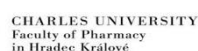




# Online policy event

## "Reducing ageism: Synergies in Research & Policy"

### Summary report



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The online policy event organising committee:

Nena Georgantzi (AGE Platform Europe), Lola Casal-Sanchez (Robert Gordon University), Katri Keskinen (Tampere University), Seyoung Kim (Bar-Ilan University), Federica Previtali (Tampere University), Maria Varlamova (Jagiellonian University).

The report was prepared by Maria Varlamova, who expressed her warm gratitude to ITN members for providing comments and feedback on the document.

## Event overview

The online policy event "Reducing ageism: Synergies in Research & Policy" took place on 29th September 2021 on the Zoom platform. The main aim of the event was to summarise, share and disseminate the findings and knowledge gained during the ITN EuroAgeism collaborative work as well as to provide a platform for discussion of the lessons learned and how they can be applied in future research, policy and practice to increase understanding of the different forms and impacts of ageism, to suggest strategies to combat ageism at European, national, sub-national and grass-root levels and to explore synergies and future actions that can help tackle ageism. The target audience included the decision-makers in various government ministries, representatives of NGOs, non-governmental stakeholders and academia. In total 139 participants from took part in the event.

The event was held in five sessions: opening session, introduction and presentation of general policy recommendations, two thematic sessions – dedicated to the manifestation of ageism in different fields: labour market, healthcare and access to services, media and digital technology, and the closing reflections. The chosen structure ensured an opportunity to place the topic of reducing ageism in the centre of discussion and policymaking on ageing, addressing both the general framework as well as field-specific solutions. The panel discussions were organised with the aim to diversify the pluralism of views and experiences as well as the country coverage, bringing together both research and policy actors, as well as civil society and practitioners in the field of ageing. In addition to ITN beneficiaries and partners, the representatives of the following organisations contributed to the panels: 50+ Hellas, Age & Opportunity, Centre of Excellence in Research on Ageing and Care, Eurofund, European Research Executive Agency, Facebook, International Labour Organization, Jena University, Makerere University, OECD, Universitair Ziekenhuis Gent, Utrecht University.

Each panel was open for spontaneous pitches and questions by the audience, which were addressed both in online discussion as well as in written form in the Q&A section and chat.

The agenda and the list of ITN members and external contributors (incl. partners) are presented below:

| Time          | Content  | ITN members                                  | External contributors  |
|---------------|--|--|--|
| 09:30 – 09:45 | <b>Opening of the policy event</b><br>- Overview of ITN objectives, accomplishments and impact | – Liat Ayalon, EuroAgeism coordinator        | - Eleni Deligianni, European Research Executive Agency, Euroageism Project Officer |
| 09:45 - 11:00 | <b>Ageism in research and policy: Opportunities and gaps</b>                                   | - Presenter: <a href="#">Maria Varlamova</a> | - Vânia de la Fuente-Núñez, World Health Organisation                              |

|             |  |   |  |
|-------------|--|---|--|
|             | - Presentation on main conclusions and recommendations of EuroAgeism ITN followed by a panel discussion with policy and research actors                      | - Moderator:<br><a href="#">Federica Previtali</a>  | - Barbro Westerholm, AGE Platform Europe<br>- Stephen O. Wandera, Makerere University<br>- Franz Eiffe, Eurofund   |
| 11:00-11:10 | Comfort break  |   |  |
| 11:10-12:30 | <b>Theme 1:</b> Ageism in the workforce<br><b>Theme 2:</b> Ageism in healthcare and access to services<br>Short presentations followed by a panel discussion | - Presenters:<br><a href="#">Katri Keskinen</a> ,<br><a href="#">Abodunrin Aminu</a> and<br><a href="#">Jovana Brkic</a><br>- Moderator:<br><a href="#">Atiqur Rahman</a> and <a href="#">Stefan Hopf</a> | - Dorothea Schmidt-Klau, International Labour Organization<br>- Annemie Somers, Universitair Ziekenhuis Gent<br>- Prof. Teppo Kröger, University of Jyväskylä, Centre of Excellence in Research on Ageing and Care (CoE AgeCare)<br>- Dr. Liz Mestheneos, 50+ Hellas |
| 12:30-13:30 | Lunch break  |   |  |
| 13:30-14:45 | <b>Theme 3:</b> Ageism in the media<br><b>Theme 4:</b> Ageism and digital technology<br>Short presentations, followed by a panel discussion                  | - Presenters:<br><a href="#">Wengqian Xu</a> and<br><a href="#">Ittay Mannheim</a><br>- Moderator:<br><a href="#">Laura Allen</a> and<br><a href="#">Wanyu (Betty) Xi</a>                                 | - Alexander Peine, Utrecht University<br>- Marie von Stauffenberg, Public Policy Manager, Society & Programs, Facebook<br>- Vitalija Gaucaite Wittich, UNECE<br>- Eugène Loos, Utrecht University  |
| 14:45-15:15 | <b>Concluding reflections and next steps</b><br>Short reflection pitches, including one key takeaway, what we missed, what we want to see next               | Jolanta Perek-Białas,<br>Jagiellonian University,<br>Cracow   | - Wouter De Tavernier, OECD<br>- Kai Leichsenring, European Centre for Social Welfare Policy and Research<br>- Klaus Rothermund, Jena University<br>- Ciaran McKinney, Age & Opportunity, Ireland  |

