



## Programme

Opening conference for  
the European Year for Active Ageing  
and Solidarity between Generations 2012

### **Stay active – what does it take?**

Copenhagen  
18.01.2012 – 19.01.2012

Organized by the Danish Ministry of Employment, Ministry of Social Affairs and Integration and  
Ministry of Health

With support from

The European Commission (DG Employment, Social Affairs and Inclusion)

*The challenges imposed by the demographic development in Europe are undisputed. This calls for innovative ideas and solutions that make it possible to see challenges as opportunities. The opening conference for the European Year for Active Ageing and Solidarity between Generations will focus on how innovation can bring new solutions to the future challenges of an ageing society in Europe within the fields of employment, health and social affairs.*

#### **Wednesday 18 January**

9.30 Registration and coffee

10.00 Opening of the conference featuring the Danish Choir "Gangstaterne" [i.e. "The Walkers"]

Introduction by conference moderator, Journalist Mette Vibe Utzon

Opening speech by Mette Frederiksen, Danish Minister for Employment

Opening speech by László Andor, Commissioner DG Employment, Social Affairs and Inclusion

**10.30      Session 1: Setting the scene – challenges and opportunities**

John Dalli, Commissioner DG Health and Consumer Policy

Why do we need a European Year for Active Ageing and Solidarity between Generations?

*Marjan Sedmak, President of AGE Platform Europe*

Senior citizens on the labour market – the need and potential of reforms

*Donald Storrie, the European Foundation for the Improvement of Living and Working Conditions*

**11.15      Coffee**

A biological perspective on healthy and active ageing

*Suresh Rattan, PhD., D.sc, professor of bio gerontology*

Active ageing across sectors and policy areas

*Axel Börsch-Supan, Professor, PhD, Director, SHARE (Survey of Health, Ageing and Retirement in Europe)*

The potential of innovation to promote active ageing

*Christian Bason, Director of innovation, MindLab (a Danish cross-ministerial innovation unit)*

Voluntary activities promoting active and dignified ageing and solidarity between generations: some good practices

*Pedro Mota Soares, Minister for Solidarity and Social Security, Portugal*

**13.00      Lunch**

**14.30      Session 2: A long and healthy life – in the labour market and after**

**What can be done to facilitate a long and good working life?**

Factors influencing early exit from the labour market

*Mona Larsen, The Danish National Center for Social Research*

Reply by *Jan Fekke Ybema, The Dutch Center for Innovation for Life*

What difference does guidance and training make?

*Jasper van Loo, Cedefop - the European Centre for the Development of Vocational Training*

Good practice example: A third career

*Poul Erik Tindbæk, senior consultant and ph.d, the municipality of Aarhus*

Good practice examples: The role of businesses

*Annemarie Muntz, Director, Randstad*

*Jacques Spelkens, GDF Suez Group*

16.00 Coffee

**16.30 Staying fit and active – why and how**

What do we know about the significance of physical activity?

*Kirsten Avlund, Professor, University of Copenhagen*

Good practice example: Preventive house calls

*Carsten Hendriksen Associate professor, University of Copenhagen*

Meeting the senior volunteers: Couch session with elderly people engaged in voluntary work.

17.45 End of the day

19.30 Dinner at The Royal Danish Playhouse

## Thursday 19 January

9.00 Coffee

### 9.15 **Session 3: Empowerment and participation - new paths towards inclusive societies with active, independent and capable seniors**

Introduction by Astrid Krag, Danish Minister for Health

Dropping stereotypes

*Anne Knudsen, Chief Editor, Weekendavisen (newspaper)*

The elderly as active and participating citizens

*Bjarne Hastrup, DaneAge Association/AGE Platform*

Good practice example: Life Long Living – Maintaining Everyday Life as Long as Possible (Municipality of Fredericia)

*Karen Hebøll Director of Social Affairs, Municipality of Fredericia,*

*Jakob Kjellberg, Senior project leader, Danish Institute for Health Services Research*

Good practice example: Manchester – “A great place to grow old”

*Paul McGarry, Senior Strategy Manager, Manchester City Council*

11.20 Coffee break

### 11.45 **Closing of conference**

Panel debate: Visions for European active ageing – what will be the impact of our efforts 20 years ahead?

