



European Year for Active Ageing and Solidarity between Generations

(2012)

Operational Programme

2011



European Year for **Active Ageing**  
and **Solidarity between Generations 2012**



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## Foreword by the Welfare Minister

Have you ever imagined what your life will be like when you grow older? For how long will you continue to work? Will your knowledge be sufficient and adequate in 20, 30 or 40 years' time? What might you do when you retire? What kind of relationship you would like to have with members of your family, friends and neighbours? How actively will you want to get involved in various social, cultural and political events? What will your health be like, and how diverse will the available types of social care be? These questions, and many more besides, become increasingly important at a certain age.

There is no doubt that for some people these issues currently seem distant and somewhat insignificant. However, what we do today to a great degree determines our future. And the conditions we can expect in many decades' time are already clear today. We will live longer and work longer. We will have to acquire new knowledge, skills and expertise, as new technologies are developing constantly. We will need an increasing range of various healthcare and social care services, because there will be more of us. It will be important for us to establish harmonious and positive relations with those close to us, as globalisation, urbanisation and cross-country migration develop at an increasing rate. Each of us will have to be constantly active at every stage and in every area of our lives.

In fact, all this is already true today. The only difference is that many decades ago these issues were not stressed and were not essential because of different historical, social and economic processes and conditions. But does this give us reason to ignore the needs, wishes and interests of the existing older generation? Certainly not. Today we also have to create all possible preconditions to make our senior citizens feel appreciated, belonged and needed by each of us personally and in our society as a whole!

**LET'S BE ACTIVE IN ALL GENERATIONS!**

## I. Why is active ageing and solidarity between generations important for Latvia?

Active ageing and solidarity between generations is important for a number of reasons.

**Firstly**, the structure of our society is changing. A significant number of us are living for longer than ever before. Fewer children are being born. Because of this, the number of people aged over 60 is growing and will increase significantly in the future.

Projected life expectancy for women: 76 in 2000/78.1 in 2009  
Projected life expectancy for men: 64.9 in 2000/68.3 in 2009  
Average number of people below and above employable age per 1 000 people of employable age: 403/368 in 1990; 305/393 in 2000; 207/303 in 2009

**Secondly**, older people are very often perceived as a burden and threat (to pension, healthcare and care systems), rather than an achievement and advantage to each individual and society as a whole. However, people growing older is an achievement of healthcare policy and socioeconomic development, and this is an advantage that we do not appreciate or use enough.

8% of people in Latvia consider older people to be a burden on society  
¼ feel that unequal treatment on the grounds of age is acceptable  
⅓ feel that unequal treatment on the grounds of a health condition or disability is acceptable  
Employment levels amongst older people in 2010: 11.4% for men, 8.9% for women

**Thirdly**, younger and older people suffer from a certain degree of low self-esteem. Both young people and senior citizens quite often feel excluded, alienated and misunderstood by other family members: senior citizens by their children and grandchildren; young people by their parents and grandparents, as well as by society as a whole (labour market, educational system, etc.) Cooperation and communication between these two generations is poor, which increases social exclusion and affects the quality of life of both generations.

74% believe that it is difficult for younger and older people to agree on what is best for society  
19% of older people (aged 65+) were exposed to the risk of poverty in 2009  
Unemployed (age 55-64) in 2010: 47.6% of men and 48.7% of women

This is why, in order to address the challenge of an ageing society, people should be active when growing old and generations should cooperate and respect each other.

## Active ageing

*Active ageing* aims to extend healthy life expectancy and improve the quality of life for all people as they age<sup>1</sup>.

Active ageing refers to various aspects of older people's lives: private, family, social and professional. Active ageing includes participation in the labour market; in household activities, including housework and caring for others; active participation in community life, including voluntary work; and active leisure time spent on hobbies, sport, travelling, and creative activities<sup>2</sup>.

Active ageing allows people to realise their physical, social and spiritual potential during their whole life cycle, and to cooperate within society while at the same time receiving the necessary protection, security and care they require.

## Solidarity between generations

The aim of *solidarity between generations* is to establish positive, harmonious and dignified relations between generations, evaluating and putting to use the advantages and resources of both the younger and older generations.

