



Towards a society for all ages:

Why and how should regional authorities combat ageism



Friday October 26, 2018

09.00 -16.30 (Followed by a reception from 16.30 to 17.30)

Hosted by the European Committee of the Regions

Jacques Delors Building, Belliardstraat 99-101, 1040 Brussels, Belgium

For the past four years, approximately 200 researchers from 35 countries have worked together in the COST Action IS1402 on AGEISM (www.notoageism.com) to develop a comprehensive body of knowledge on the topic of ageism. Our collaborative work has resulted in numerous publications, [a special issue](#) and an open-access book by Springer: [Contemporary Perspectives on Ageism](#).

Our goals for this final meeting are to:

1. Present the outcomes of the COST Action on Ageism to national and sub-national policymakers responsible for providing services and developing programmes targeting older citizens
2. Increase awareness to the topic of ageism and present solutions to combat ageism at grass-root level.
3. Facilitate action to reduce ageism through sub-national policy and legislations



Agenda

08.10 – 09.00 Registration (Participants are advised to arrive early as security and registration to access the premises of the Committee of the Regions takes some time)

09.00-09.45 Welcome and introduction:

- **Moderator:** Anne-Sophie Parent – Secretary General AGE Platform Europe
- Luc Vanden Brande, member of the Committee of the Regions CIVEX Commission and host of the event
- Luule Mizera, Science Officer, COST Association
- Clemens Tesch-Roemer, German Centre of Gerontology, Vice-Chair COST Action on ageism
- Liat Ayalon, Bar Ilan University, chair COST Action on ageism

9.45-10.45 Examples of ageism

Ageism in employment

- **Moderator:** Jolanta Perek-Białas, Jagiellonian University
- Per Eric Solem, The Norwegian University of Science and Technology (NTNU) in Gjøvik
- Kai Leichsenring, European Centre for Social Welfare Policy and Research
- Juliane Bir, Advisor, European Trade Union Confederation

Ageism in healthcare

- **Moderator:** Sandra Buttigieg, University of Malta
- Daniela Fialova, Charles University
- Alphana Mair, Head of Effective Prescribing and Therapeutics, Scottish Government

10.45-11.15 Coffee break

11.15-11.45 Ageism in the media

- **Moderator:** Eugene Loos, University of Amsterdam
- Virpi Yläanne, Cardiff University

11.45-12.15 Addressing ageism in health via the media

- **Moderator:** Israel Doron, University of Haifa
- Sylvain Biegeleisen (director: Twilight of a Life; 20 min.)



12.15-12.45: Why ageism gets under your skin and what can we do about it:

- *Moderator:* Hanna Swift, University of Kent
- Klaus Rothermund, Friedrich-Schiller-Universität Jena
- Sibilía Marques, University Institute of Lisbon

12.45-14.15 Lunch break

14.15-14.45: Law as a tool to fight ageism

- Israel Doron, University of Haifa
- Barbro Westerholm, Member of the Swedish Parliament, Expert AGE Platform Europe

14.45-15.15 An overview of the WHO campaign to combat ageism

- Vânia de la Fuente-Núñez, World Health Organization

15.15-16.15 Where do we go from here: Lessons learnt and future plans to reduce ageism

- *Moderator:* Clemens Tesch-Roemer, German Centre of Gerontology, vice-chair COST Action on ageism
- Claude Cahn, Office of the High Commissioner for Human Rights, Brussels office
- Vitalija Gaucaite Wittich Chief of the Population Unit, Statistical Division, United Nations Economic Commission for Europe
- Johan ten Geuzendam, DG JUST
- Angelika Poth-Mögele, Executive Director European Affairs of the Council of European Municipalities and Regions
- Sergio Murillo Corzo, Department of Social Development, Government of Biscay

16.15-16.30 Concluding comments:

- Liat Ayalon, Bar Ilan University, chair COST Action on ageism
- Ebbe Johansen, President AGE Platform Europe