*With representatives from the key stakeholders on the theme of the conference*

Closing remark by Sotiroula Charalambous, Minister of Labour and Social Insurance, Cyprus

Closing remark by Karen Hækkerup, Danish Minister for Social Affairs and Integration

13.00 End of the conference - including sandwiches “to go”

## Opening conference for the European Year for Active Ageing and Solidarity between Generations 2012

### Conference paper

Are you concerned about ageing? About your place in society when you turn 60, 70 or 80?

Life does not end at 60, and society acknowledges to an ever increasing extent that senior citizens have much to offer. This is what active ageing is all about – getting more out of life and staying in good health as you age. This is important both in the labour market, at home and in society.

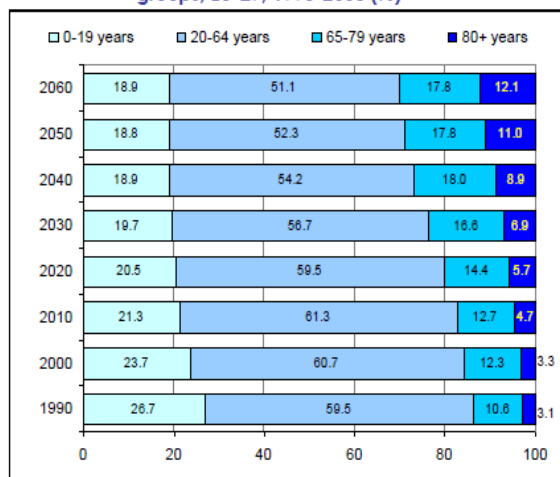
Staying active and getting more out of life for longer is an advantage both for the individual and for society as a whole.

2012 is the European Year for Active Ageing and Solidarity between Generations. The Year gives us reason to reflect on the fact that the Europeans live longer than ever before and, at the same time, consider how to get the most out of the extra years of life.

#### Europeans live longer and become healthier

Europe is facing a demographic challenge. By 2017, there will be fewer young people working than there will be pensioners, and the number of people above the age of 65 is growing steadily.

Graph I.6.8: Population age structure by major age groups, EU-27, 1990-2060 (%)



1990 – 2010: Observed populations.

2020 – 2060: EUROPOP2008 convergence scenario.

EU-27 excludes France's overseas departments.

**Source:** Eurostat (online data codes: demo\_pjan and proj\_08c2150p)

However, the Europeans are not just living longer – they are also healthier than ever before. As such, the European year for active ageing also provides an opportunity to cast light on the range of options resulting from the demographic development. The demographic development is more than just a challenge; it is also a unique opportunity to highlight the many resources and experiences that senior citizens have.

### **Active ageing provides opportunities**

Active ageing and a good health give European senior citizens the opportunity to:

- Remain active in the labour market for longer
- Keep playing an active role in society for longer
- Be healthy and independent

Active ageing is also a determining factor for maintaining solidarity between generations in society. Senior citizens have much to offer younger generations – and the other way round.

The challenge for politicians, businesses and other public and private actors is to improve the access to active ageing for all age groups. It must be possible to live a healthy and independent life and be an active participant in the community, including the labour market, the educational system and civil society.

The European year is to increase the attention to these challenges and the opportunities of tackling them.

### **The opening conference on Active Ageing and Solidarity between Generations**

Denmark holds the Presidency of the Council of the EU in the first six months of 2012 and opens the Year for Active Ageing and Solidarity between Generations with a conference in Copenhagen on 18-19 January 2012.

At the conference, focus will be on the options that active ageing and solidarity between generations provide for the individual and for society.

The recurrent theme for the conference is innovation and innovative solutions. At the conference, a number of presentations will, through good examples, show how various European countries work with active ageing. The conference is thus intended to inspire the participants to work in new ways and use methods to promote the active life of seniors in society and in the labour market.-

The opening session will set the scene for the European Year for Active Ageing and Solidarity between Generations.

The second and third sessions will deal with key aspects of active ageing – in the labour market and after retirement and on facilitating new innovative ways of delivering social and health services to the elderly. Both sessions are based on a hands on perspective – doing it – and aims at inspiring public welfare providers, private businesses and non governmental organizations.