

Opportunities to be taken into account for the development of new activities, methods, products, enterprises in the framework of CREATOR project.

Topics to be used in the exchange of experiences workshops – Component 3.

Active ageing - 2

Leisure activities for senior citizens - 6

Accommodation for elderly people - 10

Social and intergenerational link of senior citizens - 14

The purchasing power and consumption of senior citizens - 18

The prevention of risks associated with ageing - 22

Elderly people and mobility - 26

The old age - 29

Design and megatrends - 33

Active ageing

Introduction:

The European Union is going through a period in which population ageing is substantial. From 2012, the European population old enough to work will start to reduce in numbers, whilst the population of the over 60 years olds will continue to grow, at a rate of approximately 2 million people more each year. The most difficult phase should be the 2015-2035 period, during which the baby-boom generation will reach retirement age. This evolution will threaten the durability of public finances, particularly the funding of healthcare and retirement plans, which could also weaken the intergenerational solidarity. However, this view does not take into account the real and potential contribution of senior citizens towards society, especially the baby-boom generation.

Therefore, it seems important to favour awareness, identification and the diffusion of the best practices as well as encouraging political decision makers and all the parties involved at the different levels to promote active ageing. This is also the European Commission's objective, as it planned to entitle 2012 as the "European Year for Active Ageing"¹. This initiative intends to support employment and work conditions of senior citizens, considering their numbers are growing in Europe, in order to help them play an active role in society and to encourage healthy ageing. It appears at a time when European political officers have to cope with the population's consistent ageing and its negative effect on public departments and finances. The European Commission hopes to see these actors pursue specific actions and objectives during the course of the year 2011, in order to present tangible accomplishments in time for the 2012 European Year.

Active ageing covers a plurality of concepts. It is defined by the World Health Organization as being a process that consists in optimising the possibilities of good health, participation and security so as to enhance quality of life during ageing. Active ageing helps senior citizens achieve their lifelong potential in physical, social and mental wellbeing and to get them involved in the society depending on their needs, desires and capacities, whilst benefiting from protection, security and adapted treatment when they require it.²

Topics of discussion put forward:

¹<http://www.age-platform.eu/en/age-policy-work/solidarity-between-generations/latest-news/1231-2012-european-year-on-active-ageing-and-intergenerational-solidarity/>

² http://whqlibdoc.who.int/hq/2002/WHO_NMH_NPH_02.8.pdf

In the following paragraphs, we will be presenting the context, the main issues, the possible answers and the role of the local authorities.

Adaptation of working conditions:

The questions related to health at work are strategic in nature when it comes to the attractiveness of old-aged employees' job retention. The rules of prevention are destined to apply to all ages at work and to all working situations. However, certain measures of prevention have to take into account physiological consequences of ageing employees. Indeed, the work and physical hardness weaken the job retention of senior citizens. This is the main reason why seniors are faced with exclusion in certain sectors, such as public works, retail trade or the metallurgy industry for example.

The specific prevention for seniors has to be implemented through the development of competences, sustention of motivation and the adaptation of working conditions to the physical capacities of senior citizens. An important guideline to prevention is to take into account the tiredness related to ageing. Active ageing depends not only on job retention but also on enhancing quality of life during ageing. One must not neglect this last point, in order to make ageing a real asset for economic development.

The preservation of senior citizens' productive capacities and the struggle against onerousness require certain actions. An ergonomic adaptation of senior citizens' workstations seems essential. Furthermore, a continuous prevention campaign against professional risks and the improvement of employees' working conditions should be taken into consideration. We could also imagine an adaptation related to timetable constraints for senior citizens with part-time duties and the implementation of telecommuting, in order to reduce tiredness caused from ageing. In the same manner, the retirement process can be made progressive via an exchange of competences between the leaving employee and the one replacing him.

Training:

In France, senior citizens have less access to professional training than other employees, especially after 55 years old. This situation is based on three factors: a greater obsolescence of old-aged employees' competences, related to reduced capacities in learning due to ageing, a skilled biased technical change comprising technological innovations which have a negative impact on the employment of the over 50 year olds and a lower level of initial training (generation effect).

One of the safest ways to anticipate ageing at work is to help the employee to handle his task better and to find personal methods of adaptation. This is why the intensification of the elderly workers' training effort is a way to increase their productivity and their employability, which collectively speaking would then contribute to enhance average productivity and compensate for the

negative effects of the active population's diminution. Furthermore, at the microeconomic level, this would contribute to adjusting the productivity of elderly workers to their remuneration, thus fighting against discriminations they might encounter from companies in the process.

Encouraging the training of ageing workers is also a way to redefine the link between initial training and continuous training. We could think about reinforcing continuous training, which would then discharge the initial one. This evolution would contribute to a global approach to lifelong training. It is also necessary to reduce the inequalities that can be found when senior citizens attempt to undergo training and thus also enabling them to stay productive and competitive.

Opportunities for companies:

Aside from the social, economical and regulation problematic, one must understand that senior citizen employment presents a real human and technical wealth for companies. Senior citizens have the benefit of know-how and of an expertise that has been acquired on the ground during the course of their career.

Many employers consider that experience, know-how and conscientiousness of senior citizens are all assets³. Senior citizens also serve as a social point of reference within a company, which provides a source of equilibrium for the younger ones and contributes to the team cohesion. Not only is their job retention an asset but it is also a real necessity in certain sectors, to avoid a loss of competences that would be harmful to the company's competitiveness.

In order to deal with the challenges set by active ageing, companies are going to have to implement certain measures which will transform this phenomenon into a real asset. It would be most convenient to see the development of a policy dedicated specifically to training, as well as a policy that intends to improve "good ageing" within companies. This could illustrate itself through mutual aid outlooks between teams. The development of tutelage between a young employee and an experienced senior could also be a step in making senior citizens essential to the company's everyday life.

European public policies:

From the 1970's, the economic crunch, consecutive to oil crises, transformed the labour market in all western countries. The elderly workforce served as "reserves", enabling companies to regulate the number of their employees according to the economic, political and social situation. This eviction movement was more or less strongly encouraged, depending on the country, by the implementation of specific policies which lowered the employment rate of senior citizens in the majority of the western countries.

³ http://www.uimm.fr/fr/pdf/guide_seniors/guide-seniors-atouts-opportunitites.pdf

Exchanging knowledge on public policies related to active ageing in the various partner countries helps to target certain challenges. Public policies have an influence on the importance of active ageing in each country. Yet, favouring the development of senior citizens' job retention could be a solution to the problem caused by the funding of pensions for example. In the same way, public policies in place can have an influence on the job discrimination encountered by senior citizens.

To respond to economic, social and political issues related to active ageing, it is possible to implement some plans of action which don't just address a specific age group but rather all of the employees. The promotion of these plans of action, taking place throughout the vocational cycle and aimed at everyone, would allow for an increase in the employment rate of senior citizens. It would therefore be interesting, during a future workshop, to give the opportunity to participants to exchange on the current policies in their respective countries and to use that knowledge to solve the problems at home.

Possible speakers:

Anne-Marie Guillemard: Professor of sociology at the Paris V Sorbonne University, author of *Les défis du vieillissement. Âge, emploi, retraite : perspectives internationales*. (2010) Amg@ehess.fr

Alice Sinigaglia: Logistic and Campaign Officer of the European Year For Active Ageing. alice.sinigaglia@age-platform.eu (see if she or another member of the team can intervene during the introduction to present the context, the incentives and objectives of the European year for active ageing)

Laura Saurama: Researcher at the Social politics department in Turku and author of « The outcomes of early retirement in Nordic countries » (2005) and « From early exit culture to the policy of active ageing – the case of Finland» (2004) laura.saurama@utu.fi

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Leisure activities for senior citizens

Introduction

For many decades, life expectancy at old ages is increasing whilst the age at which cessation of activity operates seems to be stagnating. Thus, life expectancy after work now makes up for a quarter of the years lived. After an active life, retirement can feel like a void to fill for certain people. One of the solutions to fill in this void is to take a look at new leisure activities. These can make up for an important part of young pensioners' lives. Furthermore, seniors of today are pointed out as being new consumers with a strong purchasing power. Thus, they are potential great consumers of leisure activities.

