

# CE-Ageing Platform's Ageing-Strategy

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- ... serves as **joint strategic guideline** for the CE-countries/regions;
- ... was **jointly** be developed with and for CE-countries/regions;
- ... covers a **wide range of policy interventions**;
- ... aims to minimise **negative effects** of demographic change in the CE regions;
- ... was be developed with the help of **senior experts of research and applied science.**

... **links policies horizontally**

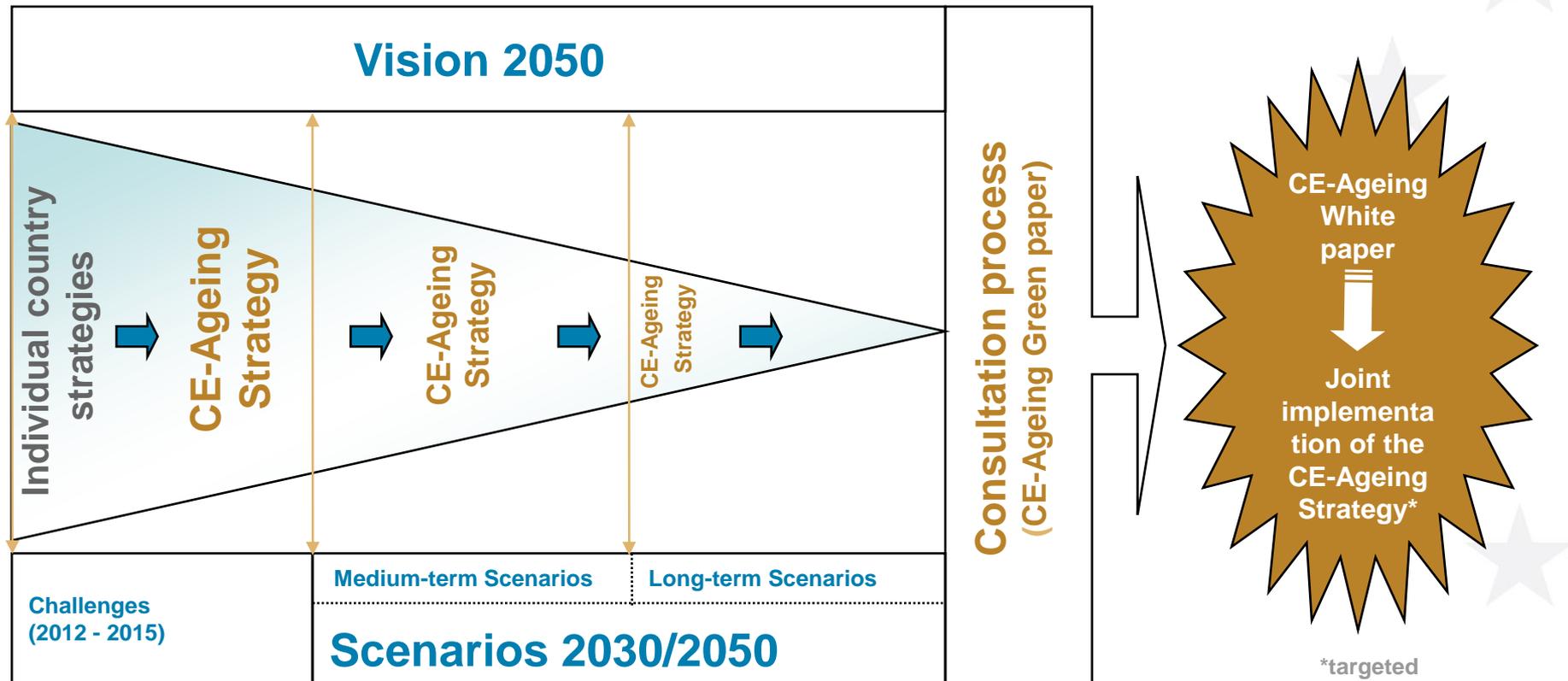
... requires **coordinated changes** at the transnational, national, the regional and the local levels.

A **set of up to 200 activities** is provided out of which the regions shall choose the ones fitting to their settings and requirements.

