

III.

**Proposal of activities for implementation of the European
Year for Active Ageing and Solidarity between Generations
(2012) in the Czech Republic**

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1. Implementation of the European Year 2012 in the Czech Republic

1.1. Mission of the European Year 2012

The mission of the European Year for Active Ageing and Solidarity between Generations 2012 ("EY 2012") is to set up a general framework for increasing awareness of the opportunities which the ageing of the population will bring, identification and spreading of examples of best practice and support for policymakers and other important stakeholders in the resolution of obstacles preventing active ageing and promoting solidarity between generations.

The specific objectives of EY 2012 include:

- I. raising general awareness of the value of active ageing by pointing out the benefits of the elderly for society and economic development, promotion of active ageing and solidarity between generations, and allowing the elderly to lead a life of dignity and independence for as long as possible
- II. stimulation of debate and development of mutual learning between Member States and stakeholders at all levels in order to implement measures focused on the development of active ageing, identification and dissemination of good practice and encouragement for cooperation
- III. creation of a framework for commitments and concrete actions of individual Member States for promoting policy development in the area of active ageing and solidarity between generations.

The draft EY 2012 decision sets out the content of this year in the widest possible connotations. The aspects of active ageing and solidarity between generations which should be considered when implementing EY 2012 at individual national levels include employment of older people and their involvement in the labour market up to the highest possible age, bolstering their employability through lifelong learning, development of voluntary activities, meaningful use of free time by seniors, increasing the participation of seniors in the family and in society, promotion of solidarity and dialogue between generations, improving media culture in relation to seniors, fighting ageism, increasing activity aimed at ensuring ageing in dignity, creating conditions for healthy ageing and promoting a positive image of age among the public.

1.2. National Programme for Preparing for Old Age for the 2008 to 2012 period

The thematic focus of EY 2012 falls entirely within the context of Czech national policy concerning the elderly and resolution of the ageing population in general. For this reason it is quite apt for the Czech Republic to be involved in EY 2012 implementation.

The pivotal document in the area of the ageing Czech population is the National Programme for Preparing for Old Age for the 2008 to 2012 period ("NPPOA 2008 – 2012"), which was adopted by Government Resolution of 9 January 2008 No 8. One of

the NPPOA 2008 – 2012 strategic priorities is also the area of active ageing, which covers and emphasises the following aspects:

- Increasing economic activity and employment, which is the key strategy for resolving economic challenges associated with an ageing population
- Investment into education and health throughout life and use of the ability and skills of the elderly
- Reform of pension insurance and the option of gradual retirement from the labour market
- Prevention of ageism and the negative perception of the elderly in society
- Human resources management reflects and takes account of the age structure and needs of older workers (age management)
- Ensuring harmony between working and family life

2. Cooperation under EY 2012

In addition to spreading information and enlightenment EY 2012 also offers an opportunity for increasing cooperation between important stakeholders at national level. This chiefly concerns regional and local self-government and non-state organisations, the potential of which can be used for implementation of EY 2012.

2.1. Significance of the role of regional and local self-government

The merits of regional and local self-governing units (regions and municipalities) are above all in the knowledge of the environment and conditions and the requirements of their inhabitants.

As is also stated in NPPOA 2008 – 2012 strategic and long-term partnership between the government and self-government is fundamental for achieving the conditions for healthy, dignified and active ageing. Local and regional self-government has a significant impact on the quality and availability of transport, accommodation, health and social services, opportunities for social, cultural and free time activities, safety and other services and conditions supporting independent, safe and active life in old age. Currently cooperation is also necessary in improving the services of assisted living for seniors and use of information and communication technology to ensure ageing with dignity.

Self-government should play an important role in the course of EY 2012 implementation, since they can implement the type of activities that EY 2012 covers in an effective way, with knowledge of the local environment. The Labour Ministry will support the activities of regions and municipalities as much as possible under the existing conditions. Extending cooperation between the government and self-government will be an important condition for a successful EY 2012.

