



# - CORE ASPECTS -

of the

# CENTRAL EUROPEAN AGEING STRATEGY

**Central European Knowledge Platform for an Ageing Society**

A project co-funded by the ERDF through the CENTRAL EUROPE Programme

- [www.ce-ageing.eu](http://www.ce-ageing.eu) -

Proposed by the ZSI to the CE-Ageing Platform

Vienna, Austria  
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The paper in hand serves as the first main consultation document for the Age Steering Group and involved experts of research and applied science of the CE-Ageing Platform. It includes the core aspects of the CE-Ageing Strategy (to be published as green paper).

The document will be discussed and shall be approved by the Age Steering Group during its meeting on 12 December 2012 in Hungary.<sup>1</sup> The CE-Ageing Strategy, finally, shall be published as green paper by the end of 2012.

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## CE-AGEING STRATEGY: BACKGROUND

Over the next decades, Central Europe will face unprecedented challenges related to demographic change such as an ageing population and, hence, 'ageing regions' due to demographic factors such as greater life expectancy and decreased fertility of CE-citizens, just to name some. Enhanced migration to CE as well as within CE to more affluent regions next to changes in family structures are likely to occur. Consequently, fast changes in social life are to be expected across CE and beyond. The EU has itself set five key policy responses to manage demographic change:

1. supporting demographic renewal through better conditions for families and improved reconciliation of working and family life
2. boosting employment – more jobs and longer working lives of better quality
3. raising productivity and economic performance through investing in education and research
4. receiving and integrating migrants into Europe; and
5. ensuring sustainable public finances to guarantee adequate pensions, health care and long-term care.<sup>2</sup>

These targets require a successful and effective co-operation of governments, social partners and organizations at the various spatial levels. The CE-Ageing Strategy<sup>3</sup> contributes to developing and finding solutions for major challenges faced by an ageing society through raising awareness of demographic change within CE and actions set by the CE-Ageing Platform, its stakeholder involved and institutions consulted.<sup>4</sup> The CE-Ageing Strategy has been jointly developed with and for CE regions in order to establish coordinated actions at the transnational, national, the regional and the local level. It serves as joint strategic guideline for the CE regions in order to manage and adequately respond to the challenges of demographic change and, hence, help to minimize negative effects.

Based on the CE-Ageing Platform vision, which, in short, reads as follows "*In 2050 we want to live in an integrative society in which human well-being has top priority and equality is a reality*", the CE-Ageing Platform identified existing potentials within CE, established recommendations for policy change and now presents the CE-Ageing Strategy as a green paper to the public.

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<sup>1</sup> A comprehensive Draft version of the CE-Ageing Strategy will be provided during the meeting.

<sup>2</sup> See <http://ec.europa.eu/social/main.jsp?catId=502&langId=en>

<sup>3</sup> The CE-Ageing Strategy is a core output of the Central European Knowledge Platform for an Ageing Society (CE-Ageing Platform; <http://www.ce-ageing.eu>), a project co-funded by the CENTRAL EUROPE Programme.

<sup>4</sup> Various organisations (also outside the project consortia) were involved in the development of the Strategy (e.g. online consultation of the vision) and will be involved during the consultation phase of the green paper (to be taken place during 3-6, 2013).

## Current challenges, trends and scenarios in CE

While CE region's demography, undisputedly, will depend on global trends such as globalisation, available ICT-solutions and climate change, just to name some, population ageing will be a challenge across CE but with substantial regional specifications<sup>5</sup>. Nevertheless, the CE-Ageing Platform<sup>6</sup> identified five top ranked **current challenges** faced within all CE regions. These refer to the low labour force participation of particular age groups, the need for modifications in regard to pension systems as well as the health and social care systems, changes in family structures as well as a better integration of migrants.<sup>7</sup> Overall, the CE-Ageing Platform observes growing inequality across CE as well as within CE regions (see also the chapter 'General policy recommendations', page 10).

When viewing the main **trends** (until 2030), the CE-Ageing Platform together with involved experts of research and applied science<sup>8</sup> stresses considerable needs for action, which comprise:

- Firstly, proactive employment policies encouraging employment of older workers: A potential is seen in activating particular groups of the society such as women, older workers as well as pensioners. Work needs to be done on abandoning negative stereotypes about older workers (for instance in relation to productivity and the risk of health problems) and anti-ageing discrimination. Employers have to be proactive to attract older workers, care-giving need to be combined with employment, low threshold education opportunities provided, second/third/fourth careers promoted and more assistance given to older people.
- Secondly, a need for pension policy change is seen towards linking retirement age with increases in the length of life in parallel to investing in staying healthy until reaching the retirement age. In addition, policy change is needed in respect to discouraging early retirement and towards less generosity of pensions relative to wages, predominantly for early retirement.
- Thirdly, actions have to be taken to reduce higher school failures and drop-out rates, particularly of migrants, invest in active participation of migrants in the labour market, promote actions against discrimination, xenophobia and racism. The challenge of immigration should proactively be addressed by CE policies.
- Fourthly, intergenerational programmes such as supporting new forms of intergenerational interaction outside the family in order to foster intergenerational

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<sup>5</sup> Since the CE Ageing Strategy aims to facilitate an easy planning of actions, a 'rough' three-folded division between the CE urban as well as the Eastern and Western CE rural areas (more affluent/less affluent areas) is used within the CE Strategy.

