



Año Europeo del **Envejecimiento Activo**  
y de la **Solidaridad Intergeneracional 2012**



**2012**

**European Year of Active Aging and  
Intergenerational Solidarity**

**Imsero**

**Spanish Coordination Body**



## Some facts about population and old people

### European Union:

- ✓ Average age: in **2010** was **39.8**; in **2060** it will be **47.2**
- ✓ Over 65s: in **2010** they were **16%**; in **2060** they'll be **30%**
- ✓ By **2060** there could be 1 old person for every 2 people of working age

### Spain:

- ✓ Life expectancy: average of **83 years**
- ✓ Over 65s: currently **17%** (over 8 million)
- ✓ **57.5%** of old people are **women**
- ✓ **87%** want to live in their own home as long as possible



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## Reasons why active aging and intergenerational solidarity should be promoted

- ✓ **Contribution** by older people in various ambits of society (family, politics, culture, work, education and training, social participation, intergenerational relations, etc.).
- ✓ **Benefits** of an active life for health: importance of prevention (healthy habits, physical activity, social relationships, etc.).
- ✓ **Strategy** to ensure that old people can enjoy a healthy, independent lifestyle, fully integrated into their environment and society in general.



## **Importance of active aging as a driving force for development**

### **✓ Social development:**

- ✓ Relations between generations
- ✓ Social participation
- ✓ Volunteering activities
- ✓ Extending working lives

### **✓ Product development and support services**

- ✓ Design and development of technological products
- ✓ Health-care and promotion services. Leisure and free-time services and supply
- ✓ Creating friendly environments



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## **Why have a European Year?**

An older European Union poses several challenges:  
labour market, pension systems, social and health-care services,  
age-friendly cities and environments, etc.

## **What's the idea of the European Year 2012?**

- ✓ Facilitate the creation of an active-aging culture in Europe, based on a society for all ages.
- ✓ Building awareness about the contribution that old people make to society, and how best to address the aging of the population.

## **Who is it targeted at?**

Society at large, because we all get older and should be aware of the need to prepare the conditions that will allow us to enjoy a decent, sustainable lifestyle that is shared by all generations

