



Mainstreaming Ageing

Autumn 2010

Supporting the UNECE Regional Implementation Strategy for the Madrid International Plan of Action on Ageing

Dear Reader,

The International Day of Older Persons was observed for the first time throughout the world on 1st October 1991. Later, this day came to be observed in many countries and organizations. The day is dedicated to honour older people and to acknowledge and celebrate together the valuable contributions they make to our societies. There are many events and activities taking place on this day all around the world. Here we have presented two examples from the UK and Ireland.

Eszter Zólyomi

Project Coordinator

News in brief...

Europe – 2012 to be the European Year for Active Ageing

The proposed European Year for Active Ageing is designed to serve as a framework for raising awareness, for identifying and disseminating good practice and, most importantly, for encouraging policymakers and stakeholders at all levels to promote active ageing. The aim is to invite these players to commit to specific action and goals in the run-up year 2011 so that tangible achievements can be presented during the European Year itself in 2012. [More](#)

World – World Alzheimer Report 2010: The Global Economic Impact of Dementia

Alzheimer's Disease International has released the latest edition of its annual report series. Building on the findings of the 2009 World Alzheimer Report, the 2010 issue explores the cost of dementia to our societies. The report contains an explanation of the methods used, detailed results for different economic and geographic regions, and offers conclusions and recommendations. [More](#)

World – Ageing Societies: Challenges and Opportunities

A major global health and ageing survey by Bupa Health Pulse highlights that more than three out of four people over 65 do not feel old. Over 12,000 people across 12 different countries were surveyed to find out their attitudes and perceptions towards ageing, chronic diseases and health and wellbeing. The survey findings are analysed in a report by researchers from the London School of Economics. [More](#)

20th Anniversary of the UN International Day of Older Persons (IDOP)

Older persons and the achievement of the MDGs

The General Assembly of UNO designated 1 October every year as the International Day of Older Persons through a resolution 45/106 of 14th December 1990.

This year marks its 20th anniversary.

The theme of this year's commemoration is "Older Persons and the Achievement of the Millennium Development Goals (MDGs).

It is estimated that presently there are 759 million persons aged 60 years and over in the world. This figure may double by 2025 and will reach virtually two billion by 2050. Out of these, a vast majority, over 80 per cent, will be in the developing world.

Given the fact that older people are an increasingly major segment of society and their role in and contribution to achieving the MDGs is equally important, this year's official events, which will take place in Geneva and New York, will provide an opportunity to examine progress towards achieving the MDGs from the perspective of older persons, giving attention to their inclusion, their participation in society and promotion of a positive image of ageing. [More](#)



UK Older People's Day

UK Older People's Day was launched as a national celebration in 2007 to coincide with the UN International Day of Older Persons.

The UK Government have been supporting the day since 2007 who work with a wide range of organisations to put in place a nationwide network of events in local communities across the UK on or around 1st October.

The day aims to celebrate the huge contribution that older people make to our society and economy, and to tackle outdated stereotypes of what it means to be an older person in the UK today.

Events are organised at a local level by older people's forums, local authorities, private, voluntary and welfare rights organisations and by anyone who wants to take part. The scale of the day and the diversity of opportunities available come from the energy and commitment of local organisers.

In 2008, over 50,000 people took part in 900 local events across the country. The events celebrated the role that older people play in our society, promoted a more positive view of later life, and were also a great opportunity for generations to get together and interact. The theme for the events in 2008 was "bringing generations together" which focused on building links between people from different generations, in order to create a better understanding between the generations and to strengthen local communities.

2009 marked the third year of UK celebrations and was on a much larger scale than ever before. 1,000 events took place around the country, involving around 100,000 people.

This year the theme for UK Older People's Day 2010 is "getting and staying active in later life". Exercise at any age helps people to maintain strength, balance, coordination, mobility and stamina. For older people in particular, continuing to exercise at sufficient intensity and frequency can reduce the risk of developing many of the diseases and conditions of older age, and improve overall well-being. We also want to use the theme to raise awareness of the wider benefits of staying

physically active – for example, the opportunity to meet people and make friends, to discover new places in your local community and to maintain independence and improve quality of life.

2010 is already proving to be much bigger than ever before. To date more than 2,500 events have already been registered and events are continuing to be registered daily.

For more information visit the [website](#)

Information provided by Mary Mattioli - Pensions, Ageing, Communications and Engagement Team (PACE), Department of Work and Pensions, UK

Positive Ageing Week in Ireland

Positive Ageing Week is a festival which highlights the positive aspects of ageing and celebrates older people and the contributions they make to their communities.

