

SEN@ER Silver Economy Network of European Regions



Ministry of Health, Equalities,
Care and Ageing of the State
of North Rhine-Westphalia



European Commission - DG Employment, Social Affairs and
Equal Opportunities



EUROPEAN UNION



Committee of the Regions

Report

on the

SEN@ER Workshop „Regional Strategies on Active Ageing”

on

23 September 2010, 13:30 – 18:00 h

at the

**EU Representation of North Rhine-Westphalia
Brussels**

October 2010

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1 Background and Introduction

Fundecyt and the Junta de Extremadura (regional government of Extremadura) together with the Ministry for Health, Equalities, Care and Ageing (North Rhine-Westphalia), the “Silver Economy Network of European Regions (SEN@ER)” (www.silvereconomy-europe.org), the European Commission – DG Employment, Social Affairs and Equal Opportunities and the Committee of the Regions, had invited to the “Regional Strategies on Active Ageing” workshop.

Typically regions in Europe lack strategies tackling the issues of demographic development and ageing. They increasingly see both no longer as a threat but rather as an opportunity which offers options for new service and product development which can help to better position regional service providers and their service more appropriately helping them to gain competitive advantages against competitors in other regions and eventually creating new jobs and employment. It is against this background that the SEN@ER partners are showing an interest in exchanging experiences in this area to learn from each other. Some of the member regions have (partial) strategies developed and in place from which others can learn. In addition a joint effort for tackling open issues seems to be more promising and likely to lead to successful results and achievements for all regions. Some SEN@ER regions can be seen as leaders in the field of regional strategy development in this area and have implemented these differently ranging from dedicated support and funding programmes set up in this area for example in Gelderland, to dedicated policy programmes in regions like Limburg, Limousin and Extremadura and the dedicated former “Senior Economy” initiative in North Rhine-Westphalia.

Against the background of the upcoming European Year for Active Ageing 2012 the workshop objectives are to

- Inform about the objectives of the European Year for Active Ageing 2012
- develop a European exchange of information on activities and initiatives in different European regions,
- identify areas for cooperation which may lead to the establishment of partner consortia and
- where possible the development and submission of project proposals to European Commission funding programmes.

At the workshop an introduction to relevant funding programmes of the European Commission was given. These offer opportunities to different types of institutions in the regions for obtaining funding for a variety of different activities in the topic areas ‘Silver Economy’, and ‘Regional Strategies on Active Ageing’ which they would like to carry out with partners from other European regions.

The present report summarises the results from the workshop by briefly summarising topics in which the workshop participants have shown an interest and would like to proceed with the establishment of partner consortia from different European regions followed by proposal and project development for submission to relevant EU funding programmes.

2 Presentations

2.1 Presentations of Invited Speakers

The following presentations provided an overview of several regional strategies and activities. Besides presenting past and ongoing activities the presenters also provided an overview of their future plans with a special focus on European activities. All presentations are available for download on the SEN@ER website at:

<http://www.silvereconomy-europe.org/workshop/index.php?page=regional/presentations>

Introduction of the topic	Claus Eppe, Ministry of Health, Equalities, Care and Ageing of the State of North Rhine-Westphalia David Carmona, Director Fundecyt (Extremadura)
European Commission policies on Active Ageing and the European year of Active Ageing and Intergenerational Solidarity 2012	Sven Matzke, European Commission, DG Employment, Social Affairs and Equal Opportunities
Spain: Extremadura Active Ageing Policies and Initiatives	Juan Carlos Campón, Regional Government of Extremadura. Director General of The Extremadura Service of Promotion of Autonomy and Attention to Dependence, Badajoz (Extremadura)
Spain: "Active Ageing. White Book of Andalusia"	María José Castro Nieto, Director General of Older People in the Autonomuos Region of Andalusia (Spain)
Germany: Regionale 2013 – A regional development support model from North Rhine-Westphalia	Dirk Glaser, Director of Südwestfalen Agentur and Regionale 2013
Germany: Regional Strategy on 'Demographic Change' of the Verband Region Rhein-Neckar	Maren Schmidt, Verband Region Rhein-Neckar, Unit 'Regional development projects' (Mannheim)
European funding opportunities and Committee of the Regions / AGE European funding instruments overview	Werner B. Korte, SEN@ER European Secretariat

2.2 Presentations of Workshop Participants

The present section provides brief descriptions of the workshop participants, an overview of their current activities and plans in relation to future projects with a European dimension.

