



**Ireland:**  
A great country in which to grow old

Age Friendly Ireland's Statement of Strategy

**2015 - 2017**



*The*  
**ATLANTIC**  
*Philanthropies*





FOR IRELAND TO BECOME  
TRULY AGE-FRIENDLY ALL  
SECTORS OF SOCIETY,  
**GOVERNMENT, SERVICE  
PROVIDERS, LOCAL  
AUTHORITIES, POLICE AND  
THE GENERAL PUBLIC**  
MUST BE INVOLVED. WE ALL  
HAVE OUR PART TO PLAY.



## Conn Murray

Chair of the County & City  
Management Association

Chief Executive, Limerick City  
& County Council.

Local government in Ireland now has a very clear purpose and a definite direction. Empowering the citizen to participate in the development of their community, both rural and urban, is central to this new model.

The Age Friendly Programme is proving to be a most effective model for bringing diverse organisations, groups, services and businesses together to streamline their work, with the interests and needs of older people at their core. When policies, programmes and actions are re-framed in this way, the whole community benefits.

It is extremely pleasing to see the elected members, Chief Executives and senior managers across all of our local authorities showing such strong leadership in supporting the adoption of this innovative, yet very practical programme.





## **Dr. Stephanie O'Keeffe**

HSE, National Director of  
Health and Wellbeing.

The Age Friendly Programme provides both an opportunity and an infrastructure to bring key actors - City and County Councils, An Garda Síochána, NGO's and ourselves in the Health Service - together at local level to plan collaboratively, to share resources and to develop more nuanced responses to meet the needs of our older adults. Now that the Age Friendly Programme is nearing a national roll-out this collective network is set to play an increasingly important role in realising the visions that we have set for ourselves as part of key national policy documents such as Healthy Ireland and the National Positive Ageing Strategy. Without effective local implementation mechanisms national strategies can be very difficult to realise.

Age Friendly Alliance membership allows all of the agencies to realise their own goals more effectively. Multi-agency working can of course be complex and demanding but when it works well - as it is with the Age Friendly Programme, with very practical solutions already coming to the fore - it is such a valuable investment of time and effort.



Feidhmeannacht na Seirbhíse Sláinte  
Health Service Executive



## Jack Nolan

Assistant Commissioner,  
An Garda Síochána.

Age Friendly Ireland is ensuring that older persons remain high on the agenda of An Garda Síochána. The fact that Chief Superintendents sit on the Age Friendly County Strategic Alliances ensures that the problems facing the older person are fully considered.

The Age Friendly Programme is a tremendously worthwhile initiative. It dips beneath the obvious needs in an area and identifies opportunities to ensure that the older members of society can still feel valued. That they can still contribute. This programme offers real opportunity for older people to feel reassured and know that the policing organisation in Ireland is there in collaboration with its partners to bring solutions across a range of themes including transport, safety and contact. The Age Friendly initiative can offer communities the impetus to actually become a community again.

The Age Friendly Programme has prompted us to be aware and cognisant of the ageing population which in turn has allowed us, as the policing organisation in Ireland, to future plan and be better prepared.





## Ian Talbot

Chief Executive,  
Chambers Ireland.

Age Friendly Cities and Counties make economic as well as social sense. The number of people aged over 60 will more than double by 2025. The Action Plan for Jobs 2014 identified Smart Ageing as a sectoral opportunity for economic growth and jobs for Ireland. With a spending power of 15 trillion dollars globally it is appropriate that Ireland is looking to grow its share of this market. The Age Friendly City and County Programmes are playing a pioneering role in supporting the required innovation in key areas such as assisted living, adaptable housing and leisure tourism.

At city and county level the Age Friendly Business Recognition Programme is also supporting businesses in their ambitions to provide more age friendly services and products. Practical initiatives such as this can play a key role in reviving our town centres which have suffered greatly in recent years. There would appear to be considerable potential for this example of successful collaboration between Local Authorities, local chambers and the Local Enterprise Offices to be replicated across the country.





## Maurice O'Connell

Chair of the Age Friendly  
Cities & Counties NGO  
Forum and Coordinator,  
Active Ageing Partnership.

For years agencies and community groups have been doing excellent work in the ageing field. But often the big gap has been the lack of joined up thinking in the sector. One can't talk about health and quality of life unless you address issues of transportation and quality in terms of housing design, the built environment and general service delivery. In the past, certainly, we worked in singular pillars. This did not always lead to significant, sustainable change for older people.

In bringing cross sectors together in a positive, collaborative environment the Programme provides a real opportunity to transform communities to make them as age friendly as possible. It allows for all public services affecting older people including health, policing, local government, transportation and social welfare to work together with relevant NGO's. Through meaningful consultation with local older people very practical and pragmatic solutions can be found.





