

DELIVERABLE

Project Acronym: AFE INNOVNET

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Project Title: Thematic Network for age-friendly environments in the European Union

D3.3 - Recruitment pack on thematic network:

why and how LRAs and other stakeholders should join TN

Revision: Final

Author:

- Nhu Tram, Council of European Municipalities and Regions
- Christina Dziewanska-Stringer, Council of European Municipalities and Regions

Dissemination level: Public

The recruitment pack was developed to support the mobilisation effort under WP3. It seeks to facilitate the recruitment of new Thematic Network members by providing concise information on the objective of the Thematic Network, background information on demographic change in the EU, and benefits of joining the network. The recruitment pack has been step by step integrated into the functionalities of the website to support the registration of new members:

<http://www.afeinnovnet.eu/about/Why-join-us>

By end M4, it will be complemented by an Infographic to be developed under WP2.

Revision History

| Revision | Date | Author | Organisation | Description |
|---------------|---------------|---------------------------------------------|------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Draft 1 | 20 Feb 2014 | Nhu Tram | Council of European Municipalities and Regions | Preparation of the first draft of the recruitment pack, including a foreword, a background part, the objectives of the project, benefits for members and the long-term objective of the project. |
| Draft 2 | 04 March 2014 | Anne-Sophie Parent | AGE Platform Europe | Rephrase part 3 in order to better create a feeling of involvement of the member. |
| Draft 2 | 04 March 2014 | Mireia Ferri Sanz | Polibienestar | <ul style="list-style-type: none"> - Suggestion to add the Twitter and LinkedIn details; - Suggestion to remove the concept of workshop, as only Consortium members and a very limited number of external guests can attend them. - |
| Draft 2 | 04 March 2014 | Nhu Tram . Christina Dziewanska-Stringer | Council of European Municipalities and Regions | Suggestion to emphasize the involvement of the industrial sector in the project, which was missing in the draft version. |
| Final version | 17 March 2014 | AFE-INNVONET | Council of European Municipalities and Regions | Comments and suggestions were added to the final version and was approved by the steering group. |

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Recruitment Pack AFE-INNOVNET

1. Foreword

Global population is now undergoing a demographic change that will have repercussions on several issues, such as pensions, health care and long-term care systems. With the support of the European Union ICT Policy Support Programme, the **AFE-INNOVNET** project is establishing a **Thematic Network (TN)** of local and regional authorities, industries, research institutes and civil society that share the same ambition: work together to find **smart and innovative evidence based solutions to support active and healthy ageing and develop age-friendly environments (AFE)** across Europe. Through this network, our members will have access to various **data** and they will be able to create **partnerships with the private sector**. Indeed, our network is open not only to local and regional authorities, civil society and universities, but also to the industries – SMEs included. Older people have specific needs and represent a market that should be taken into account to face the demographic challenge and stimulate the economy.

In the long run, our **aim** is that the socioeconomic evidence, methodologies and case studies gathered thanks to the members of the Thematic Network will **benefit** all interested stakeholders and influence the EU agenda on active and healthy ageing.

Being a member of the TN will of course give you access to the information available on AFE-INNOVNET's website (case studies, a directory of local and regional authorities, indicators...) but you will also have the opportunity to **collaborate by providing your input** to the TN's activities, share your experience and knowledge, and be in direct contact with other members of the TN.

2. Background

The European population is rapidly ageing. This transition can be explained by low birth rates, ageing "baby-boomers" and rising life expectancy. According to Eurostat data, between 2010 and 2060, the number of people over 65 will grow from 17.4% to 29.5% (compared to 12.8% in 1985) of the total population and the number of people over 80 will nearly triple to 12%. The **demographic change** Europe is now facing will have significant social, economic and budgetary consequences.

According to WHO, the physical and social environments are key determinants whether people can remain healthy, independent and autonomous long into their old age. Local and regional actors will have to work together to improve conditions, develop and implement new solutions in fields such as employment, health care, social services, housing, IT services and transport, as the economic and social models of the past 50 years may no longer be suitable for the current situation. Local and regional actors are the ones that can better understand and respond to the specific challenges that demographic ageing and other factors pose to their communities.