<sup>6</sup> The CE-Ageing Platform comprises of 13 partners from eight CE countries (Austria, Czech Republic, Germany, Hungary, Italy, Poland, Slovak Republic and Slovenia), representing different public and private organisations operating at national/regional/local levels and tackling a variety of policies of interest such as labour market, and social, regional and economic development. The partnership includes several national/federal ministries, vocational training organisations, training & counseling institutions, research institution, regional development agencies and NGOs. In addition, five outstanding scientific experts in the field of demographic change contributed to the development of the Strategy.

<sup>7</sup> All challenges are to be regarded as lying across different policy fields: Labour force participation, for instance, cannot be observed only from the single angle of the labour market policy. As a consequence, all core topics of concern are to be regarded as cross-cutting policies and require to be viewed from different perspectives.

<sup>8</sup> The following five experts contributed to the development of the CE-Ageing Strategy: Dr. Dragana Avramov (Population and Social Policy Consultant), Prof. Dr. Andreas Hoff (Zittau/Görlitz University of Applied Sciences), Dr. Dimiter Philipov (Vienna Institute of Demography), Prof. Dr. Reinhold Sackmann (Martin-Luther-University Halle-Wittenberg) as well as Dr. Pieter Vanhuysse (European Centre for Social Welfare Policy & Research, Vienna. In addition, an expert group under the lead of Prof. Dr. Jürgen Wolf (h2/Hochschule Magdeburg Stendal) provided information during the workshop on developing regional recommendations.

- solidarity and justice are to be set up (e.g. home visit services, intergenerational homes, intergenerational learning, interaction within enterprises).
- Fifthly and finally, the potential of ICT based care technology (tele-care, tele-health, tele-medicine, smart-home technologies<sup>9</sup>) should be exploited.

Under the auspices of the CE-Ageing Platform five **scenarios**<sup>10</sup> were developed for 2050, which are (ranked from optimistic to pessimistic):

1. The 'Open European Society' is characterized by long-term ecological and economic sustainability and an 'open' European society driven by clear policy targets.
2. The 'Solidarity Scenario' is characterized by a stable CE population (with corresponding immigration rates) and smooth adaptation to economic cycles. The society lives in a more individualised wealth system with a financially stable education system in place.
3. The 'Concept of Intergenerational & Mutual Responsibility': This scenario describes a situation in which the population age structures are equalized across CE and is characterised by a growing global competition and the increased usage of automated technologies).
4. The 'Pro-elderly Bias Scenario' describes conditions in which Eastern CE has faced rapid and large-scale demographic ageing followed by care drains (care givers migrated from Ukraine, Moldavia, etc. to Eastern CE countries).
5. The 'Pessimistic Scenario' illustrates a scenario in which CE faced a loss of people as well as economic and political power.

When relating the developed trends and scenarios with the (positive) vision established by the CE-Ageing Platform, immense policy changes are required during the upcoming decades with proactive roles and responsibilities taken by public authorities, in particular (the CE-states, regional public authorities, the EU, municipalities, partly social partners, etc.). However, also other stakeholders are in demand of assisting for policy change: the private sector (small/medium/large enterprises of all branches as well as the civil society (Non-for-profit organisations (NPOs), non-governmental organisations (NGOs) as well as social service, associations, volunteers, the citizens, etc.) will have to take over active roles in order to achieve the vision.

Within the CE-Ageing Strategy a division is made between challenges faced and respective actions and practices recommended for the local/regional spatial levels (target groups: local/regional public authorities in particular but also the private sector), in the following called 'the CE-Ageing cube', and general policy recommendations (mixed target groups at all spatial levels with emphasis given to national public authorities).

### **The CE-Ageing Cube**

The CE-Ageing cube should facilitate local/regional public authorities to receive an easy overview of major current challenges faced within their territory, actions recommended and good practices already implemented within CE and abroad. The practices serve as guidance and can easily be adapted to other CE territories/circumstances. Current challenges, actions and practices recommended appear on the z-axis of the cube. A 'rough' three-folded division of CE into urban conglomerates as well as rural Eastern and rural Western CE (provided at the y-axis) enables local/regional public authorities to clearly view aspects relevant to their territory. Finally, four major areas of concern (i.e. policy fields or interfaces between policy

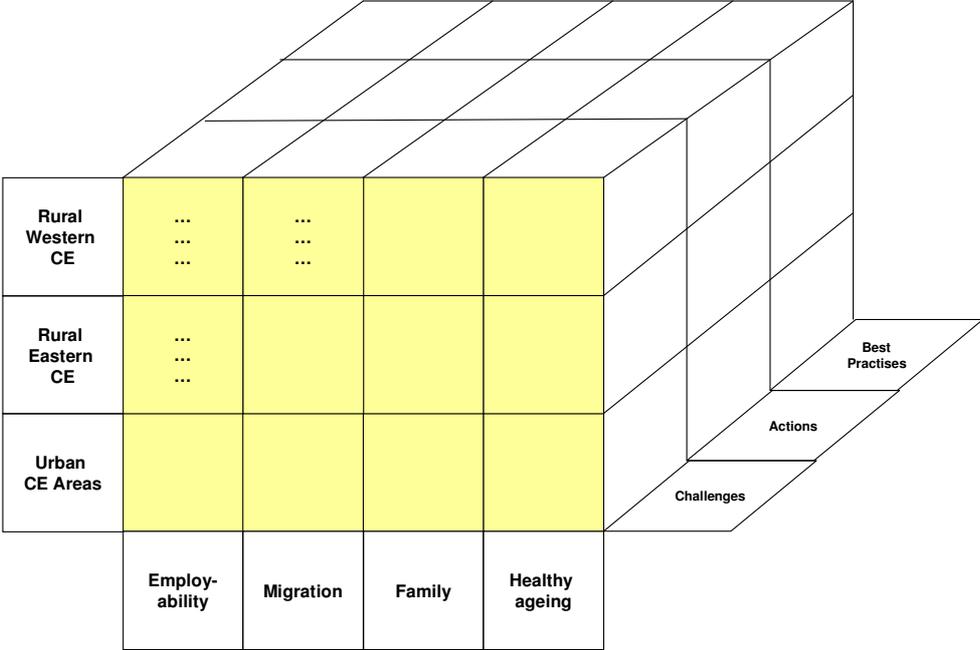
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<sup>9</sup> Specifications will be provided in the CE-Ageing Strategy

