



# THE EUROPE WE WANT IS FOR ALL AGES

**Manifesto** by **AGE Platform Europe**  
2024 European Parliament Elections

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## We are all ageing.

The majority of children born in the European Union today can expect to live to more than 100 years.<sup>1</sup>

**Longevity** is an achievement. However, unless we reshape how our societies view and address ageing, we will all miss the benefits and opportunities of a longer life.



**We are all ageing,** but inequalities accumulate over our lifetime.

Unless we consider a **life course approach**, we will continue leaving people behind and we will miss the opportunity to celebrate diversity in old age.



**We are all ageing,** but ageism prevents us from living to our full potential and may even affect our health, wellbeing, and life expectancy.<sup>2</sup>

COVID-19 has shown just how badly things can go wrong when our human rights are not equally protected in old age.<sup>3</sup> Unless we treat age discrimination with the same gravity in law and practice as other forms of discrimination, we will deny ourselves the opportunity to fully participate in society on an **equal basis** with others.



<sup>1</sup> [Data in Human Mortality Database](#) | <sup>2</sup> [Global report on Ageism](#) | <sup>3</sup> [AGE report on Human Rights and COVID-19](#)

## > WHAT IS AGEISM?

Ageism refers to **stereotypes** (how we think), **prejudice** (how we feel) and **discrimination** (how we act) towards people on the basis of their age.

Institutional ageism refers to the laws, rules, social norms, policies and practices of institutions that unfairly restrict opportunities and systematically disadvantage individuals because of their age. Interpersonal ageism arises in interactions between two or more individuals, while self-directed ageism occurs when ageism is internalised and turned against oneself.

Source: Global Report on Ageism (WHO, 2021)



**We are all ageing,** but too often we are portrayed as vulnerable, dependent, frail, and incapable, even as a cost to our societies.

Unless our contributions and experiences are better recognised, valued, and supported, we will not achieve a society for all ages.

**Today we work, we engage in political life, we volunteer, we provide care, and we exchange with younger generations. Tomorrow, we want to continue doing so.**

> As a future **Member of the European Parliament**, you can make sure that the European Union addresses adequately population ageing and works toward a society for all ages.

# We call on the next European Parliament to:

## ➤ 1. Promote Age Equality

- Extend the existing EU legal framework on age discrimination beyond the field of employment.
- **Raise awareness on ageism** by promoting initiatives to eliminate ageist practices and educational campaigns to dismiss stereotypes on older age.
- **Address the multiple and intersecting forms of discrimination** that people experience based on a combination of factors such as age, gender or disability, and the cumulative forms of discrimination that build up over time.
- Gather and publish inclusive age-disaggregated data without age limits to assess the potential impact of policies and programmes, to deliver effective policies and monitor their implementation.
- Support the drafting of a **United Nations convention on the rights of older persons** that would trigger legal reforms to prohibit age discrimination across every aspect of life.



