deliverable D3.1 on Raising older people's voices)*.

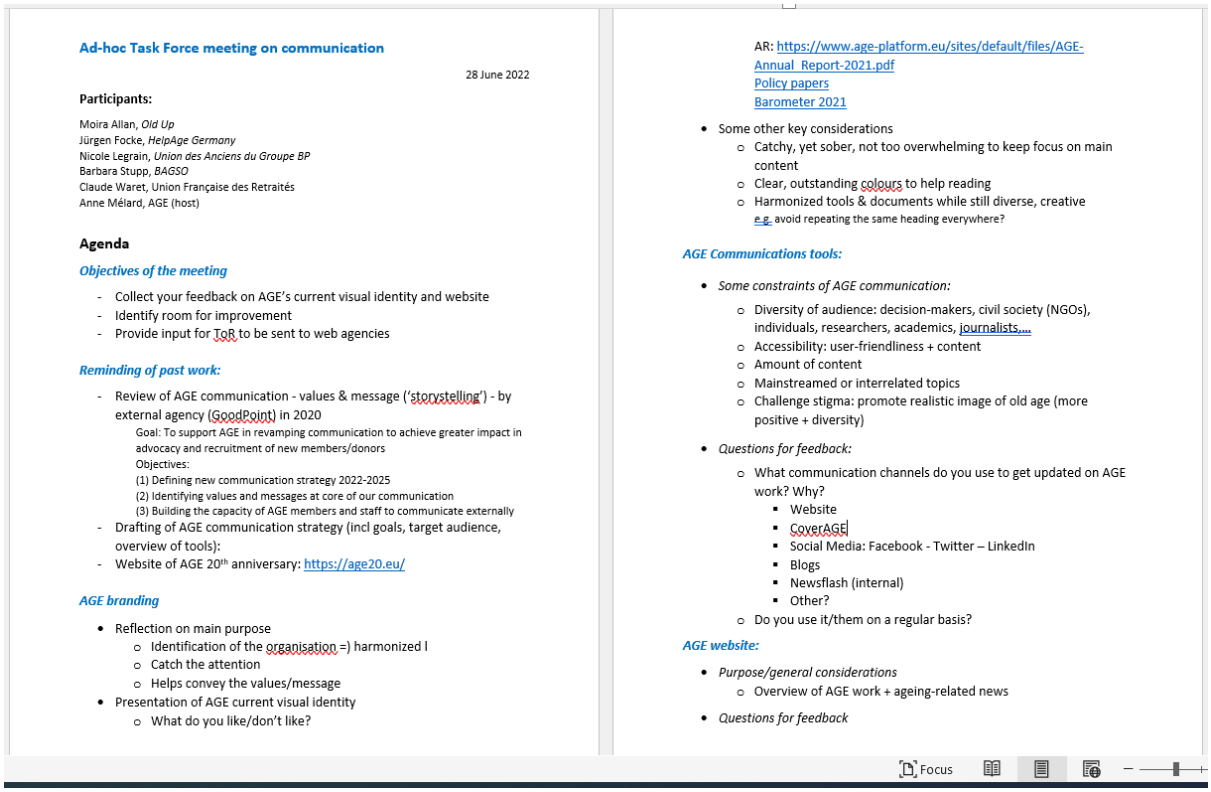
- Together with three of our members in Poland and Romania, we issued a joint press release on the situation of older Ukrainians and the launch of our joint briefing.