If the demand in leisure activities for seniors increases, we can easily imagine that entrepreneurs will position themselves on this sector. In fact, we can already see that new leisure services and products are developing, which are specifically thought for senior citizens. It is the case of holiday trip for example. Another aspect of this particular thematic on leisure activities for senior citizens is the one that has to do with economic development. Indeed, the production and development of leisure services and products leads to the expansion of innovative firms and consequently, the creation of new qualified jobs for example.

Topics of discussion put forward

In the following paragraphs, we will be presenting the context, the main issues, the possible answers and the role of the local authorities.

The associative world:

Since the 1990s, we can notice an increase in the number of association members. At the same time, the associative audience has grown older. The number of seniors present within these associations is growing consistently. They are particularly present in the sport, cultural and leisure-based ones. This enhanced presence of seniors in the associative environment corresponds to the rise of a new group of young pensioners, who benefit from an important economic power and who uphold a good physical condition.

In terms of what is at stake, this boom of seniors in the associative world is prone to favour the preservation of their social links and also intergenerational ones. Indeed, the participation to an intense associative life shows the necessity to reinforce the idea of a collectivity, due to fact that being a member of a group helps a person to identify himself or at least share common activities.

In order to favour the continuity of this associative participation, we can think of the development of voluntary work. This would help to create stronger intergenerational links between

seniors, the other members of the association and the people who call upon the association. In this sense, local authorities can plan actions that would push seniors to invest themselves more and more in the associative environment.

Sport for seniors

For the past decades, with the increase in the number of seniors, we have noticed that the rate of their sporting activities is constantly progressing. This development of free practices also corresponds to a noticeable evolution of the perception on sporting activity, the latter having moved from a competitive objective to purposes of conviviality and lifestyle. Seniors also participate in the success of sport-leisure and the sport-nature phenomenon, such as backpacking, which gives way to another change in the perception of the sports' world. From there, the requirement of a return to nature, authenticity and group practices comes into existence.

The new sporting activities of seniors present two challenges. The first one deals with their well-being. Indeed, whilst the same applies to the rest of the population, sport helps seniors to take care of their body and stay healthy, but sporting activity also helps participants to keep a social network and it offers possibilities of regular outings. The second challenge is of an economic nature. The seniors participate to the expansion of the rate in sporting activities and they also invest in gear.

The question of the need to adapt the sporting activity to elders comes into mind thereafter. Indeed, with ageing, the body no longer has the same capacities to recover from effort than in the past. This is why we usually find seniors in "soft" activities, such as backpacking, gym, swimming... To encourage sporting activity for seniors, it is necessary to develop products that would help them adapt to the new requirements set by their body. On the other hand, sporting associations are already implementing lessons that are adapted to the needs and capacities of seniors. This helps participants to avoid feeling as though they are failing for instance, because the exercises are adapted to the difficulties that have to do with age.

Tourism for seniors

Seniors, having a lot of free time on their hands and a purchasing power that is reinforced by the end of a loan reimbursement or by the departure of children from home, are potential travellers. Tourist professionals are rubbing their hands at the idea of millions of elders who are willing to pay themselves some holidays. However, "senior tourism" is not a sector on which the tour operators have their highest hopes. The explanation is simple: the elders are travellers (almost) like any others, and the idea of ageing in our society is not very well thought of. In addition, studies note that seniors travel the same way they always have for the most part and roughly the same way as the rest of the population. They do not seek to differentiate themselves from others, because they do not want to be categorized as "old people" and they privilege intergenerational encounters. This adds up to the explanation for the relative lack of touristic offers aimed specifically at seniors. However, we can note an evolution in the matter because certain agencies are starting to address themselves directly to seniors (in France: Primavacances, Senior Voyages...).

The economic issue in relation to the tourism for seniors is undeniable. Indeed, the investment of seniors in holidays will help the tourism industry get a breath of fresh air. Furthermore, here again, we come across a challenge related to the well-being of elders, because these trips are going to help them keep a social network and also help them to stay active. As a matter of fact, don't we tend to say that travel broadens the mind?

We can assume that the type of agencies which implement specifically-oriented trips for seniors are going to go through an expansive development on the whole of the European territory in the upcoming years, partly due to a change of perception on ageing that is starting to operate as of today. In addition, we can also think about the creation of new jobs, such as the "guide for seniors" one, which would make it possible for individuals with health problems to benefit from these trip offers as well.

Leisure activities at home

Even though the new generations of seniors open themselves up to the outside world, people who are reaching the old age have a tendency to withdraw in their homes⁴. The outings are rarer for the previous generation of senior citizens. Most of them develop leisure activities at home such as watching television, reading the papers... Manual activities are represented by gardening, knitting or even do-it-yourself jobs (mostly performed by men).

Taking into consideration that leisure activities of seniors also include the ones at home opens up a new field of investment for the industrialists. Indeed, indoor leisure activities prove to be another economic market dedicated to population ageing.

To help elders develop indoor leisure activities in relevance to their wishes and needs, entrepreneurs have thought about developing a range of products adapted to them. It is the case of gardening equipment, where the ergonomics of objects are conceived according to the difficulties that age causes.

Possible speakers:

Miguel Ángel García-Martín : professor of social psychology, University of Malaga, author of « A Structural Model of the Effects of Organized Leisure Activities on the Well-Being of Elder Adults in Spain » magarcia@uma.es

Luís Gómez-Jacinto: professor of social psychology, University of Malaga, author of « A Structural Model of the Effects of Organized Leisure Activities on the Well-Being of Elder Adults in Spain » jacinto@uma.es

⁴ Delbès Christiane, Gaymu Joëlle. Le repli des anciens sur les loisirs domestiques. Effet d'âge ou de génération ?. In: Population, 50e année, n°3, 1995 pp. 689-720.

Clara Martimportugués-Goyenecheaa: professor of social psychology, University of Malaga, author of « A Structural Model of the Effects of Organized Leisure Activities on the Well-Being of Elder Adults in Spain » cmartimportu@uma.es

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Joanna Śniadek: AWF (Akademia Wychowania Fizycznego) in Poznan, author of “Age of seniors - a challenge for tourism and leisure industry.” (2006) research interests: regional aspects of tourism and leisure development; marketing of tourism and leisure; tourism and leisure management sniadek@tir.awf.poznan.pl

Accommodation for elderly people

Introduction:

Accommodation for elderly people is a question considered by many researchers and governments. In fact, this topic includes numerous transverse issues and these issues are relevant to all CREATOR subprojects.

Studying senior citizens' lifestyles and their living environment shows that we can distinguish two ages for those of them who are over 60, which require different needs in terms of urban arrangements and adaptations. The third age corresponds to the period following the start of retirement, during which the individual is still in complete possession of his physical and material capacities. The fourth age, which can start at various points depending on the person, can begin at approximately 75 years old. It corresponds to a loss in physical, psychological and cognitive capacities. The lifestyle then becomes more static, and the use of urban and housing space is limited. Therefore, we need to distinguish two different types of public policies in terms of urbanisation and accommodation requirements, depending on what group of people are concerned.

However, it is necessary to think about and anticipate the transition between both ages. The change in urban space and environment usually takes time and it is unnoticeable, unless one of the spouses dies or is injured in a housing accident for instance. In order to prepare for the needs and economic transformations linked to population aging, it seems important to take into account a person's progressive loss of autonomy. This could help public authorities and those concerned to anticipate it better.

Topics of discussion put forward:

In the following paragraphs, we will be presenting the context, the main issues, the possible answers and the role of the local authorities.

Adaptation of existing accommodation:

We can identify a tendency in which European governments tend to favour supportive community living⁵. Therefore, there is a need to adapt existing accommodation in order for senior citizens to be able to stay in their homes.

These measures are faced with economic setbacks (who provides funds for the building requirements and to what extent?...), technical problems (what are the possible adjustments? What are the technological needs and available products?...), as well as psychological problems related to

⁵ http://www.iut.nu/EU/HousingMinistersMeetings/1999/CommuniqueFinal_FR_Kuopio_1999.pdf

the perception of aging in our societies (accommodation arrangements imply a loss in autonomy and having to admit one is getting old. The owners are unwilling to accept a change of their living environment because that would label their property as being a home for an “old age pensioner”⁶...)

