Fostering Active & Healthy Ageing: Harnessing the Demographic Transition in the EU

Thursday 18th January 2018

Thon Hotel Brussels City Centre, Brussels

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Overview

Population ageing is one of the most significant socio-economic challenges currently facing the EU. The European Commission's 2015 Ageing Report forecasts that the EU will move from having four working-age (15-64) people for every person aged over 65 years in 2013, to just two by 2060. The growing number of older people is generally perceived as a problem, given that the annual government expenditure on older people, currently amounting to nearly 20% of GDP in the EU (Ageing Report, 2015, European Commission), is forecast to rise by 1.8 % by 2060, while a shortage of up to 2 million health workers in the EU is predicted by 2020. However, this very same demographic trend, if appropriately harnessed, may be a source of outstanding opportunities. Indeed, Euromonitor estimates that the global spending power of those aged 60+ will reach US$ 15 trillion by 2020.

The "silver economy" covers a host of different but interlinked strands, aimed at improving the quality of life, the inclusion in society and the involvement in economic activity of the ageing population through innovative policies, products and services. The concept has been emerging over the years, and gathered momentum with the publication of the European Commission's "Growing the European Silver Economy", a paper detailing a wide array of economy related policy initiatives. These include the European Innovation Partnership on Active and Healthy Ageing (EIP-AHA), the Active and Assisted Living Joint Programme (AAL JP), as well as the Knowledge and Innovation Community (KIC) on Health and Active Ageing – all aiming to ensure that the older generations stay longer in employment, benefit from healthier and independent lives and receive appropriate care. Furthermore, the Active Ageing Index - managed jointly by the European Commission (DG EMPL) and the United Nations Economic Commission for Europe (UNECE) – has been created to measure to what extent older people contribute to the economy and the society and to help policymakers develop appropriate active ageing policies.

This international symposium will offer an invaluable opportunity to consider different ways and strategies to promote healthy and active ageing and foster the engagement of the elderly in society, Furthermore, it will analyse challenges and opportunities raised by the demographic transition and explore practical solutions the issues associated with an ageing population in Europe. Finally, it will highlight the most recent technological innovations at service of the elderly and how they can be used to lower the costs associated with ageing and improve the lives of older citizens, whilst simultaneously helping to boost the economy.

> ***While the population of Europe will increase in the coming years, the working age population will shrink: from 306 million today, to 267 million in 2060. Today, four working people support one pensioner. In 2060 the ratio will be two on one. Two people at work will support one person staying at home. The cost of social support will increase. This poses challenges to our pension systems, the welfare state, the solidarity between generations, and the social fabric of our societies.***
>
> Marianne Thyssen,
>
> European Commissioner for Employment, Social Affairs, Skills and Labour Mobility,
>
> September 2017

Venue and Accommodation

Thon Hotel Brussels City Centre
Avenue du Boulevard 17
1210 Brussels
Belgium

Why Attend?

- ✓ **Understand challenges and opportunities raised by the demographic transition in the EU**
- ✓ **Evaluate the silver economy as a driver for economic growth**
- ✓ **Assess the current EU framework in the field of active ageing**
- ✓ **Examine ways in which older people can continue to engage with society and how barriers can be overcome**
- ✓ **Analyse how health and care systems can become more sustainable and how to pre-empt risks linked to an ageing population**
- ✓ **Develop innovative ideas in the field of age friendly environments and personal health management**
- ✓ **Share best practice on innovative projects aimed at promoting active and healthy ageing**

Who Should Attend?

- Governmental Organisations and Agencies
- Local and Regional Authority Officers and Councillors
- Health Practitioners
- Social Care Practitioners
- Active Ageing Organisations
- Health Promotion Agencies
- Care Providers
- Mental Health Practitioners
- Patient's Organisations
- Community Engagement Officers
- Community Relations Advisers
- Social Inclusion Officers
- Disability Practitioners
- Equal Opportunities Officers
- Equality, Diversity and Human Rights Practitioners
- Pensions Organisations
- Legal Advisers
- National Association of Pensioners
- Research Labour Institutes
- Elderly Women's Activity Centres
- Federations of Elder Associations
- National Societies of Gerontology
- Public Service Pensioner's Councils
- National Institutes of Adult Continuing Education
- National Centres for Public Health Protection
- National Departments of Health
- Centres of Health Economics
- Campaigning Organisations
- National Senior Citizens Organisations
- Citizen's Advice
- Welfare and Elderly Federations
- Unions of Retired Persons
- Institutes of Lifelong Learning
- Adult Education Organisations
- Palliative Care Associations
- Charities, Social Enterprises and Cooperatives
- Third Sector Practitioners
- Trade Union Representatives

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Programme

09:15	Registration and Morning Refreshments
10:00	Chair's Welcome and Opening Remarks
10:10	**The EU's Approach to Active Ageing: Understanding the Current Framework** • Insights from the Active Ageing Index: Measuring the Untapped Potential of Seniors in the EU • Assessing the European Innovation Partnership on Active and Healthy Ageing (EIP-AHA) • Examining the Active and Assisted Living (AAL) Programme • Analysing the Knowledge and Innovation Community (KIC) on Health and Active Ageing
10:40	**First Round of Discussions**
11:10	Morning Coffee Break
11:30	**Making Health and Care Systems Sustainable: Challenges Raised by the Demographic Transition** • Ageing and Policies: Anticipating the Trend in Welfare-Related Costs • Fostering Prevention and Early Diagnosis of Physical and Cognitive Functional Decline • Personal Health Management: Stimulating Healthier Lifestyles and Enhancing the Quality of Life
12:00	**Second Round of Discussions**
12:30	Networking Lunch
13:30	**Increasing the Participation of Older People in the Society** • Ensuring Access to Education and Lifelong Learning • Challenging the Perception of Old Age and Preventing Age Discrimination • Using the Potential of Technology to Support Older People's Engagement in Society
14:00	**Third Round of Discussions**
14:30	Afternoon Coffee Break
14:50	**Fostering Environments for Active Ageing: Creating Age-Friendly Cities and Homes** • Supporting Older People at Home: The Role of Informal Carers • Implementing Adequate Urban Planning : Designing Age-Friendly Buildings,and Environments • Promoting Multi-Stakeholder Approaches and Cross-Sector Collaboration
15:20	**Fourth Round of Discussions**
15:50	Chair's Summary and Closing Comments
16:00	Networking Reception
16:30	Close

Event Details

Date: Thursday 18th January 2018
Time: 10:00am – 4:30pm
Venue: Thon Hotel Brussels City Centre, Brussels

Forthcoming Events

Young Runaways and Missing Migrant Children in Europe: Towards Improved Cross-Border Cooperation
24th October 2017

Europe's Action Plan on Drugs: Cooperation and Collaboration for the Reduction of Demand and Supply
7th November 2017

Rethinking the Urban Environment: The EU Transition Towards Smart Cities
9th November 2017

Fighting Air Pollution in Europe: Ramping Up Efforts for a Healthier Environment
25th January 2018

Marketing and Exhibition Opportunities

We offer a range of opportunities to enable your organisation to raise its profile and communicate with key decision makers in the public sector.

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or email **info@publicpolicyexchange.co.uk**