This is the 8th year that Age Action, a charity organisation which promotes positive ageing and better policies and services for older people in Ireland, has been coordinating Positive Ageing Week to mark the UN International Day of Older Persons. Last year over 700-recorded events took place in 26 counties throughout the country.

The central aim of Positive Ageing Week is to dispel the many negative perceptions that surround ageing, to transform attitudes towards ageing and older people, and to celebrate the fact that we are living longer, that ageing is not a burden but an opportunity.

In the course of the week (24 September-2 October), various events and activities are organised all across Ireland by active retirement groups, local voluntary groups, nursing homes, libraries, commercial organisations and individual older people themselves. On the 1st of October, a conference will be held in Dublin with the theme "New Voices in Development: Older people on the Global Agenda".

More information can be found on the [Age Action website](#).

Assuring Adequate Pensions & Social Benefits for all European Citizens

The Belgian EU Presidency conference, held on 6-8 September in Liège, contributed to the debate on the adequacy of pensions and social benefits across European countries. It brought together many of the key actors with some prominent scholars and stakeholders.

With this conference, which was organised with the support of the European Commission, the Belgian Presidency contributed to the European debate on the adequacy of pensions and social benefits. The conference had two distinctive parts. A first part dealt with the debate on the adequacy of pensions. During this part, the Belgian Presidency aimed to support the debate launched by the publication of the European Commission's Green Paper. The second part focused on the role of adequate social protection systems and the European Model. The conference brought together many of the key actors and stakeholders, together with some prominent scholars. In this way, the Presidency had advanced the European-level discussion on the need of a strong social protection and social inclusion process in support of the inclusive growth objective.

Asghar Zaidi of the European Centre made a presentation 'Sustainability and adequacy of pensions in EU countries: A cross-national perspective'. His presentation made the case that the financial sustainability challenges that EU countries face are well documented, but the impact of policy reforms on the structure of future pension systems and on incomes of future retirees is less clearly delineated. Similarly, the need for sustained policy remedies to the current economic and fiscal crises is widely recognised, yet the effects of actions taken now on the nature of future social challenges arising are masked. The presentation and the accompanying paper addressed these issues and emphasized the need for policy-makers to be aware of the impacts of decisions on sustainability issues and on current fiscal consolidation upon pension systems' redistributive structures and on pension income adequacy for future pensioners.

The context of this presentation is that although the shocks to global economic systems caused by the financial near meltdowns in 2008 and 2009 are beginning to recede, its effects will remain with us for decades to come. National economies are now saddled with structural debts, partly as a result of choices made over the boom years and partly in pursuing expansionary policies during the recession. Although signs of economic recovery are visible, the effect of unemployment as well as the cutbacks required for budgetary consolidations on the vulnerable groups of the society, particularly pensioners, could run deep. The shape and design of future pension policy, and how that policy will be affected by choices made now in response to the current fiscal crisis, future population ageing challenges, and the welfare of future pensioners, is discussed in the paper. Such questions as were asked by Gauguin at the turn of 19th century – D'où Venons Nous / Que Sommes Nous / Où Allons Nous (Where Do We Come From? What Are We? Where Are We Going?) – are particularly pertinent for EU's pension policymakers today.

It is now, we submit, the time to carefully frame the answers to his third question – our future direction, and the welfare of our pensioners in the 2040s, 2050s and onwards.

While recognising that each country will have its own approaches, there is a need to ensure that its processes are based on sound economic, financial and fiscal fundamentals – approaches that would avoid a repeat of the 2008-2009 crashes. And also, the pension elements of any future policy packages are properly planned and executed, having learned useful lessons from the crisis. A review of fundamentals is essential at this crucial juncture, for all concerned, especially in making a fresh assessment of the social objectives aimed at in the pension policy. Most importantly, in moving forward, it is important to re-examine whether, and how, recent policy reforms compromise the pension income adequacy of future retirees, and what policies can potentially improve both the sustainability and the adequacy, and European Commission Green Paper's consultation is a first step in the right direction.

The paper based on the presentation can be found [here](#).

For more information contact [Asghar Zaidi](#)

Paying for Care

The European Centre's September Policy Brief written by Ricardo Rodrigues and Andrea Schmidt

The policy brief presents information on the current picture of public and private expenditure on long-term care for older people and discusses the challenges of financing care. Available data from national and international sources as well as qualitative information gathered in the European Centre's recent publication „Facts and Figures on Long-term Care -- Europe and North America“ is used to shed light on these issues.

On the other hand – given that user payments for long-term care can be quite high as a percentage of an individual's income (especially for institutional care) – this policy brief provides first results on potential redistribution effects of home care benefits (based on SHARE data). By that, the policy brief takes not only a policy-oriented, comparative view on funding arrangements for long-term care but also serves as a starting point for further discussions on the potential inequalities associated with the different ways of financing and providing long-term care.