2.2.1 Centre for Rural Health (Scotland)

Organisation:	Centre for Rural Health
Name:	Dr. Sarah-Anne Munoz
E-mail:	Sarah-anne.munoz@uhi.ac.uk
WWW:	www.abdn.ac.uk/crh
Telephone:	+44 (0)1463 255 896
Country:	UK
Description:	<p>The Centre for Rural Health (CRH) is a collaborative venture between the University of Aberdeen and the UHI Millennium Institute (UHI). The CRH mission is to advance knowledge of health and health services in rural and remote communities. These communities currently face a number of important service challenges including: changes in demography, changes in the nature of health care provision and increased expectations of the community. CRH is developing the evidence base for rural health care by carrying out relevant primary research, developing collaborative research projects and bringing the international perspective through appropriate research and policy collaborations.</p> <p>The research of the Centre for Rural Health-UHI focuses on new ways to provide health services to remote and rural areas. CRH-UHI considers new roles in health service delivery (e.g. communities, social enterprises, new professional roles) and is interested in measuring and modelling the impacts of change. Key themes within the research include co-design and co-production of health services. Work within CRH-UHI on the role of social enterprise in health services has looked at how to actually achieve co-design and co-production with communities within small and peripheral settlements. The research has also involved reviewing existing literature on the health, wellbeing and economic impacts of service provision by Third Sector providers. CRH-UHI has particular expertise in working with communities in participative and action research processes, as well as expertise in health economics. Many of these techniques are transferable to working with communities within the urban context. The Centre for Rural Health University of Aberdeen researchers also have particular expertise in research relating to rural health and technology.</p>
Projects:	<p>O4O: Older People for Older People</p> <p>A project carried out with CRH as lead partner in the Scottish region of Highland. Objectives: to work with communities to create social enterprise type organisations for older people's service in rural areas; the involve older people in the design, development and running of such social enterprises. The enterprises would provide services to other older people to help them keep living independently for as long as possible in their own homes and own communities. Individuals and communities involved in the service development and delivery would also benefit from the health and wellbeing benefits of participation and increased social interaction. We took a Scottish Government definition of older people as 55+ but many of our activities became intergenerational. Services that were developed include a transport service, a community café and a grocery delivery service. The project was funded by the</p>

	NPP programme with partners in Greenland, Northern Ireland, Sweden and Finland. In Highland, we worked closely with the Council and Regional Development Agency. O4O employed community 'mentors' or 'facilitators' that went out into the communities to aid with the development of services. In Highland, the Council are taking forward the funding of a community engagement organisation that will act as an intermediary between their organisation and communities, with the aim of encouraging greater community involvement in service design and delivery. There are many outputs from the O4O project to be found on the website www.o4os.eu Several avenues could be taken forward from the O4O project including the design of entrepreneurial support that is more 'community friendly'.
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Areas of Interest in European Cooperation (Please tick or delete tick):

	Housing, housing environments and neighbourhoods
	Leisure and culture
✓	Social services and intergenerational activities
	Support for economic activities relating to specific products and services
✓	Support of voluntary work of and for older people with migration background
✓	Health self-management
✓	OTHER (please specify):Entrepreneurship and social enterprise.....

Interest in leading and coordinating a European proposal development?

✓	YES
	NO
	UNCERTAIN, because:

Brief description (abstract, outline) of the proposal(s):

< please provide a brief description including a description of the type of partners requested and from which countries >

CRH is interested in extended some of the work begun in the O4O project. In particular this could relate to taking forward entrepreneurial support for communities and older people that doesn't put them off getting involved in the creation of social enterprise. We saw a need to look at the language, timing of courses and methods of delivery used. This would involve designing and piloting social enterprise support for community entrepreneurship for development of older people's services (including older people in the design and delivery of the service itself). We would look to work with social enterprise and business support organisations as well as public sector bodies and academic institutions.

CRH also researchers the role of nature in health and wellbeing. There is potential to further investigate the role that can be played in keeping older people healthy and happy by contact with nature and use of outdoor spaces. Are there socially entrepreneurial opportunities in providing access for older people? And how can we measure the health benefits? We would look to work with outdoor access public bodies and charities, older people's service delivery organisations and academic institutions.