Detailed notes and conclusions for each session, the results of disseminating information about the event on social networks, and the analysis of the collected feedback and suggestions are presented below in the relevant sections.

The recording can be found on the [EuroAgeism Youtube channel](#). In addition, presentations can be reached via the [EuroAgeism website](#).

## Opening of the policy event

During the opening, Eleni Deligianni, the Euroageism Project Officer from the European Research Executive Agency, presented Marie Skłodowska-Curie Innovative Training Networks (currently Doctoral Networks) and the programme's objectives. Eleni Deligianni highlighted the history of the EuroAgeism project. She reminded the audience about the work package structure of the ITN, addressing ageism and active contribution to society (primarily in the labour market), ageism in access to goods and services and promotion of age-friendly society. She raised the issue of social acceptability and neglect of ageism in previous research and policy, as well as rooted the necessity of addressing the topic in the current and future demographic situation in Europe.

Liat Ayalon, the coordinator of the EuroAgeism project from the Bar-Ilan University, presented the ITN, the challenges it was aiming to provide solutions and the achieved results during the last three years. The latter include:

- training activities in Finland, Sweden, Scotland, Israel, Poland (online), Czech Republic (online), Brussels (online);
- 45 peer-reviewed publications;
- 55 presentations in scientific conferences;
- 94 months on secondments;
- 17 policy reports;
- 26 blogs;
- 1000 Tweets;
- 39 talks in various non-academic settings.

## Ageism in research and policy: Opportunities and gaps

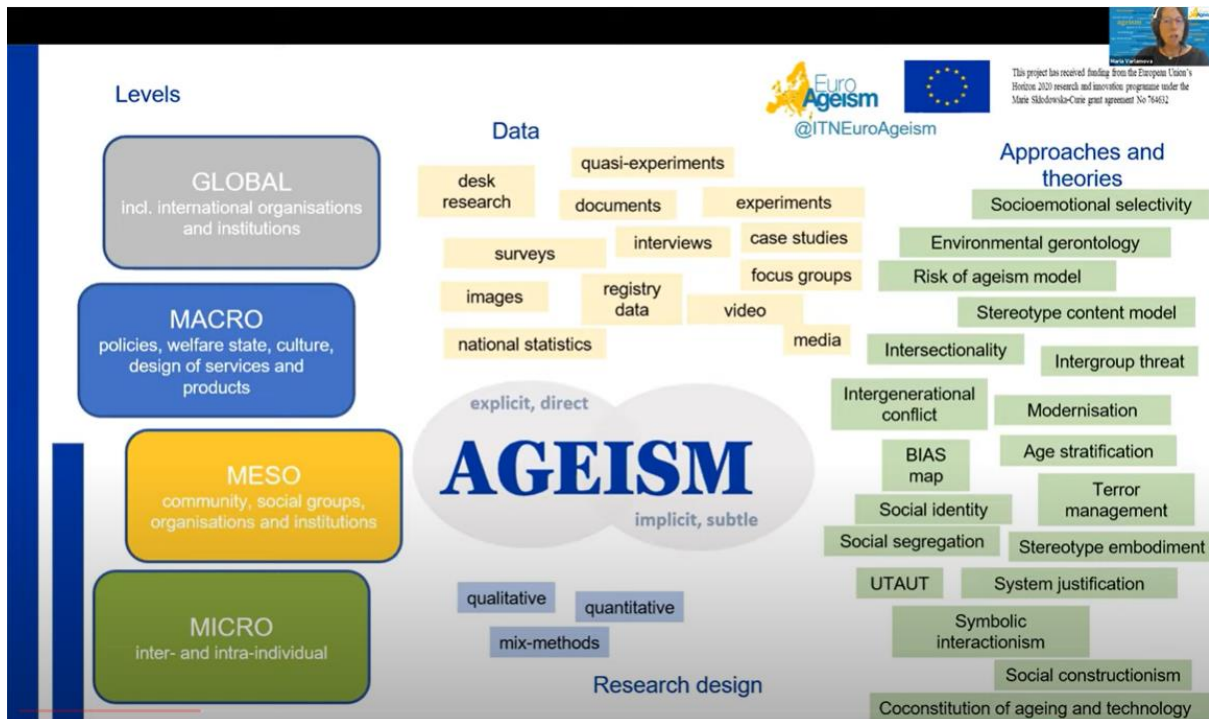
**Presenter:** Maria Varlamova, Jagiellonian University