16.30-17.30 Reception



Speakers information



Liat Ayalon

Liat Ayalon is a Professor at Bar Ilan University, School of Social Work. Her main area of focus for the past few years has been ageism- the (often) negative construction of old age. She has made active attempts not only to study the course and origins of ageism, but also to increase awareness to the topic and raise action to allow older adults to reach their full potential. She is the chair (with Prof. Tesch-Römer) of a COST Action on Ageism from a multi-national, interdisciplinary perspective (COST IS1402). She is also the coordinator of a new Marie Curie Innovative Training Network on Ageism (EuroAgeism). Prof. Ayalon is a member of the WHO core group to develop a global campaign to combat ageism. She is also a member of the Israel and Global Young Academies. She has published over 150 articles in peer reviewed journals and is the co-editor, with Prof. Tesch-Römer, of a new book on ageism: Contemporary Perspectives on Ageism, published by Springer.



Sylvain Biegeleisen

Sylvain Biegeleisen, born in Antwerp, Belgium, in 1948. Sylvain Biegeleisen is a multi-disciplinary artist: film director and producer, Art-therapist, painter, video artist and group moderator. His last documentary film "Twilight of a Life" was awarded: Best Film & Best Director at Docville FF Belgium, Docaviv FF Israel, Audience Awards at the Docs FF Tbilisi, Georgia, Zagreb Dox, Croatia, Best Editing and Best Film at the Israel Documentary Forum, and participated at various Film Festivals in Europe, China, the USA, Australia & South America. "Twilight of a Life" was listed by Tue Steen Muller, Danish World Documentary Film Critic among the best twelve 2015 documentaries. Sylvain travels all over the world with his film to meet large audiences in order to spread positive and optimistic messages of "Twilight of a Life" about Ageing. In 1998, Sylvain founded the Lahav Association for the Promotion of Social Values in Society, which manages cinematic, social projects for special needs groups (Youth at-risk, Single mothers, Migrants, and Aging groups). Sylvain developed a unique mode of Cinema Workshops, during which the participants create short films that express their feelings and attitudes towards meaningful issues of their lives (such as co-existence, ethnic relations, migrants, violence, ageism...).



Juliane Bir is a graduate in Industrial Relations, Juliane Bir began her professional career as a social worker in France in 1998. She then engaged in the labour movement and worked for several years as officer in charge of the youth policy of one of the French trade union confederations. In parallel,



Juliane Bir

she was elected to the Bureau of the European Youth Forum, achieving a mandate from 2003 to 2004. Since 2004, she is senior advisor at the European Trade Union Confederation in Brussels. Having managed files in relation to youth policy, restructuring and organising, she is now in charge of European social dialogue and relations with the European Institutions.



Sandra Buttigieg

Sandra C. Buttigieg MD PhD (Aston) FFPH (UK) MSc MBA is an Associate Professor and Head of Department of Health Services Management, Faculty of Health Sciences at the University of Malta. She lectures on the Master Degree Programs in Health Services Management, Public Health, and Family Medicine. She is also an Honorary Senior Research Fellow at the School of Social Policy, College of Social Sciences, University of Birmingham, UK, and an Honorary Research Fellow at Aston University, Birmingham, UK. Her research interests are mainly focused on performance management in health care as a function of policy, people and operating systems. Prior to joining the University of Malta, she was medical superintendent of a 1000 bed geriatric hospital. She is an active member of the COST Action on Ageism. <sandra.buttigieg@um.edu.mt >



Claude Cahn

Mr. **Claude Cahn** is Human Rights Officer in the Regional Office for Europe of the Office of the United Nations High Commissioner (OHCHR), a post he took up in August 2017. Prior to joining OHCHR's Brussels office, Mr. Cahn was Human Rights Adviser in the Office of the United Nations Resident Coordinator in Serbia (2015-2017) and the Republic of Moldova (2009-2015). Before joining the Office of the United Nations High Commissioner for Human Rights, Mr. Cahn was Head of Advocacy Unit with the Centre on Housing Rights and Evictions (COHRE) (2007-2009). Between 1996 and 2007, he worked for the European Roma Rights Centre (ERRC) in a number of capacities including Programmes Director (2003-2007) and Acting Executive Director (2005). In the course of his career, he has been extensively involved in the development of equality law, in particular in Central and Southeastern Europe, as well as of international law in the area of economic, social and cultural rights. He has been continuously involved in efforts to secure justice for Romani women coercively sterilized in the Czech Republic, Slovakia and Hungary, and has been directly involved in a number of landmark rulings by the European Court of Human Rights on Roma rights issues. Other areas of experience include the rights of persons with disabilities, LGBTI rights, the human rights of older persons. Mr. Cahn holds degrees in Law, History and Literature, including a PhD in Law from the University of Nijmegen (Netherlands).