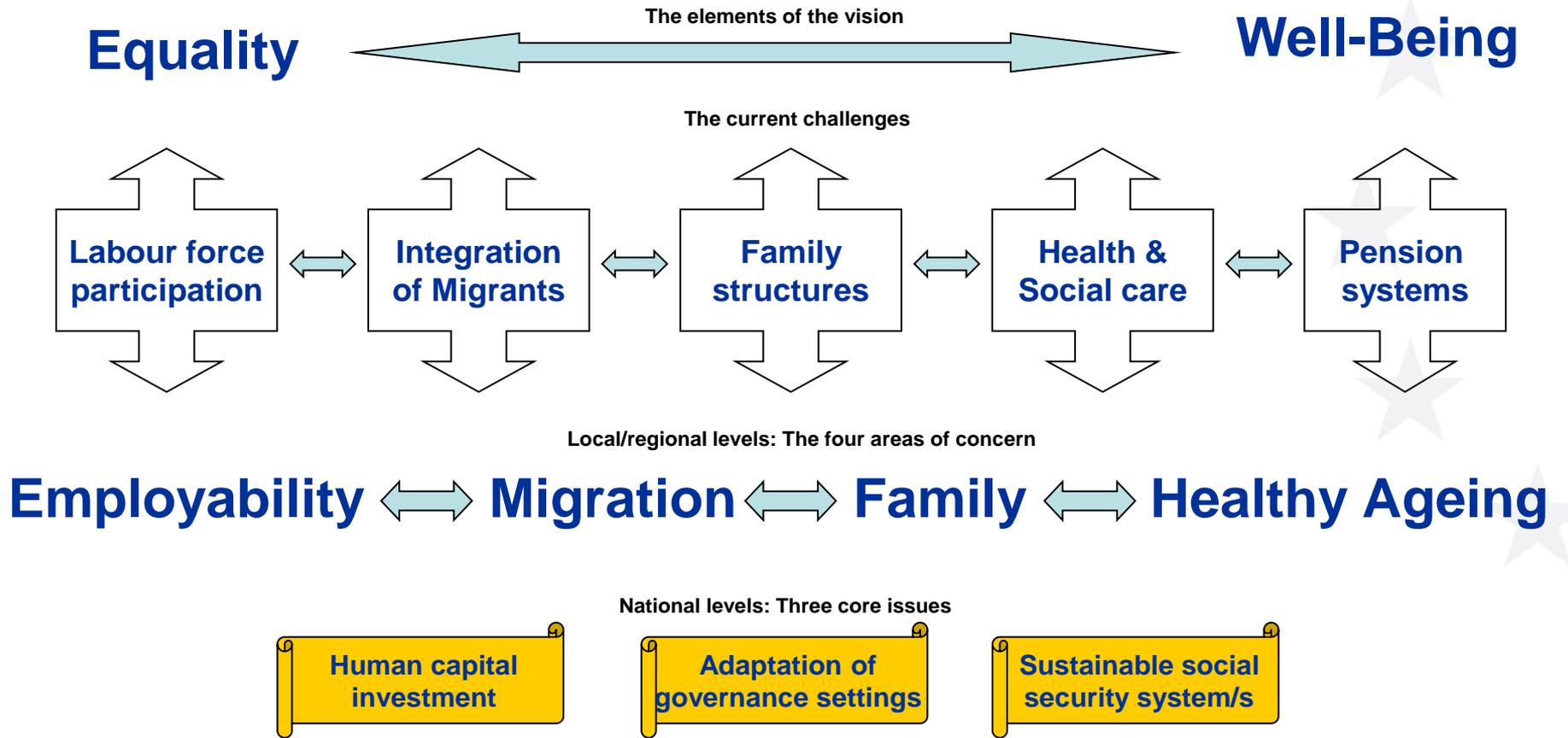
**Examples** include **pilots** in the field of promoting intergenerational staffing policy in SMEs, public authorities and service providers (implementation of age-neutral funding practices, road shows, competitions, internet bourse on best-practices, regional certification for age-based SMEs, etc.), new forms of work (short-time work, qualified part time work, etc.) and regional training concepts/strategies.

## The target group of the strategy comprises

- Involved **CE-Ageing partners**;
- Other **CE-policy makers** and persons responsible for policy actions;
- **SME's**;
- **Older persons**;
- **NGOs**;
- Research organisations; and
- **Persons** in charge of HRD, education, migration, social, labour market and economic policy.