Intergenerational solidarity is a social stabiliser where the parties are involved in a mutual exchange in order to gain what each of them lacks. These are not unilateral relations between the active younger generation and the inactive older generation. Numerous different formal and informal resources are available to both generations – family, various financial, material and intangible instruments – and these determine the quality of life of both young and old<sup>3</sup>.

Solidarity between generations can be facilitated by mutually transferring knowledge, skills and experience, working together and supporting each other, doing voluntary work together, living together, and going to various cultural and entertainment events together.

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<sup>1</sup> World Health Organization. Available at [http://www.who.int/ageing/active\\_ageing/en/index.html](http://www.who.int/ageing/active_ageing/en/index.html). Accessed on 7 December 2011.

<sup>2</sup> University of Latvia Agency "Institute of Philosophy and Sociology". *Description and comparison of employment, social inequality and social policy aspects of elderly people's lives in the Baltic states (Veco cilvēku situācijas raksturojums un salīdzinājums Baltijas valstīs nodarbinātības, sociālās nevienlīdzības un sociālos politikas aspektos)*. Riga, 2010.

<sup>3</sup> Pour la Solidarité. *Active Ageing and Intergenerational Solidarity: findings, issues and perspectives*. (2011). Available at <http://www.pourlasolidarite.eu/Active-Ageing-and?lang=en>. Accessed on 14 December 2011.

## II. Objectives, priorities and measures of the European Year 2012

The European Union has declared 2012 as the year for active ageing and solidarity between generations<sup>4</sup> for more effective and active addressing of the issues raised by ageing trends and challenges. Such thematic years have been designated by the European Union since 1983, whereas in Latvia they have been declared since its accession to the EU.

Four **objectives** have been identified for the European Year 2012:

1. explaining the importance of active ageing and solidarity between generations;
2. promoting existing policies and measures that have been successfully implemented in order to promote active ageing and solidarity between generations;
3. achieving an agreement on actively dealing with active ageing and intergenerational solidarity issues;
4. addressing issues of age-related discrimination and stereotypes.

In cooperation with the parties involved in the European Year 2012, the Ministry of Welfare has set out **four priorities**:

### 1. Intergenerational cooperation

Objective: *facilitating communication and cooperation between the younger and older generations.*

- ✂ to create opportunities for younger people and senior citizens to learn together – *transfer of knowledge and skills* from one to the other;
- ✂ to establish *mutual understanding, tolerance and respect* between generations by implementing various interactive measures;
- ✂ to facilitate the development of *mutual dialogue* and to reduce stereotypes and prejudices about the other generation;
- ✂ to promote the employment of young people and senior citizens through *volunteering*.

### 2. Increasing the value of senior citizens in society

Objective: *to identify and promote the achievements of senior citizens and their*

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<sup>4</sup> Decision No 940/2011/EU of the European Parliament and of the Council of 14 September 2011

*contribution to individuals and society in general.*

- ✂ to provide opportunities for senior citizens to comprehensively *participate in social life*, involving them in various political, economic and social processes;
- ✂ to provide opportunities for senior citizens to get involved in *volunteering* activities, involving them in caring for members of their families, friends and other people;
- ✂ to *promote the achievements of senior citizens* in various aspects of life.

### 3. Reducing age-related discrimination on the labour market

Objective: *to facilitate employment opportunities for senior citizens, reducing stereotypes and promoting good practices.*

- ✂ to involve senior citizens in educational and learning processes in order to improve their skills and to reconcile their existing knowledge and expertise with the rapidly growing demands of the labour market – languages, ICT, etc.;
- ✂ to implement activities for reducing age-related discrimination and stereotypes on the labour market.

### 4. Promotion of an active and healthy lifestyle

Objective: *to create preconditions enabling senior citizens to live full, independent and healthy lives.*

- ✂ to promote healthy ageing by organising various sporting activities;
- ✂ to enhance and improve awareness of healthy eating;
- ✂ to organise recreational and cultural activities;
- ✂ to facilitate the availability of various healthcare and social care services for senior citizens.

