



Observatory for
Sociopolitical Developments
in Europe



Active Ageing in Europe – Senior Citizens and Volunteering

Aktives Altern in Europa – Bürgerschaftliches Engagement älterer Menschen

Expert Meeting on Innovative
Policies for Senior Citizens
and Generations
28 November 2011, Berlin

Expertentreffen zum Austausch
über innovative Generationen-
und Seniorenpolitiken
28. November 2011, Berlin



Federal Ministry for
Family Affairs, Senior Citizens,
Women and Youth



Deutscher Verein
für öffentliche
und private Fürsorge e.V.



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Observatory for Sociopolitical Developments in Europe

Introduction

Dear reader,

Demographic change poses challenges for both national governments and European policy-makers: social changes resulting from an ageing population are transforming the fabric of society, the economy and politics. Looking for ways on how to deal with demographic change in a positive way, the Member States have developed a variety of socio-political concepts and strategies, especially in policy areas on family and senior citizens as well as volunteering.

On November 28th 2011 the German Federal Ministry for Family Affairs, Senior Citizens, Women and Youth and the Observatory for Sociopolitical Developments in Europe invited European experts to the meeting “Active Ageing in Europe – Senior Citizens and Volunteering” in Berlin. The topic volunteering among older people provided a good opportunity at the end of the European Year of Volunteering 2011 and shortly before the start of the European Year for Active Ageing and Solidarity between Generations 2012 to exchange intensively opinions on various approaches towards the promotion of voluntary engagement and active ageing in order to gain impulses for both national and European-wide debate.

25 representatives of national ministries, institutes and organisations were invited to this conference as were scientists from Denmark, Germany, Finland, the Netherlands, Austria, Poland, Spain, the Czech Republic and the United Kingdom.

This documentation serves to illustrate the essential results of this expert meeting. The speakers’ contributions plus the country-specific information compiled by the participants for this event can be found in the annex.

I wish to offer my most heartfelt thanks to the participants, whose active involvement played a major role in the event’s success. My particular thanks go to Gerhard Naegele who chaired the meeting and his colleague Anja Ehlers for her accomplished opening speech.

I would also like to thank the German Federal Ministry for Family Affairs, Senior Citizens, Women and Youth, my colleagues from the German Association for Public and Private Welfare as well as my colleagues from the Observatory for Sociopolitical Developments in Europe for their support in the preparation and realization of this expert meeting.

On behalf of the Observatory for Sociopolitical Developments in Europe
(Berlin Project Team)
Sabrina Stula



Beobachtungsstelle für gesellschaftspolitische Entwicklungen in Europa

Einleitung

Liebe Leserinnen, liebe Leser,

der Umgang mit dem demografischen Wandel stellt alle europäischen Mitgliedsstaaten vor große Herausforderungen: eine alternde Bevölkerung verändert die Organisation von Gesellschaft, Wirtschaft und Politik. Auf der Suche nach Wegen, wie man dem demografischen Wandel in Europa positiv begegnen kann, entwickeln die Mitgliedsstaaten neue gesellschaftspolitische Konzepte und Strategien, insbesondere in den Bereichen der Familien-, Senioren- und Engagementpolitik.

Am 28. November 2011 luden das Bundesministerium für Familie, Senioren, Frauen und Jugend und die Beobachtungsstelle für gesellschaftspolitische Entwicklungen in Europa zu einem europäischen Expert/innentreffen mit dem Titel „Aktives Altern in Europa – Bürgerschaftliches Engagement älterer Menschen“ nach Berlin ein. Das Thema der Förderung des Bürgerschaftlichen Engagements älterer Menschen bot zum Ende des Europäischen Jahres der Freiwilligentätigkeit 2011 und kurz vor dem Auftakt des Europäischen Jahres für Aktives Altern und Solidarität zwischen den Generationen 2012 eine gute Möglichkeit, sich intensiv zu unterschiedlichen Ansätzen in der Förderung des Bürgerschaftlichen Engagements und des Aktiven Alters auszutauschen, um damit Impulse für die nationale und die europäische Diskussion zu erhalten.

Eingeladen zu diesem Treffen waren 25 Vertreter/innen von nationalen Fachministerien, Instituten und Organisationen sowie Wissenschaftler/innen aus Dänemark, Deutschland, Finnland, den Niederlanden, Österreich, Polen, Spanien, der Tschechischen Republik sowie dem Vereinigten Königreich.

Die vorliegende Dokumentation dient der Darstellung zentraler Ergebnisse des Expert/innentreffens. Die einzelnen Beiträge der Referentinnen und Referenten sowie die Länderinformationen, die die Teilnehmenden für die Veranstaltung erstellt haben, können im Anhang nachgelesen werden.

Ganz herzlich bedanken möchte ich mich bei den Teilnehmerinnen und Teilnehmern, deren aktive Beteiligung maßgeblich zum Gelingen der Veranstaltung beigetragen hat. Besonderer Dank gilt Gerhard Naegele für die engagierte Moderation der Veranstaltung und seiner Kollegin Anja Ehlers für das gelungene Einführungsreferat.

Ein weiterer Dank für die tatkräftige Unterstützung bei der Vorbereitung und Durchführung dieses Treffens geht an die zuständigen Mitarbeiterinnen und Mitarbeiter im Bundesministerium für Familie, Senioren, Frauen und Jugend, die Kolleginnen und Kollegen des Deutschen Vereins für öffentliche und private Fürsorge e.V. und an die Kolleginnen der Beobachtungsstelle für gesellschaftspolitische Entwicklungen in Europa.

Für die Beobachtungsstelle für gesellschaftspolitische Entwicklungen in Europa
(Projektteam Berlin)
Sabrina Stula

1. Programme

Active Ageing in Europe – Senior Citizens and Volunteering Expert Meeting on Innovative Policies for Senior Citizens and Generations

Monday, 28 November 2011

Deutscher Verein für öffentliche und private Fürsorge e.V., Berlin

10:30–11:00	Welcome coffee
11:00–11:15	<p>Welcoming address Michael Löher, German Association for Public and Private Welfare</p> <p>Opening Christoph Linzbach, German Federal Ministry for Family Affairs, Senior Citizens, Women and Youth</p>
11:15–11:45	<p>Results of the Monitor of European Policies on Senior Citizens Kathrin Linz-Dinchel/Sabrina Stula, Observatory for Sociopolitical Developments in Europe</p>
Senior Citizens and Volunteering in Europe	
11:45–12:30	<p>Keynote speech: Senior Citizens and Volunteering in Europe Anja Ehlers, TU Dortmund</p>
12:30–14:00	<p>Exchange of experiences on ways to promote volunteering by senior citizens (tour de table) Representatives of the Member States</p> <p>Discussion Chair: Prof. Dr. Gerhard Naegele, TU Dortmund</p>
14:00–15:00	Buffet Lunch
Active Ageing in Europe	
15:00–15:15	<p>Key aspects of the Polish Council Presidency Marzena Breza, Ministry of Labour and Social Policy</p>
15:15–16:30	<p>National subjects of interest for EY 2012 (tour de table) Representatives of the Member States</p> <p>Exchange Chair: Prof. Dr. Gerhard Naegele, TU Dortmund</p>
16:30–16:45	<p>Conclusion and closing remarks Mark Kamperhoff, German Federal Ministry for Family Affairs, Senior Citizens, Women and Youth</p>

Chair: Prof. Dr. Gerhard Naegele, University for Applied Sciences (TU) of Dortmund



2. Programm

Aktives Altern in Europa – Bürgerschaftliches Engagement älterer Menschen

Expertentreffen zum Austausch über innovative Generationen-
und Seniorenpolitiken

Montag, 28. November 2011

Deutscher Verein für öffentliche und private Fürsorge e.V., Berlin

10:30–11:00	Begrüßungskaffee
11:00–11:15	Grußwort Michael Löher, Deutscher Verein für öffentliche und private Fürsorge e.V. Eröffnung Christoph Linzbach, Bundesministerium für Familie, Senioren, Frauen und Jugend
11:15–11:45	Ergebnisse aus dem Monitor für Senioren- und Generationenpolitiken in Europa Kathrin Linz-Dinchel/Sabrina Stula, Beobachtungsstelle für gesellschaftspolitische Entwicklungen in Europa
Bürgerschaftliches Engagement älterer Menschen in Europa	
11:45–12:30	Bürgerschaftliches Engagement älterer Menschen in Europa Anja Ehlers, TU Dortmund
12:30–14:00	Erfahrungsaustausch über Möglichkeiten zur Förderung des Engagements älterer Menschen in Europa (tour de table) Vertreter/innen der Mitgliedsstaaten Moderation: Prof. Dr. Gerhard Naegele, TU Dortmund
14:00–15:00	Pause mit Imbiss
Aktives Altern in Europa	
15:00–15:15	Präsentation der Schwerpunkte der polnischen Ratspräsidentschaft Marzena Breza, polnisches Ministerium für Arbeit und Sozialpolitik
15:15–16:30	Austausch über nationale Themen der Mitgliedsstaaten für das EJ 2012 (tour de table) Vertreter/innen der Mitgliedsstaaten Moderation: Prof. Dr. Gerhard Naegele, TU Dortmund
16:30–16:45	Zusammenfassung und Schlusswort Mark Kamperhoff, Bundesministerium für Familie, Senioren, Frauen und Jugend

Moderation: Prof. Dr. Gerhard Naegele, TU Dortmund



3. Report of the meeting



Participants of the Expert Meeting

3.1 Volunteering and Active Ageing in Europe: Summary of the Opening Addresses

At the end of the European Year of Volunteering 2011 and shortly before the start of the European Year 2012, this meeting brought together experts from nine European countries, who contributed their experience and expertise from the fields of volunteering and politics for senior citizens to an intensive exchange. The aim of the expert meeting was to discuss possibilities of promoting volunteering by elderly people as well as planned activities for the European Year for Active Ageing and Solidarity between Generations 2012 in order to receive impulses for both the national and the European debate.

Michael Löher welcomed the participants on behalf of the German Association for Public and Private Welfare and emphasized the relevance of the meeting's topic for the debate in Germany. He particularly stressed the fact that demographic change and an ageing society are presenting enormous challenges to politics and local communities in Germany and that the exchange of innovative approaches in generational policies and policies for the elderly within Europe is therefore of great significance.

Christoph Linzbach, representing the German Federal Ministry for Family Affairs, Senior Citizens, Women and Youth, stressed the great willingness of elderly people to volunteer in his welcome address. A 2008 Eurobarometer study has shown that 73 per cent of older employees in Europe are willing to volunteer – but only 44 per cent of retired people actually volunteer¹. According to Christoph Linzbach the common challenge presented to all member states of the EU is to create and support favourable conditions for volunteering in order to release and promote this potential.

Christoph Linzbach pointed out that this topic has already been worked on intensively during the European Year of Volunteering 2011. The efforts undertaken during that year must, however, further be strengthened in the forthcoming year. For the aim of the European Year for Active Ageing and Solidarity between Generations 2012 is to facilitate the creation of

¹ Eurobarometer 2008: Family life and the needs of an ageing population, October 2008, http://ec.europa.eu/public_opinion/flash/fl_247_en.pdf

an active ageing culture in Europe in order to mobilise the potential of the rapidly growing section of the population who are in their late 50s and older.

The Sixth German Government Report on the Elderly showed that the additional life years are perceived more strongly as a gain both for the individual and for society as a whole. There is a growing awareness that the increasing life expectancy is a precious resource that elderly people want to deploy in an active manner, for instance with a voluntary commitment.

Christoph Linzbach listed a whole series of governmental programmes which currently promote the active participation of senior citizens. He stressed how important it was to get through to those elderly people who are not yet involved in voluntary activities. In his presentation he particularly mentioned the action programme “Multi-generational Centres”; the “Voluntary Services for all Generations” and the programme “Active in Old Age.” He also reported that the “National Volunteer Award” this year placed particular emphasis on older volunteers.

As sustainable support for volunteering requires a sound scientific data basis, the Federal Ministry for Family Affairs has undertaken with its “Volunteer Survey” a permanent observation of the scope and forms of volunteering every five years since 1999. According to the 2009 figures, almost 36 per cent of all federal citizens are currently involved in voluntary and unpaid activities. The Volunteer Survey shows a significant increase in volunteering in the age group 50+: People over 60 years are the population group with the largest increase in volunteering since 1999².

According to Linzbach, the Volunteer Survey had also demonstrated another trend: senior citizens are increasingly interested in shaping the community and the local environment they live in, and are willing to take active responsibility for both their own and future generations – as their increased presence in political bodies and committees shows.

Finally, Christoph Linzbach reminded the participants that the European Year 2011 had stimulated important discussions on how to mobilize individual abilities and strengths for the cohesion of our society. The task now lying ahead will be to seize this momentum and transfer it to the forthcoming European Year 2012.

After these words of welcome, **Kathrin Linz-Dinchel** and **Sabrina Stula** (both from the Observatory) presented the results of their study “Monitor of European Policies on Senior Citizens” which reports regularly on current developments in generational policies and policies for the elderly in eight European Member States. In the course of their research Sabrina Stula and Kathrin Linz-Dinchel have found out that in the countries examined the topics of “care”, support for informal carers”, “dementia” and “active ageing” are currently frequently discussed.

The organisation of care is an on-going topic of debate in all countries examined – with differing emphasis. In the eight Member States it is the quantitative and qualitative expansion of care services, the training of staff to provide high quality in care, the protection of the recipients of care, the prevention of the abuse of elderly in care facilities, palliative care, patients’ rights and the organisation and networking of care services on a local level that are the most frequently discussed. One of the crucial questions in all countries currently is how social and healthcare services are to be financed in the future.

² BMFSFJ 2010: *Hauptbericht des Freiwilligensurveys 2009. Zivilgesellschaft, soziales Kapital und freiwilliges Engagement in Deutschland 1999 2004 2009.*

Measures to improve the conditions of informal carers, such as expanding supportive care services, increasing the number of short-term care places, initiating supportive labour policy measures, offering counselling to informal carers and launching information campaigns are a further topic of common interest.

“Dementia” in particular appeared to have increased in significance in national policies for senior citizens in the year 2011. The focus in this context is the adaptation of care services specifically to the needs of persons suffering from dementia and guaranteeing the social participation of both those affected and their relatives.

Kathrin Linz-Dinchel and Sabrina Stula pointed out that their research has brought other topics to light as well. These include the adaptation of living conditions and residential forms for senior citizens, combating violence towards old people, elder abuse and age discrimination and the promotion of volunteering by older people.

Concludingly, Sabrina Stula and Kathrin Linz-Dinchel stressed that the topics currently being discussed in policies for senior citizens in various countries are, at heart, the two biggest challenges of demographic change: how should the provision of care for those people needing help be guaranteed in the future? How could, at the same time, the active social participation of people of all ages be supported? Against this background, volunteering by elderly people is an important topic in national politics, too. The support of elderly persons who wish to remain active until old age serves both the individual well being and the interests of the European societies.

3.2 Promotion of Volunteering by Older People in Europe

During the first part of the meeting the experiences of various European states with volunteering of elderly people were presented and discussed.

In her keynote speech, **Anja Ehlers** presented the most important results of the project “Measures for Social Inclusion of the Elderly”, upon which the EUROFOUND³ publication “Volunteering by older people in the EU” was based. The project included a total of 30 case studies from eleven EU Member States: Denmark, Germany, Finland, France, Italy, Latvia, Lithuania, the Netherlands, Poland, Hungary and the United Kingdom.

The following research questions were at the heart of the study: how may volunteering of senior citizens prevent social exclusion and respectively promote social inclusion? Which are facilitating and hindering factors with respect to volunteering of older people?

Anja Ehlers pointed out that the population group beyond retirement age in Europe is large and growing and measures designed to promote the engagement of this group have been gaining more and more socio-economic importance. Elderly people are a very heterogeneous group of persons with different economic, health and social resources. According to Ehlers, these different conditions and experiences influenced senior citizens’ opportunities and preferences for participation in voluntary activities. For this reason it is important to develop differentiated offers for senior citizens.

Anja Ehlers emphasised that many positive effects of volunteering on elderly people could be demonstrated – for example, enhanced subjective well-being and strengthened self-

³ European Foundation for the Improvement of Living and Working Conditions

esteem, the prevention of social exclusion and loneliness in old age, re-orientation in the context of critical life events as well as direct effects in the context of health promotion.

Firstly, Anja Ehlers described different levels of volunteering in the EU. Involvement in volunteering has been traditionally higher in the Nordic countries than in Southern Europe. She did, however, point out that it had been difficult to find reliable data upon which to base a comparison of countries. Already existing studies were based upon national surveys. For this reason the respective national participation rates were only comparable to a limited extent on account of different approaches, i.e. measurement methods and target groups.

Following that, she described various good practice examples of senior citizens' voluntary activities on a local level. The case studies showed a broad spectrum of opportunities for the elderly to become involved in volunteering – way beyond the traditional age-related topics such as support for frail or sick elderly persons.

Important factors for the promotion of volunteering by older people are, according to Ehlers:

- reliable funding of voluntary initiatives,
- professional support of volunteering activities by salaried staff (e.g. for training, counselling and administration),
- plus constant political support that has a decisive influence upon the provision of the necessary financial, personnel and material resources.

The development of tailor-made and target-group-oriented recruitment and retention strategies for older volunteers is, according to Ehlers, particularly important. So-called "gate keepers" can decisively enhance the effectiveness of such strategies. Gate keepers are active, highly-motivated and committed individuals who establish direct contact with potential volunteers, for instance family members, friends and neighbours.

It is furthermore a matter of importance that promotional programmes and activities refer to both the real life situations and the biographies of the target group. As many senior citizens were of the opinion that they did not have very much to offer, preparatory courses for elderly people could help the latter to become aware of their own resources and potential. They would, with the aid of such courses, be able to learn that their life experience and skills represent a valuable resource to society.

According to Ehlers, it should also be taken into account that the participation in voluntary activities at a later stage in life is much more likely among those people who have made similar experiences in their younger years. Thus, opportunities should be sought how to promote voluntary work systematically at an earlier stage in peoples' lives.

Summing up, Anja Ehlers concluded that volunteering of elderly citizens represents an important social resource in an ageing society. This must be politically recognised and constantly promoted as well as embedded into a comprehensive policy for senior citizens. Attention should be paid to the fact that the measures should be embedded in the country- and/or local-specific dominant traditions and culture of volunteering.

In the following discussion the participants exchanged experiences about the promotion of voluntary activities among senior citizens. It became clear that the Member States have different participation rates of senior citizens. One reason for this is different measurement

methods and different data resources. Another reason is the fact that there are different volunteering traditions in the European countries. Traditionally, the participation rate is higher in countries such as the United Kingdom or the Netherlands. In most of the countries in Central and Eastern Europe, on the other hand, the level of participation is lower due to the fact that in these countries the civil societies – following the frequently obligatory activities under their socialist regimes – are still in the development process. Differences may finally also result from the fact that in some countries a different attitude is taken towards community activities and volunteering more commonly takes place informally, among families, friends and neighbours⁴.

A common trend regarding the consequences of demographic change for volunteering is that the nature and extent of volunteering by elderly people is changing. On the one hand volunteers on the whole are older in all the countries. On the other it is getting more difficult in all countries to find people who are willing to volunteer for the long-term. Furthermore, alongside the traditional honorary office, project-related volunteering forms are on the increase amongst the older generation. Personal motives for volunteering are also playing an increasingly important part. Finally, many elderly persons are also volunteering informally, for example caring for sick and dependent relatives or looking after their grandchildren. Concerning the ways into engagement of elder volunteers, the experts reported that the majority are volunteering, because they have been approached personally or their own life situation has changed dramatically, for example following the death of their life partner.

Concerning suitable measures for promoting voluntary activities among elderly citizens it was stated that, in some states, this is taking place within the context of general volunteer promotion strategies. Targeted strategies specifically designed to promote voluntary activities of elderly people at a national level are rare. The majority of countries promote volunteering of elderly people by means of national volunteer programmes, as well as through the provision of information and the establishment of activity centres as local contact points.

In terms of their content the national volunteer programmes set different priorities. In the Czech Republic a promotional programme is to be called into life in 2012 in order to assist non-governmental organisations in recruiting older volunteers. In the United Kingdom the “Retired and Senior Volunteering Programme” is being run, which offers possibilities for volunteering in their own local environment to the generation 50+. Furthermore, the programme “Ageing well” has been running since 2010 with the intent of supporting local authorities in their endeavours to improve services offered to elderly citizens, to promote voluntary commitment of the elderly in their local communities and to combat social isolation of the elderly.

In Austria, the European SLIC⁵-project offers people over the age of 50 who are no longer in the workforce the possibility of receiving initial guidance towards future voluntary engagement. In Spain, the voluntary commitment of senior citizens is being promoted e.g. by specific educational university courses or so-called “Third Age Classrooms”. The “Third Age Classrooms” programme, which various organisations offer nationwide, encompasses social activities in addition to academic training. Projects such as „Generations together” in the United Kingdom or the “Voluntary Services for all Generations” and the programme “Multi-generational Centres” in Germany are emphasizing the generation-spanning aspect.

4 For further details please refer to: Angermann, Annette/Sittermann, Birgit (2010): *Volunteering in the Member States of the European Union - Evaluation and Summary of Current Studies. Working paper no. 5 of the Observatory for Sociopolitical Developments in Europe*, http://www.sociopolitical-observatory.eu/uploads/tx_aebgppublications/Working_Paper_no_5_Observatory_Volunteering_in_the_EU_Evaluation_Current_Studies.pdf.

5 Sustainable learning in the community

The discussion also revealed that the topic is still not receiving sufficient public attention in many Member States. One possible way the experts saw of increasing society's awareness and allowing the committed persons to gain public recognition in the public awarding of prizes (e.g. the Democracy Prize in Finland, the Spanish "IMSERO Infanta Cristina Award"; the British "Queen's Award for Voluntary Service" or the German Engagement Award).

A central success factor for recruiting senior citizens as volunteers is approaching them specifically and addressing their wishes and inclinations in order to set up appropriate and attractive offers. The participants stated that it is of particular importance to develop differentiated approaches in order to do justice to the heterogeneity of this population group in terms of their age (specific offers for the "young elderly" and those in advanced age), state of health, level of education as well as socio-economic and cultural background.

The participants identified structural and personal barriers that could hinder the commitment of elderly people. Structural barriers are, for example, the limited time resources available to elderly citizens as a result of their prolonged working lives and care obligations in their immediate surroundings. Senior citizens perform quite considerable supportive care services of which the general public is often not fully aware of. Personal factors that hinder such commitment might be insufficient information, existing stereotypes of volunteering and a lack of self-confidence of the potential volunteers.