An example of a self-government specific initiative is one implemented by the city of Brno, which in 2011 started implementing the *"Active ageing plan for Brno"*. The objective of the Plan is to set up a process of systematic steps leading to improvement of the conditions for healthy and active ageing in the city of Brno, to ensure quality of life in old age and initiate long-term cooperation with important stakeholders concerned with the issue of seniors and the ageing population. The basis of the Active Ageing Plan will be an analysis of current conditions for healthy ageing, created on the basis of existing documents, studies and data, and on the basis of the results of sociological investigation among city dwellers over 60 years of age. The results of the analysis will form a basis for formulating basic priorities and directions for further steps in this area. One important output for ongoing cooperation will be the creation of a platform for key partners in the area of active and healthy ageing.

Another specific initiative already underway is the project *"Active ageing as an answer to the coming social crisis in the Czech Republic and Europe"*, implemented by the European Development Agency. The main objective of the project is the creation, administration and maintenance of a thematic network with international project partners, the theme of which is the transfer of know-how and practice in the approach to people over 50, keeping them on the labour market, and the exchange of information on tools used by partners in the social care of people of pre-retirement age and seniors in general. The project is undertaken with international partners for the purpose of spreading best practice and exchanging experiences. With Resolution No 257 of 8.3.2011 Prague City Council approved the wording of the partnership agreement between Prague City and the European Development Agency for the purposes of implementing the project in question.

2.2. Non-governmental organisations

Non-governmental organisations have significant potential for offering and implementing interesting, innovative projects to support active ageing and solidarity between generations. Several organisations have already approached the Labour Ministry and presented their ongoing and planned activities concerning EY 2012. These include the following entities:

- i. Elpida Plus, o.p.s. – a public service organisation whose mission is to help seniors become a clear, self-confident and respected part of our society. Elpida Plus, o.p.s. asked the Labour Ministry for partnership in EY 2012 implementation, its contribution to which is organising a campaign against ageism, which will cover several activities:
 - PleaseThe Trees Tour 2011 against ageism – a concert tour around clubs in Czech regional towns, in which a young rock group and senior choir will perform together
 - Sociological research on the status of seniors in the Czech Republic

- Publishing of an anthology/book *Ne-obyčejní senioři* [*"Un-usual seniors"*], the objective of which is to record a message from the departing generation, to let the experiences of age be heard and to support dialogue between generations
- ii. Diakonie ČCK – the mission of Diakonie is to organise, secure and provide at its own facilities social, health, pedagogical and pastoral care to people in a disadvantageous life situation due to age, medical disability, illness, isolation or threat.
- Diakonie ČCK has approached the Labour Ministry with an offer of partnership in a long-term publicly beneficial campaign involving the making of a television programme "Otevřeno seniorům" [*"Open to seniors"*]. The key objective of this preventive project is reduction of ageism in public, on the labour market, in the media, etc. In addition to the TV programme advertising is planned in printed and online media, on the radio and in public places.
- iii. Život 90, o.s. – a citizens' association whose mission is to contribute to resolving the specific problems of seniors and to allow them an active and meaningful life in their own home for as long as possible.
- Život 90, o.s. was selected to hold and organise the 11th annual global conference of the International Federation on Ageing, which takes place on 28.5 – 1.6.2012 in Prague. The Czech Government undertook to support the holding of this important conference on the basis of Resolution No 232 of 22 March 2010 on the Recommendation of the Government Council for Seniors and Ageing of the Population to support the global conference of the International Federation on Ageing in Prague. In order to carry out the given resolution the Labour Ministry is required to earmark financial support in budgetary chapter 313 for 2012 for implementing the conference, to a maximum amount of CZK 2 644 000. Prague City Council approved the Memorandum of cooperation between Prague City and Život 90, o.s. in the preparation and organisation of the event, including a financial contribution, by its Resolution No 651 of 11.5.2010.

2.3. Central bodies of state administration

The theme of EY 2012 exceed the sphere of one authority of central state administration. The achievement of better conditions for facilitating active ageing and strengthening relations between generations in society requires the cooperation of all ministries and other central state authorities.