A suggestion with regards to design has emerged at the attention of all, in order to destigmatize the accommodation adaptations for senior citizens. Architects are now working on specific needs for senior citizens⁷ and are also thinking about adapting the new housing facilities so that they are made accessible to all.

The role of local authorities could be to organize, finance and put into practice measures that would facilitate the adaptation of existing accommodation. For instance, we can imagine a scenario in which local authorities would recruit an advisor who would be in charge of informing senior citizens and their families of the possibilities related to accommodation arrangements.

Adaptation of the global environment:

In order for senior citizens to be able to live at home in the best conditions, housing arrangements are not the only measures to think about, as adapting the external environment, such as communal parts of their residence (lift, decent luminosity...)⁸ and the building accessibility (adapting pavements for instance) are also crucial.

Without them, senior citizens might be cut away from any contact to the outside world, which could also have a negative impact on their well being. They would find themselves cut off from their families and friends, and thus their social network would be greatly reduced.

The possible solutions emerge mostly from urbanism. Indeed, within the urban space, senior citizens who are losing their capacities are in need of adapted pedestrian crossings, street furniture which enables them to sit down in public areas, signposts which help them get around on foot... there again the question of funds and technical possibilities arises. The local authorities would perhaps be able to organize and finance the urban arrangements. They could also support the municipal authorities in adapting the urban environment to the senior citizens.

Residence area and mobility:

The whereabouts of the residence area also plays an important part within the question related to senior citizen accommodation. The lifestyles and needs are going to be different, depending on whether a person lives in a rural area, an urban or peri-urban one.

Alongside the question of the residence area comes the one about senior citizen mobility. This notion of mobility can appear under two different aspects: moving house or regular outings. In

⁶ <http://www.strategie.gouv.fr/content/rapport-vivre-ensemble-plus-longtemps-0>

⁷ <http://www.housingauthority.gov.hk/eng/events/conf/conferen/pdf/esalter.pdf>

⁸ http://www.lesopah.fr/fileadmin/outils/fiches_techniques/personnes-agees.pdf

the case of moving out, the experts note that senior citizens go for a smaller living space and a geographic location that is closer to town centres (downsizing).

When it comes to the question of accommodation location, each area of residence creates specific problems and solutions⁹ (accessibility to convenience stores, to various services, possibility of mobility or not...). We can start to wonder about the new services that are going to develop depending on the needs for each zone (delivered meals, remote assistance, home delivered shopping, home library...) and the new jobs (such as the one as housekeeper, who is in charge of helping out the tenants in their weekly activities). Also, the question of how these services are going to be funded and put into practice is yet to be answered.

The issue related to the mobility of senior citizens brings in other interrogations. Such as the extent of their wealth and the possibilities that are available to buy or even rent a new home, considering banks are unwilling to help them out.

Part of the possible solutions include the development of new services for each zone in order to compensate for the problems highlighted above. The local authorities have already introduced certain measures in the rural areas which could be useful in peri-urban ones.

The European public policies for senior citizen accommodation:

For several decades, France has been preparing itself for the aging of its population, but it took a particular interest in treating the retirement and medico-social aspects, following the 2003 heat wave. The sequential “old aged” plans adopted thereafter do not take into account the question of accommodation. In order to find an explanation for this, one can look at the notion of institutional separation, at a national and local level, between the competent actors in social policies and the ones who are proficient in accommodation policies. The question of senior citizen accommodation is the source of many public policies which come into practice at the same time: accommodation policy as well as social, fiscal and sanitary policies¹⁰. This diversity in policies towards senior citizen accommodation gives way to the implication of multiple actors: State departments who deal with accommodation as well as sanitary and social issues, local authorities and their groups, social security offices, social housing organisms, private construction and institution management firms, associations.

This widespread choice of public and private actors does not favour an easy and efficient management of the question related to senior citizen accommodation. As a result of this, there are subsequent communication problems between organisational bodies.

In the light of this discussion, it would be interesting to share the experiences of all the partner countries in order to exchange the good practices listed in each country. The local authorities could introduce a specific branch for elderly people accommodation. This branch would also bring together the different actors.

⁹ <http://www.cae.gouv.fr/IMG/pdf/063.pdf>

¹⁰ <http://www.medetic.com/docs/05/sem0514personnesagees.pdf>

The implication of associations:

On the question of senior citizen accommodation, the associations have been numerous to take action. One of the associations, which fights for better living conditions for senior citizens, is the one called HOPDEV¹¹. It often releases publications on senior citizen accommodation, warns of the discriminations which individual might face, provides valuable tips and advice... Other associations offer alternative solutions to fight against senior citizen isolation and for supportive community living. The COSI¹² network offers an intergenerational cohabitation between senior citizens and students. This proposition is inspired by Spanish ideas.

The issue would be to facilitate intergenerational relations by including senior citizens and students within the same compounds, which should also mean the accessibility to accommodation would be much easier.

It would be interesting to find out about the situation in other partner countries as well and take note of the solutions they might have found. We can also look at the importance of volunteering within the topic of senior citizen accommodation. The local authorities could supervise the associations by creating networks for instance.

Potential speakers:

Gérard-François Dumont : Professor in geography at the Université Paris-Sorbonne, author of « Les territoires face au vieillissement en France et en Europe », Paris, Ellipses, 2006. gerard-francois.dumont@paris4.sorbonne.fr

Muriel Boulmier : Executive manager of the CILIOPEE group and President of the « demographic evolutions and aging » work group from the CECODHAS (European federation for social housing) muriel.boulmier@ciliopee.com

Catherine Collombet : International Relations assistant manager of the national social security office (CNAF) contact-dri@cnafr.fr

¹¹ <http://hopdev.housingcare.org/publications.html>

¹² www.reseau-cosi.fr

Social and intergenerational link of senior citizens

Introduction

Ageing is, unfortunately, synonymous to loneliness. Senior citizens can suffer from isolation and find themselves cut off from any social or familial contact, following decease or after a relative moves out for instance. The presence of a social link is one of the conditions to well-being for senior citizens. As a matter of fact, in France, 2011 was designated as the year to fight against the isolation of senior citizens. A number of regional actions have been implemented in order to avoid having to go through the heatwave situation of 2003, where many seniors died alone because there was no one to catch up on them.

Therefore, it seems important to consider this question of a social and intergenerational link. How would it be possible to preserve or develop a social link for senior citizens? How can the familial unity be maintained? How can we reduce the cultural gaps between the different generations? Here are a few examples of questions to deal with whilst addressing the issue of a social link for senior citizens.

Topics of discussion put forward

The emergence of a “pivot” generation

The increase of life expectancy and the coexistence of four generations have started to modify the intergenerational relations. We can notice the appearance of a “pivot” generation, who is composed of grand-parents and familial helpers of people who are losing their autonomy. For instance, these temporary aids are bidirectional and are implemented by this generation. The latter finds itself in charge of many obligations. Such as handling aid for grand-children and children (financial or temporal aid) but also providing support for the old aged grand-parents, who might be in a situation where they are dependant on others.

The insertion of individuals in familial groups extended over at least four generations modifies the equilibriums of national solidarity. This pushes us to rethink the economic role of the family whilst taking into account the motivations and characteristics of these new actors. The family would then be an engine driving the economy. As a matter of fact, the European survey SHARE¹³ (Survey of Health, Ageing and Retirement in Europe) has confirmed the dynamics of intergenerational, financial and in kind fluxes within European families. However, families cannot replace public aid, and the funding of a dependency risk remains very conceivable.

One of the solutions put forward to help this “pivot” generation in facing its multiple obligations would be to resort to professional helpers. It is actually following this perspective that the

¹³ <http://www.share-project.org/>

majority of the European countries are currently supporting home support for senior citizens. This political guideline gives way to the development of home service, which brings in the arrival of professional helpers in the everyday life of senior citizens. However, benefiting from external services does not result in favouring the disengagement of familial support. Rather, it facilitates a change in direction of help provided by the relatives. Thus, the “pivot” generation can be relieved of certain obligations.