No	Activity	Responsible authority	Time frame
1	To organise systemic and regular publishing of information concerning the European Year 2012 on the Ministry of Welfare website	MoW	throughout the year
2	To provide information on measures implemented in Latvia within the European Year 2012 on the European Commission website <a href="http://ec.europa.eu/social/ey2012.jsp?langId=en">http://ec.europa.eu/social/ey2012.jsp?langId=en</a> .	MoW	throughout the year
3	To prepare and circulate an e-news bulletin on events of the European Year 2012 in Latvia and other EU Member States.	MoW	once every two months
4	To organise opening and closing events for the European Year 2012.	MoW, ECR <sup>5</sup>	January, December
5	To summarise examples of good practice in active ageing and facilitating intergenerational solidarity and to circulate them in the local authorities.	MoW	throughout the year
6	To organise five regional events explaining active ageing and intergenerational solidarity issues, exchanging good practices and creating ideas.	MoW, local authorities, LBAS <sup>6</sup> , LDDK <sup>7</sup> , Ombudsman's Office	March-October
7	To involve good will ambassadors in the European Year 2012	MoW	throughout the year
8	To organise interactive educational events for the European Year 2012 in the framework of thematic months held by the Home of the European Union	ECR, EPIO <sup>8</sup> in cooperation with MoW and other ministries, NGOs <sup>9</sup>	throughout the year
9	To promote intergenerational awareness of the events of the European Year 2012 and of services closer to home, using <a href="http://www.iespejukarte.lv">www.iespejukarte.lv</a> .	LPS <sup>10</sup> , LBF <sup>11</sup> , MoW, ECR	throughout the year
<b>Priority 1 Intergenerational cooperation</b>			
1.1	To coordinate and participate in the European Union Garden Festival on 12 May 2012	MoFA <sup>12</sup> , MoW, MoEA <sup>13</sup> ,	January-May

<sup>5</sup> Representation of the European Commission in Latvia

<sup>6</sup> Free Trade Union Confederation of Latvia

<sup>7</sup> Employers' Confederation of Latvia

<sup>8</sup> European Parliament Information Office

<sup>9</sup> NGOs involved in implementing the European Union Year 2012 – NGOs delegated by the Managing Committee of the European Year 2012 (see Section 3), as well as NGOs that are not mentioned in this programme, but plan to get involved in implementing the European Year 2012

<sup>10</sup> Latvian Association of Local and Regional Governments

<sup>11</sup> Children's Forum of Latvia

<sup>12</sup> Ministry of Foreign Affairs of Latvia

<sup>13</sup> Ministry of Economic Affairs of Latvia

<sup>14</sup> Ministry of Culture of Latvia



		MoC <sup>14</sup> , MoESc <sup>15</sup> , MoT <sup>16</sup> , NGO, MoH <sup>17</sup> , ECR, EPIO	
1.2	To promote the European Day on Solidarity on 29 April	MoW, ECR, MoFA	April
1.3	To organise the European Day of Crafts <i>Find your craftsman</i>	MoC, Centre for Cultural Education and Intangible Heritage	March-April
1.4	To organise the campaign <i>Visiting senior citizens in long-term social care and social rehabilitation facilities, hospital and at home in Jelgava municipality</i>	P/i JSLP <sup>18</sup> , Youth department of Jelgava Committee of the Latvian Red Cross	March-June
1.5	To organise Christmas events and to prepare gifts for senior citizens	Lielvarde District Social Service, Youth Organisations of Lielvarde, Societies of Pensioners and the Disabled, Eleja Centre for Children and Youth, and other NGOs	December
1.6	To organise activities facilitating intergenerational cooperation by implementing measures for providing support to elderly people living alone – support at home and in the household.	District Council of Gulbene, <i>Dems</i> Youth Club, Parish Council of Stameriene	June-July
1.7	To organise the health-focussed sporting event <i>Together with grandparents</i> in cooperation with the Sports Authority	Daugavpils Social Care and Rehabilitation Day Centre, Daugavpils Sports Authority	July
1.8	To organise a ‘Generations Evening’ for residents of Kalniena	Gulbene District Kalniena People’s Centre	December

