

## **ILC Netherlands Activity Report 2008/2009**

### **Work in motion**

ILC Zorg voor Later (NL) has as its central mission and objective to develop the capabilities of aging citizens to continue to be productive and involved in their work, family, immediate environment and in society. ILC NL emphasises the importance of participation for the continuity of economic and social life. The focus of ILC NL's work is very much on older members of society (employees, volunteers and consumers), people who form an integral part of our multi-generational society.

### **Movement**

Public events, media publications, brochures, and the website [www.ilczorgvoorlater.nl](http://www.ilczorgvoorlater.nl) have enabled the Foundation to remain in the limelight. ILC NL makes a valuable contribution to the social discussion regarding issues such as work, retirement and social activities, and achieves this by means of gatherings of experts and national meetings, such as the annual Jan Brouwer Conference. Other examples are the work put into lobbying for the *National Programme Caring for the Elderly* and the brand new *Leyden Academy for Vitality and Aging*. By working together with *Geron*, a specialist journal with great potential on the subject of longevity, that is produced by social gerontologists, the coming year promises an extra boost to the network. The organisation's ambition for 2009 lies in strengthening the movement, for people who want to make the most of their future and the future of next generations. A number of projects will start or continue in 2009, and alongside this, various meetings of experts will also take place.

**Generations working together:** ILC NL is working to achieve a project organisation of top professionals covering the themes of human resources, diversity, precautions, inter-generational relations and social engagements (collective labour agreements and compensation schemes for companies). The aim is the integration of 'age management' in industrial organisations. In the autumn ILC NL will bring together experts to discuss plans for transition policies and transition management for older workers facing unemployment as a consequence of the economic crisis. In association with the network, ILC NL will be taking responsibility for guiding a European Age Management Network commissioned by the ESF Agency at the Ministry of Social Affairs and Employment, from the beginning of 2010. The aim of this network is an age-aware orientation of the investments of the European Social Fund in the European labour market. Duration: 2010 - 2011.

**Wage Indicator 55-plus:** - In 2009, the first analyses of *Loonwijzer 55-plus* (Wage Indicator 55-plus), an on-line survey that signals trends and outlooks relating to older employees, became available ([www.55plusloonwijzer.nl](http://www.55plusloonwijzer.nl)). For example, over half of the 55-plus employees are of the opinion that they are no more expensive to their employers than younger employees. As one of the Wage Indicator 55-plus's initiators, ILC NL, together with a labour organisation, wants to achieve a more permanent monitoring of developments in relation to terms and conditions of employment and working for longer regarding age and aging employees. Duration: 2009 - 2012.

**Measuring Tool 'Generatie in Tel':** The Verwey Jonker Institute has been commissioned by ILC Zorg voor Later in 2008 to work on a new measuring tool (for social organisations and local authorities) to see if they are well-prepared for the future and are well placed in order to reap the benefits that result from the

involvement of older people within society. A report containing recommendations will appear in 2009. Duration: January - September 2009.

**Innovations in Housing and Care Schemes:** ILC NL attaches great importance to the development of new arrangements of demand driven living, care and community services, in which older users can play an active role themselves. Spring 2009 saw the publication of an internal preliminary study entitled 'Pioneering citizen's initiatives - Innovations in Housing and Care Schemes', on the basis of which proposals are developed for further actions. Amongst other things, a workshop with architects and urban planners is planned. Agreements in principle have been made with the Dutch Expertise Centre on Active Ageing *Movisie* to design a training for older volunteers to become project leaders. These project leaders will work as a team to transform the recommendations from the report into specific local projects. Duration: 2009 – 2012.

**Inspiring senior citizens:** Modern methods of communication and supporting technology can make a substantial contribution towards the achievement of full participation of seniors in society. ILC NL is working with the eSociety Institute, Seniorweb, ECP.NL and the Ministry of Economic Affairs to carry out in-depth research into the incentives, reasons and conditions for seniors to make use of new applications. The aim is to contribute to the digital literacy and digital participation of seniors, in particular the ability of older people to take on new technology. Particular attention is given to those with low literacy and to the field of healthcare. Duration: 2009 – 2012.

**Communication and networks:** - On the basis of the report *Ouder dan Ikzelf (Older than Myself)* which appeared in 2008 and covers the opportunities for campaigning, ILC NL is working on new ways to increase interest of a wide public for an innovative approach to getting older to raise awareness and to create attitudes of anticipation. The following activities were planned for 2009.

- \* Intensive collaboration with *Geron*, specialist journal about ageing
- \* A meeting with experts to discuss the social contribution of older people
- \* Lobby for a national television week about active ageing
- \* Developing a Dutch version of the Age Boom Academy
- \* Organising a meeting of experts about extending working life
- \* Intensifying the collaboration with the international ILC Alliance (i.e. a next version of the World Cities Project)

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