How might the Member States lower these barriers? In the United Kingdom the active incorporation of elderly citizens in political processes is being promoted through so-called Advisory Forums on Ageing. These forums, which have been taking place at national and regional level since 2009 are intended to guarantee that the voice of the elderly – true to the motto "Nothing About Us Without Us" – is heard and taken into consideration.

The establishment and expansion of local contact points, which create meeting opportunities and help setting up social networks, is also increasing the involvement of elderly citizens in the opinion of the participants. A further important factor is access to information for the elderly about how they might become involved. In Finland, for example, there is a website⁶, on which those interested may inform themselves about existing offers.

The participants also discussed the recruitment of senior citizens in the transition to retirement. Some participants stated that experience would teach that those who had already been committed in their younger days would continue to be so. That is why people should already be addressed earlier in their working lives. One possibility would be to develop tailor-made offers together with trade unions and companies.

The effects of the economic crisis were named as a further factor making the readiness of the elderly for volunteering more difficult, as senior citizens had to carry on working for longer in order to secure their incomes in old age. Additionally, the crisis resulted in fewer public funding possibilities being available and private sponsors were becoming increasingly important in this regard.

⁶ www.vapaaehtoiseseniorina.fi

3.3 Active Ageing in Europe

During the second part of the expert meeting the exchange on planned activities of the Member States for the European Year 2012 was at the fore of the debate.

In her introduction, **Marzena Breza** from the Polish Ministry of Labour and Social Policy presented central aspects of the Polish EU-Presidency on the topics of volunteering and active ageing.

Concerning volunteering, the Polish presidency placed its main focus upon the support, initiation and promotion of the awareness for the value and importance of voluntary activities in Europe. To this end, various activities in the fields of politics and education were realized in Poland. Under the Polish presidency, Council conclusions regarding the role of voluntary activities in social policy⁷ were adopted in October. In addition, a series of activities and events took place. In September the tour of the European Year 2011 visited Poland. Furthermore, a workshop was held on the topic of measuring voluntary activities. "Preparing a lasting heritage of the European Year of Volunteering 2011" was the title of the official final conference on the European Year 2011 which took place in Warsaw on December 1st and 2nd. On this occasion, the results of the campaign year were reviewed.

Subsequently, Marzena Breza explained that the challenges of an ageing society had been another priority of the Polish EU-Presidency. As Poland, like other Member States, has a low birth rate and an increasing number of senior citizens, this topic has been dealt with in depth. Two Council Resolutions were adopted on those topics. In the Council Resolutions from October 2011⁸ attention is focussed on the improvement of cooperation between bodies and groups dealing with demographic change at the European level. The Council Resolutions of December 2011⁹ emphasise the opportunities presented by an ageing society for the labour market, economy (key word "silver economy") and society.

According to Marzena Breza it is now up to Poland to carry on with the activities that have been initiated. The national programme for the European Year 2012 is focussed upon a multidimensional approach towards the promotion of active ageing, enhancing solidarity between generations and intensified cooperation between national, regional and local levels.

During the subsequent exchange the participants reported on the national preparations for the European Year 2012. The official opening of the European Year will take place under Danish EU-Presidency on January 18th and 19th in Copenhagen. Concerning the setting of national priorities it became evident that many Member States wish to continue to focus upon the aspect of voluntary activities of senior citizens in the coming year in order to establish synergy effects between the two European Years. For this reason, in the United Kingdom, the final event of the European Year 2011 will incorporate an opening discussion on the European Year 2012. In Austria, for example, a fair will be held on this topic at the end of the year. A further important common major focal point is the promotion of intergenerational activities. In the Netherlands, for example, there is a plan for an eight page supplement to the metro magazine is to be jointly compiled by young and elderly authors. In 2012, the British organisation "Grandparents Plus," funded by Calouste Gulbenkian Foundation

7 *Conclusions of the Council of the European Union on to the Role of Voluntary Activities in Social Policy, October 3rd 2011, 14552/11.*

8 *Conclusions of the Council of the European Union on "Managing demographic challenges: Institutional cooperation of the Member States on demographic issues and reconciliation of work and family life – towards compatibility of career and family," October 3rd 2011, 14553/11.*

9 *Conclusions of the Council of the European Union on "Ageing as an opportunity for the labour market and for the development of social services and community activities," 1st and 2nd of December 2011, 16474/11.*

and working with the Institute of Gerontology at King's College London, is examining how the role of grandparents within the family context varies across Europe and how different family policy environments help shape these roles. The study covers ten European Member States. In some states, the focus for European Year 2012 will be on the situation of elderly workers, particularly in Finland and in the United Kingdom – as well as in Germany, where, the potential that elderly citizens represent for the economy will be one of the national focal points. In Spain and the Czech Republic, good practice examples of active ageing will be collected over the course of the year. In Spain this will be done online on the website of the responsible ministry. Furthermore, a video clip will be filmed to accompany the European Year which will be presented at all main activities taking place throughout the year. In the Czech Republic a brochure containing the collected examples is planned for 2013.

In order to guarantee the sustainability of the planned actions, the Member States are relying upon a broad spectrum of stakeholders. It is of particular importance to the Member States that the civil societies and the various levels (national, regional and local) within member states should be incorporated. In order to guarantee the participation of these stakeholders, some Member States founded networks and committees or organized joint meetings for the preparations of the European Year. This is the case in Poland, Spain and the Czech Republic. In some countries, as in Germany and the Czech Republic, specific promotional programmes have been set up with which projects submitted by civil society will be financed. In many Member States specific websites or sections within the sites of their ministries are or will be set up on which planned activities and conferences will be published and viewed.

Finally, the experts discussed about different concepts of active ageing. It was of particular importance to the participants that the promotion of active ageing should not be restricted to the labour market. It is rather the case that the active role played by elderly citizens in society, for example through voluntary commitment, should be emphasized. One participant reported that the Employment and Social Affairs Council had invited the Member States and the European Commission to adopt, by the end of 2012, common principles in support of active ageing that would cover employment, participation in society and healthy, independent and dignified living.

Kathrin Linz-Dinchel and Sabrina Stula

Tagungsbericht



Teilnehmende des Expert/innentreffens

3.4 Bürgerschaftliches Engagement und Aktives Altern in Europa: Zusammenfassung der Eröffnungsreden

Zum Ende des Europäischen Jahres der Freiwilligentätigkeit 2011 und kurz vor Beginn des Europäischen Jahres 2012 brachte das Expert/innentreffen Teilnehmende aus neun europäischen Ländern mit ihren Erfahrungen und ihrem Expertenwissen aus den Bereichen Bürgerschaftliches Engagement und Seniorenpolitik für einen intensiven fachlichen Austausch zusammen. Ziel des Treffens war es, sich über die Möglichkeiten zur Förderung des Bürgerschaftlichen Engagements älterer Menschen sowie über die Themenstellungen im Europäischen Jahr für aktives Altern und Solidarität zwischen den Generationen 2012 auszutauschen, um Impulse für die nationale und die europäische Diskussion zu erhalten.

Michael Löher begrüßte die Teilnehmerinnen und Teilnehmer im Namen des Deutschen Vereins für öffentliche und private Fürsorge und wies auf die Zentralität des Themas in der deutschen Diskussion hin. Er betonte insbesondere, dass der demografische Wandel und eine alternde Gesellschaft Politik und Gemeinwesen in Deutschland vor große Herausforderungen stelle und daher der europäische Austausch zu innovativen Ansätzen in der Senioren- und Generationenpolitik von großer Bedeutung sei.

Als Vertreter des Bundesministeriums für Familie, Senioren, Frauen und Jugend unterstrich **Christoph Linzbach** in seiner Eröffnungsrede die große Bereitschaft von älteren Menschen sich bürgerschaftlich zu engagieren. Eine Eurobarometer Studie aus dem Jahr 2008 zeigt, dass 73 Prozent der befragten älteren Arbeitnehmerinnen und Arbeitnehmer in Europa sich bürgerschaftlich engagieren wollen, jedoch nur 44 Prozent der Rentnerinnen und Rentner dies de facto tun¹⁰. Laut Christoph Linzbach sei es daher eine gemeinsame Herausforderung aller EU-Mitgliedsstaaten, die Rahmenbedingungen für das Bürgerschaftliche Engagement so zu gestalten, dass die vorhandenen Potenziale auch eingebracht werden könnten.

¹⁰ Eurobarometer 2008: Family life and the needs of an ageing population, Oktober 2008, http://ec.europa.eu/public_opinion/flash/fl_247_en.pdf

Christoph Linzbach hob hervor, dass dieses Thema bereits während des Europäischen Jahres der Freiwilligentätigkeit 2011 intensiv behandelt worden sei. Die unternommenen Anstrengungen müssten jedoch insbesondere im nächsten Jahr weitergeführt werden. Denn Ziel des Europäischen Jahres für Aktives Altern und Solidarität zwischen den Generationen 2012 sei es, die Schaffung einer Kultur des Aktiven Alterns in Europa zu erleichtern, um gerade das Potenzial der rasch wachsenden Bevölkerungsgruppe der Menschen im Alter von Ende 50 und älter zu mobilisieren.

Der sechste Altenbericht zeige, dass die gewonnenen Jahre heute in Deutschland stärker als Gewinn für den Einzelnen wie auch für die Gesellschaft insgesamt betrachtet werden. Es gebe ein Bewusstsein dafür, dass die gewonnene Lebenszeit eine kostbare Ressource ist, die ältere Menschen beispielsweise in Form des Freiwilligenengagements nutzen wollen.

Christoph Linzbach führte eine Reihe von Bundesprogrammen an, mit denen die Bundesregierung die Beteiligung älterer Menschen derzeit fördert. Dabei unterstrich er, dass es wichtig sei, diejenigen unter den älteren Menschen zu erreichen, die sich derzeit noch nicht engagierten. Er ging in seiner Darstellung insbesondere auf das Aktionsprogramm Mehrgenerationenhäuser, die Freiwilligendienste aller Generationen sowie das Programm Aktiv im Alter ein. Zudem berichtete er, dass der deutsche Engagementpreis in diesem Jahr einen speziellen Fokus auf ältere Freiwillige setze.

Da eine nachhaltige Förderung des Bürgerschaftlichen Engagements eine solide wissenschaftliche Datengrundlage benötigt, nimmt das Bundesfamilienministerium seit 1999 mit dem Freiwilligensurvey im fünfjährigen Rhythmus eine Dauerbeobachtung zu Umfang und Ausprägungen des freiwilligen Engagements vor. Laut den Ergebnissen von 2009 engagieren sich derzeit knapp 36 Prozent aller Bundesbürgerinnen und Bundesbürger freiwillig und unentgeltlich. Der Freiwilligensurvey zeigt einen klaren Anstieg des Bürgerschaftlichen Engagements der Altersgruppe 50+: Menschen ab 60 Jahren sind die Bevölkerungsgruppe mit dem deutlichsten Anstieg des Bürgerschaftlichen Engagements seit 1999¹¹.

Der Freiwilligensurvey zeigte laut Linzbach einen weiteren Trend: Seniorinnen und Senioren seien in immer stärkerem Maße an der Mitgestaltung des Gemeinwesens in ihrem Umfeld interessiert und seien bereit, Verantwortung für die eigene und die nachwachsenden Generationen zu übernehmen – wie der Anstieg ihrer Präsenz in politischen Gremien und Ausschüssen zeige.

Abschließend rief Christoph Linzbach den Teilnehmenden ins Gedächtnis, dass das Europäische Jahr 2011 die wichtige Diskussion angeregt habe, wie die Kräfte des Einzelnen für den Zusammenhalt der Gesellschaft mobilisiert werden könnten. Die Aufgabe bestehe nun darin, diesen Impuls aufzugreifen und ins Europäische Jahr 2012 weiterzutragen.

Nach den Grußworten präsentierten **Kathrin Linz-Dinchel** und **Sabrina Stula** (beide Beobachtungsstelle) Ergebnisse ihrer Untersuchung „Monitor Europäische Seniorenpolitiken“, mit der im regelmäßigen Abstand aktuelle Entwicklungen in den Generationen- und Seniorenpolitiken in acht europäischen Mitgliedsstaaten abgebildet werden. Im Verlauf der Re-

¹¹ BMFSFJ 2010: Hauptbericht des Freiwilligensurveys 2009. Zivilgesellschaft, soziales Kapital und freiwilliges Engagement in Deutschland 1999 2004 2009.

cherche haben Sabrina Stula und Kathrin Linz-Dinchel festgestellt, dass aktuell in den untersuchten Ländern besonders häufig die Themen „Pflege“, „Unterstützung pflegender Angehöriger“, „Demenz“ und „Aktives Altern“ diskutiert werden.

Die Organisation von Pflege ist ein dauerhaftes Thema in allen untersuchten Staaten – mit unterschiedlichen Schwerpunkten. Besonders häufig wird in den acht Mitgliedsstaaten der quantitative und qualitative Ausbau von Pflegedienstleistungen, die Aus- und Weiterbildung von Pflegepersonal, der Schutz vor Missbrauch von Pflegeempfängern, Palliativpflege, Patientenrechte und die Organisation und Vernetzung von Pflegedienstleistungen auf lokaler Ebene thematisiert. Zentral ist dabei in allen Ländern die Frage nach der zukünftigen Finanzierung der Pflege- und Gesundheitsdienstleistungen.

Maßnahmen, die in erster Linie darauf abzielen, die Bedingungen für pflegende Angehörige zu verbessern, sind ein weiteres gemeinsames Thema. Die Bedingungen sollen beispielsweise durch den Ausbau von unterstützenden Dienstleistungen und von Kurzzeitpflegeplätzen, Initiierung von unterstützenden Beratungsangeboten und arbeitsmarktpolitischen Maßnahmen sowie durch Informationskampagnen verbessert werden.

Insbesondere das Thema „Demenz“ scheint im Jahr 2011 in den nationalen Seniorenpolitiken an Bedeutung gewonnen zu haben. Hierbei ging es vor allem darum, Pflege- und Gesundheitsdienstleistungen speziell auf die Bedürfnisse von Menschen, die an einer Demenzerkrankung leiden, anzupassen und die gesellschaftliche Teilhabe der Betroffenen und ihrer Angehörigen zu sichern.

In der Recherche sind weitere Themen ins Auge gefallen, die in der Diskussion um seniorenpolitische Maßnahmen in den untersuchten Ländern aktuell diskutiert werden. Hierzu zählt die Anpassung des Wohnens und der Wohnformen für Seniorinnen und Senioren, damit diese bis in hohe Lebensalter im eigenen Heim leben können; der Kampf gegen Missbrauch, Altersdiskriminierung und anderen Formen von Gewalt gegenüber älteren Menschen und die Förderung des freiwilligen Engagements älterer Menschen.

Im Fazit ihres Vortrags verwiesen Sabrina Stula und Kathrin Linz-Dinchel darauf, dass die aktuellen Themen, die in den Seniorenpolitiken verschiedener Länder diskutiert werden, im Kern die zwei größten Herausforderungen im Umgang mit dem demografischen Wandel darstellen: Wie soll in Zukunft die Organisation von Pflege für die Menschen gewährleistet werden, die Hilfe brauchen und gleichzeitig die aktive gesellschaftliche Teilhabe für Menschen jeden Alters ermöglicht werden?

Auch vor diesem Hintergrund ist das Engagement älterer Menschen gegenwärtig ein Thema in den nationalen Politiken. Die Unterstützung der älteren Menschen, die bis ins hohe Alter aktiv bleiben wollen, dient sowohl der Förderung des Einzelnen, wie auch den Interessen der europäischen Gesellschaften, die auf eine starke und aktive Beteiligung ihrer älteren Bevölkerung zunehmend angewiesen sind.

3.5 Förderung des Bürgerschaftlichen Engagements älterer Menschen in Europa

Im ersten Teil des Treffens wurden Erfahrungen verschiedener europäischer Staaten zum Thema Bürgerschaftliches Engagement älterer Menschen vorgestellt und diskutiert.

Anja Ehlers präsentierte in ihrem Einführungsvortrag zentrale Ergebnisse des Projekts „Maßnahmen zur sozialen Inklusion älterer Menschen“, auf der die Publikation „Freiwilligentätigkeit älterer Menschen in der EU“ der EUROFOUND¹²-Stiftung basiert. Das Projekt umfasste insgesamt 30 Fallstudien über Freiwilligentätigkeit älterer Menschen aus elf EU-Mitgliedsstaaten: Dänemark, Deutschland, Finnland, Frankreich, Italien, Lettland, Litauen, den Niederlanden, Polen, Ungarn und dem Vereinigten Königreich.

Folgende Forschungsfragen standen im Zentrum der Studie: Wie kann Freiwilligentätigkeit älterer Menschen soziale Ausgrenzung verhindern und gesellschaftliche Inklusion fördern? Welche Faktoren wirken sich fördernd, welche hemmend auf das Engagement aus?

Anja Ehlers machte deutlich, dass die Bevölkerungsgruppe in Europa, die den Arbeitsmarkt verlassen habe, wachse und Maßnahmen zur Förderung des Engagements dieser Gruppe eine steigende sozio-ökonomische Bedeutung zukomme. Dabei müsse im Blick behalten werden, dass es sich um eine sehr heterogene Personengruppe, bezüglich ihrer wirtschaftlichen, gesundheitlichen und sozialen Ressourcen, handele. Diese unterschiedlichen Bedingungen und Erfahrungen beeinflussten die Möglichkeiten und Neigungen für die Teilnahme an Freiwilligentätigkeiten. Daher müssten differenzierte Angebote für ältere Menschen entwickelt werden.

Sie betonte, dass sich viele positive Auswirkungen der Freiwilligentätigkeit älterer Menschen nachweisen ließen – etwa ein gesteigertes Wohlbefinden und ein gestärktes Selbstwertgefühl bei älteren Menschen, die Prävention von sozialer Exklusion und Einsamkeit im Alter, Möglichkeit zur Neuorientierung bei besonders kritischen Lebensereignissen ebenso wie gesundheitsfördernde Effekte.

Zunächst stellte Anja Ehlers den unterschiedlichen Umfang des Bürgerschaftlichen Engagements in den EU-Mitgliedsstaaten dar. Im Allgemeinen sei Bürgerschaftliches Engagement in den nordischen Staaten stärker verbreitet als in Südeuropa. Sie wies jedoch darauf hin, dass es schwierig sei, verlässliche Daten für einen Ländervergleich zu finden. Die existierenden Studien basierten auf nationalen Erhebungen. Daher seien die jeweiligen nationalen Engagementquoten aufgrund ihrer unterschiedlichen Definitionen und Erhebungsmethoden nur sehr eingeschränkt vergleichbar.

Im Folgenden präsentierte sie verschiedene Praxisbeispiele zur Förderung des Bürgerschaftlichen Engagements und der sozialen Integration älterer Menschen auf lokaler Ebene. Die Fallstudien zeigten ein breit gefächertes Spektrum an Möglichkeiten für ältere Menschen, sich zu engagieren – weit über die traditionellen altersbezogenen Themen, wie die Unterstützung für gebrechliche oder kranke ältere Menschen, hinaus.

Wichtige Faktoren, um das Bürgerschaftliche Engagement älterer Menschen zu fördern, sind laut Ehlers:

- eine verlässliche Finanzierung von Freiwilligeninitiativen,
- die professionelle Unterstützung der Freiwilligenarbeit durch bezahltes Personal (etwa für Aus- und Fortbildungsmaßnahmen, Beratung und Verwaltung),

¹² European Foundation for the Improvement of Living and Working Conditions

- sowie eine konstante politische Unterstützung, die die Bereitstellung von den nötigen finanziellen, personellen und materiellen Ressourcen maßgeblich beeinflusse.

Die Erarbeitung von maßgeschneiderten und zielgruppenorientierten Anwerbe- und Bindungsstrategien für ältere Freiwillige sei besonders wichtig. Die Effektivität solcher Strategien lasse sich durch sog. „Gatekeepers“ maßgeblich erhöhen. Es handelt sich dabei um aktive und motivierte einzelne Engagierte, die den direkten Kontakt zu potentiellen Freiwilligen herstellen, indem sie Familienangehörige, Freunde und Nachbarn dazu einladen und motivieren, sich ebenfalls zu engagieren.

Bei der Konzipierung von Förderprogrammen und -maßnahmen sei des Weiteren wichtig, die spezifischen Lebenswelten und Biographien der Zielgruppe im Blick zu haben. Vorbereitungskurse für ältere Menschen würden dabei helfen diese für ihre Ressourcen und Potenziale zu sensibilisieren. Denn viele Seniorinnen und Senioren seien der Meinung, sie hätten wenig anzubieten. Sie könnten durch solche Kurse erfahren, dass ihre Lebenserfahrung eine bedeutende Ressource für die Gesellschaft darstelle.

Zudem sei zu beachten, dass die Teilnahme an Freiwilligentätigkeiten in einem späteren Lebensabschnitt mit einer höheren Wahrscheinlichkeit dann erfolge, wenn Menschen entsprechende Erfahrungen bereits in jüngeren Jahren gemacht hätten. Daher sollte nach Möglichkeiten gesucht werden, Freiwilligentätigkeit bereits früher im Lebenslauf systematisch zu fördern.

Zusammenfassend resümierte Anja Ehlers, dass das Bürgerschaftliche Engagement älterer Menschen in einer alternden Gesellschaft eine bedeutende gesellschaftliche Ressource darstelle. Diese müsse politisch anerkannt und konstant beworben sowie in eine umfassende Seniorenpolitik eingepasst werden. Dabei sei darauf zu achten, dass die Angebote den spezifischen Traditionen und Kulturen des Landes entsprächen.

Im Anschluss diskutierten die Teilnehmenden Möglichkeiten zur Förderung des Bürgerschaftlichen Engagements älterer Menschen. Dabei wurde zunächst deutlich, dass die Mitgliedsstaaten unterschiedliche Engagemenquoten älterer Menschen aufweisen. Grund hierfür sind zum einen verschiedene Erhebungsmethoden und Datenlagen. Zum anderen gibt es in den Ländern unterschiedliche Engagementstraditionen. Traditionell ist das Engagement besonders hoch in Ländern wie dem Vereinigten Königreich oder den Niederlanden. In den mittel- und osteuropäischen Staaten ist es hingegen geringer, da sich in diesen Staaten die Zivilgesellschaften – nach den oft verpflichtenden bürgerschaftlichen Aktivitäten im sozialistischen Regime – erst noch im Aufbau befinden. Unterschiede können schließlich auch daraus resultieren, dass in manchen Staaten eine andere Einstellung zu Bürgerschaftlichem Engagement herrscht und Freiwilligentätigkeiten stärker im informellen Bereich, im Familien-, Freundes- und Bekanntenkreis stattfinden¹³.

