



## ***Invitation***

***European Union Delegation to the United Nations invites you to the EU side event***

***"Mobilising the potential of older persons to create societies for all ages"***

**Date:** 14 August 2013 1.15pm-2.30pm

**Venue:** UN HQ NLB, conf. room 7

- Opening remarks: Ioannis Vrailas, Ambassador, Deputy Permanent Representative, Delegation of the EU to the UN
- Moderator: Josh Collett, Vice President, AARP Office of International Affairs

### **Speakers:**

- Kasia Jurczak, Policy Analyst, Directorate General for Employment, Social Affairs and Inclusion, European Commission
- Nena Georgantzi, Legal and Research Officer, AGE Platform Europe
- Jean Francois Courtois, Senior Policy Analyst, H.R.S.D. Canada
- Asghar Zaidi, Professor of International Social Policy, University of Southampton

### **Background:**

This event will highlight the importance of empowerment and activation of older people as a response to ageing societies. It will also give examples of multi-stakeholder collaboration as a way of putting ageing issues on the policy agenda. It will present evidence-based tools to monitor progress in policy implementation.

To showcase the contribution that older people make to society and to challenge the too often negative stereotypes of older people, 2012 was celebrated as the [European Year of Active Ageing and Solidarity between Generations](#). This European campaign motivated many stakeholders to take action and show that ageing is a challenge, but that its social consequences can be successfully addressed by working together. An important role in this campaign was played by a broad coalition of civil society organisations led by [AGE PLATFORM EUROPE](#). In several countries, the European Year of Active Ageing and Solidarity between Generations led to the development, or reinvigoration of active ageing strategies. Progress on the active ageing agenda can be measured using [the Active Ageing Index \(AAI\)](#), an evidence-based policy tool that enables international comparisons. The event will also look at policy examples from Canada of age- friendly environments. The event is intended to serve as a platform for the exchange of good practices, allowing exchange and collaboration between international stakeholders.

The presentations from the panel are followed by a discussion.

*RSVP is mandatory by 12 August only for attendees without the UN ground pass: [jelena.vujic@eeas.europa.eu](mailto:jelena.vujic@eeas.europa.eu)*