

DELIVERABLE D4.1
Raising older people's voices - outreach and engagement

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1. Description of the deliverable

This report provides an overview of our dissemination activities through our different communication channels: website, social media and emailing via Mailchimp (newsletter for external audience, newsflashes for AGE Members and 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

Our website is the central platform for our work. It serves as a window into AGE's activities, a repository for sharing information with external audiences, and a

connection point for our Members through the dedicated Member Area that offers various resources.
After the launch of our new website in 2023 with a brand-new design, 2024 was focused on leveraging the new features it provides, including improved visuals, easier navigation, and better organisation of resources. These updates help us spread our message to a wider audience.

Outreach in 2024 (January to December)

- **Total Views:** 166K
- **Number of visitors:** 75K
- **Views per user**: 2.25

Newsletter

Our newsletter **CoverAGE** is published via Mailchimp Platform and is distributed to a list of recipients (open to all interested stakeholders). It provides updates on our work at the EU level, showcases news from our Members across Europe at a national level, and includes information on events, as well as other relevant news and resources at EU, global, and national/local levels.

In 2024, our editions were sent to **3,660** recipients in December (compared to 3,495 in December 2023), reflecting an **4,7%** increase in subscribers. The average open rate is around **35%.** The newsletter is also published on the 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.

- 2024 - Laying the groundwork for a future European Age Equality Strategy
- EP elections : let's choose our common course responsibly
- International Women's Day: Will the gender pension gap be closed in our lifetimes?
- Solidarity between generations – Building bridges to celebrate what unites us
- Four days that will shape the next five years
- Historic development: UN States recommend a UN convention to better protect rights in old age
- Age Equality in the EU: what happens after the EU elections?
- Fighting suicide among older persons: we need more than awareness-raising!
- International Day of Older Persons: Let's rewrite the story on ageing!
- EU Commissioners' Hearings: Who's standing up for Age Equality?

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

- Historic development: UN States recommend a UN convention to better protect rights in old age (124 clicks)

- International Day of Older Persons: Let's rewrite the story on ageing! (117 clicks)
- Solidarity between generations – Building bridges to celebrate what unites us (113 clicks)
- 2024 – Laying the groundwork for a future European Age Equality Strategy (108 clicks)
- Fighting suicide among older persons: we need more than awareness-raising! (96 clicks)

Newsflashes

Our work is also shared internally to our member organisations on a regular basis, through newsflashes sent via emails with Mailchimp.

In 2024, we sent **36** newsflashes (2 scheduled) to about **360 recipients** (members) subscribed with an average open rate of 51%:

- AGE Newsflash - Sign the petition for a UN Convention on Older Persons' Rights
- AGE Newsflash - Getting ready for 2024!
- AGE Newsflash - Join our regranting scheme & advocate for a European Parliament for All Ages
- AGE Newsflash - AGE Regranting scheme & EU election campaign: Join our webinar this Thursday 22/02
- AGE Newsflash - Older people's rights: Contribute to the work of the United Nations in 2024
- AGE Newsflash - Older people's rights: Contribute to the work of the United Nations in 2024
- AGE Newsflash - AGE Task Forces : 2024 update - Corrected title
- AGE Newsflash - Update on Financial Support to AGE Members (Regranting 2024)
- AGE Newsflash - Older people's rights: Share your views on AGE input to OEWG discussions
- AGE Newsflash - Annual Report 2023
- AGE Newsflash - Let's celebrate solidarity between generations!
- AGE Newsflash - EU election campaign: Join our 3rd webinar on 18/04
- 🎯 Impact the Valuecare Project's Trajectory
- Newsflash - Member's engagement report 2023 and member's area
- AGE Newsflash - Mark your calendars for these dates in June!
- AGE Newsflash - European Elections coming - Toolkit for members
- 3 important calls from AGE
- Join us to debrief the 14th session of the UN Open-Ended Working Group on Ageing
- Submission of proposals for AGE financial support is open again !
- Follow-up of the General Assembly and Annual Conference
- Call to become an AGE Internal Reviewer
- AGE Newsflash - Follow up of the Open Ended Working group on Ageing - Session 14
- AGE Newsflash - Invitation to a Citizens workshop on Ageism and the next EU Agenda

- AGE Newsflash - Join our call for a strong equality mandate in the new EU legislature
- AGE Newsflash - Help us move forward with drafting a new UN convention for equal rights at all ages
- AGE Newsflash - Save the date and register for next AGE meetings
- AGE Newsflash - AGE addresses an Open Letter to Ursula von der Leyen
- AGE Newsflash - Announcement of the satisfaction survey and Webinar Elections Follow-up
- AGE Newsflash - Tools for members to campaign with members of the European Parliament - 2024
- AGE Newsflash - Older people's international day: Let's join forces for age equality!
- AGE Newsflash - Intergroup campaign event at the European Parliament
- [Re-sent] AGE Newsflash - Intergroup campaign event at the European Parliament
- AGE Newsflash - Intergroup campaign at the European Parliament
- AGE Newsflash – Ageism hurts – video translations available
- AGE Newsflash – Survey on ageism for organisations and individuals - *scheduled*
- AGE Newsflash – Happy holidays and best wishes for 2025 - *scheduled*

The most popular topics (most clicked) on Newsflash cover: AGE's general assembly follow-up and the guides and templates sent for the Intergroup Campaign at the European Parliament.

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 2024, we continued our commitment to create more engaging content, both written and visual, to reach a larger audience on social media with simpler and more direct language on these platforms. We also included clear calls to action that directed people to our website, which had a new design since October 2023 and is now easier to navigate, for more comprehensive articles.

This approach was particularly important during the **AGE Manifesto Campaign** for the European Elections 2024, where we called for support from Members of the European Parliament, stakeholders, civil society, and individuals who wanted to support our mission for a Europe for all ages.

We also saw a significant increase in LinkedIn followers, growing by **23%**.

Outreach in 2024:

- On LinkedIn:
  - Number of followers (in December 2024): **3.662**
  - Number of new followers (comparing to December 2023): **687**
  - Number of posts: **253**
  - Likes: **5.004**

- Comments: **113**
- Reposts: **750**
- Engagement rate (average): **9,47%**
- Total Impressions: **121.382**

- Most popular posts **(+1.500 impressions)**

  The following AGE campaigns and content gained the most popularity on LinkedIn: the **EU Day of Solidarity between Generations** Campaign, our article on the **Historic Progress of the United Nations Open-Ended Working Group on Ageing**, in which AGE Platform Europe participated, which adopted by consensus a decision that recommends a Convention on the rights of older people, the **AGE Annual Conference 2024** campaign, including coverage on the day, a **Guardian article** featuring a quote from our Secretary-General on the need for the EU to step up – not scale down – its efforts toward an ambitious portfolio for an Equality Commissioner, and finally, our **AGE Manifesto Campaign** for the 2024 European Parliament Elections, advocating for newly elected Members of the European Parliament to address ageing demographics, combat ageism, and ensure everyone can age with rights.

- On Facebook:
  - Number of followers (in December 2024): **2.901**
  - Number of new followers (comparing to December 2023): **134**
  - Number of posts: **238**
  - People Reached: **38.941**
  - Likes: **1585**
  - Shares: **445**
  - Total Impressions: **42.610**

  - Most popular posts (**+900 impressions**)
    The following AGE campaigns and content gained the most popularity on Facebook: the AGE paper release **'Digitalisation and Older People',** the AGE **Open Letter to European Commission President Ursula von der Leyen** expressing concerns about the omission of an EU AGE Equality Strategy in the Commission's priorities, our **AGE Manifesto Campaign** for the 2024 European Parliament Elections, and our event to launch the campaign to establish an **European Parliament Intergroup on a 'Europe for All Ages'**.

- On X/Twitter:
  - Number of followers (in December 2024): **7817**
  - Number of new followers (comparing to December 2023): **-145**
  - Number of tweets: **250**

  Important: Twitter no longer provides analytics to free accounts. Throughout this year, many users have left Twitter to migrate to other social media platforms.

- On Blog - AGE Manifesto 2024
  (launched on December 6, 2023, and dedicated to the 2024 European Elections)
    - Views – **5053**
    - Visitors - **2629**
    - Views per visitor – **1.92**
    - Posts Published – **5**

    - Most popular articles:
        - Interest Group on Solidarity between Generations 2019-2024 – what has it achieved?

        - Intergroup "Europe for all ages"

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.

- **AGE Manifesto – European Parliament Elections 2024 Campaign** | Active until Election Day, 9 June 2024
  Website

    - **Launch Event**
      Linkedin | X (Twitter) | Facebook

    - **Examples of Campaign Messages**
      Linkedin | X (Twitter) | Facebook

- **International Woman's Day** - Will the Gender Pension Gap be closed in our lifetimes? | 8 March 2024
  Website | Linkedin | X (Twitter) | Facebook

- **Global Call for a UN Convention on the Rights of Older Persons**
  In partnership with Global Alliance for the Rights of Older People

    - **Age with Rights Campaign** | 8 April 2024
      Website | Linkedin | X (Twitter) | Facebook

    - **AGE Delegation at the United Nations - Open-ended Working Group on Ageing, New York** | 20 – 24 May 2024

Website | Linkedin | X (Twitter) | Facebook

- **European Day for Solidarity between Generations** | 29 April 2024
    - **Declaration Launch "United Across Generations"** that AGE Platform Europe drafted together with the European Youth Forum, as part of the MEET project
      Press Release | Linkedin | X (Twitter)
    - **AGE Members sharing their experiences**
      Website | Linkedin | X (Twitter) | Facebook

- **AGE Annual Conference 2024 - "A European Model for Sustainable Working Lives"** | 12 June 2024
  Website | Linkedin | X (Twitter) | Facebook
- **World Elder Abuse Awareness Day** | 15 June 2024
  Website | Linkedin | X (Twitter) | Facebook
- **International Day of Older Persons** | 1st October 2024
    - **Social Media Campaign** "Let's rewrite the story on ageing!"
      Website | Linkedin | X (Twitter) | Facebook
    - **Ageism Hurts** – By Polish AGE Member, Bonum Vitae (via AGE Platform Europe's Financial Support to AGE members for a European Parliament for all ages)
      Video on YouTube | Website
- **AGE campaign for the creation of a European Parliament Intergroup dedicated to a "Europe for all Ages"** | 2 October 2024
  Website | Blog | Linkedin | X (Twitter) | Facebook
- **AGE Barometer | Sustainable labour market and quality jobs for older workers** | Ongoing Campaign (started last year but continued in 2024)
  Website | Linkedin | X (Twitter) | Facebook

Press Releases

We issued **4 press releases** to the 183 journalists on our press contact list.

These releases focused on key 2024 milestones, including the **European Elections 2024** and our launch of the *United Across Generations Declaration*, aimed at raising awareness on the need to further promote solidarity and cooperation between generations in the EU.

Following the elections, we published an **open letter to President von der Leyen expressing concerns about the omission of an EU AGE Equality Strategy** in the EU Commission's Priorities. We also issued a statement regarding the **decision not to designate a standalone Commissioner for Equality**, which represents a

huge step back from the accomplishments and commitments of the previous Commission.

Additionally, we celebrated a **historic milestone: United Nations recommending a UN Convention to protect Human Rights in Old Age**, an achievement reflecting AGE's advocacy work in collaboration with the Global Alliance for the Rights of Older People (GAROP) and National Human Rights Institutions.

- EU Day of Solidarity between Generations celebrates its 15th Anniversary with the launch of the "United Across Generations" Declaration
  25 April 2024

- Historic Milestone: UN States recommend UN Convention to protect Human Rights in Old Age
  20 June 2024

- Open letter: Beyond tokens, the ageing population deserves an EU strategy on age equality
  25 July 2024

- Why is there no Commissioner on Equality?
  17 September 2024

Mention in Media and request for interviews/articles

In 2024, we continued paving the way for establishing new connections with the media, resulting in more press mentions than the previous year.