Als gemeinsamer Trend in Bezug auf die Folgen des demografischen Wandels für das Bürgerschaftliche Engagement zeigte sich in der Diskussion, dass sich Art und Umfang des Freiwilligenengagements von älteren Menschen wandeln. Zum einen werden Freiwillige in den Ländern insgesamt älter. Zum anderen wird es länderübergreifend schwieriger, neue Freiwillige zu gewinnen, die sich langfristig binden wollen. Des Weiteren nehmen neben dem klassi-

¹³ Hierzu ausführlicher: Angermann, Annette/Sittermann, Birgit (2010): Bürgerschaftliches Engagement in den Mitgliedsstaaten der Europäischen Union - Auswertung und Zusammenfassung aktueller Studien. Arbeitspapier Nr. 5 der Beobachtungsstelle für gesellschaftspolitische Entwicklungen in Europa, http://www.beobachtungsstelle-gesellschaftspolitik.de/uploads/tx_aebgpublications/Arbeitspapier_5_BEO_BE_in_27Eu-Mitgliedsstaaten_Nov2010.pdf.

schen Ehrenamt auch bei der Gruppe der älteren Engagierten projektbezogene Beteiligungsformen zu. Persönliche Motive beim Engagement älterer Menschen spielen ebenso eine gewichtigere Rolle. Schließlich engagieren sich ältere Menschen auch stark informell, beispielsweise in der Pflege von Verwandten oder bei der Betreuung ihrer Enkelkinder.

Was den Zugang zum Engagement betrifft, so berichteten die Expertinnen und Experten, dass die meisten Engagierten ihren Weg entweder durch persönliche Ansprache ins Bürgerschaftliche Engagement fänden, oder wenn sich die Lebenssituation dramatisch verändere, wie beispielsweise durch den Tod des Lebenspartners.

In der Diskussion um geeignete Maßnahmen zur Förderung des Bürgerschaftlichen Engagements älterer Menschen zeigte sich, dass dieses in einigen Staaten im Rahmen allgemeiner nationaler Engagementstrategien erfolgt. Gezielte Strategien speziell zur Förderung des Engagements Älterer werden auf nationaler Ebene seltener aufgelegt. Vielmehr fördert die Mehrzahl der Länder das Bürgerschaftliche Engagement älterer Menschen über nationale Programme, ebenso wie durch die Bereitstellung von Informationen und die Etablierung von zentralen Anlaufpunkten vor Ort.

Inhaltlich setzen die präsentierten nationalen Förderprogramme unterschiedliche Schwerpunkte: In der Tschechischen Republik wird 2012 ein Förderprogramm gestartet, um zivilgesellschaftliche Organisationen allgemein bei der Gewinnung von älteren Freiwilligen zu unterstützen. Im Vereinigten Königreich läuft das „Retired and Senior Volunteering Programme“, das darauf abzielt, der Generation 50+ Engagementmöglichkeiten in ihrem lokalen Umfeld zu bieten. Zudem gibt es seit 2010 das Programm „Ageing well“, das lokale Behörden dabei unterstützen soll, Dienstleistungsangebote für ältere Menschen zu verbessern, das Bürgerschaftliche Engagement Älterer vor Ort weiterzuentwickeln und damit die soziale Isolation Älterer zu bekämpfen. In Österreich bietet das europäische SLIC¹⁴-Projekt Menschen ab 50 Jahren, die nicht mehr im Berufsleben stehen, die Möglichkeit einer ersten Orientierungshilfe für zukünftige freiwillige Mitarbeit. In Spanien wird das Bürgerschaftliche Engagement älterer Menschen beispielsweise durch spezielle Bildungsangebote an Universitäten oder sog. „Third Age Classrooms“ gefördert.

Dieses Programm, das landesweit von verschiedenen Trägern angeboten wird, umfasst neben akademischer Ausbildung auch gemeinsame soziale Aktivitäten. Den generationenübergreifenden Aspekt betonen Projekte wie „Generations together“ im Vereinigten Königreich oder die „Freiwilligendienste aller Generationen“ und das Förderprogramm „Mehrgenerationenhäuser“ in Deutschland.

Die Diskussion zeigte zudem, dass das Thema nach Meinung der Expertinnen und Experten in vielen Mitgliedsstaaten noch nicht ausreichend öffentlich wahrgenommen wird. Eine Möglichkeit die gesellschaftliche Sensibilisierung zu erhöhen und den Engagierten eine öffentliche Anerkennung zu Teil werden zu lassen, wird u.a. in der öffentlichen Verleihung von Preisen (z.B. der Demokratie-Preis in Finnland, der spanische „IMERSO Infanta Cristina Award“, der britische „Queen’s Award for Voluntary Service“ oder der deutsche Engagementpreis) gesehen.

Zentraler Erfolgsfaktor für die Gewinnung älterer Menschen als Freiwillige ist es, diese gezielt anzusprechen und auf deren Wünsche und Neigungen einzugehen, um so passende und attraktive Angebote gestalten zu können. Dabei ist insbesondere ein differenzierter Zu-

¹⁴ Sustainable learning in the community

gang wichtig, um der Heterogenität dieser Personengruppe in Bezug auf Alter (spezifische Angebote für junge Alte und Hochbetagte), Gesundheit, Bildung sowie ihren sozio-ökonomischen und kulturellen Hintergrund gerecht zu werden.

Die Teilnehmenden identifizierten strukturelle und persönliche Barrieren, die das Engagement in den Mitgliedsstaaten hemmen können. Strukturelle Barrieren sind z.B. die knappen Zeitressourcen älterer Menschen aufgrund des verlängerten Erwerbslebens und der Übernahme von Pflegearbeit im nahen Umfeld. Hier erbringen ältere Menschen erhebliche Unterstützungsleistungen, die in der öffentlichen Wahrnehmung oft nicht umfänglich präsent sind. Persönliche Faktoren, die das Bürgerschaftliche Engagement hemmen können, sind mangelnde Information über Möglichkeiten zum Engagement, bestehende Stereotype gegenüber Freiwilligenarbeit sowie mangelndes Selbstbewusstsein der potentiell Engagierten.

Wie können die Mitgliedsstaaten diese Barrieren reduzieren? Im Vereinigten Königreich wird der aktive Einbezug älterer Menschen in politische Prozesse durch die sog. „Advisory Forums on Ageing“ gefördert. Diese Foren, die seit 2009 auf nationaler und regionaler Ebene stattfinden, sollen gewährleisten, dass die Stimme der Älteren – gemäß des Mottos „Nothing About Us Without Us“ – gehört und berücksichtigt werden. Auch der Auf- und Ausbau von zentralen Anlaufstellen vor Ort, die Begegnungsmöglichkeiten schaffen und den Aufbau von Netzwerken ermöglichen, erhöht nach Meinung der Teilnehmenden die Beteiligung älterer Menschen. Ein weiterer wichtiger Faktor ist der Zugang zu Informationen für ältere Menschen über Möglichkeiten sich zu engagieren. Dies erfolgt in Finnland beispielsweise durch eine Internetseite¹⁵, auf der sich Interessierte über bestehende Angebote informieren können.

In der Diskussion um die Gewinnung älterer Menschen beim Übergang ins nachberufliche Leben gaben einige Teilnehmende zu bedenken, dass die Erfahrung zeige, dass Menschen, die früher aktiv waren, sich auch weiterhin engagierten und daher eine gezielte Ansprache bereits während des Erwerbslebens erfolgen müsse. Eine Möglichkeit sei, gezielte Angebote gemeinsam mit Gewerkschaften sowie Unternehmen zu entwickeln.

Die Auswirkungen der Wirtschaftskrise wurden von den Teilnehmenden als weiterer Faktor benannt, der sich erschwerend auf das Bürgerschaftliche Engagement älterer Menschen auswirken kann, da Seniorinnen und Senioren zum einen länger arbeiten müssen, um ihr Einkommen im Alter abzusichern. Zum anderen führt die Krise dazu, dass weniger öffentliche Finanzierungsmöglichkeiten zur Verfügung stehen und daher private Geldgeber im Bereich der Förderung immer wichtiger werden.

15 www.vapaaehtoiseksiseniorina.fi

3.6 Aktives Altern in Europa

Im zweiten Teil der Veranstaltung stand der Austausch zu geplanten Aktivitäten der Mitgliedsstaaten während des Europäischen Jahres 2012 im Vordergrund.

Einführend stellte **Marzena Breza** vom polnischen Ministerium für Arbeit und Sozialpolitik die zentralen Aspekte der polnischen Ratspräsidentschaft zu den Themen Bürgerschaftliches Engagement und Aktives Altern vor.

In Bezug auf das Bürgerschaftliche Engagement lag der Schwerpunkt insbesondere auf der Unterstützung, Initiierung und Förderung des Bewusstseins für den Wert des bürgerschaftlichen Engagements in Europa. Dazu wurden in Polen verschiedene Aktivitäten im Politik- und Bildungsbereich durchgeführt. Unter polnischer Ratspräsidentschaft wurden im Oktober Schlussfolgerungen zur Rolle der Freiwilligentätigkeit in der Sozialpolitik¹⁶ verabschiedet. Es fand zudem eine Reihe von Aktivitäten und Veranstaltungen statt. Im September machte beispielsweise die Tour zum Europäischen Jahr 2011 Station in Polen. Darüber hinaus wurde ein Workshop zur Messung von Freiwilligentätigkeit veranstaltet und die offizielle Abschlusskonferenz zum Europäischen Jahr 2011 unter dem Motto „Aufbau eines nachhaltigen Erbes des Europäischen Freiwilligenjahres 2011“ fand am 1. und 2. Dezember 2011 in Warschau statt. Dort wurden die Ergebnisse des Kampagnenjahres bilanziert.

Im Anschluss erläuterte Marzena Breza, dass die Herausforderungen einer alternden Gesellschaft eine Priorität der polnischen Ratspräsidentschaft gewesen sei. Da Polen, wie auch andere EU-Mitgliedsstaaten, eine geringe Geburtenrate und eine steigende Anzahl älterer Menschen aufweise, befasse man sich intensiv mit den Konsequenzen des demografischen Wandels. Auch zu diesem Thema wurden zwei Ratsschlussfolgerungen verabschiedet. In den Ratsschlussfolgerungen von Oktober 2011¹⁷ wird der Fokus zum einen auf die Verbesserung der Kooperation zwischen Gremien und Gruppen, die sich mit der Thematik auf europäischer Ebene befassen, gelegt. Die Ratsschlussfolgerungen vom Dezember 2011¹⁸ betonen zum anderen die Chancen einer alternden Gesellschaft für Arbeitsmarkt, Wirtschaft (Stichwort „silver economy“) und Gesellschaft.

Laut Marzena Breza gelte es für Polen nun die angestoßenen Aktivitäten weiterzutragen. Das nationale Arbeitsprogramm für das Europäische Jahr 2012 lege seine Schwerpunkte auf einen multidimensionalen Ansatz zur Förderung des Aktiven Alterns, die Förderung der Solidarität zwischen den Generationen und die intensiviertere Kooperation zwischen nationaler, regionaler und lokaler Ebene.

Im anschließenden Austausch berichteten die Teilnehmenden zunächst von den nationalen Vorbereitungen für das Europäische Jahr 2012. Die offizielle Eröffnung wird unter dänischer EU-Ratspräsidentschaft am 18. und 19. Januar in Kopenhagen stattfinden.

Bei der inhaltlichen Schwerpunktsetzung zeigte sich, dass viele Mitgliedsstaaten auch im nächsten Jahr das Thema Bürgerschaftliches Engagement älterer Menschen weiter behandeln werden, um Synergieeffekte zwischen den beiden Jahren herzustellen. Aus diesem

¹⁶ Schlussfolgerungen des Rates der Europäischen Union zur Rolle der Freiwilligentätigkeit in der Sozialpolitik vom 3. Oktober 2011, 14552/11.

¹⁷ Schlussfolgerungen des Rates der Europäischen Union zum Thema „Die institutionelle Zusammenarbeit der Mitgliedstaaten in Fragen der Bevölkerungsentwicklung und der Vereinbarkeit von Berufs- und Familienleben – Karriere und Familie miteinander in Einklang bringen“ vom 3. Oktober 2011, 14553/11.

¹⁸ Schlussfolgerungen des Rates der Europäischen Union zur Alterung als Chance für den Arbeitsmarkt und für die Entwicklung von Sozialdienstleistungen und Gemeinschaftsaktivitäten vom 1. und 2. Dezember 2011, 16474/11.

Grund wird im Rahmen der Abschlussveranstaltung zum Europäischen Jahr 2011 im Vereinigten Königreich eine Eröffnungsdiskussion zum Europäischen Jahr 2012 stattfinden.

In Österreich wird Ende nächsten Jahres beispielsweise eine Messe zu diesem Thema stattfinden. Ein weiterer gemeinsamer Themenschwerpunkt ist die Förderung generationenübergreifender Aktivitäten. In den Niederlanden soll z.B. eine achtseitige Beilage für die U-Bahn-Zeitschrift von jungen und älteren Autoren gemeinsam gestaltet werden. Die britische Organisation „Grandparents Plus“, die von der Calouste Gulbenkian Foundation gegründet wurde und mit dem Institut für Gerontologie am King's College in London zusammenarbeitet, wird 2012 eine Studie über die unterschiedlichen Rollen von Großeltern in Familien und den Einfluss nationaler Familienpolitik auf diese Rollen in zehn europäische Mitgliedsstaaten erstellen. Darüber hinaus wird in Finnland und im Vereinigten Königreich insbesondere die Situation älterer Arbeitnehmer/innen im Fokus stehen – ebenso wie in Deutschland, wo als eines der nationalen Schwerpunktthemen die Potenziale älterer Menschen für die Wirtschaft näher beleuchtet werden sollen. In Spanien und der Tschechischen Republik werden während des Jahres Beispiele guter Praxis zum Aktiven Altern gesammelt. In Spanien geschieht dies online auf der Internetseite des zuständigen Ministeriums. Zudem soll zur Begleitung des Europäischen Jahres ein Videoclip gedreht werden, der dann bei allen Aktivitäten während des Jahres präsentiert werden kann. In der Tschechischen Republik ist für 2013 die Veröffentlichung einer Broschüre mit den gesammelten Beispielen geplant.

Um die Nachhaltigkeit der geplanten Maßnahmen sicherzustellen, setzen die Mitgliedsstaaten bei der Umsetzung der geplanten Aktivitäten auf eine breite Beteiligung von Akteuren. Besonders wichtig ist den Mitgliedsstaaten der Einbezug der Zivilgesellschaft und der unterschiedlichen Ebenen (national, regional und lokal). Um die Beteiligung dieser Akteure zu gewährleisten, wurden zur Vorbereitung des Europäischen Jahres beispielsweise Netzwerke und Komitees gegründet oder gemeinsame Treffen veranstaltet. Dies ist etwa in Polen, Spanien und der Tschechischen Republik der Fall. In einigen Ländern, wie in Deutschland und der Tschechischen Republik, wurden spezielle Förderprogramme aufgelegt, mit denen Projekte zivilgesellschaftlicher Akteure zu den nationalen Schwerpunktthemen gefördert werden können. In vielen Mitgliedsstaaten werden zudem spezielle Internetseiten oder gesonderte Bereiche auf den Seiten der Ministerien eingerichtet, auf denen geplante Aktivitäten und Konferenzen veröffentlicht und eingesehen werden können.

Abschließend diskutierten die Expert/innen über national unterschiedliche Konzepte des Aktiven Alterns. Den Teilnehmenden war insbesondere wichtig, dass die Förderung des Aktiven Alterns nicht allein auf den Arbeitsmarkt verengt werden dürfe. Vielmehr müsse auch die aktive und bedeutende Rolle älterer Menschen für die Gesellschaft, zum Beispiel durch Bürgerschaftliches Engagement, betont werden. Im Sozialschutzausschuss (SPC) sollen die Mitgliedsstaaten im Laufe des nächsten Jahres nach Möglichkeit gemeinsame Prinzipien zum Aktiven Altern erarbeiten.

Kathrin Linz-Dinchel und Sabrina Stula

4. Country Reports

4.1 AUSTRIA

Morning Session:

Promotion of volunteering by senior citizens

Volunteering by senior citizens: What is the situation in your country? Please name recent studies/facts and figures.

providing a lot more than just representation of interest, by supporting e.g. recreation activities and negotiating benefits for elderly people for products and services.

Are there specific ways of promoting the engagement of senior citizens in volunteering in your country (e.g. information and awareness campaigns, events, award schemes etc.)?

First concerted report on volunteering engagement in Austria, 2009

In Austria, the first country-wide study on volunteering engagement (by the NonProfit-Institute of the University on behalf of the Austrian Federal Ministry for Social Affairs, 2009) shows the motivation and extent of voluntary engagement as well as the hindering factors for senior citizens to engage in voluntary work. The target group is split into the group of 50- to 64-years of age and 65- to 79-years, as these groups show some interesting significant differences. From 80 years on, only a handful of seniors are engaged voluntarily.

To promote the engagement of senior citizens in voluntary work is quite new outside the typical and traditional senior and pensioner associations, but it is becoming of increasing importance. As the Austrian report on voluntary work 2009 shows, friends and relatives play the most relevant role in motivating senior citizens in volunteering. Volunteer's centres, agencies and hubs are becoming increasingly interesting for senior citizens offering them information on opportunities to volunteer.

Participating in EU projects

About one third of senior citizens are engaged in voluntary work in Austria, the elder they get, the more the "informal" engagement – not structured by organisations – becomes for them. The fields of activities range from religion, culture and environment to emergency aid and sports. The elder citizens are, the more social activities get important. The motivation to engage voluntarily is mostly the aspect of mental health, solitude and to keep up with life.

Austrian organisations are involved in EU projects for senior citizens and voluntary work:

- SLIC (sustainable learning in the community), with workshops on the regional level offering support for senior citizens in volunteering to profit from an active life
- SEVEN (Senior European Volunteers Exchange Network with 29 partner organisations): Facilitating the intercultural exchange of senior volunteers in Europe.

Former experiences of volunteering seem to be crucial: The earlier people begin with volunteering, the more likely it is to get engaged as a senior citizen.

Are there specific recruitment and retention strategies for senior citizens (e.g. preparatory and training courses)?

Well organised

Senior citizens in Austria are well organised in interest organisations with a variety of clubs and associations for pensioners and seniors,

The above mentioned SLIC project – supported also by the Austrian Federal Ministry for Social affairs – and other current

projects have demonstrated the importance and the challenges of senior citizens volunteering and are building the ground for the strategy how to involve elderly people into community and societal life by voluntary engagement.

The results and insights of projects, studies and debates are discussed on the numerous occasions of conferences and seminars taking place during the year of 2011 and 2012.

What measures are taken to promote favourable conditions for senior citizens in volunteering (e.g. promotional programmes, supportive legislation, funding, infrastructure, and support by professionals)?

As mentioned above, the SLIC project and other projects are co-funded by the Federal Austrian Ministry for Social Affairs to support analyses, research and debate on the aspects of senior citizen's engagement. In addition, the new (and for the first time) law for supporting volunteering will also enhance the conditions for senior citizens regarding insurance and protection questions, appreciation of their engagement and training possibilities.

What are existing legal, insurance and administrative obstacles? What is done to remove those obstacles?

The most hindering aspects for senior citizen's voluntary engagement are on the one hand family- and care obligations and on the other hand the still existing conditions regarding non-insurance and missing training opportunities, especially in rural areas.

Are there special measures to encourage businesses to support older workers' voluntary activities, e.g. through corporate social responsibility measures?

The hope is that the upcoming law for supporting volunteering will solve some of the most urgent problems seen.

Afternoon Session:

National work programmes and activities for EY 2012

Please name planned activities for EY 2012 ideally with a focus on the potential of senior citizens for civil society (e.g. key studies, policy developments and forthcoming conferences and events).

The planned programme for the EY 2012 in Austria will be available soon on the website www.aktivaltern2012.at detailing events, studies and projects. Especially supporting senior citizens in volunteering will be the event of a fair and exhibition for elderly people, a series of local workshops in communities following the successful workshops in the SLIC project and regarding studies there will be a series of scientific conferences and seminars, offering insights into recent analysis of seniors and their engagement.

Details will be available on the website's calendar.

4.2 CZECH REPUBLIC

Morning Session:

Promotion of volunteering by senior citizens

Volunteering by senior citizens: What is the situation in your country? Please name recent studies/facts and figures.

Volunteering by senior citizens is not very common and promoted in our country. We have a Law on volunteering, but its content in relation to seniors is only in the field of receiving help and advisory from volunteers. We don't have lots of studies about volunteering.

One research was realized by civil organization Respect Institute.

According to this research nearly 40% of older people would be interested in volunteering in retirement. This group of potential volunteers contains mainly people between from 50 to 64 years old, people with secondary education and in the view of gender there are interested mainly women. On the contrary in expectation, that people who have sufficient financial background, will be more willing to be involved in voluntary activities, it didn't come true.

We have some senior organizations (NGOs), e.g. Life 90, Svaz duchodcu, which are based

on senior volunteer work. For those NGOs MoLSA prepared the special grant program starting next year.

Are there specific ways of promoting the engagement of senior citizens in volunteering in your country (e.g. information and awareness campaigns, events, award schemes etc.)?

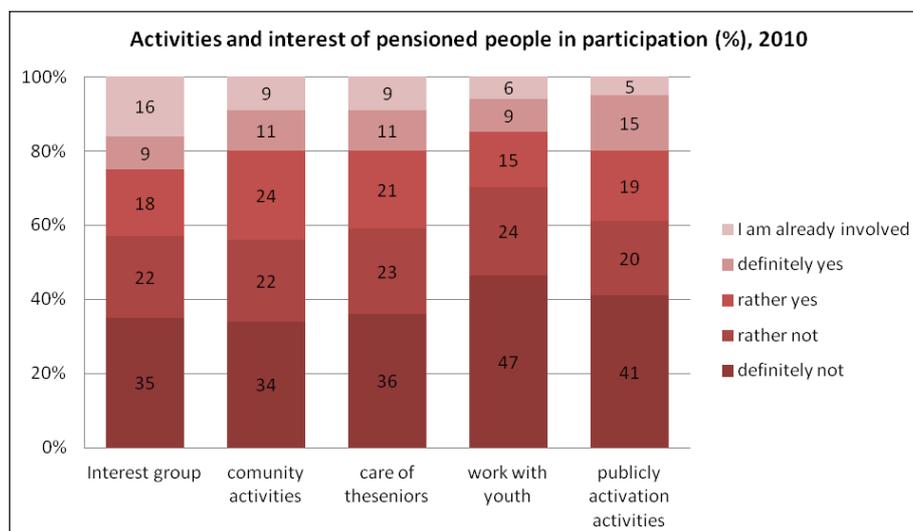
Next year will be the great opportunity for promoting seniors not only as the people in need, but also as active citizens who have a lot to offer.