# We call on the next European Parliament to:

## ➤ 2. Foster participation and active ageing

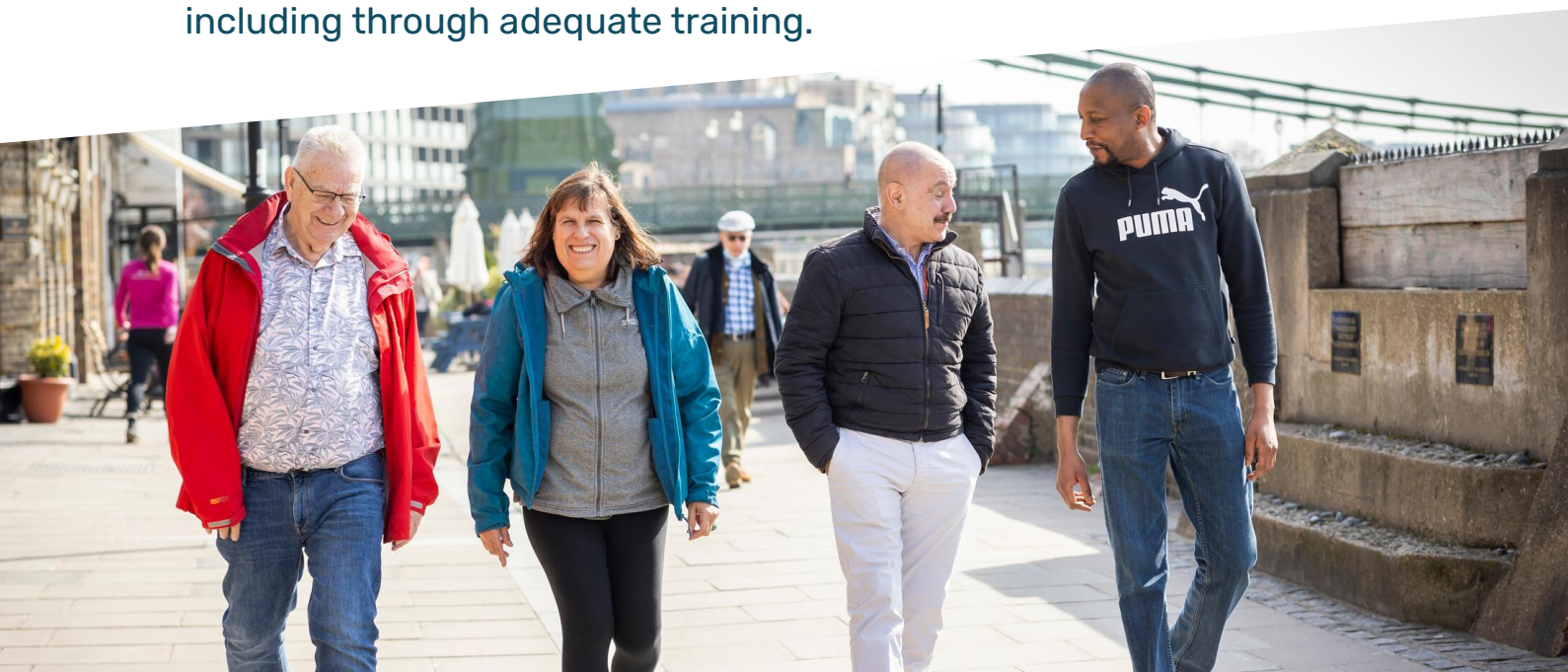
- Ensure meaningful involvement of older people in **political participation**, equal access to **culture, justice, employment, life-long learning**, and vocational training, including digital literacy.
- Guarantee older people full, affordable, and **equal access to key essential services and goods like health and care services**, food, housing, public transport, and banking services; maintain alternative options to digital services.
- Encourage approaches where **transition** between learning, working, family care, periods of unemployment, and retirement can take place seamlessly and **at different ages**.
- Promote **intergenerational solidarity**, including exchange of cultural, professional, technological knowledge and skills between younger and older people.



# We call on the next European Parliament to:

## ➤ 3. Ensure autonomy and well being

- Empower older workers for **sustainable and quality working lives**, by removing barriers such as mandatory retirement, tackling age discrimination in the labour market, and adapting the workplace for all ages.
- Secure **adequacy of pensions and old-age minimum income schemes**, address their erosion over time, to provide older people with financial security, allow them to cover their needs, and access adequate healthcare and housing, including by paying attention to the issues of cross border transferability and migration within the EU.
- **Protect older people against all forms of abuse and violence**, including financial exploitation, neglect, and isolation.
- Ensure **autonomy, independence, participation, and inclusion** of older people in long-term care; improve the quality and working conditions of formal carers in long-term services and support informal carers, including through adequate training.



# How?

- By working towards the adoption of an **EU Age Equality Strategy**<sup>4</sup>, to uphold human rights equally at all ages and address barriers that keep us from living fairly and freely when we are older.
- By requesting a strong coordination between European Commission's services whose work has a critical impact on ageing policies. This coordination shall be ensured by the Directorate General Justice and Consumers, responsible for equality.
- By re-establishing the Intergroup on Ageing and Solidarity between Generations encouraging Members of the European Parliament to be champions for the rights of older persons.

<sup>4</sup> See our [proposal](#)



This manifesto was put together  
by **AGE Platform Europe Members.**



## About us

- **AGE Platform Europe** is an European network of organisations working for the interests and rights of older people. With the vision of "Toward A society for ALL ages," AGE advocates for an inclusive society that focuses on well-being, autonomy, and equal participation in all stages of life. The organization aims to combat ageism, promote human rights, and raise awareness on issues that affect older persons across the European Union.

In our fight against prevailing age stigma and ageism, we promote a more realistic image of older age. Read our [short guide](#) to avoid stereotypical communication when talking about ageing and older people.

- **Website:** [www.age-platform.eu](http://www.age-platform.eu)

- **Social Media:** [Facebook](#) | [Linkedin](#) | [Twitter](#)

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## Donate

- **Support Age Equality and Solidarity throughout life**

Empower our mission to create a society for all ages

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TOWARD A SOCIETY FOR ALL AGES