- **Number of mentions in media** - 68
- **Number of interviews/articles accepted** - 12

Date	Title	Category	Link	Media	Domain
2024/01/10	Interview de Philippe Seidel-Leroy, responsable politique de la protection sociale et du parlement européen à la Plateforme Age.	Interview/Articles	https://www.ago-asbl.be/publications/papyrus/ https://ageplatformo365.sharepoint.com/:b:/s/AGE/EeCVfABTOAhPgoXbJI_UARoB9FDdJ6qf7BKnalfZKa8hBg?e=8deCz0	Payrus - Le Magazine de Âgo	Generalist
2024/01/24	Nena's Interview - Barcelona TV Programme	Interview/Articles	https://www.ago-asbl.be/publications/papyrus/ https://ageplatformo365.sharepoint.com/:b:/s/AGE/EeCVfABTOAhPgoXbJI_UARoB9FDdJ6qf7BKnalfZKa8hBg?e=8deCz0	Veins - Mitjans de comunicació de L'Hospitalet	Generalist

2024/01/25	The PMP proposes the activation of a European Strategy for Older People during the next term of the European Parliament	Mention in media	https://lhdigital.cat/general/clip-veins-els-nostres-drets-el-nostre-desti-els-drets-de-les-persones-grans-amb-lelsy-tovar/	Corresponsables	Sustainability
2024/01/31	Recommendations of European associations to ensure the adequacy of pensions	Mention in media	https://www.corresponsables.com/Actualidad/pmp-propone-activacion-estrategia-europea-para-personas-mayores	Pojištění	Insurance
2024/02/01	The PMP calls for a European Strategy for Older People and Demographic Change	Mention in media	https://www.opojisteni.cz/spektrum/doporuceni-evropskych-asociaci-k-zajisteni-adekvatnosti-penzi/c:26526/	Geriatricarea	Health
2024/02/02	Will there be a European Strategy for Older People in the next term of the European Parliament?	Mention in media	https://www.geriatricarea.com/2024/01/30/la-pmp-reclama-una-estrategia-europea-para-las-personas-mayores/	Europa Press	EU News
2024/02/07	Age Discrimination exists in the EU labour market - Article by AGE Member Filip Hamro-Drotz (The Confederation of Swedish-Speaking Pensioners in Finland)	Mention in media	https://www.europapress.es/epsocial/igualdad/noticia-habra-estrategia-europea-personas-mayores-proxima-legislatura-parlamento-europeo-20240202183108.html	SPF newspaper	Generalist
2024/02/07	Ukraine has high rates of age discrimination in the labor market	Mention in media	https://ageplatformo365.sharepoint.com/sites/AGE/Datas/Forms/AllItems.aspx?id=%2Fsites%2FAGE%2FDatas%2F2%2DCommunication%2FMedia%2FAGE%20InTheMedia%2F2024%2F2024%2D02%2D07%20%2D%20Filip%20%2D%20SPF%20newspaper&viewid=c6374409%2D9a35%2D433b%2Dbb5c%2D1a6197cbc25b	Channel 24	Economic
2024/02/10	Ukraine has high rates of age discrimination in the labor market	Mention in media	https://24tv.ua/economy/ru/diskriminacija-po-vozrastu-kak-ona-projavljaetsja-v-ukraine-jekonomika_n2488056	finance.ua	Finances
2024/02/12	At what age does it become more difficult to find a job?	Mention in media	https://news.finance.ua/ru/v-ukraine-vysokie-pokazateli-diskriminacii-po-vozrastu-na-rynke-truda	News N	Generalist
2024/02/26	The series of conferences "From Plato to Aristotle: enjoying or suffering longevity" is underway	Mention in media	https://novosti-n.org/news/S-kakym-vozrastom-stanovytsya-slozhnee-najty-rabotu-285864	Geriatricarea	Health
2024/03/12	Interview of Julia Wadoux about the EP Manifesto for PRO (Sweden, affiliated to NOPO)	Interview/Articles	https://www.geriatricarea.com/2024/02/24/en-marcha-el-ciclo-de-conferencias-de-platon-a-aristoteles-disfrutar-o-sufrir-la-longevidad/		EP elections

2024/03/14	Older drivers, caution in case of cognitive disorders	Mention in media	Contact person: Thord Eriksson > +46 709710210,, thord@thorderiksson.se	Spazio 50	Generalist
2024/03/25	Equality Networks Joint Statement on 'Building an inclusive European Union of Equality" - Ahead of EU election, rights groups urge equality drive to counter populists	Mention in media	https://www.spazio50.org/anziani-alla-guida-prudenza-in-caso-di-disturbi-cognitivi/	Reuters	Generalist
2024/03/25	Equality Networks Joint Statement on 'Building an inclusive European Union of Equality" - Rights groups urge EU equality mandate after June polls	Mention in media	https://www.reuters.com/world/europe/ahead-eu-election-rights-groups-urge-equality-drive-counter-populists-2024-03-25/	EU Observer	EU Politics
2024/03/26	Equality Networks Joint Statement on 'Building an inclusive European Union of Equality" -Reference in "NGOs' Equality Call" highlight	Mention in media	https://euobserver.com/eu-elections/158275	Politico	EU Politics
2024/03/26	Equality Networks Joint Statement on 'Building an inclusive European Union of Equality - Nine European anti-discrimination organisations call for "inclusive and equal European Union"	Mention in media	https://www.politico.eu/newsletter/brussels-playbook/putins-next-move/	Agence Europe	EU Politics
2024/04/09	Sixteen European organisations call on political decision-makers to strengthen long-term care policies	Mention in media	https://agenceurope.eu/en/bulletin/article/13378/20	Agence Europe	EU Politics
2024/04/11	Towards dignified and active ageing. In Cia Age Platform Europe-Italy conference	Mention in media	https://agenceurope.eu/en/bulletin/article/13386/10	CIA	Agriculture
2024/04/11	Call for Abstracts: ISG 2024 - 14th World Conference of Gerontechnology	Mention in media	https://www.cia.it/eventi/verso-un-invecchiamento-dignitoso-e-attivo-in-cia-conferenza-di-age-platform-europe-italy/	CIA	Agriculture
2024/04/15	Two days of work at the CIA with over 100 participants. With President Mollenkopf and Deputy Minister of Social Policies, Bellucci	Mention in media	https://idw-online.de/en/news831796	CIA	Agriculture
2024/04/16	CIA-Italian farmers hosted the age Europe point on active ageing in Rome	Mention in media	https://www.cia.it/news/notizie/a-roma-il-punto-age-europe-su-invecchiamento-dignitoso-e-attivo/	Agra Press	Agriculture
2024/04/17	European Parliament elections, political reform in favor of the older	Mention in media	https://www.agrapress.it/2024/04/cia-agricoltori-italiani-ha-ospitato-a-roma-il-punto-age-	Sede Nazionale Anap	Generalist

	people. AGE Platform and ANAP conference in Rome		europe-su-invecchiamento-dignitoso-e-attivo	Confartigianato	
2024/04/18	They launched an entity dedicated to promoting the professional advancement of executives over 50 years of age	Mention in media	https://www.anap.it/notizia/elezioni-parlamento-europeo-riforma-politiche-verso-anziani-conferenza-di-age-platform-ed-anap-a-roma/	EMOL - Economy	Generalist
2024/04/20	IDIBAPS leads a European project aimed at improving integrated care for people with dependency	Mention in media	https://www.emol.com/noticias/Economia/2024/04/18/1128258/coporacion-talaton-empleo-mayores-50.html	Hospital Clínic de Barcelona - News Portal	Health
2024/04/22	We need to see older people as human beings again, and not just as a problem (UN Convention)	Mention in media	https://www.clinicbarcelona.org/en/news/idibaps-leads-a-european-project-aimed-at-improving-integrated-care-for-people-with-dependency	De Standaard	Generalist
2024/04/23	Open letter to the belgian federal government: work actively for the development of a new convention on the rights of older adults!	Mention in media	https://www.standaard.be/cnt/dmf20240422_96463244	Amnesty International Belgique	Human Rights
2024/04/23	Actively work towards the development of a new Convention on the Rights of Older Persons!	Mention in media	https://www.amnesty.be/infos/actualites/article/lettre-gouvernement-federal-belge-oeuvrez-activement-elaboration	News Day Fr	Generalist
2024/04/30	Today is the European Day of Solidarity between Generations	Mention in media	https://news.dayfr.com/local/3723030.html	Spazio 50	Generalist
2024/04/30	29 April 2024 – European Day of Intergenerational Solidarity	Mention in media	https://www.spazio50.org/oggi-e-la-giornata-europea-della-solidarieta-tra-le-generazioni/	The National Institute of Public Health (NIJZ) - Slovenia	Health
2024/05/03	Sarah Loriato Interview - "We believe in the importance of adopting a rights-based and life-course approach to ageing and promoting cooperation between generations to combat ageism"	Interview/Articles	https://nijz.si/zivljenjski-slog/29-april-2024-evropski-dan-medgeneracijske-solidarnosti/	Nonprofit - xarxanet - Catalan news portal	Non-profit organisations
2024/05/05	Who will you rely on when you get older? The state, welfare programs, your children...?	Mention in media	https://nonprofit.xarxanet.org/interview/sarah-loriato-we-believe-importance-adopting-rights-based-and-life-course-approach-ageing	MojaLeta	Generalist
2024/05/14	EU Elections: A New Parliament Will Be Elected In June - Candidate Selection Significant For The Future Of Europe	Mention in media	https://novice.najdi.si/novica/371ce2f0376431704330693723992f38/moja-leta/na-koga-racunate-ko-se-boste-	EETU ry - Pensionärsförbundens intresseorganisation PIO rf	Generalist

			postarali-na-drzavo-socialo-otroke		
2024/05/16	Important choice for Europe's older persons	Mention in media	https://www.epressi.com/tiedotteet/politiikka/eu-vaalit-kesakuussa-valitaan-uusi-parlamentti-ehdokasvalinnalla-merkitys-euroopan-tulevaisuudelle.html	Senioren - a membership magazine for SPF Seniors .	Generalist
2024/05/17	The fight against ageism is global	Mention in media	https://www.senioren.se/nyheter/viktigt-val-for-europas-seniorer/	Senioren - a membership magazine for SPF Seniors .	Generalist
2024/05/23	A Europe for all ages	Mention in media	https://www.senioren.se/nyheter/eva-eriksson-darfor-ar-eu-valet-sa-viktigt/	PRO - Sweden's largest meeting place for pensioners.	Politics
2024/05/24	A Europe for all ages	Mention in media	https://pro.se/nyhetsarkiv/nyheter-2024/2024-05-23-ett-europa-for-alla-aldrar.html	Magazine of pensioners' national organisation, PRO	Generalist
2024/05/30	Will the Denmark Democrats support the following demands and wishes from Age Platform Europe?	Mention in media	https://pro.se/nyhetsarkiv/nyheter-2024/2024-05-23-ett-europa-for-alla-aldrar.html	Faglige Seniorer	Older People Community
2024/06/11	After EU Elections 2024 results, EUObserver asked Maciej's Quote regarding older people	Interview/Articles	https://fagligsenior.dk/2024/05/30/3-om-danmarksdemokraterne-vil-stoette/	EU Observer	EU Politics
2024/06/14	José Luis Fernández Santillana, new president of CEOMA	Mention in media	https://euobserver.com/eu-elections/araedc8130 PDF - Full Article - https://ageplatformo365.sharepoint.com/:b:/s/AGE/EV-0rqJb5cJHqtLDZizalDIBBjNOxwjUPQEJyYmbx3H-pQ?e=ckY0dC	Dependencia info	Health Care
2024/06/20	UN States Recommend UN Convention to Protect Human Rights in Old Age	Mention in media	https://dependencia.info/noticia/7131/actualidad/jose-luis-fernandez-santillana-nuevo-presidente-de-ceoma.html	European Times News	Generalist
2024/06/21	Loris Marchisio (AGE Italy coordinator) Interview: "The rights of the older people"	Interview/Articles	https://europeantimes.news/2024/06/un-recommend-convention-protect-old-age/	Foundation Magazine - by the Italian Association ACRI - Associazione di Fondazioni e di Casse di Risparmio spa	Foundations / Non-profit organisations
2024/06/24	Europeans need care	Mention in media	https://fondazioni.acri.it/2024/06/21/il-diritto-degli-anziani/	Rzeczpospolita Newspaper	Economic and Legal

2024/06/27	Philippe Seidel - Opinion Article	Interview/Articles	https://www.rp.pl/swiat/art40681751-europejczycy-potrzebuja-opieki	Nonprofit - xarxanet - Catalan news portal	Non-profit organisations
2024/06/28	Stories: Heidrun Mollenkopf, President of AGE Platform Europe: "The digital divide must be overcome"	Mention in media	https://nonprofit.xarxanet.org/opinion/new-chapter-eu-it-new-chapter-age-equality	Dependencia info	Health Care
2024/07/03	Heading off ageism means supporting patients—and physicians too	Mention in media	https://dependencia.info/noticia/7168/historietas/historietas:-heidrun-mollenkopf-presidenta-de-age-platform-europe:-la-brecha-digital-debe-superarse.html	American Medical Association ("AMA") Platform	Health Care
2024/07/10	The United Nations Intergovernmental Working Group on Ageing	Mention in media	https://www.ama-assn.org/delivering-care/population-care/heading-ageism-means-supporting-patients-and-physicians-too	Confederazione Generale Italiana del Lavoro - Platform	Union
2024/07/10	End of the Senior Eco-Nect project	Mention in media	https://www.cgil.it/ci-occupiamo-di/politiche-internazionali/il-gruppo-di-lavoro-intergovernativo-delle-nazioni-unite-sullinvecchiamento-g2r5dk1j	Capgeris	Health Care
2024/07/16	More on the EU Pension Adequacy Report. AGE Platform Europe's demands	Mention in media	https://www.capgeris.com/residence-service-899/	Anap Confartigianato	Generalist
2024/07/27	Going for gold, the Olympics of healthy ageing	Mention in media	https://www.anap.it/notizia/rapporto-ue-adeguatezza-pensioni-le-richieste-di-age-platform-europe/	Spazio 50	Generalist
2024/07/29	AGE Platform Europe's call to Von der Leyen: equality for older people in the EU	Mention in media	https://www.spazio50.org/going-for-gold-le-olimpiadi-dellinvecchiamento-sano/	Sede Nazionale Anap Confartigianato	Generalist
2024/07/30	World Grandparents and Grandchildren Day: Pope Francis' message against the isolation of the older people	Mention in media	https://www.anap.it/notizia/richiesta-di-age-platform-europe-a-von-der-leyen-uguaglianza-per-gli-anziani-nella-ue/	Anap Confartigianato	Generalist
2024/08/01	Standing against elder abuse	Mention in media	https://www.anap.it/notizia/giornata-mondiale-dei-nonni-e-nipoti-il-messaggio-di-papa-francesco-contro-lisolamento-degli-anziani/	Malta Today	Generalist
2024/08/08	Anap Confartigianato Open letter to President Von der Leyen	Mention in media	https://www.maltatoday.com.mt/comment/blogs/130466/standing_against_elder_abuse	Anap Confartigianato	Generalist