Vânia de la Fuente-Núñez

Dr **Vânia de la Fuente-Núñez** is Technical Officer of the World Health Organization. Since 2016, Dr de la Fuente-Núñez has been working in WHO's Ageing and Life Course Department, where she is leading all research related activities of the Global Campaign to Combat Ageism and coordinating the campaign's steering group. Vânia is also driving capacity building efforts on policy and programme development for ageing within WHO and in a range of countries and regions. In this capacity, she has been responsible for the development of the first-ever learning programme on Healthy Ageing. Vânia is a physician who has worked with different NGOs and research institutes on research and capacity building projects in both high and low-income countries,



including Switzerland, Senegal and the Gambia. She first joined WHO in 2014 to work in the development of ethics guidance in the context of the Ebola epidemic and to support the Secretariat of the WHO Research Ethics Committee. Dr de la Fuente-Núñez also contributed to the development of the Global Observatory on Health Research & Development. Originally from Spain, Vânia holds an MD from the University of Santiago de Compostela; an MA in Philosophy, Politics and Economics of Health from University College London; and is now completing a BA in Social and Cultural Anthropology.



Issi Doron

Prof. Israel (Issi) Doron, LL.B. (Hebrew University of Jerusalem, Israel); LL.M. (Washington College of Law, Washington DC, USA); Ph.D. (Osgoode Hall Law School, Toronto, ON., Canada). Currently Prof. Doron is the Israel Institute Visiting Professor at the School of Social Service Administration at the University of Chicago. Prof. Doron is also the Head of the Center for Research and Study of Aging at the University of Haifa, the Past President of the Israeli Gerontological Society, and the Past Head of the Department of Gerontology. He specializes in the fields of law and ageing, social policy, human rights and ageism. Prof. Doron has written extensively on topics such as socio-legal construction of old age, and human rights of older persons (e.g. Doron, I. & Apter, I. (2010): The Debate Around the Need for an International Convention on the Rights of Older Persons. *The Gerontologist*, 50(5), 586-593) and is the editor/co-editor of key books in the field such as "Theories on Law and Aging: The Jurisprudence of Elder Law" (Springer, 2009); "Beyond Elder Law: New Directions in Law and Aging" (Springer, 2012; with Ann Soden) or "The Law and Ethics of Dementia" (Hart, 2014; with Charles Foster & Jonathan Herring). Finally, Prof. Doron is also the founder of an Israeli NGO, "The Law in the Service of the Elderly", which has been involved in key strategic-litigation regarding rights of older persons in Israel as well as the international movement to promote a new International Convention for the Rights of Older Persons.



Daniela Fialová

Daniela Fialová is the Head of the University Educational Centre in Clinical Pharmacy, chief researcher and clinical consultant in rational geriatric pharmacotherapy at the Department of Geriatrics and Gerontology, 1st Faculty of Medicine and General Teaching Hospital Prague and academic lecturer and researcher at the Department of Social and Clinical Pharmacy, Faculty of Pharmacy, Charles University. She is the Chair of the Scientific group "Aging and Changes in the Therapeutic Value of Medications in the Aged", supervisor of PhD students and Member of the Board for postgraduate studies in Clinical Pharmacy at the Faculty of Pharmacy, Charles University. Her research and clinical work is devoted to pharmacotherapy risk assessment and management in geriatric patients, drug-related problems, suboptimal prescribing and efficacy and safety of medications in geriatric patients. Dr. Fialová received her ward certification in



