


# DELIVERABLE D4.3
# Outreach and Engagement

| | |
|---|---|
| **Beneficiary** | AGE Platform Europe |
| **Specific Agreement** | 101103619 |
| **Proposal Acronym** | AGE WP 2023 |
| **Call**<br>**Type of Action** | CERV-2021-OG-SGA<br>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 report provides an overview of our dissemination activities through our different communication channels: website, social media, emailing via Mailchimp (newsletter, newsflashes, press releases). These activities aim to enlarge the outreach of our communication in support of our advocacy work for age equality across the life course.

## 2. Key outcomes

In line with AGE Communication Strategy, developed together with AGE members, the outcomes of our advocacy work is communicated externally through various communication channels and tools that are updated on a regular basis. The main outcome of this work is not only an immediate greater visibility of AGE positions, reports, recommendations etc., but also, in longer term, a positive change in the perception of ageing and older people. Our efforts in this work aim at supporting AGE's storytelling about population ageing as one of the greatest human achievements and about the need to perceive ageing policies from the perspective of human rights rather than only through socio-economic lens.

### Website - AM

Our **website** serves as a window to AGE work and repository for sharing it to external audiences. In 2023, we renewed our website in order to better align with our advocacy priorities and messages. AGE's website was launched in October 2023 on the occasion of the International Day of Older People. The stats provided cover a period of 3 months, from 1st October (the month of the website launch) to 31 December 2023. The stats from our old website couldn't be retrieved due to an automatic update

of the Google Analytics system during the transition from the old to the new website (content migration and change of web master).

**Outreach in 2023 (from October to December):**
Number of viditors: 20K
Number of page views: 43K
Number of publications: 55

## Newsletter

Our newsletter CoverAGE is published every month (except in August) to a Mailchimp list of recipients (open to all interested stakeholders). It provides updated news on our work and events and other news and resources at EU, global and national/local levels.

In 2023, we issued 11 editions of our newsletter CoverAGE. They were sent via Mailchimp to our list of subscribers that reached 3,495 in December 2023 (3262 in December 2022). The average open rate is around 35%. It was also published on AGE website and shared on social media. Our newsletters are collected on AGE website. CoverAGE also includes every month a "Special Briefing", which is a longer article focusing on a timely relevant topical issue. Our Special Briefings can be found here.

The most popular topics of our Special Briefing from Mailchilmp stats (clicks from emails) were:

- Ageism has no place in the EU - International Day of Older People (485 clicks)
- Sustainable & quality working lives - AGE Annual conference (158 clicks)
- Gender & digitalisation - Women's International Day (133 clicks)
- AGE Barometer (119 clicks)
- EU Semester (98 clicks)

**Newsflashes**
Our work is also shared internally to our member organisations on a regular basis, through newsflashes sent via emails with Mailchimp. In 2023, we sent 28 newsflashes to about 370 recipients (members) subscribed with an average open rate of 53%:

- A word from AGE President and a presentation of our work plan for 2023
- Human Rights of Older People at Global Level: UN Contributions
- Want to advocate for age equality in the next European elections? Join our regranting scheme!
- 13th session of the United Nations'Open-Ended Working Group on Ageing
- 13th session of the UN Open-Ended Working Group on Ageing - Online debrief
- AGE Annual Report : Our main achievements in 2022
- AGE Annual Conference 2023: 'A European model for sustainable working lives'
- World Elder Abuse Awareness Day - 15 June: Let us promote your plans!
- UN Open-Ended Group on Ageing: debrief on 13th session and next steps
- 'Smart for Democracy and Diversity' : Join the final event of the project
- AGE General Assembly 2023
- Join our upcoming project events!
- Report from AGE Annual Conference 2023: 'A European model for sustainable working lives'
- Age with Rights Campaign : Raise your voice for equal rights in old age!

- UPCOMING EVENTS: Join our events and meetings!
- AGE Manifesto for the 2024 European Parliament elections
- AGE Manifesto for the 2024 European Parliament elections: Important Update (Addendum)
- Reminder: Upcoming Events and Marvow 2.0 Survey
- AGE has a new website and member area!
- Getting ready for the elections of European Parliament in 2024 : Support AGE campaign at national level
- UPCOMING EVENTS : Join our events and meetings!
- Addressing violence against older women: Join our survey!
- Presentation of AGE BAROMETER: Join our webinar!
- Rights of older people: Help us ensure that the next OEWG moves towards drafting a new UN convention
- AGE Barometer 2023 : Advocacy and Promotion Resources
- JOIN OUR UPCOMING EVENTS & MEETINGS
- AGE Manifesto 2024 is out now!
- HAPPY FESTIVE SEASON !

The most popular topics (most clicked) cover: AGE's new website and member area, AGE's EP Manifesto and the preparation for AGE's EP elections campaign and the call for joining the UN's Age with Rights Campaign for older people's rights.

### Social Media

Our **social media** - Facebook, X (previously known as Twitter) and LinkedIn - help enlarge our audience, increase our outreach, and follow the work of our partners and other ageing-related news.
In 2023, our commitment to improving communication went beyond the launch of our new website with updated branding; it extended to our social media strategy. We focused on creating more engaging content, both in writing and visuals, to expand our audience reach.

Our initiatives included increased live event coverage, sharing team photographs representing AGE, and a specific focus on LinkedIn — a platform that had previously received less attention. Recognizing LinkedIn's orientation towards informative and educational content, appealing to an audience keen on learning about specific subjects, we believe that investing in this platform was the right choice, supported by the data analytics presented here.

**Outreach in 2023:**

- On LinkedIn:
  - Number of followers (in December 2023): **2.811**
  - Number of new followers: **515**
  - Number of posts: **137**
  - Likes: **2.494**
  - Comments: **41**
  - Reposts: **407**
  - Engagement rate (average): **9,59%**
  - Total Impressions: **59.651**

  - Most popular posts **(+800 impressions)**

    Here are the AGE campaigns and launches that gained the most

popularity on LinkedIn: the EU Day of Solidarity between Generations Campaign, AGE Annual Conference 2023 photos and the announcement of Dr Heidrun Mollenkopf as AGE's new President, our special briefing, dedicated to the International Day of Older Persons, that had as its starting point the identification of an ageist ad on an EU building, the International Day of Care and Support Campaign joint statement with 16 NGOs, the launch of the AGE Barometer 2023, and the AGE Manifesto Campaign.

Additionally, we achieved significant engagement in promoting the report released by the European Union Agency for Fundamental Rights (FRA) on the Fundamental Rights of Older People in Digital Societies as well as the Caritas Europa report on "Growing Old with Dignity - The Challenges of Long-Term Care in Europe."

- On X/Twitter:
  - Number of followers (in December 2023): **7.922**
  - Number of new followers: **137**
  - Number of tweets: **232**
  - Likes: **1.740**
  - Retweets: **936**
  - Profile visits: **577**
  - Engagement rate (average): **3.55%**
  - Total impressions: **115.200**

  - Most popular posts **(+500 impressions)**

    Here are the AGE campaigns and launches that gained the most popularity on X (Twitter): Call for a UN Convention on the rights of older persons that AGE is actively promoting, International Women's Day, AGE Annual Conference 2023 photos and the announcement of Dr Heidrun Mollenkopf as AGE's new President, our special briefing dedicated to the International Day of Older Persons, International Day of Care and Support Campaign, the 75th Anniversary of the Universal Declaration of Human Rights Campaign and the launch of the AGE Barometer 2023 and the AGE Manifesto Campaign.

    Additionally, we achieved significant engagement in promoting the EU Projects that AGE is partnering with, such as the Smart for Democracy and Diversity Project Final Event and the FutuRES Campaign on "Myth Bust" about ageing. Also, the promotion of the Caritas Europa report on "Growing Old with Dignity - The Challenges of Long-Term Care in Europe and the World Health Organisation guide on effective intergenerational practice developed for the Global Campaign to Combat Ageism.

