

**Venue:** Hotel HUSA President

44 Boulevard du Roi Albert II – 1000 Brussels, Tel. +32 (0)2 203 20 20

Interpretation in English and French

## 4th AGE Annual Conference

Friday, 18 November 2016

9.00 - 15.30, Brussels



**Addressing age discrimination, while strengthening economic and social rights of older people, in order to empower them as equal citizens**

Although the European Charter of Fundamental Rights declares the rights of older people to live a life of dignity and independence, further pressure on public budgets to restore financial equilibrium and enhance economic growth are increasing the risk of human rights violations against older persons. Older people remain the only group that is specifically protected by the EU Charter of Fundamental Rights (Article 25) but has not yet been the object of a specific EU policy action. Consequently, various violations of older people's fundamental rights remain largely unknown and unaddressed.

Similarly to previous years, AGE Annual Conference 2016 will be the opportunity to discuss among our member-organisations, policymakers and external guests how the EU should address age discrimination, while strengthening both economic and social rights of older people in order to empower them as equal citizens.

We would also like to take opportunity to discuss the remaining challenges in relation to the on-going review of the Madrid International Plan of Action on Ageing (MIPAA). With academics, industry and EU representatives, we will explore how the EU and Member States have so far contributed to the MIPAA objectives and identify priorities for this further implementation in the future. Finally, we will discuss possible links between this UN instrument and EU instruments and initiatives that have an impact on the lives of older people.

Finally, AGE member organisations will present some practical examples of creating the implementation of age-friendly environments at the grassroots level.



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## Draft Programme

- 9.00-9.10**      **Welcome by Marjan Sedmak, AGE President**
- 9.10-10.00**      **Opening speeches**
- **Marie-Hélène Boulanger**, Acting Director for Equality and Union citizenship, DG JUST, European Commission
  - **Sylwia Spurek**, Vice Commissioner for Human Rights, Republic of Poland
- 10.00-12.50**      **Panel discussions: Preparing UN Madrid International Plan of Action on Ageing (MIPAA) review 2017**
- 10.00-10.45**      **Panel One: Longer working life and ability to work: incentives and opportunities**  
Moderator: Hilde Hawlicek, AGE Vice President
- **Brenda O'Brien**, European Agency for Safety and Health at Work (EU-OSHA) – 2016-17 pan-European campaign, Healthy Workplaces for All Ages
  - **Hans Dubois**, European Foundation for the Improvement of Living and Working Conditions (Eurofound) – Work preferences after 50 and flexible retirement schemes
  - **Anne Himpens**, Flemish Regional Department for Work and Social Economy – Ways to reach the older worker at the workplace
  - Discussion with panellists
- Coffee-break 10.45-11.20**
- 11.20-12.05**      **Panel Two: Ensuring a dignified and independent old age to all**  
Moderator: Helen Campbell, AGE Vice President
- **Laura Christ**, Coordinator of Erasmus Project 'Active 80+', Training for care staff and older volunteers to coach the oldest old to continue participate in society and live in dignity
  - **Gerry McKenna**, Queens University Belfast , How to integrate oral health in the public health agenda and how this will impact healthy ageing in the future
  - **Edwina White**, Self-Advocate **and Paul van Houten**, SCA – Svenska Cellulosa Aktiebolaget (SCA) Hygiene Products AB, Incontinence and continence care
  - Discussion with panellists

12.05-12.50

**Panel Three: Social and technological innovations to help older people realize their potential**

Moderator: Helen Campbell, AGE Vice President

- **Yves Dario**, Senior Project Coordinator, King Baudouin Foundation, European Programme Advisor – Overview of social innovation on ageing in Belgium
- **Prof Sabina Brennan**, Director of the NEIL Memory Research Unit, Hello Brain: A Case Study, Social and technological innovations for healthy and active ageing
- **Juliane Jarke**, Researcher at the University of Bremen, Co-creation of personalised mobile access to public services with and for senior citizens – Experience from the EU Mobile Age project
- Discussion with panellists

**Lunch 12.50 – 13.50**

13.50-14.20

**MIPAA in the context of national and EU policies on ageing – opportunities for mutual strengthening**

Moderator: Marjan Sedmak, AGE President

- **Olga Pietruchova**, Director of the Department of Gender Equality and Equal Opportunities, Ministry of Labour, Social Affairs and the Family of the Slovak Republic– MIPAA implementation in national context – TBC
- **Vitalija Gaucaite Wittich**, Chief, Population Unit, Statistical Division, United Nations Economic Commission for Europe – Update on the UN MIPAA review and upcoming UNECE ministerial conference in 2017
- Q&As with participants

14.20-15.20

**Examples of older people's contributions to an age-friendly and inclusive society**

Moderator: Heidrun Mollenkopf, AGE Vice-President

- **Maren Heinzerling**, Older people volunteering in elementary schools und taking care of migrants – experiences of the initiative “Magic Physics”
- **Anne Jaumotte, and Amandine Lefébure**, Joint partnership ENEO-SOLIVAL ‘Prepare today one’s home for tomorrow’
- **Bart Deltour, Director of Regionaal expertisecentrum Foton**, Dementia Friendly Bruges



- **Louis Cousin**, Cooperatives Europe – Care cooperatives and examples of cooperatives of older people in Europe
- Q&As with participants

**15.20-15.30**      **Closing remarks by AGE President, Marjan Sedmak**

**End**

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