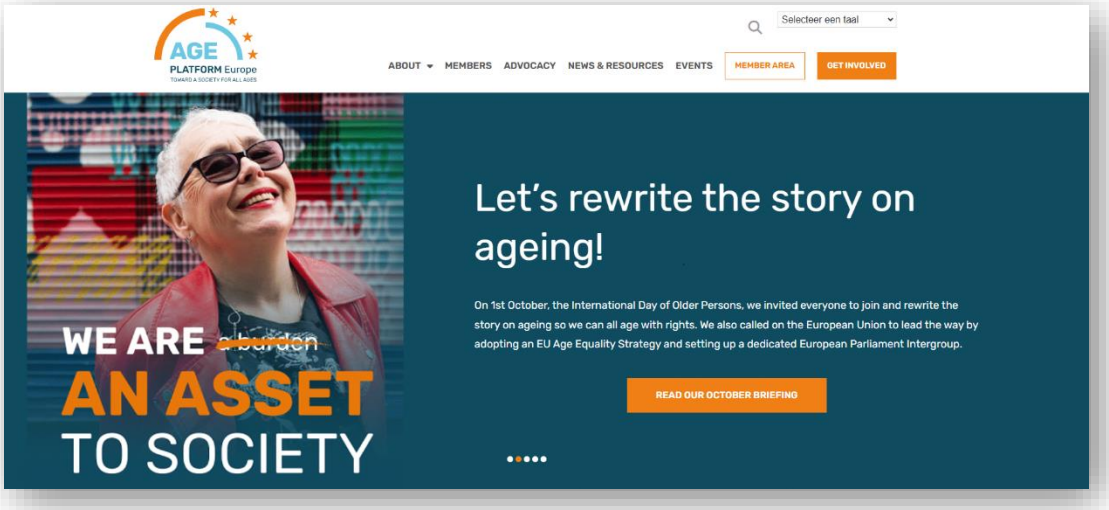
2024/08/18	INCINEMA OUTSIDE - Grande successo per la versione estiva del primo Festival del Cinema accessibile a tutti	Mention in media	https://www.welfarenetwork.it/anziani-anap-confartigianato-lettera-aperta-al-presidente-von-der-leyen-20240808/	Cinema Italiano	Cinema
2024/09/09	New report reveals further rise in social exclusion and poverty due to digitalisation	Mention in media	https://www.cinemaitaliano.info/news/80706/incinema-outside-grande-successo-per-la-versione.html	EAPN Spain - Platform	Human Rights
2024/09/12	Julia Wadoux's Interview for Curopoli Organisation (Italian AGE member)	Interview/Articles	https://www.eapn.es/noticias/1780/un-nuevo-informe-revela-un-nuevo-aumento-de-la-exclusion-social-y-la-pobreza-debido-a-la-digitalizacion	Curopoli	Non-profit organisations
2024/09/19	POLITICO interviewed Nena on the lack of a standalone Equality Commisionner	Interview/Articles	The interview was conducted, but unfortunately, due to the editor's decision, it was not published publicly.	Politico	Politics
2024/09/24	Equality 'downgrade' in European Commission dismays rights groups	Mention in media	https://www.linkedin.com/pulse/da-un-passo-europeo-ad-uno-internazionale-egudf/?trackingId=faHGYmCrR0GicUzAqbvB2g%3D%3D	Guardian	Generalist
2024/09/25	The latest controversy in the European Commission, regarding feminism	Mention in media	https://www.theguardian.com/world/2024/sep/24/equality-downgrade-european-commission-rights-groups-ursula-von-der-leyen	Catalunya Press	Generalist
2024/09/26	"Never underestimate the power of demography": EU-wide citizen workshop identifies policies against ageism	Mention in media	https://www.catalunyapress.cat/article/internacional/2024-09-25/5009359-lultima-polmica-comissio-europea-matria-feminisme	Der Informationsdienst Wissenschaft (idw)	Science and Research
2024/09/27	This is how the seniors' questions should be kept alive	Mention in media	https://nachrichten.idw-online.de/2024/09/26/never-underestimate-the-power-of-demography-eu-wide-citizen-workshop-identifies-policies-against-ageism	Senioren	Generalist
2024/09/30	Age Platform Europe, Work and Life Integration—AGE Policy Paper	Mention in media	https://www.senioren.se/nyheter/sa-ska-seniorfragorna-hallas-vid-liv/	ASEM Global Ageing Center (South Korea)	Non-profit organisations
2024/09/30	We celebrate October 1st, International Day of Older People. The action of AGE Platform Europe	Mention in media	https://www.asemgac.org/bbs/bbs/view.php?bbs_no=61&data_no=9080	Sede Nazionale Anap Confartigianato	Generalist
2024/09/30	Ensuring good care for aging with dignity	Mention in media	https://www.anap.it/notizia/celebriamo-il-1-	Frankfurt Live	Generalist

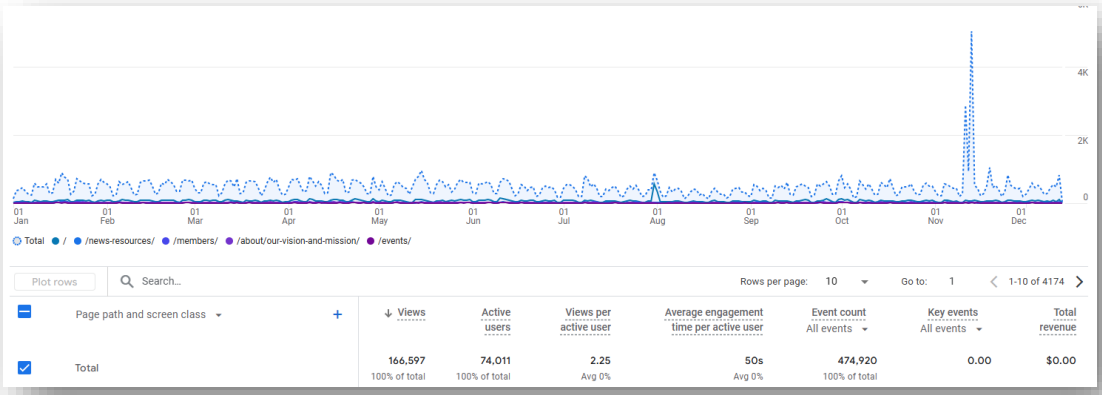
			ottobre-giornata-internazionale-degli-anziani-lazione-di-age-platform-europe/		
2024/09/30	Stop discrimination against older people on October 1st	Mention in media	https://www.anap.it/notizia/celebriamo-il-1-ottobre-giornata-internazionale-degli-anziani-lazione-di-age-platform-europe/	Verbandsbüro	Non-profit organisations
2024/10/01	October 1st – International Day of Older Persons	Mention in media	https://www.verbandsbuero.de/stopp-der-diskriminierung-aelterer-menschen-zum-1-oktober/	oborniki	Generalist
2024/10/09	The Observatory of the Third Age to promote issues in the EP	Mention in media	https://www.oborniki.pl/aktualnosci/1-pazdziernika-miedzynarodowy-dzien-osob-starszych/	Cyprus Time	Generalist
2024/10/21	Nena Georgantzi analyzes discrimination, lack of rights and abuse due to age in the last session of the cycle on Longevity	Mention in media	https://cyprustimes.com/koinonia/se-omada-lobbying-to-paratiritirio-tritis-ilikias-gia-proothisi-thematon-sto-ek/	Fundació Ernest Lluch per al Diàleg	Non-profit organisations
2024/10/22	Lavanguardia Interviewed Nena following intervention at Fundacion Ernest Lluch/Club de Roma/FATEC event in Barcelona	Interview/Articles	Not published yet	Lavanguardia	Politics
2024/10/24	Interview with Julia Wadoux from AGE Platform Europe!	Interview/Articles	https://idemproject.eu/en/news/posts/idem-interview-with-age-platform-europe-digitalisation-and-older-people-advocating-for-public-visibility-and-participation-of-older-people	Idem Project EU	Non-profit organisations
2024/10/30	Nena interviewed for Medscape Journal on ageism	Interview/Articles	https://www.medscape.com/viewarticle/watch-attitude-there-ageism-healthcare-2024a1000lra?ecd=WNL_mdpls_241129_mscpedit_wir_etid7041549&uac=184625PV&spon=17&impID=7041549	Medscape	Medical
2024/11/01	Interdisciplinary symposium "Ageing in Ireland and the EU: Opportunities and Challenges" organised by Centre for European Studies (CEUROS)	Mention in media	https://www.ul.ie/artsoc/news/interdisciplinary-symposium-ageing-in-ireland-and-the-eu-opportunities-and-challenges	University of Limerick News	Generalist
2024/11/14	A Europe Friendly to Older People: Proposals from the Associations	Mention in media	https://www.redattoresociale.it/article/notiziario/un_europa_amica_per_le_persone_anziane_le_proposte_delle_associazioni	Redattore Sociale	Generalist

2024/11/15	Collaborating for the cause of the older people in Europe	Mention in media	https://www.pensjonistforbundet.no/nyheter/samarbeider-for-eldres-sak-i-europa	Pensjonistforbundet	Generalist
2024/11/21	Nena interviewed for podcast WISDOM AT WORK: Older Women, Elderwomen, Grandmothers on the Move	Interview/Articles	https://www.age-platform.eu/tune-into-the-age-with-rights-and-dignity-podcast-series-featuring-nena-georgantzi/	Podcast	Generalist
2024/12/02	Intergenerational approaches	Mention in media	https://agriniostories.gr/diageneakes-prosengiseis/	Agrinio Stories	Generalist
2024/12/04	Confronting ageism among healthcare professionals	Mention in media	https://www.medicalbrief.co.za/confronting-ageism-among-healthcare-professionals/	MedicalBrief	Medical
2024/12/07	Promoting the rights of the older people at an Observatory meeting with Attalidou	Mention in media	https://www.offsite.com.cy/eidiseis/koinonia/prothisi-dikaiomaton-ilikiomenon-se-synantisi-paratiritirioy-me-attalidoy	OffsiteNews	Generalist
2024/12/10	The opportunities and challenges of ageing (Alison Bough on behalf of Active Retirement Ireland & AGE Platform Europe at the University of Limerick symposium)	Mention in media	https://media.licdn.com/dms/image/v2/D5622AQENNmmetLhhGg/feedshare-shrink_800/feedshare-shrink_800/0/1733764048334?e=1736985600&v=beta&t=aFz3_bEJ2FJ5xGjNklXxAtjuAll6DDV3q3eCnkm26NY	Senior Times Magazine	Generalist
2024/12/11	CEOMA celebrates its 25th anniversary in the Congress of Deputies	Mention in media	https://www.65ymas.com/sociedad/asociaciones-de-mayores/ceoma-celebra-su-25-aniversario-en-congreso-diputados_65597_102.html	65ymas News	Generalist

3. Prints of relevant proofs

Website







News & Resources

Some key documents

- Short guide on non stereotypical communication
- What is a rights-based approach to ageing?
- AGE Strategy 2022-2025
- AGE Annual Report 2023
- AGE Barometer

Type to search

Categories None

Topics None

Tags None



LATEST NEWS
6 November 2024

HOW CAN NAVIGATORS SUPPORT OLDER PEOPLE WITH CANCER AND THEIR FAMILIES?

In the context of the Horizon Europe funded EU Navigate project, partner AGE Platform Europe organised a user forum on 24 October 2024 with its members...

United Nations | UNITED NATIONS HUMAN RIGHTS

LATEST NEWS
28 October 2024

HEALTH CARE: UN SURVEY ON NATIONAL & REGIONAL SUPPORT TO RECEIVERS OF CARE & CAREGIVERS

Care work includes taking care of children, older persons, the sick, and the disabled, as well as domestic work such as cleaning and cooking. Caregivers...



