



UNECE



Expert Workshop on Mainstreaming Ageing

Facilitators' Guide

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INTRODUCTION

Population ageing is a major demographic trend that will have a significant impact on societies in the UNECE region. By 2050, one in four people in the region will be over the age of 65. This will have implications for a wide range of policy areas, including health, social care, employment, housing, and transport.

To adapt to the challenges of population ageing, it is recommended to mainstream ageing into all relevant policy fields. This means systematically integrating the needs and concerns of older people as well as other age groups into the design and implementation of policies. To provide policymakers with concrete guidance on how to advance or improve mainstreaming efforts the UNECE Standing Group on Ageing has developed detailed Guidelines.¹ These Guidelines support governments in building, step-by-step, a strategic framework for mainstreaming ageing to facilitate the systematic consideration and integration of both individual and population ageing aspects into broader national policies.

The goal of mainstreaming ageing into all policies has many similarities with the goal of gender mainstreaming. Gender mainstreaming is a strategy for achieving gender equality by systematically integrating a gender perspective into all levels and aspects of policymaking and programming. This means considering the different needs, priorities, and experiences of women and men, and ensuring that policies and programmes benefit both sexes equally. In many countries, gender mainstreaming has been established and tested by national governments and administrations, and lessons learned from this process can inform the development of a strategic approach to mainstreaming ageing.

The purpose of this document is to provide a detailed guide for organizing and conducting an expert workshop on mainstreaming ageing that draws on insights gained from gender mainstreaming. It is therefore proposed to bring together stakeholders involved in gender mainstreaming and those involved in ageing-related policy to discuss the following questions:

- What are the key similarities and differences between gender mainstreaming and mainstreaming ageing?
- What are the lessons that can be learned from the experiences of gender mainstreaming practitioners?
- How can the insights from gender mainstreaming be applied to ageing mainstreaming?

The guide was jointly developed by the UNECE Population Unit and the German National Association of Senior Citizens' Organisations (BAGSO) and draws on the experience of a workshop that was organized in December 2022 with stakeholders in Germany.

¹ See: UNECE Guidelines for Mainstreaming Ageing (2021): <https://unece.org/population/ageing/mainstreaming-ageing>

BEFORE THE WORKSHOP

Defining the aims of the workshop

The aims of the workshop are to:

1. Introduce the concept and benefits of mainstreaming ageing and discuss the steps needed in developing a strategic framework for mainstreaming ageing by learning from the experiences of gender mainstreaming processes developed in the national context. This will provide insights into the factors that have contributed to the success or failure of gender mainstreaming initiatives, and how these insights can inform mainstreaming ageing.
2. Discuss the status quo of mainstreaming ageing (where do we stand?) and what key prerequisites are needed for the development of a national strategic framework for mainstreaming ageing into all policies.

Identifying speakers

For identifying speakers, the following points should be considered:

- **Choose a moderator:** The moderator will be responsible for leading the discussions and ensuring that the workshop runs smoothly. The moderator should be someone who is knowledgeable about the topic of the workshop and who has experience in facilitating discussions.
- **Select and invite speakers:** The speakers should be experts in the field of mainstreaming ageing or gender mainstreaming. They should be able to provide insights into the challenges and opportunities of mainstreaming ageing, and they should be able to share their experiences of successful or unsuccessful initiatives.
- **Think about potential partners:** The workshop could be co-hosted by an organization that is involved in ageing mainstreaming or gender mainstreaming. This could help to attract more participants and to raise the profile of the workshop.

What is important is that the workshop includes speakers that have first-hand experience with efforts to mainstream gender and others that have experience in mainstreaming ageing into policies. Ideally, the speakers should have practical experience with the respective activities.

Speakers on mainstreaming ageing should be able to inform about the case for mainstreaming ageing, the status quo of mainstreaming ageing efforts to date and recommended actions going forward. As for speakers on gender mainstreaming, it is recommended to invite experts with experience regarding the political commitment to gender mainstreaming, the established policy framework and institutional mechanisms and its implementation at national/local level and across different policy fields/line ministries.

Identifying participants

The main target audience of the workshop are individuals directly involved in efforts to mainstream ageing into all policies or with an interest to do so in the future. It is advised to do a stakeholder analysis to identify who should be invited to the workshop. This could include representatives from government, NGOs, academia, and the private sector.

The workshop is intended to be a closed expert workshop with around 20-25 participants. Participants and speakers may be identified through the snowball method. Final participation should be by invitation only.

Participants, like speakers, should be experts in the fields of either gender mainstreaming or mainstreaming ageing. Ideally, they represent a variety of organizations from government and civil society.