clinical pharmacy in 2001, absolved clinical pharmacy training at home institutions and abroad at the University of Iowa, USA (2002), and Lothian Primary Care NHS Trust-Pharmacy Service, Royal Edinburgh Hospital, Scotland (2003). She studied geriatric pharmacoepidemiology during her research stays at the Department of Geriatrics, Università Cattolica del Sacro Cuore, Italy (2004), and at the Department of Pharmacology, University of Bordeaux, France (2006). She received several awards for her scientific work: Research Award of the Czech Medical Association J.E. Purkyně (2005), Award in Pharmacy of the French Embassy in Prague (2005), Awards of the Dean and Research Award of Dr. Paul Janssen for Pharmacoeconomics and Drug Policy (2006).



Vitalija Gaucaite
Wittich

Vitalija Gaucaite Wittich heads the Population Unit of the United Nations Economic Commission for Europe (UNECE) and is responsible for UNECE's work on population ageing and intergenerational relations. She coordinates the activities of the UNECE Working Group on Ageing and oversees the organization of the reviews of national policies and strategies in implementing the Madrid International Plan of Actions on Ageing (MIPAA, 2002) in the UNECE region, capacity development and publication of policy briefs in the area of population ageing. She also acts as the UNECE coordinator for the Generations and Gender Programme. In addition, she leads UNECE activities related to the review of implementation of the Programme of Action of International Conference on Population and Development (ICPD, 1994).

Prior to joining the Population Unit in October 2010, Ms. Gaucaite Wittich worked in the Statistics and Economic Analysis Divisions of UNECE. Ms. Gaucaite Wittich has a doctoral degree in Social sciences and before joining UNECE was an Associate Professor of Economics at Vilnius University in Lithuania.



Ebbe Johansen

Ebbe Johansen, MSc. HD, Graasten, Denmark is President of Age Platform Europe and board member in DaneAge. Has educational experience from Technical University and in human resource. Background as Civil engineer, working with bridge building for the state railway, and later two years with engineering education in Zanzibar, Tanzania. After this a long career as manager in IBM working in sales, education and with software. Has been on assignment in Stockholm for four years and Paris for two years.



Kai Leichsenring is Executive Director at the European Centre for Social Welfare Policy and Research, Vienna (www.euro.centre.org). He studied Political Sciences (Social Policy) at the University of Vienna and specialised in comparative and applied social research and policy consultancy with a focus on ageing, health and long-term care, and related issues. Apart from coordinating many national



Kai Leichsenring

and European R&D projects he collaborated with a number of regional and national governments, and international agencies (UNECE, OECD, WHO, Worldbank). He published many reports, articles and books, e.g. 'Concepts and strategies of quality assurance in care for older people' (with H. Nies), pp. 347-371 in T. Boll, D. Ferring and J. Valsiner (eds.) Cultures of Care in Aging. Information Age Publishing, 2018; 'Lessons for regulating informal markets and implications for quality assurance – the case of migrant carers in Austria' (with A.E. Schmidt, J. Winkelmann and R. Rodrigues) in Ageing & Society, 36(4), pp. 741-763; Long-term care in Europe – Improving policy and practice (ed. with J. Billings & H. Nies), Palgrave Macmillan, 2013.



Eugène Loos

Eugène Loos is a Professor of “Old and New Media in an Ageing Society” in the Department of Communication Science at the University of Amsterdam and an Associated Professor “Communication, Policy and Management Studies” at the Utrecht University School of Governance in the Netherlands. He is a member of ASCoR (Amsterdam School of Communication Research (<http://ascor.uva.nl/>)) and NIG (Netherlands Institute of Government (<https://www.utwente.nl/en/nig/>)). Currently his research focuses on the role of old and new media related to accessible information for senior citizens, to guarantee their inclusion in our society. He investigates the (ir)relevance of age for: (1) digital information search behaviour, (2) the perception of the reliability of information, (3) the identification with images in information sources, (4) the impact of visual and textual signs in digital health information on their cognition and affection, (5) the creation and use of (intergenerational) digital games for senior citizens’ well-being. For the COST ACTION on Ageism he co-authored (with dr. Loredana Ivan) a chapter in Contemporary aspects on ageism (edited by L. Ayalon & C. Tesch-Roemer, Eds.) on ‘visual ageism’: “the social practice of visually underrepresenting older people or misrepresenting them in a prejudiced way”. For more publications see:

https://www.researchgate.net/profile/Eugene_Loos



Alpana Mair

Alpana Mair is Head of Prescribing and Therapeutics for Scottish Government, coordinating delivery of Programme for Governments work on Prescribing and Therapeutics, advising Ministers on Quality of Prescribing leading and chairing National Scottish Polypharmacy guidance with multidisciplinary approach. Alpana leads a European funded project SIMPATHY, Simulating Innovation in the Management of Polypharmacy and Adherence in the elderly, leads work for WHO on Polypharmacy for the third Global Patient Safety Challenge, is the Vice Chair of WHO Systems and Practice group on Medication Safety. She also leads the Special Interest Group on Appropriate polypharmacy & Adherence for the Integrated Foundation of Integrated Care (IFIC) and coordinates EU work on



Active and Healthy Aging on polypharmacy and medications adherence. She is a Quality and Safety fellow and runs a clinic and street outreach to improve homeless people management of medications and multiple morbidities. Alpana holds a clinical Masters in Clinical Pharmacy and in Advanced Leadership Practice from Harvard/ Napier University. She is Senior lecturer in Prescribing at School of Health and Social Care, Napier University, an honorary lecturer at Strathclyde University, honorary senior lecturer at Robert Gordon University. She was previously the Deputy Chief Pharmaceutical Officer for Scotland Safe and effective treatment with medicine remains one of the greatest challenges in medicine, where models of healthcare delivery lag behind the enormous growth in single disease focused treatment with medicines. The implications for safe, efficient and effective deployment of healthcare resources and sustainability are significant from both healthcare and societal perspectives.



Sibila Marques

Sibila Marques is an Assistant Professor at the University Institute of Lisbon (ISCTE-IUL) and a researcher at the Center for Psychological Research and Social Intervention (CIS-IUL). She has a degree in Psychology from the Faculty of Psychology of the University of Lisbon and a PhD in Social Psychology from ISCTE-IUL. Her work has focused on the application of Social and Community Psychology to the understanding of themes with relevant social impact. In this sense she has developed work in two priority areas: Social Psychology of Aging (ageism and age discrimination) and Social Psychology of the Environment. In this field she has presented her work in national and international conferences and public events. She has publications in journals with high impact in the scientific community, such Psychology and Aging, Journal of Applied Social Psychology, Psychology and Health, Journals of Gerontology, Series B or Journal of Environmental Psychology. She has also developed activities in European and national projects in this field. She is currently part of the Eurage group (www.eurage.com) and has taken on the scientific coordination at ISCTE-IUL of the European projects SiforAGE (FP7) and INHERIT (H2020). She is also a regular appearance in the media to discuss issues related with these themes.



Sergio Murillo Corzo

Sergio Murillo Corzo (σ) is Director-General for Personal Autonomy Promotion, in the Department for Social Development of the Government of Biscay. Responsible for the design and deployment of the whole public strategy for personal autonomy promotion of elderly people and people with disabilities. Treasurer in the board of Directors of the European Covenant on Demographic Change. Member of Active Ageing Index experts group led by European Commission and United Nations Economic Commission for Europe. He leads "Age Friendly Biscay" strategy, included in the Basque Reference Site on the European Innovation Partnership for Active and Healthy Ageing. National Contact Point in the AAL. He is leading the Silver Economy Strategy (Nagusi



Intelligence Centre) in Biscay, involving Economic Promotion Department, Social Development Department & the Cabinet of the Deputy General. He holds a Bachelor in Economics and Business Administration from the University of Deusto (Bilbao), MSc in Management Development. He has a background in management of social and health service centres, education centres and auditing services.