- More visibility to the work of our members through our communication channels:
  - More regular news from members in our newsletter and on our website (https://www.age-platform.eu/news/age-member-news). These include larger articles compiling initiatives from several members around the topical issues (e.g. the war the Ukraine, solidarity between generations, older people's rights, the energy crisis). *(See more in deliverable D3.1)*

- Promotion for a more positive and diverse image of old age:
  - Through the images and the language that we use, in line with our short guide on non-stereotypical communication on ageing: We shared images that depict older people as being an active part in society and that better reflect the diversity of older people's reality. Next to free-of-charge images from online data bank, we also used the images of our members made in 2021 on the occasion of our 20th anniversary on our documents and communication materials.
  - In the news and resources that we share: These include our guide on non-stereotypical communication on ageing and our paper on an age-equality strategy (and its two-pager summary – *see D2.1*), and other relevant external resources
  - In the campaigns that we supported at EU and UN levels (e.g. Decade of Healthy Ageing, UNOEWG, State of the Union addresses, European Carers Day...).

3. Prints of relevant proofs

Involvement of our members:



Ad-hoc Task Force meeting on communication

28 June 2022

Participants:

Moira Allan, *Old Up*
Jürgen Focke, *HelpAge Germany*
Nicole Legrain, *Union des Anciens du Groupe BP*
Barbara Stupp, *BAGSO*
Claude Waret, Union Française des Retraités
Anne Mélard, AGE (host)

Agenda

Objectives of the meeting

- Collect your feedback on AGE's current visual identity and website
- Identify room for improvement
- Provide input for ToR to be sent to web agencies

Reminding of past work:

- Review of AGE communication - values & message ('storystelling') - by external agency (GoodPoint) in 2020
  Goal: To support AGE in revamping communication to achieve greater impact in advocacy and recruitment of new members/donors
  Objectives:
  (1) Defining new communication strategy 2022-2025
  (2) Identifying values and messages at core of our communication
  (3) Building the capacity of AGE members and staff to communicate externally
- Drafting of AGE communication strategy (incl goals, target audience, overview of tools):
- Website of AGE 20th anniversary: https://age20.eu/

AGE branding

- Reflection on main purpose
  - Identification of the organisation =) harmonized I
  - Catch the attention
  - Helps convey the values/message
- Presentation of AGE current visual identity
  - What do you like/don't like?

AR: https://www.age-platform.eu/sites/default/files/AGE-Annual_Report-2021.pdf
Policy papers
Barometer 2021

- Some other key considerations
  - Catchy, yet sober, not too overwhelming to keep focus on main content
  - Clear, outstanding colours to help reading
  - Harmonized tools & documents while still diverse, creative
    e.g. avoid repeating the same heading everywhere?

AGE Communications tools:

- *Some constraints of AGE communication:*
  - Diversity of audience: decision-makers, civil society (NGOs), individuals, researchers, academics, journalists,...
  - Accessibility: user-friendliness + content
  - Amount of content
  - Mainstreamed or interrelated topics
  - Challenge stigma: promote realistic image of old age (more positive + diversity)
- *Questions for feedback:*
  - What communication channels do you use to get updated on AGE work? Why?
    - Website
    - CoverAGE
    - Social Media: Facebook - Twitter – LinkedIn
    - Blogs
    - Newsflash (internal)
    - Other?
  - Do you use it/them on a regular basis?

AGE website:

- *Purpose/general considerations*
  - Overview of AGE work + ageing-related news
- *Questions for feedback*

On Twitter:


Home
Explore
Notifications
Messages
Bookmarks
Lists
Profile
More
Tweet
Thread
AGE Platform Europe @AGE_PlatformEU · Nov 9, 2022
#CareEmpowers
Ahead of our Annual Conference, AGE President @EbbeEj outlines our vision of quality #care based on people's rights, dignity and empowerment.
Join our conference: age-platform.eu/event/europe-c...
" We want a Europe that cares for older people so they can enjoy a good quality of life. As we live longer, we need to rely on rights-based care and support.
Care is becoming more challenging as older people can suffer from multiple diseases and dementia, but also the medicine and technology developments require more knowledge.
We need better continuous education programs for carers aimed to ensure quality care, promoting dignity and empowerment.
Participate in our WEB conference on 18th November."
Ebbe Johansen
AGE President
AGE Platform Europe @AGE_PlatformEU · Nov 15, 2022
#CareEmpowers / #Health4All
Nadezhda Todorovska from our member organisation @BGRedCross and @LizMestheneos from @50plusHellas will share their grass-root experience on how to ensure access to care for all in later life.
Join our online discussions this Friday!
Dubravka Suica and 3 others
AGE Platform Europe
8,666 Tweets
AGE Platform Europe @AGE_PlatformEU · Nov 11, 2022
#CareEmpowers
In the 1st panel of our annual conference, Jiří Horecký from the @EuroAgeingNet (EAN) will discuss how to improve the quality of care in ensuring independence.
See the draft agenda: age-platform.eu/sites/default/...
Register: us06web.zoom.us/webinar/regist... #ageing
"CARE within EU should be not only accessible and affordable but should also ensure an appropriate good quality of life. It's not enough anymore to provide good quality and person-centered care. We should ensure a good quality of life based on person lead care.
Jiri Horecky
European Ageing Network
AGE Platform Europe @AGE_PlatformEU · Nov 17, 2022
#CareEmpowers
At our online conference tomorrow, Heidrun Mollenkopf from @bagso_de will address the global dimension of the #HumanRights of older persons and the need for a @UN Convention.
You can still register: us06web.zoom.us/webinar/regist...
#MIPAA #OEWG #Rights4AllAges @GAROP
"Current events in many parts of the world show that all of us – and we older persons in particular – are equally affected by their effects, even if they seem to be happening far away. We therefore urgently need protective measures that apply and work worldwide. In the case of protecting older people and their rights, this can only be an internationally binding instrument such as a UN Convention."
Heidrun Mollenkopf

AGE Platform Europe @AGE_PlatformEU · Sep 30, 2022

On #OlderPersonsDay @OWN_Europe calls for due attention to be paid on older women, including the oldest old, in all relevant policies. A @UN Convention on the rights of older persons would promote older women's equal rights and participation.

👉 owneurope.org/statements/
#UNIDOP



UN Decade of Healthy Ageing (2021-2030) and 4 others

2 17 23

AGE Platform Europe @AGE_PlatformEU · Sep 30, 2022

'Older women's resilience and contributions to global society must be valued for all our future benefit', states @bpenhale from @uniofeastanglia, UK, on #UNIDOP2022
#OlderPersonsDay #UNIDOP



UN Decade of Healthy Ageing (2021-2030) and 2 others

5 12

AGE Platform Europe @AGE_PlatformEU · Sep 30, 2022

Also in Italy, older women play an important part in making our society resilient, in particular in informal care, as points out Licia Boccaletti from AGE Italian member organisation @anzianienonsolo

