

#71 TOWARDS AN AGE-FRIENDLY EUROPEAN UNION - ADVOCACY TOOLKIT FOR OLDER PEOPLE AND THEIR ORGANISATIONS, AGE PLATFORM EUROPE

AGE PLATFORM EUROPE

Toolkit, 2015

Topic for advocacy Advocacy / HEPA - Physical Activity and Health

http://www.age-platform.eu/images/stories/Publications/AGE_advocacy_toolkit_for_age-friendlyEU_2016.pdf

Description of the good example

AGE Platform Europe wants to build on its experience and the lessons learned from the AFE INNOVNET, INNOVAGE, ASCE and WeDO projects in order to provide older people's organisations with practical guidelines on how to influence the decision-making processes that concern them and on how to be part of innovation processes. Document tells how to advocate for an age-friendly EU, influence policies that are relevant for older people and influence policy makers and other stakeholders at all levels.

Target - Who can best use this example or document?

Organisations working with elderly people.

Highlights and outcomes

Why could it be useful for your organisation and advocacy?

With this toolkit organisations can get recommendations and tips on how to contact decision makers and influence them. It also presents how to promote an age-friendly European Union.

Learning points - What can we learn from it?

Background information on ageing and why we need age-friendly environments. Document provides an action model that can be adapted to a wide range of campaigns.

Further information

AGE Platform Europe

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<http://www.age-platform.eu/>

**All information in this entry is sourced from the link above and contact mentioned in the document.*