

Fostering Active & Healthy Ageing in Europe: Integrating the Elderly & Harnessing their Economic Potential



Thursday 8th November 2018

Thon Hotel Brussels City Centre,
Brussels



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Overview

The citizens of the EU are increasingly older citizens. In 2015, the birth rate for the EU-28 was slightly lower than in 2005; a rate among the lowest recorded across the G20 members (Eurostat 2018). According to Eurostat 2018 estimates, by 2080, the EU will likely have 63.8 million inhabitants aged 80 years or over. As Europeans live longer, the costs of health and social care will rise substantially to about 9% of EU GDP in 2050. This is a major challenge for many economies. However, this very same demographic trend, if appropriately harnessed, may be a source of outstanding opportunities as forecasts from the UN and Euromonitor suggest that in 2030, seniors will account for around \$15 trillion of consumer spending.

The EU is addressing the ageing population problem by developing the “silver economy” concept, a wide array of economy related policy initiatives aimed at improving the quality of life, the inclusion in society and the involvement in economic activity of the ageing population. Its signature European Innovation Partnership on Healthy and Active Ageing (EIP-AHA) has recently started a new cycle of activities (2018-2020) focusing on digital health and care innovation in Europe. Other joint EU and member states initiatives include: The Ambient Assisted Living (AAL) Joint programme to improve the lives of older people at home, Advantage, a Joint Action (JA) launched in January 2017 to adapt local solutions against Frailty in Member States, the Joint Programming Initiative (JPI) More Years, Better Lives to enhance coordination and collaboration between European and national research programmes on demographic change, and a Neurodegenerative Disease Research Joint Programme. The Commission for its part is addressing elderly social inclusion, and the improvement of their life conditions through its Europe 2020 strategy, the Active Ageing Index (AAI) and the Horizon 2020 programme.

These initiatives have had a positive impact in active ageing, but challenges still remain. As ageing touches on many aspects of work, concerted efforts in areas such as technological development and health care and long-term care cooperation will remain a key aspect in future policy making.

This international symposium will therefore offer delegates with a timely and invaluable opportunity to consider strategies to promote healthy and active ageing and foster the engagement of the elderly in society. Furthermore, it will highlight the latest technological innovations to support independent living of the elderly, and how they can be used to lower the costs associated with ageing whilst simultaneously boosting the economy. Finally, it will explore practical and transferable solutions to dealing with an ageing workforce.

Why Attend?

- ✓ Review the latest ageing figures and demographic trends in Europe
- ✓ Evaluate the accomplishments of the silver economy as a driver of economic growth
- ✓ Learn about recent developments and EU initiatives on active ageing
- ✓ Identify opportunities that the social services and healthcare sector present for an active and economically cost-effective care and inclusion of the elderly
- ✓ Develop innovative ideas in the field of age friendly environments and personal health management
- ✓ Reflect on ways of enhancing coordination and collaboration between local and trans-national stakeholders in the promotion of 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

Venue and Accommodation

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



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Programme

09:15	Registration and Morning Refreshments
10:00	Chair's Welcome and Opening Remarks
10:10	Tacking Stock of EU Initiatives to Support Elderly People: Understanding the Current Framework <ul style="list-style-type: none">• Assessing the Ambient Assisted Living (AAL) Joint Programme• Examining the Joint Programming Initiative (JPI) <i>More Years Better Lives</i>• Insights from the Active Ageing Index: Measuring the Untapped Potential of Seniors in the EU• Europe 2020 strategy
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 <ul style="list-style-type: none">• Ageing and Policies: Anticipating the Trend in Welfare-Related Costs• Investing in Skills and Qualifications: Preventing ill health by providing Decent Working Conditions• Personal Health Management: Stimulating Healthier Lifestyles and Enhancing the Quality of Life
12:00	Second Round of Discussions
12:30	Networking Lunch
13:30	Promoting Inclusive Societies: Increasing the Participation of Older People in the Society <ul style="list-style-type: none">• Ensuring Access to Education and Lifelong Learning• Employment Retention and the Reintegration of Senior Workers• Technological Innovation & ICT Solutions to Support Independent Living of Older Citizens• Challenging the Perception of Old Age and Preventing Age Discrimination
14:00	Third Round of Discussions
14:30	Afternoon Coffee Break
14:50	Fostering Environments for Active Ageing: Creating Age-Friendly Cities and Homes <ul style="list-style-type: none">• Supporting Older People at Home: The Role of Informal Carers• Promoting Better Access to Community and Institutional Services• More accessible Public Transport and Infrastructure• 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

* Please note that the programme is subject to change without notice *

Event Details

Date: Thursday 8th November 2018
Time: 10:00am – 4:30pm
Venue: Thon Hotel Brussels City Centre, Brussels



Forthcoming Events

Promoting an Inclusive Europe: Supporting the Effective Integration of non-EU Migrants
6th September 2018

Assessing the EU Common Fisheries Policy: Stepping Up Efforts towards Sustainability
12th September 2018

Fostering the Digitisation of Public Services in the EU: A Stepping Stone to a Digitally Advanced Society
18th September 2018

2nd Symposium on the Future of Sustainable Agriculture in the EU: Assessing the Role of Pesticides and Biocides
9th October 2018

Towards a Sustainable European Transport System: Investing in Clean and Innovative Solutions
30th October 2018

Reinforcing Cyber Security in the EU: Building Coordinated Security, Confidence and Capability in the Cyber Domain
6th November 2018

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