**Moderator:** Federica Previtali, Tampere University

**Panellists:** Vânia de la Fuente-Núñez (World Health Organisation); Franz Eiffe (Eurofound); Barbro Westerholm (AGE Platform Europe); and Stephen O. Wandera (Makerere University)

Maria Varlamova presented the brief policy recommendations of the EuroAgeism project, reminding that ageism is one of the most common and particularly serious obstacles and challenges to intergenerational solidarity, the health, well-being and social participation of individuals; it is costly and prevents society from taking full advantage of people's potential because they are considered too young or too old. During the project, ITN raised awareness, assessed the impact of ageism and the

existing framework on different age groups, investigated the roots, manifestations, and consequences of ageism, and tried to change the narratives and suggest policy solutions. The work was divided into fields to address the complex nature of ageism, acknowledging the interlinkages and the need for a holistic approach. Fifteen research projects investigated ageism on four main levels – global, macro, meso, and micro, using the wide range of primarily generated and collected, as well as existing data, including different types of surveys, interviews, focus groups, video, images, documents, insuring prominent research design and embeddedness in existing theories and scientific approaches.



The suggested strategies to combat ageism were divided into four packages:

- Law and policy
  - Expand and improve the legal framework on ageism: e.g. remove age limits, UN convention, expand EU legislation on age discrimination
  - Adopt holistic life-course rights-based approach in narrative and policies
  - Recognise the heterogeneity of older adults, promote diversity, acknowledge intersectionalities (e.g. people living with dementia)
  - Ensure cross-sectorial collaboration and coordination on all levels
- Data and research
  - Improve availability and quality of data, ensuring that data is collected, disaggregated, analysed, utilised and disseminated by all ages

- Address age limitations in surveys, the lack of information about older people in institutions and the intersection of ageism with other grounds of discrimination
- Reserve additional resources for future research projects on ageism and intersectionality in various domains (e.g. digital technology, media, healthcare, etc.)
- Participation and empowerment
  - Active involvement in all decision-making processes
  - Participatory approach in research
  - Partnership with older persons in the design process
  - Networks and social support
  - Empowering individuals of all ages in accessing and using digital technology while maintaining access to offline options
- Education and awareness-raising
  - Public awareness-raising campaigns
  - Heterogeneous ageing experience in media portrayals
  - Guidelines for key stakeholders on ageism-free communication and actions to create a world for all ages
  - Education and training of professionals
  - Life-long learning

During the discussion, the issues of further research gaps, as well as European and international perspectives and future steps, were highlighted.

The panellists addressed the need for an inter- and multidisciplinary approach to research and policy in the field, underlined the mentioned in the presentation challenge with data availability – old age groups are not properly covered even in EU harmonised statistics; due to the specific nature of ageism more longitudinal data is needed, including qualitative data and strategies to reach and include the older age groups (incl. institutionalised populations) and the need for a vision of how to use new technologies to collect new data on ageism. Furthermore, despite the big step forward in understanding the grassroots manifestations of ageism, not much is known about what causes ageist prejudices and stereotypes and why ageism is still socially acceptable and widespread, despite the legal attempts to ban that type of discrimination. However, the lasting necessity of an even stronger European legal framework was also highlighted during the discussion.

Regarding the remaining research gaps, the following topics were mentioned during the panel: age-limits in data or insufficient coverage of specific age groups; research in low- and middle-income

countries for the cross-context understanding of ageism; qualitative research on ageism; global-level data across all age groups; research dealing with intersections of ageism with various forms of disadvantages (other than 'ageism and sexism' and 'ageism and ableism'); the impact of ageism against younger people and all people throughout a lifetime; risk and protective factors that can make us more or less ageist or more or less likely to experience ageism; factors that can promote or hinder the implementation of anti-ageist strategies; evidence-based data on value created by older people, including the monetary expression of their paid and unpaid contribution; opinions of older people themselves, incl. on current policy strategies and proposals. Additionally, the question of tools for measuring ageism and the need to standardise, harmonise, simplify, and sometimes contextualise them was raised. The WHO announced that a scale to measure ageism in its complexity and across different contexts is being developed to address those issues better.