During 2012 a new programme of preparation for old age will be prepared on which all departments will collaborate intensively. The new programme of preparation for old age will inter alia reflect the already existing outputs of EY 2012 and all problematic areas

that appear during EY 2012 implementation in the area of active ageing and solidarity between generations.

Within the scope of EY 2012 there will be a survey of example of best practice relevant to the focus of the given year. Such examples will not concern only social themes, but also other areas of life, such as housing, health, employment, culture or transport availability. Individual departments will therefore be asked to provide information about interesting projects and activities concerning improvement of the quality of life of seniors according to their sphere. All these projects will be included in a best practice brochure, which the Labour Ministry plans to issue as part of EY 2012.

2.4. Other subjects

The EY 2012 themes bring many opportunities for development of activities of the most varied subjects and organisations. Though the role of regional and local self-government and non-state organisations whose activities have a great impact on the life of seniors has already been stressed, it would not be purposeful to exclude involvement of any other subjects in EY 2012 implementation.

Individual profit-making firms may support active ageing with their activities, both in terms of relations to older employees by way of using age management in their personnel activity or by supporting non-profit organisations by way of mutual cooperation, and by production of products or providing services which are user-friendly to older people and seniors.

The innovative activities of profit-making firms will also be included in the planned best practice brochure.

3. Proposals of activities for implementation of EY 2012

In the draft decision to declare EY 2012 emphasis is placed for meeting its objectives on the inclusion of all stakeholders concerned with the theme of active ageing. The Labour Ministry, as the national implementing authority for EY 2012, foresees cooperation with all bodies of central administration, regional and local self-government and non-state non-profit and profit-making subjects. Areas of activity which will be implemented under EY 2012 are stated below.

3.1. Use of ESF funding

For the occasion of the EY 2012, the Labour Ministry, within the scope of the Operational Programme Human Resources and Employment (OP HRE), decided to implement an individual project and simultaneously include information on the European Year in existing and planned calls and to favour project applications focused on the target group of people over fifty in some calls by way of specific criteria.

3.1.1. Implementation the individual project

An individual project means a project not covered by a global grant where its implementor receives aid directly, i.e. a selection process is not performed from a submitted group of projects, but only project evaluation. Use of such a type of project under EY 2012 can be considered as suitable above all in terms of its systemic nature, i.e. a range of various activities and the Labour Ministry implementing team, which is to be responsible for coordination of project activities in connection with EY 2012, can be included in it. Another advantage of the project is the fact that other subjects can be included for implementation of individual activities by way of small-scale public procurement. This will allow an important group of actors, i.e. rather non-state organisations to share in EY 2012 implementation by way of ESF resources.

After considering all options, at the Labour Ministry will implement an individual project in area of support 3.3. This concerns support focused on aid and reinforcement of the working integration of socially excluded people and those threatened with social exclusion with the objective of removing barriers preventing them finding fulfilment on the labour market. Target groups for direct intervention include people over 50. As opposed to the OP HRE area of support 2.1 this concerns people whose situation is not burdened by age alone, but other handicaps such as the state of health, lack of or the wrong qualifications which leads to their long-term unemployment, in turn threatening them with or causing social exclusion. During implementation of the individual project activities concerning public aid (in the case of area of support 3.3 this concerns support for jobs), while the rules referred to in Commission Regulation (EC) No 800/2008 of 6 August 2008 declaring certain categories of aid compatible with the common market in application of Articles 87 and 88 of the Treaty (General block exemption Regulation) will be accepted. Broad parameters for the individual project in area of support 3.3 are given in table 1.