Anne-Sophie
Parent

Since 2002 **Anne-Sophie Parent** is Secretary General of AGE Platform Europe, a network of 120 organisations representing 40 million seniors across Europe, in consultative status with the United Nations Economic and Social Council, and participatory status to the Council of Europe. AGE aims to promote the rights of older people at EU and UN level, and voice the interests of the 190 million inhabitants aged 50+ living in the European Union. Ms. Parent represents AGE in the High Level Group on Pensions, European Health Policy Forum, the Advisory Board of Assisted Ambient Living Joint Programme, the Societal Advisory Board of the More Years Better Lives Joint programme. She is also member of the Expert Group of the EU- UNECE Active Ageing Index project, and of the Advisory Board of the New Pact for Europe. She currently chairs the Financial Services Users' Group set up by the European Commission and sits in the Euro Retail Payment Board set up by the European Central Bank, in which she is leading an informal group on accessibility of retail payments. In 2016, Mrs. Parent was elected Secretary General of the newly established European Covenant on Demographic Change, a large network bringing together subnational public authorities, non-for-profit and profit actors who wish to join forces to promote age-friendly environments to support active and healthy ageing in close cooperation with the World Health Organization.



Jolanta Perek-
Białas

Jolanta Perek-Białas is Associate Professor at the Jagiellonian University, Cracow in Poland and as well she works at the Institute of Statistics and Demography at the Warsaw School of Economics. Her research interest focuses on ageing, active ageing indicators, ageism in the labour market policy, social exclusion of older persons, care for older persons. She has been a Polish coordinator and participated in many national, international projects related to these topics and as well as expert for various decision policy makers at the local, regional and national level in Poland and for OECD, European Commission, World Bank, UNECE. She has published on active ageing policy, ageism in the labour market, reconciliation of work and care for older persons, consequences of population ageing in Central Eastern Europe countries and exclusion of old people. Currently, she is a Polish representative in the COST ACTION 1492: Ageism – a multinational, interdisciplinary perspective and in COST ACTION Reducing Old-Age Social Exclusion: Collaborations in Research and Policy, while in the first one she is also a Chair of the WG on Ageism in the Labour Market. Since, November



2017, she has been involved in a Marie-Curie Sklodowska Action – Innovative Training Network project EuroAgeism (Coordinator: Prof. L. Ayalon). Recent co-authored chapters in books include, 2016: The elderly care regime and migration regime after the EU accession (Routledge), 2017: Regional approaches to demographic change in Poland (Springer), 2018: Measures of Ageism in the Labour Market in International Social Studies (Springer).



Angelika Poth-Mögele

Angelika Poth-Mögele is Executive Director European Affairs at the Council of European Municipalities and Regions (CEMR). She has a PhD in political science and has over 20 years work experience in representing local and regional governments' interests at European level (for different organisations and different levels of government). Angelika joined CEMR in 2004 where she is responsible for the EU-policy and research team. The work is structured along two pillars: 1) Lobbying EU policy and legislation; 2) Knowledge sharing, including research and studies. Policy areas covered: governance, democracy and citizenship; economic, social and territorial cohesion; environment, climate and energy; public services, digitalisation, and employment.



Klaus Rothermund

Prof. Dr. **Klaus Rothermund** is a full professor and chair in General Psychology at the Friedrich-Schiller University of Jena, Germany (since 2004). He received his PhD in 1998 and his habilitation (venia legendi) in Psychology in 2003 (both qualifications were conferred by the University of Trier). He is Editor-in-Chief for the journal *Cognition & Emotion*, work group chair in the Cost Action on Ageism, chair of the Ageing as Future project (funded by the Volkswagen foundation), member of the directorate at the Jena Center of Aging Research, and project head at the CELISE center for lifespan development. His research centers on development in later life, with a special interest in how age stereotypes and age-related beliefs shape and influence development of older people through processes of internalization, self-stereotyping, and implicit bias. He has written and edited several books, chapters, and Special Issues, and has published more than 130 articles in international journals.