<sup>10</sup> Within the CE-Ageing Strategy, the scenarios will be described in detail.

fields) are presented at the x-axis. Consequently, a three dimensional CE-Ageing cube is build from the matrixes. Please find an illustration of the CE-Ageing cube and its axis below.

The CE-Ageing Strategy Cube



The four major areas of concern derived from the CE-Ageing Platform vision, the trends and scenarios developed as well as the recommendations drawn for public authorities, in particular. The four major areas of concern comprise:

1. **Employability:** Undisputable, employability is the key for labour force participation and social inclusion. Investment in human capital is regarded as the heart for enhanced employability.
2. **Migration:** Courageous and proactive migration policies next to the integration of migrants are core in order to adequately respond to the challenges faced in respect of demographic change.
3. **Family:** This area of concern comprises necessary steps towards policy changes in the field of work, family and care due to existing changes in the family structures. Hence, the challenge to manage work-life-balance is included in this area of concern in addition to the integration within 'Employability'.
4. **Healthy ageing:** The promotion of healthy (and active) ageing is essential for all CE regions in order to enable for longer, healthier and happier lives of CE citizens.

Recommendations in regard to pension systems as well as health, social security and long term care systems are incorporated in the general policy recommendation of the CE-Ageing Strategy and, consequently, are not necessarily part of the CE-Ageing cube since the influence of the local and regional level in this regard is limited (i.e. legislation of those policy fields is mainly drawn at the CE Member States level).

Please find major challenges, actions and good practices recommended in the following:

## A) The Challenges

Areas of concern	Employability	Migration	Family	Healthy Ageing
<b>CE Regions</b>				
<b>Rural areas in Eastern CE</b>	<ul style="list-style-type: none"> <li>Lack of attractive jobs (Low demand for labour e.g. in remote rural regions)</li> <li>Low labour force participation of particular societal groups (youth, women, older workers)</li> <li>Poor infrastructure, few investments</li> <li>Lack of attractiveness of (less affluent) regions</li> <li>Lack of capacities in transition economies</li> <li>Need for increase in human capital (education, life-long learning, training)</li> <li>Lack of ICT access</li> <li>Decent working conditions</li> </ul>	<ul style="list-style-type: none"> <li>Outmigration to more affluent regions (need for attracting immigrants, returning migrants, prevent younger generation from migrating)</li> <li>Need for balanced work migration (e.g. seasonal migrants assisting in agricultural work)</li> <li>Insufficient facilities supporting cultural life and sports</li> <li>Low demand for labour and low supply of services as push factor (see employability)</li> </ul>	<ul style="list-style-type: none"> <li>Lack of social structures to support the elderly (long-term care provision, social inclusion of lonely older people)</li> <li>Commuting families (Work-life balance)</li> <li>Family structure is characterized by the incidence of old-age families and single-person households</li> <li>Infrastructural challenges (service centres are allocated at a distance)</li> <li>Few education infrastructure (schools, pre-school)</li> <li>Need for early childhood education and care investments</li> </ul>	<ul style="list-style-type: none"> <li>Persistent traditional life styles (food diet is rare; alcohol and smoking are widely spread; life expectancy of males is still very low)</li> <li>Missing acknowledgement of the need for healthy ageing</li> <li>Inadequate health structures and lack of focus on preventative medicine</li> <li>Insufficient awareness about the importance of healthy life styles and life course behaviours</li> <li>Lack in health care provision service</li> <li>Little support for alternative medicine (preventive, complementing medicine)</li> </ul>
<b>Rural areas in Western CE</b>	<ul style="list-style-type: none"> <li>Need for increasing productivity</li> <li>Provision of well-paid job opportunities (e.g. good career prospects for young generation)</li> <li>Lack of skilled workers and training opportunities (e.g. for the use of ICT based services)</li> </ul> <p>For less affluent rural areas see rural areas in Eastern CE</p>	<ul style="list-style-type: none"> <li>Outmigration of particular groups of the society (young people, skilled workers)</li> <li>Needs for immigrants</li> <li>Lack of attractiveness of less affluent regions</li> <li>Lack of job opportunities and skilled/qualified workers</li> </ul>	See rural areas in Eastern CE	<ul style="list-style-type: none"> <li>Health inequalities (e.g. health care provision near cities can become available in short time due to mostly good infrastructure)</li> <li>Persistent traditional life styles</li> <li>Insufficient awareness about the importance of healthy life styles and life course behaviours</li> <li>Net of medical infrastructure becomes thinner during the past decades</li> </ul>
<b>Urban CE areas</b>	<ul style="list-style-type: none"> <li>Polarisation of jobs and mismatch between education and jobs</li> <li>Attract new investors (new work place), sufficient numbers of workers at all qualification levels as well as research and innovations experts</li> <li>Lack of high quality and accessibility of schooling, educational alternatives as well as of (insufficient) entrepreneurial education</li> <li>Employability of small-sized cities</li> <li>Missing knowledge transfer programmes (e.g. from experienced to youth, less skilled)</li> </ul>	<ul style="list-style-type: none"> <li>Attracting sufficient numbers of migrant workers at all qualification levels</li> <li>Insufficient educational integration of descendents of immigrants</li> <li>Lack of integration as well as work segregation of female immigrants in particular</li> <li>Integration conflicts</li> </ul>	<ul style="list-style-type: none"> <li>Lack of family-friendly infrastructure for all generations (e.g. insufficient childcare facilities)</li> <li>Family friendly working conditions and organisation (reconciliation of employment and care for children/older people)</li> <li>Isolation of older people without family support, in particular widows</li> <li>Manage Work-life balance</li> <li>Need for early childhood education and care investments</li> <li>Lack of awareness of the change in family structure</li> </ul>	<ul style="list-style-type: none"> <li>Health inequalities within the society</li> <li>Missing acknowledgement of the need for healthy ageing</li> <li>Lack of healthy ageing of particular workers (among blue-collar pensioners)</li> <li>Low quality of food consumption and physical activity</li> <li>Expected lack of care facilities in the near future</li> <li>Expected cuts in the health service sector due to the financial crises</li> </ul>