## **Bob Gilbert**

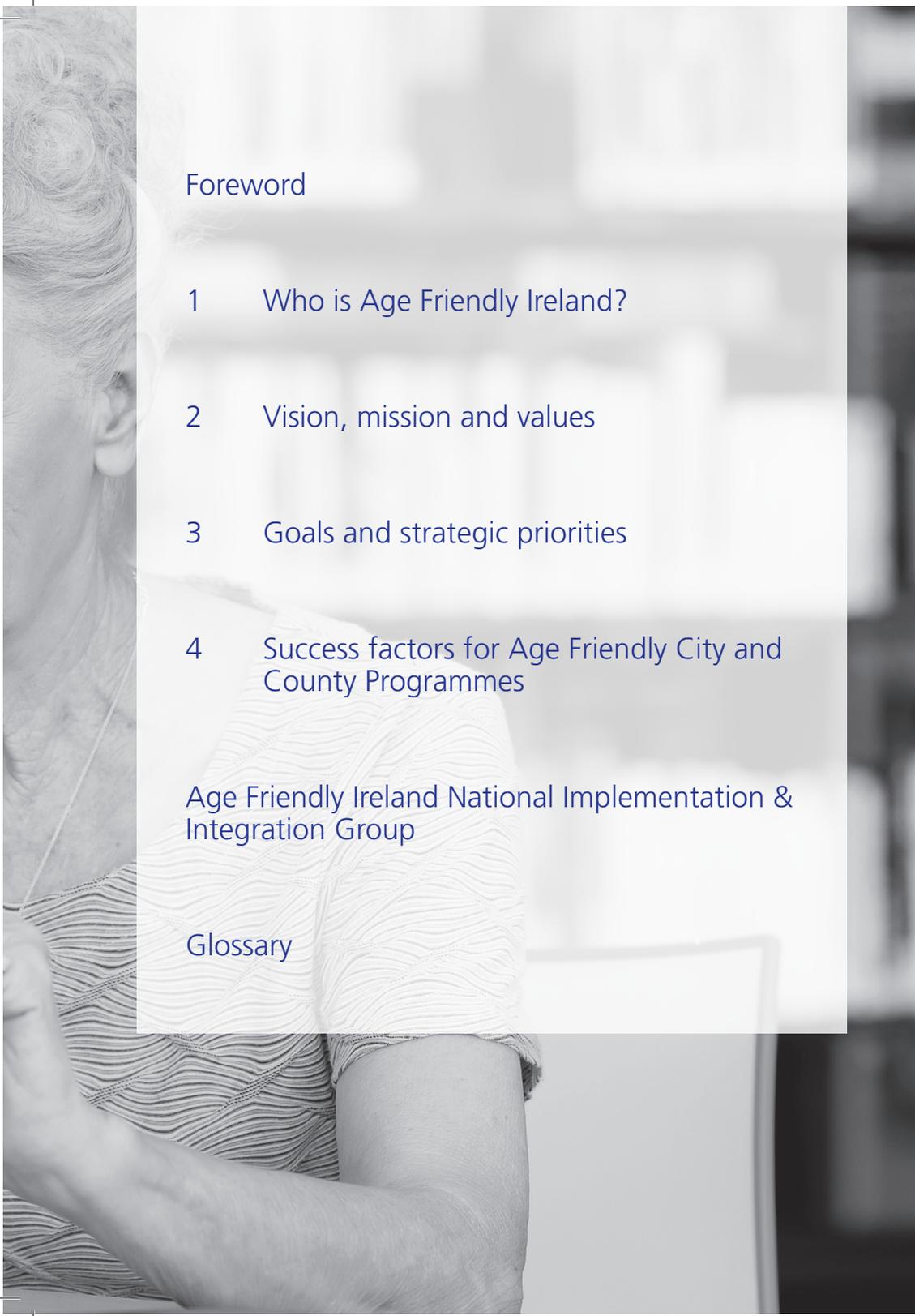
Chairperson of Cavan Older People's Council.

The Age Friendly Programme affords older people a unique opportunity for participation – participation at local community level, municipality, county, regional and national level. It affords us an opportunity to participate in key decision making processes and have our voices heard – through the establishment, by local authorities of Older Persons Fora or Councils in all areas - in places where they have not been heard before.

Older Peoples involvement in Local Community Development Committees gives us a voice in the creation of local community and economics plans for our areas. Other opportunities for participation exist on local authority Strategic Policy Committees and Public Participation Networks. Most important of all our voices are heard on the Local Authority's Age Friendly Alliance, where we sit not as protagonists, not as lobbyists, but as equal partners with CEO's and decision makers of statutory agencies such as the Local Authority, the HSE, the Education and Training Board, An Garda Síochána and other bodies.