Voluntary work

Pensioners belong to the category of people in which the highest number of voluntary workers might emerge from in the upcoming years. They have time at their disposal and are in better physical shape than the generations that preceded them. On average, they also dispose of a higher income than the rest of the population, mainly due to the revenues coming from heritage. In order to sustain the social link and the development of a link between generations, voluntary work can be a solution which has a promising future. Indeed, whether it is young voluntary workers that provide help to senior citizens or seniors helping the young ones (in the context of academic support for example), the relations between the different generations are created and a dialogue is established. Furthermore, through the participation to associations, seniors can keep in contact with their peers. This participation in an associative life shows the necessity to renew with a collective membership, considering it implies being part of a group in which one can identify himself to it and share common activities.

It seems that pensioners are more and more conscious of the necessary solidarity between generations. They are providing further help to their family through monetary or patrimonial transfers, which are rarely taken into consideration. Their altruism, if it addresses their relatives first (enlarged family, friends and neighbours), also concerns individuals or groups that are not part of their social sphere. Solidarity exercises itself towards the younger ones but also towards the older generation, bearing in mind that a high number of pensioners are single women (widows, divorced) who are directly concerned by this problem. At a personal level, Voluntary work has a very positive impact on pensioners. The commitment to voluntary work enables them to share their know-how, their competences and to motivate themselves for a concrete project. It is also an opportunity for person to be trained, to access to new technologies such as internet for example. Voluntary work puts an end to the caricatured image of a “passive” third or fourth age, who are generally seen as simple consumers of goods and services for leisure activities. The commitment to voluntary work is always the opportunity to open up to other prospects, to communities other than family or friends.

Many European projects have encouraged the voluntary work of seniors and the exchange of good practices, especially the European network “silver economy Europe”¹⁴. Here, local authorities can continue to invest themselves in the development of voluntary work for seniors, whilst taking into account the human and economic opportunities of this voluntary work.

¹⁴ <http://www.silvereconomy-europe.org/>

Social link and technological innovation

Within the issue of technical innovation, the idea of a social link is also to be taken into consideration. In order to anticipate the decline of the social link that applies to seniors, we could recommend using technologies of information and communication. Numerical tools have the advantage of being accessible, they can be adapted to the capacities of each person and they can even be recreational. The emergence of the generations comprising the people who will be sixty years old who are more and more familiar with computing reinforces the potential usage of these instruments. Information and communication technologies could therefore be development levers of intergenerational relations and a way to reinforce the social link and the autonomy of senior citizens. We are witnessing today a growing use of social networks online by populations who were not originally the target of the platform developers. The social networks, such as Facebook, help senior citizens exchange with other people without having to ask for help, which reduces discomfort, culpability and provides a feeling of achievement and personal confidence. It would seem that these instruments alleviate and reassure families as well, especially those who are far away from their parents. We could then point out the generational paradox of social networks. Often accused of cutting teenagers from the real world, they could become a tool against isolation and could even provide social reintegration for senior citizens.

In an ageing society where the economic sphere is taking a growing importance, the socio-economical challenges of information and communication technologies for senior citizens are very important. First of all, we can start to wonder about the acceptance of new technologies and their impact on the daily lives of senior citizens. The computing tools have a strong entertaining and attractive potential for what could be their main asset, due to the interest they present as a novelty. However, novelty can also be a setback to the use of new technologies by seniors, because they might be put off by the representation and perception they have of the modern computing tool and the complexity linked to it.

We must therefore develop technologies adapted to the aspirations and capacities of this ever-growing population. This sort of mutation should not take too long to be implemented. The videogame industry has the necessary expertise to be a potential innovator for instance. Consequently, the efforts of simplification and usage of these numerical tools, the improvement of their ergonomics and the efforts in the identification of the needs for the elderly must be persevered. Such an objective implies getting deeper into collaborations between developers of numerical tools and other professionals (occupational therapists, neuropsychologists, psychomotor therapists, speech therapists, geriatricians...). In this way, local authorities can support innovation in order to adapt new technologies to the needs of the oldest populations.

MATES project¹⁵: demonstration of intergenerational practices

The MATES project (Mainstreaming Intergenerational Solidarity) is a European project that wishes to develop intergenerational links in Europe. In order for this to happen, this project's main objective is the production of a guide of ideas to plan and implement intergenerational developments. This guide is aimed at local authorities and more specifically, institutions having a direct contact with the young and old generations.

The whole of the practices supported by the MATES project are urging us to realize the importance of bringing the young and the elderly together, which seems primordial in this society where four successive generations rub shoulders with each other. The MATES project wishes, through the presentation of these different intergenerational practices, to provide a contribution encouraging the implementation of multiple intergenerational projects, which would hopefully add and maintain solidarity between generations in all the fields of life.

Exchanging on this European project during a workshop could prove to very enriching for the participants to the CREATOR project. Indeed, MATES, being a finalized project, offers current good practices in its partner countries and it could be seen as a source of inspiration. There are eight examples that show how the intergenerational practice can contribute significantly to encourage solidarity, active citizenship, personal development... Furthermore, these examples of practices make up for actions with various actors and contexts, which can give local authorities ideas about positioning. For example, we can find projects in relation to education with an intergenerational apprenticeship, intergenerational accommodation in Spain or even international voluntary work which is also intergenerational.

Possible Speakers

Teresa Almeida Pinto : Coordinator of the MATES project, member of the VIDA association (Intergenerational Valorisation and Active Development) vida@vivier.org

Valentine Trépiéd : Researcher in sociology, member of the ERIS team (Research Team on Social Inequalities), subject of the thesis being : "Les inégalités face à la détresse psychologique des résidents des maisons de retraite : analyse comparative du lien social dans des établissements publics et privés ».

<http://www.cmh.iris.ens.fr/hopmelprive.php?emaildest=XHpWcVJwBWVWdQNrXjsFNQZAU2xVaVBgVCZXdVYjVz8Blw==&nomdest=Valentine%A0Tr%E9pied> (no direct e-mail address)

Maciej Kucharczyk: Member of the AGE platform, (responsible for social protection and social inclusion issues) maciej.kucharczyk@age-platform.eu

¹⁵ <http://www.matesproject.eu/>

The purchasing power and consumption of senior citizens

Introduction

Before even taking a look at the challenges linked to the purchasing power of seniors, we must first define what purchasing power is. According to the National Institute of Statistics and Economic Studies (INSEE), purchasing power of salary is the quantity of goods and services that we can buy with one unit of salary. Its evolution is linked to the ones of prices and salaries. This is why, if prices rise in an environment where salaries are constant, the purchasing power decreases whereas if the rise in salaries is superior to the one of prices, the purchasing power can increase. The notion that is retained here is salary but this reasoning applies to all the resources (work, capital, family and social benefits...). Thus, the purchasing power of revenue is the buying capacity in terms of goods and services that this revenue allows.

Following this question of purchasing power, the various CREATOR sub-projects can establish connections. Indeed, if seniors were not involved in the consumption process, it would be difficult to think of developing new technologies aimed at them. In the same way, thinking about the living conditions of seniors, their interests, their possibilities or impossibilities helps to visualise the development and implementation of specialised services for them.

Topics of discussion put forward

The paradox over the purchasing power of senior citizens

When we mention the questions related to the economic opportunities brought up by population ageing, we often come to the conclusion that senior citizens have a high purchasing power and that therefore they are great potential consumers. Even though this is true for certain groups of the elderly population, this observation does not apply to the whole of the seniors. Researchers outline a paradox between the real purchasing power of elders and the expectations of entrepreneurs and governors, in relation to the boost of the local economy partly due to the consumption and implication of seniors. We must not forget that the group of senior citizens is very heterogeneous, whether it is in terms of age, health, social class... Thus, this social group refers to various realities and ways of life. Consumption of some will therefore be slightly different to the consumption of others. For example, if for the next 10 years, the potential development of consumption is expected for the 50 to 70 year olds because of their demographic growth for the period, there also exists a potential for the over 70 year olds who are sub-consumers as of today. In the same way, seniors who are implicated in the economic life and local development do not take into account the whole of the senior citizen category.