Speaking about the European perspectives on ageing and anti-ageism policies, the panellists discussed the lack of attention to the costs of ageism and intersection of age-biases with other types of disadvantages (e.g. abilities, sexual orientation, ethnicity etc.); and the prevailing tendency to regard older people as a vulnerable, homogeneous group, instead of promoting a heterogeneous life-course approach. These have led to the one-size-fits-all policy measures that have failed to account for older people's diversity. E.g. older people no longer looking for employment are not categorised as unemployed; thus, they are often excluded from research, including what discourages older people from job-seeking. On the other hand, overemphasising productivity or activity in the labour market can also be a source of ageism and exclusion for older persons. The panellists underlined the necessity to make a distinction between "vulnerable groups" and "people in situations of vulnerability" to emphasise the person-centred approach and ensure that we don't stereotype any age, gender or other social-demographic groups as "vulnerable" by default.

Several strategies and steps to bring forward ageism in the policy agenda were proposed by the panellists. Among those named were the following: cross-generational involvement, as almost everyone is affected by ageism besides older people; the change of focus from age groups to problems and challenges individuals may experience during their life-course; the need to translate what we know into policy and practice and advocate for changes, using the window of opportunities, created by the COVID-19 (which highlighted the spread and magnitude of ageism), UN Decade of Healthy Ageing and the governmental commitment to combat ageism as a cornerstone of the Decade.

To summarise the session, it was agreed that ageism is a complex issue that requires a holistic approach, resilience, joint efforts and collaboration, including establishing legal and policy frameworks, promoting programs that address ageism, working on the data and research, and educating and training stakeholders, as well as ensuring positive media image and wide dissemination of the evidence. These



measures will create a positive circle, in which even small steps matter and each individual, each organisation can contribute to the #World4AllAges.

## Ageism in the workforce and healthcare and access to services

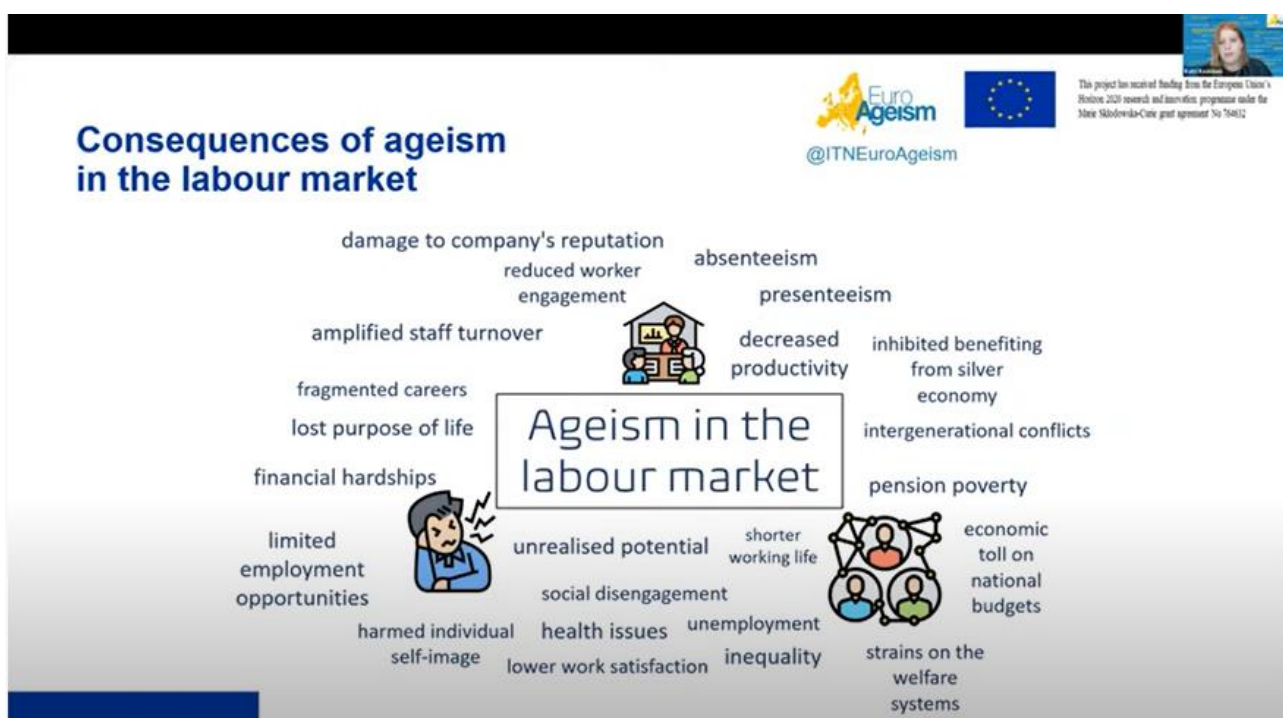
**Presenters:** Katri Keskinen, Tampere University; Abodunrin Aminu, Robert Gordon University and Jovana Brkic, Charles University