Foreword

1 Who is Age Friendly Ireland?

2 Vision, mission and values

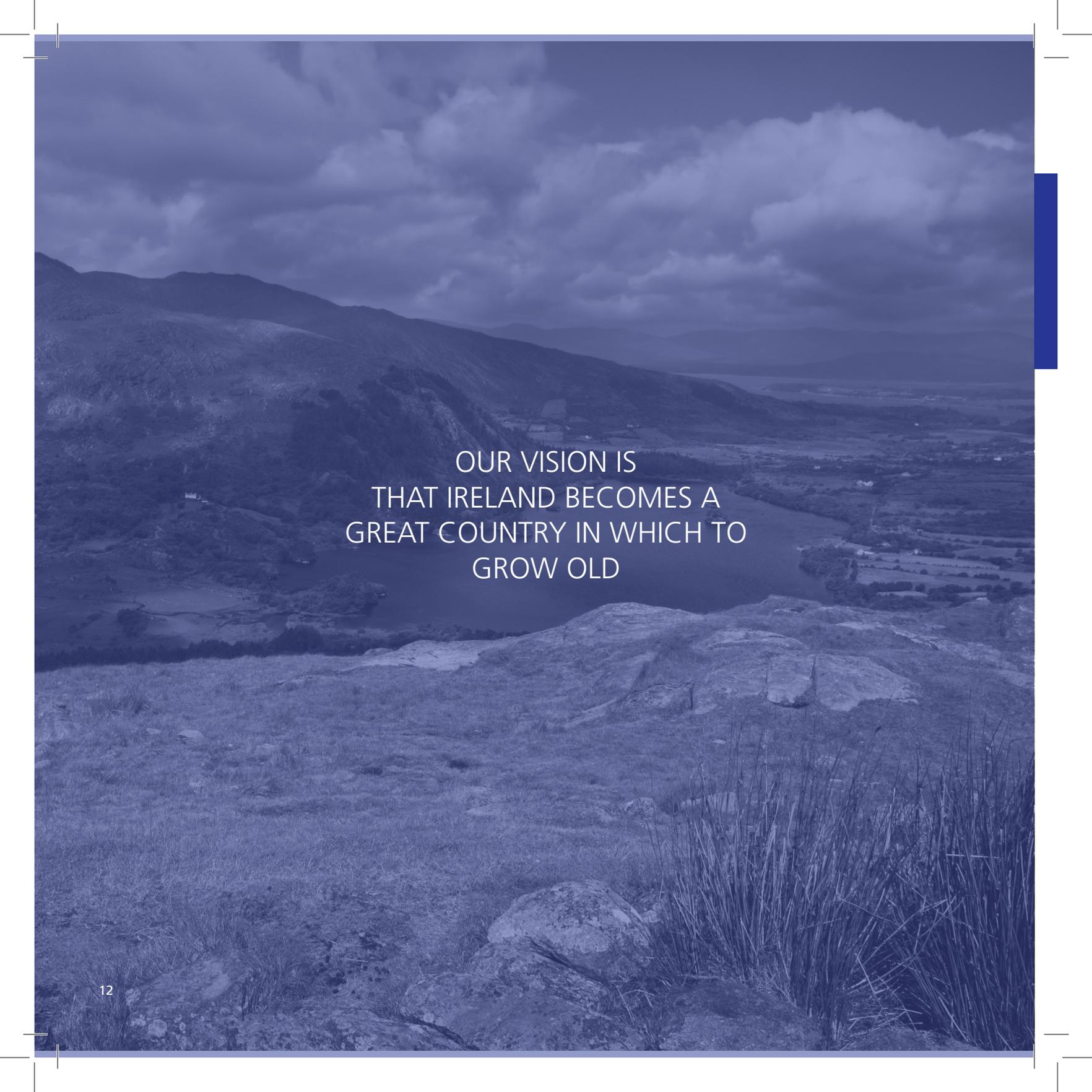
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OUR VISION IS  
THAT IRELAND BECOMES A  
GREAT COUNTRY IN WHICH TO  
GROW OLD

# Foreword



A key purpose of local government is to promote the wellbeing and quality of life of citizens and communities. The signing of the Dublin Declaration on Age Friendly Cities and Communities in Europe (2013) by all 31 of our local authorities represents a significant and unique national commitment to creating an inclusive, equitable society in which older people can live full, active, valued and healthy lives.

As life expectancy increases, the need to ensure that Ireland becomes a great country in which to grow old is increasing too. The implications for public policy areas as diverse as housing, health, urban and rural planning, transport, policing and the business environment are considerable. Discrimination and prejudice against older people have no place in modern Irish life.

For Ireland to become truly age-friendly all sectors of society - government, service providers, local authorities, police and the general public – must be involved. We all have our part to play.

Within this scenario, Age Friendly Ireland's role is more critical than most. Through coordinating the national Age Friendly Cities and Counties Programme, Age Friendly Ireland brings together, supports and provides technical

guidance to the 31 local authority-led, multi-agency Age Friendly City and County Programmes in every local authority area. It ensures that all the key players in local service provision streamline their work, with the expressed interests and needs of older people at their core.

In this, our Strategy Statement for 2015-2017, Age Friendly Ireland has set its sights on three big goals which, if realised, will make a significant difference to the quality of life of older people living in Ireland.

Our joint vision, our ambition, is to make Ireland a great country in which to grow old. If we all work together we can do it. Multi-agency working can be complex and challenging, but the gains for us all as we age will be worth the effort. Age Friendly Ireland looks forward to making it happen.

A handwritten signature in black ink that reads "Brendan Kenny". The signature is written in a cursive style and is positioned above a thin horizontal line.