Table 1 Broad project parameters

OP HRE – Integration of socially excluded groups on the labour market	
Global objectives of aid	Reinforcing the integration of persons socially excluded or threatened with social exclusion by removing barriers to their equal access and retention on the labour market
Specific objectives of aid	<ul style="list-style-type: none"> • Support and development of advisory services and their applications • Development of special employment tools and measures to implement new ways of inclusion and return of disadvantaged people to the labour market • Support for the creation and application of integrated programmes for disadvantaged groups on the labour market based on inclusion of local societies and civilian initiatives, social partners and enterprises at all levels
Objective focus of	<ul style="list-style-type: none"> • Support for tools and activities leading to motivation and

project activities	<p>activation of the target group towards employment and maintaining it and other professional training</p> <ul style="list-style-type: none"> • Support services for easy access to employment and maintaining it and contributing to the course and successful completion of other professional training • Support for the creation and implementation of comprehensive programmes of employment with all partners cooperating and using new and non-traditional methods of supporting employment and involvement of accompanying programmes • Support for inclusion on the labour market by way of a contribution to employers for payment of wage costs and creation of jobs for members of the target groups, including jobs for a probationary period and for acquiring work experience • Support for job sustainability for members of the target group.
Target groups to be considered for EY 2012	<ul style="list-style-type: none"> • Persons over 50 years
Budget for EY 2012	<p>Max. sum: CZK 15 000 000</p> <p>Obligatory project co-funding: 15 % of the max. sum from the SB</p>

3.1.2. Grant projects

EY 2012 will also be reflected in individual areas of aid (a summary of them covered the target group from the 50 and above age group is given in the annex to this material) by way of information on the EY 2012 in existing and planned calls, of which some will be favoured by specific criteria¹.

With specific criteria the scope of aid will be considered in connection with EY 2012 at a level of 1 to 3 points from a possible 15. Supported projects, which will be favoured by way of specific criteria, will also be required to provide information on EY 2012 as part of project publicity and to provide the managing authority (Department 81) with information and materials about the project for summary publicity under EY 2012.

¹ Specific criteria reflect the specific need arising from the given call and allow the declarant to precisely target supported projects to the objectives of the call. The criteria allow, for example, consideration of the policy and strategy objectives. The specific requirements of such a criterion may be related, for example, to the special annexes required in the call on its basis and are thus a subject for evaluation of that criterion. The call declarant shall determine a point scale for specific criteria.

Reflection of EY 2012 in individual relevant OP HRE calls will be accomplished in the ways stated below (table 2, 3 and 4).

Table 2 Areas of support favoured by specific criteria

Area of support	Planned declaration of the call	Manner of reflecting EY 2012
Area of support 1.1	2012	Statement of information about EY 2012 in the text of the call and preference for projects focused on the target group over 50 with specific criteria
Area of support 3.1	2011 and 2012	Statement of information about EY 2012 in the text of the call and an incentive by way of specific criteria for projects when the target group defined by the Social Services Act would also satisfy the condition that it concerns people aged over 50
Area of support 3.4	At the turn of 2011/2012 and 2012	Statement of information about EY 2012 in the text of the call and preference for projects focused on support for women over 50 with specific criteria

Table 3 Cooperation with projects in the area of publicity

Area of support	Manner of reflecting EY 2012
Area of support 3.3	<ul style="list-style-type: none"> • Statement of information about EY 2012 in the text of the call • Projects focused on the 50+ target group will be required to give information about EY 2012 at their websites and to provide the managing authority with electronic materials about the project for further publication under EY 2012.

Table 4 Statement of general information about EY 2012 in accompanying information to calls already declared or in the text of the call

Area of support	Manner of reflecting EY 2012
Area of support 2.1	Information about EY 2012 in accompanying information to this call will be given in the planned call
Area of support 1.2	Supplementation of information about EY 2012 in

	accompanying information for ongoing calls already made
Area of support 5.1	Supplementation of information about EY 2012 in accompanying information for ongoing calls already made

3.1.3. Publicity under ESF

Within the individual project implemented by the Labour Ministry individual activities will be promoted as much as possible according to the project rules.

Grant projects from individual areas of aid related to EY 2012 will be presented at the managing authority's website: www.esfcr.cz, where a section will be created with information on projects supported focused on the 50+ target group and their contribution.