<sup>15</sup> Ministry of Education and Science of Latvia

<sup>16</sup> Ministry of Transport of Latvia

<sup>17</sup> Ministry of Healthcare of Latvia

<sup>18</sup> Local Authority agency *Jelgava Social Affairs Authority*



1.9	To organise the forum <i>Paaudzu saite (Generations link)</i> for the social work veterans' NGO <i>Dzives prieks (Joy of life)</i> and the Social Affairs Authority with role-playing elements <i>Agrak un tagad (Then and Now)</i> .	Daugavpils City Council Social Affairs Authority	April
1.10	To organise intergenerational events facilitating the exchange of experience, information about historic events and transfer of various professional skills.	Europe Direct Information Centre in Jelgava, Jelgava District Youth Council, as well as other Europe Direct Information Centres in Latvia	throughout the year
1.11	To organise visits to senior citizens and people living alone at home, day-care centres and in care homes.	Latvian Red Cross	October-December
1.12	To approve the Memorandum <sup>19</sup> of Good Will for Volunteering facilitating intergenerational cooperation at national level.	MoESc, MoW	December
1.13	To honour voluntary workers promoting intergenerational cooperation.	MoESc, MoW	December
<b>Priority 2 Increasing value of senior citizens in society</b>			
2.1	To organise events celebrating the International day for the elderly (1 October) in social care centres throughout Latvia	Union of Social Care Institutions of Local Government of Latvia. Unions of Senior Citizens in districts of Latvia. Social services units of city councils and municipalities in Latvia.	October
2.2	To organise the European Year 2012 awards for journalists.	MoW	February-August
2.3	To identify cooperation models and solutions used by municipalities for involving older people in local life and activities.	LPS	June
2.4	To organise youth initiatives and events in youth organisations for strengthening intergenerational solidarity on the grounds of voluntary work.	MoESc, LBF, IMKA Latvia, LJP <sup>20</sup>	throughout the year

<sup>19</sup> The Memorandum of Good Will for Volunteering was prepared during the European Year of Volunteering 2011 as a result of mutual agreement between government and local institutions and non-governmental organisations.

2.5	To organise the event <i>Goda Lielvardietis (Honour Lielvardian)</i> celebrating senior citizens' life contribution.	Lielvarde District	December
2.6	To organise voluntary gardening, planting and environmental improvement works for senior citizens in Latvia and England to facilitate social inclusion and the European dimension of awareness-raising.	Gulbene District Council	throughout the year
2.7	To organise thematic Christmas entertainment for senior citizens and people with special needs to introduce them to European Christmas traditions.	Europe Direct Information Centre in Jelgava, Jelgava District Council, union of pensioners, social care centres	December
2.8	To organise Christmas and Easter charity events involving pensioners.	Daugavpils City Council	April, December
2.9	To involve senior citizens in work with children in nurseries, schools and orphanages.	Daugavpils Social Affairs Authority, Education Authority	February-May
2.10	To organise events for senior citizens to celebrate the International Day of Families.	Daugavpils City Council	May
2.11	To create a book of longest living people in Daugavpils.	Daugavpils Social Affairs Authority	October
2.12	To organise events commemorating the contribution of generational dynasties to development of the city (stories, photographs, drawings).	Daugavpils Social Affairs Authority, Daugavpils Local Studies and Arts Museum	June-August
2.13	To organise a celebratory event honouring social work veterans in the framework of the International Day of Social Workers (8 November)	Daugavpils Social Affairs Authority	November
<b>Priority 3 Reducing age-related discrimination in the labour market</b>			
3.1	To organise computer courses for senior citizens and socially isolated people in the district.	Unions of senior citizens and disabled people in Daugavpils, Gulbene Library	throughout the year
3.2	To conduct the study <i>Obstacles to employment of people of pre-pensionable age</i>	Daugavpils Social Affairs Authority	January-August