- On Facebook:
  - Number of followers (in December 2023): **2.767**
  - Number of new followers: **89**
  - Number of posts: **146**
  - People Reached: **25.646**
  - Likes: **1.081**
  - Shares: **286**
  - Total Impressions: **28.799**

- Most popular posts (**+500 impressions**)
  Here are the AGE campaigns and launches that gained the most popularity on X (Twitter):
  International Women's Day, AGE Annual Conference 2023 photos and the announcement of AGE President, the announcement of our new website, our special briefing dedicated to the International Day of Older Persons, the 75th Anniversary of the Universal Declaration of Human Rights Campaign and the launch of the AGE Barometer 2023 and the AGE Manifesto Campaign.
  Additionally, we achieved significant engagement in promoting the EU Projects that AGE is partnering with, such as the Info Days Event of Mentoring Across Borders Project, AGE interview of Thiago Hérick de Sá (World Health Organization) for the UrbanAGE project and e-VITA Podcast.

- On Blog - AGE Manifesto 2024
  (launched on December 6, 2023, and dedicated to the 2024 European Elections)
  - Views – **1.396**
  - Visitors - **742**
  - Views per visitor - **1.88**
  - Posts Published – **12**

  - Most popular articles:
    - AGE presents its manifesto to the Renew Europe leadership

    - Fostering Intergenerational Solidarity: A Crucial Element for the European Elections 2024

## Campaigns

Seizing the momentum created by International Days and other significant events that highlight the importance of promoting human rights throughout the life course can make a substantial difference in communication.
Our campaigns were a collaborative effort between the Communication Team and the Policy Team to inform and advocate for both decision-makers and the general public regarding ongoing issues and the crucial importance of taking action to build a Europe for all ages.

**UN Convention on the rights of older persons** | 1st March 2023
Website | Linkedin | X (Twitter) | Facebook

- **European Day for Solidarity between Generations** | 29 April 2023
  Website | Linkedin | X (Twitter) | Facebook

- **AGE Annual Conference 2023 - "A European Model for Sustainable Working Lives"** | 7th June
  Website | Linkedin | X (Twitter) | Facebook

- **World Elder Abuse Awareness Day** | 15th June
  Website | Linkedin | X (Twitter) | Facebook

- **International Day of Older Persons** | 1st October 2023
  "Ageism has no place in the EU"
  Website | Linkedin | X (Twitter) | Facebook

- **International Day of Care and Support** | 29th October 2023
  Website | Linkedin | X (Twitter) | Facebook

- **AGE Barometer 2023 | Sustainable labour market and quality jobs for older workers** | 15th November 2023 – *Ongoing Campaign*
  Website | Linkedin | X (Twitter) | Facebook

- **AGE Manifesto 2023** | 6 December 2023 - *Ongoing Campaign*
  Website | Blog | Linkedin | X (Twitter) | Facebook

- **75th Anniversary of the Universal Declaration of Human Rights**
  Website | Linkedin | X (Twitter) | Facebook

## Press Releases

We issued 4 press statements that were directly addressed to the 176 journalists of our Press contact list.
Our statements highlighted crucial moments from 2023, including the announcement of **Dr. Heidrun Mollenkopf's election as our new President**, the launch of the **AGE Barometer 2023**, which focused on the sustainable labour market and quality jobs for older workers, the release of the **AGE Manifesto 2024** along with a dedicated blog about it for the **2024 European Elections**, and the Virtual Press Hour organized by **FutuRES**- an EU project that AGE is partnering with, featuring the participation of one of our team members, Ilenia Gheno, Project Manager.

- Dr. Heidrun Mollenkopf is the new President of AGE Platform Europe
  13th June 2023

- AGE Barometer 2023: We need to empower older people in the EU labour market!
  15th November 2023

- AGE Manifesto 2024 | European Elections
  6th December 2023

- "Myth Busts" for Ageing Societies: Virtual Press Hour by "FutuRes"
  11th December 2023

## Mention in Media and request for interviews/articles

This year was significant for further establishing connections with the media and exploring new media platforms to disseminate our message and reach a broader audience.

- Number of mentions in media - 35
- Number of interviews/articles accepted - 7

| Date | Title | Category | Media Name | Type of audience |
|---|---|---|---|---|
| 2023/01/26 | Make the pensioners solve the pensions crisis | Mention in media | EurActiv | All readers |
| 2023/02/22 | The rise of older workers: The Europeans defying retirement norms and working past the age of 70 | Mention in media | EuroNews | Civil Society |
| 2023/03/14 | Towards resilient future in Europe | Interview/Articles | CoverAGE | Civil Society |
| 2023/04/09 | Es necesario promover la solidaridad intergeneracional como elemento clave para conseguir unas sociedades justas, cohesionadas y resilientes' | Interview/Articles | EM Entremayores | Civil Society and Older People |
| 2023/05/24 | Building communities to fight loneliness | Mention in media | EURACTIV | Civil Society |
| 2023/06/07 | Arranca el proyecto intergeneracional 'Tutoría a través de las fronteras' | Mention in media | EM Entremayores | Civil Society and Older People |
| 2023/06/08 | Beyond health policy: EU Commission lays out mental health strategy | Mention in media | EURACTIV.com | |
| 2023/06/13 | Arts, Culture, and Aging in the EU | Mention in media | Harvard International Review | Scholars, leaders, and policymakers |
| 2023/06/13 | New presidency for AGE Platform Europe | Mention in media | Spazio50 - Il Portale degli over 50 (the portal for the over 50s) | Civil Society and Older People |
| 2023/06/14 | Anp-Cia in Brussels for the General Assembly of Age Platform Europe | Mention in media | CIA-Agricoltori Italiani - Online Portal | Civil Society and Older People |
| 2023/06/15 | European passengers with disabilities demand improved air travel regulations | Mention in media | AeroTime | |
| 2023/06/16 | June 15 is Elder Abuse Awareness Day | Mention in media | Spazio50 - Il Portale degli over 50 (the portal for the over 50s) | Civil Society and Older People |

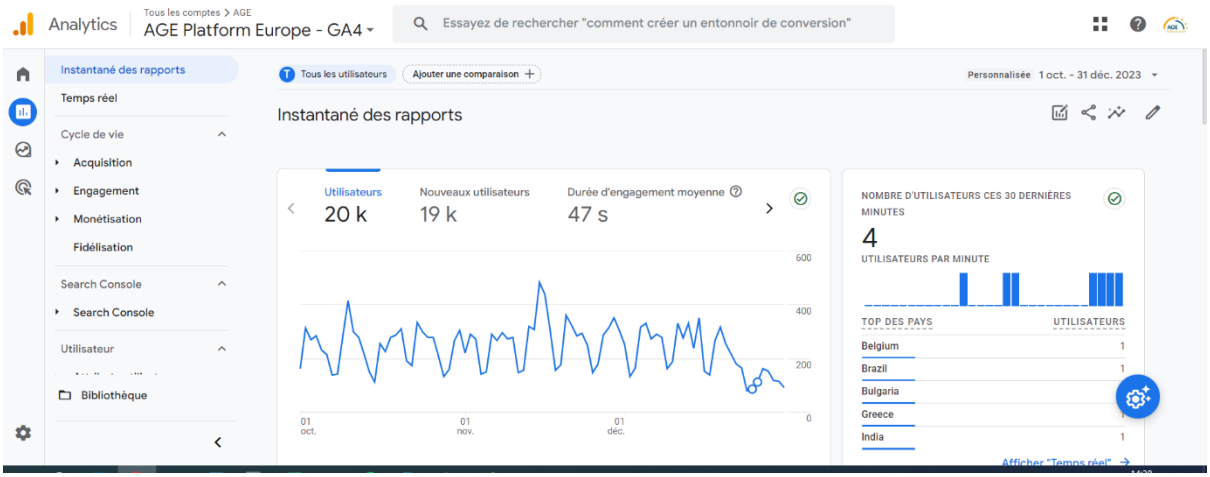
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| 2023/06/16 | EU Commission Urged by Passengers with Disabilities to Enhance Air Travel Regulations | Mention in media | Travel Wires | |
| 2023/06/16 | Passengers With Disabilities Ask EU Commission for Improved Air Travel Regulations | Mention in media | Schengen Visa | |
| 2023/06/16 | Dubrovnik Bans Wheeled Suitcases in a Bid to Tackle Tourism Noise - Schengen Visa | Mention in media | Schengen Visa | |
| 2023/06/28 | EU proposals focus on consumer needs for the future of digital payments and finance | Mention in media | EU Business | |
| 2023/06/28 | Ouderenmishandeling vraagt om structurele oplossingen | Mention in media | De Wereld Morgen | |
| 2023/07/13 | Heidrun Mollenkopf releva a Ebbe Johansen como presidenta de AGE Platform Europe | Mention in media | EM Entremayores | Civil Society and Older People |
| 2023/07/13 | The PMP (Plataforma de Mayores y Pensionistas) welcomes the approval of the Opinion on the European Strategy for the Elderly to guarantee their rights | Mention in media | dependencia.info | Civil Society and Older People |
| 2023/07/14 | They ask the European Commission for a paradigm shift that makes the older people visible | Mention in media | 65YMás - A digital newspaper | Civil Society and Older People |
| 2023/07/21 | EESC urges EU Commission and Member States to launch inclusive strategy | Mention in media | Italian Network | Civil Society and Older People |
| 2023/07/25 | Resquest from Birthe Pedersen (https://www.kristeligt-dagblad.dk/) | Interview/Articles | Kristeligt Dagblad | |
| 2023/08/23 | Request for an interview about the Driving Licence Directive (JW) | Interview/Articles | Plus Magazine, Monthly BE | Older people |
| 2023/08/31 | Colorful Gray: We All Deserve to Live Life to Its Fullest - Maciej J. Kucharczyk article | Interview/Articles | AARP Journal | Civil Society and Older People |
| 2023/08/31 | Long-term Care in Europe: A New Start? - Philippe Seidel article | Interview/Articles | AARP Journal | Civil Society and Older People |