Workshop programme

The key elements of the programme may include:

1. welcoming remarks,
2. presentation of what is mainstreaming ageing as well as progress towards the promotion of this goal,
3. sharing of experience of efforts to mainstream gender (by experts),
4. discussion groups on how experiences from gender mainstreaming can be adapted for efforts to mainstream ageing, and
5. a summary and closing remarks.

In general, a length of about 3h is recommended for the workshop, including a short break. An example of a workshop programme is included in Annex I.

Workshop logistics

You may wish to consider the following in the preparatory process:

- **Type of format:** Decide whether the event will be in-person or online.

Considerations regarding online versus in-person format

While it is entirely possible to hold the workshop in-person, there are at least two points in favour of organizing the workshop as an online event. First, no travel time is required. Second, the workshop's primary intention is to facilitate a technical discussion on mainstreaming ageing. Therefore, the aspect of networking among participants, which would be an argument in favour of an in-person workshop, is less important.

- **Venue:** If the event is in-person, the venue should be large enough to accommodate all participants and should have the necessary facilities, such as a projector, screen, and whiteboard. Given that the event includes discussions in small groups, the venue should have appropriate arrangements.
- **Online platform:** If the event is online, a platform should be chosen that allows all participants to participate effectively. One feature that is important are breakout rooms. Standard platforms such as Webex, Teams and Zoom all provide the required functionalities.

Note about the type of online event

To create an interactive online setting, it is recommended that the event is set up as a regular online meeting, opposed to a webinar setting. All participants should have permission to turn on their microphones and cameras. To create a good atmosphere for discussion participants and speakers should be asked to use their cameras throughout the meeting and keep their microphones on mute when not speaking.

- **Technical check for online meeting:** If the meeting is online, it is highly recommended to conduct a practice session with presenters to familiarize everyone with the technical setup and check that the camera and microphone is working. Ideally this should be done approx. one day before or at least 30 minutes before the start of the event.
- **Date and time:** Select a date and time that is convenient for most participants. It is important to avoid days in which important governmental meetings take place (e.g. parliamentary meetings), as well as bank holidays.

- **Invitations:** Send invitations with the programme or, if the programme is not yet ready, send a save-the-date in advance. The invitations should include all relevant information, such as the date, time, location, and registration instructions.
 - Appendix II includes an example of an invitation for main speakers.
 - Appendix III includes an example of an invitation for participants.
 - Appendix IV includes an example of a follow-up invitation for participants.
- **Registration:** Set up a registration process that is easy for participants to follow. This could be an online form, an email registration, or a phone registration.
- **Special requirements:** When you start planning, keep in mind that some participants might require additional support, e.g., sign language or closed captions. Ensure to include a field on special requirements in the registration form and allow time and resources to make the event accessible.
- **Interactive tools:** Consider the use of tools to make the workshop more interactive, e.g. quick online polls, or capture the main content of the workshop as it goes along, e.g. by contracting a graphic recorder. If so, prepare a briefing on the topic of mainstreaming ageing for the graphic recorder.
- **Closed room:** Guarantee a closed room so that participants feel free to speak openly. This could be done by signing a confidentiality agreement or by using the [Chatham House Rules](#).

Preparing materials for the workshop

- **Moderation notes:** It is useful to prepare some notes for the moderator providing relevant background information and rationale for the workshop.
 - Appendix V includes an example.
 - Relevant information is also included in UNECE Policy Brief on Ageing No. 27 “Mainstreaming Ageing – Revisited” (<https://unece.org/policy-briefs>) and the “UNECE Guidelines for Mainstreaming Ageing” (unece.org/mainstreaming-ageing)
- **Run of show:** It is advised to prepare a detailed run of show of the event.
- **Presentation slides of speakers:** It is advised to ask for all presentations to be sent in advance of the workshop so that you can bring them as a backup on a stick/laptop and get permission to share the slides with participants.

- **Background slides:** You may want to prepare some PowerPoint slides with a background (e.g., the title and logo(s)) to be shown at the beginning and end of the workshop.
- **Participants' list:** It is advised to prepare a list of participants with job titles, affiliations and contact details. If participants agree, you may share the list with registered participants. You may want to ask for permission when people register.
- **Participants' bios:** You may wish to collect short bios of all speakers and share those before the workshop.

DURING THE WORKSHOP

If the workshop is held online, the following points should be considered

- **Technical support:** It is advised to have a person, that is different to the moderator, handling all the technical setup. For example, this person should accept all participants to the meeting, upload the slides and make speakers presenters and mute participants if necessary.
- **Breakout sessions:** It is important to familiarize yourself beforehand with how breakout sessions work for the working group discussions.
- **Recoding of event:** It is recommended to record the event, if you wish to prepare a workshop report and share key message for later reference.