For further information contact [Ricardo Rodrigues](#)

The policy brief can be downloaded from [here](#).

The joint effects of ageing and new social risks on social expenditure biases

Article published in the Journal of European Social Policy.

„Elderly Bias, New Social Risks, and Social Spending: Change and Timing in Eight Programs across Four Worlds of Welfare, 1980-2003“ by Pieter Vanhuyse and Markus Tepe has been published in the summer issue of the Journal of European Social Policy.

Over the past decades, all affluent welfare states have been coping with two major new trends: population ageing, and new social risks resulting from de-industrialization. How have these demand-side trends, and their timing, affected welfare spending? The authors aim to answer this question by investigating 21 OECD democracies with respect to eight separate programmes and two composite indicators of aggregate welfare spending bias towards the elderly and new social risks.

They find that welfare regime logics still matter crucially in accounting for variation between countries as does the timing of the large scale arrival of new social risks. Both Southern European welfare states and countries that entered the post-industrial society comparatively late spend less on programmes such as education and family allowances, and more on survivor pensions.

But within countries, contemporaneous levels of new social risks conspicuously fail to affect spending on programmes that deal with these risks. These findings defy simple neo-pluralist expectations of „social-policy responsiveness“: on their own, even dramatic demand-side trends influence welfare spending relatively little in advanced democracies.

For more information please contact [Pieter Vanhuyse](#).

Upcoming events



- ▶ **Third European Demography Forum: The Demographic Dimension of the Europe 2020 Strategy**
22-23 November 2010, Brussels, Belgium

„Europe 2020“, the European Union’s strategy for jobs and smart, sustainable and inclusive growth, was adopted by the European Council in June 2010. It can only succeed if it takes into account a rapidly changing demographic context and if it finds ways of unleashing the full potential of an ageing and increasingly diverse population. The forum will address issues such as active ageing, solidarity between the generations and how to tackle the crisis and consolidate public finances without jeopardizing investment in Europe’s demographic future. [More](#)
- ▶ **CONFIDENCE 2010 International Conference - Open Doors to ICT for Ageing and eInclusion**
9 -10 December 2010, Jyväskylä, Finland

The conference aims at disseminating current research and development activities carried out within the CONFIDENCE project as well as other research within the European Union Framework Programmes. The conference also encourages the exchange of ideas and initiatives among participants in the fields of ICT and ageing, eInclusion, and AAL. [More](#)
- ▶ **VII European International Congress of Gerontology and Geriatrics**
Healthy and active aging for all Europeans „II“
14-17 April 2011, Bologna, Italy

This Congress will provide an opportunity for scientific, interdisciplinary dialogue among experts in biological, biomedical, chemical, clinical, engineering, nursing, psychology, social sciences, public health and policy. The event is organized by the European section of the International Association of Gerontology and Geriatrics (IAGG). [More](#)

The [European Centre for Social Welfare Policy and Research](#), an intergovernmental organisation affiliated to the United Nations, has been mandated to undertake various follow-up activities of the Madrid International Plan of Action on Ageing since 2002.

The [Mainstreaming Ageing: Indicators to Monitor Implementation \(MA:IMI\)](#) project is an institutionalised collaboration between the European Centre and the United Nations Economic Commission for Europe (UNECE). Eszter Zólyomi is the Project Coordinator. For further information please visit the [Monitoring RIS website](#)

Contact information:

Annette Hexelschneider
Head of Knowledge and Information Management
Support Unit
European Centre for Social Welfare Policy and Research
Berggasse 17
A-1090 Vienna (Austria)
Tel: +43-1-319 45 05-23
Fax: +43-1-319 45 05-19
hexelschneider@euro.centre.org

Contact for general research questions:
ec@euro.centre.org

Financed by:



Please feel welcome to forward the newsletter to others.

If you wish to reproduce any information please contact hexelschneider@euro.centre.org

If you wish to unsubscribe please answer this mail with "Unsubscribe" in the subject line.

Every reasonable effort has been made to ensure that the information provided is accurate. The European Centre for Social Welfare Policy and Research does not warrant its accuracy and disclaims any liability to any third party anywhere in the world for any injury, damage, direct or indirect loss, consequential or economic loss or any other loss suffered as a result of the use or reliance upon the information contained in the newsletter and our web pages to the maximum extent permitted by law.

The newsletter contains links to external sites over which the European Centre for Social Welfare Policy and Research has no control and accepts no responsibility, as long as the European Centre for Social Welfare Policy and Research has no information about the illegality of the information. Should you have information about such content on pages where we link to please send immediately a mail to ec@euro.centre.org.