

Why do we need an AGEING DEAL



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Current Landscape

Even if people live longer, there is little evidence that older people today are in better health than the previous generations¹

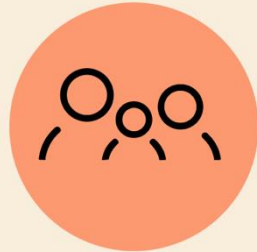
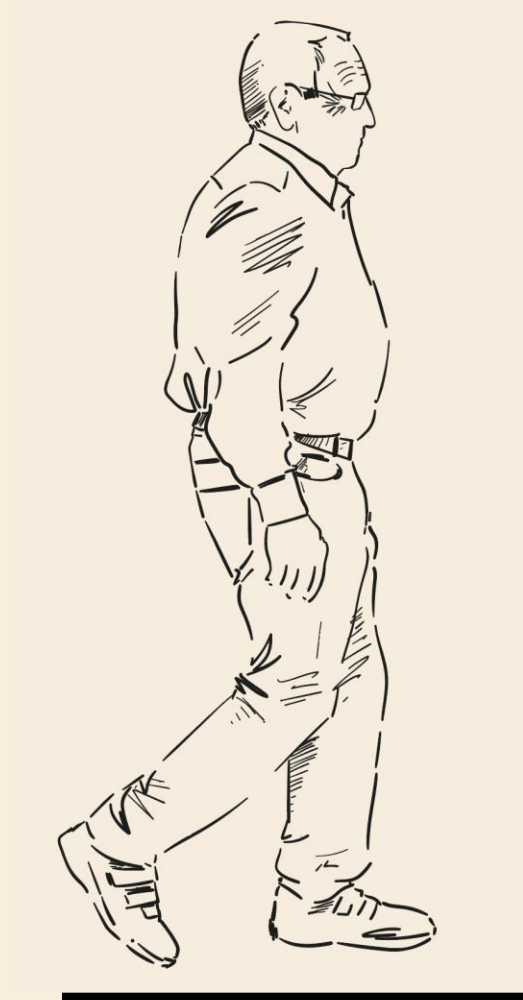
Good health in older age is not distributed equally, either between or within populations¹



Europe is the oldest continent which causes challenges e.g., to the healthcare and workforce²

1. World report on ageing and health. Geneva: World Health Organization; 2015; ISBN 9789241565042 (<https://iris.who.int/handle/10665/186463>)
2. https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Population_structure_and_ageing

What is Healthy Ageing?^{3, 4}



Functional ability

Well-being

Community participation

Adding quality and life to years

3. UN Decade of Healthy Ageing: Plan of Action 2021–2030. (<https://www.who.int/publications/m/item/decade-of-healthy-ageing-plan-of-action>).

4. Rudnicka E, Napierała P, Podfigurna A, Męczekalski B, Smolarczyk R, Grymowicz M. The World Health Organization (WHO) approach to healthy ageing. *Maturitas*. 2020 Sep;139:6-11. doi: 10.1016/j.maturitas.2020.05.018.