2.2.2 ZDUS Slovenia

Organisation:	ZDUS Zveza društev upokojencev Slovenije
Name:	Alenka Ogrin
E-mail:	alenka.ogrin@zdus-zveza.si
WWW:	www.zdus-zveza.si
Telephone:	+386 1 515 52 41
Country:	Slovenia
Description:	<p>ZDUS is a non governmental organization and is organized as umbrella organization of 510 local associations of pensioners and clubs, including altogether 240.000 members. It is the largest membership organization in Slovenia.</p> <p>Main objectives:</p> <ul style="list-style-type: none"> • Active, productive and creative life of older people as long as possible, • Recognition of the potential of knowledge and experiences of older people for the faster development of the home land, • Humane last period of life achieved through solidarity of the society and self-help activities of older population. <p>Activities in the following areas:</p> <ul style="list-style-type: none"> • Health promotion in older population in Slovenia, • Different sport, recreational, cultural and social activities in local communities, • Advocacy for the needs and expectations of older people on national and local level, • Combating poverty of older population and their offspring bringing their problems in public and lobbying for their rights, • Housing for older people, • Supporting intergenerational collaboration and understanding, • Running self-help activities among older people, • Active ageing and long-life learning.
Projects:	<p>- Since 2004 ZDUS has been running a project "Older people for better quality of life at home", in which older volunteers help other older people, make home visits, offering them help or company etc.</p> <p>- Diversity is a Treasure of the Society (PROGRESS 2007-2008) In 2007 ZDUS became a leading coordinator of this national project with a consortium of 5 NGOs.</p> <p>- LENA project (GRUNDTVIG 2006-2007) Learning That Works for Older People,</p> <p>- LARA project (GRUNDTVIG 2008-2010) Learning, a Response to Ageing</p>
Areas of Interest in European Cooperation (Please tick or delete tick):	
<input checked="" type="checkbox"/>	Housing, housing environments and neighbourhoods
<input checked="" type="checkbox"/>	Leisure and culture
<input checked="" type="checkbox"/>	Social services and intergenerational activities
<input type="checkbox"/>	Support for economic activities relating to specific products and services
<input type="checkbox"/>	Support of voluntary work of and for older people with migration background

	Health self-management
✓	OTHER (please specify): lifelong learning for older people
Interest in leading and coordinating a European proposal development?	
	YES
	NO
✓	UNCERTAIN, because: we do not have enough capacity, expertise and experience in leading projects on EU level. But we are good and reliable partner in consortiums.
Brief description (abstract, outline) of the proposal(s):	
<p>Our idea is to be involved in a multilateral project about the housing possibilities for older people:</p> <ul style="list-style-type: none"> - Collect examples of good practices from other European countries, - Put descriptions of these practices on the website, exchange ideas, - Make study visits to see how these practices work, - Evaluate them to see which are realistic and feasible in each participating country, - Make a promotion about different housing options on local and national levels. 	

2.2.3 International Society for Telemedicine & eHealth

Organisation:	International Society for Telemedicine & eHealth (ISfTeH)
Name:	Frederic Lievens
E-mail:	telemedicine@skynet.be
WWW:	www.isft.net / www.medetel.eu
Telephone:	+32 2 269 84 56
Country:	Belgium
Description:	<p>The International Society for Telemedicine & eHealth (ISfTeH) exists to facilitate the international dissemination of knowledge and experience in Telemedicine and eHealth, to provide access to recognised experts in the field worldwide, and to offer unprecedented networking opportunities to the international Telemedicine and eHealth community.</p> <p>The International Society for Telemedicine & eHealth is the international federation of national associations who represent their country's Telemedicine and eHealth stakeholders. The ISfTeH is also open to additional associations, institutions, companies and individuals with a keen interest in the subject of Telemedicine and eHealth, or with activities that are relevant to this field.</p>
Projects:	<p>TeleSCoPE – Telehealth Services Code of Practice for Europe (co-funded under the EU Health Programme)</p> <p>TeleSCoPE directly responds to the European Commission COM2008:689 on telemedicine for the benefit of patients, healthcare systems and society. The primary objective of TeleSCoPE is to develop a comprehensive Code of Practice for Telehealth Services (i.e. relating to that aspect of telemedicine delivered in the home and normally mediated through ICT). The project directly supports EC Action Point (in COM2008:689) to 'improve confidence in and acceptance of telemedicine'. It also contributes to the Action Points to collect 'good practice on deployment of telemedicine services' and the addressing of</p>

	<p>issues (requiring for Member States) around accreditation, privacy and data protection.</p> <p>In more general terms, TeleSCoPE will, through establishing service standards, help establish relationships of trust between patients and providers and contribute to overall health and well-being. The standards will provide a quality benchmark for service regulation in member states. Other standards including technical (including interoperability) and information (privacy, etc.) will be referenced.</p> <p>The strategic relevance relates to the fit with EU initiatives that promote healthy lifestyles, healthy workforce and healthy life-years, social inclusion and engagement, economic and social development, ICT application and the co-ordination of policies and programmes within member states. The context includes i2020, the Ageing Well platform, the eHealth Action Plan, the Green Paper COM2008:725 on a European Workforce for Health.</p> <p>With regard to the EU 'Together for Health' programme, TeleSCoPE contributes to a number of parameters, but most especially to health promotion and the reduction of health inequalities; increasing healthy life years and promoting healthy ageing.</p> <p>Organizations interested in this topic, or interested to get actively involved in stakeholder consultations within the frame of this project, please contact us.</p> <p><i>(The ISfTeH is not a direct partner in this project; however, some of its members are involved.)</i></p>
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Areas of Interest in European Cooperation (Please tick or delete tick):

	Housing, housing environments and neighbourhoods
	Leisure and culture
	Social services and intergenerational activities
✓	Support for economic activities relating to specific products and services
	Support of voluntary work of and for older people with migration background
✓	Health self-management
✓	OTHER (please specify): Use of ICT tools in delivering health and social care services (telecare/telehealth/telemedicine services)

Interest in leading and coordinating a European proposal development?

