

Getting started with Mainstreaming Ageing

Introductory workshop

10 November 2021
14:00 – 16:30 CET



Learning objectives

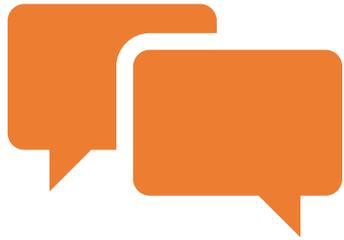


Enhance your understanding of the concept of mainstreaming ageing and its benefits

Think about and exchange on first steps in building the case for mainstreaming

Enhance your knowledge of international guidance and tools available

Interactive workshop



Post your questions and comments in the chat



Breakout session for discussion in smaller groups

Our programme today

1. Why mainstreaming ageing?
2. Getting started: building the case for mainstreaming ageing
3. Resources available



II – How to build the case for Mainstreaming Ageing?

How to build the case for mainstreaming ageing?

- 1 Frame the challenge
- 2 Demonstrate the need for action
- 3 Highlight the costs of inaction and benefits of preparedness
- 4 Think big – connecting the dots across sectors
- 5 Join forces to advocate for change

I. Frame the challenge

- The demographic transition to population ageing will shape our future.
- Similar to climate change, its impact does not come as a surprise. It has long been anticipated and countries with aged populations are starting to feel the impact of staff shortages and growing costs.
- Human rights, **prosperity and well-being** of all generations are jeopardized if societies do not prepare and adapt to population ageing.
- **Economic and social sustainability are at stake**
- The generations are interdependent, and each should be enabled to realize their full potential - no generation should be unfairly burdened by the consequences of insufficient preparedness, and none neglected and left behind.

I: Frame the challenge

Population ageing needs to be positioned as a key **societal challenge** for the future that **concerns all ages**.

Neither longevity, nor older persons or the ageing of the population is the problem but the **lack of preparedness**.

Taking action now will be key for the prosperity and well-being of current and future generations.

II: Demonstrate the need for action

- prevent population ageing from becoming a burden on service providers, businesses, youth and families
- ensure that old age income levels remain adequate for generations to come and that their sustainability is ensured
- ensure that service provision for older population meets growing needs while ensuring investments in children and youth
- ensure lifelong learning and adequate skill levels across the life course to enable longer working lives and adaptation to technological change

III: Highlight the costs of inaction

Scenarios: what will happen if we do not prepare?

- Use data and evidence to demonstrate the need for action.
- Convey urgency without doomsday scenarios.
- Cannot continue business as usual - status quo is not financially nor economically or socially sustainable.

Illustrate with examples from different policy sectors

The cost of inaction

Different risks

- Older persons – old age poverty, ageism, inadequate health and care services
- Working age population – burden of financing increased welfare spending, increased (informal) care needs, while facing falling social security for their own future
- Youth – risk further erosion of welfare for their own old age
- Sub-national and local governments face growing financial pressures as they often have responsibility for social care, services etc.

Provide positive outlook and benefits

- Highlight the costs of inaction **along with the benefits of preparedness and successful adaptation**
- Stress that successful adaptation requires an evidence-based, coordinated and integrated approach supported by strategically mainstreaming ageing

Illustrate with examples from different policy sectors

Think big – connecting the dots across sectors

The implications of demographic change are being felt in diverse policy domains, beyond those most visible which are pensions, health and social care.

Building the case for mainstreaming ageing should **highlight** the connections and spill-over effects across policy sectors and emphasize the importance of seeking policy coherence and integration of policy actions.

This requires improved communication and coordination across sectors.