3.2. Implementation of the communication strategy

The objective of the communication strategy will be to raise general awareness about the main EY 2012 principles among the public, to support positive approaches to ageing and seniors and address the specific target groups that can be helped by EY 2012 activities within individual measures at national level according to the NPPOA 2008 – 2012 priorities.

Since the purpose of each European Year is to try to bring attention to a specific problem and support development of activities in that area, the communication campaign can be considered as a pivotal means directed at meeting the EY 2012 objectives at national level. The communication strategy will be implemented by means of the tools given below.

3.2.1. Creation of partnerships

In the course of 2011 the Labour Ministry will hold a joint meeting of all subjects involved in the implementation of EY 2012 in the Czech Republic, whose content shall include presentation of individual activities to be implemented, the mechanism for mutual cooperation and information on the development and results of the activities in question.

At this meeting partnerships between individual subjects and the Labour Ministry will also be set up. Such a partnership can significantly contribute to making the subject in question visible. Partner organisations will have full support of the Labour Ministry in the implementation of planned activities. The Labour Ministry will provide them with all necessary assistance and background.

3.2.2. Appointment of ambassadors

Part of the communication strategy will be the appointment of national ambassadors to give EY 2012 a face. By their activity and personal approach ambassadors should increase the awareness of EY 2012 and motivate the public to concern itself with the theme of active ageing and solidarity between generations.

The Government Council for Seniors and Ageing of the Population (for more on the role of the Council see Chapter 4) was approached with a request to send proposals of specific people who could represent EY 2012. Specific proposals for ambassadors included people such as Jiřina Šiklová or Květa Fialová. The theme of national ambassadors was also discussed at the 15th session of the Council held on 6 September 2011, where the Council decided to discuss this theme further at its 16th session to take place during December 2011.

3.2.3. Publicity of EY 2012

The mass media can be considered as an important part of EY 2012, since they are important for the dissemination of information about EY 2012 and activities implemented in the Czech Republic and can contribute to raising public awareness of the area in question. Cooperation with the media is therefore an essential part of EY 2012 implementation. Their importance is also stated in the draft decision about EY 2012 and in the NPPOA 2008 - 2012. Potential media partners with whom the Ministry could work in 2012 include:

- Česká televize (Czech Television)
- Český rozhlas (Czech Radio)
- Representatives of all important printed titles
- Professionally focused magazines (Sociální služby, Sociální práce, etc.)

For EY 2012 publicity the Labour Ministry will try to establish close cooperation with the abovementioned media, above all, newspapers and expert magazines in which information on the course of EY 2012 will be published regularly.

Cooperation with the media can take the following forms:

- Creation of a partnership under the EY 2012, which will mean making the given media visible and publishing its logo at all events implemented by the Labour Ministry at the occasion of EY 2012.
- Inform the media about interesting activities suitable for publication by holding press conferences and issuing press releases.

In addition to the mentioned subject, magazines for seniors will also be used for promotion and information about the course of EY 2012, such as Doba seniorů, Generace, Revue 50+, Pražský senior, etc. The Labour Ministry will also publicise EY 2012 on the websites of relevant stakeholders, such as the Confederation of Czech Towns and Municipalities, which has already offered this to the secretariat of the Government Council for Seniors and Ageing of the Population.

3.2.4. Use of the EY 2012 and Labour Ministry websites

The internet is a widely used source of information and therefore cannot be left out of the EY 2012 campaign. EY 2012 websites at European level are already providing information about preparations for the year. These pages are translated into all

languages of Member States to a limited extent. Through them it is possible to provide information on measures activities concerning EY 2012 at national levels.

Apart from Czech versions of EY 2012 websites, which the Labour Ministry will supplement with important information in Czech, important documents will also be published on the ministry's website.

An important part of the communications strategy is also the EY 2012 Logo, which is also available on the EY 2012 website in Czech language together with a manual for correct use of logo (in English). Where necessary, it will help the Labour Ministry overcome problems that might occur during the downloading or placement of the logo during activities of individual subjects under EY 2012.