Distinguishing these different categories of seniors helps to update the various ways of life that exist within the population of the over 50 year olds. Taking into account these differences within

the group of consumers known as “seniors” will help to consider the needs and demands of each person in order to be able to find an adapted solution.

One of the solutions put forward to lessen this paradox which is the purchasing power of senior citizens would be to establish a categorisation of the different profiles of seniors that exist. By taking into account different variables such as the idea of being active or not, to be living alone or not and the physiological age, it is possible to come up with four categories of households comprising over 50 year olds for instance, who are experimenting very different life situations and which also brings them to have specific consumption profiles. We can distinguish households with active seniors when there is at least one active person within them who is going through a period in which their parents are reaching the old age, in which their children are gradually moving out and when the first signs of ageing start to appear.

Then, we outline the category of young pensioners under 70. The third category is made up of households in which old pensioners are as couples, who have relatively important financial resources but at the same time a relatively low level of consumption expenses.

Finally, we consider that the fourth category includes the old pensioners who are single, not as wealthy and who consume very little. This proposition of categorisation is non-exhaustive and its main objective is to make sure we don't consider seniors as a group of uniform consumers.

The consumption of seniors

As of 2015, the weight of seniors in consumption expenses will be over 50%. Seniors devote a very important part of their budget to their food and will carry on doing so. Apart from their importance towards health expenditures, it is for insurances that their spendings are and should remain the most overrepresented. According to the recent studies on the consumption of seniors, their living standards are still better on average than the ones of the people under 50. However, the consumption expenditures are reduced bit by bit after the fifties, following the age progression. The loss of autonomy causes the mobility to be reduced and therefore gives way to very low consumption spendings.

The decrease in consumption is partly related to an offer of products and services and distribution methods that are not adapted to the living conditions of senior citizens. Indeed, a non negligible part of their savings could be dedicated to the consumption of services and products that are better adapted to their living standards and their physical capacities. This possible increase in the consumption by seniors would be a real opportunity for European firms. In order for this to happen, firms must consider the necessity to take into account physical ageing to avoid having seniors turn away from the products they put forward.

Following the evolutions of the living standards of seniors, we can consider that the alimentary sector could develop even more prevention offers for curative purposes, towards cardiovascular diseases for example. Other opportunities exist in the adaptation of goods and services to the evolutions of living standards. Sectors which are most implicated are those of leisure

activities, which include sporting gear and indoor bicycles for instance, transports or hotels and restaurants.

Certain sectors are going to have to face important changes in the expectations of their customers. It is the case of the technological one. Whilst the firms have anticipated the fact that pensioners possess more and more computers and manage to surf on the internet, they must prepare for an evolution in their demands.

Furthermore, the international comparisons show that the initiatives of public and local authorities can have an impact on the development and structuring of the market for seniors. The innovations policies and their adaptation to the problematic of ageing have a central role to play. It is first of all following the production of goods and services, on the aspects of conception and design, that the instruments of public policy can be implemented to orientate the offer through the animation, surveillance and networking of actors. The idea is to diffuse notions such as universal design in the appeals for projects or else to make good international practices in the matter known to all, in order to bring up the development of an adapted market for seniors as the main challenge.

Pensions and purchasing power

In France, the retirement pension is defined by the INSEE as being a pension linked to the cessation of professional activity that can be composed of distinctive elements, directed by different rules of attribution. The first element is the main advantage of the direct rights. It is acquired in compensation for the professional activity and therefore according to the contributions paid in (and the trimestral validations acquired) that are linked to it. This advantage can be transferred to the surviving spouse if the beneficiary were to pass away. Other elements that are said to be accessory advantages, depending on the systems and individual situations, can add up to the two listed above. The most widespread of them all is the "bonus for three or more children". It is given by nearly all of the systems to pensioners having brought up at least three children. Lastly, if the resources of the household to which the pensioner belongs are inferior to the amount of the basic pension, that person can ask to be included in the process.

The purchasing power being linked to the income received, it therefore seems justified to wonder about the link between pensions and the purchasing power of seniors. Indeed, a decrease in these pensions could logically bring in a decrease in this purchasing power and consequently, a decrease in the consumption of elders which would be a setback to economic development. The problem is pension systems depend on national policies and they diverge from one country to another.

It would then be interesting to take a look at the solutions that have been implemented in the partner countries and the other problems they can come across. This exchange in perspectives could then help to think of answers to preserve or establish a sizeable purchasing power for seniors at a collective level. Furthermore, through this exchange, it will be possible to compare the roles and actions of the local authorities on the matter of pensions and purchasing power of seniors. This will encourage an exchange of good practices.

Possible speakers

Anne Lavigne : Economics professor at the University of Orléans since 1994. Director of the economics lab of Orléans and member of the National Comity for Scientific Research, specialist in monetary and banking economics, insurance economics and pension systems. anne.lavigne@univ-orleans.fr

Jacques Bichot : Economics professor at the University of Lyon 3, former member of the Economic and Social Council. jacbichot@wanadoo.fr

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The prevention of risks associated with ageing

Introduction

The term of prevention refers to various components. Within the framework of this project, prevention is linked to economic, political sanitary and social considerations. Indeed, it is possible to take preventive action to avoid seniors falling down for instance, but we must also take a keen interest in the economic prevention. In other words, the impact that demographic ageing can have on our economic system. How can we envisage the changes to come? It is important to anticipate the different perspectives of economic development coming from the most recent needs of the ageing population.

Prevention can be represented in the form of technical means, such as a remote alarm or video surveillance. However, prevention is also enforced with human means, such as raising awareness on the increase of the senior population and its consequences, or on the risks associated with ageing for example.

This thematic gives the opportunity to sub-projects for an exchange of their know-how and experiences in order to implement local prevention measures of risks associated with ageing. In the same way, the exchange of good practices could help for better prevention in the various partner countries.

Topics of discussion put forward

Preventing the loss of autonomy

The prevention of risks associated with the loss of autonomy is relatively recent¹⁶. This noticeable delay in all the European countries can explain itself by general factors which emerge from the difficulty to take any prevention measures towards public health. Still, the prevention objective of the loss of autonomy is consensual in the whole of the developed countries. Generally speaking, these programs cover two distinctive aspects. The first dimension concerns the specific measures such as vaccination campaigns, preventive medical examinations, opinions and advice on the lifestyle, prevention programs against falls. The inconvenient with this option of public policy is that it addresses itself to problems limited to a medical approach and where people who are losing their autonomy are not necessarily the first to be concerned with those measures. Apart from the latter, certain countries are attempting to introduce locations or devices in the organisational schemes of costs' management, in which the preventive dimension is fully recognised. These services, which are put forward on the basis of an individualised evaluation, are limited in time and involve a cross-curricular work. Their function consists in guaranteeing optimal transitions for senior citizens.

¹⁶ http://www.euro.centre.org/data/1278594859_11573.pdf

However, it still is difficult to prevent dependency. The diversity of prevention actions towards the loss of autonomy explains why their definition is slightly ambiguous. Every single action taken towards seniors cannot be assimilated to an action of prevention. For example, certain actions that can have positive effects in terms of socialisation are not directly aimed at preventing dependency. Yet, fragility and social isolation make up for the vulnerability factors of senior citizens.

The returns on investment of prevention can be immediate in the case of the management of crisis situations, in the short term when an action is carried out on fragility factors, in the medium term for certain preventive actions towards pathologies and in the long term when it comes to great plans of public health, such as the nutrition health plan for example. Thus, it is important to target and point out populations alongside which carrying out prevention actions is indispensable. It is also necessary to develop a professionalized engineering in order to release clear preventive messages and to focus on the actions that are to be carried out according to a given population.

Adaptation of existing accommodation towards ageing

We can identify a tendency in which European governments tend to favour supportive community living¹⁷. Therefore, there is a need to adapt existing accommodation in order for senior citizens to be able to stay in their homes.

