



This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 764632

REDUCING AGEISM: SYNERGIES IN RESEARCH & POLICY

Online Event - September 29th
@ITNEuroAgeism <https://euroageism.eu/>



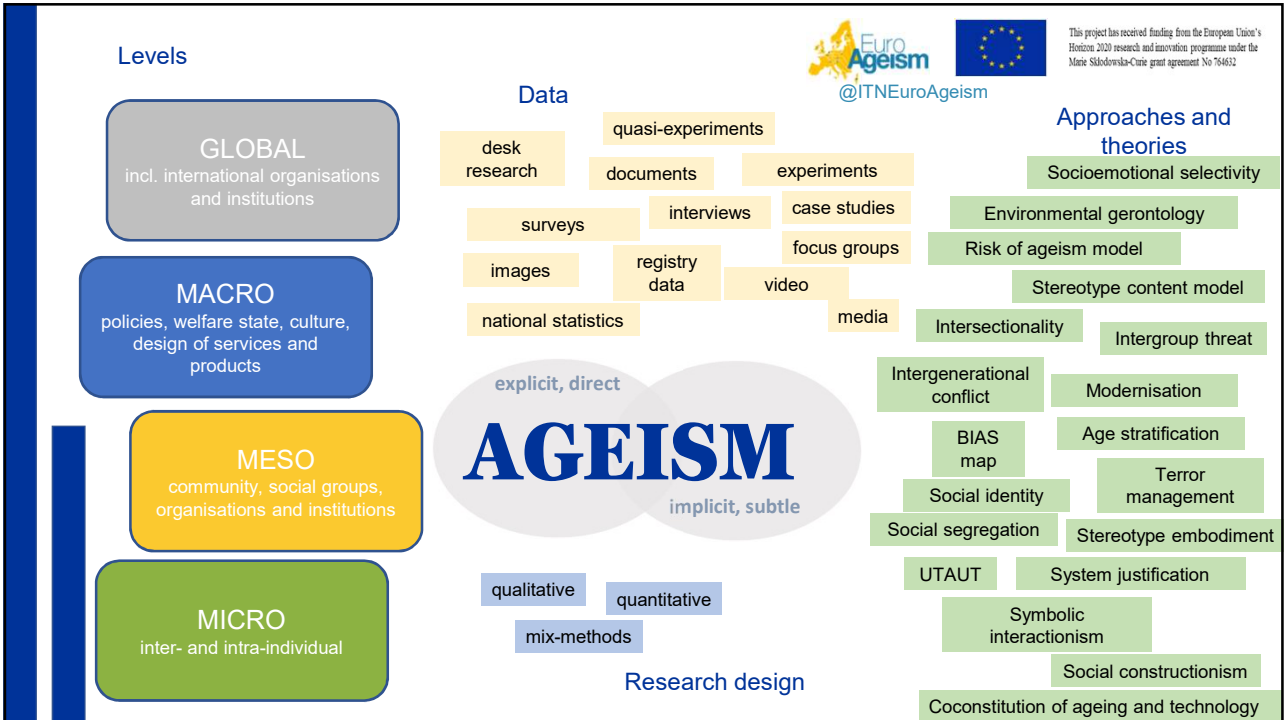
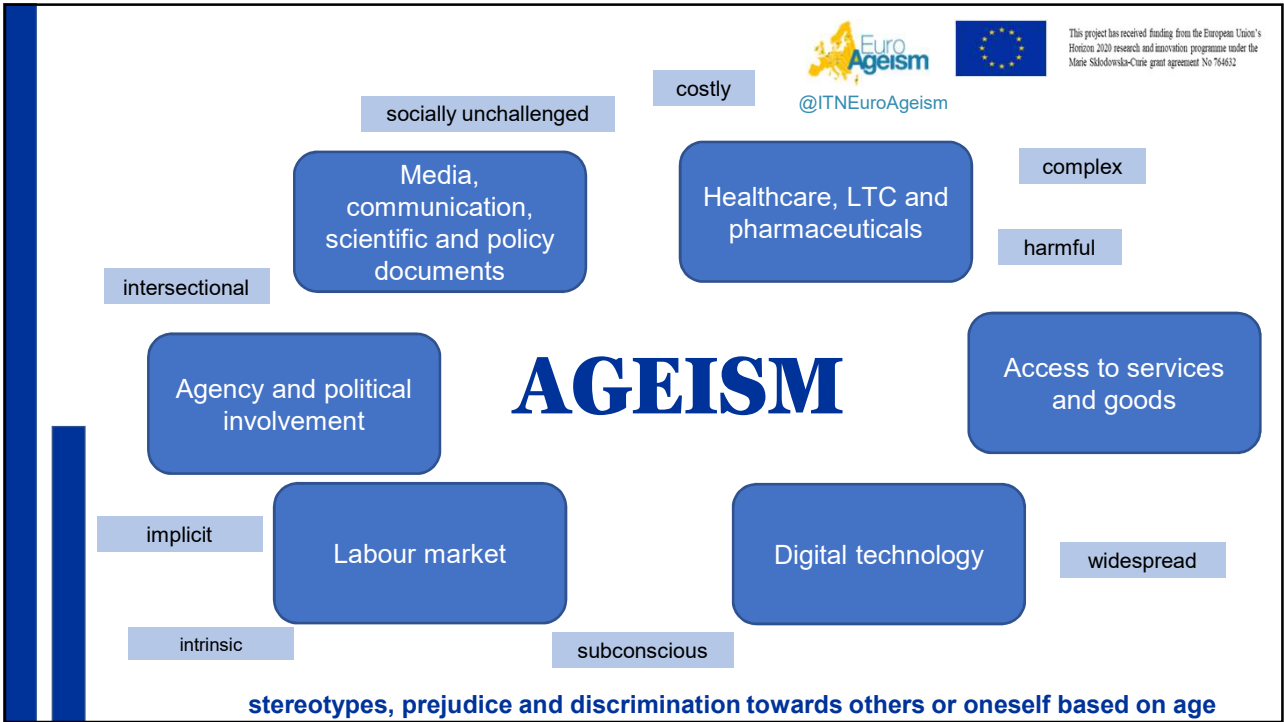
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Euro Ageism @ITNEuroAgeism