3.3. Drafting and translation of materials

The abovementioned EY 2012 objectives are focused mainly at raising the awareness of the importance of active ageing, stimulation of debate on the phenomenon of ageing and its consequences and opportunities, which can be used for the proposal and implementation of new measures at national levels. These objectives can also be accomplished by way of a translation of foreign language materials or by own publication activity, which will be disseminated not only among stakeholders, but also the public at large.

Under this activity of survey of examples of best practice in the area of using the potential of seniors in society will occur under EY 2012, which will be published on the Labour Ministry websites and EY 2012 websites. This brochure of best practice will also be issued in a limited quantity in printed form and distributed directly among stakeholders and the professional public.

All important material and brochures will be translated under EY 2012 so that they are accessible to the general public. Translated materials will be published on the Labour Ministry websites or Czech versions of the EY 2012 websites will be published.

3.4. Use of the PUA Support grant programme

A grant programme will be established, effective from 2012 – Public Utility Activities Support for senior and pro-senior organisations working nationally ("PUA Support"), the purpose of which is to support the activity of citizens' associations focused on activities benefiting seniors, improving the quality of life of seniors, the issue of the ageing population, satisfaction of the needs of older people and promoting the interests of seniors as active partners in society. The grant programme is aimed at supporting activities and the running of senior and pro-senior organisations – citizens' associations working nationally, accomplished through the project. Specific eligible costs that can be paid from the grant include:

- a. wage costs of employees involved in the activity of the citizens' association, employed in working relations based on an employment contract or agreements for work performed outside employment relations in accordance

- with Section 74 to 77 of Act No 262/2006, the Labour Code, as amended (hereinafter "Labour Code"),
- b. the work of volunteers, organised pursuant to Act No 198/2002 on voluntary service and amendments to some acts (the Voluntary Services Act), as amended. Costs of their activity (e.g. training, work aids, etc.) are set at the maximum sum of CZK 9 870/month; only operational costs will be paid,
 - c. operational costs necessary for the functioning of the civic association and which are identifiable, recorded in accounts, verifiable, supported by originals of documents, whose amount corresponds to the amount usual at the given place and time, and which are stated in the budget of the approved application:
 - purchase of petty short-term tangible assets with a usage period of more than 1 year, which the accounting unit has decided not to post on long-term asset accounts (account class 0) to the mandatory stipulated sum of CZK 40 000,
 - purchase of petty short-term intangible assets with a usage period of more than 1 year, which the accounting unit has decided not to post on long-term asset accounts (account class 0) to the mandatory stipulated sum of CZK 60 000,
 - consumed purchases (material consumption – office supplies, fuel, food in connection with providing for the basic activities – provision of meals or assistance with arranging meals, cleaning means, etc.),
 - services: energy, telephones, internet, postage, other communications, rent, legal and economic services, repairs and maintenance, training and courses focused on the common activities of civic associations, travel expenses in connection with the activities of citizens' associations or in connection with participation of staff in training and courses under the previous point (business trip expenses include travel expenses, accommodation costs, meals and necessary incidental expenses of the civic association's staff, assuming that the compensation paid to employees is determined in accordance with the Labour Code),
 - d. support for involvement in the activity of international organisations representing the interests of seniors.

Providing the grant for the abovementioned activities will lead to support for the activity of senior and pro-senior citizens' associations working nationally, which are inter alia concerned with fulfilling the EY 2012 objectives based on the draft Commission decision. The full wording of the grant programme *Public Utility Activities Support for*

senior and pro-senior organisations working nationally is provided at <http://www.mpsv.cz/cs/11073>.

A grant will be provided for the project which will be implemented in the period from 1.1.2012 to 31.12.2012. The amount of the grant may be up to 70 % of the budget costs of the approved project.