**Brendan Kenny**

Chair, **Age Friendly Ireland**

Deputy Chief Executive, **Dublin City Council**

# 1 Who is Age Friendly Ireland

## Background

As in all other countries in the world, the population of Ireland is ageing. To plan for this, in 2013 the Department of Health published the National Positive Ageing Strategy. The Strategy sets out a vision for an age-friendly society through the achievement of four national goals (participation, health, security and research).

It recognises that all sectors of society - government, businesses, voluntary groups, service providers, local authorities and the general public - have a part to play in creating an age-friendly society.

The Strategy allocates lead responsibility for its Priority Action Areas to various Government Departments and agencies.

It also sets out the need for local joint working structures to complement this national-level activity, since many of the factors that contribute to a good quality of life for older people are community-based.

## Role of Age Friendly Ireland

Established in January 2014 as an intermediary organisation, **Age Friendly Ireland coordinates the national Age Friendly Cities and Counties Programme**. The Programme brings together, supports and provides technical guidance to the 31 local authority-led, multi-agency Age Friendly City and County Programmes in every local authority area.

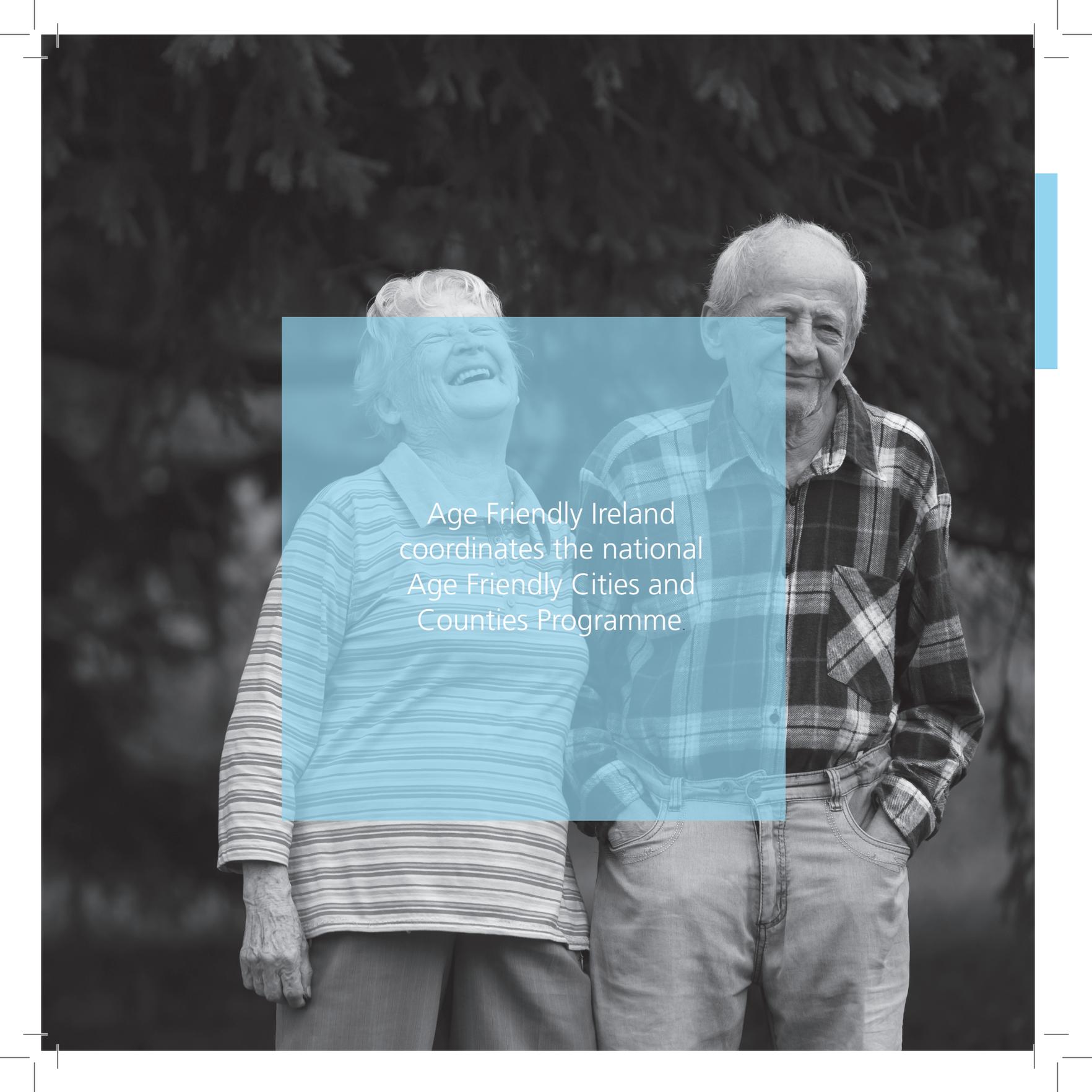
**Age Friendly Ireland provides the links between the National**

**Positive Ageing Strategy** and the Global Age-friendly Cities Guide, published by the **World Health Organisation (WHO)** in 2007. The Age Friendly Cities and Counties Programme represents the formal localisation of this defined global programme in Ireland.