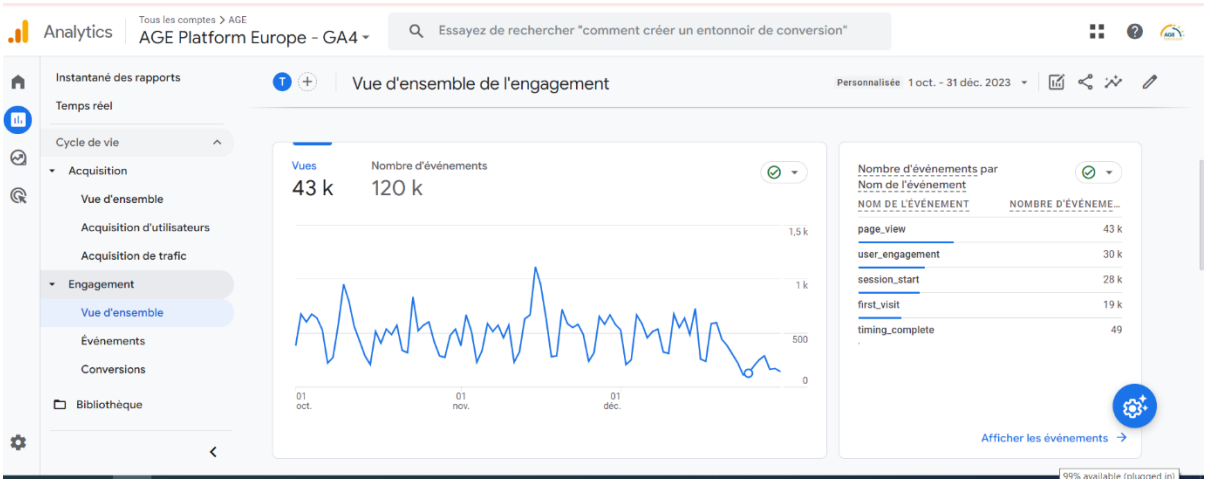
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|---|---|---|---|---|
| 2023/09/21 | "Those over 65 are a pillar of our society" / Edwards presents the study "Uniting Generations" in Berlin | Mention in media | Braunschweiger Zeitung | General Public |
| 2023/09/29 | The ICSIMAT conference in Zakynthos with international delegates has ended | Mention in media | Travel Daily News | General Public |
| 2023/10/16 | Italian pensioners' union in the World - Europe - 'active ageing. Challenges and opportunities for europe" SPI CGIL Meeting / commission of employment and social affairs europarl. SPI CGIL Platform | Mention in media | Italian Network | Civil Society and Older People |
| 2023/11/20 | Voce: The voice of older citizens in Europe who make up a quality group of tourists | Mention in media | Travel Daily News | General Public |
| 2023/11/24 | Necessary Recommendations to Member Countries for an all-ages society. | Mention in media | L'ANAP, l'Associazione Nazionale Anziani e Pensionati Blog | Civil Society and Older People |
| 2023/11/30 | Older People demand a European strategy that ends ageism: "It must be a priority" | Mention in media | 65YMás - A digital newspaper | General Public |
| 2023/12/04 | EESC conference on older persons: We need to combat ageism and promote a longevity society | Mention in media | The Debrecen Sun | General Public |
| 2023/12/04 | 23,400 Romanian citizens in support of the rights of the Older People through the Federația Seniorinet project | Mention in media | Romania Pozitiva | General Public |
| 2023/12/07 | AGE Platform Europe sets out its priorities for next European Parliament | Mention in media | Agence Europe | Policy officers and Civil Society |
| 2023/12/08 | New survey launched: Empowering older people in the labour market | Mention in media | Newsletter of DG EMPL | Policy officers and Civil Society |
| 2023/12/18 | Interview Request for Papyrus Magazine (from Belgium Association Âgo) about AGE EP Elections Campaign. Magazine will be published January 2024. | Interview/Articles | Papyrus Magazine | Civil Society and Older People |

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|---|---|---|---|---|
| 2023/12/19 | AGE-driven win over ageism | Mention in media | Times of Malta | General Public |
| 2023/12/19 | AGE-driven victory over age discrimination | Mention in media | News Euro | General Public |
| 2023/12/20 | Do companies discriminate based on age? Here are the findings | Mention in media | EuroNews Business | General Public |
| 2023/12/20 | Do companies discriminate based on age? Here are the findings | Mention in media | Business News | General Public |
| 2023/12/20 | Les entreprises font-elles de la discrimination en fonction de l'âge ? Voici les résultats | Mention in media | L'Observatoire de l'Europe | Policy officers and Civil Society |
| 2023/12/20 | Do companies discriminate based on age? Here are the findings | Mention in media | TylkoGliwice | Policy officers and Civil Society |
| 2023/12/20 | Zaczyn Foundation is a member of AGE Platform Europe | Mention in media | Fundacja Zaczyn | Civil Society and Older People |
| 2023/12/28 | ASJUBI40 achievements in 2023 and challenges for 2024 | Mention in media | 65YMás - A digital newspaper | General Public |

