



The Manchester Urban Ageing Research Group

A spatial justice framework for age-friendly cities and communities: City Profiles

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BACKGROUND INFORMATION: CITY PROFILES

The following City Profiles were co-produced and have been used to create the content for the website: A spatial justice framework for age-friendly cities and communities. The website was created as part of the [Ageing in Place in Cities](#) project. The City Profiles were developed to understand the characteristics of the seven project cities (Manchester, Akita, Brussels, Brno, Bilbao, Oslo and Québec). In the following document, greater detail can be found about the narratives and statistics presented on the website for each city.

The Ageing in Place in Cities project team is led by Prof. Tine Buffel, Dr Patty Doran and Dr Sophie Yarker. We would like to acknowledge the contributions of Dr Hidetaka Ota, Akita University, Marian Pérez de Albéniz del Val, Bilbao City Council, Dr Martín Zúñiga, Grupo SSI, Ladislava Fiedlerová, Brno City Municipality, Eva Gregorová, Brno City Municipality, Barbara Wellens, Brussels City, Sofie Van Regenmortel, Statbel: Statistics Belgium, Dave Thorley, Manchester City Council, Monica Eriksen, Oslo City, Geneviève Duhaime, Québec City.

THE CITIES:

Akita	2
Bilbao	9
Brno.....	16
Brussels.....	23
Manchester	28
Oslo.....	35
Québec	42





City Profile

Akita

CITY CHARACTERISTICS

About Akita City

Akita City is in the northern part of Japan and in the central part of the coastal area of the Sea of Japan. It has a city area of 906.07km² with blessed environment such as lush mountains, rivers, and the sea. The large river “Omono” runs through from the southeast to the northwest with highly productive and fertile cultivated area.¹

In Akita Prefecture, the economy is based on Agriculture 2.6%, Industry/ Manufacture 21.3%, Service 75.8%. While the proportion of workers in the primary (Agriculture) and secondary (Industry/ Manufacture) is declining, the proportion of workers in the tertiary (Service) is increasing. Agriculture: 2.6%(2000)-2.1%(2015); Manufacture: 21.2% (2000)-16.6% (2015); Service:76.2% (2000)-81.3% (2015). The average wage is 3,735,300 yen/year (2018) and unemployment is 6.345% (Akita-city, 2010).

Akita’s relative poverty rate is 15th/47 in Japan (from Yamagata University study). The average unemployment rate in Japan is 2.8% (2021). The average unemployment rate in Akita prefecture is 4.3% (2015). Oga city has highest unemployment rate (12.024%, 2010) among Akita prefecture.

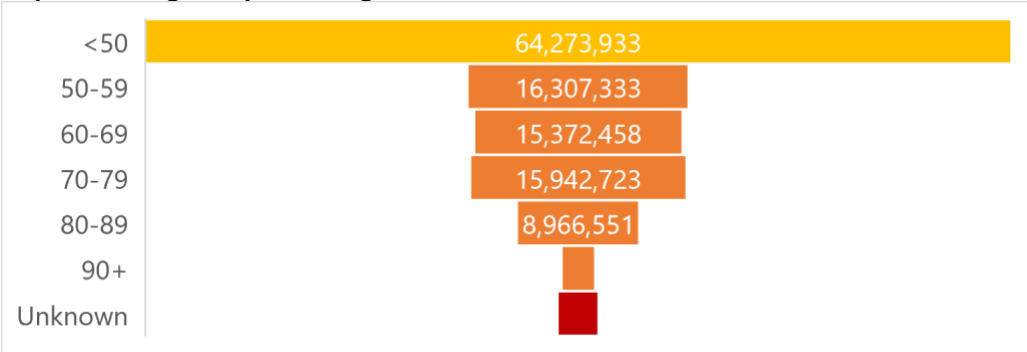
Other characteristics:

- 1.High consumption of Sake
- 2.Famous for delicious rice “Akita Komachi”
- 2.There are many beauties salons
- 3.Famous for Akita beauty women “Akita Bijin”
- 4.There is the deepest lake in Japan. “Tazawa lake”

DEMOGRAPHIC AND CITY STATISTICS

Country population, Japan: 126,146,099 (Oct,1,2020)², 51% of the Japanese population is aged under 50.

Population age, Japan, in age brackets¹



Note: 90+ 2,351,263; Unknown 2,931,838

¹ https://www.city.akita.lg.jp/_res/projects/default_project/_page_/001/025/300/14kihonkouso.pdf

² Statistics Bureau of Japan: Search Statistics Surveys and Data, <https://www.stat.go.jp/data/kokusei/2020/kekka.html>

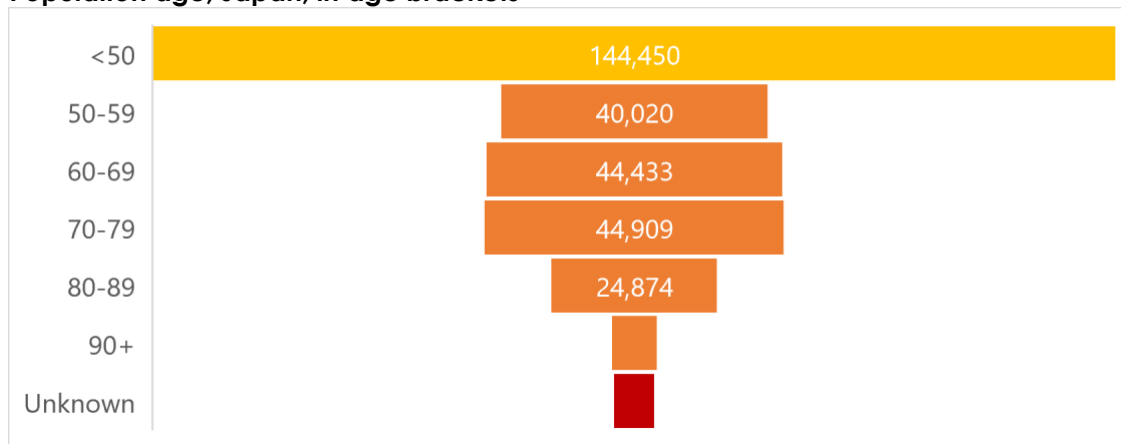


Akita City

Akita City is the prefectural capital of Akita Prefecture in the north region of Japan. The following city statistics relate to Akita City. The city has a population density of 339.6 people per km².

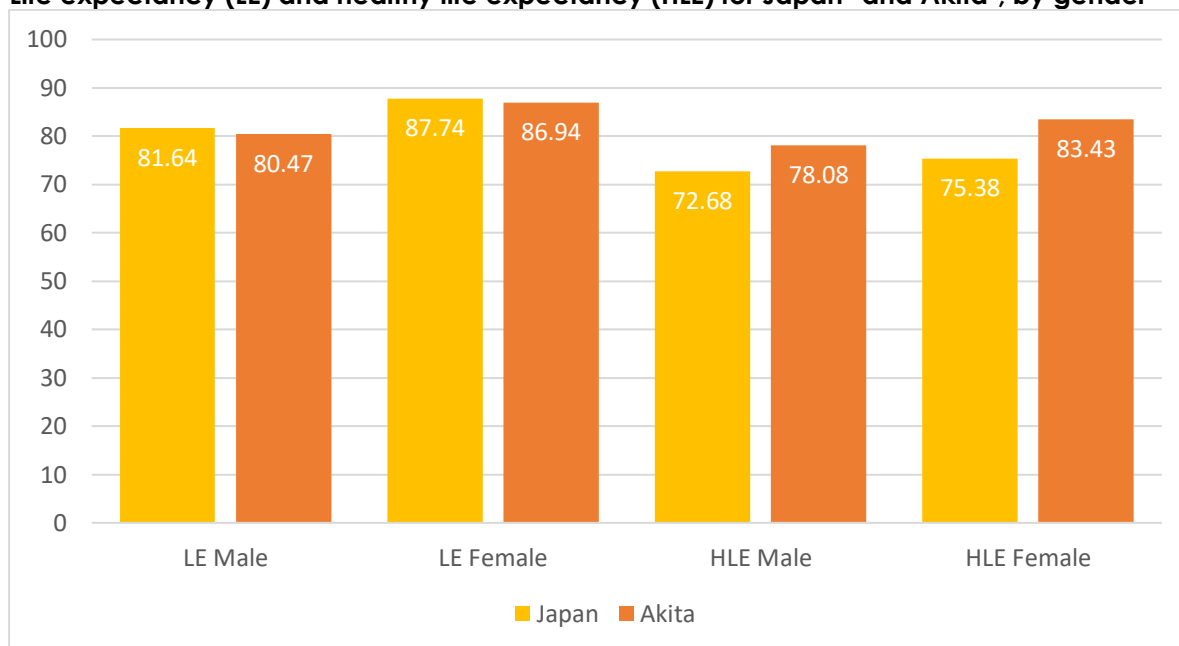
Akita City population: 303,637 (Dec,31,2020)³, only 46% of the city population is aged under 50. The population is in decline and estimated to be 226,000 in 2045.

Population age, Japan, in age brackets¹



Note: 90+ 6,827; Unknown 6,159

Life expectancy (LE) and healthy life expectancy (HLE) for Japan⁴ and Akita⁵, by gender



³ Akita city: Population & household, <https://www.city.akita.lg.jp/shisei/tokei/1003666/1003563.html>

⁴ Ministry of Health, Labour and Welfare: Abridged life table 2022:

<https://www.mhlw.go.jp/toukei/saikin/hw/life/life20/index.html>

Ministry of Health, Labour and Welfare: https://www.mhlw.go.jp/stf/newpage_22740.html

⁵ Akita city: <https://www.city.akita.lg.jp/shisei/hoshin-keikaku/1011481/1005384/1010721.html>

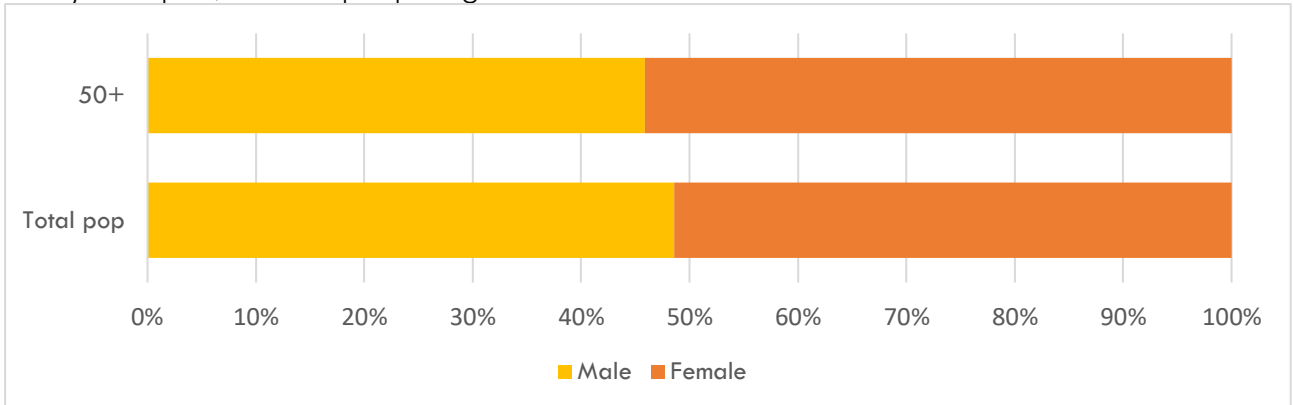


Demographic differences.

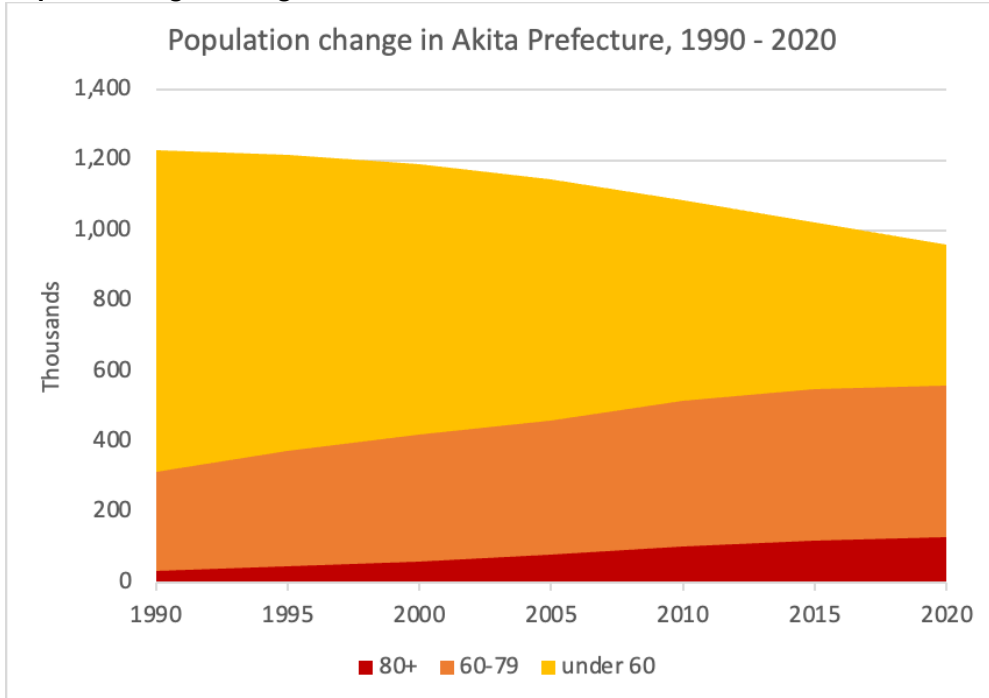
a) In Akita City, 98.2% of the population is Japanese, 0.4% foreigners, 1.4% unknown⁶



b) In Japan, 45.9% of people aged 50+ are men and 54.1% are women.



Population age change over time in Akita Prefecture⁷



⁶ Statistics Bureau of Japan: Search Statistics Surveys and Data, <https://www.stat.go.jp/data/kokusei/2020/kekka.html>

⁷ Akita city Population, household: <https://city-akita.j-server.com/LUCAKITA/ns/fl.cgi/https://www.city.akita.lg.jp/shisei/tokei/1003666/1003563.html>
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History of the Age-Friendly City in Akita

- 2009** Akita started promoting the Age Friendly City concept as the first mayor's pledge of Akita City, his name was *Motomu Hozumi*. Akita started a study group in a city hall to assess Akita city which in terms of WHO's 84 checklist.
- 2010** AFC was incorporated as a growth strategy in the 12th Akita City master plan. A council and Akita City Hall Liaison Committee were established to promote AFC concept. They performed a survey to understand citizen's attitude and needs to help develop the plan of Akita AFC.
- 2011** The councils handed a proposal of AFC to the mayor. The 1st AFC Forum in Akita city (~2013). The coin bus project was launched for the first time as an AFC initiative. Announce participation in the WHO Global Network of Age-Friendly cities and communities and approved by WHO.
- 2012** AFC action plan development and working committee were established. At 11th IFA International conference on ageing (Czech Republic), the mayor presented the example of Akita AFC efforts. Akita started a training program for long-term care support volunteers and listening volunteers. Citizen activity organization "AFC Akita citizen's association" was formed.
- 2013** Akita formulated the 1st Akita AFC Action Plan.
- 2014** The Akita AFC Action Plan Promotion Committee was established. Akita started to publish brochures on Akita AFC city (2 or 3 times per year) and held 3 seminars and 5 workshops as Akita AFC college.
- 2015** Akita created a symbol mark for Akita Age-Friendly City. Akita AFC Partner Program was started, which involved corporations and groups that promote an AFC concept and take actions to help the elderly to live easier and more comfortably. Indicators were developed and the city created a citizen's survey for Akita AFC. Discussion meetings were held for governments, citizens, and companies, and an exhibition "Age 2240 style - Wiser people who take advantage of their time-".
- 2016** Akita formulated the 2nd Akita AFC Action Plan. "Akita different year of the age friend's association" was established.
- 2017** The Akita City Hall AFC Promotion Committee was established. A film festival for the elderly was held.
- 2018** At the 12th IFA International conference on ageing (Toronto, Canada), Akita presented the example of Akita AFC efforts. The Facebook and Twitter about Akita AFC were started.
- 2019** A poster was created to raise awareness of AFC and produced a good sample TV program.
- 2020** A portal website for the elderly was established corporate with citizens and private sectors. The second public awareness survey was conducted



Age-friendly leadership and programme delivery

Akita City (local government) leads on the age-friendly agenda across the city. There is a region-wide approach including all groups of older people. The Akita City age-friendly agenda aim is for "A society in which elderly people support each other, have their own roles and places in the area where they are accustomed to live, and live affluently."⁸

The direction of the AFC measures is decided by the expert committee. The expert committee consists of university academia, senior citizen employment and architecture, nursing and disabled people, commercial and industrial associations, and media representatives.