#IDOP2022 #UNIDOP2022 #UNIDOP #OlderPersonsDay



UN Decade of Healthy Ageing (2021-2030) and 3 others

1 15 27

← **AGE Platform Europe**
8,666 Tweets

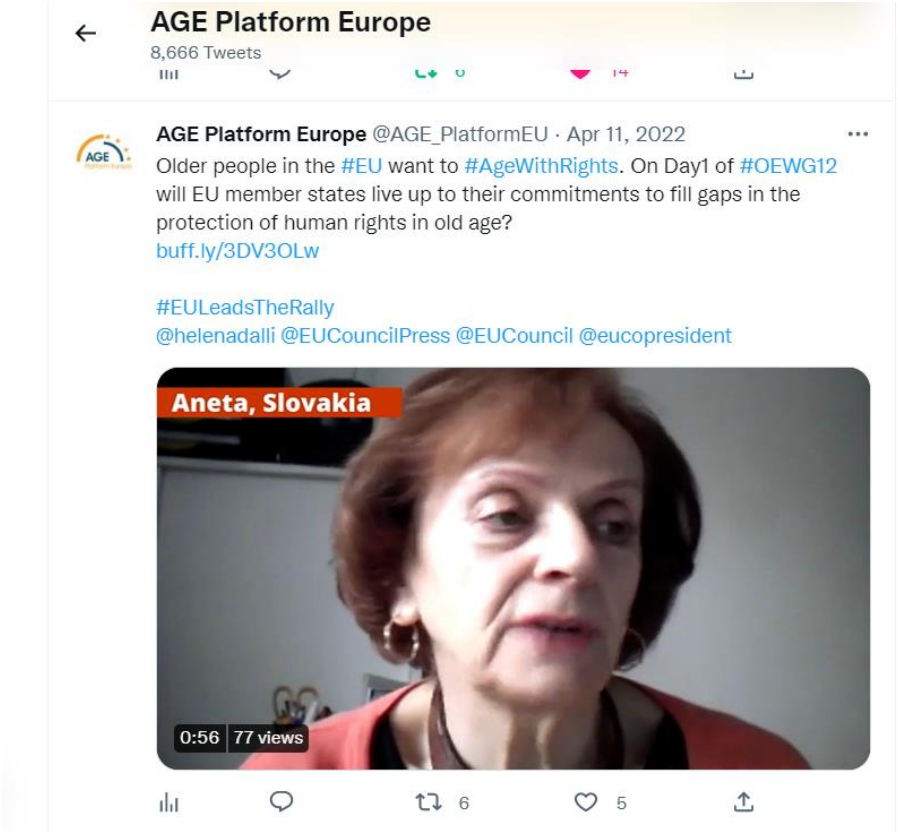
AGE Platform Europe @AGE_PlatformEU · Mar 3, 2022

Our rights must be respected at any age, in any place.
Older people are calling on the EU and all EU Member States to lead the movement defending our rights in older age!
👉 age-platform.eu/policy-work/ne...
Retweet to add your voice!
#AgeWithRights #EULeadsTheRally @helenadalli