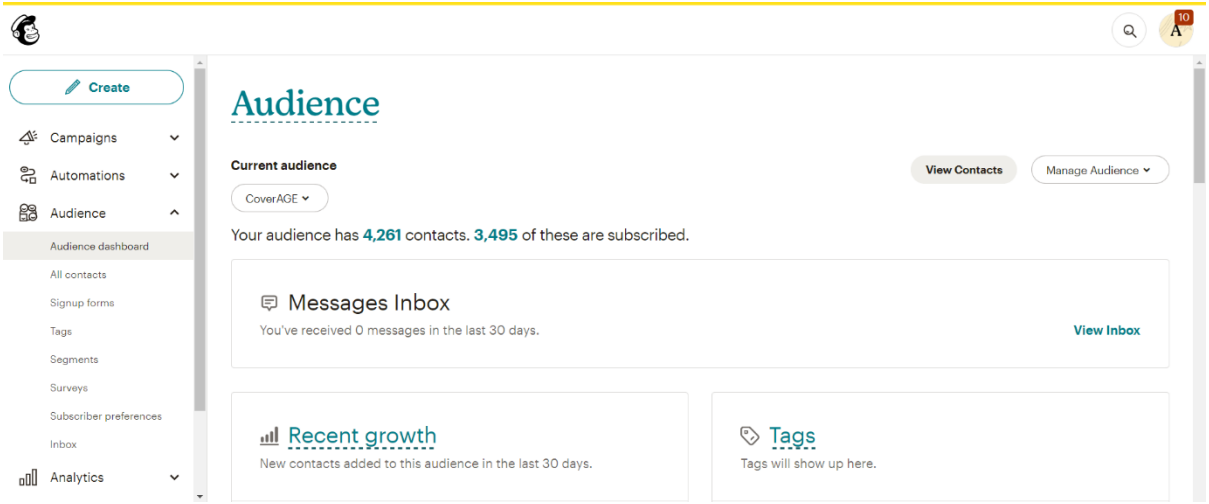
## 3. Prints of relevant proofs

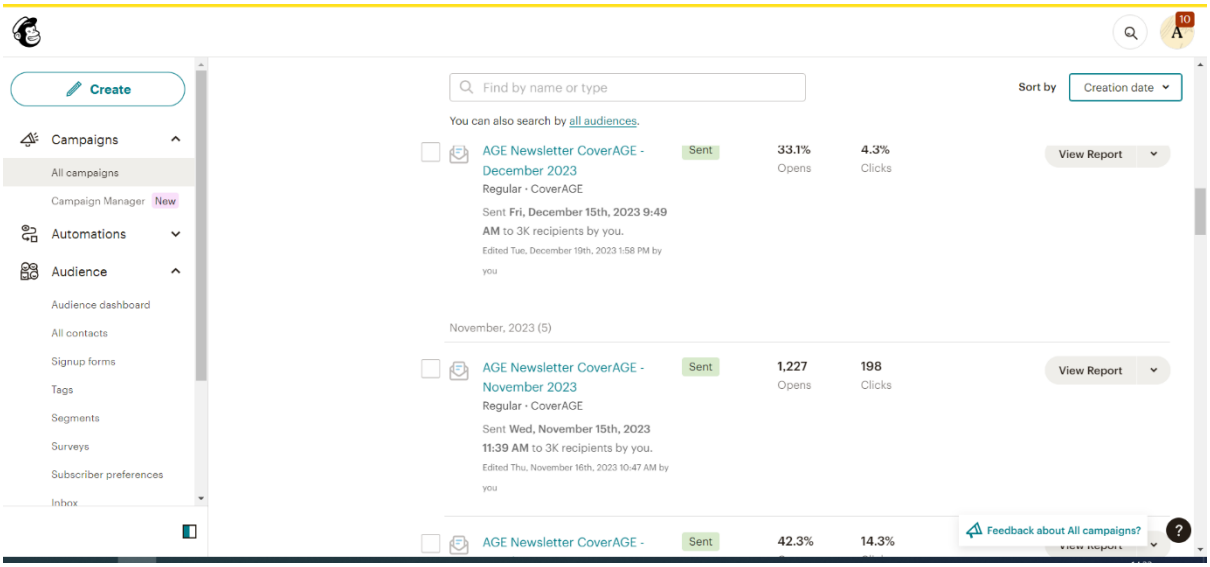
### Website

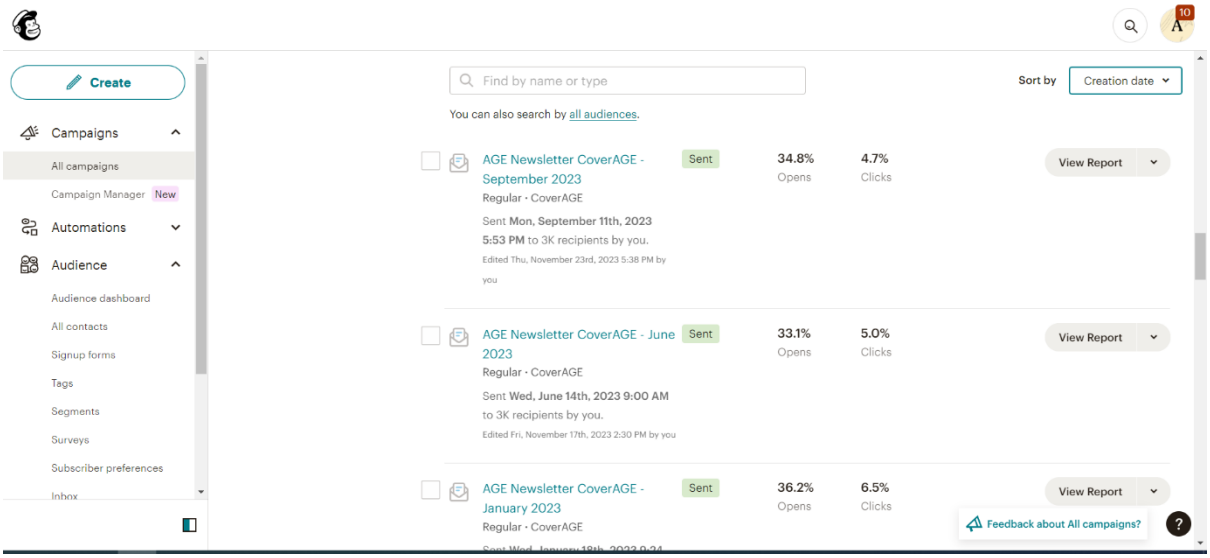


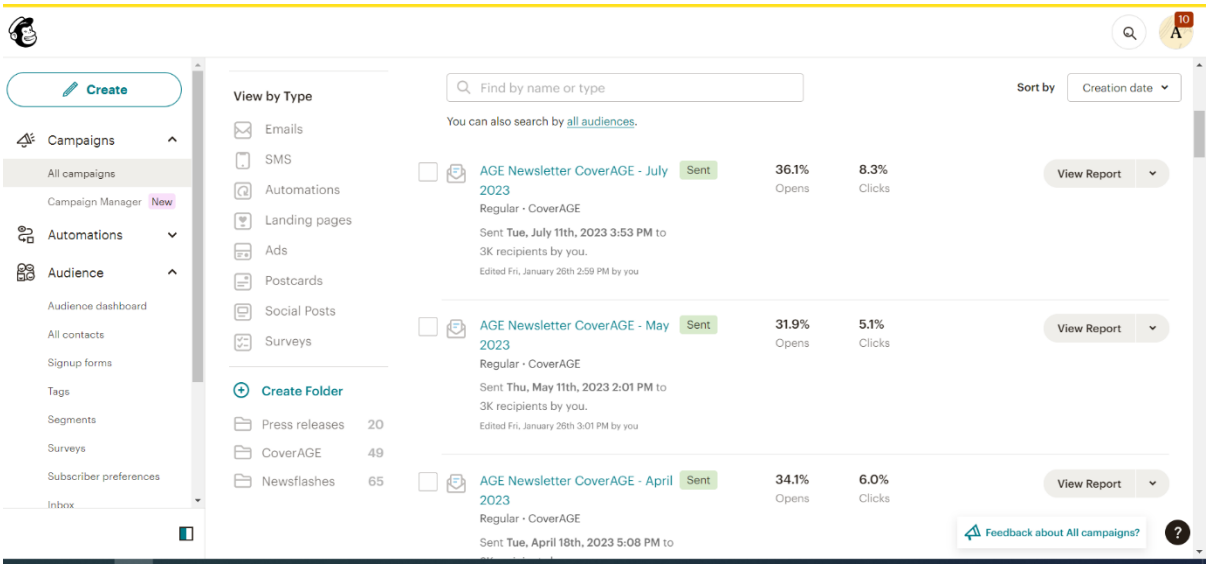



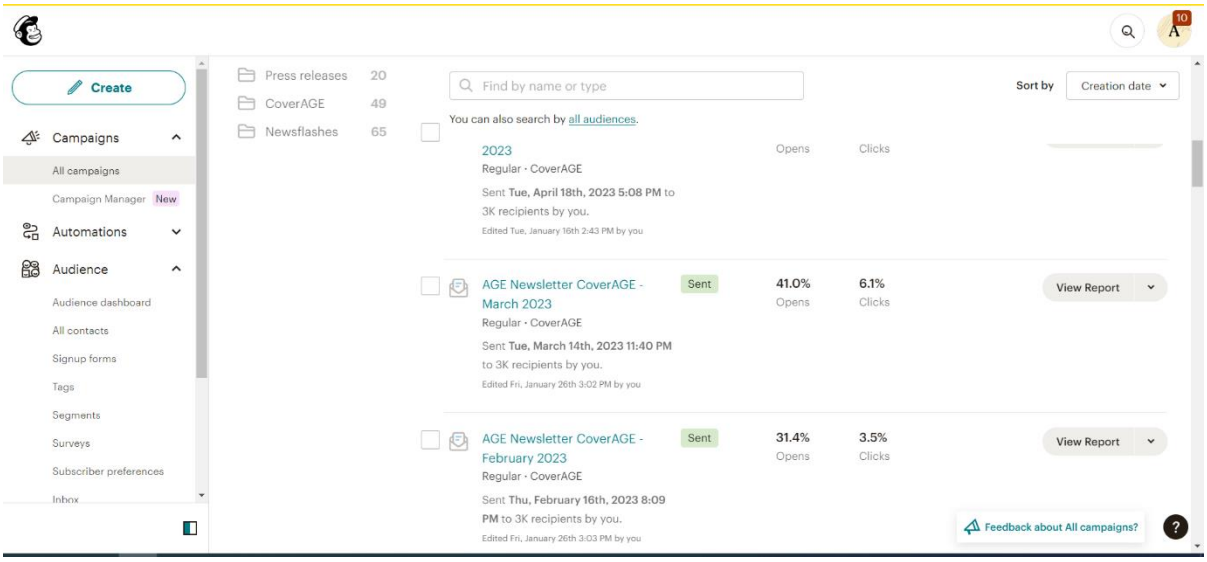

### Newsletter



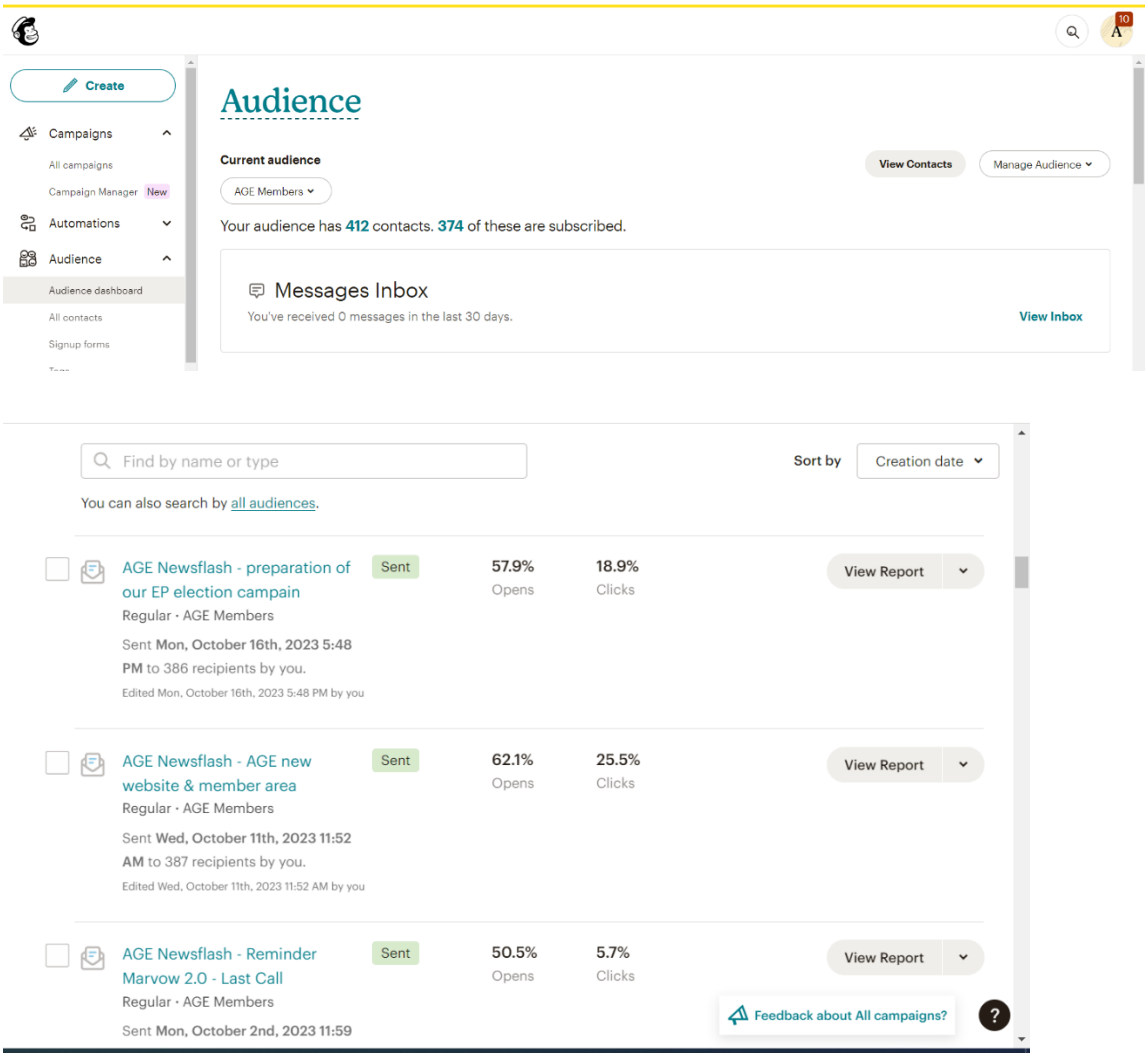

Create
Campaigns
All campaigns
Campaign Manager New
Automations
Audience
Audience dashboard
All contacts
Signup forms
Tags
Segments
Surveys
Subscriber preferences
Inbox
Find by name or type
Sort by
Creation date
You can also search by all audiences.
AGE Newsletter CoverAGE - December 2023
Sent
33.1% Opens
4.3% Clicks
View Report
Regular · CoverAGE
Sent Fri, December 15th, 2023 9:49 AM to 3K recipients by you.
Edited Tue, December 19th, 2023 1:58 PM by you
November, 2023 (5)
AGE Newsletter CoverAGE - November 2023
Sent
1,227 Opens
198 Clicks
View Report
Regular · CoverAGE
Sent Wed, November 15th, 2023 11:39 AM to 3K recipients by you.
Edited Thu, November 16th, 2023 10:47 AM by you
AGE Newsletter CoverAGE -
Sent
42.3%
14.3%
Feedback about All campaigns?