	YES
✓	NO (currently not able to lead/coordinate a proposal, but possibly interested in joining a proposal)
	UNCERTAIN, because:

Brief description (abstract, outline) of the proposal(s):

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Note: All interested workshop participants are asked to complete this description template to ease proceeding with the next steps. It can be downloaded from: <http://www.silvereconomy-europe.org/workshop/index.php#desctemp>

2.2.4 XXX NAME of ORGANISATION 1 XXX

Organisation:	xxx
Name:	Xxx name of contact
E-mail:	Xxx
WWW:	Xxx
Telephone:	xxx
Country:	xxx
Description:	Xxx description of the organisation
Projects:	xxx: <ul style="list-style-type: none"> • xxx • xxx
Areas of Interest in European Cooperation (Please tick or delete tick in first column):	
<input checked="" type="checkbox"/>	Housing, housing environments and neighbourhoods
<input checked="" type="checkbox"/>	Leisure and culture
<input checked="" type="checkbox"/>	Social services and intergenerational activities
<input checked="" type="checkbox"/>	Support of voluntary work of and for older people with migration background
<input checked="" type="checkbox"/>	Entrepreneurship and self-employment
<input checked="" type="checkbox"/>	User-driven product and service development
<input checked="" type="checkbox"/>	Health self-management
<input checked="" type="checkbox"/>	Tourism
<input checked="" type="checkbox"/>	OTHER (please specify):

Interest in leading and coordinating a European proposal development?	
✓	YES
✓	NO
✓	UNCERTAIN, because:
Brief description (abstract, outline) of the proposal(s):	
<i>< please provide a brief description including a description of the type of partners requested and from which countries ></i>	
.....	

2.2.5 XXX NAME of ORGANISATION 2 XXX

Organisation:	xxx
Name:	Xxx name of contact
E-mail:	Xxx
WWW:	Xxx
Telephone:	xxx
Country:	xxx
Description:	Xxx description of the organisation
Projects:	xxx: <ul style="list-style-type: none"> • xxx • xxx
Areas of Interest in European Cooperation (Please tick or delete tick in first column):	
✓	Housing, housing environments and neighbourhoods
✓	Leisure and culture
✓	Social services and intergenerational activities
✓	Support of voluntary work of and for older people with migration background
✓	Entrepreneurship and self-employment
✓	User-driven product and service development
✓	Health self-management

✓	Tourism
✓	OTHER (please specify):
Interest in leading and coordinating a European proposal development?	
✓	YES
✓	NO
✓	UNCERTAIN, because:
Brief description (abstract, outline) of the proposal(s):	
< please provide a brief description including a description of the type of partners requested and from which countries > 	

2.2.6 XXX NAME of ORGANISATION 3 XXX

Organisation:	xxx
Name:	Xxx name of contact
E-mail:	Xxx
WWW:	Xxx
Telephone:	xxx
Country:	xxx
Description:	Xxx description of the organisation
Projects:	xxx: <ul style="list-style-type: none"> • xxx • xxx
Areas of Interest in European Cooperation (Please tick or delete tick in first column):	
✓	Housing, housing environments and neighbourhoods
✓	Leisure and culture

✓	Social services and intergenerational activities
✓	Support of voluntary work of and for older people with migration background
✓	Entrepreneurship and self-employment
✓	User-driven product and service development
✓	Health self-management
✓	Tourism
✓	OTHER (please specify):
Interest in leading and coordinating a European proposal development?	
✓	YES
✓	NO
✓	UNCERTAIN, because:
Brief description (abstract, outline) of the proposal(s):	
<i>< please provide a brief description including a description of the type of partners requested and from which countries ></i>	

.....

3 European Year of Active Ageing 2012

On 7 – 8 June 2010 the European Commission DG EMPL adopted the “Conclusions on Active Ageing” and called for a better integration of older people in society and thereby better use of their potential for improving economic competitiveness and wealth in Europe. Topics mentioned include amongst others the reduction of employment barriers, better working conditions, avoidance of discrimination, lifelong learning, participation and active ageing, all of which seen as a contribution to solidarity. The European Commission was asked to continue with its efforts and preparation towards a European Year 2012 for Active Ageing.

On 6 September 2010 the European Commission passed the Proposal for a Decision of the European Parliament and the Council on the European Year for Active Ageing (2012) (SEC(2010) 1002) to the European Parliament.