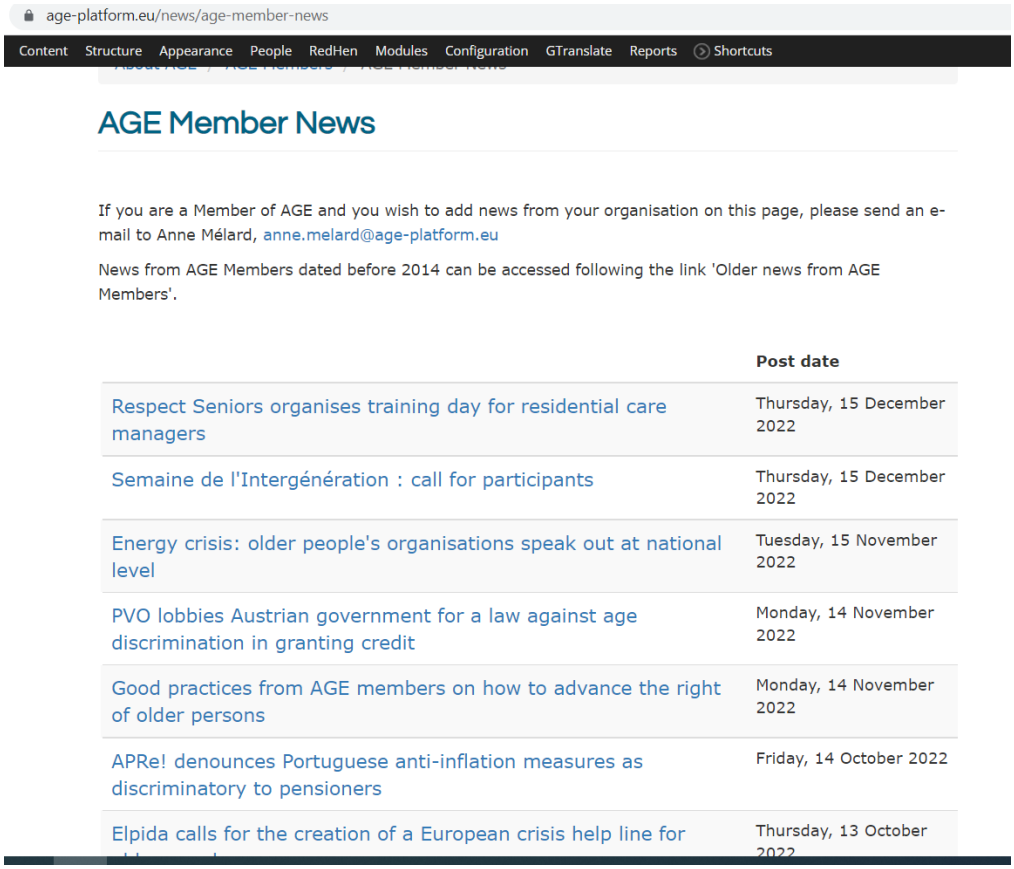
EU at UN-NY and 9 others

15 21


AGE Platform Europe
8,666 Tweets
AGE Platform Europe @AGE_PlatformEU · Apr 11, 2022
Older people in the #EU want to #AgeWithRights. On Day1 of #OEWG12 will EU member states live up to their commitments to fill gaps in the protection of human rights in old age?
buff.ly/3DV3OLw
#EULeadsTheRally
@helenadalli @EUCouncilPress @EUCouncil @eucopresident
Aneta, Slovakia
0:56
77 views
6
5


Save the Date!
'A Europe that cares is a Europe that empowers'
AGE Annual Conference
Friday 18 November 2022

On AGE website :



The European Union must bring long-term support to older persons in Ukraine and those settling in the EU

View Edit Manage display Track

PRESS RELEASE

Brussels, Belgium - 09 November 2022

Mailchimp link

Eight months after the beginning of the Russian invasion of Ukraine, AGE Platform Europe (AGE) and three of its members in Poland and Romania publish a new briefing on the impact of the war on older people. Based on feedback from the ground, we call on the EU to take into account, in its emergency response and in the future recovery plan, the needs of older people in this rapidly ageing country.

In our newsletter (here the October and November editions):

AGE Members' News

Energy crisis: older people's organisations speak out at national level



In times of rocket-rising energy prices, people across Europe are struggling to make ends meet. In many EU countries, AGE members are getting involved to make sure older people are taken into account in national policies to mitigate the impact of inflation.
Read our article

Good practices from AGE members on how to advance the right of older persons

In Malta and Spain, some of AGE members have recently taken or joined action at national level to promote rights in older age and fight elder abuse.
Read our article

PVÖ lobbies Austrian government for a law against age discrimination in granting credit

Our member in Austria has recently addressed a letter to the national Minister of Justice urging to accelerate the implementation of a new law against age discrimination in the granting of loans. Read more

PENSIONISTEN VERBAND ÖSTERREICHS

AGE Members' News

Respect Seniors explores ways to combat ageism on Older People's International Day



Ageism is a term and a phenomenon that has gained momentum in recent years. The pandemic in particular has amplified the trend. Respect Seniors, AGE member in Belgium, addressed the issue at a symposium ahead of the International Day of Older People. Read more

Elpida calls for the creation of a European crisis help line for older people



AGE Czech member is advocating for the creation of a single harmonized crisis help line for older people across the EU and invites members of AGE and other ageing advocates to seize the momentum of the Czech EU Presidency to support their call.
Read more

APRe! denounces Portuguese anti-inflation measures as discriminatory to pensioners

For our member in Portugal some of the recent measures presented by the Portuguese government to mitigate the effects of the inflation on the population are discriminatory and disadvantageous for pensioners. Find out why

50plus Hellas publishes videos for healthy ageing

Kat' Oíkon Episképtis (Home visitor) is a series of 6 online informative, responsible videos for older people and their carers. The one-hour-long videos cover health promotion, prevention, and a better quality of life, from experts in the fields of health and wellness. Read more