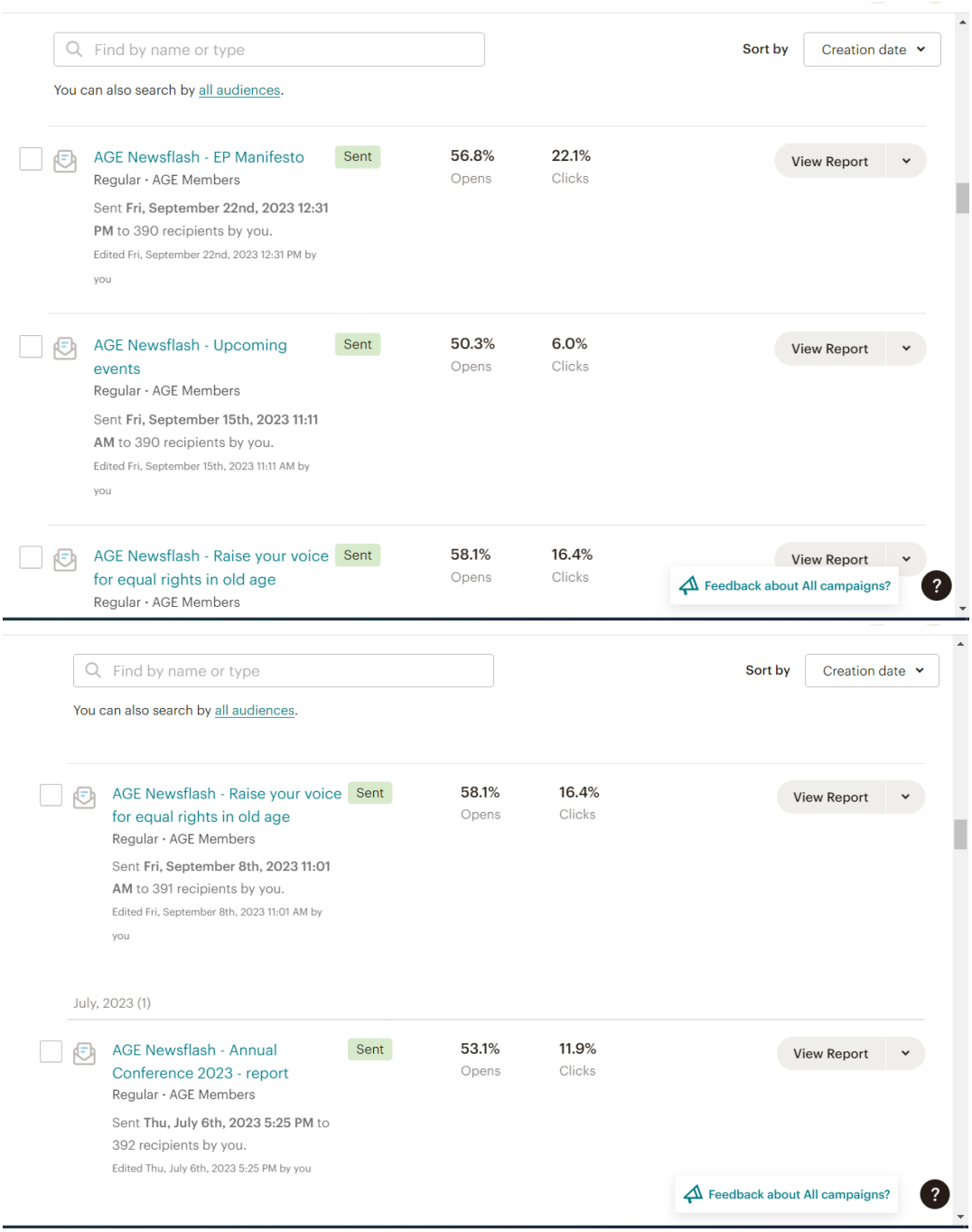

Create
Campaigns
All campaigns
Campaign Manager New
Automations
Audience
Audience dashboard
All contacts
Signup forms
Tags
Segments
Surveys
Subscriber preferences
Inbox
Find by name or type
Sort by
Creation date
You can also search by all audiences.
AGE Newsletter CoverAGE - September 2023
Sent
34.8% Opens
4.7% Clicks
View Report
Regular · CoverAGE
Sent Mon, September 11th, 2023 5:53 PM to 3K recipients by you.
Edited Thu, November 23rd, 2023 5:38 PM by you
AGE Newsletter CoverAGE - June 2023
Sent
33.1% Opens
5.0% Clicks
View Report
Regular · CoverAGE
Sent Wed, June 14th, 2023 9:00 AM to 3K recipients by you.
Edited Fri, November 17th, 2023 2:30 PM by you
AGE Newsletter CoverAGE - January 2023
Sent
36.2% Opens
6.5% Clicks
View Report
Regular · CoverAGE
Feedback about All campaigns?


Create
Campaigns
All campaigns
Campaign Manager New
Automations
Audience
Audience dashboard
All contacts
Signup forms
Tags
Segments
Surveys
Subscriber preferences
Inbox
View by Type
Emails
SMS
Automations
Landing pages
Ads
Postcards
Social Posts
Surveys
Create Folder
Press releases 20
CoverAGE 49
Newsflashes 65
Find by name or type
Sort by
Creation date
You can also search by all audiences.
AGE Newsletter CoverAGE - July 2023
Sent
36.1% Opens
8.3% Clicks
View Report
Regular · CoverAGE
Sent Tue, July 11th, 2023 3:53 PM to 3K recipients by you.
Edited Fri, January 26th 2:59 PM by you
AGE Newsletter CoverAGE - May 2023
Sent
31.9% Opens
5.1% Clicks
View Report
Regular · CoverAGE
Sent Thu, May 11th, 2023 2:01 PM to 3K recipients by you.
Edited Fri, January 26th 3:01 PM by you
AGE Newsletter CoverAGE - April 2023
Sent
34.1% Opens
6.0% Clicks
View Report
Regular · CoverAGE
Sent Tue, April 18th, 2023 5:08 PM to
Feedback about All campaigns?