The AFC agenda follows the eight domains of the WHO framework. However, the efforts of each administrative department of Akita City are being carried out in a cross-cutting manner in line with Japanese society style. For example, building a comprehensive community care system for medical care, that is, enhancing care prevention / health promotion measures, ensuring the quality and quantity of long-term care insurance services, optimizing the costs required for long-term care benefits, and promoting home medical care / long-term care cooperation, in addition to promoting measures for dementia and long-term care patients. It also promotes measures to protect the rights of the elderly in Japanese society, enhances life support services, and promotes social participation such as creating a place where you can easily go every day. Moreover, we are also working on disaster damage for the elderly and infectious diseases (e. g . Covid-19).

Many stakeholders have signed age-friendly partnerships with Akita City. For example, finance, insurance, retail, wholesale, hotel accommodation, restaurants, temples, medical services, transportation, etc

EXAMPLES OF AGE-FRIENDLY POLICIES AND INITIATIVES

Following a spatial justice framework, following are three examples of age-friendly initiatives relating to equity, co=production and diversity⁹.

Example 1: Equity – Initiatives aimed at deprived neighbourhoods or marginalised groups.

AFC partnership project

Akita City registered companies and businesses that are working toward the implementation of AFC in collaboration with Akita City Hall as AFC partners. These companies and businesses promote urban development that is equitable and friendly to the elderly from the private sector. Companies from various fields such as finance, insurance, retail, wholesale, hotel, accommodation, restaurant, beauty, health, care, temple, medical care, transportation, consulting, and construction et al are joining. More than 100 have registries as partners.

More detail: <https://extranet.who.int/agefriendlyworld/afp/akita-age-friendly-partner-program/>

Example 2: Co-production – How older people, and other stakeholders, are involved in the development and delivery of initiatives.

Democratic Workshop for Action Plan of AFC in Akita

Akita City holds workshops to think about "What is needed to create areas where everyone wants to continue living even if they grow older?". This workshop is democratic with participation of Akita

⁸ <https://www.city.akita.lg.jp/shisei/hoshin-keikaku/1011481/1004689/1005253.html> and <https://www.city.akita.lg.jp/shisei/hoshin-keikaku/1011481/1004689/1011643/1005205.html>

⁹ <https://www.cornellpress.cornell.edu/book/9780801446559/the-just-city/#bookTabs=1>



City Hall staffs, citizens, and private companies. This workshop is held about three times a year in five major districts of Akita City. The process is that each participants consider themselves for issue and solutions about their living area, and puts them together and implement them. Though these workshops, new solons and information portal website for elderly have been opened in collaboration with companies. Other major unsolved issue includes the lack of public transportation and the need to secure a meeting place for elderly in Akita City. With such democratic workshops, we consider about a systemic mechanism to accurately grasp what citizens are thinking, in order to constantly participate for everyone and continue them in AFC initiatives. In addition, we perform an awareness survey of citizens regarding the degree of realization of AFC in Akita. As AFC indicators, we use four core indicators, eight awareness indicators, and actual action indicators related to the performances of AFC partnership companies. According to the results, more than half of the elderly people feel that they can live their own way, and more than 80% feel that it is comfortable city to live in Akita. In addition, according to the awareness survey, 57.2% of the elderly said that it was fun to get older, and 11.1% of them considered it negative. We believe that these results are due to the AFC actions for 10 years in Akita.

More information: https://www.akita-city-shakyo.jp/publics/index/1/detail=1/b_id=2323/r_id=1512
<https://plat-akita.jp/>

Example 3: Diversity – Initiatives that target specific groups of the population (for example people from different genders, ethnicities, abilities, sexualities or living with chronic health conditions), and promote inclusive practices.

The awareness change for residents who learn and understand diversity

To prevent the elderly and people with disability, who have had little connection with the community, from being locked up and isolated, so that citizens can easily participate in the community that utilizes local resources and support each other. For that purpose, we have many learning opportunities, especially to understand diversity. For example, elementary school children are mainly 4 given lessons. Firstly, a class is about connecting with people. There is a class to learn about the importance of communities, family, and intergeneration (from young to old) ties. Secondly, there has a class to learn the importance of life by overcoming discrimination between young and old, men and women, and race. Thirdly, there a class about assertions. Assertions are self-expressions that both you and the other person value, based on the standpoint that "everyone has the right to express their intentions and demands.". Finally, there is a class on disaster prevention and traffic safety between generations. Of course, these learning opportunities are also offered to children's parents (PTA) and the elderly.

SUMMARY

What do see as the greatest achievements of the age-friendly programme in your city?

As mentioned above, most of the elderly in Akita feel comfortable living in urbanization of city, and have come to take a positive view of getting older.

*In summary, what are some of the **barriers** when trying to develop and implement age-friendly policies and initiatives?*

In summary, the following issues are mainly mentioned. The lack of convenience of public transportation, the road safety environment, snow removal work safety during winter, the small number of male participants, and the lack of knowledge about the information environment (especially digital technology) of the elderly.

*In summary, what are some of the **opportunities** when trying to develop and implement age-friendly policies and initiatives?*

In order to carry out AFC policies and initiatives, each issue must be extracted from the field according to WHO eight pillars, and the structure, process, and outcome indicators for outcome of these issues should be clearly set and estimated in a certain period.



NOTE: This is still a draft document. The Ageing in Place project aims to develop and refine the detail in this City Profile after stakeholder interviews with key people working with older people in Akita.

Last updated January 2023





City Profile

Bilbao

CITY CHARACTERISTICS

About Bilbao

Bilbao is the largest city in the north of Spain, 10th largest in Spain. Bilbao is the capital of the Biscay Province (Bizkaia), a metropolis with over 1,000,000 inhabitants within the Basque Country (Euskadi), one of 17 autonomous states in Spain. Bilbao is located on the Eastern Atlantic seaboard and stands 19 m above sea level, covering a surface area of 41.6 km². It has important transport infrastructures that provide connections to the main cities in Europe by land, sea and air. Founded in 1300, it is the main axis of socio-economic development and the key factor in the modernisation of the territory (<http://www.bilbao.eus/>).

Towards the end of the 20th century, as a result of industrial restructuring, Bilbao had to make a radical change to its economy. After years of economic uncertainty, the city recovered its dynamic nature and became a service city, totally committed to environmental and urban regeneration. Industrial land became the space for internationally awarded spatial transformation and Bilbao is now seen as a powerful tourist destination.

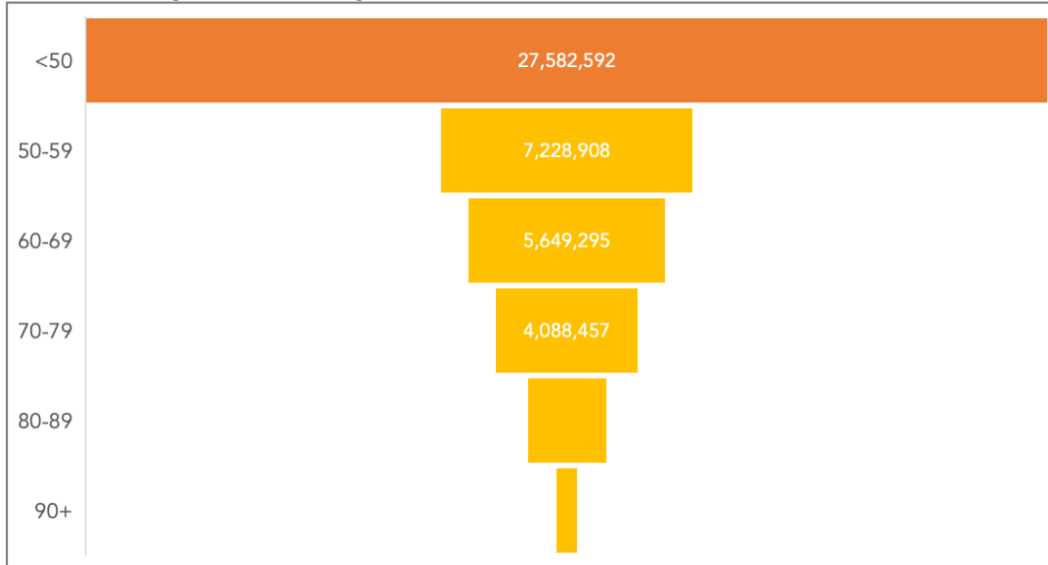
The great emblem of this "New Bilbao" is the Guggenheim Museum Bilbao, designed by Frank Gehry, although many other factors have contributed to this regeneration and profound change. Over 25 years Bilbao has gradually been shedding its industrial skin and rehabilitating emblematic areas of the city.

There is significant variation in density of older people and wealth across the city. The average household income is €21,245 and the neighbourhood with the highest household income is Abando (€37,017), tripling that of Iturrigorri-Peñaskal (€10,722), the neighbourhood with the lowest average income. In relation to age, the neighbourhood of Begoña has 35.66% of its population +60, on the contrary, Ibaiondo is the one with the lowest percentage with 23.02%.



Country population, Spain: 47,432,805 (2022 INE)¹⁰, 58.2% of the Spanish population is aged under 50.

Population age, Spain, in age brackets¹



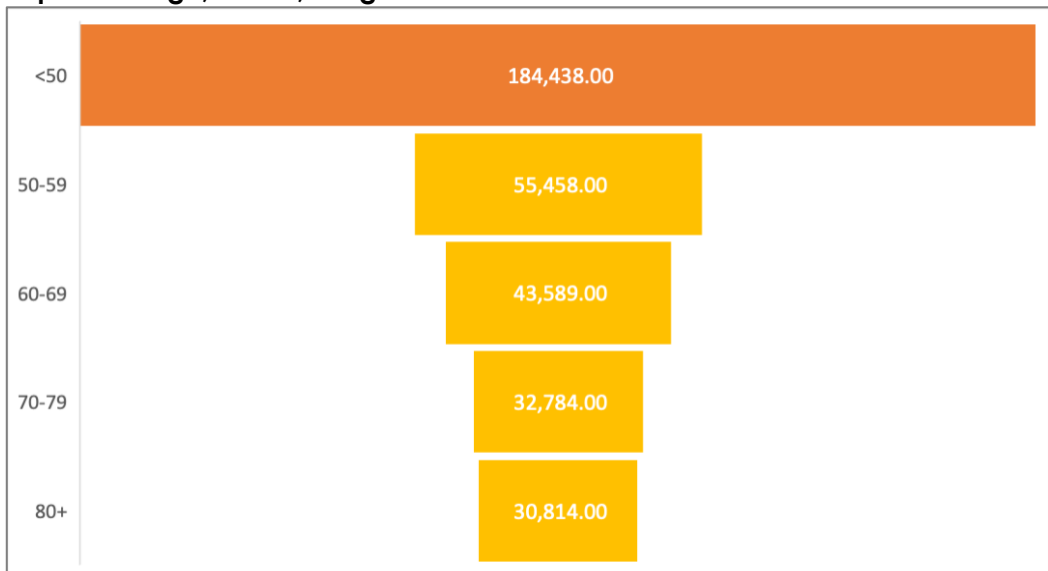
Note: 80-89 2,278,996; 90 + 604,557

Bilbao City

Bilbao City is the regional centre of the Biscay Province in the north east of Spain. The following city statistics relate to Bilbao City. The city has a population density of 8,442 people per km² (2021).

Bilbao City population: 347,083 (2019 INE), 53.1% of the city population is aged under 50. The population is slowly declining.

Population age, Bilbao, in age brackets

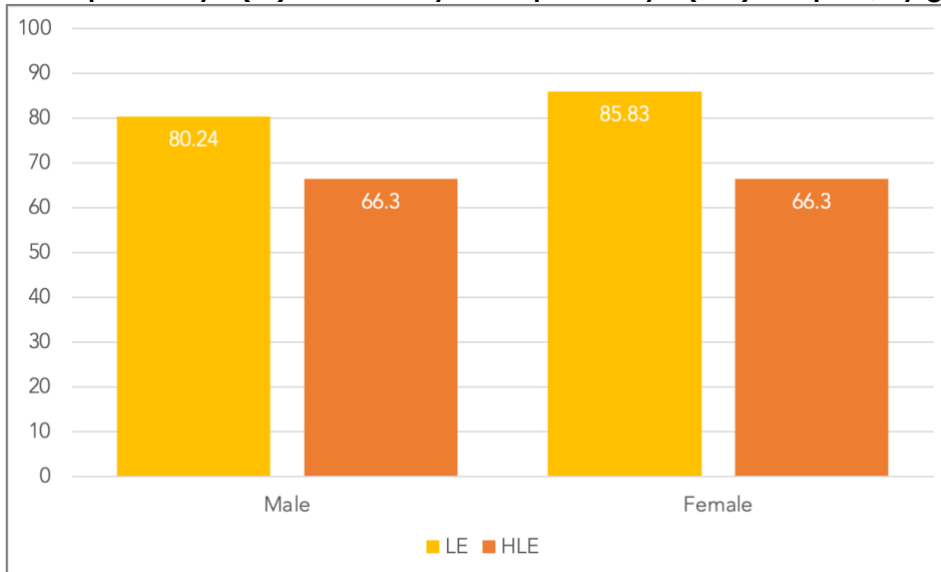


For the Basque County, life expectancy at birth (2021) is 86.40 years for women and 80.83 years for men.

¹⁰ Source: INE <https://www.ine.es/index.htm>



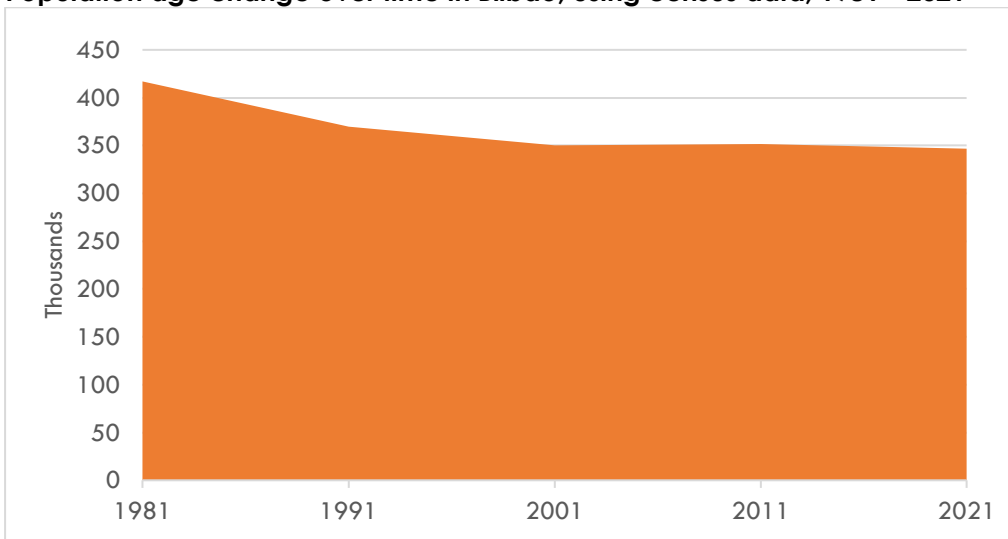
Life expectancy¹¹ (LE) and healthy life expectancy¹² (HLE) for Spain, by gender



Demographic differences.