The proposed European Year for Active Ageing would encourage and support the efforts of Member States, their regional and local authorities, social partners and civil society to promote active ageing and do more to mobilise the potential of the baby boom cohorts. Through the European Year 2012 the Commission intends to foster a debate between the Member States and stakeholders and encourage mutual learning from each other. The objective of the European Year for Active Ageing are to raise general awareness of the value of active ageing in order to highlight the useful contribution older persons make to society and the economy, to promote active ageing and to do more to mobilise the potential of older persons, to stimulate debate and develop mutual learning between Member States and stakeholders at all levels in order to promote active ageing policies, to identify and disseminate good practice and to encourage cooperation and synergies and to offer a framework for commitment and concrete action to enable Member States and stakeholders at all levels to develop policies through specific activities and to commit to specific objectives related to active ageing.

The European Year is supposed to successfully counter social discrimination for instance through voluntary work and activities, participation in societal life and an independent living. Active ageing is to be fostered in two areas: labour market, increasing the possibilities for participation, and society, through removing barriers of discrimination through voluntary activities but also an ageing in good health conditions and independency.

The proposed European Year for Active Ageing is designed to serve as a framework for:

1. Raising awareness, for
2. Identifying and disseminating good practice and, most importantly, for
3. Encouraging policy makers and stakeholders at all levels to promote active ageing.

The aim is to invite these players to commit to specific action and goals in the run-up year 2011 so that tangible achievements can be presented during the European Year itself in 2012.

The measures planned include conferences, events and initiatives creating debates, increasing motivation and agreement on specific objectives; information and awareness raising campaigns; exchange of information, experiences and tried and tested methods; research activities and survey at European or national level and dissemination of results. In 2012 the commitments agreed upon in 2011 are to be implemented and the related initiatives to be promoted through media. It is worthwhile mentioning that the regional and local levels have explicitly been referred to and included in these activities.

The European Parliament and Council are expected to endorse the initiative by the beginning of next year.

The European Commission has decided to hold the European Year without a specific budget coordinated and centralised by the Commission.

The Commission believes that in a European Year with activities coordinated and centralised at EU level, the Commission would be better able to ensure consistency between the activities of a European Year and those of other EU initiatives and programmes. In their view this option would ensure that the promotion of active ageing is mainstreamed in the relevant policy areas covered by other Community programmes and believe that significant added value can therefore be expected and all objectives achieved.

According to the Commission, this option can be expected to be quite effective. The degree of effectiveness will ultimately depend on the synergies created with other existing activities and programmes relevant for active ageing. It is also believed that the Commission could use funding from existing programmes which cover issues related to active ageing. No extra financial or human resources would be required. Any costs or human resources needs related to the coordination of activities would be covered under existing budget lines and with existing human resources. The Commission would not have to mobilise financial resources from the reserve.

The European Year 2012 should be seen as the highlight of a major effort spanning the period 2011-2014, during which the EU would focus many of its programmes and policies on the issue of active ageing and put in place a framework in which new initiatives and partnerships supporting active ageing at all levels (Member State, regional, local, social partners, civil society) can be encouraged and publicised.

In 2011, public authorities, social partners and civil society organisations at all levels would be encouraged to commit themselves to specific goals related to active ageing; the focus would be on achievements during the European Year. The goals would be documented on a European website which would then become the website for the European Year and would also serve as a tool for monitoring and evaluation.

In 2012, the focus of the European Year would be on starting to implement the commitments made during 2011, on raising awareness among the general public, publicising these initiatives through media activities and the involvement of other multipliers. Results of active ageing projects funded under existing budget lines and programmes would be presented.

4 Initiatives and Topics of Interest

After the participants had presented their activities and topics of interest for future joint projects especially those with a European dimension, a range of potential proposal topics were discussed. The following topics emerged as the key topics in which the majority of participants showed an interest and around which European project proposals could most likely be developed successfully:

1. Entrepreneurship and self-employment
2. User-driven product and service development
3. Health self-management
4. Cultural and leisure activities for older people
5. Empowerment for active ageing
6. Organisation of voluntary service provision
7. Housing, housing environments and neighbourhoods: enabling and supportive environments
8. Social services and intergenerational activities
9. Support of voluntary work of and for older people with migration background
10. Innovative regional development concepts

These are further described in some more detail below.

4.1 Entrepreneurship and self-employment

An unknown but probably increasing number of older people in Europe either are in need for jobs and employment and see self-employment as the only possibility left to them or are in the position where they see it as a welcome opportunity for self development and expression. Both are seen as areas and issues for developing solutions offering interesting opportunities to the different target groups. Examples:

- “Senior Enterprise” funded through European funding programmes (www.seniorenterprise.ie). It has specifically been designed to encourage a greater involvement with enterprise by those aged over 50. This may be through starting a business, alone or with others, acquiring or investing in a business, advising an entrepreneur or supporting innovation within a business owned by another. In this way Senior Enterprise addresses the concerns of the European Union with regard to the challenges posed by an ageing population, and the need to increase productivity, competitiveness and entrepreneurial activity across the EU. It is intended that as a result of Senior Enterprise that more businesses will have been started, more investment will have been made and that more senior citizens will be active as advisors in new and developing businesses.
- Initiatives like “older people for older people” from Scotland with partners from other European countries provide entrepreneurial support for setting up services and service provision to help people live independently. It includes the development of a toolkit for setting up an organisation providing such entrepreneurial support. The overall objective is to work with communities to create social enterprise type organisations for older people’s service in rural areas and involve older people in the design, development and running of such social enterprises to help older people living independently for as long as possible in their own homes and own communities. Individuals and communities involved in the service development and delivery would also benefit from the health and wellbeing benefits of

participation and increased social interaction. The project was funded by the NPP programme with partners in Greenland, Northern Ireland, Sweden and Finland (www.o4os.eu).