Benefits of Healthier Years

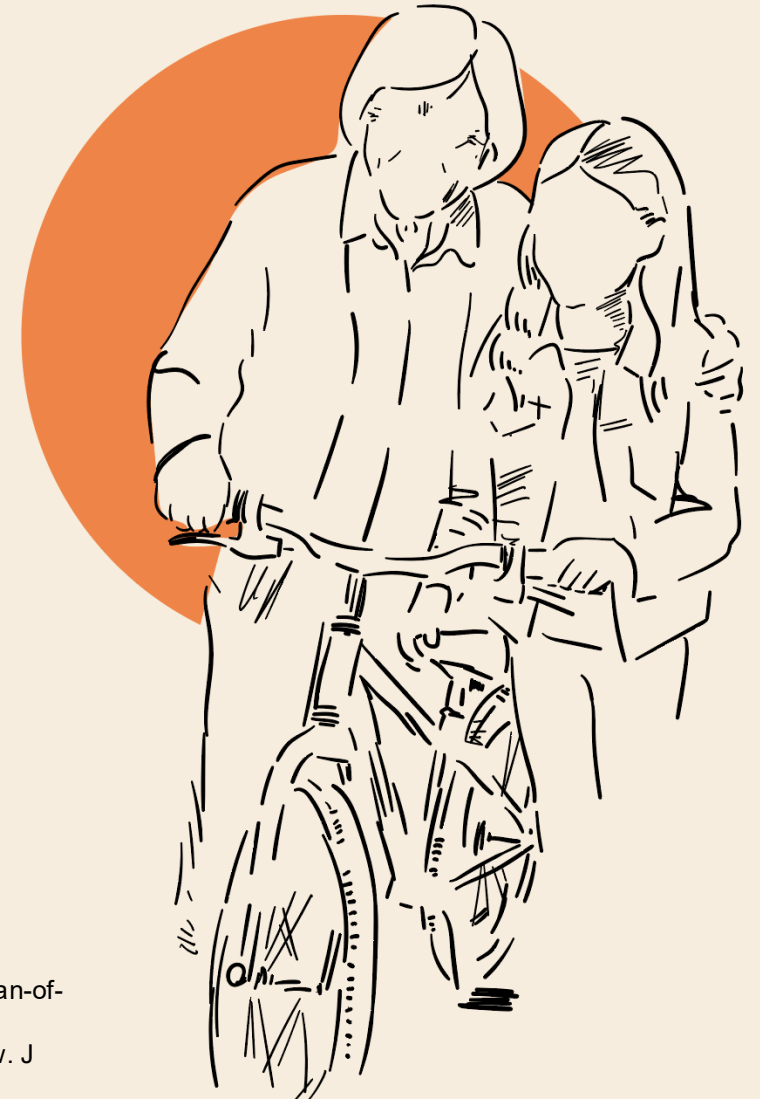
Evidence shows that investing in health benefits the society^{3, 5, 6}

- Increases the wellbeing of individuals, families and communities
- Costs of health and long-term care will be reduced
- Healthy and active older people can significantly provide for society economically and socially by e.g., participating in the workforce; paying taxes; consumption; cash and property transfers to younger generations, and volunteer work

3. UN Decade of Healthy Ageing: Plan of Action 2021–2030. (<https://www.who.int/publications/m/item/decade-of-healthy-ageing-plan-of-action>).

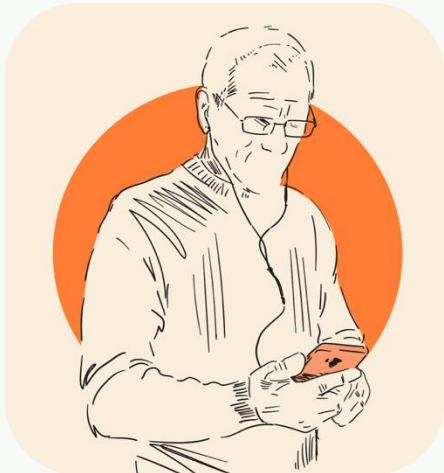
5. Masters R, Anwar E, Collins B, Cookson R, Capewell S. Return on investment of public health interventions: a systematic review. *J Epidemiol Community Health*. 2017 Aug;71(8):827-834. doi: 10.1136/jech-2016-208141.

6. Tordoir S, Is investing in public health a no-brainer? Centre for European Reform, 2024 (<https://www.cer.eu/insights/investing-public-health-no-brainer>).



Areas for Action

Deliver digitalised,
person-centred
integrated care and
primary health services
responsive to older
people



Foster healthy ageing,
improve social
engagement, and
promote better lives for
older people and their
families and
communities



Change how we think,
feel and act towards
age and ageing



Preparing for the Ageing Deal

We need the Ageing Deal to:

- Bring together **European** projects and initiatives that aim to find impactful, affordable and accessible **digital solutions** (tools) which enhance the health of the ageing population
- Make our projects **evidence** accessible to all stakeholders
- Help **prepare for and transform** the ageing society



We lean on the principles of:

- **Leave no one behind**
- **Life-course approach**
- **Reduce ageism**
- **Sustain autonomy**

AGEING DEAL

<https://ageingdeal.eu>



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