The WHO programme involves a multi-agency, multi-sectoral approach to age-related planning and service provision. Applying this methodology consistently throughout the country, Age Friendly Ireland helps cities and counties to be more inclusive of older people by addressing their expressed concerns under eight headings:



# Age Friendly **IRELAND**



Age Friendly Ireland  
coordinates the national  
Age Friendly Cities and  
Counties Programme.

# How Age Friendly Ireland Works

## **Age Friendly Ireland actively promotes partnerships and collaborations.**

The Age Friendly Cities and Counties Programme is run by effective city- and county-based Alliances, involving senior decision-makers from public, commercial and not-for-profit organisations. Age Friendly Ireland assists Alliances aim to streamline the work of all key players at local level, putting the views, interests and needs of older people at their core. Through an Older People's Council in each participating local authority area older people exercise a strong, guiding influence on age-friendly local development.

## **Age Friendly Ireland provides guidance to the Alliances**

as they engage and consult widely with older people. The Age Friendly City and County Strategies which the Alliances draw up are based squarely on the expressed views, needs and interests of older people. Through an Alliance's Age Friendly Strategy, participating service providers and businesses become accountable to each other, and to older people, for the age-friendly actions they take.

## **Age Friendly Ireland develops tools and methodologies for age-friendly practitioners**

at frontline and management levels. It works as a hub for knowledge transfer, brokering connections and information exchange between agency officials, service providers and older people, both locally and nationally. The aim is to foster the exchange of age-friendly best practices that older people want and value, and which are appropriate, sustainable and cost-effective.

**Age Friendly Ireland offers access to valid, reliable and timely evidence** on the lives of older people in Ireland through its partnership with the Department of Health and the HSE on the Healthy and Positive Ageing Initiative (HaPAI). This work offers a baseline against which Ireland can measure progress on positive ageing.





Hosted by Dublin City Council on behalf of the local government network, the Age Friendly Ireland Programme team is primarily funded by The Atlantic Philanthropies. Age Friendly Ireland is governed by a Board and advised by a National Implementation and Integration Group comprising senior representatives from Government Departments and agencies, and from the local authority, third-level education, not-for-profit and business sectors.

In this Statement of Strategy, Age Friendly Ireland sets out its goals and priorities for 2015-2017 and describes how it aims to help Ireland to become a great place in which to grow old.

## 2 Vision, Mission and Values

### **Vision**

Ireland is a great country in which to grow old.

### **Mission**

Age Friendly Ireland guides the development of effective city- and county-based, multi-agency Age Friendly Strategies aimed at improving the quality of life of older people throughout Ireland.

# Values and Principles

The following values and principles underpin the work of both Age Friendly Ireland and the 31 Age Friendly Alliances:

## **Commitment To Action**

Active, engaged, practical, pragmatic implementation of Age Friendly City and County Strategies which are firmly based on the expressed views and priorities of older people and which enhance their quality of life and participation in Irish life.

## **Future Proofing our Infrastructure and Key Services**

Age Friendly Cities and Counties make economic as well as social sense and foster the creation of more liveable, sustainable, resource effective and enabling environments. By future-proofing our cities and counties we will help to ensure that our policies, strategies, infrastructure and key services do not become outdated or outmoded in the near future and that they are friendly and accessible on many different levels, to all ages and groups.

## **Collaboration**

Fulfilment of the Age Friendly vision through combining a bottom-up participatory approach at local and community level with top-down political and agency-led commitment and resources.

## **Inclusion**

Informed by the views and opinions of the diversity of older people, and enabling the direct and active involvement of older people in local-level decision-making.

## **Innovation**

Commitment to employing new thinking, methods and approaches in response to the challenges and opportunities identified by older people.

# 3 Goals and Strategic Priorities

Age Friendly Ireland will concentrate on three strategic goals in 2015-2017

**GOAL 1:** Develop strong, sustainable Age Friendly City and County Programmes aimed at improving the quality of life of older people throughout Ireland



**GOAL 2:** Optimise the quality and impact of the Age Friendly Cities and Counties Programme by supporting the wide-scale application of innovative, effective and sustainable age-friendly practices



**GOAL 3:** Gather data and translate knowledge on healthy and positive ageing in order to achieve better outcomes and strengthen links with national policy



# GOAL 1:

Develop strong, sustainable Age Friendly City and County Programmes aimed at improving the quality of life of older people throughout Ireland

## Why this Goal is Important

By signing the Dublin Declaration on Age-Friendly Cities and Communities in Europe (2013), Ireland's local authorities committed themselves to developing cities and counties in which older people can live full, active, engaged and healthy lives. Strong, sustainable Age Friendly City and County Programmes are the mechanism for achieving the practical, measureable quality of life improvements and appropriate services which the older people of Ireland so richly deserve.

Age Friendly Cities and Counties:

- show how older people contribute to society and are a resource, not a burden
- support greater participation by older people in the social, economic and cultural life of the community to everyone's benefit
- foster improvements in older people's health, wellbeing and quality of life

- demonstrate how collaborative working and imaginative, cost-effective partnerships can make services and supports for older people more responsive, professional, effective, efficient and accessible.