- An initiative from Belgium is providing training on how to replace family carers when these are on holidays and is providing these services, unfortunately at not cost covering process and is seeking for partners and support in developing solutions throughout Europe.

There was broad agreement that becoming economically active after the age of 60 should become normality but only under favourable framework conditions not yet in place in the European regions with the need for a change of mindset of all actors involved and public authorities providing the necessary assistance and guidance.

Lead and coordination: Len Goss, University of Surrey (Surrey) (len.goss@yandhow.com)

4.2 User-driven product and service development

Design-for-all principles should be applied to all product and service developments to ensure that also individuals from the older generation can make best use of these.

Several participants expressed an interest in joining a European project on this topic as a partner developing the necessary structures and framework conditions in a bottom-up approach as opposed to just top-down approaches which are deemed to very often miss the target.

The interest of Age Concern BV (The Netherlands) is in the area of methods for user involvement (here: involvement of seniors) in the specification, design and development of new products and services for the target group of older people. The organisation is prepared to provide these services to a European project which partners may be interested in developing.

An example from North Rhine-Westphalia was mentioned where older people are actively involved in the development of products and services, acting as test persons for testing these products (e.g. washing machines at MIELE or cars at VOLKSWAGEN or the positioning of products in super markets or ware houses and the readability of the texts on packaging) as senior scouts.

Lead and coordination: Elly de Heus, Age Concern BV (Gelderland) (emdeheus@ageconcern.nl)

4.3 Health self-management

Supporting self-management of care and long-term conditions that are likely to impact on the ageing process were seen as an important issue to be addressed by a project of European partners which should become an integral part of regional active ageing strategies.

Lead and coordination: <open>

4.4 Cultural and leisure activities for older people

Culture and leisure is an important economic factor: The European cultural and creative sector contributes directly (in terms of GDP, growth and employment) and indirectly (links between creativity and innovation, links with the ICT sector, regional development and attractiveness) towards the Lisbon Agenda. These are the results of a study on "The economy of culture in Europe" published by the European Commission: (http://ec.europa.eu/culture/eac/sources_info/studies/economy_en.html)

Participants expressed an interest in the promotion, development and marketing of innovative cultural services in the field of Silver Economy aimed at the new market segment of the growing older population. The aim should be to:

- sensitise creative industries and entrepreneurs for the needs and interests of older customers,

- raise awareness among private and public cultural institutions for the potentials of Silver Economy,
- promote the development of cultural products and marketing strategies that address younger and older people,
- improve cultural marketing and audience development,
- improve job opportunities for older artists and workers in the creative sector,
- raise awareness for the importance of attractive cultural settings for regional development and for the marketing of tourism, media, fashion, health care, design,
- address senior citizens as an important target group for the development of European cultural tourism.

Lead and coordination: Miguel Ángel Martín Ramos, European Academy of Yuste Foundation (Extremadura) (miguel.martin@fundacionyuste.org)

4.5 Empowerment for active ageing

Different workshop participants emphasised the importance of the need to find ways to better empower older individuals in Europe for an active ageing and facilitate them moving towards civil society action in contrast to a passive ageing still dominant in the Member States. The identification and an exchange of existing schemes and developments in this area and learning from each other could constitute the starting point for a Europe-wide initiative followed by further activities to be agreed on.

Lead and coordination: Andrew Tonks, University of Coventry (West-Midlands) (atonks@coventry.ac.uk)

4.6 Organisation of voluntary service provision

A substantial number of older citizens are already or would like to become active voluntary workers providing social assistance to those in need. Regularly one can identify a lack of awareness of and knowledge about where to apply for such voluntary services. Others provide their services informally and in a rather uncoordinated fashion.

In order to increase the number of older people offering voluntary services promotion and awareness raising activities are needed. To achieve higher levels of effectiveness and efficiency of the voluntary services offered by older people a transformation of non-structured groups into associations as for instance practiced in Extremadura could become an appropriate means at regional level. Today in Extremadura 18 older people associations are integrated in a regional federation representing more than 300 active members providing neighbourhood visiting services and acting as mutual aid groups.