LATEST NEWS
28 October 2024

EU SURVEY: HELP IMPROVE HEALTHCARE FOR PERSONS WITH DISABILITIES!

Are you a person with disabilities in the EU, Norway, or Iceland? Have you received mammograms, Pap or HPV tests, colonoscopies or other cancer screening...



LATEST NEWS, NEWSLETTERS
12 September 2024

FIGHTING SUICIDE AMONG OLDER PERSONS: WE NEED MORE THAN AWARENESS-RAISING !

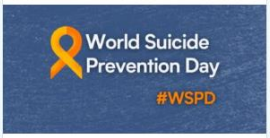
credit: GAMIAN-Europe Read our September newsletter 10 September was the World Day for the Prevention of Suicide. On that occasion, AGE worked with the network...



LATEST NEWS
9 September 2024

AGE ENDORSES JOINT STATEMENT ON THE REVISION OF THE EU VICTIMS' RIGHTS DIRECTIVE

More than 50 organisations have signed a joint statement on the Council's Position Regarding the Revision of the Victims' Rights Directive to urge all EU Member States...



LATEST NEWS
26 August 2024

HELP US IN GATHERING INFORMATION FOR WORLD SUICIDE PREVENTION DAY – SURVEY DEADLINE SEPTEMBER 3RD

10 September will mark World Suicide Prevention Day. AGE has partnered with GAMIAN-Europe, an EU network working on mental health and marking this day every...



LATEST NEWS, PRESS RELEASES
25 July 2024

OPEN LETTER: BEYOND TOKENS, THE AGEING POPULATION DESERVES AN EU STRATEGY ON AGE EQUALITY

PRESS RELEASE 25 July 2024 Dear President von der Leyen, On behalf of AGE



LATEST NEWS
16 July 2024

CIVIL SOCIETY ORGANISATIONS PAVE THE WAY FOR A NEW EU EQUALITY AGENDA

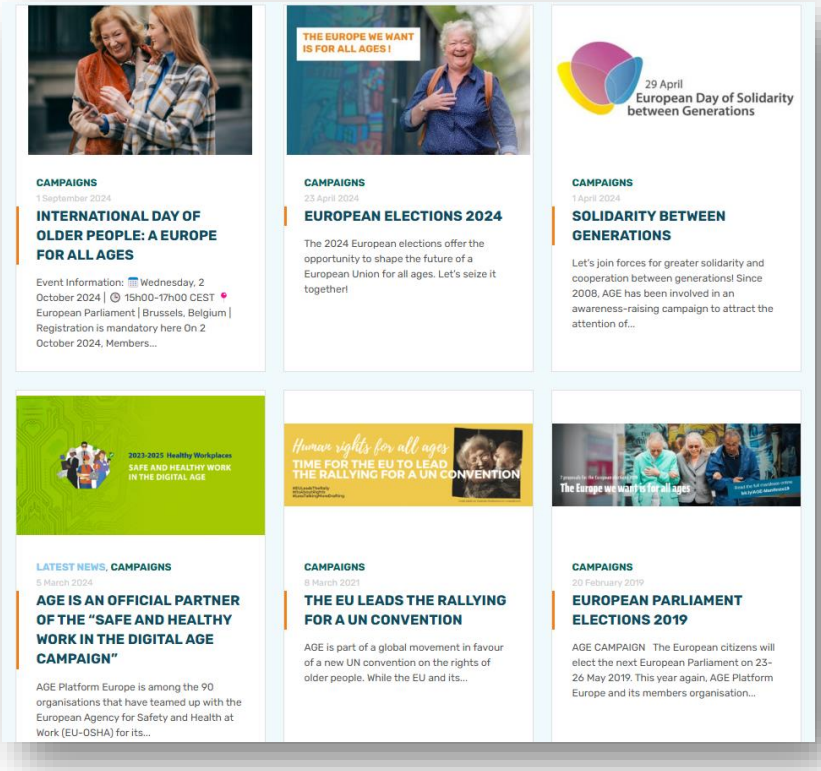
On 11 July, together with more than 140 civil society organisations, AGE sent a joint statement to newly established EU officials,



LATEST NEWS
7 July 2024

PENSION ADEQUACY: HALT THE INCREASE OF OLD-AGE POVERTY!

Poverty and social exclusion among older persons, and especially among older women has been rising slowly since 2015. This is one of the results of...



CAMPAIGNS
1 September 2024

INTERNATIONAL DAY OF OLDER PEOPLE: A EUROPE FOR ALL AGES

Event Information: Wednesday, 2 October 2024 | 15h00-17h00 CEST European Parliament | Brussels, Belgium | Registration is mandatory here On 2 October 2024, Members...

CAMPAIGNS
23 April 2024

EUROPEAN ELECTIONS 2024

The 2024 European elections offer the opportunity to shape the future of a European Union for all ages. Let's seize it together!

CAMPAIGNS
1 April 2024

SOLIDARITY BETWEEN GENERATIONS

Let's join forces for greater solidarity and cooperation between generations! Since 2008, AGE has been involved in an awareness-raising campaign to attract the attention of...

LATEST NEWS, CAMPAIGNS
5 March 2024

AGE IS AN OFFICIAL PARTNER OF THE "SAFE AND HEALTHY WORK IN THE DIGITAL AGE CAMPAIGN"

AGE Platform Europe is among the 90 organisations that have teamed up with the European Agency for Safety and Health at Work (EU-OSHA) for its...

CAMPAIGNS
8 March 2021

THE EU LEADS THE RALLYING FOR A UN CONVENTION

AGE is part of a global movement in favour of a new UN convention on the rights of older people. While the EU and its...

CAMPAIGNS
20 February 2019

EUROPEAN PARLIAMENT ELECTIONS 2019

AGE CAMPAIGN The European citizens will elect the next European Parliament on 23-26 May 2019. This year again, AGE Platform Europe and its members organisation...

INTERNATIONAL DAY OF OLDER PEOPLE: A EUROPE FOR ALL AGES

1 September 2024



Event Information:

Wednesday, 2 October 2024 | 15h00-17h00 CEST
European Parliament | Brussels, Belgium | Registration is mandatory here

On 2 October 2024, Members of the European Parliament (MEPs), AGE Platform Europe, and its members (over 100 organisations representing and supporting older people across Europe) will gather to promote the recommendations outlined in the AGE Manifesto, in light of the nominations for a new European Commission. The event will be held to mark and celebrate the International Day of Older Persons, observed on 1 October.

The International Day of Older Persons celebrates the rights of older people around the world. It presents a unique opportunity to call upon the new European Parliament and the new European Commission to ensure that we enjoy the same rights when we are older, and to effectively combat age discrimination across all areas of society.

EUROPEAN ELECTIONS 2024

23 April 2024



The 2024 European elections are an opportunity to shape the future of Europe and to make our aspirations for a European Union for all ages a reality. Let's seize it together!

From 6 to 9 June 2024, the European citizens will elect the next European Parliament. The European Parliament is the only European institution that directly represents the voice of the 447 million citizens of the European Union. Together with our members organisation we are striving to ensure the candidate Members of the European Parliament (MEPs) and elected representatives will work towards a society where everyone can age with equal rights and opportunities.

Our main call

As part of this campaign, we call on the next European Parliament to:

- Promote age equality
- Foster participation and active ageing
- Ensure autonomy and well being

DIGITALISATION AND OLDER PEOPLE: OUR CALL TO EU POLICY MAKERS

4 July 2024



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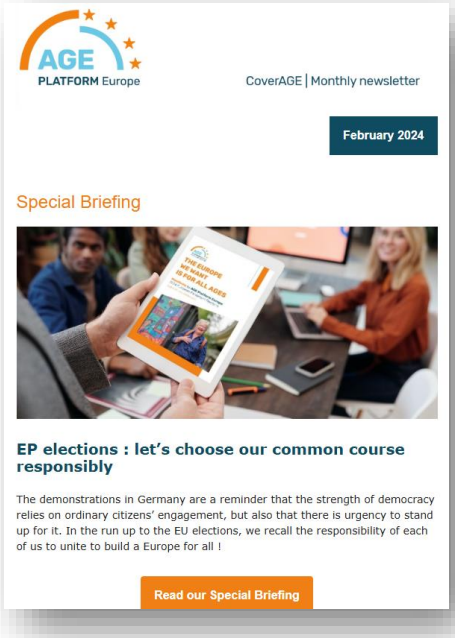
Together with our members, we have published our contribution to the EU debate on the issues of digitalisation and ageing, including recommendations to achieve a smooth digital transition for everyone, at all ages.

Europe is ageing and is facing a digital revolution. While we recognise and value the positive change new technologies can bring, we are also conscious of, and have experienced, the barriers created by too rapid digitalisation and the impact it has on our autonomy, participation and dignity.

In our policy paper, we have identified four priorities on which we believe the European Union, its Member States and all relevant stakeholders should make progress.
These priorities are:

- Collecting and making available **more data on digital technologies in old age**, therefore making older people truly visible and to better identify the gaps, the needs for actions as well as the progress.

Newsletter



AGE PLATFORM Europe

CoverAGE | Monthly newsletter

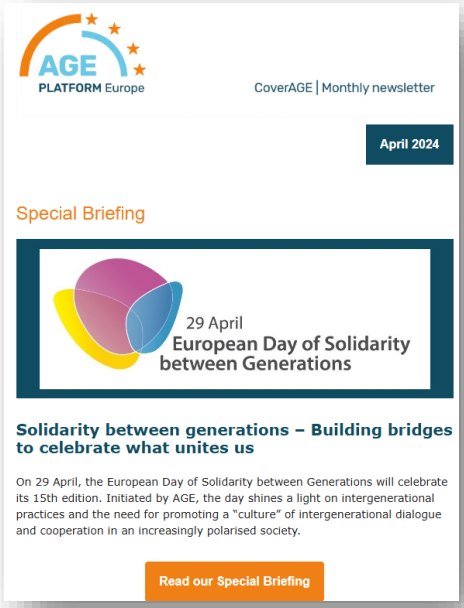
February 2024

Special Briefing

EP elections : let's choose our common course responsibly

The demonstrations in Germany are a reminder that the strength of democracy relies on ordinary citizens' engagement, but also that there is urgency to stand up for it. In the run up to the EU elections, we recall the responsibility of each of us to unite to build a Europe for all !

Read our Special Briefing



AGE PLATFORM Europe

CoverAGE | Monthly newsletter

April 2024

Special Briefing

29 April
European Day of Solidarity between Generations

Solidarity between generations – Building bridges to celebrate what unites us

On 29 April, the European Day of Solidarity between Generations will celebrate its 15th edition. Initiated by AGE, the day shines a light on intergenerational practices and the need for promoting a "culture" of intergenerational dialogue and cooperation in an increasingly polarised society.

Read our Special Briefing



EU ELECTION FOCUS

- ***AGE Manifesto Explainer #2***

Our 2st Manifesto Explainer looks at the second of the three calls of our Manifesto for the EU elections: **Foster participation and active ageing**. What does it mean? Why is it important in old age and what do we need on EU level to achieve it?

- ***EU campaign #UseYourVote***

The European Parliament is running a campaign explaining why and how to take part in the European elections in your country between 6 and 9 June. It also shares a video in all EU languages with moving testimonies from older people inviting younger generations to take over and stand up for our hard-won democracy.

Latest News

Equal rights for all ages: AGE contribution to UN Open-Ended Working Group on Ageing
In the run-up to the 14th session of the United Nations' Open-Ended Working Group on Ageing on 20-24 May in New-York, we actively prepared the ground to make the most of this key global event for the rights of older people. Read our article >

Civil society organisations outline the shape of a social EU ahead of the elections
At the conference 'Building Together the EU We Want', civil society organisations discussed the EU they want and proposed priorities for the new mandate. We were part of the discussions.
Read more >



Special Briefing

Historic development: UN States recommend a UN convention to better protect rights in old age

The 14th session of the United Nations' Open-Ended Working Group on Ageing, held from May 20-24, 2024, marked an important milestone in the promotion and protection of human rights in older age, after years of discussion and active advocacy by civil society.

Read our Special Briefing

Special Briefing



International Day of Older Persons: Let's rewrite the story on ageing!

On 1st October, the International Day of Older Persons, we invited everyone to join and rewrite the story on ageing so we can all age with rights. We also called on the European Union to lead the way by adopting an EU Age Equality Strategy and setting up a dedicated European Parliament Intergroup.