## B) The Actions

Areas of concern	Employability	Migration	Family	Healthy Ageing
<p><b>CE Regions</b></p> <p><b>Rural areas in Eastern CE</b></p>	<ul style="list-style-type: none"> <li>• Focus on strengths and competitive advantages of regions (e.g. touristic attractiveness, establish region-branding)</li> <li>• Responsibility for employability must jointly be taken by employers, employees and stakeholders (adopting a holistic approach)</li> <li>• Taking stock of local knowledge through networks and partnerships</li> <li>• Establish municipal agency assisting during job changes (e.g. job entrance assistance for older people)</li> <li>• Provide (target-group specific) active labour market training, life-long learning and qualification programs</li> <li>• Investments in infrastructure (e.g. high-speed broadband internet, alternative energy production)</li> <li>• Promote one-person firms or family firms (subsidies for SMEs via small-size credits, direct money transfer, tax reduction)</li> <li>• Improve education (increase quality of teaching in primary schools, adapt secondary schooling curricula to the needs of the modern knowledge economy, focus on general skills such as languages)</li> <li>• Create new occupational patterns for cultural minorities (such as Roma)</li> <li>• Conduct need analysis and marketability (products and services)</li> </ul>	<ul style="list-style-type: none"> <li>• Improving the legal framework to address needs for third country nationals</li> <li>• Provide job opportunities and infrastructure attractive for younger generation to prevent them from leaving</li> <li>• Attract immigration to fill gaps left by emigrants via incentives (tax exemptions, provide housing, etc.)</li> <li>• Establish a 'welcome culture strategy' and integration networks</li> <li>• Strengthen competences and languages skills of all groups</li> <li>• Establish a strategy for and encourage re-immigration (returning migrants)</li> <li>• List and inform on professions on demand (e.g. seasonal work)</li> <li>• Provide intercultural (culture sensitive) services</li> </ul>	<ul style="list-style-type: none"> <li>• Public support for family and informal carers (financial transfers, lifelong learning for care giving)</li> <li>• Establish visiting services to provide older people with information</li> <li>• Provide regular public transport (e.g. for older people with special needs)</li> <li>• Support family friendly infrastructure without barriers</li> <li>• Support family cohesion via travel subsidies</li> <li>• Promote usage of ICT for the elderly (provision of affordable computers by local communities and teaching on new media)</li> <li>• Promote gender mainstreaming</li> <li>• Support informal learning on care provisions</li> <li>• Promote family friendly work places and working conditions (e.g. company kindergarten, possibility of part time work)</li> </ul>	<ul style="list-style-type: none"> <li>• Promote healthy ageing and support healthy life styles via (target-specific) educational campaigns</li> <li>• Promote healthy work places for all ages</li> <li>• Responsibility for healthy ageing must jointly be taken by employers, employees and stakeholders</li> <li>• Expand long-term care homes and home care arrangements</li> <li>• Establish mobile medical teams to promote preventative medicine</li> <li>• Assist long-term care and health care providers with establishing visiting services</li> <li>• Provide affordable transport services to/from medical services</li> <li>• Promote E-medicine and mixed profession approaches</li> <li>• Teach "well being" in school/kindergarten</li> <li>• Boost the provision of early childhood education and care programs</li> </ul>
<p><b>Rural areas in Western CE</b></p>	<ul style="list-style-type: none"> <li>• Focus on strengths and competitive advantages of regions (e.g. touristic attractiveness establish region-branding)</li> <li>• Responsibility for employability must jointly be taken by employers, employees and stakeholders (adopting a holistic approach)</li> <li>• Promote one-person firms or family firms (subsidies for SMEs via small-size credits, direct money transfer, tax reduction)</li> <li>• Create of technological hubs via vocational schools on usage of ICT</li> <li>• Investments in infrastructure (e.g. high-speed broadband internet)</li> <li>• Provide training for life-long learning and qualification programs, maximize enrolment levels in early childhood education and care</li> </ul>	<ul style="list-style-type: none"> <li>• Provide personalized mentor- and sponsorship systems by local families and social networks for each newly arrived immigrant</li> <li>• Establish immigration promotion programmes (encouragement via provision of interest-free credits for acquiring a house or land or a small-medium production unit)</li> <li>• Align schooling to the needs of children of immigrants (languages courses, local culture and folklore)</li> <li>• Establish a 'welcome culture strategy' and integration networks</li> <li>• Establish 'sponsorship system' for immigrants in need</li> </ul>	<ul style="list-style-type: none"> <li>• Public support for family and informal carers (financial transfers, lifelong learning for care giving)</li> <li>• Establish visiting services to provide older people with information</li> <li>• Provide regular public transport (e.g. for older people with special needs)</li> <li>• Provide incentives for parental care</li> <li>• Organize social cultural events for elderly</li> <li>• Promote gender mainstreaming</li> <li>• Extend voluntary help/support in neighbourhoods</li> <li>• Promote inter-generational justice/inter-generational use of infrastructure/public services</li> </ul>	<ul style="list-style-type: none"> <li>• Promote healthy ageing and support healthy life styles via (target-specific) educational campaigns</li> <li>• Promote healthy work places for all ages and healthy living from age zero (sport clubs free of charge for kids, support healthy diet and physical exercising)</li> <li>• Promote affordable ICT based cognitive training to slow down the onset and progression of degenerative diseases</li> <li>• Provide long-term care homes and home care arrangements and assist long-term care and health care providers with establishing visiting</li> </ul>