Are there specific recruitment and retention strategies for senior citizens (e.g. preparatory and training courses)?

There are training courses for seniors in the field of ICT financing by ESF. Other courses are held in local levels organized by self-supporting groups of seniors or senior NGOs.

What measures are taken to promote favourable conditions for senior citizens in volunteering (e.g. promotional programmes, supportive legislation, funding, infrastructure, and support by professionals)?

There is the special grant program to support senior organizations.



What are existing legal, insurance and administrative obstacles? What is done to remove those obstacles?

In our Law on volunteering is defined under what conditions volunteer work can be practiced. The organization that sends volunteer for some work in other organization, pays for him/her the social and health insurance. Senior who has his own pension, doesn't need such insurance yet. We have no mechanisms that would lead to greater involvement of seniors into volunteering.

Are there special measures to encourage businesses to support older workers' voluntary activities, e.g. through corporate social responsibility measures?

Special measures to encourage businesses to support older workers' voluntary activities aren't very common in our country.

Afternoon Session:

National work programmes and activities for EY 2012

Please name planned activities for EY 2012 ideally with a focus on the potential of senior citizens for civil society (e.g. key studies, policy developments and forthcoming conferences and events).

We focus on cooperation of all interested stakeholders – 1st joint meeting was held in October at Ministry and we plan to continue with organizing regular joint meetings also during the year 2012.

On the 1st joint meeting all stakeholders agreed with creation of network, where everyone will share information with each other and ministry will coordinate this network.

We disseminate information about activities of all interested organizations on the Ministry's websites and websites of EY 2012. Most of the activities are connected with active ageing, but there are some organizations, which introduced interesting project related to intergeneration solidarity.

During the 2012 we will search and gather examples of good practice in CR and at the beginning of 2013 the brochure will be published and disseminated to national and EU level.

We plan to prepare also a competition among companies, civil organizations and maybe among students from Universities of Art – prepare some exhibitions, etc.

4.3 DENMARK

Morning Session:

Promotion of volunteering by senior citizens

Volunteering by senior citizens: What is the situation in your country? Please name recent studies/facts and figures.

The general situation in Denmark is the well-known European situation: In the coming years the group of senior citizens will grow at a reasonably impressive rate.

At the same time an increasing part of senior citizens will remain healthy and active – compared to earlier years.

The main interest organization in Denmark representing the senior citizens is Ældre Sagen (DaneAge Association - DAA). The DAA has a membership of 584.000, which equals 10 percent of the Danish population. DaneAge has more than 10,000 volunteers working in the local chapters, doing voluntary social work, providing local membership activities, local advocacy, etc. In addition to DaneAge Denmark has a number of associations for the elderly with roots in the labour movement.

The first figure shows the results from the Danish John Hopkins study. The figure shows in which areas the volunteers are

working – grouped after age. And it shows how big the share of the Danish population doing voluntary work is. (Leisure – culture and sports; social and health; politics; education and tutoring; local society and housing respectively)

The second figure is from the annual voluntary report produced by the Center for Frivilligt Socialt Arbejde (Center of social voluntary work). The figure shows the shares of each age group doing voluntary work (Ja=yes, Nej=No, Ved ikke= Don't know). This study published in 2011 shows a significant rise in the shares of the young people and the senior citizens.

The third figure is from the DAAs future study, which generally tells us that the rate of senior citizens doing voluntary work is rising. The percentages show how many of the age groups do voluntary work (Ja=yes, Nej=no, Ved ikke= Don't know, timer= hours), while the purple numbers represent the average amount of hours that members of the age groups do every week.

The current average age of DAAs volunteers is 73,5 – 5 years ago it was 71. The average amount of time working voluntarily has risen half an hour in those 5 years. Every seventh of the volunteers in the DAA is older than 80 years.

Frivillighed i tal

Andel af befolkningen, der arbejder frivilligt, fordelt på områder, pct.

Område/Alder	16-29	30-49	50-65	66 +	I alt
Fritid (kultur og idræt)	18	23	15	10	18
Social og sundhed	4	6	7	6	6
Politik	4	6	7	2	5
Undervisning	3	6	1	1	3
Bolig og lokalsamfund	1	8	8	5	6
Andet	5	5	6	5	5
I alt	32	41	35	23	35

TABEL 9

Danskernes frivillige arbejde fordelt på alder (kun ét kryds)

Frivilligt arbejde Total			Alder						
			16-29 år	30-39 år	40-49 år	50-59 år	60-69 år	70 år eller derover	Ønsker ikke at svare
			%	%	%	%	%	%	%
Ja	431	43%	39%	46%	55%	41%	39%	35%	100%
Nej	574	57%	60%	54%	44%	59%	61%	65%	0%
Ved ikke/ ønsker ikke at oplyse	2	0%	0%	0%	1%	0%	0%	0%	0%
Total	1.007	100%	100%	100%	100%	100%	100%	100%	100%

Den frivillige ældrestyrke

Alder	50-54	60-64	70-74	80-84
Ja	26%	24%	25%	14%
Nej	73%	74%	74%	85%
Ved ikke	2%	2%	1%	0%
Timer	2,3	3,2	4,5	5,3

— Andel af adspurgte, der udfører frivilligt arbejde.
 — Gennemsnitligt antal timer brugt på frivilligt arbejde pr. uge

The clear tendency in Denmark is that more and more senior citizens are doing voluntary work in Denmark, and also that they are enjoying a longer active voluntary life spending more and more hours working voluntary.

Are there specific ways of promoting the engagement of senior citizens in volunteering in your country (e.g. information and awareness campaigns, events, award schemes etc.)?

There are no national specific ways of promoting the engagement of senior citizens.

But in relation to the European Voluntary Year 2011 a lot of events and campaigns have been

organized with the aim of raising the engagement of the Danish population in voluntary activities.

The organizations working specifically with senior citizens have made the experience that national campaigns have little effect. In short, senior citizens tend to become volunteers when their life-situation alters dramatically (e.g. The death of a spouse) or through a personal connection or recommendation.

Are there specific recruitment and retention strategies for senior citizens (e.g. preparatory and training courses)?

There are no specific national recruitment strategies.

On organizational level there are of course a lot of recruitment and retention strategies. Again the same pattern as above: The organizations experience less success from campaigns and events (especially in relation to retention) than from network-based recruitments.

Danish local authorities are entitled to support activities of the elderly through two provisions in The Danish Service Provision Act (§§ 79 and 115). Most municipalities thus support local organizations for the elderly.

- Denmark has a long tradition of public supported **Non-formal adult education which is partly organized by NGO's and to a large extent targeted at the elderly:** Today non-formal AE consists of: Evening schools (about 1.800) offer non-formal AE to increase the individual's overall subject-related insight and skills. Local private institutions most of them part of 5 national AE associations of whom 4 are linked to political parties.
- Danish University Extension: educative instruction and lectures by the extra-mural departments of the 4 Danish universities, organised by about 100 local committees.
- Day High Schools (about 50) offer teaching with an educative or job-promoting aim for adults with little formal education and people in a personally or socially vulnerable situation. Private institutions.
- Folk High Schools (about 80) offers residential short courses (less than a fortnight) and residential long courses (of over 12 weeks). Private institutions, some of them linked to religious associations, trade unions or NGO's.

The Danish Adult Education Association (www.daea.dk) is the umbrella organisation for all non-formal education institutions and associations.

What measures are taken to promote favourable conditions for senior citizens in volunteering (e.g. promotional programmes, supportive legislation, funding, infrastructure, and support by professionals)?

There is some attention for the creation of favorable conditions. Especially a new trend is that private funds have programs especially for this subject. (e.g. the Velux Foundation: <http://veluxfoundation.dk/C12576AB00422D75/0/4C05C456014EDFD5C1256E9F00371B87?OpenDocument>)

What are existing legal, insurance and administrative obstacles? What is done to remove those obstacles?

There are some grey zones where the legislation isn't clear. E.g. matters of insurance and or the tax paid of free meals received while working as a volunteer.

But there are especially one issue where you can talk of a clear obstacle to senior citizens doing voluntary work: The rules concerning the so-called efterløn (a period of five years before, from the age 62 to 67), which is a special Danish early retirement scheme.

Following the rules senior citizens under the programme can only work 4 hours a week within the field of their expertise. This is a major obstacle to raising the degree of voluntary work within this group.

Are there special measures to encourage businesses to support older workers' voluntary activities, e.g. through corporate social responsibility measures?

Not specifically directed at older workers, no. Though there are special opportunities for senior citizens still working – e.g. less working hours or jobs for seniors. But none of these programmes link directly to the voluntary sector.

Afternoon Session:

National work programmes and activities for EY 2012

Please name planned activities for EY 2012 ideally with a focus on the potential of senior citizens for civil society (e.g. key studies, policy developments and forthcoming conferences and events).

The opening event of the European Year of Active Ageing and intergenerational solidarity will take place in Copenhagen, at the Bella Center – on the 18th and 19th of January.

The whole year through there will be focus as well on the voluntary aspect of the two main subjects.

4.4 FINLAND

Morning Session:

Promotion of volunteering by senior citizens

Volunteering by senior citizens: What is the situation in your country? Please name recent studies/facts and figures.

Volunteering in Finland

Volunteering agency KansalaisAreena has defined volunteering as “all activity carried out for the public good, which is based on civic movement and voluntary action and is not paid for.”

Typical to voluntary work is having a membership in voluntary organization in Finland. Roughly 75%-80% of the Finnish population are members of voluntary organisation(s) in their lifetime, and many individuals hold memberships to several different organisations over the course of their lifetime.

Although the number of voluntary organisations remains high, membership based volunteering is in decline. Voluntary members of local voluntary organisations are getting older and therefore there is a concern about the future of voluntary organisation. There are no signs of lower level of involvement in volunteering or less interest but Finnish people, young people in particular, now prefer to determine the level of their involvement. They speak more openly about what they want to achieve with their voluntary engagement and volunteers also switch more easily from one voluntary organisation to another. There is also more interested in project based volunteering.

General statistics on volunteering

There is no official data available on the exact number of volunteers in Finland. A survey in 2008 indicated that 37% of the Finnish population aged between 15 – 74 years was involved in volunteering over 12

months preceding the survey. This equates to around 1.3 million people. However, as the study was based on a small survey of 354 individuals, this data can only be used as an indication of volunteering in Finland and is not a representative figure. The European Values Survey reported that in 1999/2000 36% of individuals carried out voluntary work in at least one association (excluding trade unions and political parties). According to the survey, Finland has the sixth highest rate of volunteering in Europe, following Sweden (54%), the Netherlands (49%), Slovakia (47%), United Kingdom (43%) and Greece. According to a Eurobarometer survey conducted in 2006 on European Social Reality, half (50%) of the Finnish population actively participate in voluntary work.

Gender

There are no significant differences in the levels of volunteering between men and women in Finland. It is worth mentioning however, that clear gender differences do exist in certain sectors. For example, women are more active in social and health sectors and men dominate in the sport sector (19% of all Finnish adult men volunteer in sport compared to 13% of women). Women generally spend more time volunteering than men; 19.5 hours a month among women and 16 hours among men.

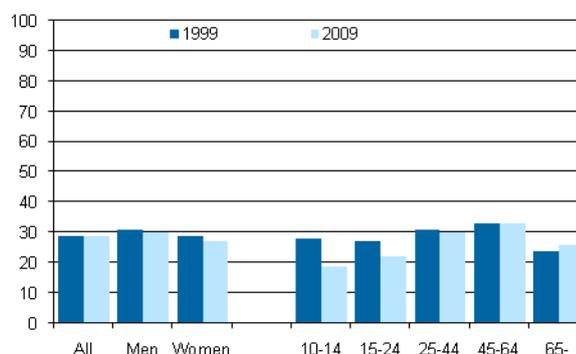


Figure 1: Number of persons having done voluntary work in the course of four weeks by gender and age in 1999 and 2009, population aged 10 or over, % (Statistics Finland's Time Use Survey 2009)

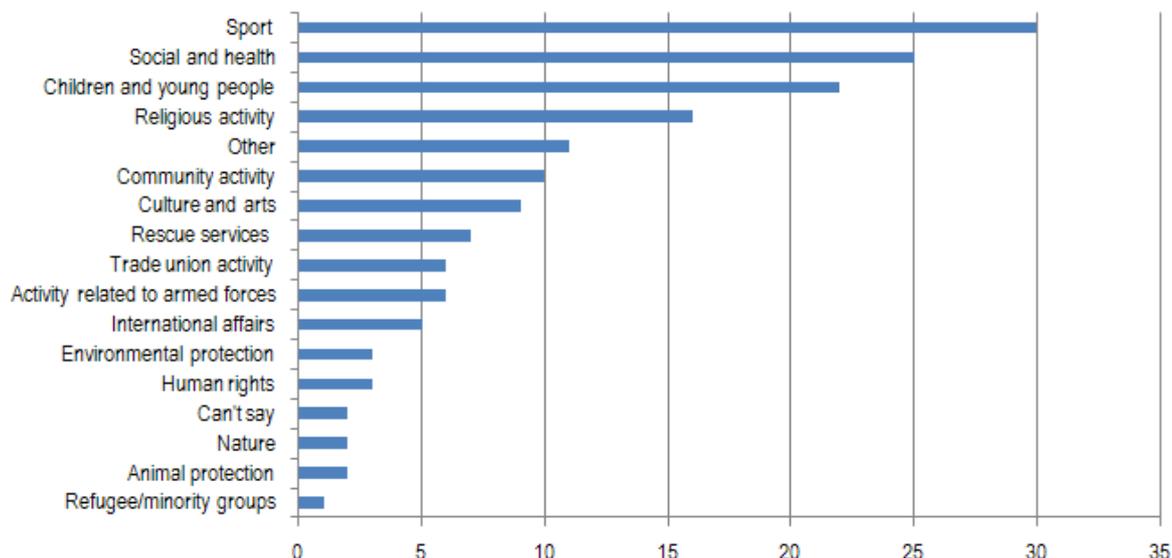


Figure 2: Involvement of volunteers by sector, 2002 (Study on Volunteering in the European Union Country Report Finland (2010))

Age

Interviewees have not identified a clear age dimension to volunteering; generally both younger people and older people participate have roughly similar participation rates in volunteering. However, data from the 1999/2000 Time Use Survey has suggested that adults are the most active group, especially in sectors that rely heavily on volunteers such as the sport sector. There is also evidence to suggest that older people are increasingly participating in voluntary activities, as they are more active and enjoy better health than previous generations.

In addition, age differences also exist. Young people are more likely to take part in voluntary activities related to animals, nature, environmental protection and human rights, as well as those with children and other young people. Older people are more active in the social and health sectors, religious activities and local and community activities.

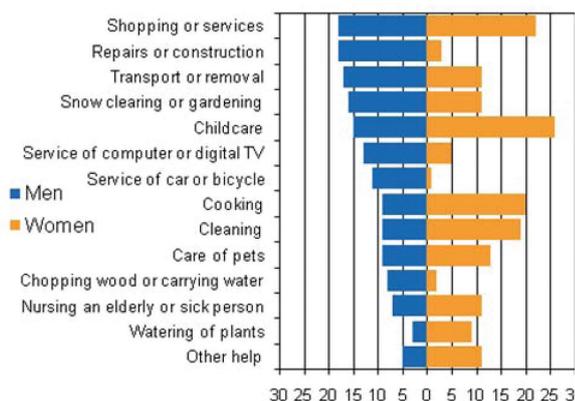
More recent survey indicated that 29 percent of the population aged 10 or over in Finland had done voluntary work in 2009. At the level of the whole population, participation in voluntary work has remained unchanged over the past decade. However, children's and young people's participation in voluntary work has diminished considerably.

Most voluntary work is done in sports and athletics clubs. (Statistics Finland's Time Use Survey 2009)

Employed people are the most active in volunteering, followed by students, pensioners, individuals who are responsible for their own household (i.e. homemakers) and finally, unemployed individuals. On average individuals dedicate 18 hours a month to voluntary activities, which equates to around four hours a week.

Helping of friends and neighbours is widespread

Besides strong association to organization related volunteering, there is lots of peer help given in Finland. Statistics' Finland states that fifty-nine per cent of the respondents



had helped another household during the four weeks preceding the Time Use Survey 2009. Help was most often given to friends, co-workers or neighbours. Women helped most frequently in childcare, shopping, cooking and cleaning. Men, in turn, helped in repair and construction work, transport and removals, as well as in shopping and services. Help provided by men and women during four weeks in 2009, population aged 10 or over, % (Statistics Finland's Time Use Survey 2009)

In the four weeks preceding the Survey, nearly one-half of the respondents had received help from a friend, relative or neighbour in work connected with their household. Most help was received by persons looking after their own household and the majority of the help was received in childcare. The households of highly educated persons received more help than the households of persons with low education.

Challenges faced by voluntary organisations in Finland

1. Attracting volunteers

Some voluntary organisations are finding it increasingly difficult to attract individuals to take part in volunteering on a long-term basis. There is a challenge to develop effective volunteer recruitment and retention strategies. It is also becoming harder to find volunteers who are willing to commit to a voluntary position of responsibility/leadership, for example, sitting on the board of a voluntary organisation. In addition, stakeholders have reported that it becoming harder to attract volunteers given that they spread across increasing numbers of voluntary organisations. A key challenge linked to the difficulty of attracting volunteers is how to advertise volunteering opportunities better. Busy working lives have negatively impacted on the time and energy people have to engage in long-term voluntary activities.

2. Coordination of voluntary activities

Many volunteers have also raised the issue of a lack of leadership/coordination within

voluntary activities. Many volunteers have indicated that they would like to see a specific person designated in their voluntary organisation who is responsible for organising and coordinating their voluntary roles and activities. This would also help to ensure that volunteers are thanked and recognised better for the work they are doing from their goodwill. A study carried out in relation to Aseman Lapset Voluntary Bank project found that co-operation between different voluntary organisations, which allows organisations to assess the volunteer recruitment and management practices of other organisations ('peer review') has proved beneficial as it has allowed organisations to see how other similar voluntary organisations manage this process. There is also evidence to suggest that there is an increasing need for highly skilled and highly experienced individuals to participate in voluntary activities. For example, many managerial and administrative roles even in small voluntary associations require a high level of skills in order to deal effectively with increasingly complex bureaucracy (i.e. complex and changing tax regulations).

3. Funding issues

The loss of control by the Finnish government over the gaming market is seen as the greatest threat for the voluntary movement in the country. The sustainability of the current funding regime is one of the key strengths of the sector (funding that is based on lottery proceeds). Finnish actors feel strongly about the need for the Member States to be able to decide on their own gaming policies. As a result many Finnish stakeholders believe that the potential opening up of the gambling market to competition could jeopardise the Finnish funding system for voluntary organisations. In addition, the rapid increase in the number voluntary organisations has meant that there is more competition amongst the different actors for funding. It has also been highlighted that too many voluntary organisations rely on project based funding. This prevents some organisa-

tions from engaging in long-term planning. It is also important to bear in mind that volunteering only functions when certain conditions are met. Firstly, volunteers need to be taken care of, they need to be looked after and they need to feel valued. This means that they need to be provided with necessary training, co-ordination and rewards (non-financial). Secondly, volunteering also costs. Funds are required for example for the recruitment of volunteers and reimbursement of their costs. And finally, volunteering needs to be supported but not regulated too much.

4. Administrative burden

Voluntary organisations often struggle with bureaucracy. As such, new national and EU Policies should not increase the administrative burden for voluntary organisations.

5. Shortage of detailed research on volunteering in Finland

More research is needed on volunteering in Finland. To date, little has been carried out given the significance of volunteering in the country as a whole.

Opportunities for volunteering

Based on the Study on Volunteering in the European Union: Country Report Finland (2010), there are some key opportunities for volunteering.

1. The voluntary sector as a whole is not likely to suffer from any major shortfalls in the number of volunteers participating in and supporting their activities in the near future. However, the increases in the number of voluntary organisations have meant that volunteers are spread across an ever larger number of organisations.
2. Young people, students in particular show the greatest interest in voluntary activities if they are asked to get involved. Two-thirds of young people currently not involved in volunteering would get involved if they were asked.

3. Volunteering in Finland has a strong organisational structure and base.

4. There are signs that the voluntary sector is becoming increasingly professional and a range of programmes are in place to support voluntary organisations, including programmes that offer opportunities to employ paid staff that can help to co-ordinate voluntary activities and could also combat the negative impact of ageing population of volunteers. (Study on Volunteering in the European Union: Country Report -Finland (2010)

<<http://ec.europa.eu/citizenship/eyv2011/doc/National%20report%20FI.pdf>>

Are there specific ways of promoting the engagement of senior citizens in volunteering in your country (e.g. information and awareness campaigns, events, award schemes etc.)?

A range of developments are taking place to tackle some of the challenges identified above.

These include, for example:

1. Introduction of the new volunteer portal which allows organisations to promote their voluntary positions and potential volunteers to search for voluntary opportunities.

<http://www.kansalaisareena.fi/>

<http://www.vapaaehtoiseksiseniorina.fi/ikatietoa/>

<http://www.espoonvapaaehtoisverkosto.fi/mallit/mallit.php?nro1=15>

<http://helsinki.suurellasydamella.fi/>

<http://www.tuntitili.fi/fi/etusivu/>

2. In order to increase volunteering among young people, the committee established to enhance cooperation between the civil society and the public administration (kansalaisyhteiskuntapolitiikan neuvottelukunta, KANE) has proposed that voluntary organisation and volunteering should become a part of the working life familiarisation period of compulsory

education. One of the two weeks for working life familiarisation could be spent working in voluntary organisations or as a volunteer.

The project is carried out in collaboration with other civil society organizations, universities and private enterprises. It is funded by the Finnish Slot-Machine Association.

3. To clarify the situation concerning the taxation of voluntary organisations that deliver services, the Finnish government has established a cross-ministry working group KANE.

Are there specific recruitment and retention strategies for senior citizens (e.g. preparatory and training courses)?

4. The Citizen Forum is working on a national strategy for volunteering, which would provide a joined-up framework for voluntary activities in Finland (Study on Volunteering in the European Union: Country Report-Finland (2010).

Introduction of the new volunteer portals which allow organisations to promote their voluntary positions and potential volunteers to search for voluntary opportunities. They also post variety of available training, courses and peer support groups for volunteers.