Read our Special Briefing

AGE Member News

AGE members celebrated ageing on older people's international day

As every year, on the occasion of the United Nations' International Day of Older Persons (IDOP), AGE member organisations across the EU have been actively engaged in celebrating ageing and promoting a Europe for all ages. Read more >

AGE interviewed by Italian member CUROPOLI

In her interview, Julia Wadoux, our Policy Manager on Healthy Ageing & Accessibility, features her mission within AGE and explains why she proposed CUROPOLI as a speaker at a World Health Organisation (WHO) event.
Read the interview (in Italian) >

AGE in the Media

- Equality 'downgrade' in European Commission dismays rights groups – The Guardian
- Intergenerational solidarity – a concept spanning many generations – EESC Bulletin
- News from the EU and UN on the rights of the older people – God Tid – SPF Newspaper
- Standing against elder abuse – Maltatoday
- Heading off ageism means supporting patients - and physicians too – American Medical Association (AMA)
- UN States Recommend UN Convention to Protect Human Rights in Old Age – The European Times

AGE PLATFORM Europe
TOWARD A SOCIETY FOR ALL AGES

Select Language

ABOUT | MEMBERS | ADVOCACY | NEWS & RESOURCES | EVENTS | MEMBER AREA | GET INVOLVED

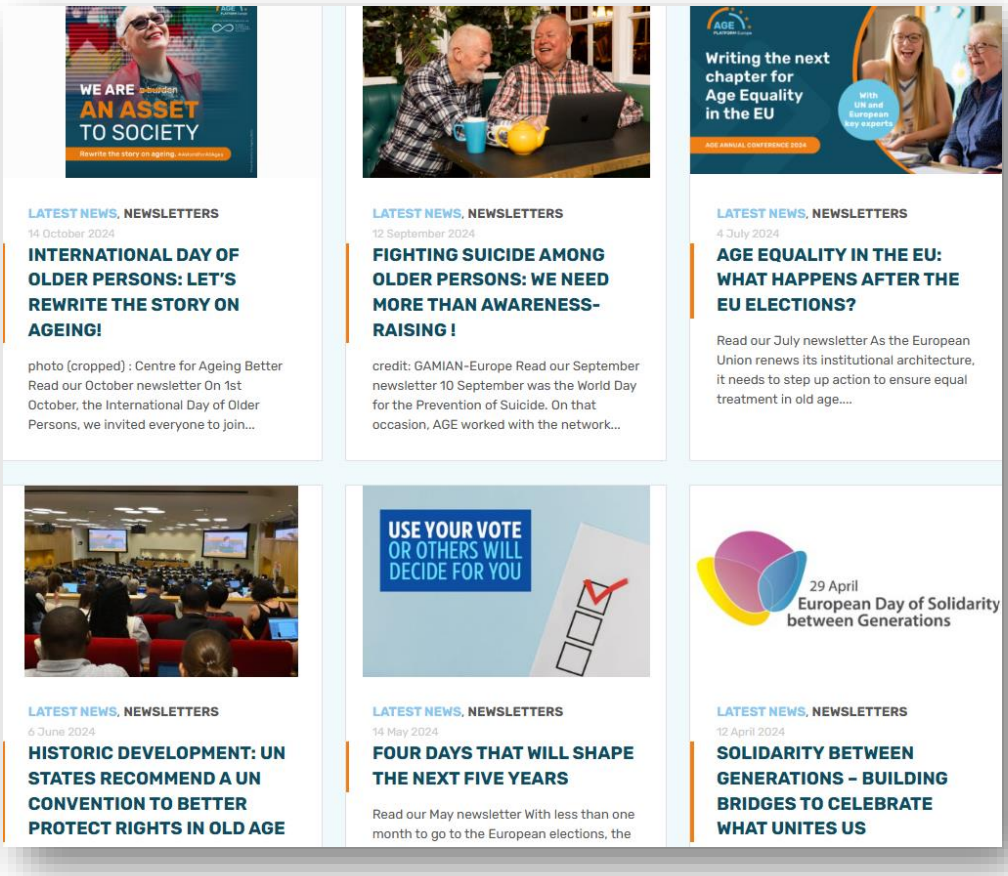
Home / News & Resources / 2024 – Laying the groundwork for a future European Age Equality Strategy

2024 – LAYING THE GROUNDWORK FOR A FUTURE EUROPEAN AGE EQUALITY STRATEGY

16 January 2024



Read our January 2024 newsletter



LATEST NEWS, NEWSLETTERS
14 October 2024

INTERNATIONAL DAY OF OLDER PERSONS: LET'S REWRITE THE STORY ON AGEING!

photo (cropped) : Centre for Ageing Better Read our October newsletter On 1st October, the International Day of Older Persons, we invited everyone to join...

LATEST NEWS, NEWSLETTERS
12 September 2024

FIGHTING SUICIDE AMONG OLDER PERSONS: WE NEED MORE THAN AWARENESS-RAISING !

credit: GAMIAN-Europe Read our September newsletter 10 September was the World Day for the Prevention of Suicide. On that occasion, AGE worked with the network...

LATEST NEWS, NEWSLETTERS
4 July 2024

AGE EQUALITY IN THE EU: WHAT HAPPENS AFTER THE EU ELECTIONS?

Read our July newsletter As the European Union renews its institutional architecture, it needs to step up action to ensure equal treatment in old age....

LATEST NEWS, NEWSLETTERS
6 June 2024

HISTORIC DEVELOPMENT: UN STATES RECOMMEND A UN CONVENTION TO BETTER PROTECT RIGHTS IN OLD AGE

LATEST NEWS, NEWSLETTERS
14 May 2024

FOUR DAYS THAT WILL SHAPE THE NEXT FIVE YEARS

Read our May newsletter With less than one month to go to the European elections, the

LATEST NEWS, NEWSLETTERS
12 April 2024

SOLIDARITY BETWEEN GENERATIONS – BUILDING BRIDGES TO CELEBRATE WHAT UNITES US

Sent 17 October 2024 • CoverAGE

AGE Newsletter CoverAGE - October 2024

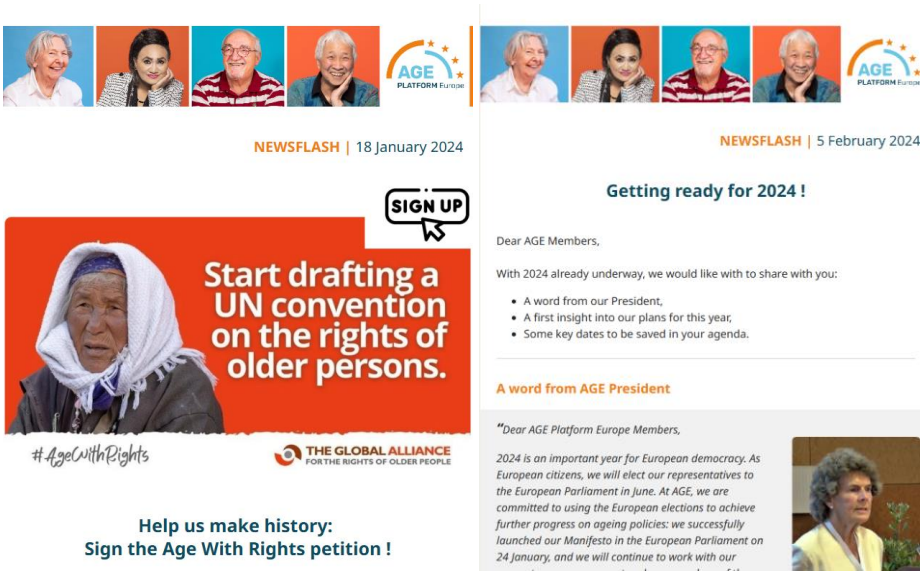
Recipients	3677
Subject	AGE Platform Europe Newsletter CoverAGE - Octob...
Delivered	Thu, 17 October 2024 12:43

Email performance

Oct 17, 2024 - Nov 6, 2024

Open rate	Click rate	Bounce rate	Unsubscribe rate
35%	4.9%	2.6%	0.22%
1258 opened	175 clicked	96 bounced	8 unsubscribed

Newsflashes



NEWSFLASH | 18 January 2024

SIGN UP

Start drafting a UN convention on the rights of older persons.

#AgeWithRights

THE GLOBAL ALLIANCE FOR THE RIGHTS OF OLDER PEOPLE

Help us make history:
Sign the Age With Rights petition !

NEWSFLASH | 5 February 2024

Getting ready for 2024 !

Dear AGE Members,

With 2024 already underway, we would like with to share with you:

- A word from our President,
- A first insight into our plans for this year,
- Some key dates to be saved in your agenda.

A word from AGE President

"Dear AGE Platform Europe Members,

2024 is an important year for European democracy. As European citizens, we will elect our representatives to the European Parliament in June. At AGE, we are committed to using the European elections to achieve further progress on ageing policies: we successfully launched our Manifesto in the European Parliament on 24 January, and we will continue to work with our



NEWSFLASH | 14 February 2024

Want to advocate for a European Parliament for All Ages?
Join our regranting scheme!

Dear AGE Members,

As you can read in the Special Briefing of our February newsletter CoverAGE, our campaign for the European elections on 6-9 June has started, and last month we successfully presented our AGE manifesto to Members of the European Parliament.
To complement our work, we are launching today a new call for proposal to support your advocacy to influence the priorities of upcoming European Parliament with grass-roots initiatives. We thereby hope to raise awareness of the new MEPs on ageism and age equality from a bottom-up approach.

This call for proposals is addressed to AGE Full Members.

Objectives of the submitted projects

The scheme will provide funds to design and implement post-election projects to liaise with elected MEPs with the aim of engaging them durably on the

NEWSFLASH | 19 February 2024

AGE Regranting scheme and European election campaign :
Join our webinar this Thursday 22/02 !

Dear AGE Members,

As we explained in our newsflash sent last week, we have recently launched our EU election campaign and our new 'regranting' call for proposals.
AGE call for proposals aims at supporting the work of your organisation to raise awareness of the newly elected MEPs on ageism and age equality and to **influence the priorities of the upcoming European Parliament with grass-roots initiatives**. Intended to AGE Full Members, our call will fund post-election initiatives to liaise with elected MEPs in view of engaging them durably on the promotion of age equality at EU level.
The deadline for submitting application to our call for proposals is 10 May 2024.

Find out more on AGE election campaign & funding scheme in our webinar

All interested members are invited to an **informative session** in order to:



NEWSFLASH | 4 March 2024

Older people's rights:
Contribute to the work of the United Nations in 2024

In this newsflash, you will find out more about:

- The date and topics of the 14th session of the UN Open-ended Working Group on Ageing (OEWG)
- How you can contribute:
  - lobby your national government to influence the outcome of the 14th OEWG
  - participate in the call for input
  - support the Global Rally for a UN convention
  - sign & share GAROP global petition

Dear AGE Members,

The UN Open-Ended Working Group on Ageing in April is a critical time for civil society to maintain pressure for the adoption of a convention so that we can all age with rights.

View this email in your browser



NEWSFLASH | 18 March 2024

AGE TASK FORCES - 2024 update

Dear AGE Members,

In this newsflash, we would like to keep you updated on the work of the Task Forces (TF) and share with you:

- The TF 2024 work programmes
- The changes in Chairs and Co-Chairs
- The dates of the TF next meetings
- A survey for TF members

Work Programmes

You will find an overview of 2024 priorities, objectives, activities and meetings of each Task Force in the following work programmes:

- WP of the TF on Age-Friendly Environment (AFE)
- WP of the TF on Adequate Income & Social Inclusion (AISI)
- WP of the TF on Dignified & Healthy Ageing (DHA)

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NEWSFLASH | 20 March 2024

Update - Financial Support to AGE Members
(Regranting 2024)

Revised documents and clarification of co-funding

Dear Members,

Complementing AGE campaign for the European elections on 6-9 June 2024, AGE makes available 180.000 EUR to support its members' work with freshly elected Members of the European Parliament (MEPs). The grant aims to offer AGE full members the opportunity to apply for financial support (also known as "regranting") to design and implement post-election projects promoting age equality at EU level.
AGE members can submit their application **until 10 May** 2024 (23:59 CET).

Two additional informative sessions

Following the first informative session in February and taking stock of some changes in the budget template and clarification on the co-funding issue, all interested members are invited to an informative session on 27 March on Zoom to be replicated also on 5 April 2024 (in case you cannot make it on 27 March).



NEWSFLASH | 21 March 2024

Older people's rights:
It is time to influence the OEWG discussions!
Share your views on our input



Dear AGE Members,

As already indicated in our newsflash of 4 March, the 14th session of the UN



NEWSFLASH | 26 March 2024

ANNUAL REPORT
Overview of AGE work in 2023

Dear AGE Members,

We have the pleasure to present you our Annual Report 2023. It provides an overview of our work and achievements at EU, UN and national levels over the past year to ensure the rights, dignity and well being of older people in Europe. As state our President and our Secretary General in their forewords, 2023 can be summed up as a year of changes and opportunities.



A year of changes

Last year was indeed marked by several changes: new AGE President, renewed AGE visual identity, new Unit within the European Commission dealing with non-discrimination and ageing, and the preparation for the renewal of our EU institutions this year



NEWSFLASH | 28 March 2024

29 April
European Day of Solidarity between Generations

Solidarity between Generations
Let's celebrate the EU Day on 29 April !