**Moderators:** Atiqur Rahman, Linköping University and Stefan Hopf, National University of Ireland

**Panellists:** Dorothea Schmidt-Klau, International Labour Organization; Annemie Somers, Universitair Ziekenhuis Gent; Prof. Teppo Kröger, University of Jyväskylä; Dr Elizabeth Mestheneos, 50+ Hellas

### Presentation 1: Ageism in the workforce

Katri Keskinen presented the key findings and the brief policy recommendations on combating ageism in the labour market. She explained that ageism could be experienced at any age, but most often affects employees aged 50+ in the labour market as they are considered near retirement and sometimes too old to work. Furthermore, ageism in the labour market is experienced in several settings (e.g. in recruitment and management practices, access to educational and training opportunities, career and retirement planning and practices, between colleagues, and due to age policies and frameworks both at the organisational and societal level, etc.) and have many negative consequences.



The key recommendations to combat ageism are divided into four main levels:

- Global level
  - Removing age discriminatory legal and regulatory frameworks
  - Awareness-raising promotional campaigns
  - Rigorous research to understand ageism
- Societal level
  - Age-sensitive legislation and policymaking
  - Engaging relevant stakeholders and older workers in decision-making processes around the labour market
  - Influencing and supporting age-management practices
- Organisational level
  - Investigating and allocating resources for age-diverse management
  - Collecting information and ensuring cyclical assessment and analyses
  - Applying a human capital-centred comprehensive approach to human research management
- Individual level
  - Investing in lifelong learning and personal development
  - Building and creating networks and social support systems
  - Awareness and accountability of ageist actions

### **Presentation 2: Ageism in healthcare and access to services**

Abodunrin Aminu, during his presentation, explained that frailty is a concept used to describe susceptibility to physical and psychological stressors and can considerably increase the risk of an adverse event among older people. In the ELSA (English Longitudinal Study of Ageing) study, frailty was reported by 12% of the respondents, while the prevalence of age discrimination was 38.5% (65+). The risk of frailty increased by 50% among those who reported age discrimination, with women being even more vulnerable to its effects. Furthermore, social isolation and loneliness also increase the risk of frailty.

The key recommendations include:

- Raise awareness about the detriment of ageism as a risk factor for frailty?
- Education and training of health and social care staff and reinforcing positive health behaviours among older adults

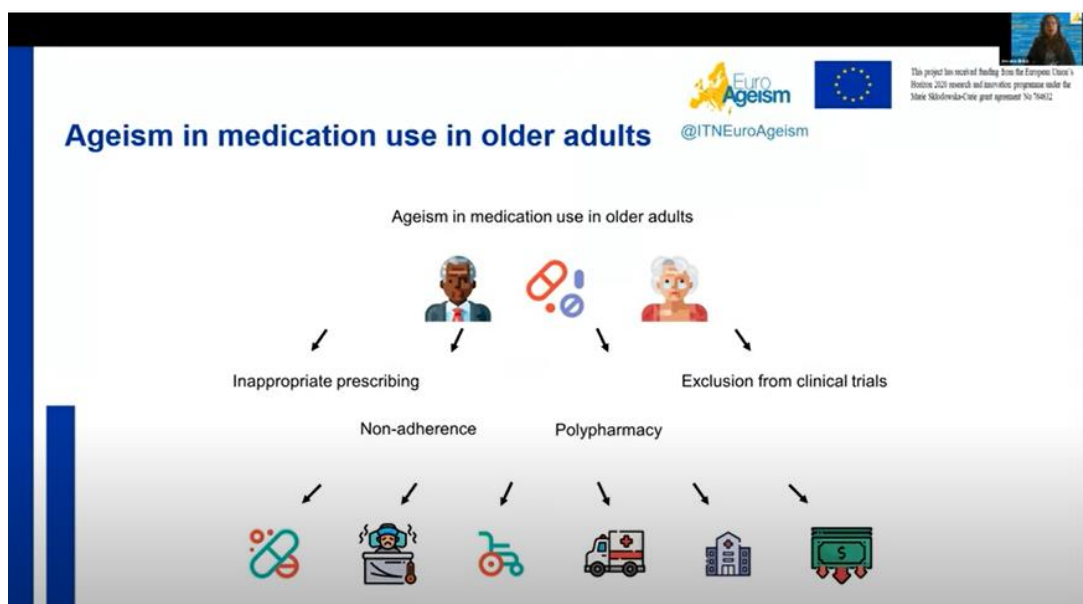
- Ensure intergenerational contacts and pay attention to gendered ageism

### Presentation 3: Combating ageism in medication use of older adults

Jovana Brkic addressed the question of ageism in medication use, stating that ageism leads to inappropriate prescribing (see slide below) and exclusion from clinical trials (explicitly based on age or implicitly based on chronic conditions and/or multiple medications). The results of her study confirm the widespread polypharmacy and inappropriate prescribing in CEE (Central and Eastern European) countries, despite the differences in actual numbers. This leads to an increase in mortality, morbidity, health care costs, hospitalisations etc.