Table 5 PUA Support grant programme parameters

Public Utility Activities Support grant programme for senior and pro-senior organisations working nationally	
Objective	Support for the activities of senior and pro-senior organisations working nationally by way of a grant for their operation.
Objective focus of project activities	<ul style="list-style-type: none"> • Staff wage costs • The work of volunteers • Operation costs necessary for the activity of the citizens' association • Support for involvement in the activity of international organisations representing the interests of seniors
Responsible subjects	Senior and pro-senior organisations working nationally (citizens' associations only)
Financing	<ul style="list-style-type: none"> • Expected amount of the sum in the grant programme for 2012 – CZK 3 000 000 • Obligatory project co-funding – min. 30 %
Duration of individual projects	12 months maximum
Closing date for lodging applications	12 September 2011

3.5. International Federation on Ageing Global Conference

The International Federation on Ageing ("IFA") is a registered charity based in Montreal, established in 1973. The IFA is involved in a range of activities to the benefit of seniors and in the area of population ageing. The IFA is a UN consultant and its key initiatives include, for example, the *"Declaration of the Rights and Responsibilities of Older Persons"* of 1990, which was subsequently adopted by the UN General Assembly in 1991 as the *"United Nations Principles for Older People"*, or for example the *"The Montreal Declaration on the Rights and Duties of Older Peoples"* adopted at the IFA's Fourth Global Conference in Montreal in 1999 by the ministers of 61 countries responsible for the issue of ageing.

One of the key activities of the IFA is global conferences with participation of experts on questions of old age and ageing, including representatives of governments and other

subjects. Conferences are held once every two years (in 2006 the venue was Copenhagen, in 2008 Montreal and in 2010 Melbourne). Prague was chosen to host the 11th conference in 2012 on the basis of an offer submitted by the citizens' association Život 90. The conference has great importance for acquainting stakeholders with the most up-to-date approaches in the area in question and associated areas and for development of policy and the issue of ageing at international level. The main themes of the conference held by Život 90 are information and communication technologies, solidarity between generations, the family, extending working life, etc. All of these themes are also included in the draft decision to declare EY 2012. The conference can therefore be considered as an important step towards meeting the EY 2012 objectives, not only in the Czech Republic, but in the whole EU.

In view of this event's importance, the Czech Government undertook to support the holding of this global conference of the International Federation on Ageing in Prague financially by Resolution No 232 of 22 March 2010 with the sum of CZK 2 644 000.

3.6. Summary of EY 2012 implementation in the Czech Republic

Table 6 gives a summary of activities, the organiser responsible for carrying out the activities and a timetable. When proposing the activities the Labour Ministry put emphasis on the inclusion of all stakeholders, as is clear from the draft decision on EY 2012.

Table 6 Activities towards EY 2012

Activity	Organiser	Date
Implementation the individual ESF project	Ministry of Labour of the Czech Republic ("Labour Ministry")	1/2012 – 12/2012
Favouring of the ESF projects in the scope of individual areas of support, in the event of implementing the project, towards EY 2012	Labour Ministry	2011 - 2012
Implementation of the communication strategy	Labour Ministry in cooperation with non-state organisations and self-government	1/2012 – 12/2012
Publication activity	Labour Ministry in cooperation with non-state organisations	1/2012 – 12/2012
Aid programme PUA Support	Labour Ministry (specifically intended for senior and pro-	1/2012 – 12/2012

	senior organisations working nationally)	
Support for the IFA International Global Conference	Život 90, the Labour Ministry will provide a financial contribution	28. 5. – 1. 6. 2012

4. The role of the Government Council for Seniors and Ageing of the Population

The Government Council for Seniors and Ageing of the Population (the "Council") is a permanent advisory body to the Government for questions concerning seniors and ageing of the population. Through its activities it is endeavouring to create conditions for healthy, active and dignified ageing and old age in the Czech Republic and the active involvement of seniors in society. The Council consists of 28 members, who are representatives of various ministries, parliament, the senate, unions, employers, senior and pro-senior organisations, health insurers and the professional public.