In Bilbao 13.7% of the population was born abroad. There is a marked difference in gender as the population ages, 60.2% of those aged 65+ are women.

Population age change over time in Bilbao, using census data, 1981 - 2021



AGE-FRIENDLY CITY DEVELOPMENT

¹¹ Source: <https://countryeconomy.com/demography/life-expectancy/spain>

¹² Source: https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Healthy_life_years_statistics



History of the Age-Friendly City in Bilbao¹³

- 2010 First steps and joining to the International Age-Friendly Cities Network. Carried out an analysis of the age-friendliness of Bilbao.
- 2011 Signing of [The Dublin Declaration](#) at the 1st International Conference 'Building the WHO Global Network of Age-Friendly Cities', held in Dublin, Ireland on 28-30 September 2011.
- 2012 Preparation of the I Plan: 2012-2015.
- 2013 Implementation of the I Plan
- 2014 Preparation of the [WHO-KOBE Indicators Guide](#) (in collaboration with 12 other cities in the world).
- 2015 Evaluation process of the I Plan.
- 2016 Participatory creation of the II Plan and joining to the Euskadi Lagunkoia (Basque Country) Network, working with the Matia Institute. Presentation of the II Plan to social agents.
- 2017 Implementation of the II Plan (2016-2019) and the program development strategy.
- 2019 Constitution of the Equipo Motor group (older people's board).
- 2020 Evaluation of the II Plan and planning of the III Plan.

*"One of Bilbao's commitments, as a city adhering to the WHO Age-Friendly Cities programme, is to continually assess and improve the city's adaptation to the elderly and the degree of adaptation of its structures, policies, environments and services to be accessible to that sector of the population. This evaluation should allow knowing to what extent Bilbao is really favouring the inclusion and full social participation of this group, taking into account their different needs and capacities. However, despite the launch of the program in 2010, a decade later **it is still an international challenge** to advance in the specification of a framework of common indicators that allows **knowing the real impact of the program in the different cities**" (III Plan, pg.31)*

¹³ Source: III PLAN BILBAO CIUDAD AMIGABLE CON LAS PERSONAS MAYORES (Third Age Friendly City Plan), Bilbao (2020-2030)



Age-friendly leadership and programme delivery

The Age-Friendly programme is led by Bilbao City Council who work in collaboration with agents of Bilbao (participatory municipal areas and bodies, social entities, socio-community resources, groups, etc.) who support the Age-Friendly agenda through the development of the Age-Friendly Plan and the achievement of some of its objectives.

As set out in the Third AFC Plan for Bilbao, the mission of the city is to: Provide Bilbao with the necessary services, resources and conditions to optimize the physical, intellectual and emotional well-being of its elderly people, actively involving them in the generation of a community environment that promotes their full participation in public life. (pg23)

The objective is to: Make Bilbao a friendlier city (more participatory, inclusive, healthy, safe and sustainable) that facilitates and improves the quality of life of the elderly who live in it.

Values: Age-Friendly Bilbao is a commitment to coexist and develop together, based on the *Bilbao Charter of Values* and the *2030 Sustainable Development Goals*, its action mainly on the following values:

- Social participation.
- Equal opportunities.
- Solidarity.
- Social cohesion.
- Institutional commitment.
- Cooperation with all social agents.

The 10 Strategic axes of Age-Friendly Bilbao are:

1. Promotion of the social participation of the elderly.
2. Promote community relations in all neighbourhoods from an intergenerational perspective.
3. Contribute to the empowerment and social recognition of the elderly person.
4. Guarantee the quality of life of the elderly from the perspective of care.
5. Move towards new residential models for the elderly.
6. Guarantee friendly care services with clear and accessible information.
7. Contribute to equal opportunities for older people in different areas.
8. Progressive improvement of mobility and accessibility.
9. Involve older people in sustainable urban development.
10. Promote active and healthy ageing

EXAMPLES OF AGE-FRIENDLY POLICIES AND INITIATIVES

Following a spatial justice framework, following are three examples of age-friendly initiatives relating to equity, co-production and diversity.

Example 1: Equity – Initiatives aimed at deprived neighbourhoods or marginalised groups.

Third Age Friendly City Plan, Bilbao (2020-2030)

One of the ten strategic areas of Age-Friendly Bilbao relates to equity. Strategic area seven sets out to: Contribute to equal opportunities for older people in different areas. The general objectives under this strategic area are:

1. Promote the inclusion of the age perspective in all municipal activities, enabling greater interdepartmental coordination.
2. Make proposals to deal with situations of exclusion that affect the group.
3. Contribute to gender equality among older people.
4. Promote equity between the different districts and neighbourhoods of the city.



Within this strategic area, the current priority is to address gender inequality

Example 2: Co-production – How older people, and other stakeholders, are involved in the development and delivery of initiatives.

Equipo Motor

Bilbao works with a small group of older people whose mission is: To participate in promoting and monitoring the 'Bilbao City Friendly Plan for older people' in close collaboration with municipal officials and taking into account the main needs and concerns of people older people in the city and promoting their active participation.

It is the express will of the Bilbao City Council, and very particularly of the third Bilbao Age-Friendly City Plan, to achieve greater prominence and participation of the elderly, both in its orientation and in its implementation. To do this, the basic idea is to progressively generate a network of older people collaborating in its development. The participation of older people may materialize in different forms; current main roles are:

1. Working with the main Age-Friendly team;
2. In neighbourhood Teams as 'ambassadors' of the III Plan
3. Taking part in specific thematic commissions;
4. Offering other specific support (organization of activities, surveys, etc.)

More information: <https://www.bilbao.eus/cs/Satellite/bilbaoparticipativo/es/procesos-participativos/1279207589945>



Example 3: Diversity – Initiatives that target specific groups of the population (for example people from different genders, ethnicities, abilities, sexualities or living with chronic health conditions), and promote inclusive practices.

SUMMARY

What do you see as the greatest achievements of the age-friendly programme in your city?



*In summary, what are some of the **barriers** when trying to develop and implement age-friendly policies and initiatives?*

*In summary, what are some of the **opportunities** when trying to develop and implement age-friendly policies and initiatives?*

NOTE: This is still a draft document. The Ageing in Place project aims to develop and refine the detail in this City Profile after stakeholder interviews with key people working with older people in Bilbao.

Last updated January 2023





City Profile

Brno

CITY CHARACTERISTICS

About Brno City

The city of Brno is part of the Brno Metropolitan Area, an organic functional unit comprising the city of Brno and its natural hinterland. This territory is defined on the basis of intensive daily relations (commuting and accessibility). The Brno Metropolitan Area is a typical example of a monocentric metropolitan area – this area has a single-core, which is the city of Brno – the strongest centre of services, employment opportunities, education, etc.

Within the Czech Republic, Brno is the second biggest city and the Brno Metropolitan Area is one of the most strongly developing regions, the development of which needs to be systematically coordinated. At the present time, there is no legislative framework in place to cover the administration of metropolitan areas, hence the coordination of activities in the territory takes place on a partnership principle and through the communication of the city of Brno with neighbouring municipalities.

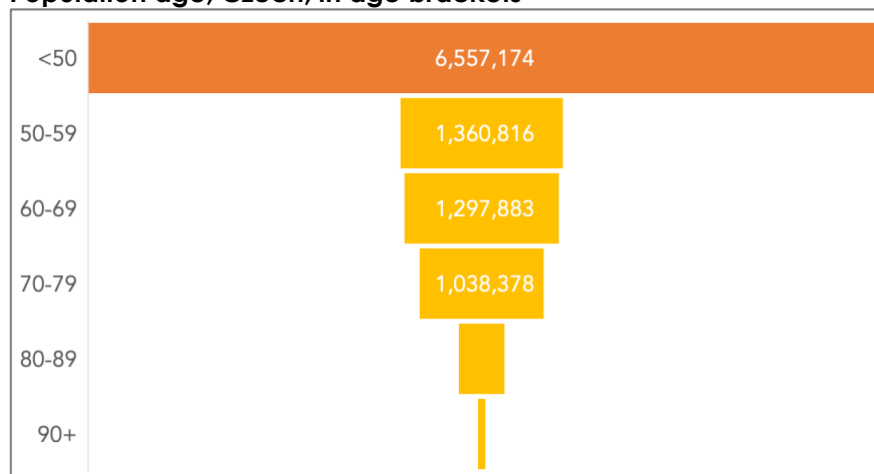
Brno is an important centre for higher education and has about 65,000 students in universities across the city. Even though the local economy is thriving, Brno has always had a slightly higher unemployment rate than national average. Key industries include IT, the life sciences and engineering and the Brno Exhibition Centre is one of the largest in Europe.

More information is available in the [State of the City Report](#).

DEMOGRAPHIC AND CITY STATISTICS

Country population, Czech Republic: 10,682,029 (2022)¹⁴, 61.3% of the Czech population is aged under 50.

Population age, Czech, in age brackets¹



Note: 80-89 382,627; 90+ 64,899

¹⁴ Czech Statistical Office: <https://www.czso.cz/>

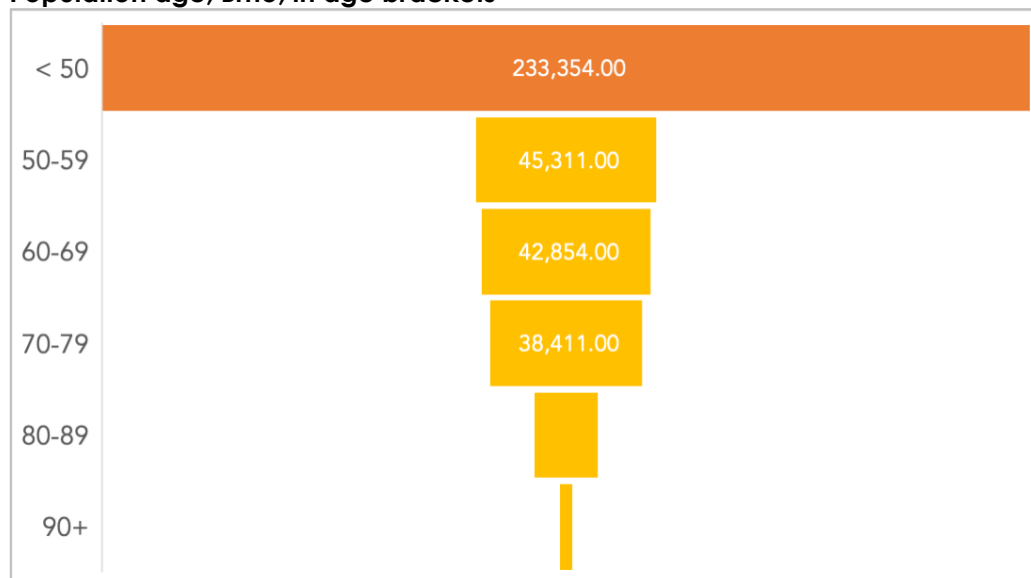


Brno City

Brno City is the capital of the South Moravian Region of the Czech Republic. The city has a population density of 1,662 people per km².

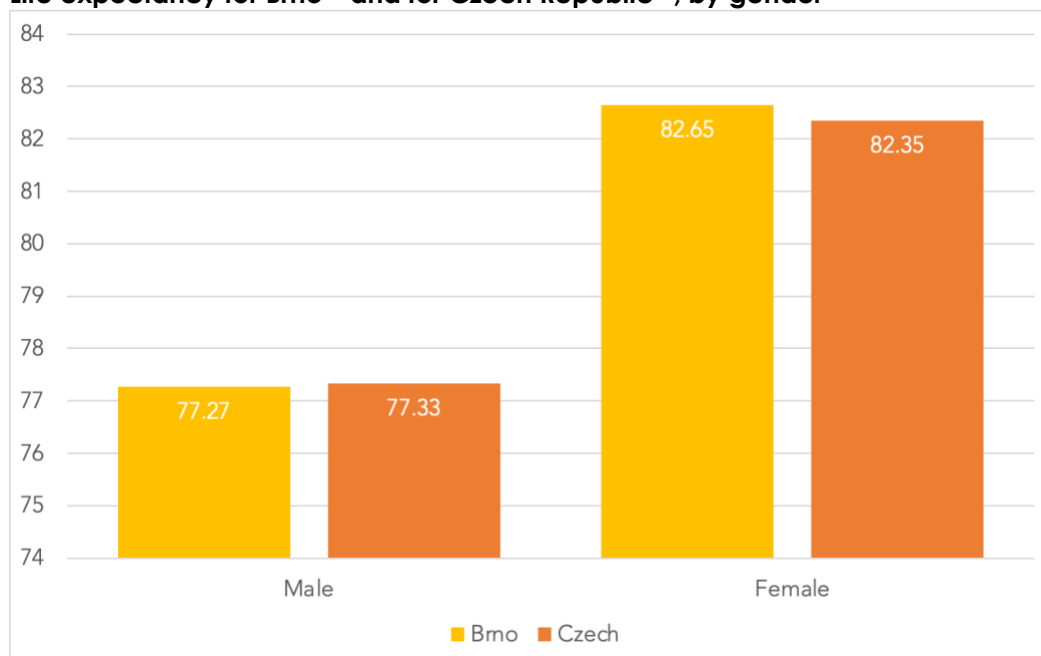
Brno City population: 382,405 (2020), 61.6% of the city population is aged under 50. The population is growing slowly.

Population age, Brno, in age brackets



Note: 80-89 16,247; 90+ 3,289

Life expectancy for Brno¹⁵ and for Czech Republic¹⁶, by gender



¹⁵ <https://infogram.com/en-nadeje-dozeni-pri-narozeni-v-jmk-1hxj48ppoglrq2v>

¹⁶ <https://www.worldometers.info/demographics/life-expectancy/>



Demographic differences.

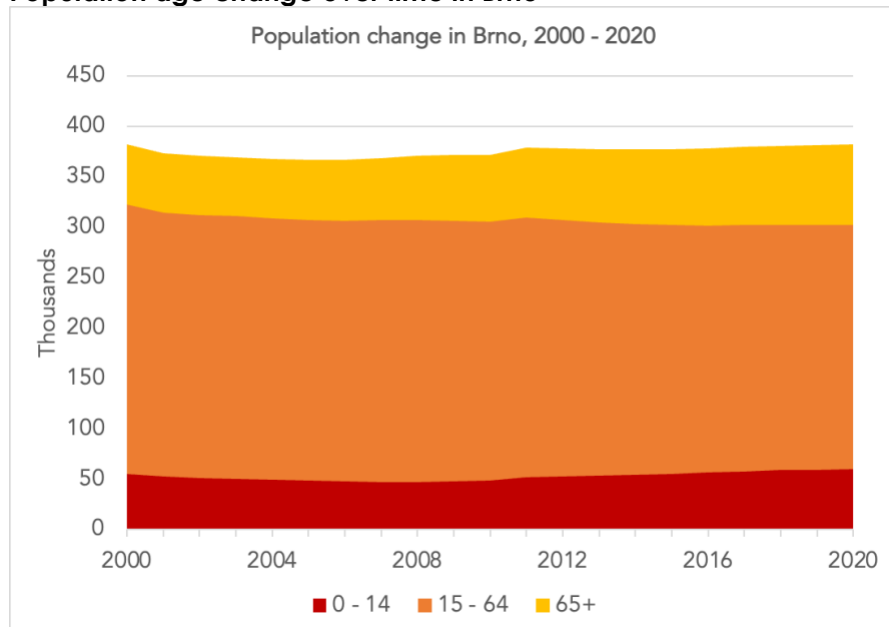
The number of foreigners in the Czech Republic, and also in Brno, is increasing. More than 40,000 foreigners live in Brno, which is 10.5 % of all inhabitants of the city. Currently, foreigners from 149 countries of the world are registered to stay in Brno. Leaving aside Slovakia, Ukraine is the clear leader in this respect, with nearly 9,700 inhabitants in Brno. Afterwards, Vietnamese and Russians are registered to stay in Brno the most. In statistics are also significantly included citizens of Romania, India, Bulgaria, Turkey and Kazakhstan.¹⁷

Hlavní skupiny cizinců

Main groups of foreigners



Population age change over time in Brno¹⁸



¹⁷ Source: <https://datahub.brno.cz/pages/blog-foreigners>

¹⁸ Source: <https://infogram.com/vekova-struktura-obyvatele-1hxr4zxoe7emq6y>



Age-friendly leadership and programme delivery

Unlike the other cities being studied as part of the *Ageing in Place* project, Brno is not a member of the Global Network of Age-Friendly Cities and Communities. However, over recent years Brno has taken an innovative and inclusive approach to policy development that supports the well-being of all citizens, including older people.