These measures are faced with economic setbacks (who provides funds for the building requirements and to what extent?...), technical problems (what are the possible adjustments? What are the technological needs and available products?...), as well as psychological problems related to the perception of ageing in our societies (accommodation arrangements imply a loss in autonomy and having to admit one is getting old. The owners are unwilling to accept a change of their living environment because that would label their property as being a home for an “old age pensioner”¹⁸...) Yet, the adaptation of accommodation for seniors is a decisive step in order to give way to the “age well” process. It renders certain wishes of seniors possible, such as remaining in their homes and family environment as long as possible, limiting their loss of autonomy in the “helpful” planning of the everyday life framework and finally, it includes a preventive dimension (with the prevention of falls for instance).

From an economic perspective, studies seem to show that what is left at the expense of the families is very inferior at home (essentially because family helpers bear most of the costs). The implementation of a dynamic planning policy of accommodation would therefore really help families to bear the costs of the loss of autonomy.

A suggestion with regards to design has emerged at the attention of all, in order to de-stigmatize the accommodation adaptations for senior citizens. Architects are now working on specific needs for senior citizens¹⁹ and are also thinking about adapting the new housing facilities so that they

¹⁷ http://www.iut.nu/EU/HousingMinistersMeetings/1999/CommuniqueFinal_FR_Kuopio_1999.pdf

¹⁸ <http://www.strategie.gouv.fr/content/rapport-vivre-ensemble-plus-longtemps-0>

¹⁹ <http://www.housingauthority.gov.hk/eng/events/conf/conferen/pdf/esalter.pdf>

are made accessible to all. It is partly within this framework that local authorities will have a role to play.

First of all, it is necessary to identify the needs in accommodation adaptations as well as giving an estimate of their costs. Once this first step has been taken, we can think of implementing a system in which aids would be handed over to seniors so that they proceed in doing works, whilst offering them the possibility of being advised and supervised during the entire period in which these works are carried out.

An imperative for coordination to prevent risks associated with ageing

The prevention of the loss of autonomy is sanitary, medical, social and environmental at the same time. This brings up the necessity to think about actions coordinated by different actors. For instance, the prevention of falls cannot ignore the conditions related to the accommodation of people. In the same way, the prevention of hypertension can require a medical and environmental intervention. Hospital treatment of a pathology forces one to take into account the conditions of home return of the person, depending on their health as well as their social situation and life environment. However, in France nowadays for example, the prevention actions that have been implemented remain relatively walled off and they don't favour cooperation between the different actors.

It seems illusory, even though still legitimate, to try and reunify the whole of the actors in charge of the prevention when it comes to the risks associated with ageing. The collective effectiveness could be improved by giving directives to the different actions, especially those who concern the information related to health. The messages coming from the different channels will be even better perceived as they will be convergent and repeated.

Taking into account the diversity and transversality of the necessary actions, a strong interministerial political willpower between the ministries that deal with this question of prevention (solidarity, health, accommodation, agriculture, sport...) would favour the implementation of a prevention strategy dedicated to the loss of autonomy. At this stage, it would seem useful to proceed with an international comparison in order to find out if there is a cooperation in the partner countries between the different actors that deal with the prevention of risks associated with ageing, and also to find out how this cooperation is carried out.

Possible speakers

Susanne Kümpers: researcher at « Social Science Research Centre Berlin », author of "Prevention and rehabilitation within long-term care across Europe" kuempers@wzb.eu

Zsuzsa Szeman: Institute of Sociology, Hungarian Academy of Sciences, member of ENABLE-AGE Project. Research Interests: Exploring the different social problems of the elderly such as care, mobility, quality of life, social and health services on local and regional level, labour market, pension

system, older people at risk, the changing relationship between state/public/local and regional government, problem of poverty in old age szemanzs@hu.inter.net

Susanne Iwarsson: Department of Health Sciences, Lund University, Research on Older People and their Environments - Supportive Environments for Activity and Health and member of ENABLE-AGE Project. susanne.iwarsson@med.lu.se

Elderly people and mobility

Introduction

Mobility is a concept which covers various aspects but always implies the idea of movement, no matter which one. Mobility can be professional, residential or even social. In this particular case, displacement and residential mobility are the specific areas of interest. In the other themes put forward during the meetings between the participants of the CREATOR project, the other types of mobility might be tackled. For instance, professional mobility will inevitably be addressed during a discussion on the active ageing topic.

Furthermore, regarding the aspects of mobility in transportation and in living areas, local authorities appear as a fundamental actor. This will help to identify their role towards senior citizen mobility and to think of ways to solve these problems.

Local authorities are first in line when it comes to solving the problems caused by ageing within the concept of mobility. The extent of the problem varies from one territory to another and the challenges set by ageing are perceived as proximity issues by the population, who always turns to the local authorities for solutions. Local authorities have many competences at their disposal to deal with those requests, such as urbanism, road works, urban transportation... This is why it could be interesting to mention the theme of senior citizen mobility within the framework of a workshop.

Topics put forward:

In the following paragraphs, we will be presenting the context, the main issues, the possible answers and the role of the local authorities.

Better adapted public transportation:

The importance lies on the ability to take into account the functional capacities of senior citizens by facilitating the usage of public transportation as well as the access to transportation vehicles. A study from the British Department for Transport shows that senior citizens who use public transportation on a regular basis come across physical complications which come from walking and getting in and out of vehicles²⁰. Aside from this, senior citizens deplore the lack of information that is available for the various existing services, such as the specific on-demand ones for example. They regret the lack of attention and the incapacity of drivers and personnel to respond to their specific needs as well and they also argue that insecurity on public transportation is very present.

²⁰<http://www.sortclearinghouse.info/cgi/viewcontent.cgi?article=1138&context=research&seiredir=1#search=%22elderly%20people%20mobility%22>

To facilitate the access and usage of public transportation to senior citizens, it is necessary to plan on a few adaptations that will satisfy their expectations and needs. Furthermore, mobility should be considered as an important element in regards to quality of life. This is why it is extremely important to favour the proper access to and usage of public transportation for them.

Considering these facts, we have to think about adapting public transportation so that it can satisfy the expectations of senior citizens. For instance, the low flat floor bus is a significant step in making public transportation easier to use. In the same way, the expansion of stops which provide shelter, support points and information panels specifically suited for senior citizens all contribute to favouring their usage of public transportation. Vehicles such as minibuses, whose layout and organisational structure are suited to match the needs of the elderly, are to be developed within the next few years. Local authorities are going to be able to intervene in those particular measures because they are in charge of public transportation networks on their territory. And therefore, they are a key actor when it comes to the development of senior citizens' public transportation usage.

Adaptation of public transportation networks:

When it comes to transportation and road networks, the reflection on the needs of seniors is more and more developed on the whole of the European territory today²¹. However, in France for example, this reflection is done through the larger category of "people with limited mobility". This categorisation also includes disabled people, pregnant women, people with crutches... Yet, the needs of the elderly are not necessarily identical to those of active disabled people for instance. The latter look for fast and efficient routes to take, whilst the former are more inclined to be on pleasant routes (reduced density of car circulation) with regular stops (importance of benches).

Promoting public transportation for senior citizens gives way to multiple challenges. Indeed, their well-being depends not only on their health, but also on their activities or even their social network. This is why allowing them to be completely free in their movements is primordial for their well-being. Furthermore, from an economic point of view, developing transportation networks that are accessible to all will provide a source of income in the long term.

It would be advisable to establish programs of mobility management by creating links between regular public transportations and more specific ones. Against the problems generated by the ageing of the population, there exists no unique solution. One of the foreseeable solutions to favour the mobility of senior citizens in public transportation would be to promote the idea of a road network that would privilege alternative means of movement, such as walking, public transportation, cycling... This would certainly be suited for seniors. As a matter of fact, making public transportation accessible might not be enough to reinforce its attractiveness. In the largest urban areas, the high density of users might constitute a repulsive factor. Local authorities could implement specific means of transport targeting senior citizens, such as electric minibuses for example.

²¹ <http://www.monash.edu.au/muarc/reports/muarc255.pdf>

Another alternative way to solve this mobility problem for the elderly would be to limit their long distance trips by organising the congregation of proximity services.