AFTER THE WORKSHOP

- **Meeting report:** Due to the concrete aims of the workshop a clear added value would be to produce a meeting report that includes the key takeaways.
- **Thank you note to speakers and participants:** It is common practice to send a short 'thank you' note to speakers and participants. Ideally, this can already include a copy of the report.

APPENDIX

Appendix I: Example programme

Time	Segment	Comments
9:45am	Arrival / Connecting	
10:00am	Welcoming of participants	<ul style="list-style-type: none"> • Welcoming of participants on behalf of organizers and (if applicable) on behalf of government. • Workshop aims, the programme and rules of workshop.
10:10am	Mainstreaming Ageing – Just a buzzword or a tool for policy making?	<ul style="list-style-type: none"> • This segment serves as an opener to ask critically whether mainstreaming ageing is a useful tool that can support policymaking.
10:20am	What is mainstreaming ageing and why do we need it? <ul style="list-style-type: none"> • Presentation (15min) • Q&A (15min) 	<ul style="list-style-type: none"> • UNECE Population Unit or national focal point on ageing can do this presentation about mainstreaming ageing. • This is followed by an open discussion and comments by the participants.
10:50am	What can we learn from gender mainstreaming? <ul style="list-style-type: none"> • Presentations (30min) • Q&A(15min) 	<ul style="list-style-type: none"> • 2-3 experts from the field of gender mainstreaming will present their concrete experiences with this topic. • This is followed by an open discussion and comments by the participants.

11:35am	Break	
11:45am	<p>Where do we stand in [Country] and what are the key prerequisites for implementation?</p> <p>Participants will be split into several working groups to discuss (some of) the following questions:</p> <ul style="list-style-type: none"> • What are the benefits of mainstreaming ageing at the central/federal and local level of government? • Who needs to be convinced at government level? • Who needs to be involved in the development of the Strategic Framework? • What should be the scope and timeframe of the Strategic Framework? • How can the implementation be tracked and monitored? 	<ul style="list-style-type: none"> • Each group should nominate a rapporteur
12:15pm	Reports from the working groups	<ul style="list-style-type: none"> • Rapporteurs from each group share the main points from the discussions.
12:45pm	Summary & conclusions	<ul style="list-style-type: none"> • The moderator will give a summary and conclusions.
1:00pm	Closing	

Appendix II: Invitation letter for main speakers

Subject: Invitation for expert workshop on mainstreaming ageing [Date & Time]

Dear [Name],

I am reaching out to you with an invitation and a request to give a brief presentation at our online expert workshop on “Mainstreaming Ageing”, scheduled to take place on [Date & Time] [Location].

During the event, we aim to engage policymakers, researchers, and civil society actors in discussions about the implementation of mainstreaming aging in [Country] and concrete steps we can take to advance its realization. In this context, we hope to benefit from the experiences gathered in the area of gender mainstreaming. We would be delighted if you could provide a 10–15-minute input. If you are available, we can arrange further details regarding the content.

The workshop is organized by [Organization]. The event is set against the backdrop of developments at the United Nations Economic Commission for Europe (UNECE) and the European Union (EU) [If applicable], where increasing efforts are being made to integrate the dimension of aging into all policy areas.

I have attached the preliminary programme for your reference.

Looking forward to your response and happy to address any inquiries you may have.

Best regards,

[Name & Affiliation]

Appendix III: Invitation letter for participants

Subject: Invitation for expert workshop on mainstreaming ageing [Date & Time]

Dear [Name],

We are delighted to invite you to the expert workshop on "Mainstreaming Ageing" on [Date & Time] [Online or Place].

The workshop will discuss how to mainstream ageing into all policy areas. We will discuss the experience of gender mainstreaming and insights on challenges and opportunities that can be gained for mainstreaming ageing in [Country].

We believe that this workshop will be an important opportunity to learn from each other and to share ideas on how to advance the implementation of mainstreaming ageing in [Country].

We would be honoured if you would join us. Please RSVP by [Date].

[The link to the Zoom meeting will be sent to you closer to the date of the workshop].

We look forward to hearing from you soon.

Sincerely,

[Name & Affiliation]

Additional information: [Note that some of these Policy Briefs are also available in other languages]

- UNECE Policy Brief on Ageing No. 27 "Mainstreaming Ageing – Revisited": <https://unece.org/sites/default/files/2022-02/ECE-WG.1-39-PB27.pdf>
- UNECE Guidelines for Mainstreaming Ageing: https://unece.org/sites/default/files/2021-03/ECE-WG.1-37_Guidelines_for-Mainstreaming_Ageing_1.pdf
- UNECE Policy Brief on Ageing No. 2 "Gender equality, work and old age": https://unece.org/DAM/pau/docs/age/2009/Policy_briefs/Policy-brief-Gender.pdf

Appendix IV: Follow-up invitation letter for participants

Subject: Invitation for expert workshop on mainstreaming ageing [Date & Time]

Dear [Name],

As already announced in [Month], we will hold an expert workshop on mainstreaming aging on [Date & Time]. We would like to invite you to participate!

