

group and manage the different suppliers of services and designed and offer of an innovative product for the above mentioned sectors. Cooperation and management between the service providers and identification of the user real needs are the key of the product.



The website has been launched this August 2006 with Spanish and English versions. German and French version will be available this autumn.

See more at <http://www.turismo-salud.com> and <http://www.tourism-health.com>.

+23: Marketing to the Middle-Aged - and learning for the Silver Economy.

The nVision service of the Future Foundation has published an analysis of the lifestyles and attitudes of the UK's 35-54 year olds under the title "Marketing for the Middle-Aged". It provides interesting insights into common themes, life experiences and typical life events of those people and the possible impacts on marketing strategy.

Although not addressing the core age group(s) of the Silver Economy, i.e. people aged 55+, the report is one of the very few sources of comprehensive marketing-related data that at least comes close to this age group. And after all - for the people born in the 1950s it is now only a small step to entering the Silver Economy target group and to their demand becoming relevant for silver product and service providers.

At present, the group of the middle-aged consists of around 16.8 million people in the UK. They account for more than a quarter (28.5%) of the total population or a third (34.9%) of the adult (16+) population.

At the younger end of the 35-54 year old age group, life-transitions are often characterised by a mother's return to work, moving to a larger house, and household income growth. Towards the other end of the age range, the majority are likely to experience children leaving home, the consequential relaxation of the financial burden which they represent and the anticipation of retirement. It will thus also be important to understand this age group as a cohort, to explore the life and times of

their early years, to locate what makes them behave/think/buy the way they do in the present day.

Analysis of their typical life-transitions and their socio-cultural history define a degree of homogeneity in this broad group and thus allow effective and efficient marketing and communications to the middle-aged to be developed.

A sample version of the report is available upon request from <http://www.futurefoundation.net/publications.php?disp=247>.

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+24: Towards a Multiage Society: The Cultural Dimension of Age Policies.

The UNESCO and a number of partners are going to hold a conference on Active Ageing and Culture on the 29 - 30 November 2006 in Brussels.

UNESCO's Member States, National Commissions, active ageing and cultural organisations, researchers and policy makers are invited to discuss the importance of culture in relation to active ageing. Culture and active ageing seem to be difficult to link politically. Thus, the aim of the conference is to create a basis for a future co-operation between the two areas. Through panel discussions and workshops the theme will be explored.

The conference speakers and participants come from international, national and regional active ageing and cultural organisations from all over Europe, the UN and the UN system, researchers etc., all experts in their fields. The conference is organized in co-operation among EUNIC Brussels/CICEB, UNESCO's Management of Social Transformations (MOST) Programme, AGE and the European Economic and Social Committee (EESC). Key moderator at the conference is Steen Langebæk, President of AGE and Vice-President of all Danish Cultural Institutes.

Furthermore, a thematic film festival will take place at the Cinema at Berlaymont from 22 to 28 November. On November 29, the EESC hosts another cultural aspect of the programme: a vernissage with young German photographers, "Forever Young", who have worked together with the organizers on the theme this past year. In addition, during the conference, conference participants are invited to experience theme related cultural events at the national cultural institutes (EUNIC Brussels/CICEB partners).

More information on the conference is available at: <http://www.unesco.org/shs/most/ageing/conference>.