<p style="text-align: center;"><b>Rural areas in Western CE</b></p>	<p>programs to near-universal, increase relative wages of teachers in early childhood and primary schooling, start with teaching of European languages earlier, boost and technologically modernize vocational training, provide active labour market training;</p> <ul style="list-style-type: none"> <li>• Establish municipal agency assisting during job changes (e.g. job entrance assistance for older people)</li> <li>• Recognition of certificates/diplomas awarded through lifelong learning and further qualification programmes</li> <li>• Guarantee social protection</li> </ul>	<ul style="list-style-type: none"> <li>• Encouraging re-immigration</li> <li>• Provide intercultural (culture sensitive) services</li> </ul>	<ul style="list-style-type: none"> <li>• Promote flexible careers (e.g. entitlement for long-term care leave or sabbaticals)</li> <li>• Consider caring credits (when claiming pension)</li> <li>• Promote family friendly work places and working conditions (e.g. company kindergarten, possibility of part time work)</li> </ul>	<p>services</p> <ul style="list-style-type: none"> <li>• Provide affordable transport services to/from medical services</li> <li>• Provide practical exercising to older people by the community and/or volunteers</li> <li>• Promote e-medicine and mixed profession approach</li> <li>• Assist in the integration of frail/old people into the community to meet their social needs</li> <li>• Allow flexibility on work-pension</li> <li>• Responsibility for healthy ageing must jointly be taken by employers, employees and stakeholders</li> </ul>
<p style="text-align: center;"><b>Urban CE areas</b></p>	<ul style="list-style-type: none"> <li>• Improve education and training (address early school leaving, create lifelong learning culture and infrastructure, valorise non-formal and informal learning, promote entrepreneurial thinking, improve quality and accessibility of kindergartens and early schooling, integrate soft skills to the education system)</li> <li>• Implement 50+ to 30- programmes in key sectors (technology knowledge transfer), promote 50+ start ups and develop services for HR management</li> <li>• Elaborate working places which are appropriate for old-age people</li> <li>• Implement local measures for empowering those without life-long learning skills to acquire these and for long-term unemployed to return to work</li> <li>• Establish municipal agency assisting during job changes (e.g. job entrance assistance for older people)</li> <li>• Provide affordable housing and infrastructure for workers and their families</li> <li>• Investment in public transport, in modern industrial zones/ high tech hubs, but also in green spaces and modern social and cultural offer to attract/retain human talent and provide easy commuting transport from suburbs</li> <li>• Attract large-scale enterprises</li> <li>• Responsibility for employability must jointly be taken by employers, employees and stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Provide early assistance for the newly arriving immigrants</li> <li>• Provide specific educational and training programmes for less integrated youth with immigrant background development</li> <li>• Provide affordable housing and infrastructure for migrant workers and their families</li> <li>• Provide effective social inclusion measures targeting immigrants</li> <li>• Establish a 'welcome culture strategy' and integration networks</li> <li>• Adjust health care and elderly care services to the needs of migrants</li> <li>• Organise multicultural festivals/events</li> <li>• Develop community oriented services</li> <li>• Provide intercultural (culture sensitive) services</li> <li>• Promote intercultural institutions/organisations</li> </ul>	<ul style="list-style-type: none"> <li>• Create more child-friendly urban environments (e.g. childcare facilities)</li> <li>• Provide public support for family and informal carers</li> <li>• Provide affordable high-quality, long hour and flexible childcare and long-term care facilities</li> <li>• Provide family-friendly infrastructure and opening hours</li> <li>• Implement social inclusion measures aiming at isolated older people</li> <li>• Apply incentives to encourage old-age parents to live with their families</li> <li>• Promote gender mainstreaming</li> <li>• Support generational cohesion</li> <li>• Provide services to enterprises to improve management policies (work life balance policies)</li> <li>• Create structures for age friendly cities</li> <li>• Provide family incentives (tax cuts)</li> <li>• Promote family friendly work places and working conditions (e.g. company kindergarten, possibility of part time work)</li> </ul>	<ul style="list-style-type: none"> <li>• Promote healthy work places for all ages (e.g. implement actions to prevent "burn out")</li> <li>• Provide adequate conditions for learning and information about healthy diets, physical training and decreased consumption of drugs</li> <li>• Promote Ambient Assisted Living AAL (e.g. "intelligent homes")</li> <li>• Provide free-of-charge or affordable meeting places for civil society</li> <li>• Promote affordable ICT based cognitive training to slow down the onset and progression of degenerative diseases associated with ageing (e.g. dementia, Alzheimer's, etc.)</li> <li>• Set integration measures for frail/old people into the community to meet their social needs</li> <li>• Establish healthy life style workshops at the work place</li> <li>• Provide national and regional platforms for the promotion of e-medicine and mixed profession approach</li> <li>• Responsibility for healthy ageing must jointly be taken by employers, employees and stakeholders</li> </ul>