<sup>20</sup> Youth Council of Latvia

3.3	To define 'elderly-friendly company'	MoW, LDDK, LBAS, Ombudsman's Office	January-October
3.4	To participate in implementing the project <i>Lifelong Education of Senior Citizens</i> in cooperation with the Union of Business Women.	Daugavpils City Council Social Affairs Authority	throughout the year
3.5	To organise seminars on violation of the prohibition of discrimination for various target groups in regional areas, with a particular emphasis on reducing age discrimination.	Ombudsman's Office	April-June, September-December
3.6	To inform the public of the violation of the prohibition of discrimination, including multiple discrimination issues.	Ombudsman's Office	April-June, September-December
<b>Priority 4 Promotion of an active and healthy lifestyle</b>			
4.1	To organise interactive events during city festivals in Latvia.	EPIO, ECR, MoW, NGOs	July-August
4.2	To organise sporting events for residents and workers of municipal social care institutions in Latvia	Union of Social Care Institutions of Local Government of Latvia	June
4.3	To organise a Song and Dance Festival for senior citizens on 26 May in Saulkrasti	MoW, LBF, RASA <sup>21</sup>	January-May
4.4	To develop a local network of contact persons for the provision of support to municipalities in promoting good public health and improving public awareness of various issues related to promoting good health.	MoH	throughout the year
4.5	To organise events facilitating physical and active lifestyles for elderly people in the Riga Municipality	Riga City Council Welfare Department, WHO	April
4.6	To implement activities facilitating and strengthening the good mental health of elderly people.	Riga City Council Welfare Department	October
4.7	To promote active and healthy lifestyles in day-care centres of Riga Social Service (Nordic walking, indoor and outdoor exercises, dancing).	Riga City Council Social Service day-care centres	throughout the year
4.8	To organise a senior citizens festival in Gulbene District	Gulbene District Council	August
4.9	To install special sports equipment for physical exercises in Ventspils Municipal Care Home	Ventspils City Council	May-August
4.10	To promote the healthy lifestyle activities of the senior citizens group <i>Magones</i> with the help of European dance.	Daugavpils District Council	throughout the year
4.11	To participate in implementing the project <i>Fitting</i>	Daugavpils City	throughout

<sup>21</sup> Riga Active Senior Citizens Alliance

	<i>the Stropu lake beach in Daugavpils to enable the unhindered recreation of disabled people and older people with limited mobility in the water and on the shore.</i>	Council Social Affairs Authority, organisations of senior citizens and disabled people	the year
4.12	To organise events at the Social Care and Rehabilitation Day Centre of the Social Affairs Authority under the programme <i>I do not feel lonely</i> .	Daugavpils City Council Social Affairs Authority	throughout the year
4.13	To improve the activities held for elderly people at Viski Day Care Centre by organising creative workshops and sports exercises in order to improve well-being and strengthen health throughout life.	Daugavpils District Social Care Centre	throughout the year
4.14	To prepare a programme on leading a healthy lifestyle in cooperation with general practitioners, and to apply it in various events involving elderly people.	Daugavpils District Social Service	throughout the year
4.15	To inform senior citizens of the significance of a healthy lifestyle in keeping and preserving well-being.	Health Rooms of the Latvian Red Cross	throughout the year

### III. Supervision and Coordination of the European Year 2012

#### **Responsible Authority**

The authority responsible for the European Year 2012 in Latvia is the Equal Opportunities Policy Unit of the Ministry of Welfare. The tasks of the Responsible Authority include the organisation and coordination of events of the European Year 2012, the implementation of communications activities and the introduction of supervision and evaluation mechanisms.

#### **Managing Committee**

For the purpose of organising and implementing the European Year 2012, a Managing Committee has been established at the Ministry of Welfare. The responsibilities of the Committee are to supervise the European Year 2012 in general, to follow the progress of the activities included in the programme, and to ensure the effective interoperability of the events of the European Year 2012. The Managing Committee consists of representatives of sector-specific ministries, local governments, NGOs<sup>22</sup>, the Ombudsman's Office, higher education institutions, as well as social partners. Meetings of the Managing Committee are expected to be convened at least quarterly.

#### **Communication Activities**

In order to establish effective and active communication of the objectives of and events planned under the European Year 2012 to society, a special section dedicated to the European Year 2012 has been created on the website of the Ministry of Welfare. In addition, the European Year 2012 e-newsletter will be prepared concerning implemented and planned events, methodological materials and other activities implemented under the European Year 2012 at national and EU level.

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<sup>22</sup> Riga Active Senior Citizens Alliance, Union of Doctors of Latvia, Union *Balta maja (White House)*, Cooperation Network of Women's Non-Governmental Organisations of Latvia, the Latvian Red Cross, Soros Fund Latvia, Children's Forum of Latvia, SBO *Seniori un jaunatne (Senior citizens and young people)*, Federation of Pensioners of Latvia, IMKA Latvija.