Mobility and housing environment

Senior citizen mobility in terms of transportation is inevitably linked to their area of residence. The report of the ECMT²² (European Conference of Ministers of Transport) took note of the differentiation that exists in the usage of transportation, depending on age and housing environment. Thus, inhabitants of rural areas are particularly dependant on their own car, which creates a delicate situation for senior citizens. This is why it is interesting here to question the link between the mobility of the elderly and their housing environment.

Taking this link between mobility and housing environment into account, it appears that new challenges emerge in terms of housing areas. As a matter of fact, because the mobility needs of people living in peri-urban, rural or urban environments are not the same, we can try to identify these requirements and then provide the best answers for them.

Implementing certain plans in which services would be close to the housing areas of senior citizens would help them to be less dependant on trips. The pensioners would then be able to find answers to their needs without having to worry about the transportation factor. However, we must make sure not to reduce outing possibilities to a minimum because they contribute to their well-being. This is why, through the local authorities, it is necessary to adapt means of transportation for the elderly as well as their organisation, with a promotion of on-demand transportation for example.

Possible Speakers:

Yngve Westerlund : In charge of the development and innovation projects within the Logistik centrum firm in Sweden. Presentation of the "Flexline" project, concept of a virtual line adapted to the needs of senior citizens in Sweden. ywk@logistikcentrum.se

Lidia Zakowska : Professor at the technological University of Cracow, department of architecture and participating to the European project Size « Life quality of senior citizens in relation to mobility condition ». izakowsk@pk.edu.pl

Anton Amann : coordinator of the European project Size and professor of sociology at the University of Vienna. anton.amann@univie.ac.at

Cynthia Ghorra-Gobin : Research director at the CNRS and teacher at the Paris IV-Sorbonne University and at the Institute for Policy Studies. She took part in the colloquium organised by the CERTU on the mobility of seniors « déplacements et urbanisme, quelques réflexions à partir de l'expérience des Etats-Unis » Cynthia.ghorragobin@sciences-po.org

²² <http://www.internationaltransportforum.org/IntOrg/ecmt/pubpdf/02Ageing.pdf>

The old age

Introduction:

Regarding an approach on local development based on senior citizens, we must keep in mind that today's active seniors are old men in the making. This old age responds to certain specificities such as the loss of autonomy, which brings in the need for help when it comes to carrying out daily tasks, or even a health condition which requires regular sanitary care. Therefore, we must think about developing services and products in sight of these future old men whilst taking into account that this population has specific needs and desires.

The inevitable ageing process brings in bodily and organic modifications of various levels for all the individuals. These bodily upheavals are the cause of the changes in the ways of life and require adaptations. For example, daily gestures become harder to perform and that requires a material and/or human aid for everyday life.

Even though each country distinguishes itself by its own rhythm and criteria for ageing, the facts are the same everywhere: we are living longer and longer and even though the sole risk of becoming dependant one day is relatively low, the financial risk associated to it is very important, and the problem regarding the loss of autonomy will intensify in the upcoming years due to the higher number of generations who arrive at the old age.

Two major challenges await the whole of the European countries. The first one is financial: the idea is to combine the objective of public spending containment with the protection requirements that senior citizens who are losing their autonomy are hoping for. The second challenge is organizational: providing a better healthcare coverage of dependant senior citizens, in an adapted structure, especially through the support given to the various parties (professionals or family helpers).

Topics of discussion put forward:

In the following paragraphs, we will be presenting the context, the main issues, the possible answers and the role of the local authorities.

Home support

Home support is officially the number one solution in many European countries. The medical institution is perceived as a last resort. This means that there are policies, which are more or less structured, offering home service, diversification of living areas and support to family helpers. One of the consequences that results from favouring home support is the development of services such as

assistance to a person and its different variations. These services are not just limited in helping to wash, prepare dinner or clean but they also include DIY, gardening, guidance to exterior activities... It is an employment sector which is booming. These adaptations to ageing enable the development and creation of small proximity firms in the sector of care services for senior citizens. Furthermore, this brings in the development of new professions and thus of teachings that can be dedicated to particularly vulnerable groups such as young people, long term unemployed people and immigrants, so that they can register for the human services market. The old age and the will to home support will also lead to the development of numerous technical aids dedicated to the loss of autonomy, such as remote alarms, wheeling chairs or even adapted bath tubs. These technological innovations will help senior citizens compensate for the incapacity due to old age.

Demographic ageing, which can be seen in the whole of the European countries, makes up for a real challenge. In the upcoming years, the increase of the demand for care and services and the proportional diminution of the offer provided by family helpers and professionals might have an even bigger impact on the deregulation of the way national systems are handled. Furthermore, we must bear in mind that being responsible for people who are losing their autonomy and the home support provided involves aspects which are medical, sanitary as well as social. This means that there needs to be a global commitment.

Many countries offer aids to adapt existing accommodation and also favour the construction of accommodation giving access to an offer of services adapted to the old age. Furthermore, it is also necessary to think about helpers when we talk about home support. Most of the European countries develop various forms of support to family helpers (specific vacations, forms of compensation to the loss of income, but also temporary resting homes...). In the light of the reflections on the quality of life at the old age, the intervention of family helpers should be envisaged alongside the one of professional participants. This is where local authorities can act by attempting to favour the cooperation between professional and family helpers, bearing in mind those authorities are also the ones that provide funds to the latter.

Ethical questions and old age:

The question of old age also brings in other important ethical concerns to be taken into consideration. Indeed, we can ask ourselves about the conditions of senior citizen ageing, their well-being or even their decision-making power because more often than not, the individual finds himself deprived of his choices as he is ageing. The principles of ethics go back to the foundations of Human rights, the values of democracy, business ethics and good professional practices. They also benefit from an environment favourable to the ability of discernment, substantiated critical expression, to the formation of participants and a particular attention of the various people in charge on the multiple challenges in question. The people who are fragile or in distress should be able to have their rights recognised in priority (in moral and political terms).

How can we combine local development, economic difficulties and care for elders whilst respecting individual wishes? To do this, it is necessary to raise the awareness of the society on the

notion that ageing does not represent a separate community: handicap, like illnesses, can concern every single one of us. The general measures often contribute to reduce the singularity of a person's coverage, considering their individual references. Adapting to the needs and expectations of the senior should be seen as a rule. Furthermore, the ageing person cannot be defined solely by his illness or dependant condition. Thus, any proposition concerning that person must take into account the singularity and the extent of his expectations. However, not taking his illness into account is a form of disrespect. Therefore, the ethic seems to go back to the conditions of expression and the respect of a person's freedom before any other consideration. The care-relation is located within a mutual exchange. Aids, care, protections and precautions that might be required by the handicap condition and the person's vulnerability must not lead to the loss of all freedom or to the domination of the carer over the patient. It would be useful to take into account these considerations because it will have an effect on the types of aid to provide and on the ways to put them into practice.

A necessary training of people in charge of the administrative and medical sectors as well as carers is required, following the consideration of the ethical challenges in regards to old age. The ethical and political dimensions of their actions justify the acquisition of precise bearings: they have to be able to diffuse this knowledge to their collaborators. Ethics training should appear under different forms in the teaching program of all the participants in the area of aid and care. The theoretical approach should be combined with seminars on clinical ethic, which would address daily problems for example. It would be convenient to be able to create a national observatory that would be dedicated to the different ethical aspects of practices: an analytic, diagnostic but also prospective instrument, in the sense that it would take into account pioneering realizations and would be able to bring forward propositions that would tend to favour practical evolutions towards the awareness of the participants to ethical challenges. In the same way, structures should also implement, depending on their specificities, an observatory that would contribute to identify the delicate situations and raise the awareness of professionals through thematic meetings for example.

Role of the local authorities and policies of old age management:

In the majority of the European countries, the organization of old age management systems is taken care of at the local level (regions, municipalities...), both in terms of funding and for the organization of the services and aids offer. This leads to grave territorial disparities in terms of access to these services, whether it is in an institution or at home. Nevertheless, the national level plays a role of regulation in numerous countries, particularly to improve the quality of management (setting up standards and norms of quality, inspections...).