To address the demographic change, many local-level innovative solutions supporting active and healthy ageing have been developed as pilots across the EU, but they often remain isolated and do not get scaled up, not even in their own country. Therefore, their impact on responding to challenges of demographic change in Europe is limited. To remedy the problem, an EU-level initiative called **European Innovation Partnership on Active and Healthy Ageing (EIP AHA)** was launched by the

European Commission in 2011 to accelerate and scale-up the uptake of innovation with the triple goal of improving the quality of life of older people and their carers; increase the sustainability of care systems; and create new growth and market opportunities for Europe.

The **AFE-INNOVNET** will take the EIP AHA a step further by creating and developing a Thematic network (TN) that will support and enhance the operational implementation of the EIP AHA D4 Action Group's work plan; taking stock of the work done in the D4 Action Group and up scaling working ICT-based solutions.

AFE-INNOVNET will not only build on the experience of WHO age-friendly environments programme but will closely collaborate with WHO and facilitate synergies.

3. Why join?

The project's goal is to set up a large **EU wide community** of local and regional authorities and other relevant stakeholders across the EU who want to work together to find **smart and innovative evidence based solutions** to **support active and healthy ageing** and **develop age-friendly environments** across the EU. By joining our Thematic Network, you will:

- ✓ Be able to participate in **webinars** – where concrete themes related to age-friendly environments will be discussed and solutions proposed;
- ✓ Have your **activities/events promoted** on our website;
- ✓ Have the possibility to subscribe to our **newsletter** delivered once a month;
- ✓ Be **informed** and **updated** about events and funding opportunities related to AFE;
- ✓ Be able to find **partners** for future projects.

As a member, you will collaborate with us on:

- ✓ **Mobilising** a wide range of local and regional authorities and other stakeholders – industries, including SMEs, research centre/universities, civil society organisations – to link up, benefit from each other's **experience** and work together to **promote initiatives on age-friendly environments** across the EU;
- ✓ Developing **methodologies** that help local and regional authorities assess the **socioeconomic impact** of AFE and the benefits of involving older people in the co-production of AFE solutions – you can give us feedback on the material that will be developed all along the project;
- ✓ Developing a **repository** of replicable notable best practices in innovative age-friendly ICT and services solutions with associated socioeconomic evidence;
- ✓ Facilitating **pilot projects** clustering to **stimulate** local/regional investment in age-friendly ICT and services innovation and thus **local/regional economic activity** (with a focus on SMEs);
- ✓ Facilitating public access to **research/expertise** and **generic methodologies** in the field of age-friendly environments;
- ✓ Ensuring convergence and strong coordination with **WHO age-Friendly Cities and Healthy Cities initiatives**;

- ✓ Facilitating **information sharing** between all interested stakeholders in the field of age-friendly environments;
- ✓ Framing and launching an **EU Covenant on Demographic Change** to create the necessary political and technical framework to bring together in a more formal and long-term structure local and regional authorities and other stakeholders across the EU who want to cooperate and implement smart and innovative evidence based solutions.

4. Impact

By enabling key local and regional authorities and stakeholders from different levels of governance to link up and join forces, the TN will set up the necessary framework to **mobilise and support an EU wide uptake of smart and innovative age-friendly environments solutions** which have demonstrated a positive socio-economic impact. It will help local and regional authorities to **respond to Europe's demographic challenge** by stimulating investment and facilitating the deployment of innovative age-friendly ICT and social solutions to help older people to **age in better health and remain active for longer, lowering the pressure on social and healthcare systems and fostering longer working lives**. This EU wide mobilisation should also help develop an EU wide single market for innovative ICT based silver economy products and services.

5. Ultimate result

In the long run, a **European Covenant on demographic Change** will be developed through a bottom-up iterative method involving all Thematic Network members which will bring together all committed local and regional authorities and other stakeholders interested to share their experience, pool their efforts together and deploy ICT based innovative age-friendly environments solutions to support active and healthy ageing. The Covenant will seek to create the necessary political and technical framework to bring together local and regional authorities across the EU in a more formal and **long-term structure**.

For further information: www.afeinnovnet.eu

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- [Twitter](#) @AFEINNOVNET;
- [LinkedIn](#) Thematic Network on Age-friendly Environments (AFE-INNOVNET)