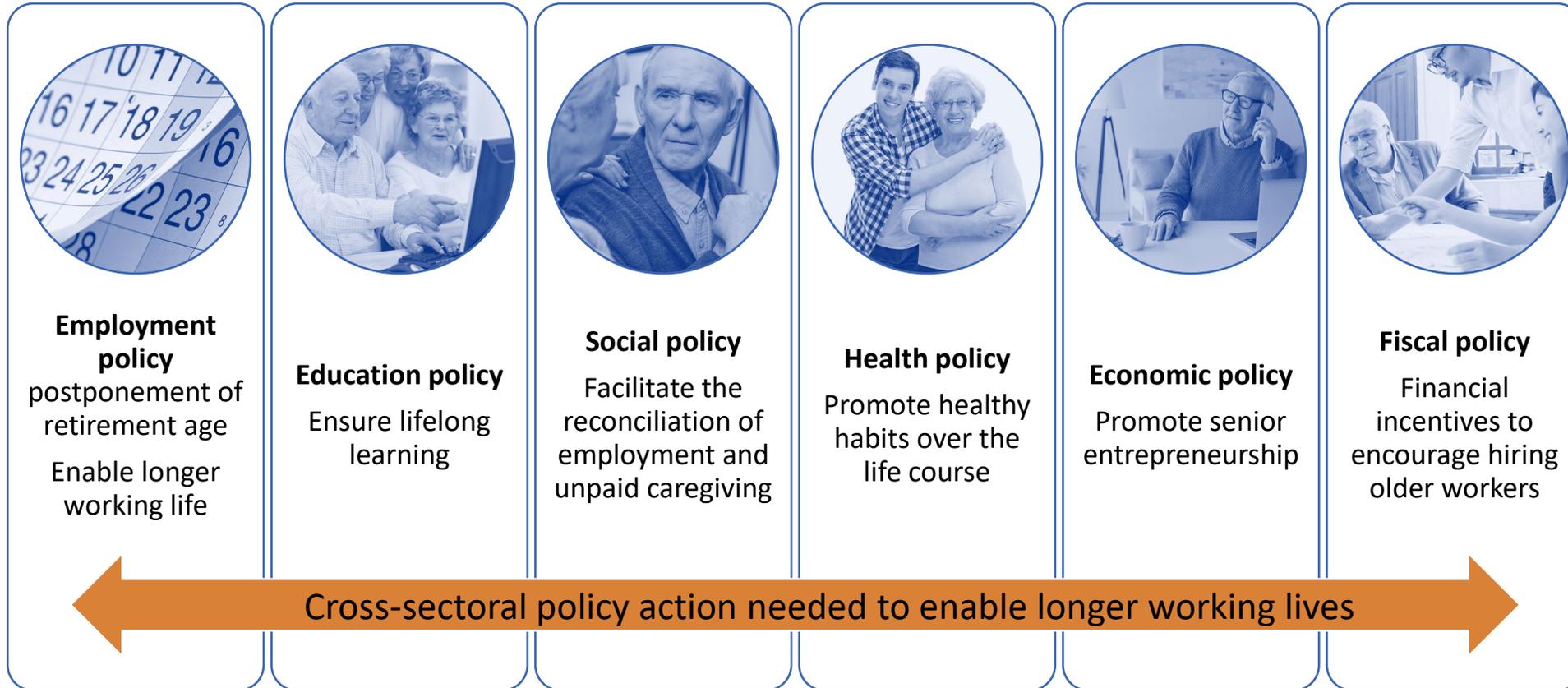
Mainstreaming ageing can build the bridges to foster cross-sectoral awareness, exchange, coordinated action and collaboration.

Think big – connecting the dots across sectors

Develop an evidence-based narrative that stresses **opportunities** and **win-win scenarios for each sector**.

Gather data and illustrative examples pertaining to key policy priorities to highlight the influence of demographic change and population ageing on achieving them (e.g. sustainable development, poverty prevention, economic growth, innovation, etc.)

Think big – connecting the dots across sectors



Policy coherence and integration of policy actions

requires improved communication and coordination across sectors.

Mainstreaming ageing can build the bridges to foster cross-sectorial awareness, exchange, coordinated action and collaboration.

Join forces – stronger together

Today, advocates who protect the needs, rights and opportunities of each age group, or "generation", often operate in silos, competing for attention and scarce resources.



Join forces – stronger together

At the same time different life stages are part of the life course and ageing trajectory of each individual. Today's youth will be tomorrow's older people.

Advocate for generational equity together as
mainstreaming ageing will benefit all

Join forces – stronger together

- Taking a people-centered rather than life stage-focused perspective on ageing enables us to consider ageing as a dynamic process along the life course rather than equating it with “old age”.
- When it comes to building the case for mainstreaming ageing it is therefore important to highlight that ageing is everybody’s business as we all are at any time of our lives, ageing.
- All age groups are impacted by the consequences of population ageing and will benefit from adaptations



Join forces – stronger together

Mainstreaming ageing is an age-inclusive process which is not limited to integrating the needs of older persons in all policies but promotes **considering the needs of all age groups and aspects of intergenerational equity** in the policy response to population ageing.

- ✓ This broadens the base of beneficiaries of mainstreaming ageing
- ✓ It allows to integrate the various age-related agendas under the umbrella of mainstreaming ageing which can give the concept more “currency”
- ✓ It strengthens the basis for truly applying a life-course oriented and intergenerational approach to policymaking

Join forces – stronger together

Joining forces for a society for all ages in which the potential of individuals at all stages of their lives is realized, their needs met, and their human rights protected requires:

- ✓ Inter-generational dialogue
- ✓ Identification of common goal, joint interests and mutual trust
- ✓ Strengthening the "intergenerational contract" in light of changing social, environmental and economic realities to ensure that intergenerational equity and solidarity are protected and nurtured to affront the challenges of the future together (not against each other)

A strategic approach to mainstreaming ageing creates the conditions for intergenerational equity and the protection of rights of all age groups:

- ✓ brings all age groups to the table
- ✓ introduces systematic age-sensitive analysis and impact assessments
- ✓ strengthens data availability and awareness on ageing and demographic change
- ✓ ensures that new policies are generation and future "proof"
- ✓ develops strong mechanisms for coordination and collaboration across sectors

