

DELIVERABLE D4.2
New communication material

Beneficiary	AGE Platform Europe
Specific Agreement	101103619
Proposal Acronym	AGE WP 2023
Call **Type of Action**	CERV-2021-OG-SGA CERV-FPA-OG
Work Package	WP 4
Type of deliverable	Report
Dissemination level	Public
Actual date of delivery	5 February 2024

1. Description of the deliverable

This deliverable reports on our work in 2023 to develop and implement AGE's refreshed visual identity, applied to the updated templates of internal and external communication tools and AGE's new website. It follows the work that started in previous years. Following a call for tenders opened in 2022, we selected the Belgian web agency SimpL to design, develop and maintain AGE website. The objective of this renewal was to align our overall visual identity incl. the website with AGE internal strategy and priorities which had been defined in the frame of AGE's 20th anniversary celebration in 2021 (including a new storytelling and communication materials).

Our website serves as a window to AGE work and repository for sharing it with external audiences and attracting new visitors, members and donors. Therefore, the new AGE website aimed to integrate our refreshed branding and to facilitate the navigation and the search within the increasing amount of information available. It also gives greater visibility to our members (easy access to details on AGE member organisations and their news). The refreshed visual identity and the new website were launched in October to mark the International Day of Older People.

2. Key outcomes

Refreshed visual identity:

- Refreshed logo in 3 formats: generic, with tagline, for social media (developed following a large consultation with AGE members in 2022)
- New colour palette
- New fronts

Updated templates for our internal and external communication tools (that integrate AGE refreshed visual identity):

- Newsletter (CoverAGE)
- Social Media headers
- Letterhead
- Policy paper
- PowerPoint presentation

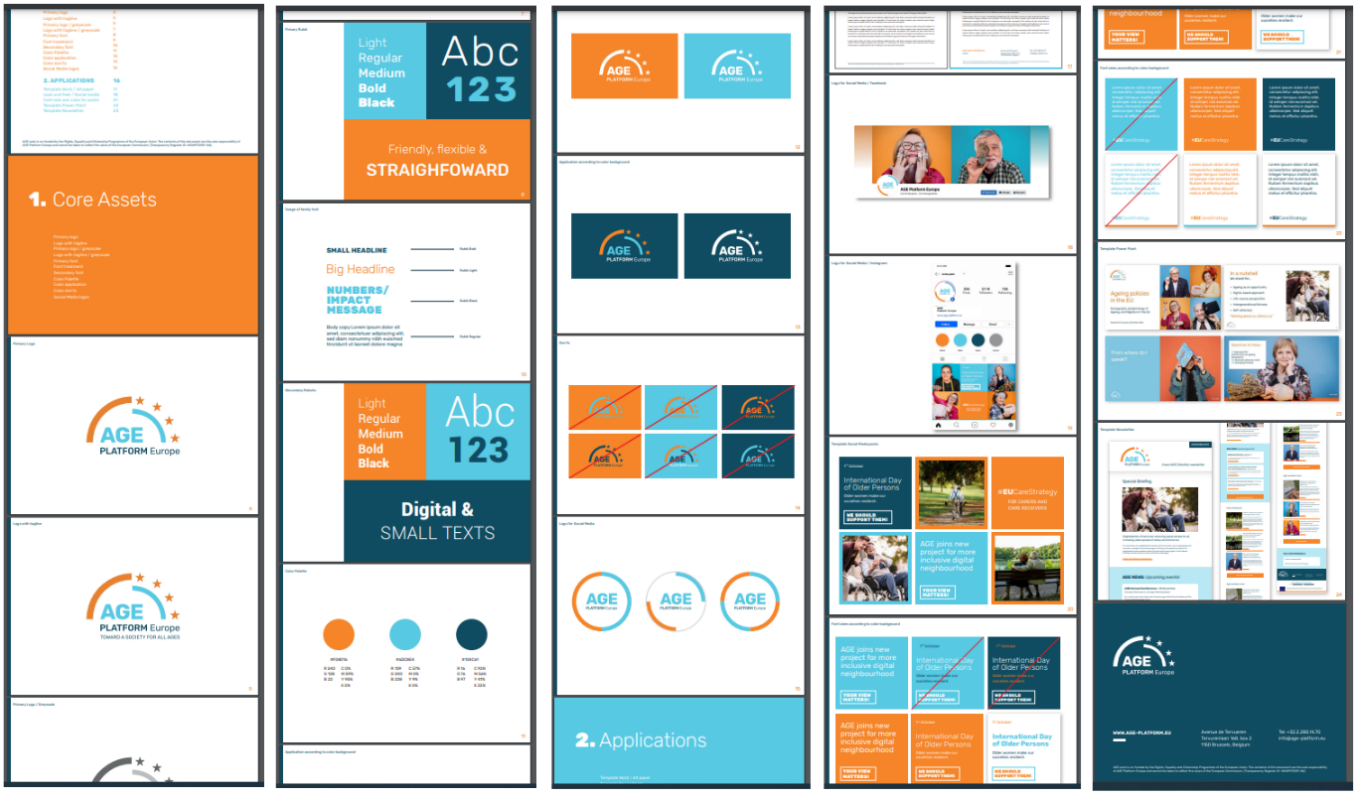
New website:

- Simplified menu and structure (developed following consultation and exchanges with our members in 2022).
- Simplified navigation & search for information: information presented according to “related contents” and advanced search option.
- Increased visibility of the information related to AGE members
- Specific section on how to engage in an EU for all ages, including a more ‘engaging’ web page on donations.
- A more dynamic, modern and colourful design (while remaining sober) and the use of more images, better reflecting the diversity of older people in Europe.