To improve the situation, it is recommended:

- Improving coordination and integration of health and social care; person-centred, collaborative and multidisciplinary approaches
- Holistic education and training of all care professionals = in ageism, ageing, older age, geriatric medicine, geriatric pharmacy and communication skills
- Patient empowerment = to take an active role in decision making related to their health
- Raising awareness about the effect of ageism and medication use
- Introducing indicators on quality of prescribing
- Tightening regulatory frameworks for preventing the exclusion of older adults from clinical trials



Following the presentations, the panellist exchanged general comments. Teppo Kröger made a point that the current framework of research on ageism constructs the age segregation itself - by making a

distinction between "normal" workers vs "older" workers, we are already creating the basis for discrimination, and by this conceptualisation, we indirectly encourage ageism. He also agreed that gendered ageism remains a substantial gap in research while being strongly present in social reality, e.g. long term care systems are underfunded largely due to ageism and specifically gendered ageism. Dorothea Schmidt-Klau noted that to combat ageism in the labour market, joint parallel actions on all levels are required, as this is the responsibility of all, not only the individuals or governments or enterprises solely; otherwise, efforts could be lost. Finally, Elizabeth Mestheneos made an overview of the evolution from the concept of age discrimination, which was used 20-30 years ago, to the framework of ageism presented in the event, underlining that ageism has increased over the ten years and putting the strong emphasis on the lasting need for training (as it can create long-term effects in the labour market), acknowledging inequality (education and social class differences, such as entry of age in the labour market of high skilled vs manual workers or individuals without "middle-class career", or gender disproportions in formal and informal care) and diversity (part-time jobs being socially as important as full-time jobs in late working lives). The panellists also raised the question about monitoring the existing policies, implementation processes, consequences, and outcomes (incl. asking target groups directly and using international comparisons with the further adaptation of best models) and the need for the vision of what can be done by the research for making a change.

Discussing inclusive policies and their implications, including advantages and disadvantages in real-life circumstances, the panellists raised the issue of economic concerns and the willingness of stakeholders to change the current framework and how research, advocacy, and dissemination can increase the probability of that change in the long run. Legislation can act as the first step (and removing all age limits is essential), but it takes more than legislation to change the attitudes, and it is a slow process. Regarding the potential mechanisms of encouraging age-inclusive measures at the organisational level, the mentioned solutions proposed educating entrepreneurs and employers on the benefits of older workers and the ongoing demographical trends (including the dissemination of the research results that older workers are as productive as younger workers and even more successful as entrepreneurs) and the costs of ageism to society, individuals, and enterprises. The mentioned good practices for the labour market included mixed-age groups, equal age representation at organisations and government and a life-course approach to training (without middle-age breaks). To tackle ageism in medication use (and COVID-19 further highlighted this necessity), we need to focus on multi-morbidity and heterogeneity in drug needs in old age, using the multidisciplinary approach on determining the necessity, type of drugs, timing and doses and implementing individualised solutions in medication and tailored approaches, ensuring proper communication between prescribers and patients/caregivers.

## Ageism in the media and digital technology

**Presenters:** Wenqian Xu, Linköping University and Ittay Mannheim, Fontys University of Applied Science

**Moderators:** Laura Allen, Bar-Ilan University and Wanyu (Betty) Xi, Bar-Ilan University

**Panellists:** Alexander Peine, Utrecht University; Marie von Stauffenberg, Public Policy Manager, Society & Programs, Facebook; Vitalija Gaucaite Wittich, UNECE; Eugène Loos, Utrecht University

### Presentation 1: Ageism in the Media

During the session, Wenqian Xu presented the policy brief on ageism in the media, showing that older people are stereotypically portrayed in the media at two extremes of a spectrum, either the healthy and happy retiree or the frail and sick older person in need of care, underlining "dependence" and "otherness" of older adults as one group and the health-related focuses. Individuals exposed to stereotypical portrayals could develop a distorted view of the realities of older people and later life, which in its turn can harmfully influence older people's self-esteem as well as younger people's perceptions of ageing processes. Five policy measures were suggested for reducing ageism in the process of generating media content (digital and print) about older people and later life:

- Include a heterogeneous ageing experience in media portrayals
- Reduce social stigmas surrounding ageing & later life
- Provide training for media professionals working around ageing and long-term care
- Encourage education in ageism and construct new images of later life and long-term care
- Support providers of care to tackle the privacy issue of residents in the media

### Presentation 2: Ageism and Digital Technology

Ittay Mannheim presented the policy recommendations prepared together with Wanyu (Betty) Xi and Hanna Köttl, explaining why ageism is a key barrier that affects the design, adoption and use of digital technology, and providing the overview of different levels where tech-related ageism occurs and their interaction and mutual influence. Combating ageism in digital technology requires a change of the paradigm of older persons wants and needs, older individuals' abilities to use digital technology, and how older persons are included and have a "say" in the design process of digital technology and related policies.