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Ageism in research and policy: Opportunities and gaps



Strategies to tackle ageism: law and policy

- 1. Expand and improve the legal framework on ageism: e.g. remove age limits, UN convention
- 2. Adopt holistic life-course rights-based approach in narrative and policies
- 3. Recognise the heterogeneity of older adults, promote diversity, acknowledge intersectionalities (e.g. people living with dementia)
- 4. Ensure cross-sectorial collaboration and coordination on all levels



Strategies to tackle ageism: data and research

- 1. Improve availability and quality of data, ensuring that data is collected, disaggregated, analysed, utilized and disseminated by all ages
- 2. Address age limitations in surveys, the lack of information about older people in institutions and intersection of ageism with other grounds of discrimination
- 3. Reserve additional resources for future research projects on ageism and intersectionality in various domains (e.g. digital technology, media, healthcare, etc.).





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Strategies to tackle ageism: 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

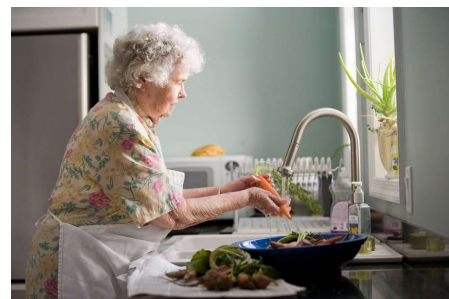


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Strategies to tackle ageism: education and awareness raising

- Public awareness-raising campaigns
- Heterogeneous ageing experience in media portrayals
- Guidelines for key stakeholders
- Education and training of professionals
- Life-long learning





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**Age is just a number and only
all together we can build a
society for all ages**



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