3. **Prints of relevant proofs** (see next page)

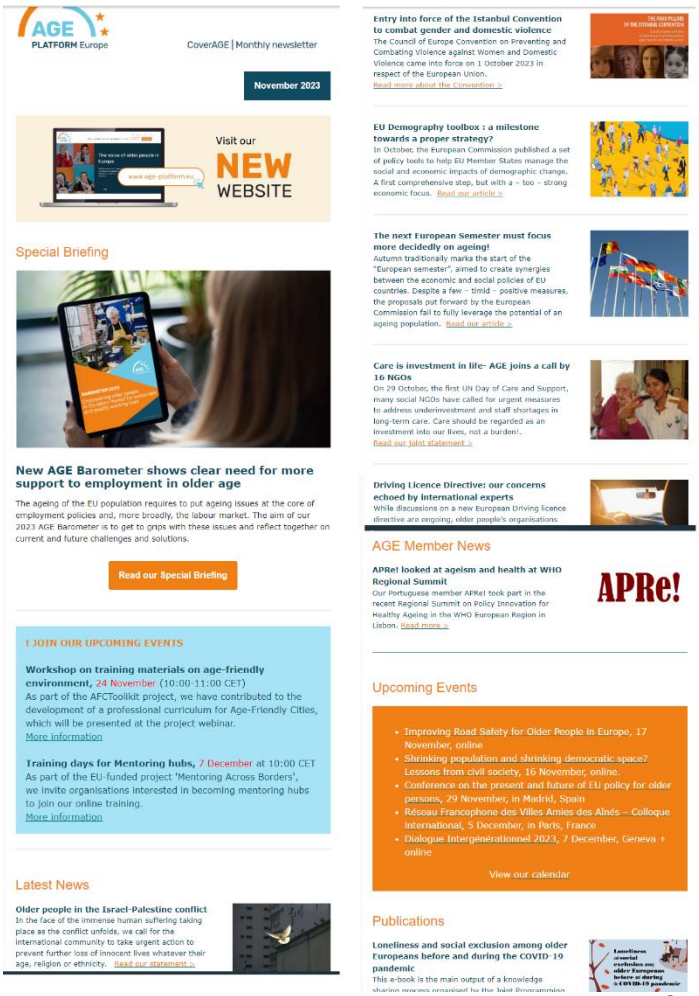
Refreshed visual identity:

Brand book:



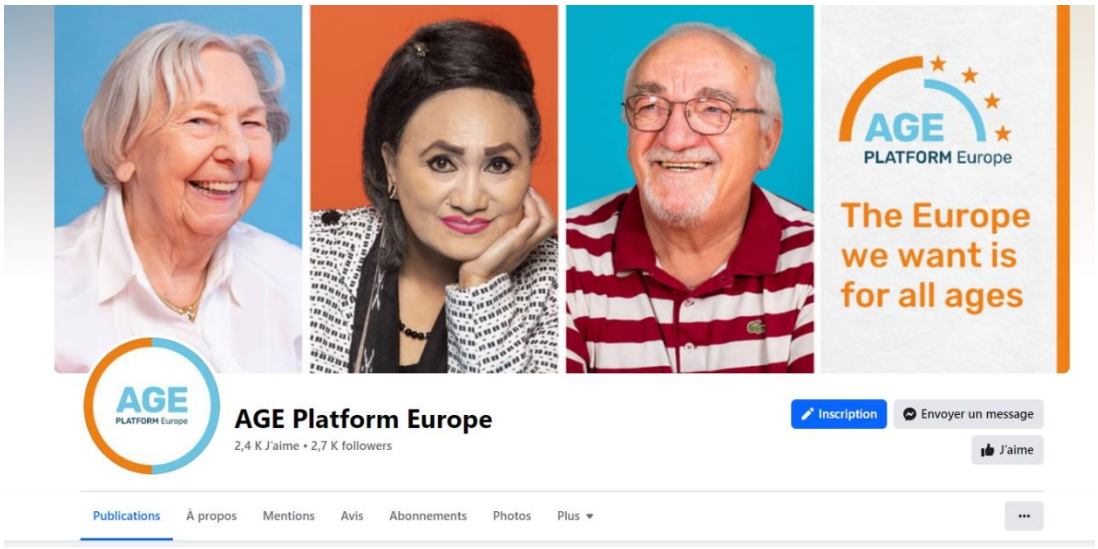
Updated templates:

Newsletter:

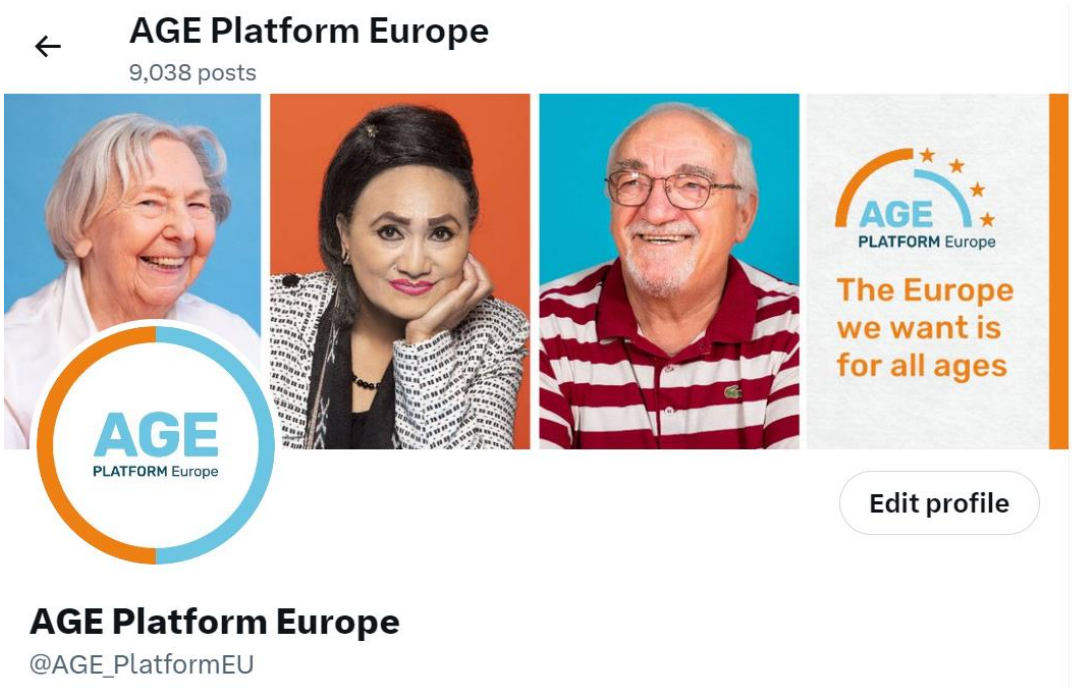


Social media headers:

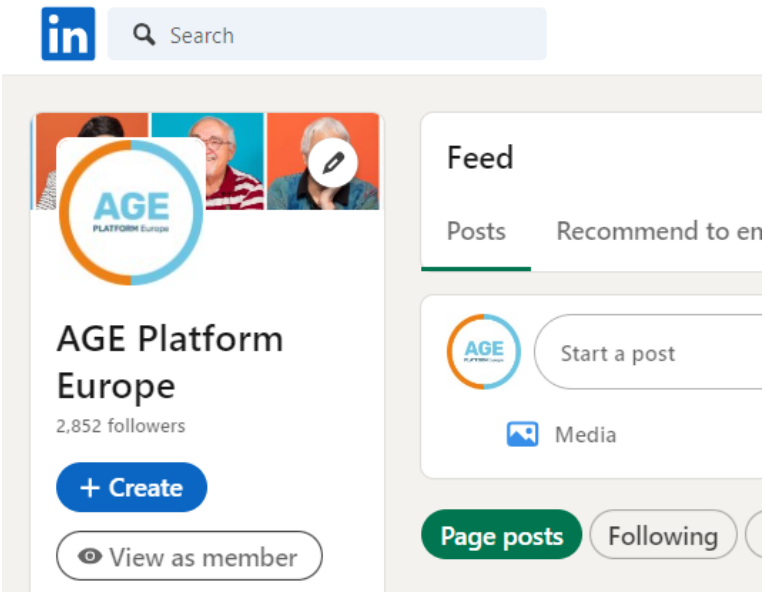
Facebook:



X (former Twitter):



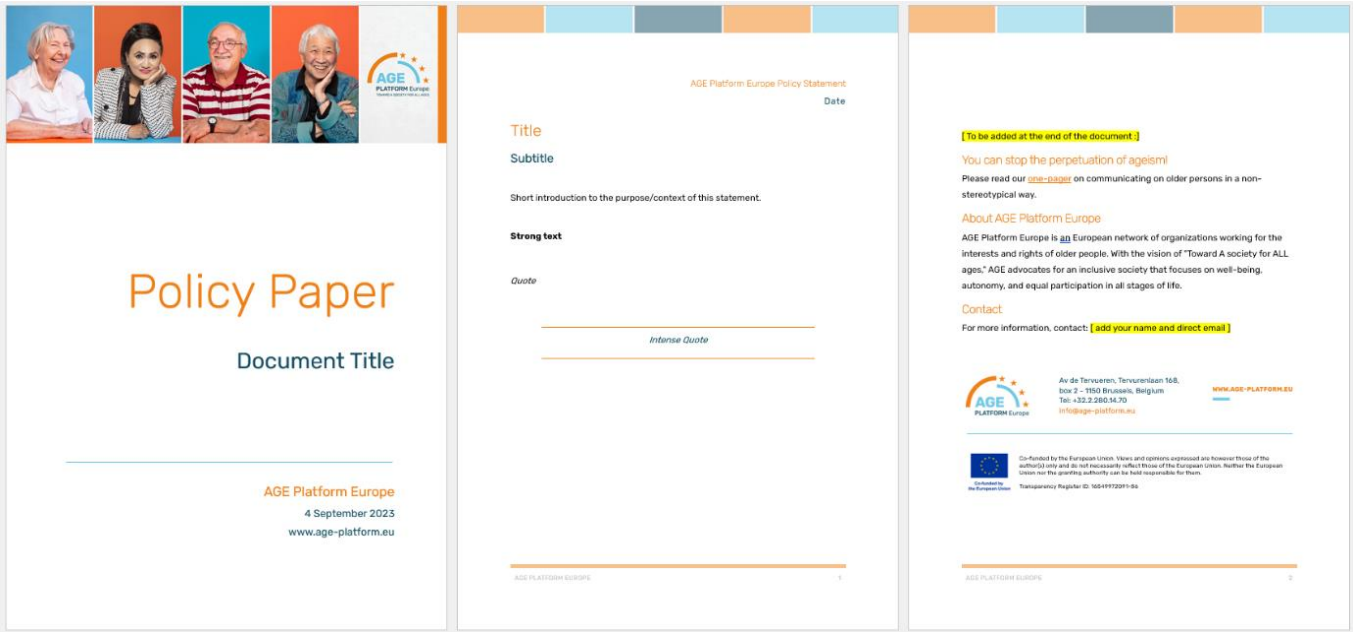
LinkedIn:



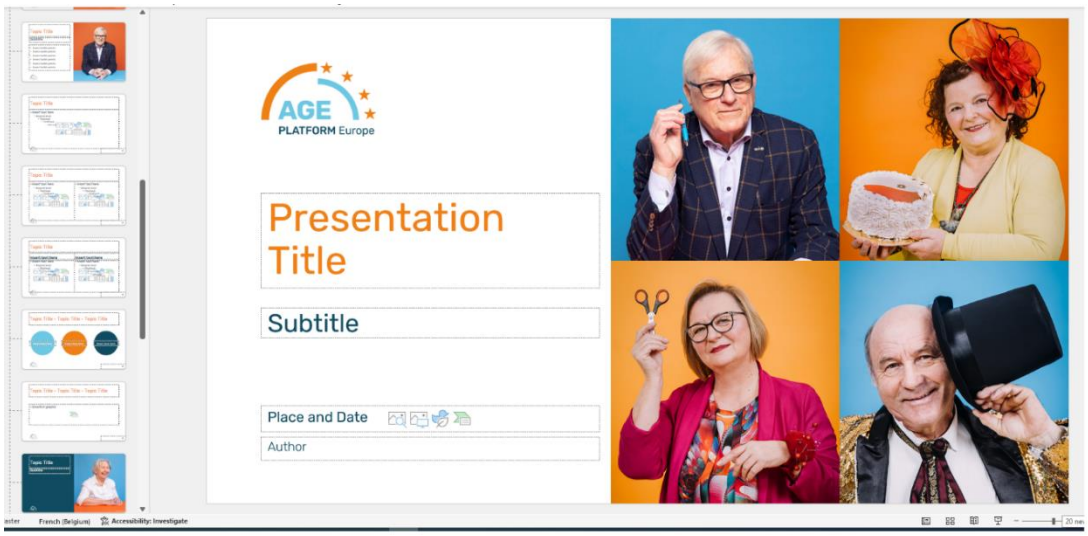
Letterhead:

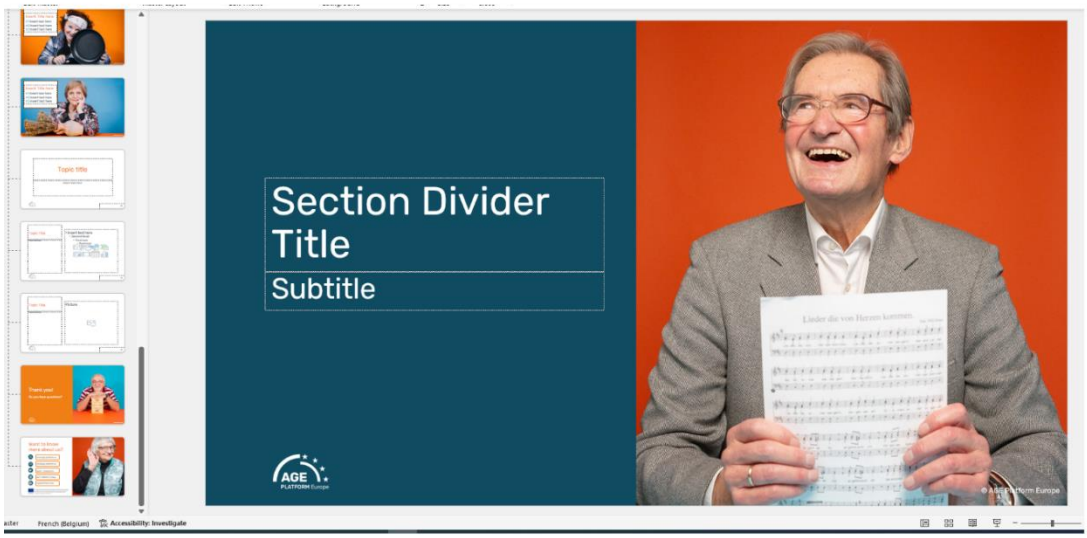


Policy paper:



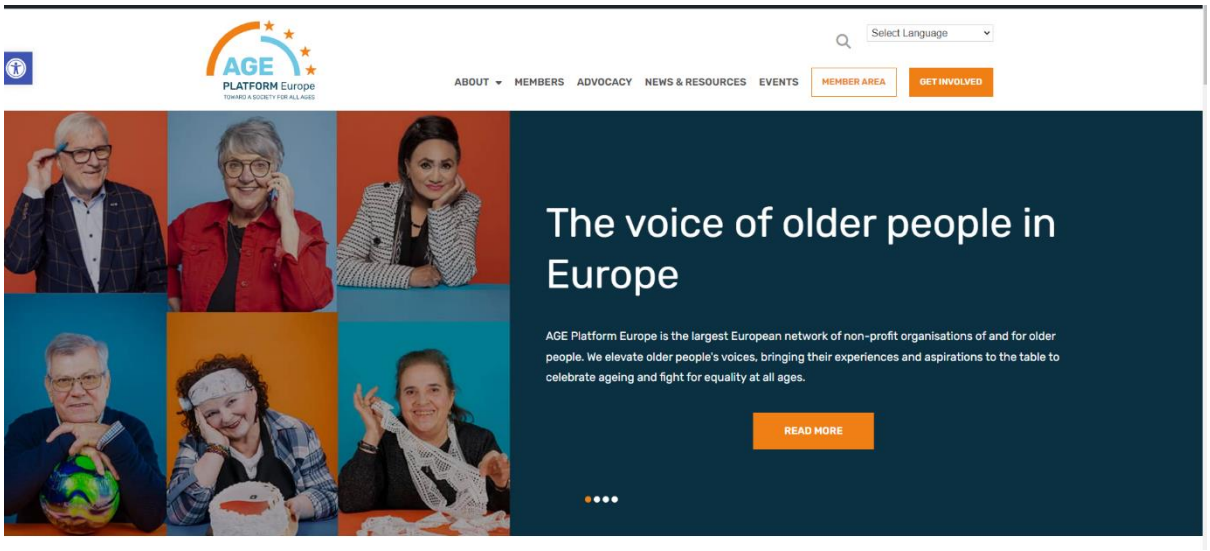
PowerPoint presentation:



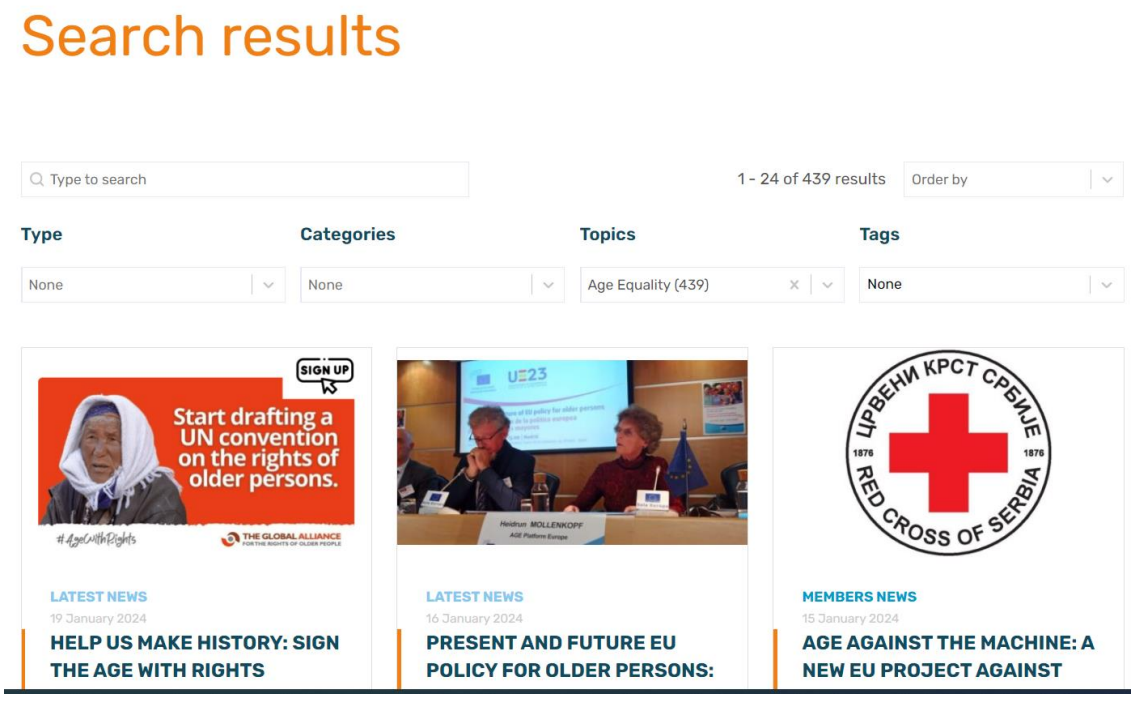


New website:

Menu / home page:



Advanced search:



Related contents (here on the topic of health & dignified ageing):

Related news



LATEST NEWS
7 December 2023

AGEING IN THE SPOTLIGHT OF THE 2023 EUROPEAN PUBLIC HEALTH CONFERENCE

At the 16th edition of the European Public Health Conference in Dublin (Ireland), we



LATEST NEWS
14 November 2023

EU-LEVEL ROUNDTABLE ON THE PSYCHOSOCIAL APPROACH TO MENTAL HEALTH

As part of the activities organised around the European Day for Mental Health on 10



LATEST NEWS
30 October 2023

CARE IS INVESTMENT IN LIFE- AGE JOINS A CALL BY 16 NGOS

29 October marks the first UN Day of Care and Support. On this occasion, many social NGOs have called for...

Our positions



OUR PUBLICATIONS
30 November 2023

AGE BAROMETER

AGE Barometer assesses on a bi-annual basis the socio-economic situation of older people across the EU and how this situation...



PRESS RELEASES
7 September 2022

THE EU CARE STRATEGY IS HISTORIC, BUT WILL MEMBER STATES LIVE UP TO THE AMBITION?

PRESS RELEASEBrussels, Belgium – 7 September 2022 > Mailchimp link photo



OUR PUBLICATIONS
14 December 2021

CARE MUST EMPOWER US THROUGHOUT OUR LIVES – AGE POSITION PAPER

Throughout 2021, we organised a series of workshops with our members to discuss the change we want to see in...

Related projects

SHAPES

PROJECTS
5 January 2024

SHAPES

SHAPES developed an open platform for integrated care, including technological, organisational, clinical, educational and

InAdvance

PROJECTS
23 November 2023

INADVANCE

InAdvance project proposed a new model of palliative care based on early integration and personalised pathways addressed

MARVOW 2.0
Coordinated Multi-Agency Response to Violence against Older Women

PROJECTS
11 July 2023

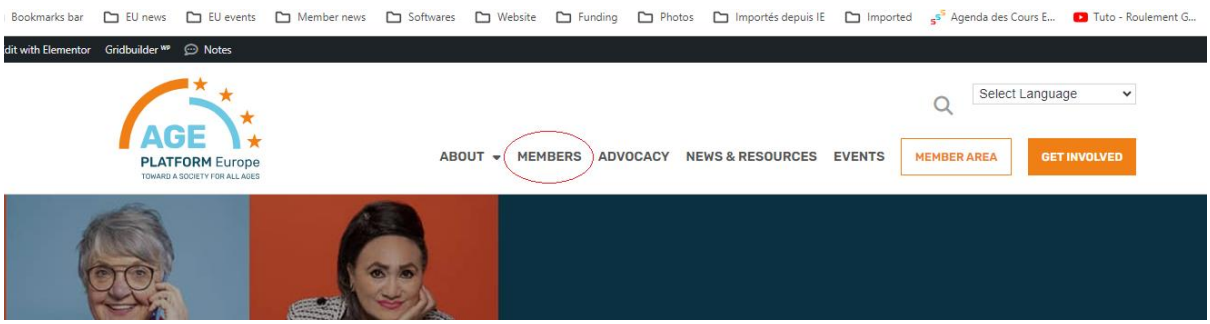
MARVOW 2.0

The project supports cooperation between different sectors (care, protection and social services, judiciary and police etc.), to