5. As an activity of the European year of volunteering 2011 there will be a first Finnish Democracy Prize granted in co-ordination with the Ministry of Justice, RAY Gaming and YLE 1 National Broadcasting Company's morning programme. Good examples of volunteering were collected and total of 370+ suggestions were received. The first Finnish Democracy Prize will be nominated in the Final Seminar of the European Year of Volunteering in 8th of December 2011 by the president of Finland Tarja Halonen.

<http://www.kansalaisareena.fi/>
<http://www.vapaaehtoiseseniorina.fi/ikatieto/>
<http://www.espoonvapaaehtoisverkosto.fi/mallit/mallit.php?nro1=15>
<http://helsinki.suurellasydamella.fi/>
<http://www.tuntitili.fi/fi/etusivu/>

What measures are taken to promote favourable conditions for senior citizens in volunteering (e.g. promotional programmes, supportive legislation, funding, infrastructure, and support by professionals)?

6. The Central Union for the Welfare of the Aged is carrying out a research and practice development project called Life Course and Generations, which continues until the end of 2013. The project aims to bring together people of different ages, to promote particularly older people's psychosocial wellbeing and inclusion, and to reduce their loneliness and exclusion through increasing intergenerational dialogue. In the project we will:

According to Haarni's report (2010) there is no national support for volunteering of older people in Finland. Nevertheless, many of the third sector organizations that are partly financed by the state subsidies pursue issues relevant to older people. Age Institute has built a senior volunteering website (www.vapaaehtoiseseniorina.fi) to promote older people's volunteering. The site presents information regarding aging, volunteering and aspects of senior volunteer wellbeing, targeting both seniors and volunteer organizations.

- Study how people of different ages understand life course and their own place in the generational chain, as well as about what they think of people older and younger than themselves
- Campaign to promote active public discussion about intergenerational tensions and possibilities of acting together
- Act to initiate intergenerational activities and communities

National pensioners' organizations aim to influence the pension system and to organise recreational and other volunteer activities for older people. They and their local associations are significant actors in reducing social exclusion among older people. Associations for the unemployed have many older members due to the economic crisis in 1990s and provide meaningful activity that is volunteer-based.

Many Christian organizations and the church have older people at the risk of social exclusion on their agenda. Volunteer activities are offered especially for lonely older people and older volunteers are welcomed and supported. Many third sector organizations provide support for older people living alone or otherwise at risk of exclusion and their – mostly aging – volunteers work at senior houses and nursing homes. Intergenerational measures of volunteering such as voluntary grandparenting are widely publicized and organised by many stakeholders.

Even if the proportion of state funding is relatively low, without this financial support many third sector organizations could not operate. Luckily many municipalities offer modest subsidies for local voluntary organizations or let them use municipal venues for their activities. Collaboration between municipalities and local third sector actors has also taken the form of volunteer/ activity centres or brokerage services, where representatives of local authorities or professionals work side by side with third sector actors in order to recruit, train and place volunteers or offer support and volunteer activities to citizens. Many municipal senior centres provide volunteer activities and older volunteers or local pensioners' associations act as organisers of the activities.

Role of volunteering in measures for transition from work to retirement

There are no national measures of volunteering in transition from work to retirement in Finland. A handful of companies and organizations offer their older employees informative courses regarding retirement issues such as lifestyle, health and pension planning. Volunteering may be mentioned. Vocational pensioners' organizations such as Veteran Teachers keep retired professionals active; these organizations take care of their members' social inclusion by volunteer activities such as theatre and exhibition excursions. Some employers also hold to their retired employees by offering small scale staff activities or discounts.

Obstacles to volunteering

Of those older people who do not participate in voluntary activities there is only scarce or secondary information: reasons not to participate include health problems and caring situations, lack of time, interest or transportation and also shyness, original lifestyles and the fact that nobody has asked the person to participate. (Haarni 2010; Rajaniemi 2009; Vuorinen 2009.)

Motivation together with training and recreation are important in recruiting and keeping volunteers of all ages; however, health and wellbeing sector associations, for example, are mostly interested in gaining young and male members and volunteers (Pessi & Oravasaari 2010). Thus there is a lot to be done also within the third sector: the potential of senior volunteering has not yet been fully realised in Finland.

Key messages

When analysing the data on volunteering and older people in Finland it becomes evident that groups of **older people** at risk of social exclusion are often a target of voluntary action but **only seldom are they offered volunteer opportunities as a vehicle to social inclusion.**

The case studies reveal that successfully recruiting these people **to volunteer takes place through empowering them first with the help of social and peer support measures:** e.g. offering them activities like support courses or introducing them to local peers that support them. Empowered older people are then ready and willing to volunteer and gain social inclusion in a rewarding manner.

Some critics in Finland have been afraid that volunteering measures will be used to substitute public sector services or tasks that should be provided by social and health care action. The case studies presented here show that volunteering can be used to cover problems or gaps within the welfare services for older people at risk of social exclusion. In some cases this type of welfare mix is risky, though: a measure that is run by

volunteers is vulnerable as new volunteers may be difficult to find and as resources to recognise and reward the voluntary input are often limited.

(Haarni I (2010) Social Inclusion of the Elderly – Country Report – FINLAND. Age Institute, Helsinki)

What are existing legal, insurance and administrative obstacles? What is done to remove those obstacles?

To clarify the situation concerning the taxation of voluntary organisations that deliver services, the Finnish government has established a cross-ministry working group KANE.

The Citizen Forum is working on a national strategy for volunteering, which would provide a joined-up framework for voluntary activities in Finland

Are there special measures to encourage businesses to support older workers' voluntary activities, e.g. through corporate social responsibility measures?

Finnish Business & Society ry (FiBS) is an enterprise network that was established in 2000. Its mission is to promote financially, socially and ecologically sustainable business in Finland.

FiBS encourages Finnish companies to embrace corporate social responsibility in their strategic planning and day-to-day management - thereby forging social responsibility into a compelling success factor in the competition for customers, personnel and investors.

FiBS is a member of CSR Europe, CSR 360 Global Partner Network and Global Reporting Initiative.

According to Finnish Financial News (6/2010) 38 % of Finnish people are interested in volunteer work during working hours.

However, according to the magazine, there were around ten companies in 2010 which were allowing their employees to perform volunteering at work.

Afternoon Session:

National work programmes and activities for EY 2012

Please name planned activities for EY 2012 ideally with a focus on the potential of senior citizens for civil society (e.g. key studies, policy developments and forthcoming conferences and events).

Portal of different options for older people to contact for volunteering:

<http://www.vapaaehtoiseseniorina.fi/senioreille/minne+menna/>

The Central Union for the Welfare of the Aged's research and practice development project called Life Course and Generations will organise three events during the European Year of Active Ageing and Solidarity between Generations. These events will bring people of different ages together under the framework of joint activities of different generations; such as physical activity, culture and food.

Local Pensioner Associations with other regional organisations and public administrations have joined forces and are planning local plans of action for the coming year 2012. Once there plans are ready, they will be posted in the national webpage of European Year of Active Ageing and Solidarity between Generations www.ttl.fi/activeaging

Further more, there is a list of variety senior volunteering associations with links to their web pages and events in the national web pages of the European Year 2012. The aim is to facilitate the networking between different actors and agencies and stake holders.

4.5 GERMANY

Morning Session:

Promotion of volunteering by senior citizens

Volunteering by senior citizens: What is the situation in your country? Please name recent studies/facts and figures.

Since 1999, there has been a continuous and sharp upward trend in the **involvement of senior citizens**. While in 1999, 26 per cent of people over 60 years were volunteering, the rate in 2009 has increased to 33 per cent. Between 1999 and 2004, there was a particularly noticeable jump from 31 to 37 per cent among younger senior citizens aged 60 to 69; while until 2009 the rate remained constant. On the other hand, from 2004 to 2009 the group 70+ increased by three percentage points from 22 to 25 per cent. Among the 76 - 80-year-old voluntary engagement increased throughout the entire period, although this was significantly slower and at a significantly lower level (19 to 21 per cent). These figures highlight the general willingness of senior citizens, who

are increasingly mentally and physically fit, to make an active contribution to civil society. In turn, their active participation has a positive effect on their well-being.

Over the entire period (1999-2009) a significant increase of engagement can be observed in the group of older people (65 up to 74-year-old). The situation of the “young old” (50 to 64-year-old) is inconsistent. After an increase there was again a decline in engagement rates: Therefore, in 2009 only the level of 1999 was reached. A continuous increase of the engagement can be detected in the group of people 75 years and older. Although the results in this age group are much lower compared to the elderly, one person out of five in the group of very elderly people now transforms a voluntary commitment into action.

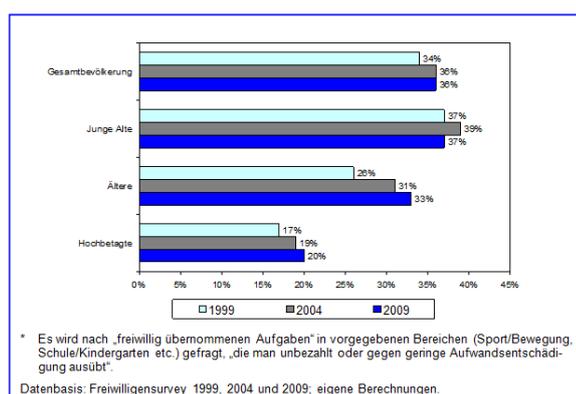
Gender differences

In general, men are still more engaged in voluntary activity than women. This applies to older people in general as well as to other life phases. The commitment rate for all older men increased between 1999 and 2004 from 36 per cent to 39 per cent. By 2009 it fell to 37 per cent. In contrast, the involvement of all older women increased steadily from 25 per cent in 1999 to 29 per cent in 2009.

The main areas of voluntary activity are church and social sectors. Since 2004, sport has become the third largest sector. Culture and music as well as the leisure sector are the next largest. There was a sharp increase of voluntary activity of people over 65 from 2004 to 2009 in the environmental protection and animal welfare sector (from 1.7 to 3.1 per cent). There is often a particularly close link between professional activities and involvement in voluntary work.

Forms of organisation in voluntary work

Senior citizens also mostly undertake voluntary activities in associations and clubs. This applies to 41 per cent of 65-75-year-olds and 37.2 per cent of over-75s. The next largest form of organisation for voluntary activity is church institutions.



[Legende/Key:]

Gesamtbevölkerung = Whole population

Junge Alte = Young-old

Ältere = Older people

Hochbetagte = Very old

* Respondents were asked about “activities for which they had volunteered” in specific areas (e.g. sport/physical activity, schools/nurseries, etc.) “which was undertaken as either unpaid activity or on the basis of modest expenses reimbursed”.

Database: 1999, 2004 and 2009 volunteers surveys; own calculations

The involvement of senior citizens is based on serving the common good but **personal motives** also play an increasingly greater role. In 2009, 38 per cent of the over-65 group indicated that the common good was central to their involvement, 27 per cent said social life was the main focus and for 35 per cent their own interests were key to their involvement.

62 per cent of those involved wish to have contact with people of other generations as part of their civic engagement. This applies in particular to older people as contact with other generations is shifting significantly from the family to public networks due to social change and increased mobility.

Level of commitment

The young old dedicated in 2009 on average 16.1 hours per month, the older ones 18.2 hours per month and the very old on average 15 hours per month to voluntary activity.

Potential for involvement

1. Willingness to extend involvement
The willingness of senior citizens (65–75) to extend their involvement has increased continuously since 1999 and substantially after 2004 from 29 to 36 per cent. Among the over-75s, a slight increase is noted only after 2004 (from 18 to 20 per cent). Although willingness to get involved falls with increasing age, it has nevertheless increased even among older people: among 65 - 74s more so than among the over-75s. The data from the volunteer survey 2009 show that the willingness to extend an already existing engagement has generally risen, but decreases with increasing age. The willingness to extend the engagements with the young elderly and the elderly people has increased significantly in recent years. For the very old, the willingness has remained stable and even risen slightly in 2009.

2. Willingness of engagement of the non-committed older ones
40 percent of the non-committed people are "maybe" willing to volunteer in 2009. The proportion of people who answered "yes" has scarcely increased. The willingness to receive a

commitment decreases with increasing age. Voluntary Service for All Generations (FDaG, see below) is performed by people of all age groups. There is a noticeably high response among people between 45 and 69. 64 per cent of volunteers are over the age of 50, 52 per cent 55 years plus and 23 per cent are at least 65.

Are there specific ways of promoting the engagement of senior citizens in volunteering in your country (e.g. information and awareness campaigns, events, award schemes etc.)?

Are there specific recruitment and retention strategies for senior citizens (e.g. preparatory and training courses)?

What measures are taken to promote favourable conditions for senior citizens in volunteering (e.g. promotional programmes, supportive legislation, funding, infrastructure, and support by professionals)?

Under the banner "Involvement builds bridges", the German government supports voluntary work through a structured organised form of involvement, "Voluntary Service for All Generations". Since January 2009, Voluntary Service for All Generations (FDaG) has been enshrined in law in section 2 para. 1a of the German Social Code (SGB) VII. It is open to all age groups and represents an attractive option for all those who would like to commit to at least 8 hours per week for at least 6 months. As well as receiving continuous professional support, volunteers are entitled to free training, are insured by the provider for third-party liability and covered by statutory accident insurance. Parents of young volunteers can claim child benefit if they meet the requirements for entitlement to child benefit. The legally guaranteed training entitlement provides an average of at least 60 hours of training per year and is central to the scheme as a voluntary service. The programme serves to publicise and set up the easy-access, free-of-charge service format gradually

throughout the country in close cooperation with the federal states, local authorities and associations. It aims at tackling the challenges and seizing the opportunities presented by an ageing society.

Transition from work to retirement: For older people, the FDaG scheme is an opportunity to provide an active input and exercise self-determination when transferring from work to retirement.

Passing on experience: Through their involvement in support of and alongside other people, senior citizens pass on their accumulated knowledge and are able to utilise it in a meaningful way (e.g. mentoring school leavers).

Lifelong learning: The training opportunities provided under FDaG are based on the principle of lifelong learning. Older volunteers do not just contribute proven skills but they also continue their own personal development in specific areas.

Securing and expanding social networks: Through the FDaG scheme, older people remain active and make new social contacts – thus preventing loneliness and isolation.

Staying up-to-date through cross-generational involvement: When generations come together, bridges are built between young and old – and this demonstrates to older people that they still have things to learn (for example, when young people help older people to use the internet).

Multi-Generational Centres Action Programme

With its Multi-Generational Centres Action Programme I, in operation since 2006, the German Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ) has created around 500 drop-in centres for people of all age groups throughout the country; an initiative that is proving to be a success.

At the start of 2012, a three-year follow-up programme with 450 locations throughout

the country is launched to develop these houses systematically.

Alongside the cross-generational work, the following factors are central to this initiative:

- Age and long-term care
- Domestic social services
- Voluntary work
- Integration and education

Together with the federal states and local authorities and all those actively involved in the houses, BMFSFJ has set itself the target of creating a sustainable social infrastructure through multi-generational centres. The centres provide a public space for people to come together right across age groups and family structures. Here, people of all generations are encouraged to focus on their strengths and contribute their capabilities to the community. They currently involve 20,000 volunteers and are a successful model for social involvement. They strengthen social cohesion and make an active contribution to limiting the negative consequences of demographic change.

This coming-together of the generations is particularly successful for 55 - 65-year-olds – in other words, those who are in the transition between work and retirement. They are the ones that are most frequently active with other generations. They look after children, help as an adopted grandmother or grandfather and assist with homework. They support young adults with their job applications and at the same time relate their own knowledge and experience. Hence, young people can gain knowledge about working life as well as about basic skills for their daily lives.

In this way, children and young people experience the importance of young and old coming together, even if sharing between the generations within the family is not always possible, for example, when their grandparents live far away.

However, the young-old also support and look after older people in need of care, those suffering from dementia and in

many ways relieve relatives as carers. Besides professional services and usual care services, we need the young-old to be involved, particularly for caring and supervising older people which is usually very time-consuming: people who can give attention and engage beyond the medical needs, help out with errands or simply offer a sympathetic ear.

Notably as carers family members reach the limits of what they are able to do – especially when they are in full-time employment.

The focus of the 2008 – 2010 “Active in Old Age” Programme was to support the participation of older people in helping to shape communal life. As part of the programme, 472 citizens’ fora were held with approx. 24,000 people participating. 1,162 projects and project concepts were developed, of which 722 have been realised. 3,238 volunteers were involved in implementing them.

What are existing legal, insurance and administrative obstacles? What is done to remove those obstacles?

Volunteers in the Voluntary Service for All Generations scheme are insured by providers for third-party liability and covered by statutory accident insurance.

Afternoon Session:

National work programmes and activities for EY 2012

Please name planned activities for EY 2012 ideally with a focus on the **potential of senior citizens for civil society** (e.g. key studies, policy developments and forthcoming conferences and events).

The National Coordinating Body for the EY 2012 in Germany (Federal Ministry for Family Affairs, Senior Citizens, Women and Youth, Division 317) involves associations and organisations of civil society, Federal ministries and states as well as other relevant stakeholders within the framework of the implementation of the EY 2012.

Following a call for participation for implementation of the European Year 2012 in Germany the actors mentioned above were asked to submit proposals and projects. The key topics were the following:

- potentials of elderly people for the economy: working environment and working conditions in the context of demographic change
- potentials of elderly people for civil society: civic engagement / volunteering and participation of older people
- images of ageing and age limits: reducing age-related stereotypes and implementing a new model of active ageing
- independent life of older people through adjustments in the areas: housing, residential environment and infrastructure (such as innovative ageing policies in municipalities, improving the living standards by accessibility as well as development and implementation of generation-friendly products and services).
- cohesion of society: solidarity within and between generations
- reconciliation of care-taking and work, resp. care-taking and family life

In this context it is an important objective of the activities in Germany to convey the various experiences and the knowledge collected during the European Year 2011 in the field of volunteering to the European Year for Active Ageing 2012.

The field of volunteering by senior citizens serves as an appropriate connecting factor. This is the reason why a special focus has been put on the promotion of the potentials of elderly people for civil society as well as on the strengthening of the intergenerational cooperation (in the context of the topic “solidarity between generations”). A series of numerous activities will be carried out in order to implement these objectives during the European Year 2012.

The official launch event of the EY 2012 in Germany will be inaugurated by Federal Minister Dr. Kristina Schröder on 6 February 2012 in Berlin.

4.6 HUNGARY

Morning Session¹:

Promotion of volunteering by senior citizens

Volunteering by senior citizens: What is the situation in your country? Please name recent studies/facts and figures.

As the European Year of Volunteering also declares – all social groups can participate in the voluntary work irrespective of age and social status.

Researches in Hungary connected to voluntary work showed that there are disparities among persons performing voluntary work in different age groups.

Statistical characteristics of Hungarian volunteers are shown in the table² below. The next figures illustrate the actors of volunteers.

	1993	2004	2010
Sex	Mainly man	Mainly man	Mainly woman
Age	21-50	31-50	21-40
Marital status	married	Married or single	Married or single
Level of Education	higher	secondary, higher	higher

According to a study revealed this year, volunteering is popular among highly skilled persons, students and active cohorts. The reluctant groups are especially children, the elderly and people with disabilities. Older people usually are mostly on the receiving side.

In 2010, there was a national and regional photo contest on the lifestyle of people over fifty. The Ministry of National Resources announced the contest (PROGRESS project) “Koroltó” with the main intention to show the colourful, lively and interesting world of people over fifty. The aim was to present old age, active and positive period of life instead

of a vulnerable, disadvantageous, miserable period of life. The photos were exhibited in the Parliament to call attention to the International Day for Elderly. Winners were announced by the minister of national resources in connection with the winners of Senior Friendly Local Government Award.

In Hungary, one of the most important issues in ageing policy is to create equal opportunities for older people and to eliminate discrimination. Today, many older people are exposed to the risks of isolation. There is a project called ‘Making winter neighbourhoods – Téli szomszédolás’. The aim is to pay attention at winter time, to needy and vulnerable people who, because of their financial or health status, are not able to maintain sufficient conditions in their surroundings (e.g. proper heating in the heating session). As a housing allowance, firewood could be collected by volunteers in the selected forest farms, the firewood would be distributed by local governments. This action can complement the work of ‘village and homestead caretaker services – falu és tanyagondnoki szolgálat’ which has a watching and guarding function as well.

Year	Number of employees non-profit sector	Number of volunteers non-profit sector
2003	87 271	399 910
2004	89 122	448 004
2005	96 180	371 739
2006	99 660	437 893
2007	112 202	472 353
2008	119 844	402 537
2009	131 391	426 697

Are there specific ways of promoting the engagement of senior citizens in volunteering in your country (e.g. information and awareness campaigns, events, award schemes etc.)?

1 Editor's note: The participant from Hungary who had to cancel her participation on short notice kindly made the information about Hungary available for this documentation.

2 www.kaiconsulting.hu

Are there specific recruitment and retention strategies for senior citizens (e.g. preparatory and training courses)?

In 2005 an Act was introduced on volunteer activity on public interest (Act 88 of 2005) regulating the framework and conditions of volunteering activities and giving opportunities on recognition and reimbursement of costs connected to volunteer work.

These costs are especially:

- work clothing, protective equipment, and materials given to volunteers,
- necessary and certified cost of travel, accommodation, meal of public interest volunteer in connection with pursuing volunteer work,
- costs of vaccination, screening tests, preventive services,
- costs of non-school trainings provided for volunteers necessary to pursue the volunteer work.

A proper legal framework to foster volunteers' activity is available, but further information and awareness campaign is required in order to involve older people into this activity in a greater extent. Hopefully the last EU campaign year for volunteers had got some added value in this context. Special training courses for elderly people help understanding ageing processes, delivering knowledge, different types of self-care.

From 2004 there is an invitation for tender called 'Senior Friendly Local Government Award', after evaluation the award is taking place. The prestige of the award increases from year to year. Active responsibility of Local Governments, local proposals, initiatives, co-operations, collaborations in interest of elderly get impetus from year to year. Action is very important at this award. Applicants to this award shall work out effective resolutions, best practices beyond their compulsory tasks and these new methods should be introduced. Tenders and applications usually contain new methods, innovative resolutions relying on resources

already available in the current framework to reach modern, updated provisions together with elderly recipients. This year those applicants were advantaged who could disseminate good practices in the field of voluntarism, especially how to increase volunteering at local level.

On 19 October the final conference of Q-Ageing was held in Budapest, hosted by the Lead partner, Újbuda Municipality, where good practices have been shared. More than 140 projects have been organized mostly with elderly volunteers.

What measures are taken to promote favourable conditions for senior citizens in volunteering (e.g. promotional programmes, supportive legislation, funding, infrastructure, and support by professionals)?

What are existing legal, insurance and administrative obstacles? What is done to remove those obstacles?