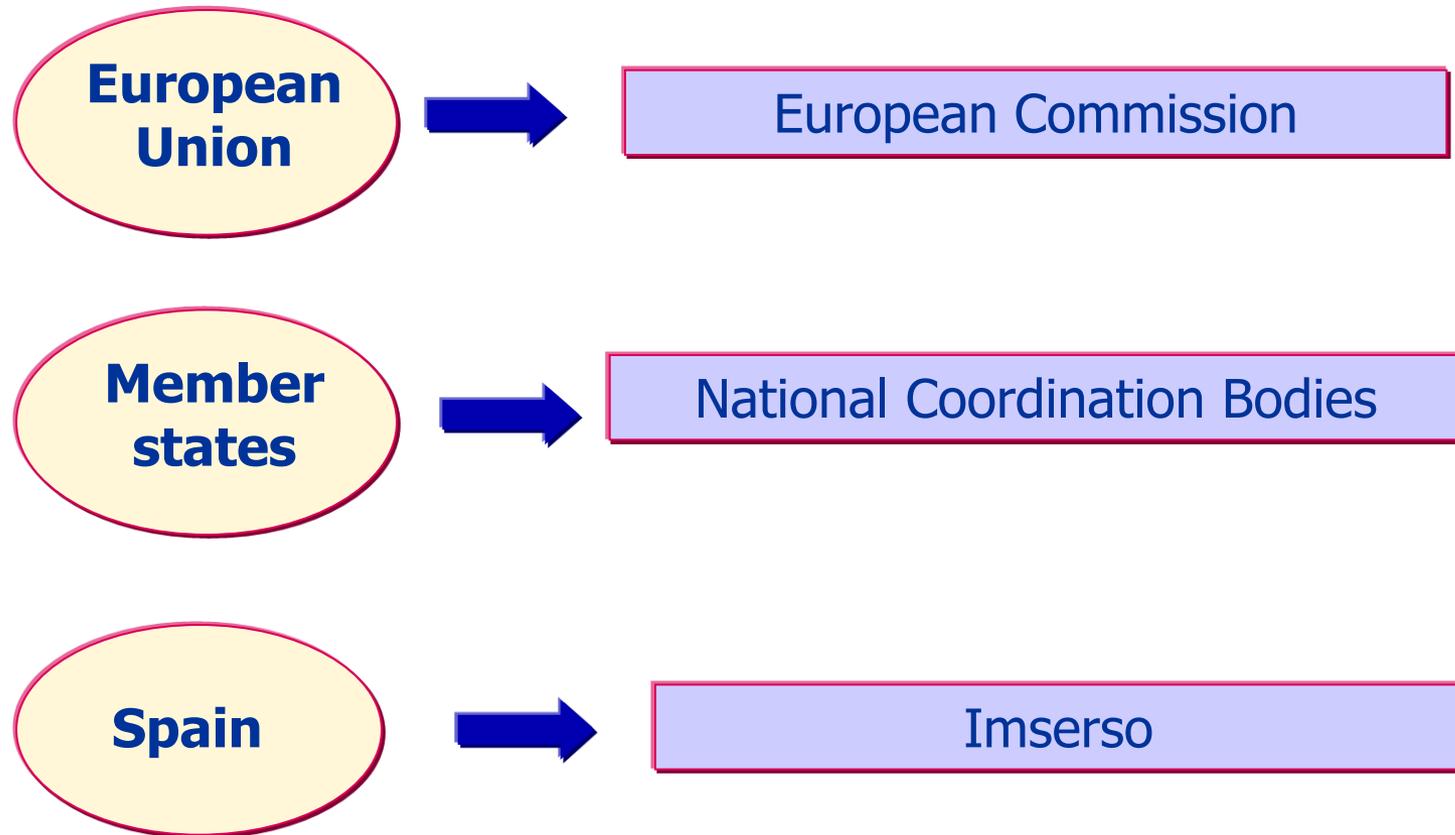


## Specific objectives of the European Year:

- ✓ **Build awareness in society** about the value of active aging and make it a priority in political agendas.
- ✓ **Encourage debate** and the exchange of information, develop mutual learning between EU countries and the various actors involved (public authorities, civil society, social interlocutors).
- ✓ Provide a framework that facilitates **making commitments** and carrying out specific actions that will make it possible to develop innovative long-term solutions, policies and strategies.
- ✓ Foster activities that serve to **combat age discrimination**, overcoming age-related stereotypes and eliminating barriers, especially in the ambit of employment for older people.



## Coordination of the European Year 2012





# Support instruments for European Year activity in Spain

**Organising Committee**



**Advising on the activities taking place in Spain, developing activities with the remit of each of the members and involving as many public and private organisations and actors related to different aspects of active aging as possible**

**Communication strategy**



**Building awareness in society in general and in the media in particular, and disseminating the values promoted by the Year to make old people visible.**

**Official programme of activities**



**Includes activities in Spain promoted by Imserso and by members of the Organising Committee, with a total of 28 activities to date, which can be grouped by topics or key areas involved in active aging**



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## Communication strategy

### ✓ **Website: [www.envejecimientoactivo2012.es](http://www.envejecimientoactivo2012.es)**

Basic tool for information and communication on the EY 2012, its values, activities, exchange of experiences, contact between entities, etc.

### ✓ **Facebook: [www.facebook.com/2012envejecimientoactivo](http://www.facebook.com/2012envejecimientoactivo)**

Social networks as media for dissemination, exchange and participation in the framework of this European Year and its goals and activities.

### ✓ **Awareness-building video (1:30 min.) + spot (20 sec.)**

Free use and available for any entities interested in disseminating it at events related to this European Year.



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## **Communication strategy**

### **✓ Twelve Causes for 2012 Campaign:**

Awareness-building programme by Imsero in partnership with UDP, in which every month in 2012 will be allocated a cause or topic related to aging of the population. Old people make contributions and suggestions for each topic through old people's associations.

### **✓ European website: [www.active-ageing-2012.eu](http://www.active-ageing-2012.eu)**

Promotional materials in all official EU languages, free to use and download. Dissemination of Europe-wide events.



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## Official programme of activities

### Topic areas of the activities:

- ✓ Working life
- ✓ Lifelong learning
- ✓ Social participation
- ✓ Health and living conditions
- ✓ Intergenerational solidarity



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## Official Programme of Activities

### Types of activities:

- ✓ Dissemination and awareness-building actions (audiovisual material)
- ✓ Events, conferences and talks for discussion and exchange
- ✓ Competitions and awards
- ✓ Studies, research and publications



## Official Programme of Activities

- ✓ **Dissemination and awareness-building actions (audiovisual material)**
  - Video + spot: "What do you want to be when you grow up?"
  - Video "You're still in charge of your own life"
  - "Twelve Causes for 2012" campaign
- ✓ **Events, conferences and talks for discussion and exchange**
  - 1st International Symposium on Active Aging and Intergenerational Solidarity (UNED-Imsero)
  - Closing conference on social participation and decision-making by old people (Imsero)



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## **Official Programme of Activities**

### ✓ **Competitions and awards**

- European Year 2012 Awards
- "Sharing Experiences" competition
- Cartoon competition: "A lot to give, a lot to share"

### ✓ **Studies, research and publications**

- Study on volunteering by old people
- Study to estimate the financial returns of old people for the national economy



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**The aging process affects us all, and therefore we  
ALL should participate in seeking and applying  
solutions**

**TAKE PART in European Year 2012!**

**[www.envejecimientoactivo2012.es](http://www.envejecimientoactivo2012.es)**

**[www.facebook.com/2012envejecimientoactivo](http://www.facebook.com/2012envejecimientoactivo)**

**THANK YOU FOR YOUR TIME**

**Maite Pozo. Technical Support for Coordination  
Imsero General Secretariat**