**C) The Practises** (some examples are given; not yet finalised; Addition information such as links will be provided in the CE Ageing Strategy)

Areas of concern	Employability	Migration	Family	Healthy Ageing
<b>CE Regions</b>				
<b>Rural areas in Eastern CE</b>	<ul style="list-style-type: none"> <li>Collector of Working Force - Specific Personal Agency, SK</li> <li>Free internet access in capitals (e.g. Bratislava, SK)</li> <li>Mentorships systems (e.g. in INFOTEHNA Group LLC, SI)</li> <li>Mixed teams (e.g. in the paper company PALOMA, SI)</li> <li>PC courses for the elderly, CZ</li> <li>Perspective50plus (Programme, pilots), DE</li> <li>Responsible Entrepreneurship by Business Leaders Forum (Zodpovedné podnikanie), SK</li> <li>Specialized programme for employees 50+ improving staff skills (Železnobrodské strojírny s.r.o., CZ)</li> <li>Universities of the Third Age (e.g. Univerzita tretieho veku, SK) 'With Krakonoš at computer', CZ</li> </ul>	<ul style="list-style-type: none"> <li>'GEMMA' (Enhancing Evidence Based Policy-Making in Gender and Migration in UK, AT, HU, FR, IT)</li> <li>'GUIDE!' (cross-cultural training material for guidance practitioners, in HU, IT, ES, IE, DE, FI)</li> <li>'Re-Turn' (in DE, AT, IT, PL, CZ, SI, HU)</li> </ul>	<ul style="list-style-type: none"> <li>'Elderly for elderly' (Starejši za višjo kakovost življenja doma – starejši za starejše, SI)</li> <li>'Libraries alive' (Žive kniznice, SK)</li> </ul>	<ul style="list-style-type: none"> <li>'Dance group Orchidea' (Tanecna skupina Orchidea, SK)</li> <li>'Elderly people self-help groups' (Skupine starih ljudi za samopomoč, SI)</li> <li>'Senior Sport Games' (Športove hry pre seniorov - IOROV, SK)</li> <li>'Sister Agnes', DE</li> <li>'Train Nutrition Seriously' (in HU, DE, AT, IT)</li> </ul>
<b>Rural areas in Western CE</b>	<ul style="list-style-type: none"> <li>Mentoring programmes (e.g. in Mental institution, AT)</li> <li>'Age.Knowledge.Value' (in PEWAG Austria GmbH, AT)</li> <li>Programme 'Fit to work' (Fit2work) and 'Fit for the future', AT</li> <li>Awards for enterprises (e.g. NestorGOLD, AT)</li> <li>Network 'Winning Age! Getting future', AT</li> <li>'Transfer of Innovation' (Au Dela' de la Salle, IT)</li> <li>Senior Age Management (SAM, in IT, ES, DE, HU, FR, UK)</li> <li>Integrative management in companies ('BEM', in DE, AT)</li> <li>Portals for skilled workers (PFIFF Portal in Saxony-Anhalt, DE)</li> <li>'Age work Balance' (in AT, DE, ES, UK, FI, IE)</li> <li>mature@EQF - European Qualification in age-diverse Recruiting, transnational</li> <li>PEER – online social platform for the elderly, transnational</li> </ul>	<ul style="list-style-type: none"> <li>'Re-Turn' (in DE, AT, IT, PL, CZ, SI, HU)</li> <li>Intercultural women mentoring, AT</li> <li>'GUIDE!' (cross-cultural training material for guidance practitioners, in HU, IT, ES, IE, DE, FI)</li> <li>'MigrAlp' (Center on Migration for Services, Integration and Information, in IT, AT)</li> <li>'GEMMA' (Enhancing Evidence Based Policy-Making in Gender &amp; Migration in UK, AT, HU, FR, IT)</li> </ul>	<ul style="list-style-type: none"> <li>Local partnerships for the family (e.g. in DE)</li> <li>'Volunteer agencies Saxony-Anhalt'; DE</li> <li>'Building the bridge between old and young', AT</li> <li>'Living for assistance – A solidarity project between generations', AT</li> <li>'Adaptation strategy of the municipality Hohe Börde to demographic change', Saxony-Anhalt, DE</li> </ul>	<ul style="list-style-type: none"> <li>Sport events for the elderly (e.g. European Senior athletic sports in DE, PL, CZ)</li> <li>'New images of Age(ing)' (photo contest and exhibition, DE)</li> <li>'Sister Agnes', in DE</li> <li>'Anpassungsstrategie der Gemeinde Hohe Börde an den demografischen Wandel', Saxony-Anhalt, DE</li> </ul>