In view of its composition, the Council may be considered as a suitable platform for cooperation in the implementation of EY 2012. Preparations for EY 2012 were discussed at its 14th session. Council members have most frequently proposed activities focused on the development of voluntary activities for seniors in the Czech Republic, cooperation with the media in promoting the ideas of EY 2012 and educative activities leading to increased awareness of active ageing in the Czech Republic. The Council has delegated the discussion of the proposal of activities for EY 2012 to the chairpersons of individual working groups. These groups are preparing a specific proposal of activities for EY 2012, which they will submit to the 15th session of the Council to be held in September 2011.

Within EY 2012 the Council plays an important role as a major subject in the context of the policy of ageing in the Czech Republic. The Council's potential lies chiefly in its composition, since it includes all important stakeholders, and in the sphere of its activity, where support for active ageing and solidarity between generations is one of the priorities. The proposals for activities by the Council under EY 2012 include:

- Collaboration in the EY 2012 Community campaign – proposal of ambassadors, publicity of EY 2012 in the Czech Republic, etc.
- Share in creation of the best practice brochure in the area of using the potential of seniors in society
- Evaluation of the results of EY 2012 and their use for proposals of implementing specific measures in the area of policy concerning the ageing population and seniors
- The role of the expert advisory group, which will respond to important issues in the preparation and implementation of EY 2012

5. Financing EY 2012

According to the existing draft decision to declare 2012 the European Year for Active Ageing activities will be financed from the EU budget at the European level only. According to this proposal the European Commission shall earmark € 2.3 million for 2011 and the same amount for 2012, which will be used chiefly for communication activities (websites) and conferences on the theme of EY 2012 at EU level.

No resources will be earmarked in the EU budget for activities at the level of individual Member States. The reason is the many existing programmes focused on active ageing, such as the ESF, PROGRESS, the European Regional Development Fund, specific programmes concerning information and communication technologies, the 7th Framework Programme for Research and Development, the AAL programme and others.

In view of the fact that the European Union has not earmarked any resources for activities at the level of Member States, the Labour Ministry, as the guarantor of EY 2012 in the Czech Republic, shall finance implementation of EY 2012 in the Czech Republic under Chapter 313 of the State Budget in the manner referred to in Table 7.

Table 7 Financing of activities for implementation of EY 2012 in the CR

Method of securing	Finance		Activities
	State Budget	Others sources	
<u>ESF</u> – implementation of the individual project in the area of support 3.3 Integration of socially excluded groups on the labour market, together with inclusion of information about EY 2012 in existing or planned calls and favouring of projects by way of specific criteria	15 % of the project total financial resources (i.e of CZK 15 000 0000), i.e. CZK 2 250 000 from the State Budget.	The maximum amount of financial resources earmarked for implementation of the individual project of Department 82 is CZK 15 000 000. (the ESF will cover 85% of financial resources, 15% will be earmarked from the State Budget – responsibility of Department 82)	- Providing a project coordinator (ca CZK 800 000) - Providing a project manager (ca CZK 800 000) - Project publicity (ca CZK 1 000 000) - Activities directed at fulfilling specific objectives of aid of call 3.3 (CZK 12 400 000)
<u>Implementation of the communication strategy</u>	-	-	- Creation of Partnerships - Appointment of ambassadors - Publicity of EY 2012 - Use of the EY 2012 and Labour Ministry websites
<u>Drafting and translation of materials</u>	-	-	- Survey of examples of best practice in the area of using the potential of seniors in society - Translation of all materials relevant to EY 2012
<u>PUA Support grant programme</u>	Total volume of financial resources CZK 3 000 000 Projects supported from the State Budget will be financed to a maximum amount of the 70% of the required amount.	-	Support for the activities of senior and pro-senior organisations working nationally by way of a grant for their operation: <ul style="list-style-type: none"> • staff wage costs • the work of volunteers • operation costs necessary for the activity of the citizens' association • support for involvement in the activity of international organisations representing the interests of seniors
<u>IFA conference</u>	CZK 2 644 000	-	Support for the International Federation on Ageing (IFA) Global Conference
The Labour Ministry will earmark the following for EY 2012 from State Budget Chapter 313: <u>CZK 7 894 000.</u>			