Per Erik Solem

Per Erik Solem is a research professor at Oslo Metropolitan University, Oslo, Norway. He has worked with ageing research (gerontology) since he graduated as a psychologist in 1970. His interests cover questions on ageing in general, and on psychological and social ageing in particular. He has a long-lasting teaching and research involvement in subjects such as active ageing, cognitive age changes, dementia, death and dying, ageism, theories of ageing, and occupational gerontology (ageing, work and retirement). His publications include



articles and chapters in international journals and books, as well as research reports and gerontology textbooks in Norwegian. In recent years, occupational gerontology has been his main research field, including studies on how companies handle late exits from work and the recently raised mandatory retirement age, furthermore on older workers' retirement decision processes, and on ageism in working life. He was in 2015-2016, together with delegates from employers' organisations and labour unions, a member of the Government-appointed Committee on Adaptations in Working Life due to Increases in Mandatory Retirement Age. Per Erik Solem is professor on part time basis at the master program in gerontology/public health at the Norwegian University of Science and Technology (NTNU) in Gjøvik, Norway.



Johan ten Geuzendam

Johan ten Geuzendam has worked in the European Commission in a variety of policy areas like industrial policy, industrial relations, management training, labour law and working conditions. In 2001 he became Head of the Employment Services Unit (with responsibility inter alia for the management of the EURES network) and in 2006 of the Employment Services Unit and Mobility Unit. From January 2008 until May 2014 he was Head of the Unit for the Rights of Persons with Disabilities first in DG Employment, social affairs and equal opportunities, and since January 2011 in DG Justice and Consumers. Since mid-May 2014 he is Adviser in the Directorate for Equality and Union citizenship of DG Justice and Consumers that coordinates and promotes policy developments to combat discrimination on grounds of sex, racial or ethnic origin, religion or belief, disability, age or sexual orientation, promotes awareness on gender equality and non-discrimination and coordinates policy developments in respect of the Roma. He deals more particularly with the file concerning the Rights of older persons and represents the EU at the UN Open Ended Working Group on Ageing.



Clemens Tesch-Roemer

Clemens Tesch-Roemer, Ph.D. in psychology. Since 1998 director of the German Centre of Gerontology in Berlin (Deutsches Zentrum fuer Altersfragen, DZA). Since 2003 adjunct professor of psychology at the Freie Universität Berlin. Since 1998 member of the Expert Committees for the German Government Reports on Older People in Germany. From 2008 to 2010 President of the German Society for Gerontology and Geriatrics. Since 2015 President of the International Association of Gerontology and Geriatrics, European Region (IAGG-ER). Since 2016 Fellow of the Gerontological Society of America (GSA). Current research interests: Quality of life and well-being in old age, volunteering and civic engagement, health and health behavior in old age, social relations and social integration of older persons, comparative ageing research. Principal Investigator of European and German surveys and research networks: German Ageing Survey (DEAS, since 2001), German Survey on Volunteering (FWS, since 2012), COST Network 1402 "Ageism" (since 2014), Autonomy Despite Multimorbidity (AMA,



2008-2013), Old Age and Autonomy: The Role of Service Systems and Intergenerational Family Solidarity (OASIS, 2000-2003). Published 20 monographs and edited books and about 200 publications in scholarly journals and book chapters.



Barbro
Westerholm

Barbro Westerholm, M.D. Prof. em. was Former Director General, Swedish National Board of Health and Welfare; Vice President, WHO Executive Board; Medical Director, Swedish National Corporation of Pharmacies; President, Swedish Association of Senior Citizens; Vice President, AGE (European Older People's Platform).

At present: Member of the Swedish Parliament and of Health Expert Group, Age.



Virpi Yläne

Dr **Virpi Yläne** is Senior Lecturer in Language and Communication at Cardiff University, Wales, UK. Her research interests centre round discursive construction of lifespan identities through talk and text. Her recent work has looked at media representations of ageing and older age in advertising, as well as newspaper coverage of late parenting. She has published in a variety of journals (such as Discourse & Communication; International Journal of Aging and Human Development; Journal of Aging Studies; International Journal of Ageing and Later Life; Journal of Communication, among others) and edited a collection Representing Ageing. Images and Identities (Basingstoke, Palgrave Macmillan, 2012). She was formerly a co-director of a UK Social and Economic Research Council (ESRC) – funded project on media representations of older adults. She has been teaching a module in Lifespan Communication for a number of years and has supervised PhD theses on ageing & advertising and older workers' identities at Cardiff University.