Coordination remains a major element of the old age management policies. This coordination is double: proximity coordination when it comes to promoting a coherent intervention of many professionals alongside senior citizens (via the implementation of care managers for example) but also an institutional coordination between the different actors implicated (public financiers, private insurers, medical personnel, social workers, helpers...), thanks to the creation of unique counters for example. This coordination could also help to reduce the territorial disparities. Furthermore, it is necessary for local authorities to anticipate the risks in the loss of autonomy in order to implement a rapid response to the needs of the ageing population.

In order to anticipate the risk of senior citizens' autonomy loss, it is necessary to develop on one hand specific programs aimed at preventing it and on the other more transversal prevention policies which means that an intervention in various fields is required, such as health but also employment and lifelong accommodation. If a consensus emerges on this particular point in all the countries, tangible policies are going to be harder to implement. However, we can notice the emergence of solutions responding to the new challenges of ageing demographics. For example, in terms of risk cover, most countries are leaning towards a "targeted universalism", which relies on universal dependency allowances and that is likely to insure a large and fair access to help and healthcare by reserving them to the people who need them the most. To guarantee the financial durability of the various national systems, the extent of the services included and the amount of the participation will remain at the expense of the user.

Possible speakers:

Claude Martin: Research director at the CNRS, professor of "Social Care, social link and health" at the school of higher education in public health. claude.martin@ehesp.fr

Walter Korpi: Swedish Institute for Social Research (SOFI), author of "The position of the elderly in the welfare state: comparative perspectives on old-age care in Sweden" Walter.Korpi@sofi.su.se

Francesca Lagomarsino: Professor of sociology, University of Genoa, participation to the piece of work « human services» f.lagomarsino@unige.it

Ingo Bode: Professor for social policy, organisation and society Director of the Institute for Social Policy and the Organisation of Social Services (ISOSD) Department of Social Work and Social Welfare University of Kassel ibode@uni-kassel.de

Design and megatrends

Introduction:

People live longer today than their ancestors because they have access to improved healthcare and greater prosperity. Consequently, a new group of consumers must be taken into consideration: senior citizens who are consistently looking for new things to do during their free time. But are our societies well prepared for the challenges set by this demographic change? It is in the continuity of the Workshop regarding new services and products aimed at senior citizens that we start wondering about the upcoming design and megatrends relative to ageing demographics.

The megatrends are defined as being a big change, but they don't have anything new to them. They have shaped the world for thousands of years. Caused by a major upheaval such as a technological advancement or a geopolitical rebalance for the most part, they have changed the face of the world for decades, maybe even centuries, and have enhanced quality of life and the level of riches. According to Zuzanna Skalska²³, the design of products defines itself as a reflexion on the strategic development of new products. Indeed, in order to anticipate the future and the products that will be used in 20 years time, it is necessary to change perspective because there are different conceptions of what is considered to be important, depending on the countries.

Furthermore, it is important to note that the ageing population today is different from the ageing population of 2020. The latter consists of the people who are between 30 and 45 years old today. Thus, in terms of economic development, we must take into account this change in target market. In the same way, the new trends or "megatrends", which governments are in charge of, are to be considered. What are these new trends going to be? How can they be implemented? What economic development objectives are there going to be?

Topics of discussion put forward:

In the following paragraphs, we will be presenting the context, the main issues, the possible answers and the role of the local authorities.

The anticipation of ageing:

It is important to take into account that there are 3 generations of senior citizens. The first generation consists of current seniors. The second one comprises the people in their fifties, whilst the third and last generation is the one whose individuals are between 30 and 45 years old today. In order to anticipate the 2020 phenomenon of ageing, especially in terms of design, it is important to

²³ Conference_sen@ar_Silver Economy.pdf

understand that the senior citizens of 2020 are the people of that third generation. At the moment, the actions taken in favour of senior citizens are directed at the ageing population today and not at the 2020 one. Yet, it is necessary to think about what the 30 to 45 year olds of today will need in 30 years time in order to provide the best response to the needs of an ageing population.

By anticipating the European population's ageing, it will be possible to think about the products and services of tomorrow. This will imply that industrialists will be able to predict the trends to come and to supply new products that are always adapted to the new cohort of ageing people, the latter having specificities proper to its generation. Thus, the economy related to seniors will flourish and enable a local development.

In order to become aware of ageing, a company (Seniosphère²⁴) has developed a system in which constraints related to ageing are reproduced. The "Seniosimulation" is a set of simulation tools that reproduce physical sensations of ageing at the articular and muscular level as well as at the auditory and visual one, through constraint, weight or simply virtually. This tool helps the designers and entrepreneurs understand the difficulties related to ageing and then come up with products that are adapted for senior citizens. This initiative is one of the solutions to anticipate the constraints related to ageing. Industrialists can use this tool to come up with products that would be best suited for seniors. However, it is also necessary to envisage solutions anticipating long term ageing in order to adapt and develop future products and services that would meet the specific needs of senior citizens.

This is where local authorities can contribute to the question of design for senior citizens. We can imagine that they will most likely appeal to the elected representatives and thus catch their attention on the necessity to anticipate ageing for instance.

Design for all:

During the European Day of Disabled People, on the 3rd of December 2001, the European Union chose to promote the idea of "Design for all". The idea of this concept came from the United States of America in the middle of the 80s-90s, following the concern of computer manufacturers who wanted their products to be accessible to disabled people. A guide of recommendations was established as a result of the cooperation between industrialists, consumers, researchers and government representatives. This guide continues to evolve and follow the progress of technique. The industrialised countries and even the developing ones admit that they have to do everything possible to facilitate the integration of disabled and old-aged people in the society. The growing number of senior citizens and disabled people implies that this emergency is not going to end in the next few years. To take up this challenge, why don't we develop the idea of "conception for all" and apply it to all products of consumption, as it is currently done in North America?

One of the problems with the conception of products specifically aimed at seniors is related to the negative perception of ageing in our societies. Indeed, being old makes one think about

²⁴ <http://www.marketing-seniors.com>

impairments, illnesses or even death. This stigmatising perception of ageing is strong in the eyes of the consumers and in those of their relatives. Thus, these products for “old people”, no matter what their functional qualities are, end up being commercial failures.

Firms often fear that their products for seniors undermine their global image and scare away their youngest customers. That being said, the challenges of a design for all are non-negligible.

Indeed, we must find a way to satisfy the needs and expectations of senior citizens whilst bringing in positive economic consequences. Ageing would then become an economic opportunity and not just an obstacle to bypass.

Baring this in mind, we could argue that the conception of a “design for all” would be the solution to envisage the development of products aimed at senior citizens.

Objects that were originally thought for populations with specific needs are likely to interest a larger number of customers. Consequently, products and services which take into account typical constraints of seniors can in fact, after having gone through some work on design (shape, materials...), satisfy younger populations who share permanently or temporarily the same constraints as senior citizens, and if not who simply seek more comfort.

With this in mind, what role could local authorities play? They could promote the development of products and services which are part of the conception of “design for all” through projects for example. They could also alert the elected representatives and the population on the necessity for this type of design and thus favour its development and social acceptance.

The megatrends in 2030:

According to the experts in design, different levels of styles emerge. The current trends make up for the first level and they include everything that is happening within fashion as well as what is produced by the industry at the moment. The second level comprises the trends which companies are thinking about and that will come into existence in 10 or 15 years time. The megatrends are the last level of styles. They cover the media’s daily news in regards to society, politics or even economy.

Today, according to Zuzanna Skalska, the task of entrepreneurs is no longer to invent or develop new technologies, but rather put them into practice. The materials of the future already exist. Many firms have worked out what will be used next, such as the NASA for instance which has elaborated hyper sophisticated materials that could help to facilitate life of senior citizens in the future. Furthermore, according to the experts, investing in megatrends is a simple, but effective way to participate in the rapid expansion of long term growth sectors.

When it comes to the third generation of senior citizens (the 30 to 45 years olds of today), major changes in the healthcare system are to be anticipated for instance. We can imagine that the prevention-based system is going to be modified due to the increase in the number of elders, and that health-related matters will be under the responsibility and at the expense of the individual. Megatrends can help to anticipate changes in society and thus allow for the elaboration of solutions to upcoming problems.

Possible speakers:

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