Are there special measures to encourage businesses to support older workers' voluntary activities, e.g. through corporate social responsibility measures?

As it mentioned earlier, in 2005 a law was accepted by the Parliament namely on the volunteer activity of public interest, which regulates in detail the scope, the conditions of voluntary activities, further on recognition and reimbursement of the costs of volunteers' activity.

This legal framework gives opportunity to involve people who interested in that kind of activity. However this framework helps those ones who had been involved earlier in such kind of activities, but it doesn't help to recruit new volunteers. Further measures, funding professional support is required to help boosting this activity among older people.

Afternoon Session:

National work programmes and activities for EY 2012

Please name planned activities for EY 2012 ideally with a focus on the potential of senior citizens for civil society (e.g. key studies, policy developments and forthcoming conferences and events).

The Hungarian population is ageing and decreasing. Awareness of ageing is gaining more and more importance in Hungary.

Average life expectancy at birth in Hungary is 5-6 years shorter compared to EU 15 average, although death data shows a slowly closer gap to the EU average. Especially age-specific data of males have been improved in the last decade, by decreasing early death rate of the 45-55 age cohorts of the younger males. Average life expectancy at birth was 69.19 years for males, and 77.34 for females by 4.5 years shorter in case of females and by 6.5 years shorter than males and compared to EU average by Eurostat data at 2007.

Activities connected to the European Year are on the pipeline. An inter-ministerial working group was set up which had its first meeting where actors responsible for the 2011 European year were invited to take part in order to support the synergy

between volunteering and active ageing and intergenerational solidarity and share experiences. The task of the working group is to set up the national programme of the European year.

The programme partly builds on National Old-age Policy (Strategy) adopted by the Parliament (81/2009 (X.2.) parliamentary decision) in 2009 and the Government Decision on Action Plan connected to the Strategy (1087/2010).

On the other hand it is connected to other initiatives on the scope of different activities of tackling ageing issues. (10 000 Steps, Nordic walking program, START programs, National Mental Health Program, Granny-net, LEADER programs, etc...)

In addition, the government invited the Senior Council to give recommendations connected to active ageing and intergenerational solidarity. On the first session the government revealed the plans, on the second session the Senior Council was invited to share its proposals.

There are ongoing projects in the field of health, sports, employment, education, info communication, elderly affairs and projects starting in 2012. The draft version of the programme is in the pipeline at this moment.

4.7 NETHERLANDS

Morning Session:

Promotion of volunteering by senior citizens

Volunteering by senior citizens: What is the situation in your country? Please name recent studies/facts and figures.

The Netherlands belongs to the group of the wealthiest countries in the world and in the past decade the question this country has succeeded in stimulating wealth and in further securing its welfare state system at the same time has received much international attention. This prosperity is also reflected in the life expectancy at birth of Dutch people, which ranks among the highest in the EU: at 77.5 years for men and 82.5 for women. At 11.2 years and 12.1 years respectively, the healthy life expectancy of men and women at 65 years of age is also comparatively high (according to Eurostat data).

The average household income of people aged 65 years and above corresponds to the median income level of people under 65 years of age in the 27 Member States of the EU (EU27). This must be viewed in the context of the fact that 90% of the active population are members of supplementary occupational pension schemes; even for the over 65 year-olds this rate is very high at 84% in 2006 (European Commission, 2009a, p. 216). Furthermore, the General Old-Age Pensions Act (Algemene Ouderdomswet, AOW) guarantees a minimum state pension or basic pension for people above the age of 65 years. These pension schemes contribute to the successful prevention of poverty in old age. Overall, the poverty risk of over 65 year-old people is slightly lower than that of the total population and in comparison to other EU countries there is only a small difference between men and women.

Concerning strategies for social inclusion, the labour market integration of groups threatened by social exclusion is regarded as the main societal challenge. Participation in the

labour market secures an income, opens up opportunities for integration, self-determination and emancipation, and is regarded as key to promoting the self-esteem and self-confidence of the persons concerned. The vocational integration of ethnic minorities, single parents and long-term unemployed people are of particular importance in this respect. With regard to older people, efforts to increase their labour market participation are observable in that from 2020 the retirement age will be 66 years (currently 65 years) and in 2025 it will be 67 years.

Dutch welfare policy defines volunteering as 'work done in any organised context that is carried out without obligation and without pay, for other people or the community whereby the person doing the work is not dependent on it for his or her livelihood' (European Volunteer Centre, 2007).

Social participation and civic involvement have a long tradition and a high value in Dutch society. A total of 60% of Dutch people are actively engaged in various fields. Four areas of involvement are usually distinguished: volunteering, support of and care-giving to relatives, care for grandchildren, as well as involvement in interest groups and political organisations.

Government initiatives for the promotion of civic commitment or engagement have existed for several decades and in the past different political initiatives have highlighted the necessity of voluntary work. In 2007, the Social Support Act (Wet maatschappelijke ondersteuning, WMO) came into force. It aims to improve the service provision to citizens and clients. The act gives municipalities and local institutions greater responsibility for the care and welfare of citizens. It also aims to make it possible for all citizens to actively participate in society. Volunteering plays an important role within the framework of the different performance areas of the WMO. Moreover, the goal of existing programmes is to make civic involvement in society more

visible and improve the use of voluntary work to master the current social changes and challenges, such as increasing social tensions and a decreasing social cohesion.

Organisations for older people in the Netherlands also have a long tradition: the first forms of organisations that, for example, demanded a basic pension for seniors, had already come into being at the beginning of the twentieth century.

A multitude of such organisations in different areas were founded after the Second World War. Only in recent years, however, did they join forces under the Central Organisation of Associations for the Elderly (Centrale Samenwerkende Ouderenorganisaties, CSO), the umbrella organisation representing the interests of the approximate 550,000 seniors in the Netherlands. The other large organisation is ANBO, which represents some 400,000 elderly people. Its tasks are to advise policymakers, agencies and other organisations and to support the initiatives of local groups. Elderly people in the Netherlands hold a variety positions and have a say in different bodies. At the municipal level, there are advisory committees that advise decision makers on issues relating to older people.

In connection with a general reorientation and the modernisation of organisations and structures, the 'social productivity' of elderly people is increasingly being emphasised: it is no longer considered the norm that people withdraw from society once they have reached a certain age limit. However, the fact that there are old (disabled) people who have little or no opportunities for civic involvement

- despite the more positive image of old age
- is also taken into account.

As in other countries, it is not easy to generate reliable data on civic commitment. The Social and Cultural Planning Office (Sociaal en Cultureel Planbureau, SCP) has analysed a number of pertinent studies and surveys. This data show that elders are more involved than other age groups. According to the Time Budget Survey of 2005, every third

person in the 55–75 age bracket was actively engaged compared with 25% of 35–54 year-olds and 17.3% of 15–34 year-olds.

Furthermore, at approximately six hours, the time spent by 55–75 year-olds each week on civic involvement was about double that of other age groups.

The preferred areas of involvement were work in sports clubs, religious or ideological organisations, neighbourhood support and the support of older people who are disabled or in need of care. Voluntary work in political organisations or in trade unions only plays a subordinate role.

There are no clear findings on the development of individual civic commitment over the course of time but some studies show a slight decline in the activities of those over 65 years old both as regards the percentage of actively engaged persons and the absolute time spent on the activities (European Volunteer Centre, 2007).

As in other countries, the extent of the civic commitment of all age groups varies with the level of education in the Netherlands too. Of the elderly people surveyed with little formal education, 18% indicated that they had done voluntary work in the past month. The volunteering rate of people with a certificate of intermediate education amounted to 23% compared with 27% among those with a higher education. Further variables connected with the social status and the education level also play an important role in this respect. Thus, people with strong health impairments, a low income and small social networks are less involved in volunteering.

Are there specific ways of promoting the engagement of senior citizens in volunteering in your country (e.g. information and awareness campaigns, events, award schemes etc.)?

Are there specific recruitment and retention strategies for senior citizens (e.g. preparatory and training courses)?

In the Netherlands too, the framework conditions for doing voluntary work have improved in the last years and decades. The high life expectancy with a larger number of disability-free years, a comparatively speaking high level of material security and a pronounced volunteering infrastructure open up manifold opportunities for making use of the newly won time for individual and social purposes. But here too, changes are observable that point to the fact that civic commitment can by no means be taken for granted. In the Netherlands, there is a trend towards project-based and, as the case may be, temporary involvement. To some extent, there is a shift in time use towards more paid activities or involvement within one's own family, while new technological possibilities such as the internet offer older people new participation opportunities, of which they are increasingly taking up.

As a result of the demographic change, a growing number of older people will potentially be available for volunteering in the Netherlands in future. Whether, to which extent and particularly how the baby boomers for instance will become actively involved cannot yet be predicted. In any event, this area will continue to change and bring forth new forms of participation, initiatives and organizations in a country with such strong civic commitment traditions as the Netherlands.

During 2011, The European year of volunteer there were many initiatives to encourage people to do voluntary work and to literally applaud the work done by volunteers.

What measures are taken to promote favourable conditions for senior citizens in volunteering (e.g. promotional programmes, supportive legislation, funding, infrastructure, and support by professionals)?

There are national and local initiatives to promote favorable conditions. For instance MOVISIE carried out a 4 year program to stimulate the civic engagement of senior citizens and followed this up with a 2 year project to help 4 cities in the Netherlands to

enhance that civic engagement. Pluspunt in Rotterdam has developed a wonderful course called unknown talent.

What are existing legal, insurance and administrative obstacles? What is done to remove those obstacles?

There are not much obstacles to do voluntary work for older people.

It varies widely from city to city which measures are taken. A recent policy document of the city of The Hague on policies for elderly people almost totally focused on using the potential of older people. The title: OLD is IN! or in street language you could say Old is cool!

Are there special measures to encourage businesses to support older workers' voluntary activities, e.g. through corporate social responsibility measures?

There are many initiatives to encourage businesses to support older workers. Due to the economic problems the real effect is rather limited.

Afternoon Session:

National work programmes and activities for EY 2012

Please name planned activities for EY 2012 ideally with a focus on the potential of senior citizens for civil society (e.g. key studies, policy developments and forthcoming conferences and events).

The preparation at a national level by the official coordinator of EY2012 seems to be in the early stages. There are some initiatives of organisations and companies to formulate plans at a national level like making a special inlay of the free magazine Metro with the articles made by young and old people, photo competitions, film festivals, debates, generation barometer, generation mixes on the work floor, song festival, celebrations, generation books, generation calendars etc. Also in cities and provinces plans are made. But nothing is sure yet ...

4.8 SPAIN

Morning Session:

Promotion of volunteering by senior citizens

Volunteering by senior citizens: What is the situation in your country? Please name recent studies/facts and figures.

The percentage of people in volunteering is 4.17 million. That is 9,5% of the whole Spanish population, as per the results of Survey of Volunteering from the Spanish Volunteering Platform.

Eurobarometer shows that the average population participating in volunteering in EU-25 is 34%. Spain has a percentage of 18%.

According to a study from the Ministry of Health, Social Policy and Equality, only 8% of people of more than 65 are engaged in social volunteering activities.

Nevertheless, that number rises to 14% if the sample of people is 56+.

Volunteering by senior citizens in Spain is developed mainly in the framework of religious organizations (like Caritas), social support NGOs (like the Red Cross) and within neighbourhood support networks.

Women are more present in charity and social support organizations, and men are usually engaged in volunteering networks related to art, sport and leisure.

Are there specific ways of promoting the engagement of senior citizens in volunteering in your country (e.g. information and awareness campaigns, events, award schemes etc.)?

Within the Ministry of Health, Social Policy and Equality, IMSERSO (Institute for Older

Persons and Social Services), there are calls every year for the “IMSERSO- Infanta Cristina Awards”.

One of the 5 award categories is dedicated to actions which support social services in relation to ageing (“mérito social”). Every year volunteering actions are awarded and in most cases it is senior citizens who are awarded.

The awareness about the participation of senior citizens is one of the objectives of the awards and the goal is reached due the relevance in Spain of IMSERSO and the Spanish Royal Family.

Are there specific recruitment and retention strategies for senior citizens (e.g. preparatory and training courses)?

From the public sector, the majority of Universities in Spain have specific programmes for senior citizens: University Seniors Programme. Each University has his own programme but, in general, there are three common principal objectives:

- trying to adapt the curricula to the academic level of participants
- taking into consideration the specific needs for training of seniors
- looking for complimentary sociocultural activities

Another initiative for training of senior citizens is that of “Third Age Classrooms”, developed by older citizens associations and supported by the Public Administration and by private companies as well.

This initiative has his own character, combining academic training with social and networking activities at the same time.

More than 90 “Third Age Classrooms” develop their activities all over Spain.

What measures are taken to promote favourable conditions for senior citizens in volunteering (e.g. promotional programmes, supportive legislation, funding, infrastructure, and support by professionals)?

After the passing of the Volunteering Law (15 January 1996), three National Plans on Volunteering have been implemented in Spain (1997-2000, 2001-2004 and 2005-2009).

At present the National Strategy of Volunteering 2010-2014 aims to continue and develop the work carried out during the former Plans, and also tackle the new challenges for volunteering.

Moreover, the Ministry of Health, Social Policy and Equality funds and supports activities for volunteering through DG of Social Policy, Families and Childhood in a broader scope, and through IMSERSO (Institute for Older Persons and Social Services) which promotes senior citizen volunteering activities in particular.

What are existing legal, insurance and administrative obstacles? What is done to remove those obstacles?

Nowadays, Spanish tax legislation intends to foster the volunteering activities for senior citizens through benefits for private foundations attached to banks, insurance companies and other private corporations which are very active in the domain of promoting the volunteering of (and on behalf of) older persons.

Are there special measures to encourage businesses to support older workers' voluntary activities, e.g. through corporate social responsibility measures?

There are many different type of measures supported by the national legislation. Moreover, the Autonomous Communities (regional governments) have several specific measures to support older workers' voluntary

activities like continuous training from older to younger workers in the same company.

Afternoon Session:

National work programmes and activities for EY 2012

Please name planned activities for EY 2012 ideally with a focus on the potential of senior citizens for civil society (e.g. key studies, policy developments and forthcoming conferences and events).

As all of you know, the European Year for active ageing and solidarity between generations (EY), at the EU level, is coordinated by the European Commission (EC) and at the level of the different member states it is coordinated through national coordination bodies.

In the case of Spain, the Institute of older persons and social services (Imsero) was assigned, by the Ministry of Health, Social Policy and Equality as the national coordination body.

At an operative level, Imsero's Secretary General, through the Coordination of Studies and Technical Support and the International Relations Service is responsible for coordinating all Spanish initiatives.

The organisation system opted for by Spain, which is suggested by the EC and which is being followed by most of the countries, is based on giving the stakeholders active participation in decision making for the initiative to be carried out in the framework of the EY. This national level organisational system, forms part of the values which are intended to be transmitted on the need to make social participation a reality and to involve the elderly in decisions concerning them

The initiative to be carried out by Spain in the framework of the European Year, shall include important aspects and tools that will serve to make profitable their activity in our country, especially in order to

- Increase society's awareness of the values and ideas of the EY
- Involve as many stakeholders as possible

To this end, Imserso is carrying out the following initiatives: Creation of a EY Organisational Committee

With the main functions:

To give advice on the initiatives which are carried out in Spain, carry out initiatives in the fields of competence of each of its members, involving as many related agents as possible, and to be present in the most important activities to be carried out in this framework.

The following groups are represented in the organisational committee:

- The competent national, regional and local public administrations
- The NGOs, entities and experts relevant to ageing issues
- The Spanish representatives in the EU Committees for social affairs
- Trade unions' and employers' organisations
- Representatives of the European Commission and Parliament in Spain

On November 18 the first meeting of the Spanish Organisational Committee of the EY was held.

Another important instrument is the creation of a specific web space of the European Year, included on Imserso's page,

With the purpose of transmitting information, sharing experiences and mobilising the agents involved and people in general, regarding the EY

This web space contains the following parts:

- **Information on the EY**
- **Entities associated with the EY**, which include card with information on each one of those entities which wish to support the values and ideas promoted by the EY
- **Experiences in active ageing**, which include a file box with the experiences completed, by public, NGOs, and other

entities, on a national and international level in relation to active ageing and solidarity between generations.

- **Initiative Agenda**, for finding out about the activities programmed at all levels and in all fields. It includes a calendar and access to the programmes related with each activity
- **Documentation of interest** related to the EY.
- **Online activity**, which will allow us to carry out initiatives, free of cost, such as surveys, discussion forums, contests, etc.

In this regard, we will utilise currently available social networking such as Facebook and Twitter

This web space has already been presented to the Organisational Committee and it can accessed very soon through the dominium envejecimientoactivo2012.es or through the Webpage of Imserso, imserso.es

A directory with the agents involved (NGOs, Public administrations, experts and organisations and related entities) has been created as a unifying element of the website. This directory will enable us to transmit and collect information relevant to the website as well as mobilise the involved agents.

The response level of stakeholders is so big at the moment that more of 50 entities have been incorporate as partners of the EY and we have received more than 40 experiences in Active Ageing to include in our web space, even before starting the EY 2012 activity.

Another very important resource, is the elaboration of a video and spot for spreading the ideas and values of the EY

These audiovisual materials are addressed to all society with the goal of increasing awareness and showing the values which the European Year seeks.

The video will be broadcasted at all events related to ageing which take place as part of the European Year in Spain organised both by public entities in the national, regional and

local fields, and agents of the civil society related to ageing (Universities, NGOs, private entities, etc.)

In terms of the publicity spot, it will be broadcasted on public and private televisions, as well as any audiovisual platform which guarantees free broadcast.

And to conclude, we have prepared an ambitious Programme of activities to be carried out by Inmerso in collaboration with the stakeholders present in the Organisational Committee.

This programme will involve as many agents as possible and will include activities which cover all key aspects of active ageing and solidarity between generations.

The characteristic of our programme is that it will be permanently open to the incorporation of new activities generated by different stakeholders.

Some of the activities included in this programme are:

- An official presentation act to the mass media in January
- A contest called „sharing experiences“ to be carried out in the primary educational framework, about creation of audiovisual materials on intergenerational relationship.

- The prizes of this contest will be given to the educational centers winners by prestigious older persons during an act of celebration of the European years of the solidarity between generations on 29th April.

- Another interesting activity at a local level is the awareness of adolescent and young people, in the city of Melilla, about a comparative view on the perception of the roll and value of the elderly and active ageing in the 4 cultures that form part of Melilla society (indue, arab, Christian and Israeli). This would be carried out through debates in different educational spaces.

- We want to produce a publication on good practices and recommendations to make cities and equipment accessible for all ages.

- Elaboration and publication of a manual with indications to improve a good image of older persons in the mass media.

And another activity that EY we will culminate with the celebration of an International Conference about the protagonist of the older people in making political, social, cultural decisions, and analyzing different international models used at the moment.

We pretend to carry out about 25 deferent activities of course if our economical resources allow it.

4.9 UNITED KINGDOM

Morning Session:

Promotion of volunteering by senior citizens

Volunteering by senior citizens: What is the situation in your country? Please name recent studies/facts and figures.

Volunteering in the UK is not usually structured around age groups and age specific material is therefore not readily available. The government has announced a variety of measures to help boost volunteering and charity in its **Giving White Paper**, launched by David Cameron on, May 23rd. The document includes pledges of more than £40 million over the next two years. Measures include creating new ways for people to donate time and money, holding competitions with cash prizes, and creating a new committee to give out awards.

A selection of charity organisations will receive funds.

We believe that everyone can make a difference. So we want to empower and encourage more people to get involved; support each other and create the change they want to see.

In the White Paper we set out three core strands of activity where we want to work with partners to make giving as easy as possible:

- make giving as compelling as possible
- give better support to those that provide
- manage opportunities to give – be they charities, community groups or others

<http://www.cabinetoffice.gov.uk/resource-library/giving-white-paper>

<http://www.cabinetoffice.gov.uk/sites/default/files/resources/giving-white-paper2.pdf>

Institute for Volunteering Research:

Part of Volunteering England and has excellent links to academic networks and university departments, including a research partnership with Birkbeck, University of London as well

as a recently established relationship with Northumbria University.

The Evidence Bank is home to all of IVR's publicly available research. It is an easy-to-use searchable database of our research, re-ports, bulletins, publications and journal articles. It currently contains over 200 entries and will be updated on an ongoing basis. <http://www.ivr.org.uk/>

General statistical information:

- In 2008/09 41% of adults volunteered formally (giving unpaid help through a group, club or organisation) and 62% volunteered informally (giving unpaid help as an individual to someone who is not a relative)(2008/09 DCLG Citizenship Survey).
- In 2007/08 formal volunteers contributed an estimated £22.7 billion to the UK economy (UK Civil Society Almanac).
- The average number of hours spent volunteering per volunteer declined by 30% between 1997 and 2007 (Helping Out, 2007). Evidence also suggests that there is a trend towards more episodic volunteering (The UK Civil Society Almanac 2009).

Provided as attached Document A is a digest of recent information related to volunteering in the UK, reflecting the UK Government's commitment to volunteering across all ages and communities and some recent research; please recognize that this information is not comprehensive.

Are there specific ways of promoting the engagement of senior citizens in volunteering in your country (e.g. information and awareness campaigns, events, award schemes etc.)?

Queen's Award for Voluntary Service:

Managed by the Office for Civil Society, this high profile Award recognises the importance of volunteering in the community and celebrates the efforts of those who make a difference to the lives of others. Recipients

for 2011 were announced on 02 June. 130 volunteering groups in local communities throughout the United Kingdom received this unique national honour, equivalent in status to the MBE. During 2012, the Award celebrates its 10th year, giving 980 Awards since 2002, and any changes to the Award, to reflect this, will be announced in due course.

The Big Society Awards:

The Big Society Awards were set up by the Prime Minister in November 2010. The aim is to acknowledge individuals and organisations across the UK that demonstrate the Big Society in their work or activities. In so doing, the aim is also to galvanise others to follow.

The award focuses upon three specific areas:

- Promoting social action – people being, and being encouraged to be, be more involved in their communities through giving time, money and other resources.
- Empowering communities – local people taking control of how things are done in their area and being helped to do this by local government and others.
- Opening up public services – public sector organisations and individuals demonstrating innovative ways of delivering public services and charities, social enterprises and private companies showing new ways of delivering public services.

<http://www.number10.gov.uk/take-part/recognising-others/big-society-awards-2/>

Other useful links:

Volunteering England

<http://www.volunteering.org.uk/>

Volunteering Scotland

<http://www.volunteerscotland.org.uk/>

Volunteering Wales

<http://www.volunteering-wales.net/index.html>

Volunteering Northern Ireland

<http://www.volunteering-ni.org/>

Community Service Volunteers (CSV)

<http://www.csv.org.uk/?display=volunteering>

Are there specific recruitment and retention strategies for senior citizens (e.g. preparatory and training courses)?