Healthy Ireland (2013) is the national framework for action to improve the health and wellbeing of the people of Ireland. Within this Framework, the National Positive Ageing Strategy (2013) sets out measures to support Ireland in becoming an age-friendly society. Effective, local joint working structures will be required to complement national level activity and to support the realisation of the visions set out within these frameworks.

Collaboration is central to this: collaboration between agencies and organisations, collaboration with older people themselves. In the current economic and social climate no one organisation can be really effective on its own. Current policy ("Putting People First, Action Programme for Effective Local Government", 2012) requires local government to take the lead role in local economic, social and community development.

Empowering local people to participate in the development of their communities is central to this new model of local governance and service delivery.

Strong, sustainable Age Friendly City and County Programmes are based firmly on the expressed views and participation of older people, and are fulfilled by Alliances comprised of senior decision-makers representing local authorities, An Garda Síochána, the HSE, other service providers, businesses, voluntary groups and community leaders.

This form of effective multi-agency working results in enhanced and improved outcomes for older people. Collaboration creates joined-up services which are readily available and easily accessed by older people. The multi-agency approach enables Age Friendly City and County Programmes to build consensus, strengthen partnership and break down professional boundaries. By pooling budgets and undertaking joint actions and projects the scale of sustainable service coverage is enhanced. Cohesive community responses are created when agencies

unite in taking shared ownership and responsibility. Unnecessary duplication and overlap of provision is minimised and coordination improves.

Most importantly, the age-friendly multi-agency approach facilitates positive outcomes which benefit everyone - older people, participating agencies, professionals and the general public - because what is essential for older people tends to be good for everyone. For example, a built environment which meets the needs of older people is one in which everyone can be more physically active and engaged. Everybody likes to have easy access to services and leisure opportunities locally, near to where they live, and close to their social networks of family, friends and neighbours. Through inclusive, age-friendly approaches to planning people of all generations can feel respected, valued and involved.

Multi-agency working can be complex and challenging. However, Age Friendly Ireland's experience to date shows that effective Age Friendly Programmes reap dividends for everyone.



# 1

## Strategic Priorities

### Age Friendly Ireland will

- extend the Age Friendly Cities and Counties Programme to all 31 local authority areas in Ireland
- support the development of effective city- and county-based multi-agency Alliances and Age Friendly Strategies in each local authority area, ensuring that member agencies collaborate on common age-friendly agendas and streamline their work to ensure the local implementation of the National Positive Ageing Strategy
- enhance the effectiveness of the age-friendly cross-agency collaborative approach, including by:
  - supporting the development of shared goals between partner agencies
  - heightening awareness and understanding of the multi-faceted benefits of collaboration
- strengthen the voice and participation of older people in the Age Friendly Programme, through supporting ongoing capacity-building programmes for older people across our cities and counties.

### Why this Goal is Important

The current economic and social climate makes innovation essential. Our changing demographics require a whole of Government approach and collaboration across the public, private and voluntary sectors and the full range of areas that determine health, wellbeing and active ageing. We need to plan now for a future that is truly sustainable.

The Age Friendly Cities and Counties Programme provides a robust framework to pioneer and drive transformation, innovation and improvement. To date Age Friendly Alliances have implemented real change in imaginative and cost-effective ways. The extensive track record includes home support services for older people, enhancement of public spaces, age-friendly transport services, senior enterprise and age-friendly business programmes, and enhanced community-level participation. The Alliances have achieved these results through taking an outcomes-based approach, putting older people at the centre of the design process, starting with the end in mind and then working out the actions and activities which

will make it a reality. The resulting Age Friendly Strategies use a common template, setting down actions and targets in the short, medium and long term under each of the eight WHO headings (page 16).

Increasingly, a wide range of Government and NGO stakeholders collaborate with the Age Friendly City and County network to test out new services and initiatives. The challenge now involves embedding the pioneering and innovative work of recent years in the mainstream. The Age Friendly Programme now needs to scale up local pockets of good practice into the consistent application of proven age-friendly initiatives across the broader network of Age Friendly Cities and Counties.

The national network of participating Age Friendly Cities and Counties provides a unique opportunity for mutual learning about how best to improve older people's quality of life. Sharing the learning arising from the many local innovations will, in addition to informing and advancing further innovation at national level, contribute much to the goal of making Ireland a great place to grow old.

## GOAL 2:

Optimise the quality and impact of the Age Friendly Cities and Counties Programme by supporting the wide-scale application of innovative, effective and sustainable age-friendly practices

# 2

## Strategic Priorities

### Age Friendly Ireland will:

- act as a hub for knowledge transfer, fostering connections, networks and information exchange between Age Friendly Programme leaders, agency officials, non-governmental organisations, service providers and older people, both locally and nationally
- promote innovative practice alongside the wider application of high quality and proven age-friendly measures by:
  - fostering the facility to harness the resources of individual partners at local level
  - developing and maintaining a comprehensive compendium of age-friendly practices and other relevant tools to support age-proofing of key services
  - supporting effective programme communications through online and other relevant channels
  - disseminating available evidence showing the value and sustainability of key age-friendly initiatives
- promote the scaling-up of age-friendly actions which are proven to produce successful, sustainable quality of life gains for older people at local level.