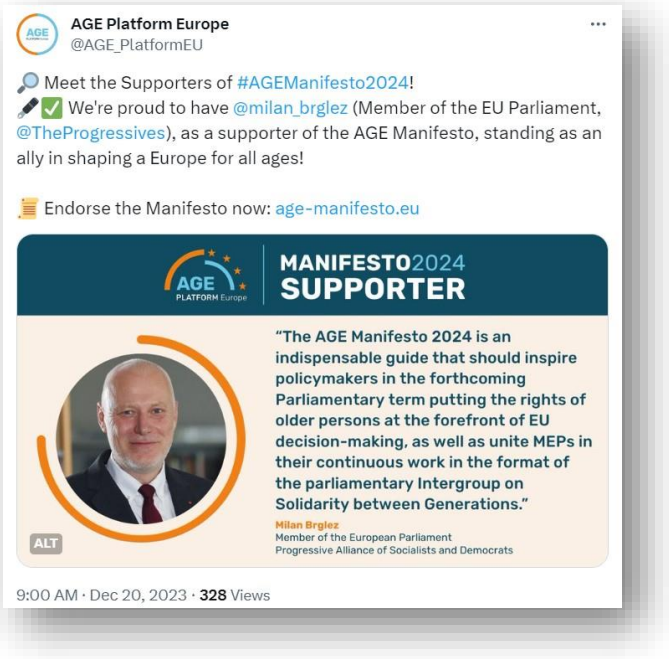

## Newsflashes

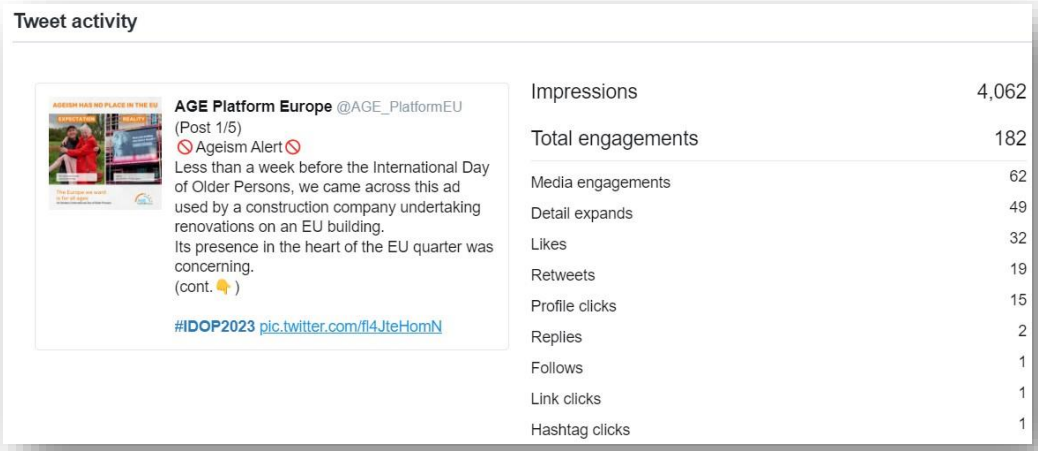


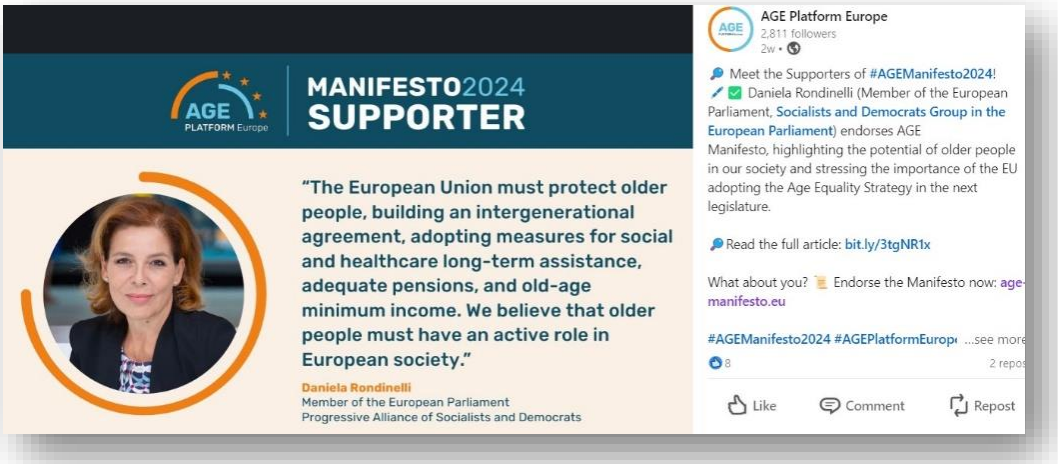

Find by name or type
Sort by
Creation date
You can also search by all audiences.
AGE Newsflash - EP Manifesto
Sent
Regular · AGE Members
Sent Fri, September 22nd, 2023 12:31 PM to 390 recipients by you.
Edited Fri, September 22nd, 2023 12:31 PM by you
56.8% Opens
22.1% Clicks
View Report
AGE Newsflash - Upcoming events
Sent
Regular · AGE Members
Sent Fri, September 15th, 2023 11:11 AM to 390 recipients by you.
Edited Fri, September 15th, 2023 11:11 AM by you
50.3% Opens
6.0% Clicks
View Report
AGE Newsflash - Raise your voice for equal rights in old age
Sent
Regular · AGE Members
58.1% Opens
16.4% Clicks
View Report
Feedback about All campaigns?
Find by name or type
Sort by
Creation date
You can also search by all audiences.
AGE Newsflash - Raise your voice for equal rights in old age
Sent
Regular · AGE Members
Sent Fri, September 8th, 2023 11:01 AM to 391 recipients by you.
Edited Fri, September 8th, 2023 11:01 AM by you
58.1% Opens
16.4% Clicks
View Report
July, 2023 (1)
AGE Newsflash - Annual Conference 2023 - report
Sent
Regular · AGE Members
Sent Thu, July 6th, 2023 5:25 PM to 392 recipients by you.
Edited Thu, July 6th, 2023 5:25 PM by you
53.1% Opens
11.9% Clicks
View Report
Feedback about All campaigns?

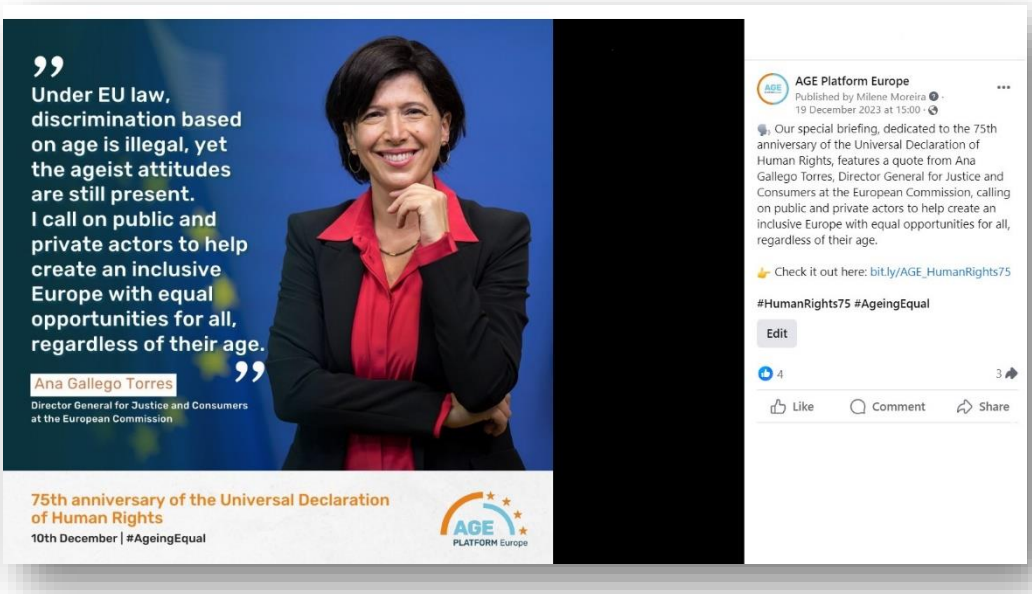
## Social Media




Tweet activity
AGE Platform Europe @AGE_PlatformEU
(Post 1/5)
🚫 Ageism Alert 🚫
Less than a week before the International Day of Older Persons, we came across this ad used by a construction company undertaking renovations on an EU building.
Its presence in the heart of the EU quarter was concerning.
(cont. 👇 )
#IDOP2023 pic.twitter.com/fl4JteHomN
Impressions 4,062
Total engagements 182
Media engagements 62
Detail expands 49
Likes 32
Retweets 19
Profile clicks 15
Replies 2
Follows 1
Link clicks 1
Hashtag clicks 1


AGE PLATFORM Europe
MANIFESTO2024
SUPPORTER
"The European Union must protect older people, building an intergenerational agreement, adopting measures for social and healthcare long-term assistance, adequate pensions, and old-age minimum income. We believe that older people must have an active role in European society."
Daniela Rondinelli
Member of the European Parliament
Progressive Alliance of Socialists and Democrats
AGE Platform Europe
2,811 followers
2w
Meet the Supporters of #AGEManifesto2024!
Daniela Rondinelli (Member of the European Parliament, Socialists and Democrats Group in the European Parliament) endorses AGE Manifesto, highlighting the potential of older people in our society and stressing the importance of the EU adopting the Age Equality Strategy in the next legislature.
Read the full article: bit.ly/3tgNR1x
What about you? Endorse the Manifesto now: age-manifesto.eu
#AGEManifesto2024 #AGEPlatformEurop ...see more
8
2 repos
Like
Comment
Repost


Under EU law, discrimination based on age is illegal, yet the ageist attitudes are still present.
I call on public and private actors to help create an inclusive Europe with equal opportunities for all, regardless of their age.
Ana Gallego Torres
Director General for Justice and Consumers at the European Commission
75th anniversary of the Universal Declaration of Human Rights
10th December | #AgeingEqual
AGE PLATFORM Europe
AGE Platform Europe
Published by Milene Moreira
19 December 2023 at 15:00
Our special briefing, dedicated to the 75th anniversary of the Universal Declaration of Human Rights, features a quote from Ana Gallego Torres, Director General for Justice and Consumers at the European Commission, calling on public and private actors to help create an inclusive Europe with equal opportunities for all, regardless of their age.
Check it out here: bit.ly/AGE_HumanRights75
#HumanRights75 #AgeingEqual
Edit
4
3
Like
Comment
Share

**Campaigns**


The Europe we want
is for all ages
AGE Manifesto
2024 European Elections


AGE
PLATFORM Europe
DOWNLOAD
AGE Manifesto | 2024 European Elections
Endorse the Manifesto
#AGEManifesto2024


AGE
PLATFORM Europe
THE EUROPE
WE WANT
IS FOR ALL AGES
Manifesto by AGE Platform Europe
2024 European Parliament Elections
English Version | October 2023


AGE
PLATFORM Europe
WE ARE
ALL AGEING
Today we work, we engage in political life, we volunteer, we provide care, and we exchange with younger generations. Tomorrow, we want to continue doing so.
Endorse AGE Manifesto
#AGEManifesto2024


AGE
PLATFORM Europe
MANIFESTO2024
SUPPORTER
"MEDEA has been committed for many years to facilitating the adoption of innovation by all age groups (...) This also means addressing the barriers that prevent us from accessing new services and opportunities when we are older. The AGE Manifesto is a unique instrument to guide this process in a very concrete and effective way."
Elena Tamburini
Impact Assessment Manager | MEDEA S.r.l.
