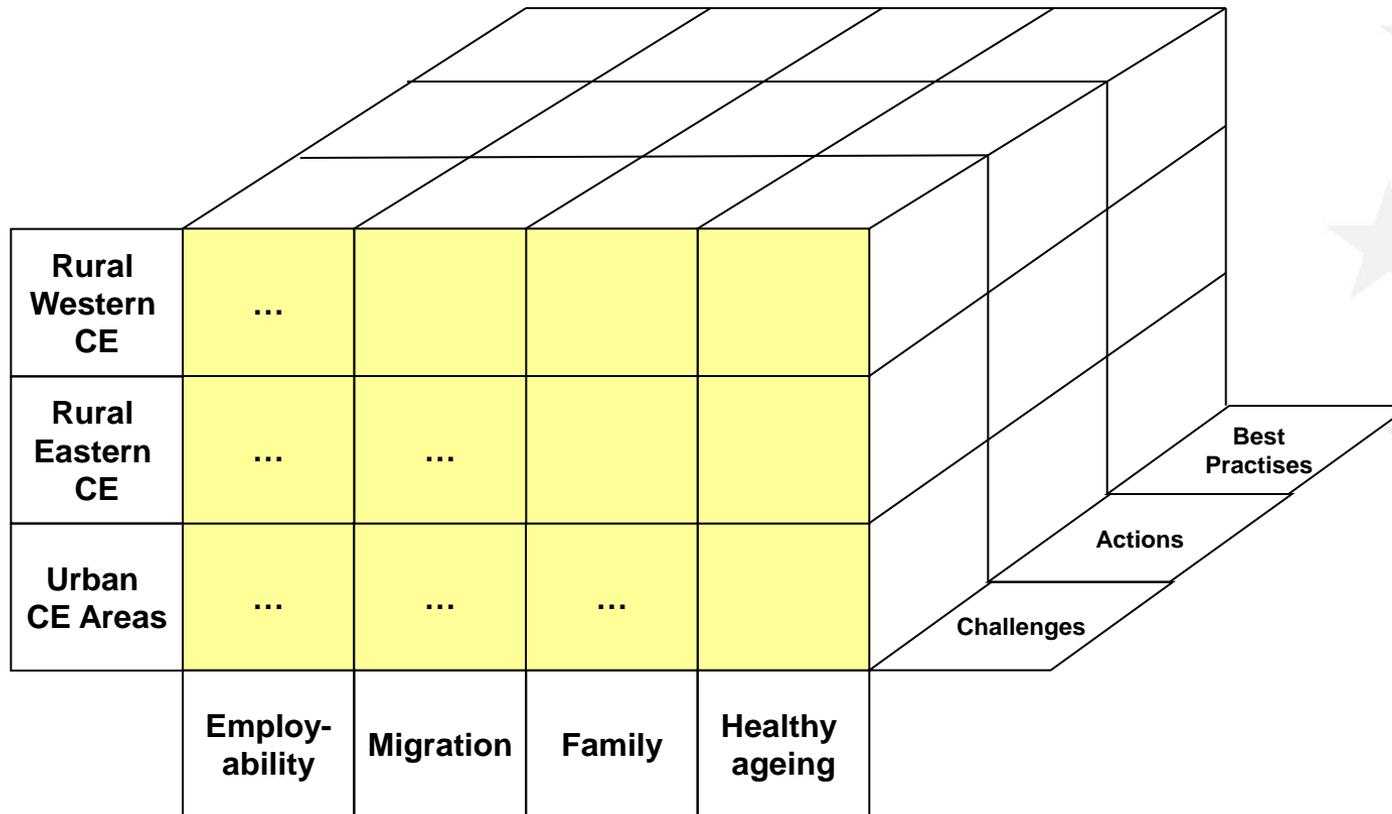
# Four Areas of Concern



## The four major areas of concern of the **CE-Ageing Strategy** are

1. **Employability** (Employability is key for labour force participation; the central policy recommendation of the investment in human capital is included in this area of concern);
2. **Migration** (Courageous migration policies and the integration of migrants into the societies as well as the labour market are central recommendations for CE regions);
3. **Family** (Changes in family structures require changes regarding work & family as well as work & care); and
4. **Healthy Ageing** (Active and healthy ageing is recommended for implementation within CE).

# The CE-Ageing Cube



*pHealth (personalised health), Smart textiles, Telemedicine, Smart implants, Trainings for expressing individual creativity, Pilots fostering the entrepreneurial culture, Regional action plans for increased immigration, Part-time work, Toolbox of family-friendly measure, Local social networks, Formalised systems of co-sponsoring, co-tutelle, time-credits, Pilots for 'both-sex-care-takers', Pilots in gradual retirement systems, Promote third-age universities, Support sabbaticals as pilots in enterprises, Info-campaigns on the 'grandmother's effect', Pilots on migrant care workers, Visiting doctors, Mobile cash points, Mobile shopping delivery, Tele-health, Tele-medicine, Care robots, Smart-home technologies, Providing local/regional infrastructure, Local family networks, Low interest loans, 'Jobs for partners', Company-start up loan, Invest in education and training, Modular training models, Care provision networks, Foster network of local actors, Provide counselling to unemployed, Support community centres, Lower working hours, Net of education providers, eGovernment, Decentral medical infrastructure, Tele-care, Tele-work...*

## The core aspects of the CE-Ageing Strategy concern:

- 1. Counterbalancing inequalities:** The overall policy framework in CE should concern all issues related to reducing inequalities between groups of the society but also between territories, in particular in respect of pension, health, social security as well as care and long term care system/s.
- 2. The adaptation of CE governance systems to change:** The CE-Ageing Platform stresses the need for the adaptation of CE governance systems to demographic change. This includes courageous democratisation processes, building sustainable social security system/s, investments in staying healthy throughout live, promotion of flexible working models, etc.;
- 3. The need for investments in human capital:** All forms of education, training and life-long learning should have priority; as well as
- 4. Making work-life-balance happen :** Adapting the work environment to the capabilities and aspirations of workers including facilities for flexibility and variation in work schedules, solving the conflict of “work for pay versus work for family” and the expansion of work and improvement of health over the life span.

...and last but not least, some insights into consultation results:

*“Excellent”*

*“Strategy is good, major areas are well defined,  
covering all important issues”*

*“Good basis to be developed  
even to a European Strategy”*

*“A real reference point”*

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## Thank you for your attention!