Retired and Senior Volunteering:

The skills, knowledge and life and experience of Britain's over 50's are a valuable resource. Community Service Volunteers (CSV) helps individuals share this experience with local communities.

You could join over 15,000 volunteers on our Retired and Senior Volunteer Programme (RSVP). There is no upper age limit and no-one is rejected. Disability is not a barrier.

To find your local group, click through to the map and look for the orange pins. Alternatively, take a look at the CSV RSVP website for more details about our projects.

RSVP is unique. Projects are organised and led by volunteers so there are no limits; opportunities with RSVP are as diverse as the volunteers themselves. If you have the passion, energy and enthusiasm, you can make things happen in your community. The only limit is your imagination!

Across the UK, retired and senior volunteers drive older patients to hospital appointments, read and share skills with school children, knit teddies and blankets for children who've suffered trauma, research and record local history, befriend isolated older people and much, much more besides.

<http://www.csv.org.uk/volunteering/retired-senior>

RSVP, the retired and senior volunteer programme, is a free standing programme within CSV, which encourages the growing number of those aged 50+ to volunteer in their local area in England, Scotland and Wales.

RSVP is the only UK wide organisation that offers the opportunity to everyone over the age of 50 to volunteer.

We believe that volunteering not only helps communities, but directly benefits the volunteer.

The life experience of RSVP volunteers is used to the full. Unlike most other organisations, we depend on people with experience to lead and organise local and national RSVP groups.

We cover every possible activity. If a volunteering project benefits the community then we are pleased to be involved.

RSVP groups seek to reflect the communities in which they volunteer. We encourage volunteers from all community groups, including those from ethnic minorities and those with disabilities.

RSVP has no age limit for volunteers - you are as young as you feel! If you want to be involved we will welcome you whatever your age! We particularly welcome volunteers aged 80+.

<http://www.csv-rsvp.org.uk/site/home.htm>

The Beth Johnson Foundation:

The Beth Johnson Foundation is a national organisation that seeks to make a positive impact on the lives of older people, to gain recognition for the valuable role older people play and to challenge age discrimination through pioneering initiatives that bring together research, policy and best practice

<http://www.bjf.org.uk/>

Active at 60 Community Agents:

The Department for Work and Pensions announced in November 2010 that the Government is providing £1 million to help older people keep active and make the most of their later lives.

This money is available for local community groups or organisations within 30 selected areas to bid for small grants of £250–£3,000.

Each local community group within the selected areas will recruit at least one

Active at 60 Community Agent, who will volunteer their time to help motivate, encourage and organise people within their own communities to become more active – physically, socially and mentally.

Other useful links:

National Council for Voluntary Organisations

<http://www.ncvo-vol.org.uk/>

Age UK

<http://www.ageuk.org.uk/>

What measures are taken to promote favourable conditions for senior citizens in volunteering (e.g. promotional programmes, supportive legislation, funding, infrastructure, and support by professionals)?

What are existing legal, insurance and administrative obstacles? What is done to remove those obstacles?

Please see responses to questions 1 and 2.

Are there special measures to encourage businesses to support older workers' voluntary activities, e.g. through corporate social responsibility measures?

A majority of large employers in the UK support their employees in volunteer activity, regardless of the age of the employee. A recent Government announcement on expanding the UK Civil Service employee volunteering scheme is attached.

Employee volunteering & Business links

Civil Service volunteering:

The Civic Service will play an important role in creating the Big Society, by encouraging social action amongst civil servants and enabling them to use their skills to support voluntary, community and social enterprise sector organisations.

In February 2011 the Government publicly announced that as part of the civic service initiative each civil servant will be encouraged to do at least one day of volunteering each year using special leave.

Additionally we announced that the civil service will aim to give 30,000 volunteering days per year.

In March 2011 the Government placed additional information on the Cabinet Office website setting out the next steps, these are that:

- Permanent secretaries and senior civil servants will be asked to encourage their staff to volunteer as part of the objective setting taking place for 2011/12.
- All other civil servants will be encouraged to volunteer as a means of broadening their knowledge and developing skills.

Civil Society organisations can make requests for volunteers by emailing civicservice@cabinet-office.gsi.gov.uk.

Other achievements have been the creation of a new volunteering category in the cross Government Civil Service Awards and the continuing cross departmental Civil Service volunteering group, which meets quarterly and is chaired by the Office for Civil Society (OCS).

OCS is also in the process of creating an online location to connect civil servants to volunteering opportunities.

Business Connectors:

A programme led by Business in the Community, and closely linked with Community Organisers, is business-run and will help to source local support for charities and community groups, and transfer business skills to charities. They will also help charities to gain access to much-needed local assets.

Afternoon Session:

National work programmes and activities for EY 2012

Please name planned activities for EY 2012 ideally with a focus on the potential of senior citizens for civil society (e.g. key studies, policy developments and forthcoming conferences and events).

The UK Work Programme for EY 2012 has not yet been agreed, however as the UK has a widespread and varied volunteering community it is expected that opportunities reflecting the active involvement of senior citizens in civil society will feature.

Document A: Digest of recent information related to volunteering in the UK

The Giving White Paper and Volunteering: The Giving White Paper, published in May 2011, outlined a number of measures that will support the creation of a culture of giving both time and money. These include the following measures which relate to volunteering:

- Over £40 million of funding over the next two years to support volunteering, giving and volunteering infrastructure by way of the Social Action Fund, Challenge Prizes and Local Infrastructure Fund
- £1 million to support Youthnet which runs the volunteering website www.do-it.org.uk and which will share its data more freely with organisations
- £400,000 support from Government and NESTA to trial 'Spice' in England which gives volunteers 'thank yous' like vouchers or discounts with local businesses when they do good things for the community

Community Organisers Programme:

Through the Community Organisers programme, 5,000 individuals from within communities will be trained to galvanise those around them to become more active. Working with our recently appointed partner, Locality, Community Organisers will build up a rich picture of need and opportunity in a community and identify leaders and those willing to take action to improve life locally. There are 11 kickstarter areas that will be recruiting and hosting Community Organisers, providing them with facilities, mentoring, support and financial resources.

Some 500 senior Community Organisers will be receiving a bursary of £20,000 in the first year of the programme. This will give them the resources and time to develop

relationships with their local community, new and existing community groups, philanthropists, businesses and statutory bodies to find ways to sustain their role in future years. You can keep in touch with the latest developments at www.locality.org.uk/projects/community-organisers

New opportunities and reasons to participate: Across government, departments are already developing policy that will both enable and provide incentives for people to participate in their communities and public services – just a few examples include:

- The Localism Bill currently before Parliament is a landmark piece of legislation, lifting top-down bureaucratic burdens such as the requirement to prepare regional strategies and empowering communities with new rights, such as the right to bid for ownership of community assets and to challenge to run local authority services.
- The Department of Health's Health and Social Care Volunteering Fund is also supporting proposals to provide great opportunities for people to participate.

<http://www.dh.gov.uk/health/2011/10/strategic-vision-for-volunteering-faqs/>

Health & Social Care Volunteering Fund (HSCVF)

<http://www.volunteeringfund.com/node/12>

The Department of Health's innovative funding programme, the Health and Social Care Volunteering Fund (HSCVF) has been designed to help Voluntary, Community & Social Enterprise organisations (VCSEs) deliver an effective role within their local community. Through a capacity building support package, VCSEs will take forward elements of the Big Society by adding value to statutory services in their localities.

HSCVF has two distinct grant schemes:

Local grant scheme – for locally constituted VCSE organisations supporting volunteering. Priority is given to projects focused on local health, public health and social care needs.

National grant scheme – for national organisations / partnerships with national

reach. Successful projects will deliver strategic or developmental volunteering projects in the health, public health and social care sector.

- The forthcoming Natural Environment White Paper sets out actions to encourage and support volunteering in the natural environment, including the 'Big Tree Plant'. Launched in December, this is a national partnership bringing together a wide range of community organisations, helping people to get more involved in planting and caring for trees throughout England.

- The Department for Work and Pensions announced in November 2010 that the Government is providing £1 million to help older people keep active and make the most of their later lives. This money is available for local community groups or organisations within 30 selected areas to bid for small grants of £250– £3,000. Each local community group within the selected areas will recruit at least one Active at 60 Community Agent, who will volunteer their time to help motivate, encourage and organise people within their own communities to become more active – physically, socially and mentally.

- Age UK and the Department for Work and Pensions have been in discussion about a new approach to later life. This puts an emphasis on promoting active later life and taking forward the Big Society aims of social action and community empowerment.

- The Better Choices, Better Deals consumer empowerment strategy, published by the Cabinet Office in April, promotes the sharing of consumer feedback by citizens in order to drive growth and reduce consumer disadvantage as an alternative to expensive and slow conventional regulatory interventions. It also announced support for collective purchasing by consumers, including developing a toolkit for Community Organisers to help neighbours negotiate better prices and save money and strengthen social capital

- A national portfolio scheme for national organisations invited to apply for more substantial awards to deliver more strategic or developmental volunteering

programmes. The first national scheme was launched in November 2010 and the application process is in its final stages. The total pot of funding available is around £3 million across two years, and chosen projects will receive up to £200K.

Who volunteers?

Citizenship survey 2008/09

<http://www.communities.gov.uk/publications/corporate/statistics/citizenshipsurveyq4200809>

- In 2008/09 42% of females formally volunteered compared to 38% of males (2008/09 DCLG Citizenship Survey)
- In 2008/09 42% of white adults formally volunteered compared to 34% of minority ethnic group adults. However, although different ethnic groups show different rates of formal volunteering deeper exploration shows that this is due to factors other than ethnicity such as socio-economic classification, age, geography and income, etc. (2008/09 DCLG Citizenship Survey).
- In 2008/09 35 to 49 year olds were by far the most likely age group to formally volunteer at 47%. Younger volunteers were relatively more likely to volunteer informally than formally (2008/09 DCLG Citizenship Survey).
- In 2008/09 32% of those with a long-term limiting illness or disability formally volunteered compared with 43% of those with no long-term limiting illness or disability (2008/09 DCLG Citizenship Survey).
- Rates of formal volunteering vary greatly by socio-economic classification. In 2007/08 those in higher/ lower managerial and professions were the most likely to formally volunteer (55%), with intermediate occupations/ small employers (43%), lower supervisory and technical/ semi-routine (36%), routine occupations (28%), never worked/long-term unemployed (30%) and full time students (47%) (2007/08 DCLG Citizenship Survey).

Citizenship survey 2010/11

<http://www.communities.gov.uk/documents/statistics/pdf/1992885.pdf>

- In 2010–11, 39 per cent of adults said that they had volunteered formally at least

once in the 12 months prior to interview, a smaller proportion than in all years between 2003 and

- 2007–08 (between 42% and 44%) but unchanged on 2008-09 and 2009-10. Twenty-five per cent of people reported that they volunteered formally at least once a month in 2010-11, a lower level than all years between 2001 and 2007-08 but, like formal volunteering during the previous year, this level was unchanged on 2008-09 and 2009-10.
- In 2010–11, levels of informal volunteering, both in the previous year and on a regular basis, were higher than levels of formal volunteering. Fifty five per cent of people volunteered informally at least once in the 12 months prior to interview in contrast to 39 per cent who volunteered formally during this time. Twenty nine per cent of people said they volunteered informally at least once a month compared to 25 percent who said they volunteered formally at least once a month.
- Levels of informal volunteering once a year (55%) were unchanged on 2009-10 but lower than in all years prior to that, following a particularly large decrease from 2008–09 to 2009–10 (from 62% to 54%). As with informal volunteering during the previous year, the level of monthly informal volunteering (29%) was also lower than in all years prior to 2009-10 (when levels ranged from 34% to 37%) (Figure 6). This also followed a notable decline between 2008-09 and 2009-10 (from 35% to 29%).

The UK Civil Society Almanac 2009

The 2009 edition of the Civil Society Almanac aims to provide a single overview of the size, scope and dynamics of the groups, societies and organisations that comprise civil society. Using data from a range of sources, it draws together long-term trends using the latest possible information.

http://www.ncvo-vol.org.uk/uploadedFiles/NCVO/What_we_do/Research/Almanac/NCVOCivilSocietyAlmanac2009Summary.pdf

The European Year of Volunteering 2011:

The Office for Civil Society (OCS), a UK Government department, is implementing a

national work programme of activity related to the EY2011 in England.

As part of the national work programme OCS has identified five organisations that are working to encourage the development of volunteering in relation to specific themes, focusing their activity during two spotlight months:

- March and April – Children and Young People – V and Catch 22,
- May and June – The Environment – Groundwork West Midlands
- July and August – Sport – Sports Coach UK
- September and October – Culture and the Arts – led by Arts and Business,
- November and December – Health and Social Care – focusing on active aging – Led by Age UK.

OCS has also identified lead organisations specifically looking at developing good practice in three areas of interest to volunteer-involving organisations:

- On Volunteer Management the lead organisation is Volunteer Centre Warrington.
- On Employer Supported Volunteering the lead is Volunteering England.
- On the Opening the Door to Volunteering to traditionally underrepresented groups the lead is Attend.

5. WELCOMING ADDRESSES AND PRESENTATIONS

5.1 Welcoming Addresses

„Active Ageing in Europe – Senior Citizens and Volunteering“

5.1.1 Michael Löher, German Association for Public and Private Welfare

Dear Mr. Linzbach,
Dear Mrs. Ehlers, dear Mr. Naegele,
Ladies and Gentlemen,

On behalf of the German Association for Public and Private Welfare, I want to warmly welcome you to the expert meeting „Active Ageing in Europe - Senior Citizens and Volunteering“.

I would especially like to thank Mrs. Ehlers, whose keynote speech will give you an overview over different approaches towards volunteering by older people in European comparison. My thanks also go to her colleague Mr. Naegele, who kindly agreed to take over the moderation of the event.

I would also like to thank our cooperation partner, the German Federal Ministry for Family Affairs, Senior Citizens, Women and Youth, without whom this event would not have been possible.

In particular, I am happy that we succeeded in winning you, ladies and gentlemen, as experts from nine different European Member States, for this meeting. This gives us the opportunity to have a diverse and fruitful discussion on the topic of active ageing and the promotion of volunteering by senior citizens.

Your coming is a clear signal that the topic we are discussing today is important, and that it will surely keep us busy beyond the European debate in the European Year of Volunteering 2011 and the forthcoming European Year for Active Ageing and Solidarity between Generations 2012!

Demographic change and an ageing society pose challenges for politics as well as for the community. These are subjects of debate which accompany the work of the German Association for Public and Private Welfare in its various fields of activity.

For your orientation, just a few words about the German Association for Public and Private Welfare:

The German Association for Public and Private Welfare has been representing the interests of social institutions and social services for more than 100 years. It is the platform for social work and social policy in Germany: the association represents more than 2,500 members, thus being the central point for all efforts undertaken by both public and private welfare organizations. In addition to public agencies and non-profit welfare organisations, universities, unions, employers' associations and foundations are also among its members. It has an influence on socio-political developments in Germany in many areas and makes proposals for reforms – some of which are highly successful.

Our topics are as diverse as is the professional social work itself: Child and youth welfare, support for the disabled, health care, labor market integration and social assistance for the elderly, as well as social planning, financing, training, quality management for social services, and promotion of cooperation between public and private actors.

I would like to single out two exemplary events, to show how the German Association is following the topics you are going to discuss today.

In early December, we will be co-hosting a major conference of the European Year of Volunteering 2011 on the subject of intergenerational commitment. „Building bridges – shaping community together!“ - is the title of the event. For the purpose of mutual learning, we will be looking that day at good practice examples of our neighbours in the Netherlands.

The second event is the next German Welfare Congress (Deutscher Fürsorgetag). It is the central social congress in Germany and is hosted by the German Association every three years. The topic in May 2012 will be: „Without education, no participation - from early childhood to old age!“ We are expecting over 2,000 participants. During the congress we will be offering workshops on the European Year for Active Ageing and Solidarity between Generations 2012 and we will also discuss the concepts of lifelong, as well as intergenerational learning in Europe.

I wish you and all of us today, ladies and gentlemen, enriching and inspiring discussions, new impulses for your own activities, and a productive exchange!

Thank you!



Gerhard Naegele (TU Dortmund), Christoph Linzbach (BMFSFJ) and Michael Löher (DV)

5.1.2 Christoph Linzbach, Federal Ministry for Family Affairs, Senior Citizens, Women and Youth

Dear Mr. Löher,
Ladies and Gentlemen,

I am delighted to welcome you to this expert meeting on behalf of the German Federal Ministry for Family Affairs, Senior Citizens, Women and Youth.

As we all know, you will be addressing in this morning session a subject which has increasingly become a focus of public interest in recent years: volunteering of senior citizens.

A 2008 Eurobarometer study has shown that 73% of older employees in Europe are willing to volunteer - but only 44% of pensioners actually take action.

This reveals that the willingness of elderly people to offer their potential to society is vast. In this context it is our challenge to create and support suitable conditions in order to release and promote this potential.

We have been intensely working on this question especially during this year - the European Year 2011 - and we will further strengthen our efforts in the course of the forthcoming year.

The aim of the European Year for Active Ageing and Solidarity between Generations 2012 is, according to the Council resolution, "to facilitate the creation of an active ageing culture in Europe, based on a society for all age groups". Within this framework, the European Year shall encourage and support the efforts to promote active ageing and to mobilise the potential of the rapidly growing section of the population who are in their late 50s and older.

Our ideas about old age and ageing are of fundamental importance for the roles that older people play in society.

The Sixth German Government Report on the Elderly (Altenbericht) that was published this year shows that the image of ageing is changing. It points out that additional life years are perceived as a gain not only for the individual, but moreover for society as a whole.

Traditionally, senior citizens used to be regarded as beneficiaries of volunteering. Nowadays, there is a growing awareness that increasing life expectancy is a precious resource that older people want to deploy in an active manner, for instance with the help of a voluntary commitment.

In recent times, the Federal German Government has carried out a number of measures and policy initiatives that stress the potentials of old age as well as the contribution of older citizens to society.

In October 2010, the first Civic Participation Strategy was approved. It is entitled: "Guidelines for a vibrant civil society" and lays the ground for a joint and concerted strategy to support volunteering.

Governmental programmes such as the promotion of multi-generational centres, the "voluntary service for all generations" or the programme "Active in old Age" also draw the attention to the resources and potentials of senior citizens.

Furthermore, the "National Volunteer Award" that is conferred in the framework of the European Year 2011 will have a special focus on senior volunteering.

Sustainable support for volunteering requires a sound scientific data base. With the help of a Volunteer Survey, the Federal Ministry for Family Affairs has undertaken a permanent observation of the scope and forms of volunteering every five years since 1999.

The figures for 2009 have shown that almost 36 per cent of all federal citizens are involved in voluntary and unpaid activities.

It has also illustrated a significant rise in voluntary commitment among the generation "50+" since 1999. Especially older people have been active in volunteering, both in the informal sector as well as in a formal setting. People over 60 years are, according to the Volunteer Survey, the population group with the largest increase in volunteering since 1999. *(In 1999, only 31% of senior citizens aged 60 to 69 volunteered, whereas in 2009, the number reached 37%. For the age group between 70 and 74 years, the percentage increased from 24% to 30%.)*

The German Volunteer Survey has demonstrated another trend: Older people are increasingly interested in shaping the community and the local environment they live in, and they are willing to take active responsibility for their own and for future generations – as the increase of their presence in political bodies and committees shows.

The European Year 2011 of Volunteering has stimulated important discussions on how we can mobilize individual abilities and strengths for the cohesion of our society. Our task will now be to seize this momentum created by the European Year 2011 and transfer it to the forthcoming European Year for Active Ageing and Solidarity between Generations.

This is one reason why we decided to put a strong focus on the potential of senior citizens for the economy and for society, during the European Year 2012 in Germany.

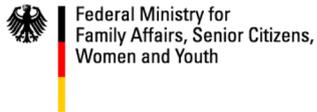
The European exchange on volunteering and on active ageing strategies is of fundamental importance as it provides new impulses and possibilities - despite different traditions and cultures between Member States.

I therefore appreciate the scope of this meeting as it combines these two fundamental policy areas, and I am very much looking forward to the results of today's discussion. I wish all of us present every success for the event as well as numerous new insights, ideas and suggestions.

Thank you.

5.2 Presentations

5.2.1 Results of the Monitor of European Policies on Senior Citizens: Kathrin Linz-Dinchel/Sabrina Stula, Observatory for Sociopolitical Developments in Europe



Current subjects in policies for senior citizens

Experiences from the Monitor of European Policies on Senior Citizens

Kathrin LINZ-DINCHEL
Sabrina STULA

Expert Meeting on Innovative Policies for Senior Citizens and Generations, 28 November 2011



Observatory for
Sociopolitical Developments
in Europe

Outline



- Observatory for Sociopolitical Developments in Europe
- Monitor of European Policies on Senior Citizens
 - Concept
 - Method
 - Findings
- Outlook



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Observatory for Sociopolitical Developments in Europe I



The **Observatory for Sociopolitical Developments in Europe** is

- a joint project of the **German Association for Public and Private Welfare** and the **Institute for Social Work and Social Education**
- funded by the **German Federal Ministry for Family Affairs, Senior Citizens, Women and Youth**



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Observatory for Sociopolitical Developments in Europe II



The Observatory aims at

- raising awareness among the interested public in Germany for the European dimension of sociopolitical issues (e.g. volunteering and demographic change)
- promoting exchange of information and opinions in Europe by means of projects and events
- strengthening and intensifying co-operation between networks at the national and European level



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Monitor of European Policies on Senior Citizens



Concept

- Information on sociopolitical measures and developments for senior citizens in eight EU Member States
- research conducted since 2010
- on the basis of an analysis of key words
- used in publications accessible at the official websites.
- **Aim:** Identifying new initiatives as well as common topics



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Monitor of European Policies on Senior Citizens



Observatory for
Sociopolitical Developments
in Europe

Countries selected

***Austria, Czech Republic, Denmark, Finland,
France, the Netherlands, Spain, and the United
Kingdom***

All selected countries

- encourage new policies relating to generational and elderly issues
- carry out policy reforms in this respect
- provide accessible information on public policies for senior citizens
- present up-to-date information on new aspects of the debate on demographic change



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Monitor of European Policies on Senior Citizens



Observatory for
Sociopolitical Developments
in Europe

Key words for research

Collection of information on the latest sociopolitical measures and developments for senior citizens is based on the following key words:

- **Active ageing**
- **Images of age and ageing**
- **Dementia**
- **Care**
- **Support of informal carers**
- **Services for the elderly**
- **Intergenerational relations**



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Monitor of European Policies on Senior Citizens



Observatory for
Sociopolitical Developments
in Europe

Selection criteria

- Focus on issues dealt with and initiatives taken by or on behalf of ministries at the national level in the countries concerned.
- Research on measures and initiatives:
 - 1) that are planned or currently implemented
 - 2) that are currently the subject of public debate
 - 3) that are not restricted to regional authorities
- Research is based on a review of current publications. The research has taken into account both official government sources and media presentations.