**Press Releases**

PRESS RELEASE

Brussels, Belgium - 13 June 2023

## Dr. Heidrun Mollenkopf is the new President of AGE Platform Europe

**AGE Platform Europe (AGE), the European network of older people is pleased to announce the election of Dr. Heidrun Mollenkopf as its new President. With the upcoming European Elections in 2024, Dr. Mollenkopf's extensive expertise in the field of ageing will play a vital role towards AGE's mission of promoting a society for all ages.**




Press Release

Not for Immediate Release

Under embargo until 14 Nov 2023, 11:59 PM




## AGE Barometer 2023: We need to empower older people in the EU labour market!

**AGE Platform Europe** is launching the AGE Barometer 2023, which identifies ways of improving the quality and sustainability of working life through the empowerment of older people in the labour market.



AGE PLATFORM Europe

Press Release

Immediate Release

6 December, 2023

The Europe we want is for all ages

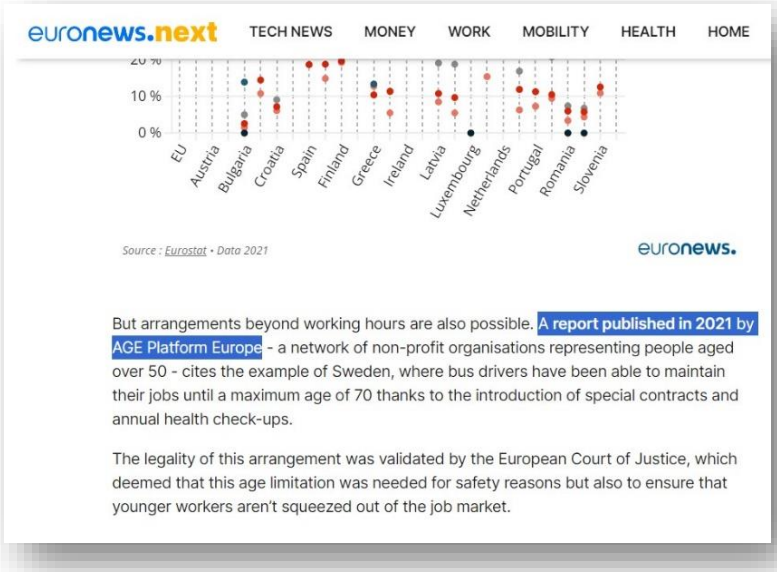
AGE Manifesto

2024 European Elections

## AGE Manifesto 2024
## The Europe we want is for all ages

Today, AGE Platform Europe is launching the AGE Manifesto 2024, precisely six months before the vote day for the European Parliament Elections in 2024, marking the beginning of our campaign. Committed to achieving our mission of promoting a society for all ages, this manifesto is a collective effort of all our

**Media**



euronews.next TECH NEWS MONEY WORK MOBILITY HEALTH HOME

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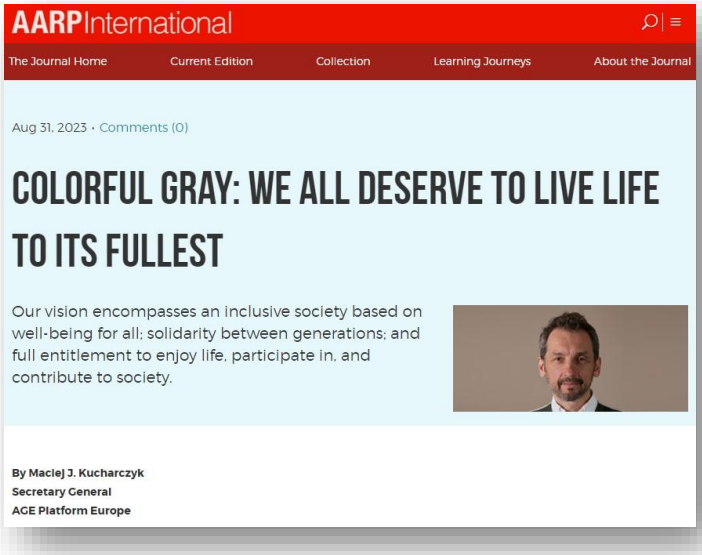
EU Austria Bulgaria Croatia Spain Finland Greece Ireland Latvia Luxembourg Netherlands Portugal Romania Slovenia

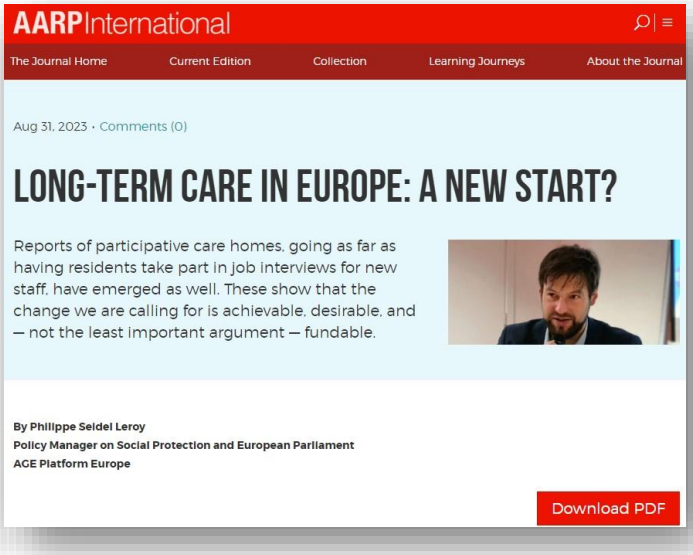
Source : Eurostat • Data 2021

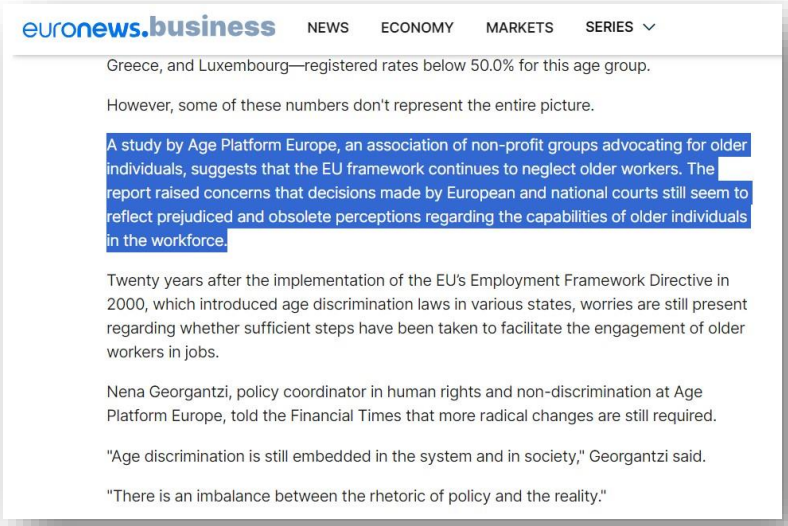
euronews.

But arrangements beyond working hours are also possible. A report published in 2021 by AGE Platform Europe - a network of non-profit organisations representing people aged over 50 - cites the example of Sweden, where bus drivers have been able to maintain their jobs until a maximum age of 70 thanks to the introduction of special contracts and annual health check-ups.

The legality of this arrangement was validated by the European Court of Justice, which deemed that this age limitation was needed for safety reasons but also to ensure that younger workers aren't squeezed out of the job market.




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*Transparency Register ID: 16549972091-86*