



## EAHSA now in place in Brussels

The new Executive Director, Robert Speiser, has started up the EAHSA office in 92 Rue d'Arlon, 1040 Brussels. For questions and information EAHSA members are welcomed to make contact by email [director@eahsa.eu](mailto:director@eahsa.eu). The foundation of EAHSA as an international non-profit organisation under Belgian law is presently being worked on.

## 2012: European Year on Active Ageing and Intergenerational Solidarity.

The European institutions are discussing to declare the year 2012 as a "Year on Active Ageing and Intergenerational Solidarity". According to the plans, the Commission will present and discuss its ideas for 2012 with the Member States and some NGOs at the end of April 2010. Within a coalition of NGOs the AGE Platform Europe actively campaigns to promote the Year 2012 initiative as well as the plans to declare April 29 an EU Day of Intergenerational Solidarity.

EAHSA commented on the public consultation of the Commission in 2009 on the possible designation of 2012 as the European Year on Active Ageing and Intergenerational Solidarity and welcomes this initiative.

## Europe 2020: A European strategy for smart, sustainable and inclusive growth

March 3, 2010 the European Commission launched its new strategy Europe 2020, following the Lisbon strategy. It is the battle for growth and jobs. President Barroso said: "Europe 2020 is about what we need to do today and tomorrow to get the EU economy back on track."

Ageing is only mentioned in the context of "long-term challenges" like globalisation and pressure on resources and in the context of "structural weaknesses of Europe", like lower average growth than other main economic partners and a 69 % lower employment rate than in other parts of the world.

It is stated, that demographic ageing is accelerating. The number of peo-

ple aged over 60 is now increasing twice as fast as it did before 2007 – by about two million every year compared to one million previously.

The Commission proposes a series of Flagship initiatives. One of these Flagship Initiatives:

"An Agenda for new skills and jobs", states that Member States need to promote new forms of work-life balance and active ageing policies and another Flagship Initiative "European Platform against poverty" is mentioning that Member States will need to define and implement measures addressing the specific circumstances of groups at particular risk such as ... "elderly women".

<http://ec.europa.eu/eu2020/pdf/COMPLET%20EN%20BARROSO%20%20%20007%20-%20Europe%202020%20-%20EN%20version.pdf>

## Research: Quality Model for the Senior Service Sector - Challenges and Opportunities of the Ageing Society – Results of an EU Lifelong Learning/Leonardo da Vinci Project

The project tries to visualize challenges and opportunities of the ageing European society. The researchers believe that the future care sector will change boundaries and therefore they introduce the term of "senior service sector" which covers different branches and competence profiles: Extended care and health concepts, cleaning, kitchen/board, housing and wellness assistance.

The Results of the project can be downloaded. The different brochures

deal with "Challenges for the European Senior Service Sector (40 pages); 20 Country profiles (220 pages); Job profiles of the European Senior Service Sector. Typology and developments (38 pages); Assistive technologies and lifelong learning (41 pages); Educational models for ageing societies (30 pages) with three notional case studies: Italy: Training model of migrant carers; Portugal: Caring for Carers; Denmark: Open Workshop Model. The link to the project:

<http://senior-service-sector.eu:8180/openems/openems/4LC/en/index.html>

## EAHSA members automatically become IAHSA members

According to an agreement between EAHSA and IAHSA, the EAHSA members will automatically become members of IAHSA as well.

The members have been informed about the new situation in a joint letter by the Presidents of both associations, Mr. Freek Lapré and Mr. Dr. William L. Minnix.

## Speech by new Commissioner Andor: The Impact of the Crisis on Member States' Ability to Respond to the Challenges of Demographic Change

In February 2010 the Commission invited to a seminar to examine the impact of the worst economic crisis since World War II on the Commission's policy laid down in the 2006 Communication on the demographic change (COM 2006/571)<sup>1</sup>. The new Commissioner for Employment and Social affairs, Mr. László Andor, outlined in his opening speech the ideas and principles of how to tackle the crisis.

One of his political approaches is to make a determined effort to promote active ageing. That means harnessing the considerable potential of the baby-boomers by: creating employment opportunities for older workers; en-

abling them to remain active members of society – for instance, as volunteers or carers - and helping them preserve their health and capacity to live autonomously for as long as possible.