In 2008, the city of Brno officially adopted a **pro-family policy** that covers all age groups, including older people. Additionally, within the **framework of community planning of social services**, the city of Brno has been monitoring the social needs of older people. The two policies are complementary, so that the current and social needs of older people are covered. The area of healthy ageing was covered in the **Active Ageing Plan** in Brno, which was developed in 2012.

The Střednědobý plán rozvoje sociálních služeb ve městě Brně 2023 – 2026 (Medium-term plan for the development of social services in the city of Brno 2023 – 2026) states that the vision for older people is: **To allow seniors to remain in their natural environment as long as possible and their families to preserve employment and the possibility of rest.**

The priorities in the plan are:

PRIORITY 1 Remaining in the natural environment and reducing the burden of home care

PRIORITY 2 Ensuring quality residential care for the elderly

PRIORITY 3 Improving the quality of care in the area of social health and palliative care

The age-friendly agenda is dealt with both by the elected bodies of the city and the departments of the **Brno City Council** (Health Department, Social Department, Housing Department, etc.). A number of non-governmental non-profit organisations work within the city:

- [senior organizations](#),

- senior citizens' clubs,

- senior points,

- [Third Age University](#) and further education,

- sports activities and playgrounds for the elderly.

The City of Brno contributes to the projects of organisations that are evaluated as particularly beneficial in its subsidy programmes.

[Centre for Family and Social Care](#) offers families leisure, educational and counselling programs, as well as support in difficult life situations. It supports, assists, trains professionals in the field and organizes various activities. Exercises have a place in the program, stays are organized in order to deepen relationships in the family, it helps couples and individuals find what they currently need (whatever is their age).

The main focus is active ageing, health, social care, removing barriers, and supporting organisations for the elderly. **It is more of a region-wide approach.** The planning and implementation of the **Brno City Municipality** activities that focus on families and seniors take place in direct cooperation with the authorities of city districts, organizations established by the city of the Brno City Municipality and concurrently non-governmental non-profit organizations. The advisory bodies of the Brno City Municipality are the **Advisory Board for the Family which brings together representatives of pro-family and senior organizations** and which directly comments on the city's intentions in this area and continuously monitors the city's family and senior policy and provides suggestions for procurement. The basic mechanism of cooperation in the social field is community planning. Community planning is a continuous cyclical process that involves all those who are involved in social services in the preparation and implementation of the social services plan. These are mainly representatives of users, providers and contracting authorities of social services but also other experts who are close to the topic of social services. In practice it is about finding out the



condition of social services in locality and at the same time the needs that are not fulfilled there. This process of **mutual consultation** creates a community plan that is a concession between what is possible and what has been identified as necessary.

The Social Care Department of the Brno City Municipality is the guarantor of the process for community planning of social services. The outputs of the process (community plan) are discussed and approved by the Brno City Municipality political bodies - the Brno City Council and the Brno City municipal government. The Brno Social Council Commission provides its opinions on the outcomes of the process. Methodological support for the process is provided by the KPSS Coordination Group convened by the Community Planning Coordinator. As part of the KPSS process there is eight working groups focusing on individual target groups (one is for seniors) – these working groups form the professional basis of the whole process.

The key priority for the city of Brno is to provide seniors and their families with activities and services according to their needs, which differ in different periods of life. The city sees the elderly not as an isolated group, but as part of families, and therefore has a common pro-family and pro-senior policy.

Brno has several departments that directly deal with the issue of seniors needs. Among the main ones are [the Health Department](#), [the Social Department](#), [the Housing Department](#). These departments have specific programs and list specific subsidy titles, which are aimed either directly at seniors, the immobile or the whole family. Brno supports services for strengthening family function and cohesion, active aging and intergenerational dialogue, general family awareness, creating a family-friendly environment, promoting and appreciating the role of the family and creating a pro-family climate in society, etc. The support includes subsidy programs, which offer a wide range of services in the city of Brno. In this way, Brno cooperates with many non-governmental non-profit organizations.

EXAMPLES OF AGE-FRIENDLY POLICIES AND INITIATIVES

Following a spatial justice framework, following are three examples of age-friendly initiatives relating to equity, co-production and diversity.

Example 1: Equity – Public and individual transport in Brno for the elderly.

The project providing individual transport in Brno for the elderly is called Seniorbus Brno. A vehicle for seniors is 50 crowns - less than 2 euros. Every senior can order a vehicle from point A to point B (i.e. to any address in Brno) for any personal or medical needs.

Seniors also have free public transport in Brno. Here they can also call a Support Person during their journey on public transport in Brno, i.e. from the starting stop to the destination, including transfers if this journey is connected to other public transport usage. This includes personal assistance in boarding, transferring to and from the vehicle, finding the connection, assistance in complying with the contractual conditions of carriage, information on the course of the journey, dealing with unexpected situations of the passenger, etc.

More detail:

[Seniors over 70 are free of charge](#)

[Websites for Seniorbus](#) and [Travel Assistant](#)

[Link to newspaper article when the Senior bus started](#)

Example 2: Co-production – How older people, and other stakeholders, are involved in the development and delivery of initiatives.

Participatory budget We put it to you (orig. "Dáme na vás")



At the beginning of 2017, the City of Brno launched the first year of the participatory budgeting programme *Dáme na vás*, in which the citizens of the city can decide on part of the budget. Brno thus became the first statutory city in the Czech Republic to introduce a participatory budget at the city-wide level. Subsequent editions have shown that Brno citizens are interested in participation and want to use the opportunity to decide on projects in Brno.

Every citizen of Brno can propose a project and vote for any project. The feasible winning project directly related to the elderly is the Mobile Stairs in the station underpass. However, other projects voted for can be freely used by senior citizens (e.g. public parks, sports grounds, public transport departure signs...).

More information:

[Mobile stairs in the station underpass](#)
[Project website](#)

Example 3: Diversity – Initiatives that target specific groups of the population (for example people from different genders, ethnicities, abilities, sexualities or living with chronic health conditions), and promote inclusive practices.

Brno Days for the Elderly

Every year, the City of Brno prepares a rich programme of the "Brno Days for the Elderly" campaign, which takes place in September and October. The campaign's events cover a variety of possible areas, such as: physical activities for everyone (dancing, exercise, excursions, guided walks), memory training, health care, cultural experiences, etc.

More information: ["Brno Days for the Elderly" campaign program for 2022](#)

SUMMARY

What do you see as the greatest achievements of the age-friendly programme in your city?

We consider a very successful project to be one that literally saves lives. The emergency call system is designed for the elderly and disabled, especially those living alone. The main aim is to increase the safety of these people and to reduce their fears that they will not be able to reach the phone and get help in the event of a medical indisposition or collapse. The citizen receives an SOS button (free of charge), through which, in case of a threat to life or health, he or she contacts the emergency dispatching centre, which will ensure adequate intervention - by contacting a family member or neighbours (e.g. in case of a fall to the ground and inability to stand up) or by sending an ambulance or the police. The SOS button is designed to be worn on the person, hung around the neck, clipped to the trousers or attached to the hand. A push of the button is all it takes to contact the dispatch centre. The SOS button also has a fall sensor that automatically summons help if the user falls.

An indisputable advantage is GPS localization, which is automatically activated when the alarm is triggered, i.e. the button works even outside the user's home, not only in Brno, but practically throughout the Czech Republic.

*In summary, what are some of the **barriers** when trying to develop and implement age-friendly policies and initiatives?*

The biggest limiting factor to do age-friendly work in Brno is the financial possibilities of the city and not the lack of political will of the city top management – because even the changes in political management after election has the same direction of age-friendly policy.



*In summary, what are some of the **opportunities** when trying to develop and implement age-friendly policies and initiatives?*

The help to seniors who do not actively seek the help of family, city or organizations and programs designed for it. Inactive seniors are usually not digitally literate and have no family – they live mainly alone. This is the big opportunity for Brno's social workers. Find these seniors, find out their needs and try to work with these findings.

NOTE: This is still a draft document. The Ageing in Place project aims to develop and refine the detail in this City Profile after stakeholder interviews with key people working with older people in Brno.

Last updated October 2022





City Profile

Brussels

CITY CHARACTERISTICS

About Brussels City

Brussels is both a region and a city. The Brussels-Capital Region is one of the three federated regions of Belgium, alongside Wallonia and the Flemish Region, and serves as the de facto capital of the European Union, hosting principal EU institutions as well as other international organizations such as NATO. It covers just 161.4 square kilometres or half a percent of Belgium's territory, but the population is equivalent to more than 10% of the population.

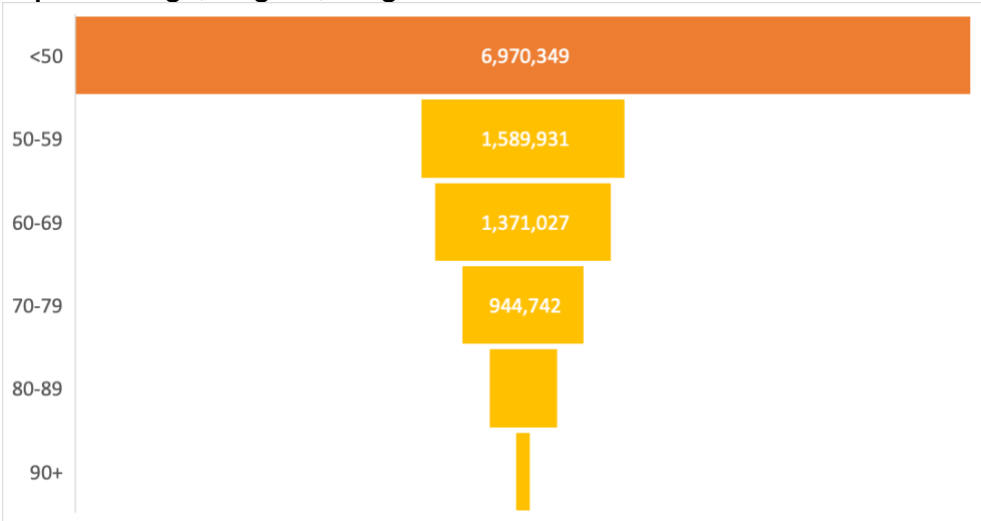
The Brussels-Capital Region comprises 19 autonomous municipalities, each of which has its own government responsible for the handling of local-level duties. One of those municipalities is officially named the City of Brussels; it is the largest municipality. The City of Brussels is the official capital of Belgium.

Brussels has the highest number of deprived neighbourhoods in Belgium, with a clearly defined socioeconomic spatial residential pattern that has determined the settlement patterns of newcomers for a number of decades. In Brussels 59.8% of all households in the city have a household income below the national median, 16.2% of households are in the lowest national household income decile, and 14.7% are in the second lowest decile.

DEMOGRAPHIC AND CITY STATISTICS

Country population, Belgium: 11,521,238 (2021)¹⁹, 60.5% of the Belgium population is aged under 50.

Population age, Belgium, in age brackets¹



Note: 80-89 529,977; 90+ 115,212

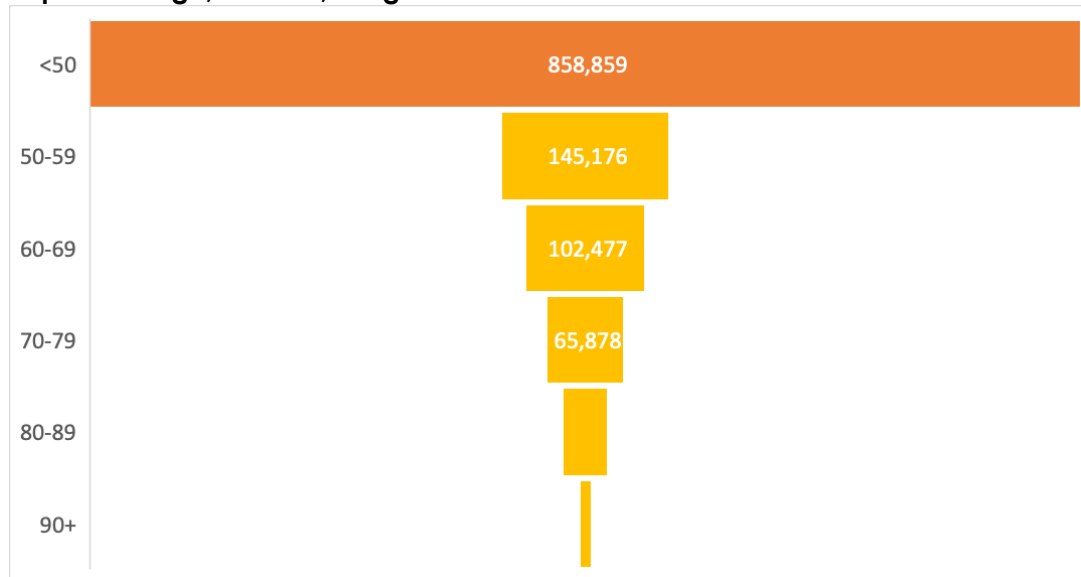
Brussels City

Brussels City population: 1,219,970 (2021), 70.4% of the city population is aged under 50. The city has a population density of 7,530 people per km². Brussels is a young city ageing slowly.