To improve digital literacy and increase the use and adoption of digital technology among older persons, policy interventions need to focus on eliminating stereotypes, prejudice and discrimination based on age, rather than accepting ageing per se as a barrier to the use and adoption of digital technology. Such interventions can include:

- Tackling digital technology related ageism through awareness-raising and training.
- Aiming for a partnership with older persons in the design and research process.
- Empowering older persons in accessing and using digital technology.
- Fostering inclusion of older persons in digital technology related policy contexts.

The panel began with the discussion of the involvement of users in the design of technology, e.g. Eugène Loos underlined that the key point is not only to intend to involve older people in the process of design technology but actually do it, e.g. by applying dynamic diversity designing that involves organising focus groups that have heterogeneous representation by age, gender, education etc. Alexander Peine reminded the audience about the importance of considering what we think about the users, whether we look at user involvement as a process of generating knowledge, and how we can understand that process to create certain ideas about later life. By now, the involvement of older adults has been a request in different projects and grants; however, age stereotypes quite often still prevail. There is also a need to look at some structural factors that can explain ageism, e.g. investigate how technology addresses alleged challenges of ageing and look at the technology from the perspectives of the future of ageing. Marie von Stauffenberg shared the experience of creating diversity in the workforce and difficulties with age-inclusivity, as people of older ages are regarded as outsiders in the labour market. Finally, Vitalija Gaucaite Wittich addressed the question of the neutrality of the technology itself, but the possible inherited biases of those who create technology or who need to adapt to it. The other challenge is related to the time horizon, as people who are designing new technology for care homes, for instance, cannot design technology for 20 years ahead, because the recipients, the residents of a care home in 20 years will have different digital capacities and their needs will be totally different. Therefore, it is important to reflect that involving the current generation in the design of future technologies might not always work, and it is important to see if this involvement is really meaningful and representative.

The panellists also highlighted the dangers of the polarised image representation of older adults and switching from media portraits that show older people totally inactive and passive to an "absolutely healthy and active" image. This attitude limits the heterogeneity of ageing and places the full responsibility of being healthy and socially active on the individual, eliminating the influence of external barriers and life-course perspective. From the panellists' view, one of the most powerful contributions the researchers can provide are new theories and concepts on how to look at things, the new ideas of later life.

One of the key elements of older adults' empowerment is the provision of enabling a barrier-free environment. At the same time, currently, digital technologies policies usually do not address ageing,

missing the opportunity to impact people positively and providing benefits for staying healthier, remaining longer in the workplace, staying longer at home, and avoiding being institutionalised. And ageism exacerbates this trend. For example, during the pandemic, a study revealed that 7000 care homes in the UK did not have access to the Internet, only for administrators, meaning there is a presumption of residents as digitally incapable and non-users of Internet connection. Another exclusion occurs in media formats – not a big share of all media nowadays is paper media, as new digital forms take the priority. Older people may experience limited access to the discourses in social media, which leads to their exclusion from participating. They will be in a disadvantaged position to be, for instance, politically involved, which can lead to the loss of interest in the decision process.

Marie von Stauffenberg shared the Facebook experience in creating inclusive spaces that represent diversity, e.g. Facebook works with media and advertising agencies, as well as journalists to fight misinformation and strengthen intergenerational connections, tries to empower people of older age to participate and use technology and the platform by providing learning spaces in collaboration with NGOs in different countries and video material.

## Concluding reflections and next steps

**Moderator:** Jolanta Perek Bialas, Jagiellonian University

**Panellists:** Wouter De Tavernier, OECD; Kai Leichsenring, European Centre for Social Welfare Policy and Research; Klaus Rothermund, Jena University; Ciaran McKinney, Age & Opportunity, Ireland.

The last session focused on the future of research, policy and advocacy on ageism, being a complex phenomenon, and its understanding, from both a theoretical and political point of view, is in continuous development. Wouter De Tarvenier underlined that in the work of OECD (Organisation for Economic Co-operation and Development), the understanding of ageism shifted from a mere form of economic exclusion to a form of social exclusion. Hence, the interest moved from retirement age and extending working lives to an interest in a systemic and holistic social inclusion of persons in later life, not just in the workforce. The importance of discussion between academia and policy organisations was highlighted.

