



TOURAGE Final Conference

Seniors' point of view

Brussels, 18 September 2014





1. Who are we?

AGE Platform Europe at a glance

- Set up in 2001, Social NGO with Belgian Statutes
- European Network with about 165 Member Organisations
- Represents directly over 30 million older people
- Aims to voice and defend the interests of older people and to raise awareness on the issues that concern them
- Topics covered: anti-discrimination and human rights, employment, life-long learning, health, social inclusion, accessibility, new technologies, transport, financial services, standardisation, etc.
- Co-financed by a grant of the EU (Progress) and by its members



2. Tourism, a senior perspective



Older people are diverse

age diversity, gender dimension, disability and ageing, socio-economic status (poverty among older people), rural/urban, 28 EU countries, health status, participation (employment, volunteering, informal care, political involvement, leisure and culture, life-long learning, etc.)...

Elder, Senior Silver, Older, Oldie, 50+, Silver fox, Golden ager... and the list is probably longer!

→ **And so are their tourism habits**

Reflect this diversity

Avoid stigmatisation, go beyond stereotypes

Do not focus on a « tourism » only made for older people, but rather make sure that your destination is also made for older people

Facilitate intergenerational exchange and allow a three generations family to go on holidays all together

Make it participative: involve citizens in your project, allow for active participation from the design of your initiative (feedback, comments, evaluation, etc.)

→ **Design for all, inclusive places**



Accessibility

→ Physical barrier but also accessibility of the information, accessibility of services (e.g. vending machine)

- Initiatives at EU level: Accessibility Act, Implementation of the UN Convention on the rights of people with disabilities, EU Access City Award, Standardisation (E.g. Mandate 473 on Design for all), eAccessibility Directive
- Projects: eAccess+, Work done by ENAT, subgroup on tourism in the EIP Active and Healthy ageing,
- Concrete examples: Spain, Ljubljana (enhanced tourism thanks to better accessibility), Vienna

Training



Tourism 

Universal Design Toolkit
for Customer Engagement

NDA
National Disability Authority
www.nda.ie

3 Electronic & Web
Based Communication



Die Bahn 

Erleben Sie die **Bahn hautnah**
und riskieren Sie einen
Blick **hinter die Kulissen.**



Entspannt reisen, Interessantes erleben, Kultur genießen,
Freunde und Familie besuchen, Kontakte pflegen – Mobilität
ist der Schlüssel zu vielen Aktivitäten, die das Leben
bereichern.

Die Deutsche Bahn trägt aktiv dazu bei und möchte auch
den Junggebliebenen mit maßgeschneiderten Angeboten
und Leistungen ein komfortables Reisen bieten.
Die Bahn macht mobil.



aoneas

Be Safe by Bus
Practical training for older passengers

1st edition 2010



aoneas

Serving Older Passengers
Training manual for bus drivers

1st edition 2010

Right's issues

→ Legislative framework that have an impact

- Consumers' rights
- Horizontal directive on discrimination (e.g. insurance)
- Passengers' rights: persons with reduced mobility





3. AGE campaign « Towards an age-friendly EU » and synergies with TOURage

Why this campaign?

- Common challenge in relation to demographic change and ageing of the population
 - Increasing of old-age dependency ratio → increasing need of care while less financial and human resources
- Empower older people and give them the possibility to be more independent thanks to an enabling environment (ref. WHO – active ageing)**

Some concrete examples?

building an age-friendly NYC

We love this city!

I don't go out at night because there is no one to go with.

I like shopping in my neighborhood because they know me.

I don't want to retire and do nothing.

I wish I knew how to skype.

I like meeting new people.

My mom can't climb her stairs any more, and I don't know what to do about it.

1 listen to lots of older people

People over 65 ride public transit only 64% of the national average.

1 in 3 volunteers is 55 years old or older.

Every day roughly 10,000 baby boomers turn 65 and will for the next 19 years.

2 share the data loudly

84% of people over 65 say they need more time to cross the street.

700,000 of NYC workers are over 55. A person entering the workforce today can expect to work for 43 years.

3 create real citywide change

www.agefriendlynyc.org @agefriendlynyc





AFE-INNOVNET
TOWARDS AN
AGE-FRIENDLY EUROPE



- CIP ICT PSP Project
- Overarching goal: set up a **large EU wide community of local and regional authorities** and other relevant stakeholders who want to work together to find smart and innovative evidence based solutions to support active and healthy ageing and develop age-friendly environments.
- Consortium made of 29 partners (6 regions, 13 cities, EU wide network of local and regional authorities, civil society organisations, research centres/universities, 16 EU countries represented)



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