

Active, Healthy Ageing in the EU: Growing the Silver Economy through Innovation and Partnership



Wednesday 26th October 2016

Thon Hotel Brussels City Centre,
Brussels



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Overview

Across Europe, higher life expectancy rates combined with a decreasing number of births are the main rationale behind an increasingly ageing European population. According to the European Commission, the proportion of people over 65 will reach almost 1/3 of the European population by 2030, while the working age population in the EU is expected to decline by almost 15%. The growing number of older people has been perceived by many as a threat to Europe's economy and competitiveness, in particular when it comes to the sustainability of its healthcare systems.

In order to counter this negative approach to ageing, the European Commission has launched several initiatives to promote active ageing across Europe. These initiatives - such as the European Innovation Partnership on Active and Healthy Ageing (EIP-AHA), the Active and Assisted Living Joint Programme (AAL JP) as well as the Knowledge and Innovation Community (KIC) on Health and Active Ageing - aim to ensure that the generation of baby-boomers does not only stay longer in employment and retire later, but can also benefit from healthier lives, receive appropriate care as well as live independently. Additional projects, such as the Active Ageing Index - managed jointly by the European Commission (DG EMPL), and the United Nations Economic Commission for Europe (UNECE) - have been promoted to measure to what extent the potential of older people is used to contribute to the economy and society as well as to help policymakers develop active ageing policies enabling them to live independent, healthy and safe lives.

This international symposium provides a timely opportunity to explore practical solutions to the challenges associated with an increasingly ageing population in Europe. The symposium will focus on how to support active ageing through innovation and partnerships in order to grasp the opportunities for social development and economic growth in Europe that underlie this societal change as well as explore new ways to ensure the well-being and engagement of the elderly in society while supporting long-term sustainability and efficiency of the EU health and social care systems. Public Policy Exchange welcomes the participation of all key partners, responsible authorities and stakeholders. The symposium will support the exchange of ideas and encourage delegates to engage in thought-provoking topical debate.

“In every EU Member State, the share of the population aged 65 years and over is increasing, which presents us with a ready-made, emerging market for social entrepreneurship and innovation, a sound case for developing cheaper, more efficient, personalised approaches to healthcare, and a growing customer base for tailored goods and services.”

- Carlos Moedas

Commissioner for Research, Science and Innovation

Venue and Accommodation

Thon Hotel Brussels City Centre
Avenue du Boulevard 17
1210 Brussels
Belgium



Why Attend?

- ✓ Discuss the Silver economy as a driver for economic growth and assess the current Active Ageing initiatives across Europe
- ✓ Examine ways to improve the health and well-being of the elderly while contributing to the sustainability of EU healthcare systems
- ✓ Find out more about innovative approaches to healthy living and active ageing
- ✓ Assess innovative ideas in the field of age friendly environments and personal health management

Who Should Attend?

- Governmental Organisations and Agencies
- Local and Regional Authority Officers and Councillors
- Health Practitioners
- Social Care Practitioners
- Active Ageing Organisations
- Health Promotion Agencies
- Care Providers
- Mental Health Practitioners
- Patient's Organisations
- Community Engagement Officers
- Community Relations Advisers
- Social Inclusion Officers
- Disability Practitioners
- Equal Opportunities Officers
- Equality, Diversity and Human Rights Practitioners
- Pensions Organisations
- Legal Advisers
- National Association of Pensioners
- Research Labour Institutes
- Elderly Women's Activity Centres
- Federations of Elder Associations
- National Societies of Gerontology
- Public Service Pensioner's Councils
- National Institutes of Adult Continuing Education
- National Centres for Public Health Protection
- National Departments of Health
- Centres of Health Economics
- Campaigning Organisations
- National Senior Citizens Organisations
- Citizen's Advice
- Welfare and Elderly Federations
- Unions of Retired Persons
- Institutes of Lifelong Learning
- Adult Education Organisations
- Palliative Care Associations
- Charities, Social Enterprises and Cooperatives
- Third Sector Practitioners
- Trade Union Representatives
- Academics and Researchers

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Programme

- 09:15** Registration and Morning Refreshments
- 10:00** Chair's Welcome and Opening Remarks
- 10:10** **Discussing Active Ageing Initiatives in the EU Landscape**
- Unlocking New Market Opportunities in Europe: The Silver Economy as a Driver for Economic Growth and Innovative Employment Policies
 - The European Innovation Partnership for Active and Healthy Ageing: Achievements and Ways Forward
 - Tackling the Future Challenges of Healthcare: Fostering Entrepreneurship and Innovation in Active Ageing
 - Recommendations for Future Policy Action
- 10:40** **First Round of Discussions**
- 11:10** Morning Coffee Break
- 11:30** **Improving the Health and Well-being of the Elderly : Contributing to the Sustainability of EU Healthcare Systems**
- Tackling Frailty and Mental Health Illnesses in Older People Through Prevention and Early Intervention
 - Developing Integrated Care Models for Chronic Diseases: Reinforcing Adherence to Medical Plans
 - Adopting and Implementing Successful Falls Prevention Programmes
 - Sharing Best Practices
- 12:00** **Second Round of Discussions**
- 12:30** Networking Lunch
- 13:30** **Developing Innovative Approaches to Healthy Living and Active Ageing**
- Promoting Healthy and Active Lifestyles Among the Elderly: The Role of Nutrition and Physical Activity
 - Supporting Older People at Home: the Role of Informal Carers
 - Sharing Innovators' Best Practice and Challenges
- 14:00** **Third Round of Discussions**
- 14:30** Afternoon Coffee Break
- 14:50** **Creating Age-Friendly Homes, Cities and Environments**
- Towards a Society for All Ages: Developing Environments Supporting Active and Healthy Ageing at Local and Regional Level
 - Supporting Independent Living and the Empowerment of Elderly People through the Use of Smart Technologies and Social Networks
 - Developing Age-Friendly Tourism Initiatives Across Europe
 - Future Policy Recommendations and Sharing Best Practices
- 15:20** **Fourth Round of Discussions**
- 15:50** Chair's Summary and Closing Comments
- 16:00** Networking Reception
- 16:30** Close

Marketing and Exhibition Opportunities

We offer a range of opportunities to enable your organisation to raise its profile and communicate with key decision makers in the public sector.

For further information please contact us on +44 (0) 20 3137 8630
or email info@publicpolicyexchange.co.uk

Event Details

- Date:** Wednesday 26th October 2016
Time: 10:00am – 4:30pm
Venue: Thon Hotel Brussels City Centre, Brussels



Forthcoming Events

- ✓ Strengthening the European Electric Vehicle Market: Promoting Solutions towards Sustainable and Efficient Mobility
20th September 2016
- ✓ Promoting the Circular Economy Package: Towards a Sustainable Future in Europe
29th September 2016
- ✓ Copyright in Europe: Adapting EU Rules to the New Digital Age
20th October 2016
- ✓ Active, Healthy Ageing in Europe: Growing the Silver Economy through Innovation and Partnership
26th October 2016