Lead and coordination: David Carmona, Fundecyt (Extremadura) (david.carmona@fundecyt.es)

4.7 Housing, housing environments and neighbourhoods: enabling and supportive environments

In several European regions a multitude of activities and actions of different types are underway all of which aimed at the target group of older citizens. It was proposed to carry out a stock-taking exercise of such activities and identify opportunities for a sensible integration of activities which could then be provided to the target groups as a one-stop at neighbourhood level.

Workshop participants felt that cities and especially neighbourhoods in cities need to be developed to enabling and supportive environments promoting the idea of 'age-friendly' environments (see the WHO initiative on age-friendly cities). It will allow focus on factors that allow for the creation of physical environments that allow older people to participate. These should be driven by user engagement and requirements (see intervention of Coventry University).

Lead and coordination: Andrew Tonks, University of Coventry (West-Midlands) (atonks@coventry.ac.uk)

4.8 Social services and intergenerational activities

It was emphasised that in social service provision intergenerational aspects should play a key role since these offer many opportunities of mutual benefit of all concerned.

The concept of MAXI-MAS from Gelderland (Netherlands) was introduced. Maxi-MAS (www.maxi-mas.nl) offers a concept of service for older people, delivered by students of high schools, as part of compulsory social training. These services can be very diverse in nature and include basic services which give elderly people some support in daily life and help them to age in place.

The interest is in developing an online and web-based demand-supply exchange and matching service for social care service provision. In the Netherlands 12-18 year old students have to spend 12 hours social services per year which provides an interesting starting point for such an activity. It is deemed likely that similar framework conditions may exist in other European countries which would make the development and implementation of such an activity at European level feasible.

'Active ageing and inter-generational learning' also turned out to be a topic of interest among the workshop participants (note: this was also of key interest for participants at the SEN@ER workshop on "Skills and lifelong learning for older people" held on 15 September 2010 in Düsseldorf (<http://www.silvereconomy-europe.org/workshop/index.php?page=skills/home>)).

Inter-generational learning activities seem to already exist only in a few regions and are unknown in others. Inter-generational learning was seen as a suitable means to support and foster social cohesion in neighbourhoods and workshop participants showed an interest in developing a project proposal on this topic.

It was felt that it would be worthwhile to carry out a stock-taking exercise to capture existing activities and measures in this area in different European regions since it would help to identify existing gaps and barriers and develop project proposals to help developing a comprehensive approach, closing the identified gaps and removing existing barriers to achieve the objectives.

Lead and coordination: Elly de Heus, Age Concern BV (Gelderland) (emdeheus@ageconcern.nl); David Carmona, Fundecyt (Extremadura) (david.carmona@fundecyt.es)

4.9 Support of voluntary work of and for older people with migration background

Migrants have been identified as a target group as recipients as well as providers of social care services requiring special attention and service delivery modes which are likely to differ from those of non migrants, especially for migrants from muslim societies.

Workshop participants expressed an interest in further addressing this issue in a Europe-wide activity in general and with respect to voluntary service provision in particular.

Lead and coordination: Claus Eppe, Ministry of Health, Equalities, Care and Ageing (North Rhine-Westphalia) (claus.eppe@mgepa.nrw.de)

4.10 Innovative regional development concepts

Many European regions struggle with the development of an integrated regional development on Active Ageing.

It appears worth while to develop and establish a European service programme to support municipalities, cities and regions in Europe in the development of local and regional strategies on Active Ageing. Such a programme should be addressed to policy decision makers and other stakeholders at local and regional level since municipalities and regions are the level where the implementation of policy actions takes place and where the necessary changes and adaptation processes can most easily and straightforward be implemented.

Development and wide application of the service programme will help the European Commission in achieving the objectives of the European Year for Active Ageing throughout Europe and not only at national but very importantly at regional and local level.

At the workshop the concept of “Regionale” from North Rhine-Westphalia was presented using the example of the currently active “Regionale 2013 Suedwestfalen”. Elements of this concept may be applicable in other regions and it may prove as an interesting strategy also for other regions in Europe. The starting point of the “Regionale” is a competition to which different sub-regions apply and provide their ideas of how to involve and coordinators in a multitude of activities and projects of very different types over a period of several years. The winning region is awarded the title of “Regionale” and a preferred access to existing regional funding programmes. No additional or “Regionale” specific budgets are allocated.