Dear AGE Members,

29 April will mark the European Day of Solidarity between Generations.
Prior to that day, we would like to:

- Invite you to mark the Day at national/local level
- Share with you our plans for this 15th edition.

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NEWSFLASH | 4 April 20

AGE European election campaign : **Join our third webinar on 18/04**



Dear AGE Members,

As part of our campaign for the European elections on 6-9 June, we invite you to our next webinar on **Thursday 18 April** at **10:30** (Brussels' time). The webinar (o Zoom) will aim at:



NEWSFLASH | 16 April 202

Valuecare project consultation on policy recommendations **Join our consultation on 26 April**

Dear AGE Members,

We invite you to an online collaborative workshop that promises to play a pivotal role in shaping the trajectory of the Valuecare project.

Date and Time: Friday, April 26th, from 10:00 to 11:30 (CET)

Why should you join us ?
The workshop serves as a platform for us to engage in constructive dialogue and exchange insights regarding the policy recommendations drafted for the Valuecare project: **"Value Based Integrated Care for Older Adults."**

Useful documents : The drafted recommendations are available online by following this link and are available in the document depository of the TF on DHA by following this link

NEWSFLASH | 25 April 2024

Member's engagement report 2023 and Member's area



Picture from the last Council of Administration Meeting in Rome

Dear AGE Members,

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NEWSFLASH | 30 April 2024

Important dates to mark in your agenda

Dear AGE Members,

With this newsflash, we provide you with the important dates and meetings to mark in you agenda for June.

Access to AGE calendar in the member's area



View this email in your browser



NEWSFLASH | 6 May 2024

One month prior to the voting!



Dear AGE Members,

With this newsflash, we are sharing the newest resources crafted by AGE staff, empowering you to make a difference in your country by advocating for the interests of older individuals in the upcoming European elections.



NEWSFLASH | 17 May 2024

Don't Miss Important Calls from AGE

Dear AGE Members,

With this newsflash, we are sharing 3 important information : a **call** to become **Internal Reviewers** of AGE network, **the online link of AGE Annual Conference 2024** to be shared widely in your organisation, and a Save the Date for the next **Onboarding Session** for members.

Influence the future by joining AGE Platform Europe as an **Internal Reviewer!**

Dear Members,

We're reaching out to you with an exciting opportunity to play a central role in shaping the future of AGE Platform Europe. As we aim to continually improve



NEWSFLASH | 27 May 2024

Join us to debrief the 14th session of the UN Open-Ended Working Group on Ageing



Last week, for the first time in its 14-year history, the **United Nations' Open-**



NEWSFLASH | 19 June 2024

Follow-up from the General Assembly and Annual Conference of AGE



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NEWSFLASH | 24 June 2024

Call to become an AGE Internal Reviewer

Dear Members,

We are reaching out to you with an exciting opportunity to play a key role in the evaluation of AGE Platform Europe's work. As we aim to continually improve and maintain the quality and robustness of our network, we are looking for AGE members to join us as internal reviewers. Currently, we have three open positions available.

What are the missions of an Internal Reviewer ?

- Contribute to improvement: Your contribution will help AGE network to ensure we are delivering the best outcomes for AGE members.
- Evaluate AGE's work: You will have the possibility to participate to the drafting of the annual AGE's member evaluation survey.
- Analyze evaluation results : Through the analysis of the evaluation survey, we will produce a report with the main results and propose corrective actions in line with the analysis, which will be available for all members.



NEWSFLASH | 27 June 2024

HISTORIC DEVELOPMENT
Member States of the United Nation recommend a United Nations Convention to better protect rights in old age.

Dear members,

As you may already know , the 14th session of the United Nations (UN) Open-Ended Working Group on Ageing (OEWG-A), held from May 20-24, 2024, marked an **important milestone in the promotion and protection of human rights in older age**, after years of discussion and active advocacy by civil society.

Our last **Special Briefing** of June 2024 provides more details on the advocacy process and activities that we, as a network, have implemented specifically in the preparation and during the Session 14, to arrive to this result. **The Special Briefing on the topic is available in our website by clicking on the following link**

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NEWSFLASH | 2 July 2024

Citizens' workshop
Ageism and the next EU Agenda

Dear members,

You are invited to participate to a citizens workshop to share your views on practical ways to tackle ageism.

26 September 10:30 – 12:30 CET

You can join and follow in English, German, Spanish, French and Italian.

Registration and Link to the Workshop

Agenda in 5 languages

View this email in your browser



NEWSFLASH | 26 August 2024

AGE member's satisfaction survey and Webinar Elections follow-up

Dear AGE members,

We trust you had a rejuvenating vacation and are ready to dive into the second half of the year.

We are excited to announce via this newsflash, two crucial updates:

1. The announcement of the annual satisfaction survey for AGE members.
2. The organisation of a webinar for AGE members on the European elections: Follow-up and next steps.

We highly value your input and encourage you to share any questions or feedback you may have. We are always at your disposal and please do not hesitate to reach out.

The AGE team.

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NEWSFLASH | 17 September 2024

Older people's international day: Let's join forces for age equality!

Dear AGE members,

As we approach the UN International Day of Older Persons (UNIDOP) on 1st October, we invite you to share your planned initiatives to mark this important day. This year, AGE is focusing its message on our ongoing advocacy for an Age Equality Strategy.

How can you participate?

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NEWSFLASH | 17 July 2024

Help us move forward with drafting a new UN convention for equal rights at all ages

Dear members,

Further to our collective efforts, the decision 14.1 adopted at the last session of the UN Open-Ended Working Group on Ageing (OEWG-A) **was transmitted to the President of the UN General Assembly.**

Yesterday, 16th of July, **a draft resolution was presented by a group of Member States**, which will be followed by at least **two weeks of informal negotiations** by Member States before the resolution is hopefully adopted by the UN General Assembly.

This is a critical moment to reach out to Member States asking them to participate actively in the informal negotiations to:

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NEWSFLASH | 10 September 2024

Tools to advocate with Members of the European Parliament

Dear AGE members,

If the rentrée has started well for us, it has also started well for the Members of the European Parliament (MEPs). The next few weeks in the European Parliament will be devoted in particular to :

- Preparing the **hearings*** and questions to be asked by the MEPs which are gathered in their respective **parliamentary committees***, to the Commissioners- candidates for the European Commission. Each EU Member States had to nominate 1 Commissioners-candidates during

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NEWSFLASH | 27 September 2024

AGE Campaign for a European Parliament Intergroup : A Europe for All Ages.

Dear AGE members,

In the context of our Campaign for the creation of an Intergroup* at the European Parliament **A Europe for All Ages**, AGE is organising an event at the European Parliament the **Wednesday 2 of October from 15h00 to 17h00.**

The objectives of this event are :

1. To **celebrate** the United Nations **International Day of Older People 1st of October** together with Members of the European Parliament, AGE

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NEWSFLASH | 02 October 2024

AGE Campaign for a European Parliament Intergroup : A Europe for All Ages.

Dear AGE members,

In the context of our Campaign for the creation of an Intergroup* at the European Parliament **A Europe for All Ages**, AGE is organising an event at the European Parliament **today Wednesday 02 October from 15h00 to 17h00.**

The objectives of this event are :

1. To **celebrate** the United Nations **International Day of Older People 1st of**

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NEWSFLASH | 10 October 2024

We need you ! AGE Campaign for a European Parliament Intergroup : A Europe for All Ages.
Deadline : 24th of October

Dear members,

We are pleased to inform you that the launch of our campaign to create a **Europe for All Ages Intergroup*** in the European Parliament, which took place at the European Parliament on 2 October, was a great success: **Report of the event is available !**

Social Media





AGE Platform Europe
3,614 followers
4mo •

📢 Our AGE General Assembly took place in Leuven, Belgium from June 10th to 11th! 🌍
📸 Explore our photo gallery for highlights. ...more



56 3 reposts

AGE Platform Europe @AGE_PlatformEU · Jun 12

📣 AGE Platform Europe sincerely thanks Marzena Okla-Drewnowicz, Minister for Senior Policy of Poland, for her invaluable contribution and presence as a speaker at our Annual Conference on 'Writing the Next Chapter for Age Equality in the EU.'

#AGEconf24 @OklaDrewnowicz



Marzena Okla-Drewnowicz and 2 others

2 13 441

AGE Platform Europe @AGE_PlatformEU · May 24

🚨 Historic Progress toward a UN Convention to protect Older People's Rights! 🌍👴👵

The #OEWG14 has unanimously recommended an "international legally binding instrument". What are the next steps to make this a reality? 🤔

Find out more: bit.ly/4aBFSLX

#AgeWithRights



Sarah Loriato and 3 others

2 8 21 445

AGE Platform Europe @AGE_PlatformEU · May 22

🗣️ "A convention would help eliminate age-related accessibility barriers and ensure equal rights to adequate housing and to mobility" reminds AGE Member John Kirstein @aeldresagen

#OEWG14 on #AgeWithRights

#EULeadsTheRally
@GAROP_Sec



AGE Platform Europe @AGE_PlatformEU · May 20

📣 "As the voice of older people in the EU, AGE and @bagso_de, call upon the European Union and its Member States to lead the rally in championing a new treaty" says Dr. Heidrun Mollenkopf in her opening statement at the #OEWG14

#EULeadsTheRally #AgeWithRights



7 · 21 · 661

AGE Platform Europe @AGE_PlatformEU · May 21

🙌 For the first time since the establishment of the #OEWG14, recommendations that include the drafting of an International Convention on the rights of older people were adopted.

🎉 We welcome this decision and celebrate together #AgeWithRights @GAROP_Sec



Margaret Young

2 · 27 · 41 · 3.1K

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7mo •

It's **International Women's Day**! Will the Gender Pension Gap be closed in our lifetimes?
Dive into our latest Special Briefing shedding light on the situation of older ...more



16 · 3 reposts

AGE Platform Europe @AGE_PlatformEU · Aug 22

👧👴 #AgeEquality played a minimal role in the recent EU election campaigns, though some changes did take place. Which ones? Let's dive in.

📰 Check out the opinion article by @PhiSeidel from AGE, featured on newsportal @nonprofit_cat: bit.ly/3yP6WKL

#AWorldforAllAges



2 · 3 · 152

AGE Platform Europe
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6mo •

Happy EU Day of Solidarity between generations, everyone! 🤝
Today, we publicly launch the "United Across Generations" Declaration, which AGE Platform Europe and the European Youth Forum drafted together as part ...more



AGE Platform Europe @AGE_PlatformEU · Apr 24

👴👱‍♀️Fostering a culture of #SolidarityBetweenGenerations is all about harnessing the collective power of diverse perspectives to tackle the challenges of our time.

@spietikainen (@EPPGroup) reflected on the topic 👇

‼️ Join the movement + full quote: bit.ly/SolidarityBetw...



5 8 656

AGE Platform Europe
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9mo •

🚀 The AGE Manifesto 2024 "The Europe we want is for all ages" has been officially launched!
We've just concluded the Launch Event for this key document of our EP ...more



69 2 comments • 10 reposts

AGE Platform Europe
3,614 followers
7mo •

🆕 Our 1️⃣st **AGE Manifesto Explainer** is out, focusing on the **age equality** topic!
📖 Read now: https://lnkd.in/ec6KGeUb ...more



38 7 reposts

AGE Platform Europe
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6mo •

Our 2nd Manifesto Explainer looks at Foster participation and active ageing!
Read now: https://lnkd.in/ec6KGeUb ...more



14 5 reposts

AGE Platform Europe
3,614 followers
4mo •

Check out our 3rd and final Manifesto Explainer: Ensuring Autonomy and Well-Being.
Read it here: https://lnkd.in/ec6KGeUb ...more



16 1 repost

AGE Platform Europe @AGE_PlatformEU · Jan 26

🔎 Meet the Supporters of #AGEManifesto2024!
🖋️✅@MaxovaRadka, MEP @TheProgressives, endorses AGE Manifesto, emphasizing that solidarity between generations is essential for creating a fairer world.

🔎Read full article: bit.ly/47KXzHw

📜Endorse age-manifesto.eu



2 136

AGE Platform Europe @AGE_PlatformEU · May 15

🔎 Meet the Supporters of #AGEManifesto2024!
🖋️✅@catarina_mart (candidate for the EU Elections 2024 from @BlocoDeEsquerda in Portugal), endorses the AGE Manifesto, emphasizing the importance of combating ageism as it violates human rights.

👉 bit.ly/AGEManifesto20...



2 5 145

AGE Platform Europe @AGE_PlatformEU · May 28

🔎 Meet the Supporters of #AGEManifesto2024!

🎤✅ Laura Christ, from the Older Women's Network Europe, endorses the AGE Manifesto, underlying the power of intergenerational connections and the solidarity of women in Europe.

👉 bit.ly/AGEManifesto20...