<b>Urban CE areas</b>	<ul style="list-style-type: none"> <li>'Age Management' and 'Age Management: a Virtual Marketplace for mutual learning in the service sector', IT</li> <li>'Alliance for work' (Sojusz dla pracy, PL)</li> <li>'Benefit from maturity' (Zysk z dojrzałości, PL)</li> <li>Project 'Busdriving-a job for a lifetime' (SAB Tours Touristik, AT)</li> <li>'Diversity Charter' (Catra per le Pari Opportunita'e Luguannunza del Lavoro, IT)</li> <li>'Fifty plus/minus' (Hungarian Business Leaders Forum, HU)</li> <li>'Forum 50+', 'Age on plus' (Z wiekiem na plus, PL)</li> <li>'Gesundheits- und Spitals AG (gespag), AT</li> <li>'Life-Project' (Voest-Apline, AT)</li> <li>'Tacitus', 'Welfare to work', 'Working Age Laboratory', IT</li> <li>Ageing Workers Awareness to Recuperate Employability (Progetto AWARE, IT)</li> <li>Competencies for Labour Market and Labour Pool, CZ</li> <li>eGovernment (e.g. in CZ, PL)</li> <li>Friendly practices to employees 50+ (e.g. in IKEA, Formac, in Filter Service, PL)</li> <li>Integrative management in companies (BEM, in DE, AT)</li> <li>Mondragon Corporation, Basque country, ES</li> <li>Social Experimentation for Active Ageing (in CZ, SI, UK)</li> <li>Third career (e.g. in CZ)</li> <li>Work Ability Index (ABC)-Coaching, AT</li> </ul>	<ul style="list-style-type: none"> <li>'LECIM' (Learning cities for Migrant Inclusion in HU, ES, DE, IT, AT, FR)</li> <li>'MISTRA' (Migrant Inclusion Strategies in European Cities, in HU, BG, CZ, DE, AT, IE, IT)</li> <li>'Senior fest', SK</li> <li>Pact of Diversity, AT</li> <li>Flat exchange, AT</li> <li>SAPA Profiles Hungary Kft., HU</li> </ul>	<ul style="list-style-type: none"> <li>'Active senior in the net', PL</li> <li>'Arms of Salvation', SK</li> <li>'Ein Brückenschlag zwischen Alt und Jung', AT</li> <li>'Homeshare' (AT, BE, FR, DE, IE, USA, NL, ES, UK)</li> <li>'Supergrandma', PL</li> <li>'Transfer of value' (Business transfer &amp; tools for enterprise, IT)</li> <li>'Housing for Help' (solidarity between generations, AT)</li> <li>Age friendly cities (Banska Bystrica, SK)</li> <li>Elderly for elderly, SI</li> <li>Family audit, IT</li> <li>Flexible hours for elderly/mentoring at MACHER Engineering and Electronics Ltd., HU</li> <li>Seniorfriendly municipality services ('Seniorenfreundliche Kommunalverwaltung' - SefKOV, DE)</li> </ul>	<ul style="list-style-type: none"> <li>'ASPASIA', IT</li> <li>'G&amp;G UPDATES' (grandparents and grandchildren, IT)</li> <li>'Housing for Help', AT</li> <li>'Prevention in old age' (PiA, DE)</li> <li>'Senior fest', SK</li> <li>'Silver Steps', IT national</li> <li>'Ujbuda 60+ card', HU</li> <li>Elderly people self-help groups, SI</li> <li>Generation management (e.g. Pecho Druck, E-Werk Wels, AT)</li> <li>Health promotion (Betriebliche Gesundheitsförderung, AT)</li> <li>Homeshare (AT, BE, FR, DE, IE, USA, NL, ES, UK)</li> <li>Improving Qualifications for Elderly Assistant, IT</li> <li>National Information System on non autonomous persons (SINA, IT)</li> <li>Web-based personal health record (IZIP), CZ, AT, DE national</li> </ul>

## General policy recommendations

Even though the main target course of the demography report, i.e. better support for families; promotion of employment; raising productivity and economic performance; better support for immigration and the integration of migrants; and sustainable public finances, was confirmed by the CE-Ageing Platform the minor role given to human capital was criticised. In respect of CE regions specification, the CE-Ageing Platform remarked that particular attention need to be drawn to the persisting regional differences within CE, partly along the lines of growing rural/urban differences.

The CE-Ageing Platform, consequently, regards counterbalancing inequalities, the adaptation of CE governance systems to change and investments in human capital (i.e. education, training and learning) next to making work-life-balance happen as key for CE's success. Good practices outside CE such as from some Scandinavian countries may serve as benchmark. Making work-life-balance happen includes solving the conflict of work for pay versus work for family as well as the expansion of work and improvement of health over the life span. A paradigm shift in respect to organising and valuing work and private life is required. The general policy recommendations for CE provided by the CE-Ageing Platform concern:

1. COUNTERBALANCING INEQUALITIES;
2. ADAPTATION OF GOVERNANCE SYSTEMS TO CHANGE;
3. INVESTMENT IN HUMAN CAPITAL; AS WELL AS
4. MAKING WORK-LIFE-BALANCE HAPPEN.