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Monitor of European Policies on Senior Citizens



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Ministries

Country	Main Sources
DK	Ministry for Social Affairs and Integration (Social- og Integrationsministeriet) Ministry of Employment (Beskaeftigelsesministeriet)
FI	Ministry for Social Affairs and Health (Sosiaali- ja terveystieteistie)
FR	Ministry for Solidarity and Social Cohesion (Ministère des solidarités et de la cohésion sociale) Ministry of Work, Employment and Health (Ministère du travail, de l'emploi et de la santé)
NL	Ministry of Social Affairs and Employment (Ministerie van Sociale Zaken en Werkgelegenheid) Ministry for Health, Welfare and Sport (Ministerie van Volksgezondheid, Welzijn en Sport)
AT	Federal Ministry of Labour, Social Affairs and Consumer Protection (Bundesministerium für Arbeit, Soziales und Konsumentenschutz)
ES	Ministry for Health, Social Policy and Equality (Ministerio de Sanidad, Política Social et Igualdad) Ministry of Labour and Immigration (Ministerio de Trabajo e Inmigración)
CZ	Ministry of Labour and Social Affairs (Ministerstvo práce a sociálních věcí) Ministry for Health (Ministerstvo zdravotnictví)
UK	Department for Work and Pensions Department for Health

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Monitor of European Policies on Senior Citizens



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Key questions

- Do the ministries raise issues regarding the key words?
- If they do, what are the key aspects within national initiatives concerning?
- What are new subjects which seem to be important within the policies for senior citizens in selected countries?



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Short compilation of findings



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in Europe

Findings on the following keywords will be presented:

- Care
- Support for informal carers
- Dementia
- Active Ageing



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Care

Different subtopics to which policies respond:

- Expansion of care services and statutory care (quantitative and qualitative → esp. high quality in statutory care)
- Qualifying staff in care
- Protection of people who are in need of care (fight for dignity and against abuse of dependent people)
- Palliative care (legal framework, organisation)
- Financing care (esp. long term care)
- Reconciliation of professional life and care obligations
- Patient rights and possibilities of participation
- Information on regional care services, organising care services at local level
- Over-prescription of (antipsychotic) medication

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Support for informal carers

Initiatives aiming at:

- Improving conditions and supporting a good environment for informal carers
- Organising help to ease the stress on care-giving family members

Different approaches to support informal carers in the countries:

- Extending care services of all kind
- Supporting short-term care (short-term care facilities, temporary provision of nursing staff etc.)
- Initiating labour policy measures that support informal carers (eg. care leave)
- Promoting volunteer activities that support informal carers
- Providing information and supporting training for informal carers

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Dementia

Subject of dementia / Alzheimer’s disease and other related diseases is gaining relevance for all countries

Initiatives aiming at:

- Improving and adaptation (statutory) care for people with memory disorders
- Ensuring social inclusion of patients with memory disorder
- Supporting patients and carers
- Promoting research on Alzheimer’s and related diseases

Different approaches to meet these targets (eg.):

- Holistic strategies (e.g. National Action Plans or strategies)
- Coordinating (integrated) care and service chains
- Awareness raising campaigns
- Promoting product and service developments to meet the special needs

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Active Ageing

Different approaches to the topic of active ageing:

social integration in all sectors of society (**collective perspective**)

health and quality of life while ageing (**individual perspective**)

The term „active ageing“ is used while presenting policies aiming at promoting:

- equivalent opportunities
- active participation of seniors in all sectors of society
- esp. engagement in voluntary and paid work

Initiatives to promote:

- physical and mental health of senior citizens
- ways to participate in the labour market and in society
- inclusion of senior citizens in difficult situations

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Other subjects



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- Housing esp. living at home at old age
- Combating violence towards old people, elder abuse and age discrimination
- Volunteering by senior citizens

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Outlook

What can we learn by monitoring innovative policies for senior citizens?



Observatory for
Sociopolitical Developments
in Europe

- Policy issues high on the agenda: **Dementia, care, supporting informal carers, supporting active engagement of senior citizens in labour and in neighbourhood, protection of the elderly, living at home**
- Major challenges due to demographic change: **Providing care** for those in need and supporting **societal participation** of people of all ages
- Countries have different policy approaches → learning from innovative initiatives to promote foresighted national policies

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Outlook

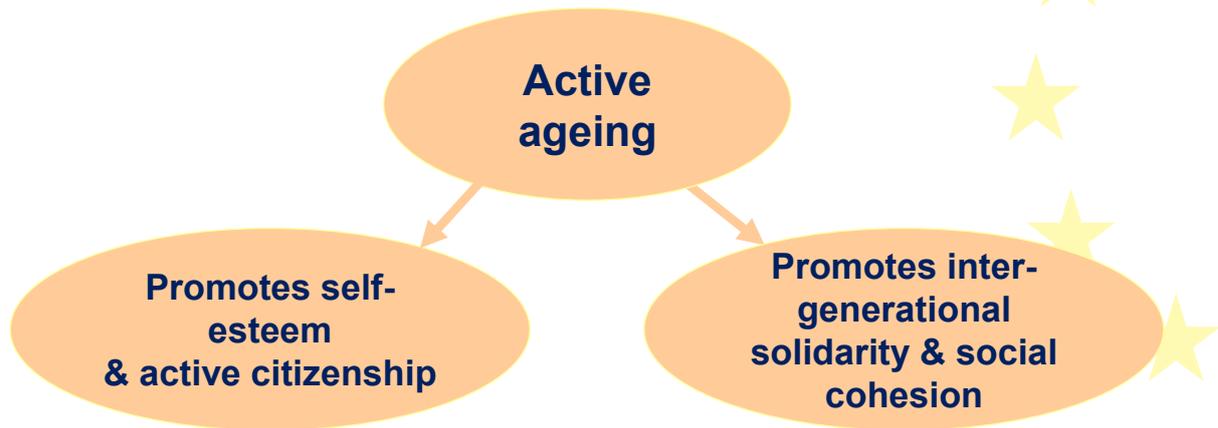
What can we learn by monitoring innovative policies for senior citizens?

Volunteering of senior citizens

– a current subject high on the agenda



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in Europe



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Federal Ministry for
Family Affairs, Senior Citizens,
Women and Youth



German Association
for Public
and Private Welfare



ISS
Gemeinnütziger e. V.

Thank you for your attention



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Sociopolitical Developments
in Europe

5.2.2 Senior Citizens and Volunteering in Europe: Anja Ehlers, TU Dortmund

Institute of Gerontology at the Technical University of Dortmund



Senior Citizens and Volunteering in Europe

Expert Meeting on Innovative Policies for Senior Citizens
and Generations

Monday, 28 November 2011

Deutscher Verein für öffentliche und private Fürsorge e.V., Berlin

Anja Ehlers, Gerhard Naegele & Monika Reichert

Institute of Gerontology at the Technical University of Dortmund

www.ffg.uni-dortmund.de



Project „Measures for Social Inclusion of the Elderly”

- National correspondents in 11 EU Member States
- Head institute: Institute of Gerontology at the Technical University of Dortmund
- Funding: European Foundation for the Improvement of Living and Working Conditions, Dublin

Policy framework – The EU context

- In EU 27 social inclusion of the elderly who, in general, have already left the labour market, and measures encouraging volunteering are of growing socio-political importance.
- This is in line with the goals of the 2010 “European Year for Combating Poverty and Social Exclusion” and the 2011 “European Year of Volunteering”
- There is empirical evidence that the risk of getting socially excluded is particularly high among older persons and is even further increasing with advanced age. Older women are particularly in danger.

Main research objectives

- To analyze whether volunteering of older persons may prevent from social exclusion respectively may promote social inclusion.
- To examine facilitating and hindering factors with respect to volunteering of older people, especially of those at risk of social exclusion.

The project`s conceptual framework and theoretical assumptions

- Social exclusion of older people is conceptualised as low degree or even lack of participation in formal and informal social networks, including leisure activities, inadequate social support and social isolation in the first place.
- Volunteering is defined as a form of unpaid work done for others, in our case particularly for other persons not being family members. The project focused on formal volunteering typically linked to an organisation or initiative.
- Volunteering in old age is seen as a dimension of active ageing as a life-style which combines both being useful in two terms (1) for the older individual him-/herself as well as (2) for all age groups/the society in general (A. Walker).

Level of volunteering in the EU

- „**Very high** in Austria, the Netherlands, Sweden and the UK as over 40% of adults in these countries are involved in carrying out voluntary activities.
- **High** in Denmark, Finland, Germany and Luxembourg where 30%-39% of adults are involved in volunteering.
- **Medium high** in Estonia, France and Latvia where 20%-29% of adults are engaged in voluntary activities.
- **Relatively low** in Belgium, Cyprus, Czech Republic, Ireland, Malta, Poland, Portugal, Slovakia, Romania, Slovenia and Spain as 10%-19% of adults carry out voluntary activities.
- **Low** in Bulgaria, Greece, Italy and Lithuania where less than 10% of adults are involved in voluntary activities.“ (GHK, 2010: 7)

Case studies conducted in	National correspondents
Denmark	Tine Rostgaard
Finland	Ilka Haarni
France	Jean-Philippe Viriot-Durandal
Germany	Eckard Schnabel
Hungary	Zsuzsa Szeman
Italy	Andrea Principi
Latvia and Lithuania	Alf Vanags
Poland	Piotr Bledowski
The Netherlands	Hilde van Xanten
United Kingdom	Anne Jamieson

Examples of good practice I

- Hungary:
 - The „Budapest Cultural Center“ encourages older people to become volunteers in a self-chosen framework. For instance, they act as cultural mediator or join local communities and civil organisations to carry out voluntary activities. Their tasks vary from monitoring community internet points to organising events or recruiting other volunteers.

Examples of good practice II

- Finland:
 - The Finnish “Peer Power Project” offers an empowerment course for former caregivers who look for re-orientation after the death of a spouse or after the care recipient had to move to institutional care. Participants are encouraged to become volunteers, for example by utilizing their life experience to support other (ex-)family carers.

Examples of good practice III

- The Netherlands
 - The program “Together We Continue” focuses on improving the welfare of older and handicapped people in a Dutch municipality. They provide for instance driving services, home visits and household chore services. In addition, the initiative has a second hand shop with a small café. The earnings constitute a significant contribution to the funding.

Examples of good practice IV

- France:
 - A group of retirees of the initiative “Young Elders from Nancy” are invited to visit companies of the region in order to talk with older employees about their impending retirement. Experiences are exchanged and ideas are given on how to structure the new phase of life, e.g. by voluntary commitment.

Examples of good practice V

- United Kingdom:
 - After attending training in health promotion, older people become “Community Health Champions”. They are encouraged to impart their newly gained knowledge to friends and neighbours. Beyond that, “Super Champions” take up regular tasks in the context of health promotion.

Examples of good practice VI

- Poland:
 - Older women from rural areas promote local traditions (for example, traditional dishes) in the framework of regional and national events. Since local politics focus on the advancement of farm tourism as a locational factor, the activities of the „Council of Women Association“ are perceived as promotion and are therefore supported by local authorities.

Examples of good practice VII

- Germany:
 - The project “ZWAR” focuses on the social participation of older people in the transition from paid work to retirement. In a certain community, all residents aged 50 and above are invited to an initial meeting. Interested people are encouraged to found a group and work on a self-chosen topic. The group members decide about the extent and duration of their commitment.

Examples of good practice VIII

- Denmark:
 - Single parents are the main target group of the „Spare Grandparents“ project: Older volunteers look after children while their parents are at work. The main tasks of a bonus grand parent is to provide care for the child when it is sick, but may also include picking up the child from day care, if parents are unable to do so .

Selected findings I

- Evidence for positive effects of voluntary work on older volunteers:
 - enhanced well-being and self-esteem
 - prevention from social isolation and loneliness
 - re-orientation in the context of critical life events
 - direct effects in the context of health promotion
- Crucial promoting factors for the involvement of older people:
 - reliable funding
 - professional support
 - political backing
 - tailored recruitment strategies

„After retirement or in case of unexpected disability a person discovers that he/she suddenly becomes useless and begins to feel discomfort. Becoming a volunteer is an opportunity to rediscover yourself, to help others, to try something new in your life thereby helping yourself to find something for your soul, to experience the joy of giving to others, to feel needed, to be with people and not to feel excluded. [...] This is not just nice words, but reality, proven by my own experience of becoming a volunteer after retirement and sudden disability.“

(69-year-old volunteer from Latvia)

Selected findings II

- Volunteering among older people at risk is much less likely compared to other groups.
- However, volunteering bears potentials to promote social inclusion.
- Profits refer to both persons involved as well as other societal groups and purposes as recipients.
- Effectiveness is highly dependent on active, strongly motivated and committed individuals who act as promoters.

Selected findings III

- Issues to be taken up must refer to both the biographies as well as to the real life situation of all persons involved (“Lebensweltbezug”).
- Recruiting campaigns as well as measures should be embedded in the country- and/or local-specific dominant traditions and culture of social volunteering.
- Constant structural support is needed.

Conclusions

- Volunteering of older people (at risk of social exclusion) should be recognised as an instrument of health policy with respect to older people.
- The involvement of older people (at risk) in voluntary work should be politically promoted and embedded in a comprehensive senior policy.
- Local public authorities should support the commitment of voluntary initiatives regarding financial, material and personnel resources.

Thank you for your attention.

For further information please contact:

orka@post.uni-dortmund.de

The report is available via www.eurofound.europa.eu

5.2.3 Key aspects of the Polish Council Presidency: Marzena Breza, Polish Ministry of Labour and Social Policy



Active Ageing – activities & challenges – Polish Presidency perspective

Marzena Breza
Ministry of Labour and Social Policy, Poland

Senior Citizens and Volunteering
Expert Meeting on Innovative Policies for Senior Citizens
and Generations
Berlin, November 28th, 2011



Structure

- EYV 2011 – PL PRES
 - Activities on the ERV 2011
- Active Ageing – priorities of the PL PRES
 - Council conclusions
 - Follow up during the EY 2012



EYV 2011 – PL PRES (1)

- Support
 - Initiate
 - Promote awareness of the value of voluntary activities for development of Europe
- Activities on the political, educational, communication level



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



EYV 2011 – PL PRES (2)

- The EU Council Conclusions on **the role of volunteering in social policy** – *EPSCO Oct 2011*
- Presidency events and activities on volunteering
 - EYV 2011 Tour, Warsaw, Sep 2011
 - Europe of active citizens: volunteering, Warsaw, Sep 2011
 - Workshop on measurement of volunteer work, Warsaw Sep 2011
 - Closing conference of the EYV 2011, Warsaw, Dec 2011



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



2011-2012

From EYV 2011

to

Active Ageing



PL PRES on ageing (1)

- Demographic challenges – national and European perspective
- Ageing in the agenda of the PL PRES:
 - Activities and events
 - The EU Council conclusions
 - *Follow-up during the EY 2012*



PL PRES on ageing (2)

The EU Council conclusions:

- Managing demographic challenges: Institutional cooperation of the Member States on demographic issues and reconciliation of work and family life – towards compatibility of career and family, *EPSCO October 2011*
 - cooperation on demographic issues on the EU level
 - demographic challenges as an element of different policies



PL PRES on ageing (3)

- Ageing as an opportunity for the labour market and for the development of social services and community activities, *EPSCO December 2011*
 - Ageing – opportunity for the silver economy
 - Services for elderly
 - Initiatives on community and local level i.a. volunteering of seniors
 - Promote social activities among elderly



Follow-up in 2012

- Looking for synergy between EYs
- EY 2012 targets
- National work program for the EY 2012
 - Multidimensional approach
 - Intergenerational solidarity
 - Central®ional&local cooperation
 - Intersectoral activities



Active ageing - challenges

Comprehensive approach:

- Labour market measures
- Social protection system
- Living conditions of elderly
- Health status
- Education & LLL
- Civil society



THANK YOU FOR YOUR ATTENTION

6. ABOUT THE PROJECT

Keeping an eye on social policy in Europe

The Observatory for Sociopolitical Developments in Europe analyses sociopolitical trends in EU member states as well as at European level and it looks at the effects of these trends on the German situation. The project hopes to act as an interface between Germany and Europe. The studies are mainly focusing on the policy fields of volunteering and demographic change.

The Observatory's objectives: Information – Agenda Setting – Networking

The Observatory's objective is to monitor relevant sociopolitical developments and questions at European level and to report on changes. This allows to investigate new trends and to work towards defining questions, which will be important in the future.

The Observatory aims at

- raising awareness among the interested public in Germany for the European dimension of social and sociopolitical issues
- strengthening and intensifying co-operation within networks at the national and European level
- promoting exchange of information and opinions in Europe
- setting the agenda by means of projects and events
- promoting the exchange on good practice between the member states and to broadening the informational basis for a modern and prospective social policy

Project partners

The Observatory for Sociopolitical Developments in Europe is a joint project of the German Association for Public and Private Welfare and the Institute for Social Work and Social Education. It is funded by the German Federal Ministry for Family Affairs, Senior Citizens, Women and Youth.

What does the Observatory offer you?

The Observatory publishes working papers as well as a biannual newsletter on developments in the EU and on current social affairs issues. The output of the Observatory and the documentation of conferences held by the Observatory can be found on the website of the project: www.sociopolitical-observatory.eu.



Regarding the policy fields of volunteering and demographic change you can find the following current publications on the Observatory's website:

Working papers

Volunteering

- Senior Citizens and Volunteering in the European Union (November 2011)
- Volunteering in the Member States of the European Union – Evaluation and Summary of Current Studies (November 2010)
- Volunteering in der European Union – An Overview (August 2010)

Demographic Change

- Bulletin of European Policies on Senior Citizens (first issue)
- Demographic Change in Europe – An Overview (August 2010)

Newsletter

- 2012: European Year for Active Ageing and Solidarity between Generations – Main Focus and Activities in Germany (issue 2/2011)
- Voluntary Service: a topical issue, not only in Germany (issue 1/2011)

Conference documentation

- Expert meeting: Active ageing in Europe – Senior Citizens and Volunteering (November 2011)
- Eldercare Services in Europe – Home Care, Family Support and Domestic Services for Older People (September 2011)
- Volunteering in the European Union (November 2010)



ÜBER DAS PROJEKT

Das soziale Europa im Blick

Die Beobachtungsstelle für gesellschaftspolitische Entwicklungen in Europa analysiert gesellschaftspolitische Trends in den Mitgliedsstaaten der EU sowie auf europäischer Ebene und deren Auswirkungen auf die deutsche Situation. Das Projekt versteht sich als Mittler zwischen deutscher und europäischer Ebene. Gegenstand der Untersuchungen sind v.a. die Politikfelder Bürgerschaftliches Engagement und Demografischer Wandel.

Ziel der Beobachtungsstelle: Information – Themensetzung – Vernetzung

Zielsetzung der Beobachtungsstelle ist es, relevante sozialpolitische Entwicklungen und Fragestellungen auf europäischer Ebene zu verfolgen und aufzubereiten. Durch die Beobachtung sollen Trends erforscht und zukünftig wichtige Fragestellungen herausgearbeitet werden.

Die Beobachtungsstelle trägt dazu bei,

- die Fachöffentlichkeit in Deutschland für die europäische Dimension sozial- und gesellschaftspolitischer Themen zu sensibilisieren.
- Vernetzung im nationalen Raum und auf europäischer Ebene auszubauen.
- den Informations- und Meinungsaustausch in Europa zu fördern.
- spezifische Themen durch Projekte und Veranstaltungen zu besetzen.
- den Austausch guter Praxis zwischen den Mitgliedsstaaten zu fördern und somit Informationsgrundlagen für eine prospektive deutsche Gesellschaftspolitik zu schaffen.

Projektkonzeption

Die Beobachtungsstelle für gesellschaftspolitische Entwicklungen in Europa ist ein Kooperationsprojekt des Deutschen Vereins für öffentliche und private Fürsorge e.V. (DV) und des Instituts für Sozialarbeit und Sozialpädagogik e.V. (ISS). Finanziert wird die Beobachtungsstelle vom Bundesministerium für Familie, Senioren, Frauen und Jugend (BMFSFJ).

Was bietet Ihnen unser Projekt?

Die Arbeitsergebnisse der Beobachtungsstelle werden in Form von Arbeitspapieren sowie in einem zweimal pro Jahr erscheinenden Newsletter präsentiert und sind auf der Projektseite – www.beobachtungsstelle-gesellschaftspolitik.eu – zu finden. Dort stehen ebenso die Dokumentationen der von der Beobachtungsstelle durchgeführten Veranstaltungen bereit.



Zu den Politikfeldern Bürgerschaftliches Engagement und Demografischer Wandel finden Sie folgende aktuelle Veröffentlichungen der Beobachtungsstelle für gesellschaftspolitische Entwicklungen in Europa:

Arbeitspapiere

Bürgerschaftliches Engagement

- Bürgerschaftliches Engagement älterer Menschen in der Europäischen Union (November 2011)
- Bürgerschaftliches Engagement in den Mitgliedsstaaten der Europäischen Union – Auswertung und Zusammenfassung aktueller Studien (November 2010)
- Bürgerschaftliches Engagement in Europa – Überblickspapier zur Europäischen Union (August 2010)

Demografischer Wandel

- Bulletin Europäische Seniorenpolitiken (Ausgaben 1 und 2 2011)
- Demografischer Wandel in Europa – Überblickspapier zur Europäischen Union (August 2010)

Newsletter

- Europäisches Jahr für aktives Altern und Solidarität zwischen den Generationen 2012 – Schwerpunkte und Aktivitäten in Deutschland (Ausgabe 2/2011)
- Freiwilligendienste: Nicht nur in Deutschland aktuell (Ausgabe 1/2011)

Veranstaltungsdokumentationen

- Europäisches Expert/innentreffen: Aktives Altern in Europa – Bürgerschaftliches Engagement älterer Menschen (November 2011)
- Eldercare Services in Europa – Pflege, familienunterstützende und haushaltsnahe Dienstleistungen für ältere Menschen (September 2011)
- Bürgerschaftliches Engagement in der Europäischen Union (November 2010)



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