### Why this Goal is Important

Accurate evidence about the lives of older people and the impact of the Age Friendly Programme enables the meaningful measurement of progress on positive ageing, allows the identification of areas of potential need and, critically, ensures that ageing remains a priority at all levels of Government. Collaborative research and monitoring will also ensure that the Age Friendly Programme remains closely aligned to key national policy, such as Healthy Ireland (2013), the National Positive Ageing Strategy (2013) and the Irish National Dementia Strategy (2014). At local level, by applying an evidence-based approach, Age Friendly Programmes will be better placed to make good decisions with scarce resources, and to ensure incremental impact and effectiveness.

The establishment of Older People's Councils in each participating local authority area provides older people with an opportunity and a voice to influence local development. The conduct of comprehensive and inclusive consultation exercises with older people at city and county level, during policy and service development, is also helping to create a better awareness and understanding of the needs and preferences of

people as they age. This extensive body of consultation and engagement, facilitated through the network of Age Friendly Cities and Counties, provides a unique level of insight to better inform policy responses to population ageing in Ireland.

Age Friendly Ireland offers further access to valid, reliable and timely evidence on the lives of older people in Ireland through its partnership with the Department of Health and the HSE on the Healthy and Positive Ageing Initiative (HaPAI). This three-year (2015-2017) programme of research, data translation and dissemination work will provide a baseline against which Ireland can measure progress on positive ageing. It will facilitate the development of key national indicators of older people's health and wellbeing, and make it possible to link these to policy development at both local and national level.

At the international level, the Irish Age Friendly Programme is affiliated to the WHO Global Network of Age-friendly Cities and is one of the more advanced in the roll-out of a national Age Friendly programme. It is in the best interests of older people that Age Friendly Ireland continues to lead and benefit from programme engagement at international level.

## GOAL 3:

Gather data and translate knowledge on healthy and positive ageing in order to achieve better outcomes and strengthen links with national policy

# 3

## Strategic Priorities

### Age Friendly Ireland will:

- apply findings from Age Friendly City and County consultation and engagement processes to inform and influence policy and service development at national and local level
- use valid and reliable evidence on the lives of older people to compile:
  - a national overview two-yearly report on ‘the state of the nation’s older population’, against which progress on positive ageing can be measured
  - reports on each city and county, in the context of the National Positive Ageing Strategy
- strengthen engagement and communication with politicians and national-level policy-makers
- strengthen its leadership role in the WHO Global Network of Age Friendly Cities and the European Innovation Partnership on Active and Healthy Ageing.

## 4 Success Factors for Age Friendly City and County Programmes

### What is needed?

#### Political Commitment

- The local authority leads the Age Friendly City or County Programme.
- Local elected representatives ratify it.
- Both give unanimous commitment to the values and principles set out in the Dublin Declaration on Age-Friendly Cities and Communities in Europe (2013).
- Local elected representatives and the Local Community Development Committee engage actively with the Age Friendly Alliance, responding to resolve difficulties or barriers to the progress of the Age Friendly Programme.

#### The right people with the right attitudes

- The Age Friendly Alliance:
  - involves senior leaders from key groups, such as the HSE, An Garda Síochána, Chambers of Commerce, third-level institutions, the local authority and others, who have sufficient influence and resources to develop and deliver an ambitious Age Friendly City or County Programme.
- The Age Friendly Programme is based on the effective collaboration of different statutory and non-statutory sectors and groups.
- The Age Friendly Programme involves age-proofing key public sector planning and policy documents.

Success

## Factors

### A Shared vision with attainable, measureable goals

- The Age Friendly Programme:
  - is based on priorities identified through comprehensive and inclusive consultation with older people throughout the city or county
  - includes a mapping exercise aimed at highlighting shortcomings in infrastructure and gaps in services
  - provides opportunities for older people to challenge and influence the development of the Strategy during the drafting process.
- The Age Friendly Strategy:
  - has clear, measurable goals which make it easy to see if progress has been achieved
  - goes through an annual or two-yearly review and self-assessment process, led by the Alliance
  - is affiliated to the WHO Global Network of Age Friendly Cities and Communities.

### Older people are central to the Programme

- The Older Peoples Council
  - reflects the diversity of the older population
  - enables the participation of the most vulnerable older people
  - is represented on the local City or County Alliance
  - responds to the real concerns and issues of older people, identified through direct contact and consultation
  - is directly and appropriately involved in monitoring the implementation of the Age Friendly Strategy
  - is a recognised link group to the local Public Participation Network

# Age Friendly Ireland National Implementation & Integration Group



**Mr. Brendan Kenny**  
*Chair, Age Friendly Ireland  
Deputy Chief Executive,  
Dublin City Council*



**Mr. Conn Murray**  
*Director, Age Friendly Ireland  
Chief Executive, Limerick City  
and County Council*



**Mr. Danny McLoughlin**  
*Chief Executive, South  
Dublin County Council*



**Dr. Stephanie O'Keeffe**  
*National Director of Health  
& Wellbeing, HSE*



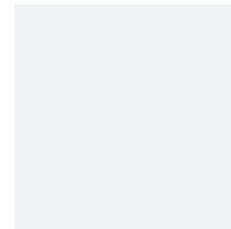
**Mr. Jack Nolan**  
*Assistant Commissioner,  
An Garda Síochána*