¹⁹ Statbel: <https://statbel.fgov.be/en>

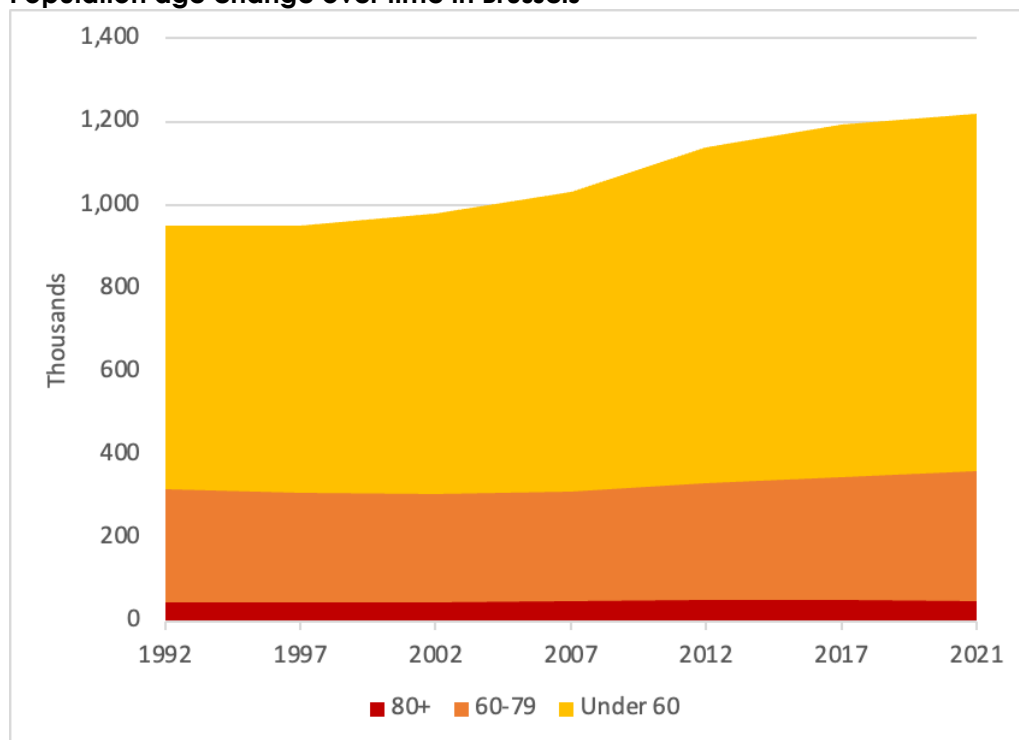


Population age, Brussels, in age brackets



Note: 80-89 37,819; 90+ 9,760

Population age change over time in Brussels

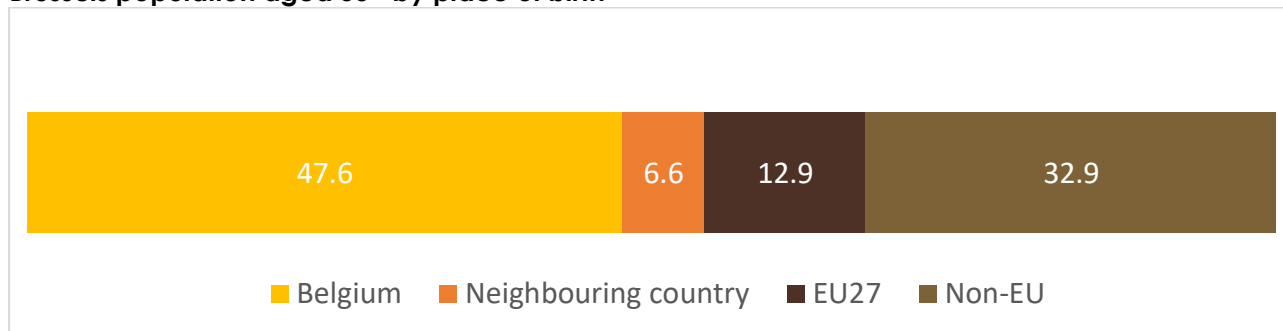


Demographic differences.

53.8% of the population 50+ are female. In relation to poverty, 9% of the population 67+ years has less income after tax than EU60 border. Brussels is a very diverse city, in total 639,264 people 50+ (52.4% of the age group) were not born in Belgium, with 32.9% coming from outside the EU.



Brussels population aged 50+ by place of birth



AGE RELATED POLICY DEVELOPMENT

Age-friendly leadership and programme delivery

In the case of Brussels, the immediate cause for the city council to apply for membership in the [WHO Global Network of Age-Friendly Cities and Communities](#) was the city's participation in a research project called the Belgian Ageing Studies (BAS). The BAS project is a research program that has been executed in over 150 municipalities in Belgium, with the aim of monitoring local challenges and opportunities as well as issues of quality of life among home-dwelling people aged 60 and older. In 2008, the City Council of Brussels decided to participate in the BAS project in order to provide tools for evidenced-based age-friendly policies at the local level.

The city council leads the age-friendly agenda in collaboration with a research team, a senior advisory board, local social services, and other stakeholders.

The three priorities of the Age-Friendly programme in Brussels are:

1. Pursue a participative citizen approach and intergenerational working (involve seniors in the development of seniors policy)
2. Reach out to all seniors (55-65, 65-80 and 80+); address a variety of needs; empower people; and fight against all forms of isolation by providing a framework for active aging.
3. Promote a transversal approach to strengthen the position of seniors in the City. In the long run, the City aims to have a senior referent appointed within each department.

Older people are consulted and involved in age-friendly activities in different ways: through senior consultations and senior associations; through the Senior Advisory Council made up of older volunteers; stimulating opportunities for volunteering; and the involvement of older people in the implementation of projects and senior activities.

Source: [WHO Case Study](#)

EXAMPLES OF AGE-FRIENDLY POLICIES AND INITIATIVES

Following a spatial justice framework, following are three examples of age-friendly initiatives relating to equity, co-production and diversity.

Example 1: Equity – For example initiatives aimed at deprived neighbourhoods or marginalised groups.

Maisons de Quartier

The Service d'Aide aux Seniors bruxellois ASBL ASBL's neighbourhood project aim's to encourage older people to stay in their homes and age in place. To do this, it is necessary to (re)create social



links within the neighbourhoods. The majority of elderly people live within a radius of less than 500 metres of services they need; everyday purchases are the main reason for elderly people to go out (bakery, market, pharmacy, etc.) and here the essential factor is the assurance of receiving help in maintaining their home. In order to promote home support, it is necessary to recreate social links within the neighbourhoods and to strengthen solidarity.

The Maisons de Quartier are places for information and activities carried out in partnership with external service providers (associations, local seniors, etc.). They are therefore meeting places where older people are actively involved and able to take initiatives, across generations and cultures. In order to help break the solitude of the ASBL's beneficiaries, collaboration with the Maisons de Quartier was strengthened in the year 2020. Thanks to the setting up of senior referents within the Maisons de Quartier, the collaboration has made it possible to deploy home help to several beneficiaries. Family carers are systematically informed about the programme of the Maisons de Quartier and Espaces Seniors so that they can inform the beneficiaries and, if possible, help them to create a link with this service. In this way, there is also greater interest on the part of the carers who are preparing their pensions. Some of them have even signed up to participate in the activities.

More information: <https://social.brussels/organisation/15568>

Example 2: Co-production – How older people are involved in the development and delivery of initiatives, for example through co-production.

Conseil Consultatif des Aînés

The advisory council of older people is an advisory body, recognized as such by the Municipal Council. Le Conseil Consultatif des Aînés gives a voice to older people and issues opinions and suggestions on topics including those relating to security, transport, housing, nursing homes, etc. The council covers older people from the nineteen municipalities of Brussels, who meet in order to reflect and put in place activities that respond to the ambition to make cities better for older people. The office itself led on the creation of the regional legislation, which enables the nineteen regions to connect and consult each other on what they do for the age-friendly agenda. Through the legislation the advisory council has the right to make propositions relating to older people to the local politicians, and these propositions are required to be considered.

The three areas of focus of the *Accord de Majorité 2018-2024* are:

1. Promoting an inclusive city and reinforcing the cross-cutting and participatory character of senior policy;
2. Promoting an enabling environment for active aging;
3. Promote the social life of seniors and support intergenerational solidarity.

More information:

[Le Conseil Consultatif des Aînés](#)

Example 3: Diversity – Initiatives that target specific groups of the population (for example people from different genders, ethnicities, abilities, sexualities or living with chronic health conditions), and promote inclusive practices.

Rolling Douche

Since 2017, Rolling Douche's specially equipped motorhome has provided the homeless in Brussels with a mobile service allowing them to take care of their personal hygiene, offering: a free hot shower, toiletries, a toilet, a set of seasonal clothes, a cuppa.

More information: <https://rollingdouche.com/>



SUMMARY

NOTE: This is still a draft document. The Ageing in Place project aims to develop and refine the detail in this City Profile based on interviews conducted with stakeholders in September 2022.

Last updated January 2023





City Profile

Manchester

CITY CHARACTERISTICS

About Manchester City

Manchester is the central city out of the ten districts that make up Greater Manchester. Greater Manchester has some devolved authority from central government and is an important regional hub for the north of England.

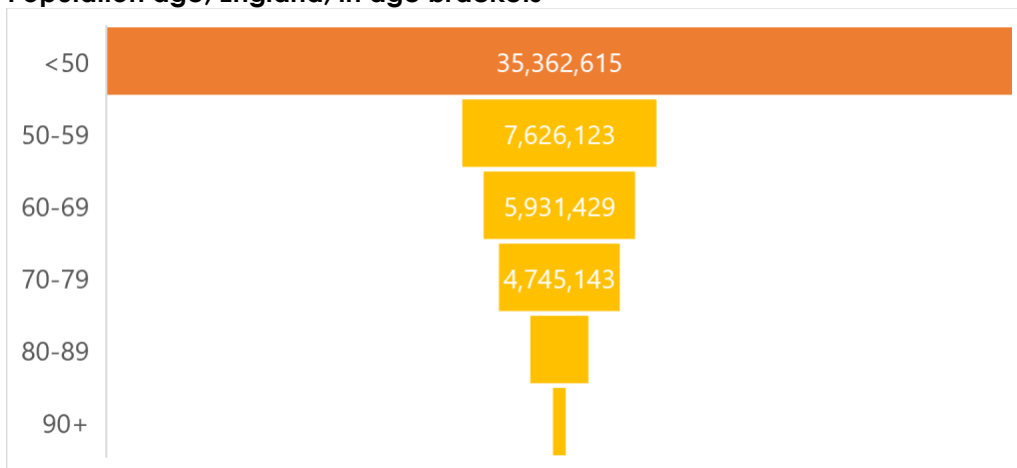
Historically Manchester had an important industrial role in the UK, however the city experienced population decline at the end of the industrial revolution. With a growing focus on culture, sport and business, in recent decades the city has experienced considerable economic and population growth.

Manchester is known for being a very diverse and multicultural city. Migration into and out of the city continues to be a major driver of population change. According to the 2011 Census, 25.2% of residents were not born in the UK. Tackling inequalities is an important priority in Manchester and a key aim of the age-friendly programme. Manchester faces multiple challenges related to poverty, social exclusion and life expectancy. The population of Manchester has some particular characteristics that set it apart from other major cities of England, outside of London. Compared with these cities Manchester has a higher than average proportion of younger working age adults and a smaller, but more vulnerable, population of older people.

DEMOGRAPHIC AND CITY STATISTICS

Country population, England: 56,489,800 (2021 Census)²⁰, 62.6% of the English population is aged under 50.

Population age, England, in age brackets¹



Note: 80-89 2,316,082; 90+ 508,408

²⁰ Office of National Statistics: <https://www.ons.gov.uk/census>

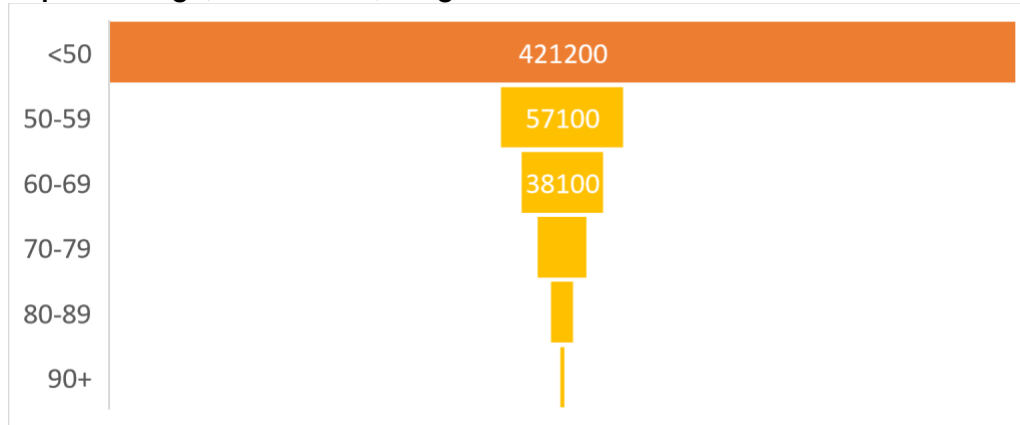


Manchester City

Manchester City is the regional centre of Greater Manchester in the north region of England. The following city statistics relate to Manchester City. The city has a population density of 4,773 people per km².

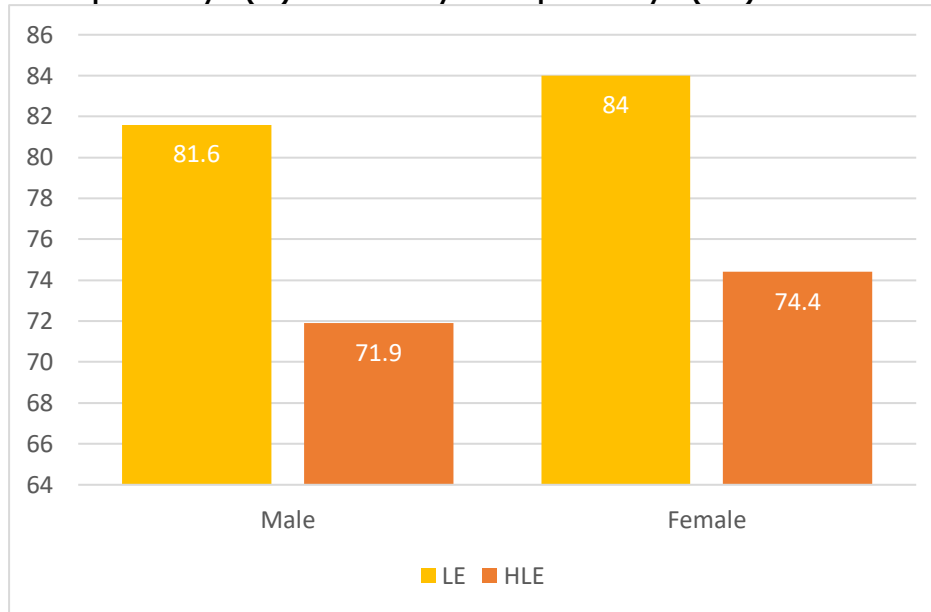
Manchester City population: 552,000 (2021 Census), 76.3% of the city population is aged under 50. The population is growing.