Lead and coordination: Dirk Glaser, Südwestfalen Agentur and Regionale 2013 (North Rhine-Westphalia) (info@suedwestfalen.com)

5 Next Steps and Dates

Due date	Task	Notes
15 October 2010	SEN@ER Secretariat to develop and distribute workshop minutes / report	
31 October 2010	<p>All participants to deliver to SEN@ER Secretariat (werner.korte@empirica.com):</p> <p>Organisation description, contact name, list of projects, areas of Interest in European Cooperation, interest in leading and coordinating a European proposal development, brief description (outline) of a possible proposal</p>	
Date to be decided	Next workshop for concrete discussion of and agreements on proposal outlines developed by the corresponding topic lead partners to be further developed to proposals	

6 SEN@ER Online Partner Search and Proposal Submission Facility

The SEN@ER network provides access to a 'project ideas and partner search' tool to facilitate the building of partnerships and the development of proposal ideas and outlines. This tool acts as a matchmaker for organisations with common interests and objectives. Organisations from European regions are invited to publish their project ideas. They can also search the online knowledge base for project ideas and outlines per theme or display all the project ideas. The themes addressed are as follows:

- T1: Active employment opportunities for older people 50+ / 60+
- T2: Skills development and life-long-learning for older people
- T3: Ageing well at home
- T4: Regional strategies to prepare for demographic change.

To access the project ideas and partner search online knowledgebase one needs to visit the following website: <http://silvereconomy-europe.org/tool.htm> which provides the possibility of inputting new and viewing existing cases: http://kb.empirica.biz/kb_senwinet/search.do.

Proposal submission is possible by clicking on 'Submit your project idea or proposal'.

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7 List of Workshop Participants

First name	Surname	Organisation
Drakontios	Anagnostou	REGIOEUROPA (Greek local and regional authorities)
Jimena	Arango	Menon
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Zohar	Ben-Asher	European Centre for Research & Financing
Marion	Birnstill	CSR Europe
Marco	Boaria	Association of Local Democracy Agencies
Donatienne	Bossu	Courants d'Agés asbl
Sébastien	Bouvier	Office national des anciens combattants et victimes de guerre - Service départemental de Paris
David	Buchet	Conseil Regionale Limousin
Federica	Busillo	Ministry of Economic Development
Juan Carlos	Campon	SEPAD (Extremadura)
David	Carmona	Fundecyt
María José	Castro Nieto	Director General of Older People in the Autonomuos Region of Andalusia
Martina	Chylkova	Representation of the South Moravian Region to the European Union
Elly	de Heus	Age Concern BV
Marlene	Deogan	Mid Sweden Office
Alejandro Aarón	Díaz León	Delegation of the Basque Country in Brussels
Andre	Dumont	Brussels University (ULB)
Tristan	Dussol	Association of Local Democracy Agencies (ALDA)
Claus	Eppe	Ministry of Health, Equalities, Care and Ageing of the State of North Rhine-Westphalia
Emilio	Fernandez	Clarke, Modet & C ^o

Nikola	Freyova	CZELO
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Pascaline	Gaborit	ENTP - European New Towns Platform
Mariea-Teresa	Gallego	Fundecyt
Elena	García	Spanish Office for Science and Technology
Olof	Gill	policy journalist
Dirk	Glaser	Südwestfalen Agentur and Regionale 2013
Nuria	González	European Academy of Yuste Foundation
Len	Goss	University of Surrey
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Edoardo	Guglielmetti	ENTP - European New Towns Platform
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Tanja	Herr	Vertretung des Freistaates Bayern bei der Europäischen Union
Emilio	Herrera	Enterprising Solutions for Health
Maureen	Hick	England's Northwest Brussels Office
Suzanne	Hilton	Coventry University
Ewelina	Izydorczyk-Lewy	City of Lodz - Regional Office of the Lodz Region in Brussels
Sven	Matzke	European Commission, DG EMPL
Gudrun	Jakobs	Vertretung des Saarlandes bei der EU
Javier	Jimenez	Castilla y Leon Permanent Delegation to the EU
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J.	Kolman	Representation of the South Moravian Region to the EU
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Frank	Leyhausen	MedCom int. GmbH
Frederic	Lievens	International Society for Telemedicine & eHealth

Roberto	Lofaro	
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Verónica	Martín	Enterprising Solutions for Health
Miguel Ángel	Martín Ramos	European Academy of Yuste Foundation
Stephanie	Mattes	Ständige Vertretung Österreichs bei der EU
Sarah-Anne	Munoz	UHI Millennium Institute Centre for Rural Health
Juan	Navas Glembotzky	Delegation of Castilla La Mancha in Brussels
Alenka	Ogrin	ZDUS Slovenian Federation of Pensioners' Organisations
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Jean-Philippe	Peuziat	Bretagne/Pays de la Loire/Poitou-Charentes EU Office
Luisa	Poclen	Regione Autonoma Friuli Venezia Giulia
Arnd	Pricibilla	Städte-Netzwerk NRW e.V.
Aloys	Rigaut	EU Committee of the Regions
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Alice	Sinigaglia	AGE Platform Europe
Silvia	Sorbelli	Ministry of Economic Development
Jacques	Spelkens	GDF Suez
Klaus	Strippel	BestAge Consulting
Ulrich	Tiburcy	BAG der Freien Wohlfahrtspflege - EU Vertretung

Paul	Timmers	European Commission, DG INFSO
Andrew	Tonks	Coventry University - Business Development Team- Ageing Population
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