About the possibility to create changes at the policy level, Wouter De Tarvenier called for more actions on a local level. He emphasised a lack of knowledge about ageism and policies already in place at the local level, so academics should reach out to local policymakers. From his perspective, it is at the local level that there are the most effective levers to advance policies on ageism.

Klaus Rothermund gave an insightful reflection about the nuanced conceptualisation of ageism, underlining that there are many intersections and different groups affected, such as men and women,

rich and poor, well-educated and low-skilled persons, urban and rural living, young-old and old-old persons. He also reminded the audience that there are many forms of ageism in the literature, but two were the most striking in our discussion:

1. traditional ageism: exclusion of older people (as succession expectations and the idea that older persons are a burden for society).
2. modern form of ageism or new ageism: older persons are expected to stay active and productive; the new type of ageism is not based on ageing as decay but ageing as productivity,

Both these types of ageism are grounded in the idea that life in old age is less valuable and less important. Therefore, the development of a more dignified version of what it means to age is required.

Kai Leichsenring underlined that one possible way to get rid of ageism is to show how we can change our ideas of the life course. Many individuals are trying to change their life course, moving from one job to another or from work into care. However, institutionalised ageism and age barriers in policies provide barriers to shaping our life course according to our need, or interest, for example, of requalification. So, we need to overcome the traditional structure of life course, which is not fitting the modern needs of workers and career trajectories. If we want to eliminate ageism based on chronological age limits, we need to create new institutional structures that allow it.

Ciaran McKinney concluded that as researchers and policymakers, we need to be careful about what we wish for regarding ageing and especially successful ageing and life-long productivity, because we will face it later in our lives. Unfortunately, there is a tendency to commodify older persons because the public and private sectors progressively realise that the wealth is in their hands.

The session ended with an interesting discussion about retirement age and flexibility in later life. The call to create a more flexible life course needs to be sustained by proper national and financial structures; otherwise, it might create further discrimination and social inequalities between those who can afford flexibility and those who cannot. Especially, we need to guarantee support to older persons equally, considering the difference in financial situation, access to opportunities and education. The intersectionality in older life increases, so we need to remember that equality is for everybody, including those already in a disadvantaged position.

## Analysis of the collected feedback and suggestions

The feedback was collected using the Google forms, being sent in the chat and by mail to the event participants. It contained questions on general satisfaction, satisfaction with the organisation and technical delivery, relevance to participants' work, open questions on positive and negative experiences during the event, suggestions on improvements, and takeaway messages.



The event received a very high evaluation both on the satisfaction scale and on the relevance and helpfulness for the participants' work – the median was 5 (on a scale from 1 to 5), and the average was 4.75. The satisfaction with the organisation and technical delivery of the event was slightly lower – 4.5 for both the median and mean. Main technical feedback related to the inability to see the whole panel on one screen, the issue addressed during the meeting, but not from the event's start. In addition, the participants positively highlighted the high ESRs' involvement, the holistic approach and attention to the intergenerational relationship, the diversity of presented views and opinions, and the interactive panel discussion. Among the named pitfalls was the event's format – most respondents were frustrated with the inability to meet people in person and offline network. However, the majority expressed an understanding of the reasons for the choice of the online format, e.g. "Congrats for making this event such a success under the stressful and unprecedented conditions of COVID-19", "Many people I talked to during the break said that this is as good an online event gets, and even though we are all tired of these formats, this was a fascinating event!" etc. Nevertheless, additional attention is needed in the future to boost the interaction with the audience and networking opportunities, as the chat and questions options were not enough to create interactive engagement for some participants.

The takeaway messages written by the respondents of the feedback form are presented below:

**ageism challenges are similar across continents**

**ageism is complex, there are many people interested in this topic**

complexity of ageism and diversity in perception/understanding of it

**"all ages are equal in their diversity"**

intergenerational relationships are the best way to hinder ageism

**ageing is also in pharmaceutical research.**

ageism as a silent phenomenon that changed over the last 20 years

research on ageism is still needed, need for standardised tools for measuring ageism,

**ageism is multifaceted**

to think more about the rationale for ageism. Why does it still exist?

ageism pressures individuals and prevents the development of collective responses

**Ageism is changing in last 10 years but it is still standing in the media**

**there is still a lot to be done**

**ageism is not private issue :) and ESRs could be proud what they did!**

responsibility of the corporate/media sector

**Euro Ageism**

## Dissemination in social networks

The event received wide social network dissemination from the EuroAgeism Twitter account @ITNEuroAgeism and the special hashtag #ReducingAgeism. During two days, tweets earned over 3,800 impressions, 53 tweets were written with the hashtag #ReducingAgeism, receiving more than 30 retweets and more than 105 likes.