Population age, Manchester, in age brackets



Note: 70-79 23,000; 80-89 10,500; 90+ 2,100

Life expectancy²¹ (LE) and healthy life expectancy²² (HLE) for Manchester, by gender



²¹ Office of National Statistics:

<https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/bulletins/lifeexpectancyforlocalareasoftheuk/between2001to2003and2017to2019>

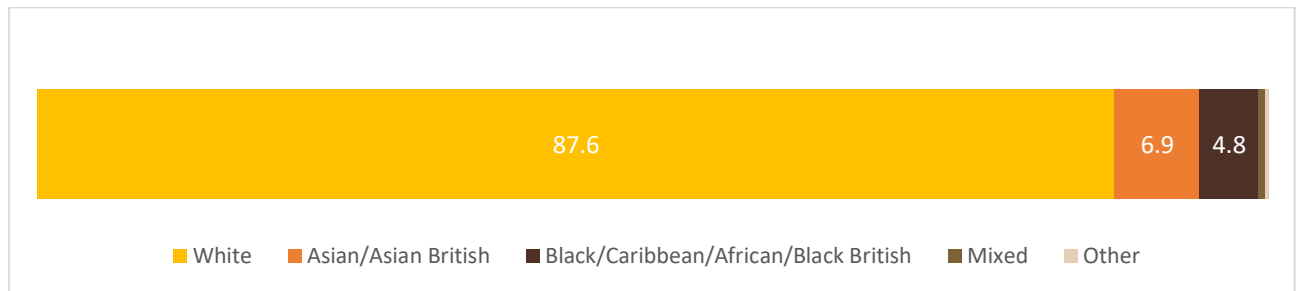
²² Public Health England:

<https://fingertips.phe.org.uk/search/healthy%20life%20expectancy#page/0/gid/1/pat/6/par/E1200002/atj/102/are/E08000001/cid/4/tbm/1/page-options/ovw-do-0>

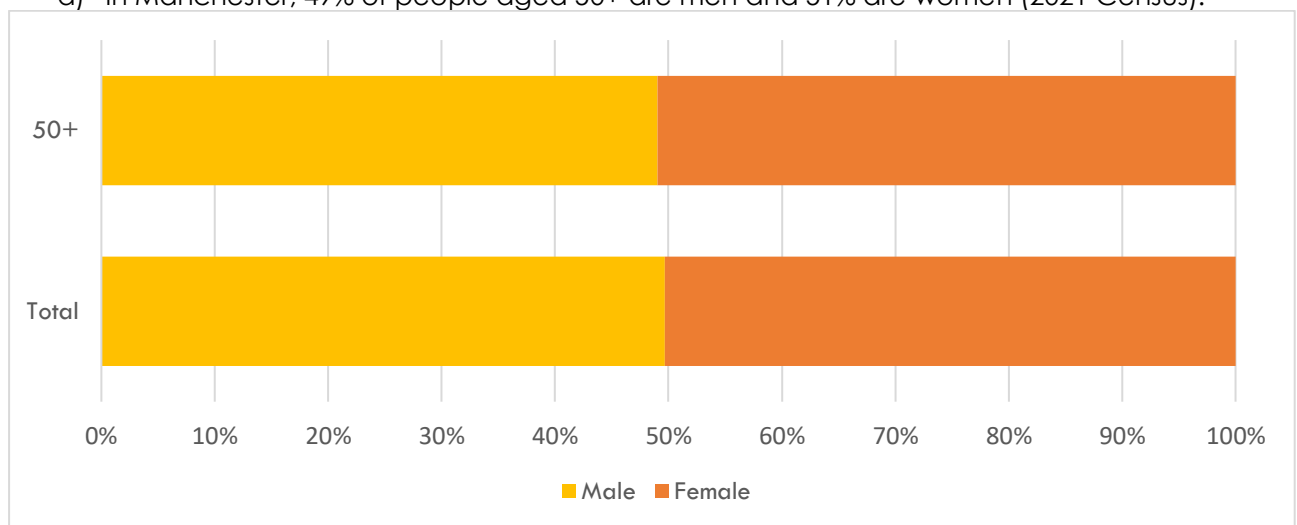


Demographic differences.

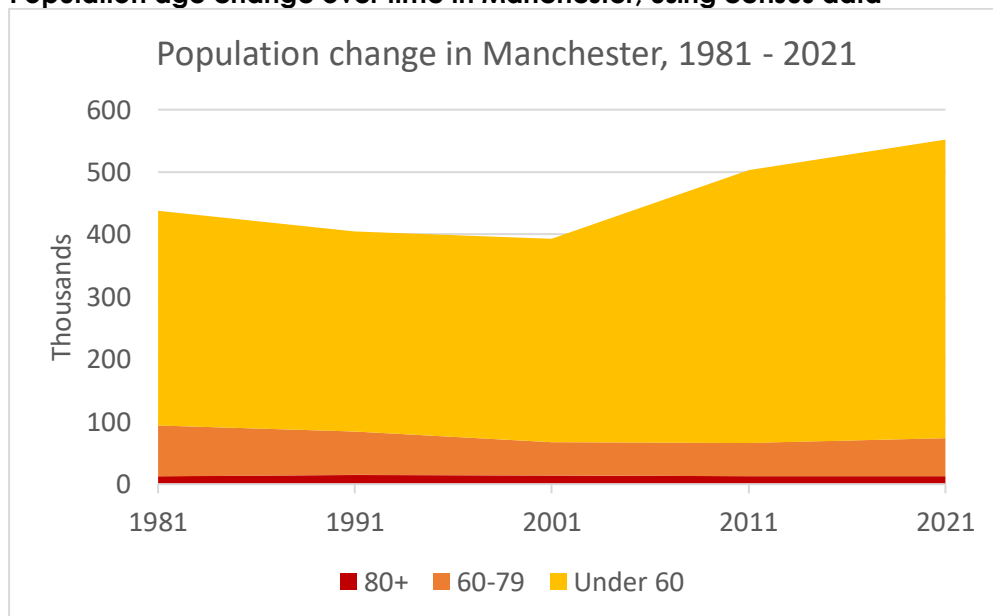
c) In Manchester, 87.6% of the population is White British, 6.9% Asian/Asian British, 4.8% Black/Caribbean/African/Black British (2011 Census, 2021 data forthcoming, expected 30% from non-white backgrounds)



d) In Manchester, 49% of people aged 50+ are men and 51% are women (2021 Census).



Population age change over time in Manchester, using census data



AGE-FRIENDLY CITY DEVELOPMENT



History of the Age-Friendly City in Manchester²³

- 2003** Launched in 2003, the Valuing Older People programme was responsible for planning and delivering the city's ageing policy and quickly developed a range of policy initiatives (e.g. campaigns to promote ageing and equality in later life, mechanisms for engaging with older residents) to improve the quality of life of older residents. Older People's Board established.
- 2004** Manchester's Older People's Board established.
- 2009** In 2009, Valuing Older People launched a 10-year strategy entitled Manchester: A Great Place to Grow Older (2010-2020) and applied to become involved in the Global Network of Age Friendly Cities and Communities.
- 2010** Manchester was the first city of the UK to join the Global Network in 2010 and in recognition changed the name of its programme from Valuing Older People to Age-Friendly Manchester.
- 2012** Founding member of the *Campaign to End Loneliness*. Age-Friendly Design Group established.
- 2015** *Housing for an Age-Friendly Manchester* strategy. Age-Friendly Manchester Ambassador Programme launched. *Older People's Charter* launched.
- 2016** *Ambition for Ageing* programme begins in Manchester. *Living in Manchester: Our Age-friendly City* published. *Greater Manchester Ageing Hub* established. 12 age-friendly neighbourhood networks launched.
- 2017** The city refreshed its 10-year strategy in October 2017 and published an updated version entitled Manchester: A Great Place to Grow Older 2017-2021. Andy Burnham's Mayoral Manifesto pledged to make Greater Manchester 'the best place to grow older'
- 2018** Greater Manchester Ageing Hub launched strategic partnership with Centre for Ageing Better
- 2019** Launch of the Pride in Ageing programme at LGBT Foundation
- 2022** Helped to establish the Greater Manchester Older People's Equality Panel to advise, support and challenge Greater Manchester's political leaders and policy makers to tackle the discrimination and disadvantage that cause injustice and inequality in society.

²³ Source: *Manchester a great place to grow older 2017 2021*, Age-Friendly Manchester; <https://www.greatermanchester-ca.gov.uk/what-we-do/ageing/story-so-far/>



Age-friendly leadership and programme delivery

Manchester City Council leads the work on the Age-Friendly Manchester agenda. Age-Friendly Manchester (AFM) is a partnership involving organisations, groups and individuals across the city playing their part in making Manchester a great place to grow older. AFM has an older people's assembly and an older people' board. Established in 2004, the AFM Older People's Board is the city's main consultative group of older people, meeting every eight weeks and providing a critical voice for the Age-Friendly Manchester programme. With up to 15 residents, aged over 50, drawn from a wide range of backgrounds, neighbourhoods and organisations. As well as elected members the Board has co-opted older members bringing representation from the LGBT community, BME network, Carers Forum, TUC Pensioners, Good Neighbours Groups and Wai Yin. It also has political leadership in the form of two Elected Members who hold ex-officio positions. Its work includes:

- Being champions for older people in their communities and organisations,
- Conveying older people's views to national, regional and local government, and other agencies,
- giving strategic direction to the programme and acting as a critical ear; Board members often sit on strategic working groups and contribute to formal policy consultations,
- Giving hands-on leadership to central areas of AFM's work, such as positive images and communications campaigns,
- Developing expertise about ageing and the issues around it,
- Agreeing the overall Age-Friendly Manchester strategy and bringing forward new priorities,
- Reporting to the Manchester Older People's Assembly.

The AFM Older People's Board also has political leadership in the form of two elected members who hold ex-officio positions, one of whom is the political lead for the AFM programme. The AFM programme also reports to the city's political executive functions thereby ensuring it is both accountable and supported politically.

Taking as a starting point the eight key features of an age friendly city as defined by the WHO, Manchester has agreed three key priorities:

1. **Develop age friendly neighbourhoods** - places where people can age well in neighbourhoods of their choice with access to the right services, housing, transport, information, etc.
2. **Develop age friendly services** - where commissioning includes age-friendliness in its specification and services are delivered in an age-friendly way i.e. they are age aware and adopt an age friendly lens and equalities approach to what they do.
3. **Promote age equality** - by addressing negative images and stereotypes about ageing, and changing the narrative from a deficit to one which celebrates the valuable role and contribution people of all ages make to the life of the city.

EXAMPLES OF AGE-FRIENDLY POLICIES AND INITIATIVES

Following a spatial justice framework, following are three examples of age-friendly initiatives relating to equity, co-production and diversity.

Example 1: Equity – Initiatives aimed at deprived neighbourhoods or marginalised groups.

Urban Villages Project

This project was funded by Manchester City Council, Manchester Health and Social Care Commissioning and the University of Manchester. It was a programme of work that focussed on developing neighbourhood-based interventions, with a particular focus on supporting people to



age well within their communities. Using participatory approaches, residents were supported in developing seven community-based projects aimed at reducing isolation and extending social participation.

The project deliberately worked in areas of high deprivation. The majority of Urban Villages projects recruited from groups under-represented in age-friendly work, notably women from different ethnic and migrant backgrounds, or people with mental health difficulties, or those experiencing isolation through illness and disability.

The work of Urban Villages project highlighted the need to strengthen work in the following areas: Building social infrastructure; Improving mental and physical health in low income communities; Harnessing housing improvements and redevelopment with tackling health inequalities; Strengthening community work skills; Developing the role of anchor institutions; Strengthening organisations led by older people within the community.

More detail: <https://documents.manchester.ac.uk/display.aspx?DocID=48721>

Example 2: Co-production – How older people, and other stakeholders, are involved in the development and delivery of initiatives.

Manchester's Older People's Board

The Age-Friendly Manchester Older People's Board was formed in 2004 and has a formal meeting taking place approximately every eight weeks. The Board includes and represents older people, addressing issues affecting the quality of life for older residents and their communities across Manchester. Our Board members provide a vital voice for older people in the city.

Members of the Board are elected as representatives of the Older People's Assembly, representatives of citywide older people's organisations, or co-opted. The Board's work includes:

- Taking older people's views to national, regional and local government, and other agencies,
- Giving direction to the age friendly programme, and other strategies, and acting as a critical ear,
- Developing expertise about ageing and the issues around it,
- Reporting to the Manchester Older People's Assembly.

More information:

https://www.manchester.gov.uk/info/200091/older_people/8387/get_involved_with_age_friendly_manchester

Example 3: Diversity – Initiatives that target specific groups of the population (for example people from different genders, ethnicities, abilities, sexualities or living with chronic health conditions), and promote inclusive practices.

Older People's Equality Panel

Greater Manchester Equality Panels have been established to advise, support and challenge Greater Manchester's political leaders and policy-makers to tackle the discrimination and disadvantage that cause injustice and inequality in society, and champion Greater Manchester as an inclusive city-region.

They do this by working together with the GMCA and its partners.

The GM Older People's Equality Panel will:

- Ensure that Greater Manchester's political leaders and public bodies are more informed about how their decision making impacts older people in different communities or circumstances, allowing for more effective policy and services.



- Build positive relationships with communities and neighbourhood groups in each borough to identify strengths, listen to older people and share key messages.
- Make key contributions to the development of GM wide policies, programmes and services so that they can work successfully for older people within different communities.

The Older People's Equality Panel is one of seven equality panels established and funded by the GMCA.

More information: <https://www.gmopn.org.uk/gmo pep>

SUMMARY

What do you see as the greatest achievements of the age-friendly programme in your city?

*In summary, what are some of the **barriers** when trying to develop and implement age-friendly policies and initiatives?*

*In summary, what are some of the **opportunities** when trying to develop and implement age-friendly policies and initiatives?*

NOTE: This is still a draft document. The Ageing in Place project aims to develop and refine the detail in this City Profile after stakeholder interviews with key people working with older people in Manchester.

Last updated January 2023





City Profile

Oslo

CITY CHARACTERISTICS

About Oslo City

Oslo is the capital and most populous city in Norway. The city is one of Europe's fastest-growing cities, with a population approaching 700,000. More than 5.3 million inhabitants live in Norway. According to the United Nations, Oslo and by extension Norway, is the one of the best places to live in the world. It has the highest Human Development Index and the lowest unemployment rate in the world. High percentage of women are employed and gender-equality is quite high.

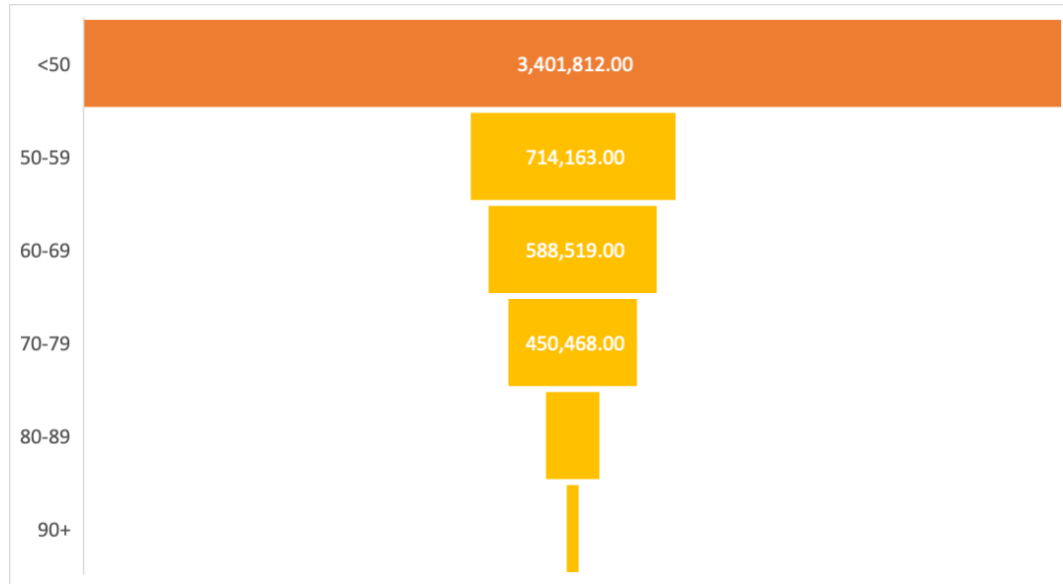
One can say that Oslo is a divided city. There are 15 districts in Oslo. A person living in the district of Vestre Aker has an average life expectancy that is seven years longer than a person living in the district of Sagene. Oslo has some of the richest inhabitants in Norway, but also some of the poorest. In some parts of the city, many children are living under the poverty line. One of the reasons is that Oslo has a relatively high share of the population in some areas of the city who are unemployed and not attending an education activity, but still not registered unemployed. In 2019, almost 98,000 people aged 20–66 were out of work and education in Oslo. It accounted for just over 20 per cent of all in this age group. More than the half of these do not receive social security, and we do not have enough knowledge about the reasons why they are not in work or education. Regarding the people that are registered unemployed, we know that main reasons for why they can't get a job is a lack of relevant formal education and low Norwegian skills. There are big differences between parts of the city regarding unemployment and participation in education activities.

The unemployment rate has been shifting the last two years, due to the pandemic. In February 2020 the unemployment rate was 2.5%. In February 2021 6.4% was unemployed. In December 2021 2.7% was unemployed. Many businesses are reporting difficulties concerning recruiting enough employees with the right skills. This is a problem in for example transport, health and information and communication technology. Oslo has a very diverse business-structure. The largest industries in Oslo measured by number of enterprises are property management and sales, artistic and cultural activities and health-services.