More positive image of older age:

https://twitter.com/AGE_PlatformEU/status/1575774493796188160 :





Examples of photo montages used to promote our newsletters on social media:







See more images on our website: https://www.age-platform.eu/



Support to external campaigns (some examples):

AGE Platform Europe @AGE_PlatformEU · Sep 1, 2022

We support @social_platform's open letter to @vonderleyen. The next State of the EU (#SOTEU) speech must announce the social initiatives needed to enhance the "social soul" of Europe.
👉 age-platform.eu/policy-work/ne...

#SOTEU2022 #SOTEU22

> **Social Platform** @social_platform · Jul 20, 2022
> ⏰The #SOTEU2022 countdown is on!⏰
> We all know more can be done to make the 🇪🇺 more social & equal.
> We've sent President @vonderleyen our solutions to the EU's social & economic crises. It's time deliver a #DecentLife for all people ✊
> Read ➡️ bit.ly/3v1ilSH #SOTEU22



AGE Platform Europe @AGE_PlatformEU · Sep 13, 2022

The EU is a leader on #equality yet millions still experience #discrimination due to their identities. Ahead of the #SOTEU2022, we call for equality and a #DecentLife for ALL.
Defend the Europe's 'social soul' in the State of the EU 2022!
👉 age-platform.eu/policy-work/ne...



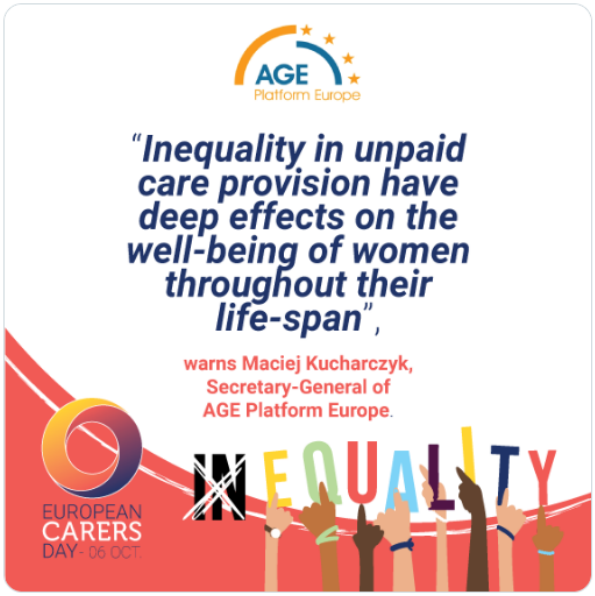
Ursula von der Leyen and 9 others

4 6

You Retweeted

Eurocarers @Eurocarers_info · Oct 6, 2022

Our colleagues from @AGE_PlatformEU support #CarersDay_eu. Read their full statement here: eurocarers.org



11 18

AGE Platform Europe @AGE_PlatformEU · Oct 6, 2022

"Inequality in unpaid care provision have deep effects on the well-being of #women throughout their life-span", says our Secretary-General @mjkucharczyk on #CarersDay_eu. The consequences include a 27% average gender pension gap and a 12% increased risk of poverty for 75+ women.

You Retweeted

UN Decade of Healthy Ageing (202... @UNDecade... · Sep 28, 2022

The @UN International Day of Older Persons is almost here! #UNIDOP2022 #AddingLifeToYears

This year's theme is 'Resilience of Older Persons in a Changing World' 💪

Are you ready to get involved? Learn more about the day & its theme on our #UNIDOP hub: ▶ bit.ly/unidop2022-hub



UN For Ageing and 9 others

1 52 52



*AGE work is co-funded by the **Citizens, Equality, Rights and Values Programme** of the European Union. The contents of this document are the sole responsibility of AGE Platform Europe and cannot be taken to reflect the views of the European Commission. Transparency Register ID: 16549972091-86*