#AWorldforAllAges



4 13 230

AGE Platform Europe @AGE_PlatformEU · May 28

🔍 Meet the Supporters of #AGEManifesto2024!

🎤✅ @marietouss1 (@europeangreens) endorses the AGE Manifesto, emphasising the significance of building a Europe that takes care of all regardless of age.

👉Check out all the supporters here: bit.ly/AGEManifesto20...

#euelections2024



4 10 223

AGE Platform Europe @AGE_PlatformEU · Oct 2

🗣️MEP @IdoiaMendia @TheProgressives:

"We need an EU #AgeEquality Strategy! Today's older adults don't fit current policies. We must support quality working lives for #olderpeople and create an intergenerational pact. Our health system must adapt, w/focus on mental health."

#IDOP



1 3 4 232

AGE Platform Europe @AGE_PlatformEU · Oct 2

🗣️MEP @MarinaKaljurand @TheProgressives highlights that ageing is a cause of celebration and the investment in care is crucial. "We will work to have the voice of older people heard and to put age equality into the spotlight in this house."

#EuropeforAllAges



2 4 283

AGE Platform Europe
Published by Milene Moreira
· 8 August ·

Paper Released: "Digitalisation and Older People"
We call on EU policymakers to ensure a smooth digital transition for everyone, regardless of age.
Read our paper: www.bit.ly/digitalisation-older-people

In collaboration with our AGE members, we've published this paper to contribute to the ongoing debate. Our recommendations aim for a barrier-free and inclusive digital transition where we, older people, are true partners in building a better Europe. ... **See more**



See insights and ads | Boost post

Atdal-Over40 and 13 others | 1 comment 15 shares

AGE Platform Europe
Published by Milene Moreira
· 30 September ·

Old... what does that means?
Words are powerful. Words shape reality. It is up to you whether you perceive old age as full of colors or dull and sad.

Fundacja na Rzecz Seniorów "Bonum Vitae", an AGE Polish member, has launched the '**Ageism Hurts**' campaign for the **International Day of Older Persons**.
This initiative challenges us to reflect on ageism in our society and how each of us can change the way we view ageing and older people. By promoting positive narratives, we can... **See more**



YOUTUBE.COM
Old... What Does That Mean? – The Social Campaign #AgeismHurts
Old... What Does That Mean? Words are powerful. Words shape reality. It is up to you whether...

See insights and ads | Boost post

Fundacja na Rzecz Seniorów "Bonum Vitae" and 6 others | 7 shares

AGE Platform Europe @AGE_PlatformEU · Mar 14

Last week, AGE joined @ILC_Europe's #100yearslife event.

@SarahLoriato discussed "maximizing economic opportunities in longevity," sharing #AGEBarometer2023 insights.

@PhiSeidel moderated the "Bridging the intergenerational gap" session.

Thank you for the invitation!



1 | 5 | 9 | 195

AGE Platform Europe @AGE_PlatformEU · Sep 26

New Paper Released: Work-Life Integration
Read now: bit.ly/work-life-inte...

Our Policy Officer on Employment, @SarahLoriato, presented this paper at the "Work-Life Balance Strategies in Family Policy" event, co-organised by @COFACE_EU and #NAMS (Lithuania)



4 9 247

AGE Platform Europe
3,614 followers
1w • Edited •

Amplifying Older Voices: **Alison Bough**, representing **Active Retirement Ireland** and **AGE Platform Europe**, delivered the keynote address at the recent conference "**Ageing in Ireland and the EU: Opportunities and Challenges**" where she ...more

Alison Bough (She/Her) • 1st
BSc Psych (Hons), MA Cognitive Behavioural Therapy, MSc Health Psych., MA M...
1w • Edited •

EU IE I was absolutely honoured to deliver the keynote address at Ageing in Ireland and the EU: Opportunities and Challenges yesterday, discussing the work of **Active Retirement Ireland** and **AGE Platform Europe** in advocating ...more



Alison Bough and 13 others 2 reposts

AGE Platform Europe
3,614 followers
3mo •

German Chancellor Olaf Scholz Meets with BAGSO Board

Chancellor Olaf Scholz recently met with the board of **BAGSO** – ...more



Dario Paoletti and 22 others 1 repost

AGE Platform Europe
3,614 followers
1w •

ŽIVOT 90, AGE's Czech member, held a workshop on long-term care, highlighting the need for a rights-based approach and addressing the persistent prevalence of age discrimination in our societies. ...more

ŽIVOT 90
651 followers
2w •

Jaká je vize ŽIVOTa 90 o dlouhodobé péči? A co vůbec dlouhodobá péče je? To jsme řešili na workshopu, který jsme pořádali v rámci naší spolupráce s **AGE Platform Europe**. ...more

Show translation



6 2 comments

AGE Platform Europe
3,614 followers
9mo •

Swipe left to discover AGE's 5 Action Goals for making 2024 '*A Year of Hope*', as featured in the Winter Letter 2024 by Maciej Julian Kucharczyk, AGE Platform Europe Secretary General. ...more



23 4 reposts

AGE Platform Europe
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2w •

Members of the European Parliament: Just a few hours left to support the "**A Europe for All Ages**" **Intergroup**! ...more



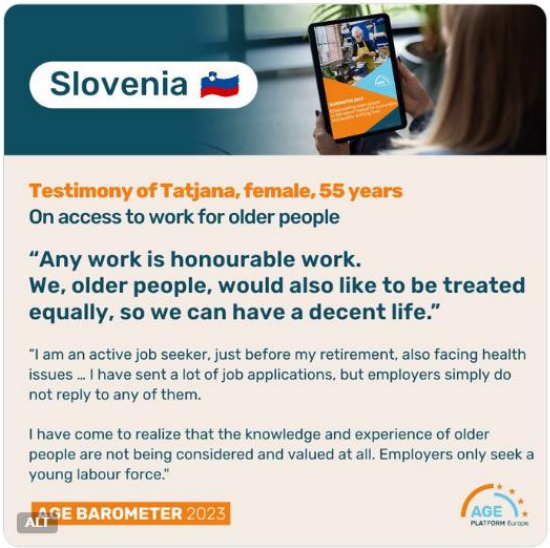
Rhiannon Murgatroyd and 12 others 3 reposts

AGE Platform Europe @AGE_PlatformEU · Jan 3

#AGEBarometer2023 features a testimony from Tatjana, 55 years old, in Slovenia, about access to work for older people.

"Any work is honourable work. We, older people, would also like to be treated equally, so we can have a decent life."

bit.ly/3u8pFOT



3 9 297

AGE Platform Europe @AGE_PlatformEU · Oct 18

Oct'24 newsletter is here! bit.ly/3Yef3cJ
International Day of #OlderPersons: Learn how we marked this day and our call for a dedicated European Parliament Intergroup.

Dive into other highlights by reading the full newsletter

#AGEPlataformEurope #CoverAGE



Civil Society Organisations' Group of the EESC and 2 others

2 2 166

Campaigns



Manifesto Supporters



Milan Brglez

Member of the European Parliament
Progressive Alliance of Socialists and Democrats

"The AGE Manifesto 2024 is an indispensable guide that should inspire policymakers in the forthcoming Parliamentary term putting the rights of older persons at the forefront of EU decision-making, as well as unite MEPs in their continuous work in the format of the parliamentary Intergroup on Solidarity between Generations."



Radka Maxová

Member of the European Parliament
Progressive Alliance of Socialists and Democrats

"Older people, particularly women, face significant underrepresentation in public spaces and media, frequently confined to health product ads. Launching more active ageing campaigns, and integrating older actors and actresses into commercials and cinema, can challenge stereotypes and illustrate the potential for a significant role, regardless of age."
Read full article



Sirpa Pietikäinen

Member of the European Parliament
European People's Party (EPP)

"Ageing population is an asset and invaluable resource for all of us: ageing means accumulating wisdom, experiences and comparative knowledge, and for this we need intergenerational cooperation. We cannot bring our world forward without having connections between younger and older professionals. This is why I am supporting having in place EU Age Equality Strategy."

See more


AGE
PLATFORM Europe
AGE Manifesto
2024 European Elections
As a future Member of the European Parliament, you can make sure that the EU addresses adequately population ageing and works toward a society for all ages.
Endorse AGE 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 call on the next European Parliament to:
1. Promote Age Equality
2. Foster participation and active ageing
3. Ensure autonomy and well being
Endorse AGE Manifesto
#AGEManifesto2024


AGE Platform Europe @AGE_PlatformEU · Jan 26
Meet the Supporters of #AGEManifesto2024!
@MaxovaRadka, MEP @TheProgressives, endorses AGE Manifesto, emphasizing that solidarity between generations is essential for creating a fairer world.
Read full article: bit.ly/47KXzHw
Endorse age-manifesto.eu
MANIFESTO2024
SUPPORTER
"Older people, particularly women, face significant underrepresentation in public spaces and media, frequently confined to health product ads. Launching more active ageing campaigns, and integrating older actors and actresses into commercials and cinema, can challenge stereotypes and illustrate the potential for a significant role, regardless of age."
Radka Maxová
Member of the European Parliament
Progressive Alliance of Socialists and Democrats
ALT
2
136


AGE
PLATFORM Europe
MANIFESTO2024
SUPPORTER
"Ageing population is an asset and invaluable resource for all of us: ageing means accumulating wisdom, experiences and comparative knowledge, and for this we need intergenerational cooperation. (...)
This is why I am supporting having in place EU Age Equality Strategy. (...)
Sirpa Pietikäinen
Member of the European Parliament
European People's Party (EPP)



Supporters of an intergroup "Europe for all ages"

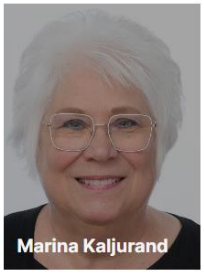
In October 2024, AGE launched a campaign for an Intergroup for a Europe for all Ages in the European Parliament. See below the supporters of the intergroup so far.



Member of the European Parliament | 2024 – 2029 | Group of the Progressive Alliance of Socialists and Democrats



Commissioner-designate | Executive Vice-President for People, Skills and Preparedness – 2024 – 2029



Member of the European Parliament | 2024 – 2029 | Group of the Progressive Alliance of Socialists and Democrats



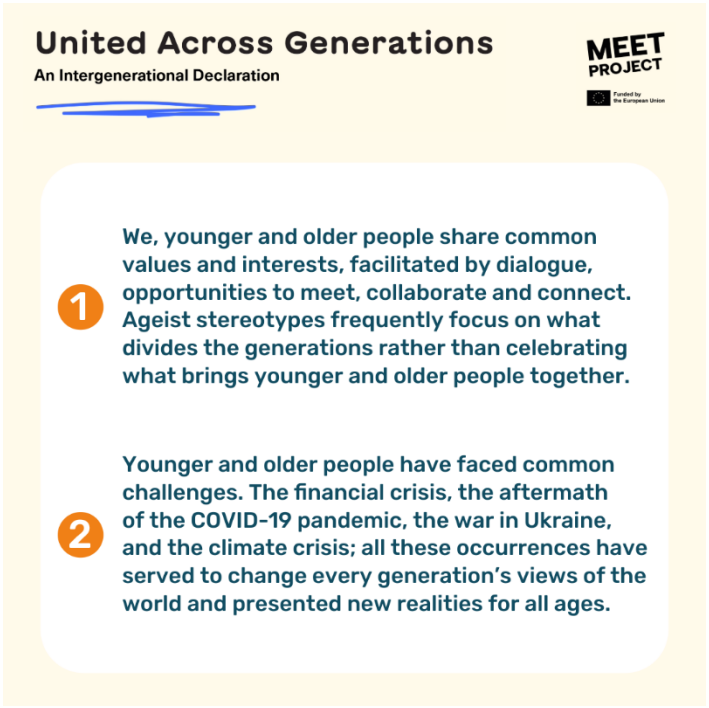
Member of the European Parliament | 2024 – 2029 | Group of the European People's Party (Christian Democrats)



Member of the European Parliament | 2024 – 2029 | The Left group – GUE/NGL

Show more supporters


United Across Generations
An Intergenerational Declaration
MEET PROJECT
29 April 2024
EU Day
Solidarity between Generations
AGE PLATFORM Europe
european youth forum


United Across Generations
An Intergenerational Declaration
MEET PROJECT
1
We, younger and older people share common values and interests, facilitated by dialogue, opportunities to meet, collaborate and connect. Ageist stereotypes frequently focus on what divides the generations rather than celebrating what brings younger and older people together.
2
Younger and older people have faced common challenges. The financial crisis, the aftermath of the COVID-19 pandemic, the war in Ukraine, and the climate crisis; all these occurrences have served to change every generation's views of the world and presented new realities for all ages.