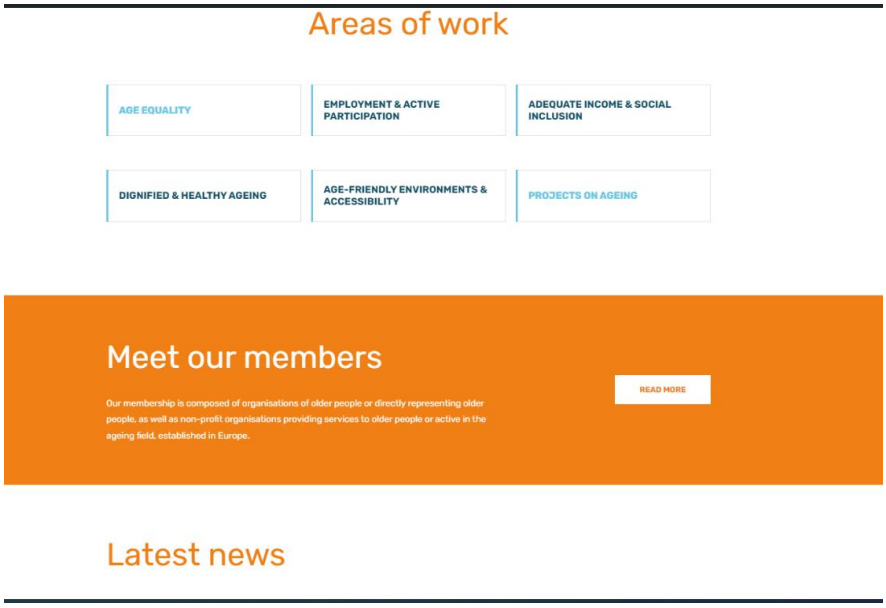


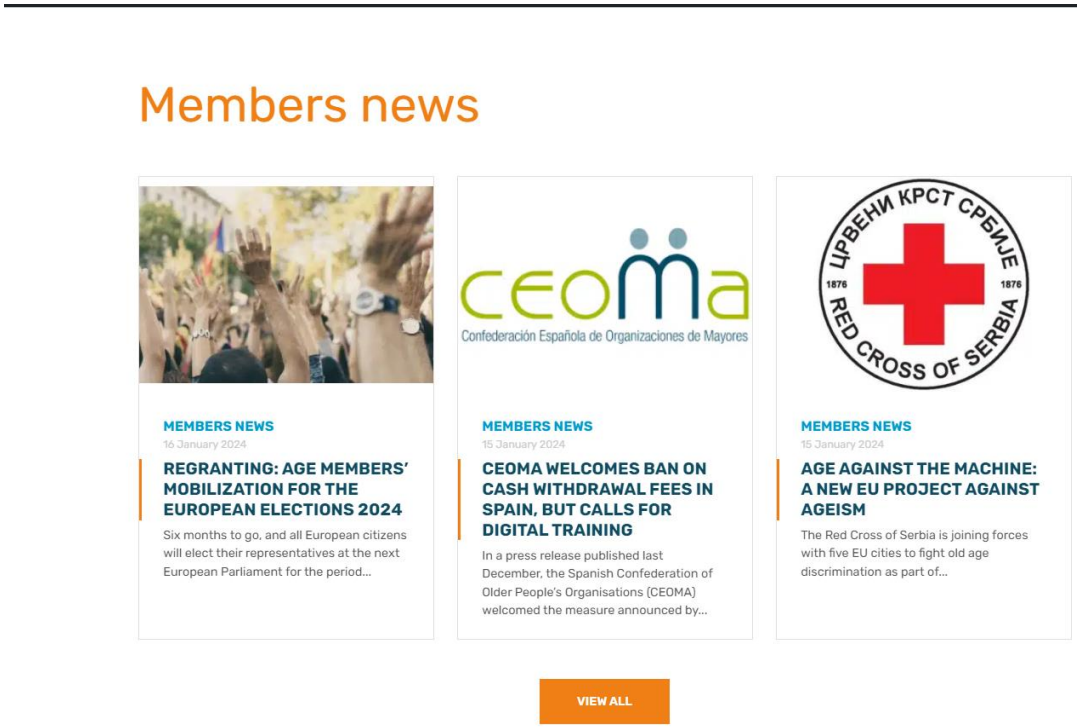
Visibility of AGE members :

- Specific menu item:

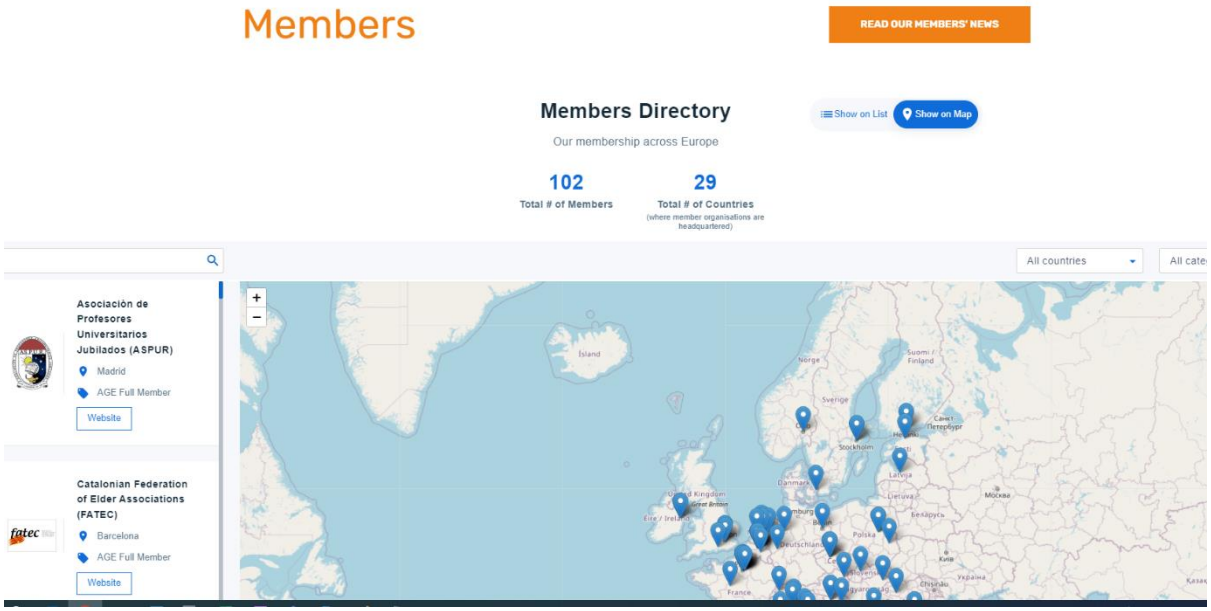


- Dedicated banner & News section on the home page:

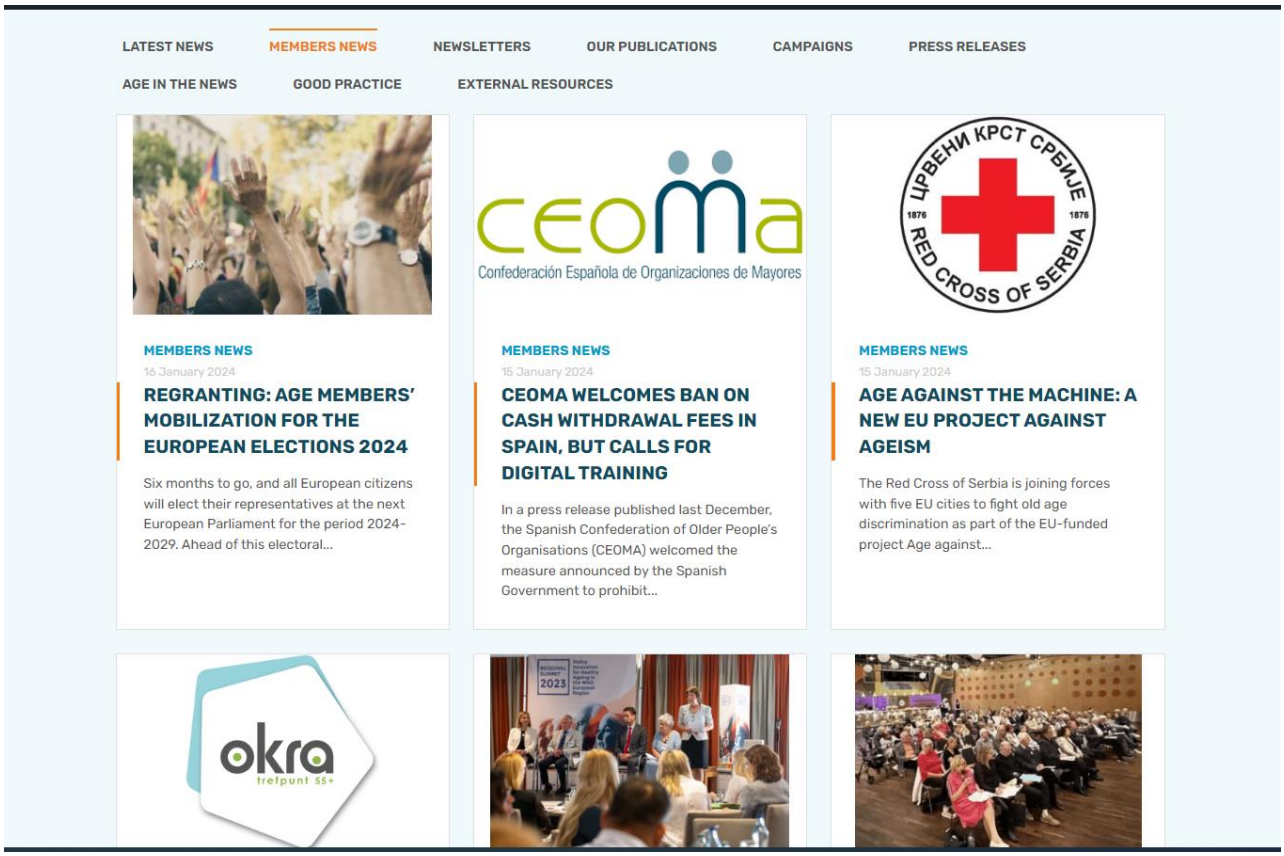




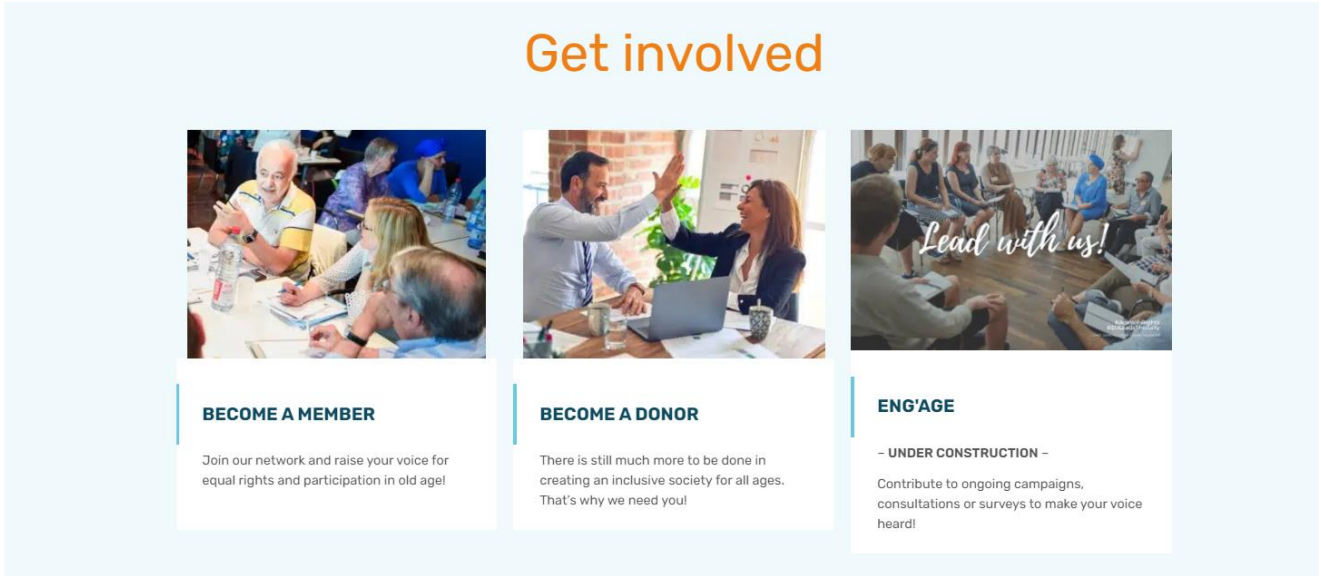
- Dedicated web page (with access to AGE members' directory - linked our CRM database - and news):



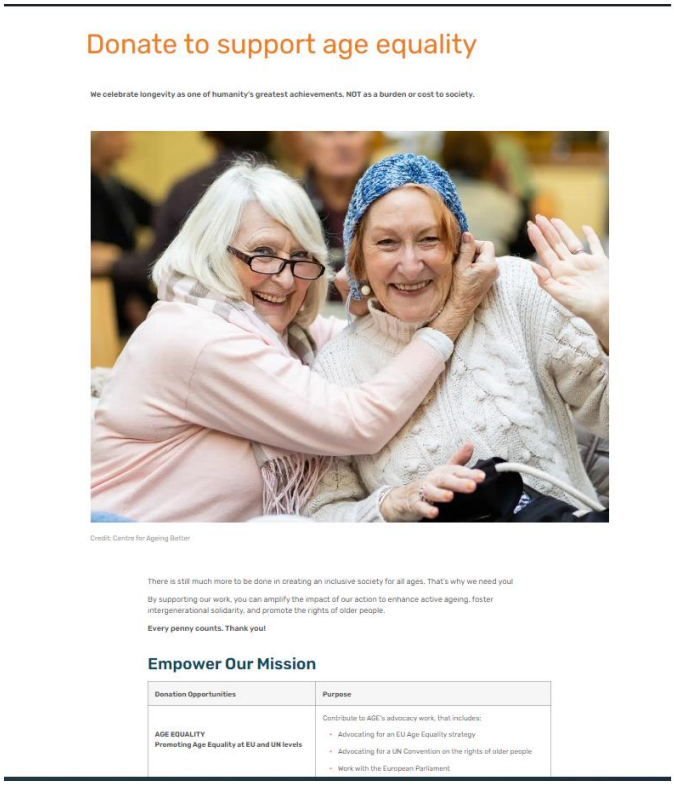
- Dedicated menu item under News & Resources:



Section on how to get involved in our work (on the home page):



Webpage on donations:



Donate to support age equality

We celebrate longevity as one of humanity's greatest achievements, NOT as a burden or cost to society.

Credit: Centre for Ageing Better

There is still much more to be done in creating an inclusive society for all ages. That's why we need you!

By supporting our work, you can amplify the impact of our action to enhance active ageing, foster intergenerational solidarity, and promote the rights of older people.

Every penny counts. Thank you!

Empower Our Mission

Donation Opportunities	Purpose
AGE EQUALITY **Promoting Age Equality at EU and UN levels**	Contribute to AGE's advocacy work, that includes: • Advocating for an EU Age Equality strategy • Advocating for a UN Convention on the rights of older people • Work with the European Parliament
AGE AWARENESS **Raising the voice of older people experiencing multiple discrimination**	Join us in our mission as we highlighted multiple and intersecting forms of discrimination faced by older people: • Multiple discriminations in old age • Gender • Disability • LGBTI • Racism and hate speech

Single Donation | Bank Transfer

- **Beneficiary:** AGE Platform Europe aisbl
- **IBAN:** BE93 0013 5851 1167
- **Beneficiary Bank:** BNP PARIBAS/FORTIS
- **Beneficiary Bank Address:** Rond Point Schuman 10, 1040 Brussels
- **Swift Code:** GEBABEBB
- **Currency:** EUR
- **Reference or description:** AGE Donation

Thank you in advance for your support!

Let's talk!

Before donating, would you like to discover more about mission, vision and work?

Please feel free to send an email to **info@age-platform.eu** or give us a call **+32 2 280 14 70**, and we will be happy to schedule a meeting at a time that suits you best. You can also have a look at our internal code of ethics for donations from external stakeholders. Alternatively, you can also check our Frequently Asked Questions for more information.

Thank you!

Frequently Asked Questions

− What is AGE Platform Europe?

AGE Platform Europe is an European network of organisations working for the interests and rights of older people. With the vision of "Toward A society for ALL ages," AGE advocates for an inclusive society that focuses on well-being, autonomy, and equal participation in all stages of life. The organization aims to combat ageism, promote human rights, and raise awareness on issues that affect older persons across the European Union.
In our fight against prevailing age stigma and ageism, we promote a more realistic image of older age. Read our short guide to avoid stereotypical communication when talking about ageing and older people.

+ Where does my money go?

+ Can our company make corporate donations to AGE Platform Europe? If yes, what is the procedure for initiating a corporate donation?

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