The Commissioner welcomes the European Year for Active Ageing and he intends to include it in a multi-annual strategy for active ageing, which he hopes to put forward shortly. Such a strategy would need to focus on a wide range of issues: Opening up labour markets and setting ambitious targets for raising employment rates; reviewing pension and benefit systems in order to create strong rewards for staying on the labour market; ensur-

ing that, as people approach retirement age, they are still in good health and have skills that match the needs of today's labour market; looking at the needs of carers so that they can reconcile work and caring responsibilities; creating opportunities for volunteering (believing that many older people are very keen to participate); promoting healthy lifestyles and adapting urban environments and housing to allow older people to remain autonomous for much longer than at present; and lastly, ensuring that all these opportunities for active, healthy ageing are available to all. Speech of Commissioner Andor<sup>2</sup>

<sup>1</sup> <http://www.eugms.org/index.php?pid=174>

<sup>2</sup> <http://circa.europa.eu>

### The 2009 Ageing Report: EU-27 Member States (2007-2060)

In the joint report of the Commission (DG Economic and Financial Affairs) and Economic Policy Committee (Ageing Working Group) the forthcoming projections of the budgetary impact of the ageing population in the 27 Member States over the period 2007–2060 will be calculated. Bases for the calculation are macroeconomic assumptions and projection methodologies described in this report.

Part I of the report deals with Population, Labour force projection, Labour productivity and GDP, Interest rates and Sensitivity tests. Part II deals with Age-related expenditures items: coverage, projection methodologies and data sources are examined related to Pensions, Health care, Long term care, Education and Unemployment benefits.

The projections of the report show where (in which countries), when, and to what extent ageing pressure will accelerate as the baby-boom generation retires and average life span in the EU continue to increase. Hence the projections are helpful in highlighting the immedi-

ate and future policy challenges for governments posed by demographic trends. The link to the report (220 pages, 73 tables, 12 graphs):



[http://ec.europa.eu/economy\\_finance/publications/publication13782\\_en.pdf](http://ec.europa.eu/economy_finance/publications/publication13782_en.pdf)

### Research: INTERLINKS - Health systems and long-term care for older people in Europe

The European Commission funded INTERLINKS under the Seventh Framework Programme. It is a 3-year project (2008-2011) on European and national level for Modelling the INTERfaces and LINKS between prevention, rehabilitation, quality of services and informal care. The objective of the project is to construct and validate a general model to describe and analyse long-term care systems for older people from a European perspective. INTERLINKS is carried out by 16 partners representing 13 Member States and Switzerland involving 60 researchers on European and national level.

EAHSA was invited and attended the "First Sounding Board Conference" in February in Brussels, where the first results of three Working Projects (WP) were presented to representatives of the Commission and different stakeholders like EAHSA: WP 3 Prevention and Rehabilitation; WP 4 Quality of service; WP 5 Informal care. The "Second Sounding Board Conference" will take place next year in The Hague. The interim products of the WP 3, WP 4 and WP 5 will be available at the latest by June 15, 2010 on [www.euro.centre.org/interlinks](http://www.euro.centre.org/interlinks).



## EASHA Conference in Stockholm

Micasa Fastigheter in Stockholm is organizing the 2010 European EASHA Conference 27-28 May 2010. The conference itself will take place on May 27, 12 noon–5.00 p.m., and on May 28, 8.00 a.m.–12 noon.

There will be an opportunity to conduct technical visits as set out below between 12 noon - 5.00 p.m. on Wed May 26, and 8.00 a.m.–12 noon on May 27:

### **Trip 1: Accommodation and technology**

Visit to KTH Royal Institute of Technology South, and the Swedish Institute of Assistive Technology viewing environment.

### **Trip 2: Senior accommodation**

Visit to three different types of senior accommodation, public and private.

### **Trip 3: Care and assisted living accommodation**

Visit to three different care and assisted living accommodations, public and private.

On Thursday evening, the City of Stockholm will be providing a buffet at Stockholm City Hall, and on Friday afternoon Micasa Fastigheter will be offering a guided tour of Stockholm.

There is also an opportunity to remain in Stockholm for the weekend for a special price. The EASHA Conference is also open to non-members.

For further information see [www.micasa.se](http://www.micasa.se).

## March 2010:

EAHSA/IAHSA board member and Eden-Alternative® European Coordinator Christa Monkhouse from Switzerland, was invited to present at the Izovator Cross Care Café in Hilversum, Netherlands, in a two day event, together with Kent Selman from the Mayo Clinic in the USA and Jim van den Beuken from Planetree Netherlands. The event was a great opportunity to also

share with interested participants the work of EAHSA and IAHSAs.

Izovator is a regional initiative to discover and share international and local innovations and best practice in health and social care. Christa presented in front of about 130 people and in two masterclasses.

This learning and sharing event was hosted by the new care village De Hogeweyk, [www.dehogeweyk.nl](http://www.dehogeweyk.nl), an

innovation in itself and a great example for best practice in housing and care for people with dementia. Find the presentations and some explanatory text (in Dutch) here: <http://www.izovator.nl/nieuws/cross-care-café-nieuwe-concepten-en-sterke-merken>

*Christa Monkhouse*