Country population, Norway: 5,391,369 (2021)²⁴, 63.1% of the Norwegian population is aged under 50.

Population age, Norway, in age brackets¹

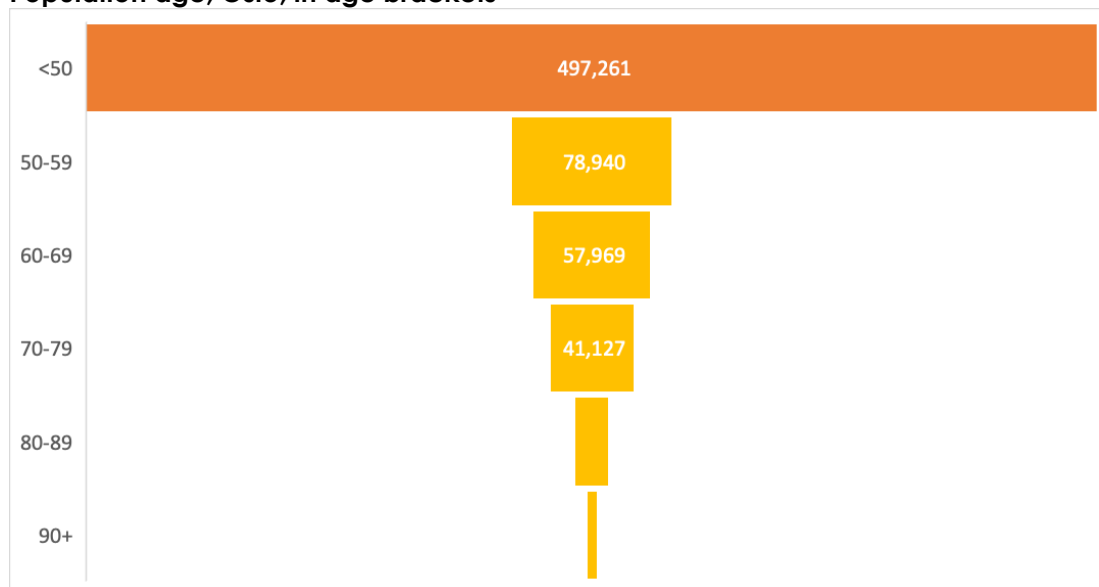


Note: 80-89 190,309; 90+ 46,098

Oslo City

Oslo City population: 697,010 (2021), 61.6% of the city population is aged under 50. The city has a population density of 1,628 people per km². Oslo is a young city ageing slowly.

Population age, Oslo, in age brackets

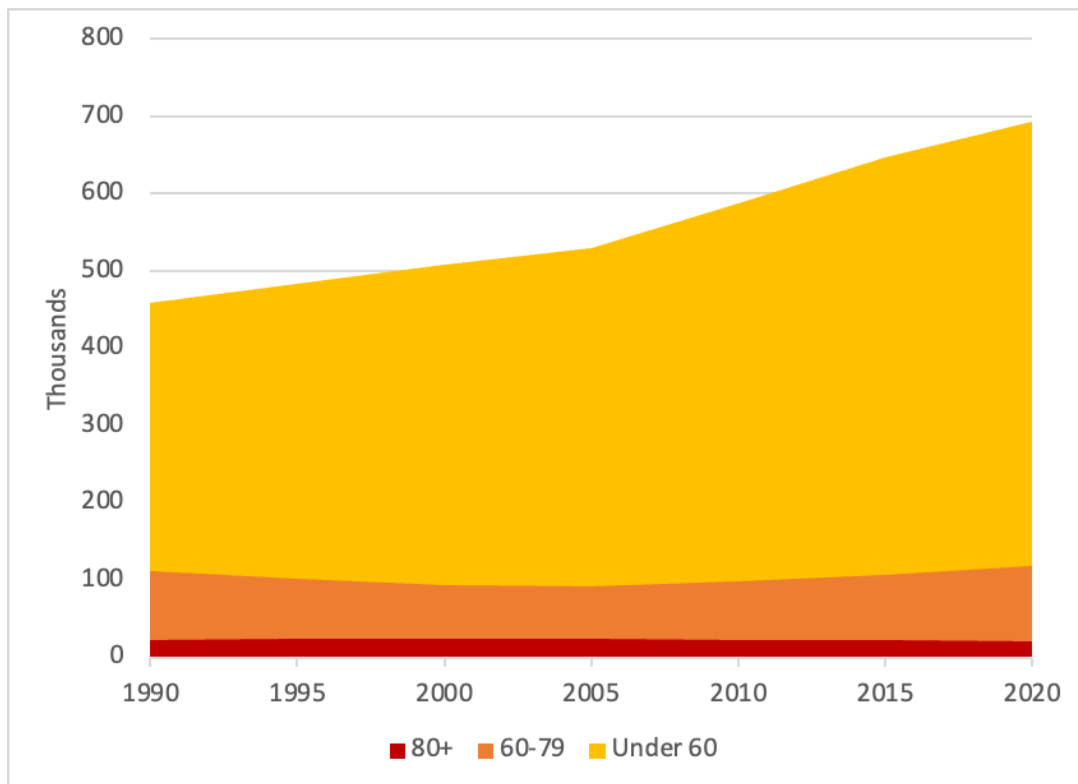


Note: 80-89 16,789; 90+ 4,924

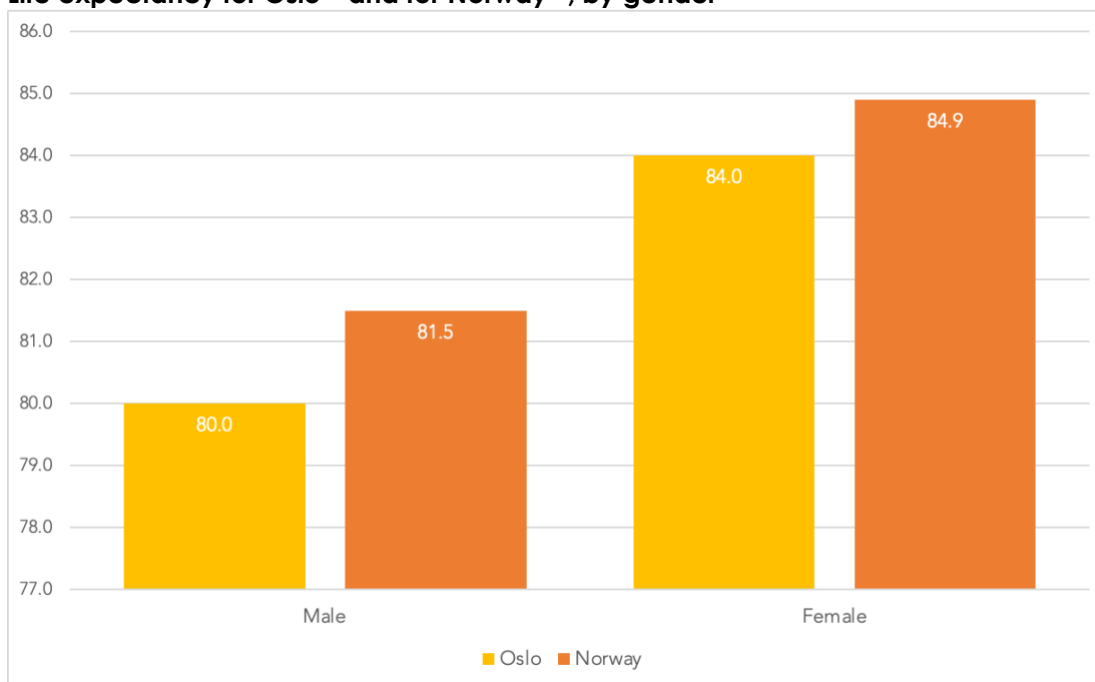
Population age change over time in Oslo

²⁴ Statistics Norway: <https://www.ssb.no/statbank/>





Life expectancy for Oslo²⁵ and for Norway²⁶, by gender



Demographic differences.

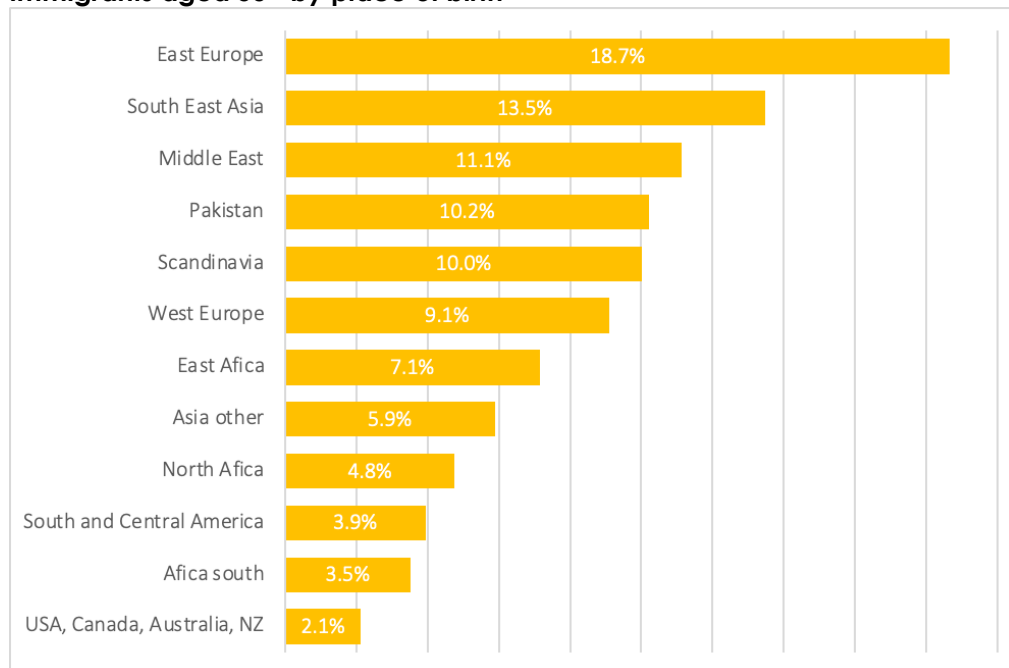
²⁵ <http://statistikkbanken.oslo.kommune.no/webview/>

²⁶ <https://www.ssb.no/statbank/>



51.8% of the population 50+ are female. In relation to poverty, 9% of the population 67+ years has less income after tax than EU60 border. In total 50,855 people 50+ (18.6% of the age group) in Oslo are immigrants, compared to 33.8% of the total population². In

Immigrants aged 50+ by place of birth



AGE RELATED POLICY DEVELOPMENT

Age-friendly leadership and programme delivery

Oslo became a member of the WHO network in 2014. The City Council adopted the Age-friendly Action Plan in 2017. The Age-Friendly City work is lead by the Department of Health, Ageing and Municipal Services in the City of Oslo, but many departments, districts and agencies also do age-friendly initiatives and measures.

The main areas of focus and vision for Age-Friendly Oslo are:

- Social participation,
- Housing,
- Transport,
- Outdoor areas and physical activity,
- Communication and Participation,
- Health and care services.

See the [2015 Action Plan](#)

Citizen's involvement from the elderly forms the basis for the development of services and measures in Oslo. The success or failure depends on the degree of involvement and connectivity. That is why districts and agencies in Oslo involve seniors. They involve seniors from the senior councils, but also seniors in the neighbourhood.

Politically there is support for the Age-Friendly agenda. The increase in older people the coming years, and the importance of developing an age-friendly city, is described in the City Strategy in the City Plan. The politicians demonstrate the importance of age-friendly initiatives through allocations in city budgets and by promoting important age-friendly measures.



A recent Proposition to the City Council emphasises that the City of Oslo needs more insight into the needs of elderly with minority background. This will be a priority the next year together with digital exclusion among the elderly.

For more information about Age-Friendly Oslo see: <https://www.oslo.kommune.no/helse-og-omsorg/tjenester-til-eldre/aldersvennlig-by/#gref>

Norway now has a [national strategy](#) "Live a full life - all your life" that includes developing age-friendly local communities, and Norway is the second nation in the world to become age-friendly. The national Quality Reform for Older Persons focusses on the following areas:

- An age-friendly Norway
- Activity and socialisation
- Food and meals
- Healthcare
- Continuity of services

EXAMPLES OF AGE-FRIENDLY POLICIES AND INITIATIVES

Following a spatial justice framework, following are three examples of age-friendly initiatives relating to equity, co-production and diversity.

Example 1: Equity – For example initiatives aimed at deprived neighbourhoods or marginalised groups.

Digital exclusion among the elderly

In Oslo, there are approximately 40 senior's activity centres. Most of them have courses for seniors who wants to learn more about and learn how to use smartphones, smartboards and pc. They learn how to log into the online bank, how to buy ticket for the bus by using the smartphone, how to use Facebook and to search for information online.

Many volunteer organizations offer help for seniors that need to learn more about different digital opportunities.

Despite this, some seniors experience digital exclusion. The City of Oslo will continue to teach seniors about digital equipment.

Example 2: Co-production – How older people are involved in the development and delivery of initiatives, for example through co-production.

Age-friendly transport

Prior to the design of 'The Action-plan for an Age-friendly City', we organized citizen involvement. The purpose was to gain knowledge about what the elderly needed to be able to live active and independent lives for as long as possible. We were a bit surprised when seniors said: If you want us to live active and independent lives, we need a transport system that's better for us.

Because of the involvement from seniors, we established age-friendly busses. These busses are made to cover the needs of seniors. Many elderly have difficulties to enter and to disembark from busses or tube.

Key characteristics of the pilot

- Door-to-door and on-demand mobility service.
- Pick up from home or anywhere else within the district and drop off at desired address.
- Daily service with the exemption of Sundays. Service Mondays to Saturdays from 10 AM to 6 PM.



- Ticket price NOK 18 (less than € 2) which equals the senior ticket prize on ordinary public transport.
- All users are free to bring somebody along (no restrictions as to whom).
- No cash sales of tickets on board the minibuses. Ticketing through the Ruter app or through the regular public transport travel card.

The pilot started in one district in Oslo in 2017. Today six districts have age-friendly transport. During this period, we have developed age-friendly transport in line with the feedback we have received from the users.

More information:

[Health effects of Ruter age-friendly transport](#)

Example 3: Diversity – Initiatives that target specific groups of the population (for example people from different genders, ethnicities, abilities, sexualities or living with chronic health conditions), and promote inclusive practices.

LHBTQ

Older queers have the right to be met and understood in an equal way in line with person-centred care. The Association for Gender and Sexuality Diversity in Oslo and The Centre for Development of Institutional and Home Care Services (USHT) in Oslo collaborate on competence-enhancing services in the city of Oslo, so that employees in the health and care services can increase competence in older LGBTQ people's and needs.

The goal is for older LGBTQ people who live at home or in an institution to experience inclusive care for the elderly and to meet with knowledge, respect and understanding. The collaboration is in line with Oslo Municipality's Proud and Free Action Plan for Gender, Gender Expressions and Sexuality Diversity 2020 - 2023, where competence is one of three strategies.

More information:

[Oslo Diversity and Inclusion](#)

SUMMARY

What do you see as the greatest achievements of the age-friendly programme in your city?

Age-Friendly transport- pink pick-up busses. Door-to-door and on-demand mobility service.

- Pick up from home or anywhere else within the district and drop off at desired address.
- Daily service with the exemption of Sundays. Service Mondays to Saturdays from 10 AM to 6 PM.

The Transport Economics Institute has done some enquiries and determined that:

- Almost 80% of the users are more active than earlier.
- Nearly 80% experience having better health compared to before (when they did not have age-friendly transport)

*In summary, what are some of the **barriers** when trying to develop and implement age-friendly policies and initiatives?*

Cross- sectorial work and to make other sectors outside health care understand that to become a more age-friendly city they need to focus on age-friendly measures.

