

AGE Platform Europe's 2014 Annual Conference

"Towards an EU Strategy on Demographic Change"

Thursday 4 December 2014 – Brussels
9.30 to 15.30

DRAFT PROGRAMME

Venue: **Hotel HUSA President**
44 Boulevard du Roi Albert II; 1000 Brussels, Belgium
Tel: +32 (2)-203.20.20

Interpretation will be provided in **English, French and Italian.**

An exhibition on age-friendly environments, goods and services
will be organised in the coffee break area from Wednesday 10.00 to Thursday Friday 16.00

Demographic and climate changes are two major challenges facing Europe. They are also the areas where vast opportunities for economic growth, innovation and social justice can be developed in the coming decade. An EU Strategy on Demographic Change, based on article 25 of the EU Charter of Fundamental Rights on the rights of the elderly¹, is needed to achieve equality across all ages, coordinate and build synergies between all EU major policy processes and initiatives on which demographic change has an impact.

AGE Annual Conference will discuss how EU, Member States, regions and local actors can adapt to the needs of their rapidly ageing populations in ways that are sustainable and fair to all generations and ensure equality between men and women. At the moment of reviewing the Europe 2020 Strategy, AGE would also like to launch a debate on how to reorient its objectives to ensure a fair and sustainable growth for European citizens at every stage of life. Our discussion will also look for recommendations for a comprehensive and coordinated approach to older people's fundamental rights – to allow policy coherence and synergies between initiatives taken at different levels.

¹ The Charter of Fundamental Rights of the European Union (2010/C 83/02), Art. 25 "The Union recognises and respects the rights of the elderly to lead a life of dignity and independence and to participate in social and cultural life."

Together with external stakeholders from EU institutions, academics, social ONGs, industry representatives etc., AGE will look for practical solutions to achieve the above goals and will call for a new EU Strategy on Demographic Change which should eventually become a main vector for economic growth and seize the potential of Europe's ageing population.

9.00 – 9.30: Registrations and welcome coffee

9.30 – 10.45: Opening Plenary Session

Chair: Marjan Sedmak, President of AGE Platform Europe

9.30 – 9.45 **Welcome: Marjan Sedmak**, President of AGE Platform Europe

9.45 – 10.15 **Key note speech: New European Commission's President, Vice-President or relevant Commissioner (TBC)**

10.15 – 10.45 **Opening speech: 'An essay which a young man could not write', Prof. Tadeusz Slawek**, University of Silesia, Poland (confirmed)

10.45 – 11.00: Coffee break

11.00 – 12.30: Thematic Session 1

Europe 2020 in response to demographic change

Chair: Ebbe Johansen, Age Vice President

11.00 – 12.15

- **Future of pension reforms, Prof. Dr. Yves Stevens**, Director of THEMIS-School voor Postacademische Juridische Vorming (confirmed)
- **Economic aspects of extending working lives across Europe, David Sinclair**, Director, International Longevity Centre – UK (confirmed)
- **Adequate social protection for long-term care needs in an ageing society, Ralf Jacob**, European Commission, Head of Unit, DG Employment, Social Affairs and Inclusion (confirmed)



12.15 – 12.30: Questions from the floor

12.30 – 13.30: Lunch break

13.30 – 15.15: Thematic Session 2

Innovation to adapt society and local communities to ageing population

Chair: Halina Potocka, AGE vice President

13.30 – 13.45 **From theory to practice – How to prevent falls through physical activity, Professor Dawn Skelton, BSc PhD ProFouND Thematic Network (confirmed)**

13.45 – 15.00

- **EU initiatives to support the promote age-friendly environments (EIP AHA and EIP on smart cities), Paul Timmers, Deputy Director-General, European commission, DG CNECT - Communications Networks, Content and Technology (confirmed)**
- **CEN-CENELEC, Making age-friendly standards for Europe, Monica Ivido, Programme Manager at CEN-CENELEC Management Centre (CCMC) - (confirmed)**
- **Engaging older persons in innovation on ageing – feedback from research projects, Helen Campell, Age&Opportunity, Ireland (confirmed)**
- **Industry response to the needs of Europe ageing population: The Optimal Continence Care and other projects with NGOs, Nicole Huige, Strategic Market Development and Public Affairs Manager Svenska Cellulosa Aktiebolaget (SCA) Hygiene Products AB (confirmed)**

15.00 – 15.15: Questions from the floor

15.15 – 15.30: Closing Session

15.15 – 15.30 Concluding remarks, Marjan Sedmak, President

End of meeting

