

## **Activity Plan**

### **EU-Year for Active Ageing and Solidarity between Generations**

### **DENMARK**

On 19 and 20 January Denmark hosted the Opening Conference of the Year. The Conference was organised jointly by the Ministry of Employment, The Ministry of Social Affairs and Integration and the Ministry of Health in cooperation with the EU Commission.

Please see the Danish website of the Year 2012: [www.aktivaldring2012.dk](http://www.aktivaldring2012.dk)

A number of activities and events will take place in Denmark during the Year 2012 among which the following may be mentioned:

#### **Ministry of Employment**

The Ministry of Employment is presently preparing a TV production on cases of older people and employment, active living and health promotion to be followed up by researchers documentation. The Danish national TV will in the autumn transmit the production by way of 4 times 30 minutes in primetime.

The Danish Minister for Employment intends to set up Senior Councils to get inspiration as to how to motivate the older workforce to stay longer on the labour market, and in this connection look at how to prevent burn-out at workplaces.

Funds for projects on retaining older people on the labour market are available for projects that may develop and try out new methods to retain people.

#### **Ministry of Social Affairs and Integration**

The Ministry has a budget set aside for the Year to the tune of 8 million DKK. National institutions and organisations, etc. may apply for projects in the area of ageing policies.

A competition has been initiated to find “The Best Town for Generations”. Proposals may be submitted by local authorities and the best project will be found and given a prize in December 2012.

On 1 October a “Generations Day” will be celebrated, including intergenerational activities, and carried out by voluntary organisations.

A survey on pensioners staying on the labour market, “un-retirement”, is being prepared – why and what motivation is behind? This survey is carried out in cooperation with a national research institute, and a Conference will be organised in September.

#### **Ministry of Health**

Funds are available from the Ministry of Health for projects on medication targeting older people and to strengthen preventive measures.

A number of **organisations** are active and preparing events locally:

**FUAM** is, among other things, planning 4 discussion sessions on different themes, including solidarity between generations, friendship across generations, on how to deal with negative rhetoric on ageing.

They also plan a session entitled “When have we been active enough? When are we allowed to stop.”

### **Danish Councils for the Elderly**

(a statutory instrument in all municipalities)

They will organise a conference on 15 May on the theme: Active ageing is also for users of technical aid.

In the autumn a conference on Elderly Councils in a European perspective will be organised.

### **Ecological Inspiration Café**

Meetings every week where themes of all sorts of ecology and environmental issues are discussed. They try to influence local government decisions.

### **DaneAge**

DaneAge will support the Generations Day on 1 October (mentioned above).

A Conference on “The Good Process in Welfare Technology” is planned. The plan is to set up digital meeting places.

Many local activities on older people and healthy living – food, exercise are in the pipeline

Rehabilitation after sickness is a theme that DaneAge is dealing with.

### **Dansk Oplysningsforbund**

Evening classes have many 65+ participants So Dansk Oplysningsforbund organises debate and theatre plays on “the silver generation”. The play will visit several localities.

### **Dansk Idrætsforbund**

Organises “Granny Volleyball”, facilitate courses of physical exercise. They also produce booklets and info material on fitness and exercise.

### **Danish Red Cross**

Nordic Red Cross will organise a solidarity between generations event

They also highlight voluntary work by older people

### **University of Southern Denmark**

The University has implemented a research project on older people and physical exercises. The study deals with the use of a mixture of different competences e.g. physiotherapy to prevent burn-out and create a back-to-work opportunity.

**Many stakeholders** talk about attitudes and rhetorics vis-à-vis older people. They all agree that it is a big job to give these elements a positive tune and that there is much to be done.