*In summary, what are some of the **opportunities** when trying to develop and implement age-friendly policies and initiatives?*



You learn more about other sectors and understand that by collaboration across borders we can "can make miracles come true"

NOTE: This is still a draft document. The Ageing in Place project aims to develop and refine the detail in this City Profile after stakeholder interviews with key people working with older people in Oslo.

Last updated January 2023





City Profile

Québec

CITY CHARACTERISTICS

About City of Québec

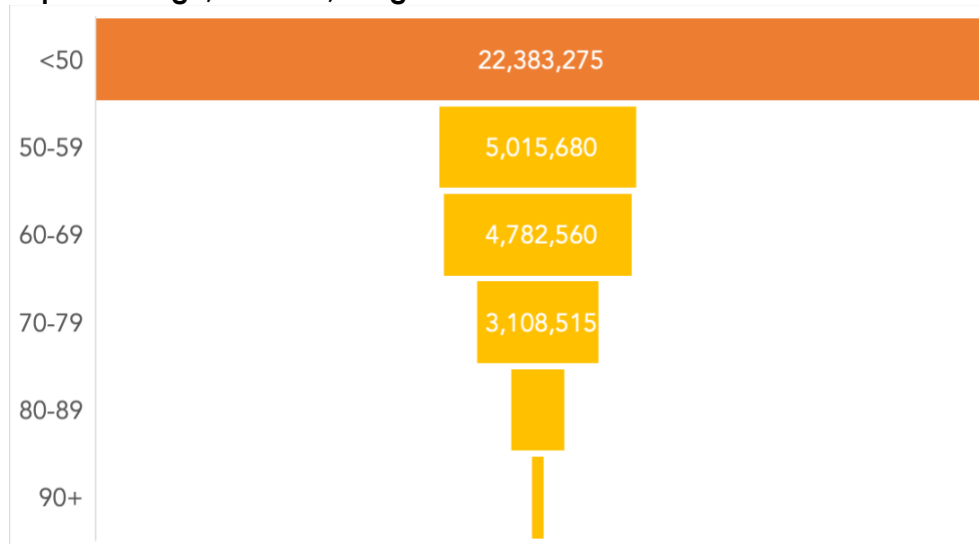
Québec is the capital of the province and headquarters of the provincial government. It is the 11th largest city in the country and 2nd largest city in the province (after Montreal). It is the most important city of the region (almost 80% of the population living in the National-Capital lives in Quebec). Québec is French speaking and the city is a leader within the North American Francophonie.

Most jobs in the City of Québec are concentrated in public administration, defence, services, commerce, transport and tourism. As the provincial capital, the city benefits from being a regional administrative and services centre: the provincial government is the largest employer in the city. The unemployment rate in June 2018 was 3.8%, below the national average (6.0%) and the second-lowest of Canada's 34 largest cities. Québec is a wealthy and prosperous city, it is very safe. There is high population density in urban and sub-urban areas. However, there is an important wealth gap between the 'high-city' and the 'low-city' as well as between the city centre and the suburbs.

DEMOGRAPHIC AND CITY STATISTICS

Country population, Canada: 36,991,980 (2021)²⁷, 60.5% of the Canadian population is aged under 50.

Population age, Canada, in age brackets¹



Note: 80-89 1,365,990; 90+ 335,960

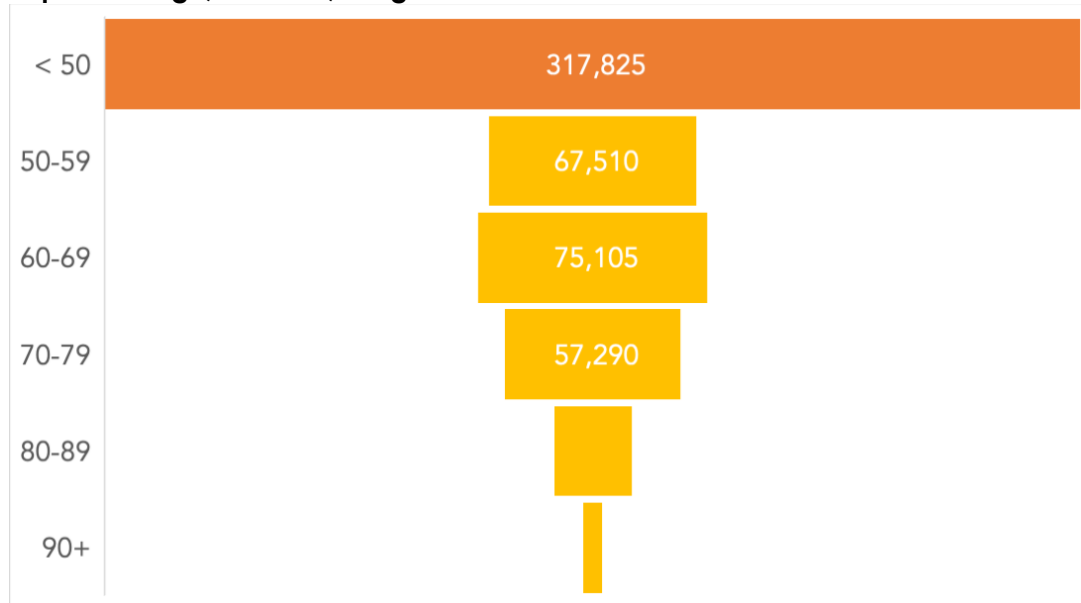
City of Québec

²⁷ Statistique Canada: <https://www12.statcan.gc.ca/census-recensement/2021>



Québec population: 549,460 (2021), 57.8% of the city population is aged under 50. The city has a population density of 1214.8 people per km². Québec is a young city ageing slowly.

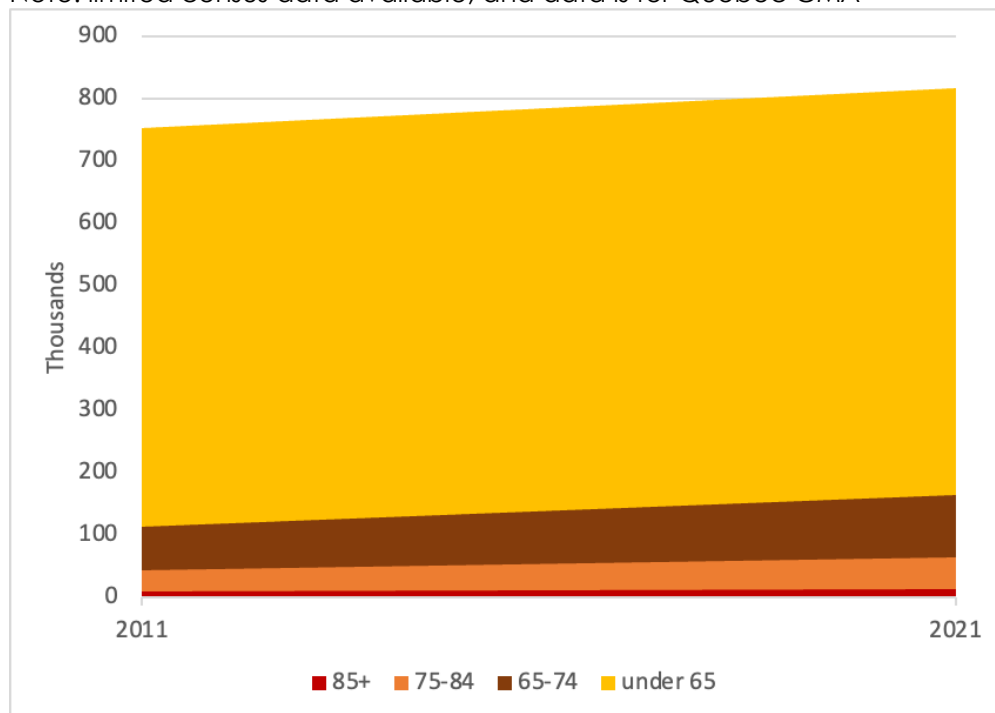
Population age, Québec, in age brackets



Note: 80-89 25,490; 90+ 6,240

Population age change over time in Québec

Note: limited census data available, and data is for Québec CMA



Demographic differences.

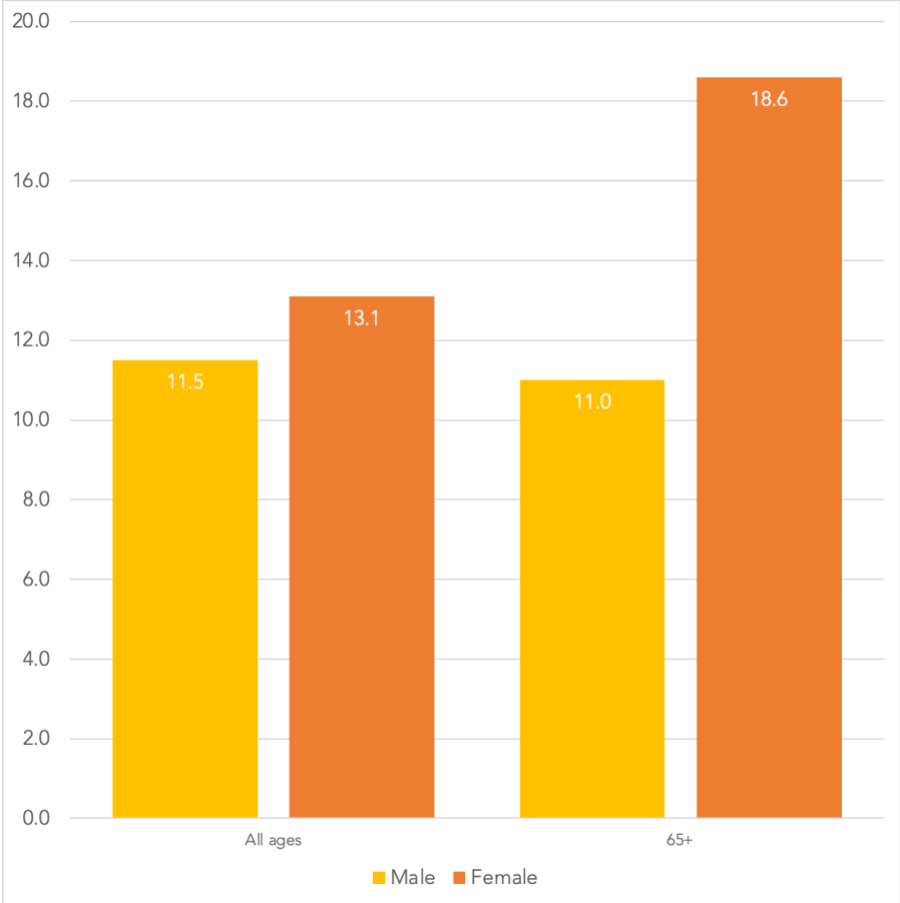


In Quebec CMA, of those aged 55+, only 3.9% (compared to 9.1 of all ages) are immigrants and only 1.7% (compared to 6.2% of all ages) are part of a visible minority group²⁸.

Of those 50+, only 45.8% are male compared to 54.2% who are female.

Women of all ages are more likely to be living below the poverty line, and the percentage of women living in poverty increases significantly for those older than 65, to 18.6%.

Percentage of people living below the poverty line (based on the measure of low-income after taxes in 2015)



²⁸ <https://www.statcan.gc.ca/en/census?MM=1>
'Visible minority' refers to whether a person is a visible minority or not, as defined by the Employment Equity Act. The Employment Equity Act defines visible minorities as "persons, other than Aboriginal peoples, who are non-Caucasian in race or non-white in colour." The visible minority population consists mainly of the following groups: South Asian, Chinese, Black, Filipino, Arab, Latin American, Southeast Asian, West Asian, Korean and Japanese.



Age-friendly leadership and programme delivery

The City of Québec first gained accreditation for the age-friendly cities agenda in 2013. Accreditation meant that the city must produce an action plan to establish specific initiatives in favour of older people. The most recent action plan is the 2021 - 2024 (3rd Action Plan) which includes individuals with disabilities as well as families: [2021-2024 Universal Accessibility Action Plan. For an inclusive city!](#)

Within the city, the service in charge of sports, leisure and community life deals with the age-friendly city agenda. A city elected official is in charge of the age-friendly agenda. He is responsible, with the municipal administration, of ensuring the implementation of specific actions within the action plan.

Older people are engaged in age-friendly development in the city in several ways. This includes:

- Consultation with older people to establish the action plan e.g. focus groups with older people to define specific actions to add to the plan.
- Consultation with older people to better direct the development of specific projects that concern them e.g. survey realised by an independent firm about leisure and volunteering within the ageing population.

More information:

Federal Government:

<https://www.canada.ca/fr/emploi-developpement-social/campagne/aines.html>

Provincial Government:

<https://www.quebec.ca/famille-et-soutien-aux-personnes/personnes-agees/services-programmes-pour-les-aines>

The City of Quebec:

<https://www.ville.quebec.qc.ca/citoyens/aines/index.aspx>

EXAMPLES OF AGE-FRIENDLY POLICIES AND INITIATIVES

Following a spatial justice framework, following are three examples of age-friendly initiatives relating to equity, co-production and diversity.

Example 1: Equity – For example initiatives aimed at deprived neighbourhoods or marginalised groups.

Example 2: Co-production – How older people are involved in the development and delivery of initiatives, for example through co-production.

Sommet des aînés / Older people's summit

The city of Quebec held its first older people's summit in April 2022. The event was mobile, meaning it went through all 6 neighbourhoods of the city allowing older people to share their concerns, opinions and ideas on 3 different themes: housing and local environment, social participation, and



services and amenities. The 3 themes of the summit were decided upon prior to the summit by older people themselves and are described as follow:

- Housing and local environment: older people's housing, neighbourhood quality, feeling of security and safety and public spaces.
- Social participation: participation to the local life i.e. employment, volunteering, cultural, sports and leisure activities, etc.
- Services and amenities: quality, availability and accessibility of local and community services as well as institutional and national ones.

(The event took place on the 19th-21st April 2022 - a report is on the way but for now there is limited information online about the results, etc.).

More information:

<https://www.ville.quebec.qc.ca/citoyens/aines/evenements/sommet-aines.aspx>

Example 3: Diversity – Initiatives that target specific groups of the population (for example people from different genders, ethnicities, abilities, sexualities or living with chronic health conditions), and promote inclusive practices.

Sensibilisation du personnel municipal / Awareness training for local authorities

Several actions have been carried out as part of the International Day of Older Persons. This included raising awareness amongst municipal staff about the lived experiences of older people in order to reduce ageism and other forms of discrimination older people might experience.

SUMMARY

What do you see as the greatest achievements of the age-friendly programme in your city?

An updated action plan has been drawn which integrates older people as well as families and individuals with disabilities. This plan is more coherent and allows the actors involved in the age-friendly agenda to support older people in every aspect of their life.

*In summary, what are some of the **barriers** when trying to develop and implement age-friendly policies and initiatives?*

- The lived experiences of older people are heterogeneous, therefore a multitude of actions are necessary to meet their needs.
- It can prove difficult to coordinate the actions of different services and government bodies e.g. snow removal.
- The municipality is not responsible for several essential needs of older people e.g. support at home which is reliant on health services.
- It is difficult to evaluate the success of specific actions, especially when trying to evaluate the impact it has had on individuals.

*In summary, what are some of the **opportunities** when trying to develop and implement age-friendly policies and initiatives?*

Strong political will. Officials and local authorities take part in focus groups - this allows them to stay connected to the local issues and lived experiences of older people.
Offer support to organisations who work with this customer base e.g. services and amenities tailored to their needs, financial support to develop new projects and services, etc.



NOTE: This is still a draft document. The Ageing in Place project aims to develop and refine the detail in this City Profile after stakeholder interviews with key people working with older people in Québec.

Last updated January 2023

