

Active, Healthy Ageing in the EU:

Transforming Care, Growing the Silver Economy



Tuesday 21st April 2015

Thon Hotel Brussels City Centre,
Brussels



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Overview

According to the European Commission, the number of citizens over 65 will increase to almost 30% between 2010 and 2060, while the number of those aged over 80 will nearly triple. During this time, health and care services across Europe need to adapt to a growing demand, while facing a shrinking labour force no longer able to provide for the growing needs of an ageing population.

Whilst these changes can bring numerous challenges, they present considerable potential for Europe to lead the world in developing large new public and consumer markets of age friendly ICT products and services – the so-called Silver Economy. To stimulate the market and help European industry, The European Commission has launched several initiatives over the past years, such as the Active and Assisted Living Joint Programme, the eHealth Action Plan, as well as dedicated parts of Horizon 2020 Societal Challenge 1 on Health, Wellbeing and Active Ageing.

Launched in 2012, The European Innovation Partnership on Active and Healthy Ageing is now in its implementation stage with more than 3,000 partners involved in promoting people-oriented, demand driven innovation for ageing well. The ultimate aim is to raise the average healthy lifespan of EU citizens by 2 years by 2020. At the same time, the Active Ageing Index, managed jointly by the European Commission (DG EMPL), and the United Nations Economic Commission for Europe (UNECE) is now in its second phase, allowing policy makers to improve active ageing policies and to assess the participation of older people in employment, in social life and independent living.

This international symposium provides a timely opportunity to discuss the different ways healthy and active ageing can be encouraged to ensure the well-being and engagement of the elderly in society. The symposium will explore practical solutions to some of the issues associated with an ageing population in Europe. The European Union has a key role to play in areas such as employment, social protection and inclusion, public health and transport, but the primary role is for national, regional and local governments, as well as civil society and the social partners to adopt clear frameworks to promote active and healthy ageing.

Public Policy Exchange welcomes the participation of all key partners, responsible authorities and stakeholders. The symposium will support the exchange of ideas and encourage delegates to engage in thought-provoking topical debate.

“**Today, most of us have mobile tools that put your healthcare into your hands, and into your front pocket. From apps that check your heart or blood sugar - to bracelets that monitor your exercise. These are simple, usable ways to get healthy - and stay healthy.**”

- EU Commission Vice President Neelie Kroes, May 2014

“**In recent years, due to the economic crisis and at the request of the Member States, the Commission has put the issue of sustainability of healthcare systems under the microscope. I am confident that we have amassed a robust evidence-base of principles and tools that can support Member States in developing accessible, resilient and effective health systems that not only add more years to life, but add more life to our years.**”

- Tonio Borg, European Commissioner for Health , April 2014

Venue and Accommodation

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



Why Attend?

- ✓ Understand and assess the implications of the EU's ageing population for local, regional and national authorities
- ✓ Raise awareness of active and healthy ageing, share ideas on research being carried out in the EU and key measures which are planned for the future
- ✓ Examine ways in which older people can continue to engage with society and the barriers to be removed
- ✓ Assess innovative ideas in the field of age friendly environments and personal health management

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
- Academics and Researchers

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Programme

09:15	Registration and Morning Refreshments
10:00	Chair's Welcome and Opening Remarks
10:10	Current Initiatives to Tackle the Challenges of an Ageing Population Across the EU <ul style="list-style-type: none">• Active Ageing Policies across Europe: Tools for Policy Making• European Innovation Partnership for Active and Healthy Ageing: Achievements and Ways Forward• Sharing Best Practice: Insights from the Active Ageing Index• Recommendations for Future Policy Action
10:40	First Round of Discussions
11:10	Morning Coffee Break
11:30	Building Sustainable Health and Care Systems: Adapting to Demographic Change <ul style="list-style-type: none">• Prevention and Early Diagnosis of Physical and Cognitive Functional Decline in Older People: Insights from SPRINTT Project• Personal Health Management: Stimulating Healthier Lifestyles and Enhancing the Quality of Life• Reaching Disadvantaged Groups: Addressing Health Inequalities• Sharing Best Practice
12:00	Second Round of Discussions
12:30	Networking Lunch
13:30	Increasing the Participation of Older People in Society: Combating Isolation <ul style="list-style-type: none">• Changing the Perceptions of Old Age• The Potential of Technology to Support Older People's Engagement in Society• Developing Goods and Services, tailored to the Needs and Interests of the Elderly• Unlocking the Potential of the Golden Years: The Role of Lifelong Learning and Volunteering Programmes• Recommendations for Future Projects
14:00	Third Round of Discussions
14:30	Afternoon Coffee Break
14:50	Fostering Environments for Active Ageing: Towards a User-Centred Approach <ul style="list-style-type: none">• Innovations for Age-friendly Buildings, Cities and Environments• Extending Active and Eco-Independent Living Through Open and Personalised Solutions• Promoting Multi-Stakeholder Approaches and Cross-Sector Collaboration• Example of Best Practice: Insights from DAA Project
15:20	Fourth Round of Discussions
15:50	Chair's Summary and Closing Comments
16:00	Networking Reception

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.

For further information please contact us on +44 (0) 20 3137 8630
or email info@publicpolicyexchange.co.uk

Event Details

Date: Tuesday 21st April 2015
Time: 10:00am – 4:30pm
Venue: Thon Hotel Brussels City Centre, Brussels



Speakers Include:

- ✓ **Marianne van den Berg**, Innovation for Health, DG SANTE, European Commission
- ✓ **Geoff Green**, Chair of the WHO Global Advisory Group on Age-Friendly Cities and Communities, Emeritus Professor of Urban Policy, Sheffield Hallam University
- ✓ **Asghar Zaidi**, Professor of International Social Policy, University of Southampton, UK, Lead Active Ageing Index Project (2012-2015)
- ✓ **Clive Needle**, Director, Policy & Advocacy, EuroHealthNet
- ✓ **Thibault Moulart**, Scientific Coordinator, REIACTIS (Réseau D'Étude International sur l'Âge, La Citoyenneté et l'Intégration Socioéconomique) / Associated Professor, University of Sherbrooke (CAN)
- ✓ **Karen Willems**, Researcher eHealth & Living Labs, iMinds
- ✓ **Chantal Van Audenhove**, Doctor in Clinical Psychology, Director of the Centre for Research and Consultancy in Care (LUCAS), Promotor-Coordinator of the Policy Research Centre for Welfare, Public Health and Family, Professor, KU Leuven
- ✓ **Kristel Van Ael**, Partner and Creative Director, Namahn

Forthcoming Events

- ✓ The World's Top Destination: Driving Sustainable and Competitive Tourism Across Europe
17th March 2015