### Ad) Counterbalancing inequalities (main target groups: the public, civil society)

Counterbalancing inequalities is regarded as 'the' big challenge in CE which has to be addressed by the public: 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 the pension, the health, the social security as well as the care and long term care system. The public has to draw specific attention to CE's regional disparities:

- Overall, rural areas in Eastern CE are hit most since resources are concentrated in the big cities and wealthy rural areas.
- In rural areas in Western CE, inadequate policies concerning, for instance, the position of women in the work force exist and social support for family formation is needed, in particular.
- Last but not least, in urban conglomerates in CE the integration of a large number of citizens of migrant origin needs to be accelerated and the "care crisis" (formal and informal care) solved.

The growing number of persons living in poverty and that at-risk-of poverty draws an additional picture of an unequal distribution of wealth within CE. In respect to social inequality "active ageing across all ages" is recommended including intergenerational solidarity and intergenerational justice of public policy regimes (general pro-elderly bias of the welfare states) as well as the better activation of human capital. Fostering social innovation may assist in resolving societal challenges and, in addition, can help to overcome inequalities.

### Ad) Adaptation of CE governance systems to change (main target group: the public)

The adaptation of CE's governance systems to change is not only a recommendation for the challenges faced by demographic change but an overall requirement. It may go hand in hand with the public's main task in counterbalancing inequalities. The governance systems need to be adapted not only to framework conditions such as the financial crisis but also to economic and societal changes. There is a need observed for avoiding strong nationalist solutions

bearing in mind public expenditure cuts as well as the loss of relative power in CE. Courageous democratisation processes, hence, need to be enforced and sustainable social security system/s build.

Ad) Investment in human capital (main target group: the public)

The need for rising investments in human capital, i.e. all forms of education and learning, and, in particular, for high-quality (publicly subsidized) early childhood education and care service for the age group 1-6 was stressed throughout the development process of the CE Ageing Strategy.<sup>11</sup> The urgency of rethinking and forcing major investments in human capital was discussed together with the necessity for a progressive reduction of the pro-elderly bias of social spending patterns of CE welfare states. Hence, the necessity of pension reforms directed towards linking retirement age with the length of life in parallel to investing in staying healthy until reaching the retirement age was regarded as core concern.

Ad) Making work-life-balance happen (main target groups: the private and the public)

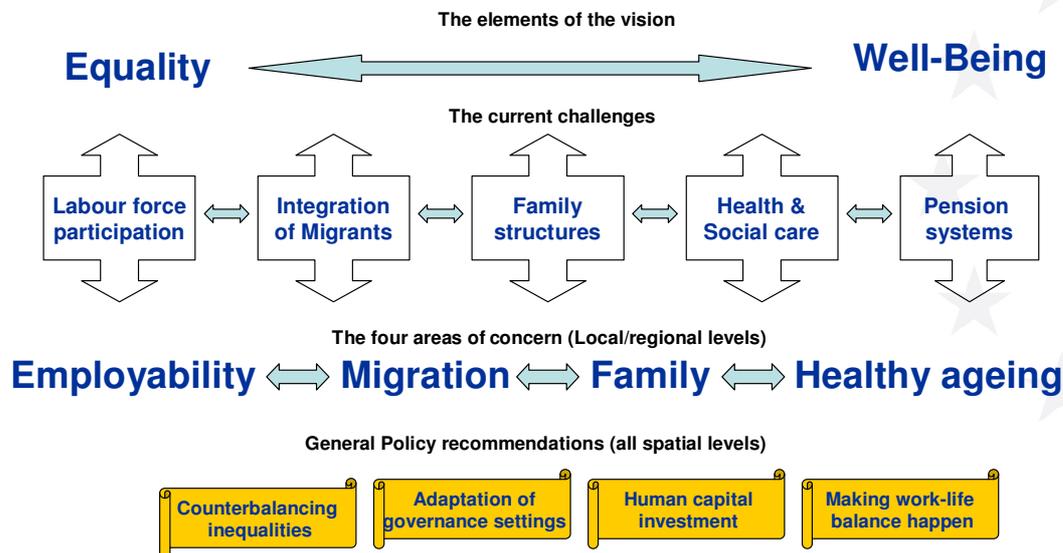
Next to organizing permanent education and training the adaption of the work environment to the capabilities and aspirations of workers including facilities for flexibility and variation in work schedules is recommended. Making work-life-balance happen is not only addressed to the public: Employers will need to be more flexible about how and where people work and how they are rewarded. To this end, solutions have to be offered in order to combine work with family and care.

## **Summary**

The CE-Ageing Strategy defines a vision, informs on current challenges, actions and practice recommendations targeted primarily at local and regional public authorities, and, finally, draws general policy recommendations for CE (Target group: national public authorities in particular). An overview of the core aspects of the CE-Ageing Strategy can be viewed in the illustration below.

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<sup>11</sup> Investments in human capital were recommended in all development phases, i.e. as current challenge, as need for actions in respect of the trends and scenarios as well as during the phase of elaborating recommendations for specific CE regions.



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