The expert workshop on “Mainstreaming Ageing” will take place [Online or Place] on [Date & Time]. During the event, we want to discuss together with actors from politics, science and civil society to what extent mainstreaming aging is applied in [Country] and what we can do specifically to advance its implementation. In addition, we want to learn from experiences in the field of gender mainstreaming.

The workshop takes place against the background of developments at the United Nations Economic Commission for Europe (UNECE) that are making efforts to mainstream the dimension of aging into all policy areas.

Please find enclosed the provisional programme with further information in the annex. The event is organized by [Organization].

If you have any questions about the event, please contact [Name] (Email).

[We would be very happy about your participation and would like to ask you to register via the following link: URL]

Sincerely,

[Name]

Appendix V: Moderation notes

Ageing in all policy areas – Mainstreaming Ageing

That both the ageing of an individual and the ageing of the population are cross-cutting issues is nothing new. Accordingly, the member states of the United Nations Economic Commission for Europe (UNECE) committed in 2002 to "integrate the dimension of ageing into all policy areas". In other words, to mainstream ageing (See Commitment I of the [Regional Integration Strategy](#) of MIPAA). Since then, the UNECE has implemented measures to implement this political strategy and published guidelines in 2021. Training materials on mainstreaming ageing are also available.

[At the EU level, in March 2021, on the initiative of Portugal, Council conclusions were adopted on the consistent consideration of ageing in public policy. The European Council calls on EU Member States to develop a national strategic framework for mainstreaming ageing, including guidelines and recommendations for national implementation (para. 26, 6976/21). In addition, an overarching and lifelong approach based on human rights should be ensured. This means that the needs, expectations and opportunities of all age groups must be considered, as the prevention of well-being in old age must start early in life.]

Central to mainstreaming ageing are, on the one hand, age-sensitive research and the involvement of all actors, and on the other hand, cross-sectoral coordination and cooperation as well as coordination with international frameworks.

Why Mainstreaming Ageing?

Population ageing – we need comprehensive and forward-looking political answers to this, a future-oriented approach.

Age discrimination is a frequently occurring phenomenon – The complexity and multidimensionality of age-related discrimination requires comprehensive cross-sectoral and intersectional approaches.

Intergenerational justice – leads to greater equality that benefits all generations.

Expectations, opportunities and needs of older people must be considered in the decision-making process of governments and other public institutions.

Gender Mainstreaming

Gender mainstreaming has been used as an instrument and strategic approach since 1995 by the UN World Conference on Women in Beijing and became popular within a relatively short period of time. [Mention relevant information from your country.]

Discussion questions

- What are the key similarities and differences between gender mainstreaming and mainstreaming ageing?
- What are the lessons that can be learned from the experiences of gender mainstreaming practitioners?
- How can the insights from gender mainstreaming be applied to ageing mainstreaming?
- Goal: to jointly find answers to these questions and to base action recommendations on them.

Possible action recommendations:

- Establishment of a clear mandate for mainstreaming ageing (Where? By whom? Who can contribute in what way?)
- Funding and human resources
- Establishment of cross-cutting coordination functions and positions with broad stakeholder participation – ideally at the highest government level, for example in the central/federal government or in all specialist ministries
- Measures for M&E

Examples from other countries

Bulgaria: inter-institutional working group – permanent institution.

Czechia: Government Council for Older People and Population Ageing – permanent advisory body to the government.

Finland: cross-sectoral group that develops the Finnish ageing programme.

Slovakia: Committee for Senior Women and Men within the Council of the Slovak Republic for Human Rights, National Minorities and Gender Equality – advises the government, including representation of cities, municipalities and parliaments of the self-governing regions.

Spain: Territorial Council for Social Affairs issues opinions on legislation and measures with a bearing on ageing – opinions of NGOs on new legal instruments are obtained before a decision is taken.

Canada: Seniors and Pensions Policy Secretariat in the Canadian Federal Ministry of Labour, Employment and Social Development systematically reviews all papers and documents of the Cabinet and draws attention to points relevant to senior policy, which are then brought to the attention of the Cabinet by the Ministry.

Canada: Gender-based Analysis Plus: approach to the development and implementation of responsive and inclusive strategies, programmes, services and other initiatives, GBA+ is mandatory for all government proposals.

Germany: Demography Check.

France: High Council for Family, Children and Ageing – provides opinions and recommendations on the objectives of political measures in the area of family, children and senior citizens.