I like being with young people, and I miss the perspective of my students from when I was a teacher.
Miroslawa
Poland
AGE MEMBER
29 April 2024
European Day
Solidarity between Generations
AGE PLATFORM Europe

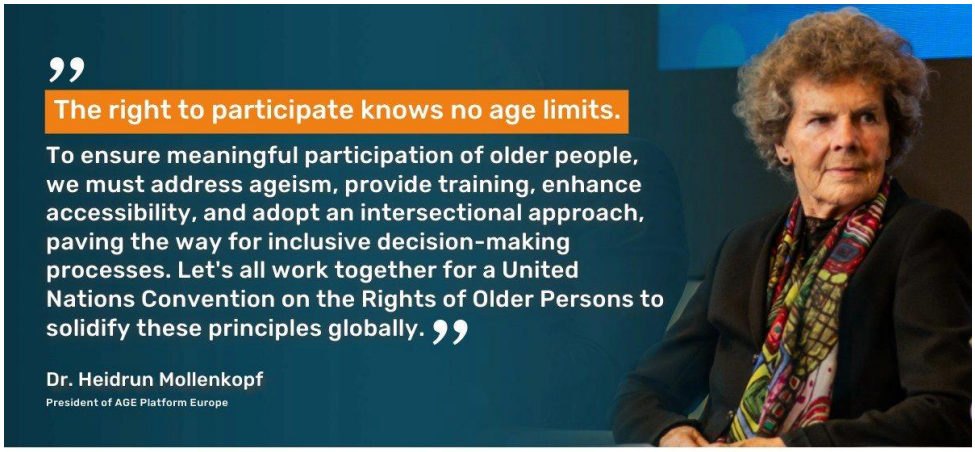

AGE PLATFORM Europe
Writing the next chapter for Age Equality in the EU
With UN and European key experts
12 June | 9:15 - 13:30 CET
AGE ANNUAL CONFERENCE 2024
Register to attend online!
SCAN ME


AGE
PLATFORM Europe
creating #AWorld4AllAges with the
GLOBAL CAMPAIGN TO COMBAT AGEISM
WE ARE frail and dependent
ANCHORS
IN FAMILIES
Rewrite the story on ageing. #AWorldforAllAges

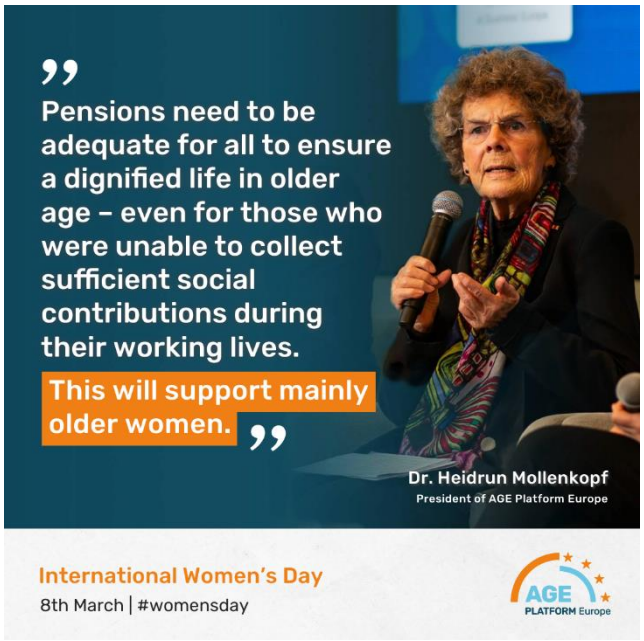

AGE
PLATFORM Europe
creating #AWorld4AllAges with the
GLOBAL CAMPAIGN TO COMBAT AGEISM
WE ARE invisible
ACTIVE
IN COMMUNITIES
Rewrite the story on ageing. #AWorldforAllAges
Photo © Centre for Ageing Better


AGE
PLATFORM Europe
creating #AWorld4AllAges with the
GLOBAL
CAMPAIGN
TO COMBAT
AGEISM
WE ARE a burden
AN ASSET
TO SOCIETY
Rewrite the story on ageing. #AWorldforAllAges
Photo © Centre for Ageing Better




The right to participate knows no age limits.
To ensure meaningful participation of older people, we must address ageism, provide training, enhance accessibility, and adopt an intersectional approach, paving the way for inclusive decision-making processes. Let's all work together for a United Nations Convention on the Rights of Older Persons to solidify these principles globally.
Dr. Heidrun Mollenkopf
President of AGE Platform Europe
UN Open-Ended Working Group on Ageing
20 to 22 and 24 May 2024 - NY, USA
#AgeWithRights
THE GLOBAL ALLIANCE FOR THE RIGHTS OF OLDER PEOPLE
AGE PLATFORM Europe


Access to essential services and infrastructure is a fundamental right, yet older persons face multifaceted barriers hindering this access. From age discrimination in loan accessibility to overlooked needs in urban planning, intersectional challenges further exacerbate disparities.
To ensure equitable access for all, we must address systemic ageism, territorial inequalities, poverty, and digital exclusion while empowering older individuals with awareness and avenues for redress.
John Kirstein
DaneAge / Ældre Sagen
UN Open-Ended Working Group on Ageing
20 to 22 and 24 May 2024 - NY, USA
#AgeWithRights
THE GLOBAL ALLIANCE FOR THE RIGHTS OF OLDER PEOPLE
AGE PLATFORM Europe


Pensions need to be adequate for all to ensure a dignified life in older age – even for those who were unable to collect sufficient social contributions during their working lives.
This will support mainly older women.
Dr. Heidrun Mollenkopf
President of AGE Platform Europe
International Women's Day
8th March | #womensday
AGE PLATFORM Europe

Press Releases

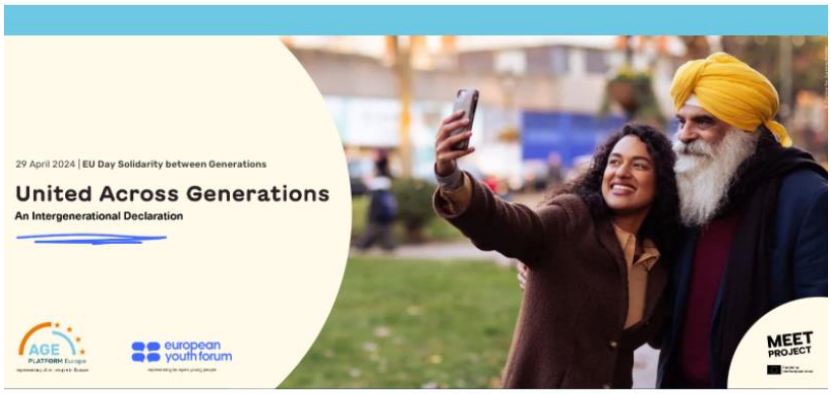
AGE PLATFORM Europe

european youth forum

Press Release

Immediate Release

25 April, 2024



EU Day of Solidarity between Generations celebrates its 15th Anniversary with the launch of the **"United Across Generations" Declaration**

AGE PLATFORM Europe

Press Release

Immediate Release

20 June, 2024



Historic Milestone:
UN States recommend UN Convention to protect Human Rights in Old Age

OPEN LETTER: BEYOND TOKENS, THE AGEING POPULATION DESERVES AN EU STRATEGY ON AGE EQUALITY

25 July 2024

PRESS RELEASE

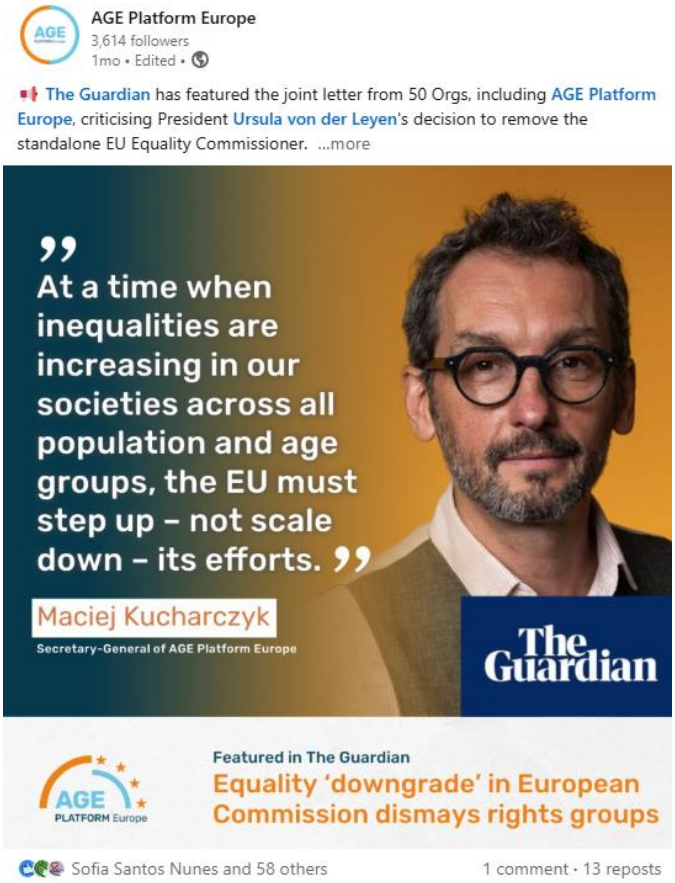
25 July 2024





Why is there no Commissioner on Equality?

Media


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The Guardian has featured the joint letter from 50 Orgs, including AGE Platform Europe, criticising President Ursula von der Leyen's decision to remove the standalone EU Equality Commissioner. ...more
At a time when inequalities are increasing in our societies across all population and age groups, the EU must step up – not scale down – its efforts.
Maciej Kucharczyk
Secretary-General of AGE Platform Europe
The Guardian
Featured in The Guardian
Equality 'downgrade' in European Commission dismays rights groups
Sofia Santos Nunes and 58 others
1 comment · 13 reposts


De Standaard
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5 VRAGEN LEEFTIJDSDISCRIMINATIE
"We moeten ouderen weer als mens zien, en niet alleen als een probleem"
© Jimmy Kets
Peter Vantyghem
Dinsdag 23 april 2024 om 03:00


Rights groups urge EU equality mandate after June polls
0 Comments
Health & Society
EU Elections
BY PAULA SOLER, BRUSSELS, MARCH 25, 2024, 1:40:11 PM
0 co-observers
Anti-discrimination organisations are calling on the institutions on Monday (25 March) to ensure that equality, anti-racism and fundamental rights are at the top of the EU's agenda in the next mandate, despite facing a predicted shift to the right after the EU elections.


AGE Platform Europe @AGE_PlatformEU · Sep 18
Julia Wadoux, Policy Manager at AGE, was interviewed by Martina Madaschi from our Italian member, #CUROPOLI, about the @WHO Conference "Helping Others," in which CUROPOLI participated.
Read her full interview (Italian and English): bit.ly/3MJm93y
#AWorldforAllAges
Intervista a Julia Wadoux di Age Platform Europe
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156

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AGE was featured on Barcelona TV's "Veins" (neighbours) program on Televisió LHdigital L'Hospitalet! Our Human Rights Manager, Nena Georgantzi, was interviewed in the segment 'Our Rights, Our Destiny.' ...more



57 3 comments · 3 reposts

europapress / epsocial / igualdad

Publicado 02/02/2024 18:31

¿Habrá una Estrategia Europea para Personas Mayores en la próxima legislatura del Parlamento Europeo?

El Thyssen, Ikea y Lola Cambrillana, entre los galardonados con los Premios Fundación Secretariado Gitano 2023



La PMP propone una Estrategia Europea para las Personas Mayores en la siguiente legislatura del Parlamento Europeo - PMP

MADRID, 2 Feb. (EUROPA PRESS) -

La Plataforma de Mayores y Pensionistas (PMP) ha propuesto la creación de una Estrategia Europea para las Personas Mayores y sobre el Cambio Demográfico en el marco de la próxima legislatura del Parlamento Europeo.

Así, el secretario general de la PMP, Miguel Ángel Cabra de Luna, ha lanzado esta propuesta en el marco del lanzamiento del 'Manifiesto AGE 2024', presentado por AGE Platform Europe en la sede de la Eurocámara en Bruselas, donde ha pedido "reflexionar sobre el papel de los futuros parlamentarios en la definición de las políticas europeas sobre demografía en general, y sobre personas mayores en particular".

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AGE Platform Europe @AGE_PlatformEU · Oct 31

Julia Wadoux, Policy Manager at AGE, was interviewed by the @idem_EU project about #ageism, #digitalisation and how to ensure equal access to all, including #olderpeople.

Full interview and article here: ciber.be/idem-news

#AWorldforAllAges

> **idemEU** @idem_EU · Oct 23
> We interviewed Julia Wadoux from @AGE_PlatformEU
>
> Learn about:
> ◆ Ageism and the exclusion of older people from democratic digital spaces....
> Show more



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Read the full interview (in French) with Philippe Seidel Leroy, Policy Manager on Social Protection and European Parliament from AGE Platform Europe, in Papyrus Magazine, a publication by our Belgian member Âgo, covering the AGE ...more





25 1 comment · 3 reposts



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