**Mr. John Shaw**  
*Assistant Secretary,  
Department of An Taoiseach*



**Ms. Mary Hurley**  
*Assistant Secretary,  
Department of the  
Environment, Community  
and Local Government*



**Department of Health**  
*To be Appointed*



**Mr. Jack Keyes**  
*Chair, Cavan Age Friendly  
County Alliance*



**Mr. Maurice O'Connell**  
*Chair, Age Friendly Cities &  
Counties NGO Forum*



**Mr. Rodd Bond**  
*Director, Netwell Centre,  
Dundalk Institute of  
Technology*



**Professor Brian MacCraith**  
*President,  
Dublin City University*



**Ms. Sharon Foley**  
*CEO,  
Irish Hospice Foundation*



**Mr. Ian Talbot**  
*Chief Executive,  
Chambers Irelanda*

# Glossary

## **Age Friendly Cities and Counties Programme**

Ireland's adaptation of the World Health Organisation's Age Friendly Cities and Communities model. The programme is coordinated by Age Friendly Ireland.

## **Age Friendly Alliance**

High level cross-sector group, often chaired by the local authority Chief Executive, whose member agencies form an overarching strategic partnership to develop and oversee the realisation of the Age Friendly City or County Strategy.

## **Age Friendly City and County Strategies**

Plans prepared by the Age Friendly City or County Alliance, typically of three to five years in duration, to address the issues identified by older people in the local area. Through an Alliance's Age Friendly Strategy, participating service providers and businesses become accountable to each other, and to older people, for the age-friendly actions they take.

## **Businesses**

Commercial organisations supplying goods and services.

## **Elected Representatives**

Members of the local community elected as 'councillors' to represent the community in local authorities. A fundamental role of democratically elected local government is the representation of local communities, voicing local concerns and responding to local needs.

### **European Innovation Partnership on Active and Healthy Ageing**

The Partnership brings together a wide array of stakeholders to work in a collaborative way on shared interests and projects geared towards achieving common goals and promoting successful technological, social and organisational innovation. The European Commission has identified active and healthy ageing as a major societal challenge common to all European countries, and an area which presents considerable potential for Europe to lead the world in providing innovative responses to this challenge. The European Innovation Partnership on Active and Healthy Ageing is to pursue a triple win for Europe:

- enabling EU citizens to lead healthy, active and independent lives while ageing;
- improving the sustainability and efficiency of social and health care systems;
- boosting and improving the competitiveness of the markets for innovative products and services, responding to the ageing challenge at both EU and global level, thus creating new opportunities for businesses.

### **Older People's Council**

Representative groups of older people, established by local authorities in response to the National Positive Ageing Strategy (2013), through which older people can raise issues of importance, identify priority areas of need and inform the decision-making process of the City or County Age Friendly Initiative. They also offer a citizen or service user perspective in monitoring the implementation of the Strategies. The Councils are intended to be representative of the diversity of the older population in the city or county, linked with local older people's groups and supportive of the participation of the most marginalised.

### **Public Participation Network (PPN)**

Entity in each local authority area which facilitates local people to take an active, formal role in relevant policy-making and oversight committees.

### **Service providers**

Non-commercial private, public, voluntary and community organisations providing services.

### **WHO Global Network of Age-friendly Cities and Communities**

Fosters the exchange of experience and mutual learning between cities and communities worldwide.

## Further Information

For more information about how Age Friendly Ireland supports and provides technical guidance to the 31 local authority-led, multi-agency Age Friendly City and County Programmes across the country, please contact:

**Address** Age Friendly Ireland, 3 Palace Street, Dublin 2

**Telephone** 01 222 6266

**Email** [info@agefriendlyireland.ie](mailto:info@agefriendlyireland.ie)

**Web** [www.agefriendlyireland.ie](http://www.agefriendlyireland.ie)

*"The Government's vision is to make Ireland the 'best country in which to grow old. We have set out our policy through the Healthy Ireland Framework and the National Positive Ageing Strategy. The Age Friendly Cities & Counties Programme is central to delivery of the Positive Ageing Strategy.*

*A core feature of the Programme is consultation with older people. The Older People's Councils give those directly affected a voice in their area. It meets a very important Programme for Government commitment to establish Older People's Councils in each local authority.*

*Congratulations to all involved in the Programme. I believe it will have a major impact on the quality of life of our older men and women."*

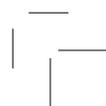
**On the occasion of the special signing ceremony of the Dublin Declaration on Age Friendly Cities & Communities, City Hall, November 2014.**

**Enda Kenny, T.D.  
Taoiseach**



Roinn an Taoisigh  
Department of the Taoiseach

# Notes



*The*  
**ATLANTIC**  
*Philanthropies*



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