

## Interactive workshop

# Towards an age-friendly European Union through Enterprise 2020 Active Ageing in Employment and Products & Services

Co-organised by:



This unique event is organised in support to the European Union's **2012 Year for Active Ageing and Solidarity between Generations** and in the context of **Enterprise 2020**, an initiative lead by CSR Europe, and its project on "**The Business Contribution to Active Ageing**", lead jointly by GDF Suez, Intel, Johnson & Johnson, AGE Platform Europe, TRIL Center.

**Friday 9 December 2011**

10am – 4:30pm

**GDF Suez**

Place du Trône 1/ 1000 Brussels Belgium

### Context

To remain sustainably competitive, European companies will have to successfully gear their employment and HR policies to an ageing workforce and to develop innovative products and services for the silver economy.

- From 2012 onwards, the European **working-age population will start to shrink** while the 60+ age groups will increase by about two million people a year.
- Eurostat predicts a possible **decrease of about 20.8 million (6.8%)** people of working age by 2030.
- According to an internal CSR Europe survey, only **37% of companies** find it fairly important to take into account the **needs of older consumers** when developing products and services directly aimed at them.

- ✓ Learn more about **existing initiatives** on active ageing
- ✓ Collectively work on **innovative solutions**
- ✓ **Interact** with business leaders, EU representatives and civil society

- ⇒ Do not hesitate to **distribute** this invitation to colleagues.
- ⇒ Please **register** before **18 November 2011** at the latest by sending an email to Sarah Dekkiche ([sd@csreurope.org](mailto:sd@csreurope.org)).



European Year for **Active Ageing**  
and **Solidarity between Generations 2012**

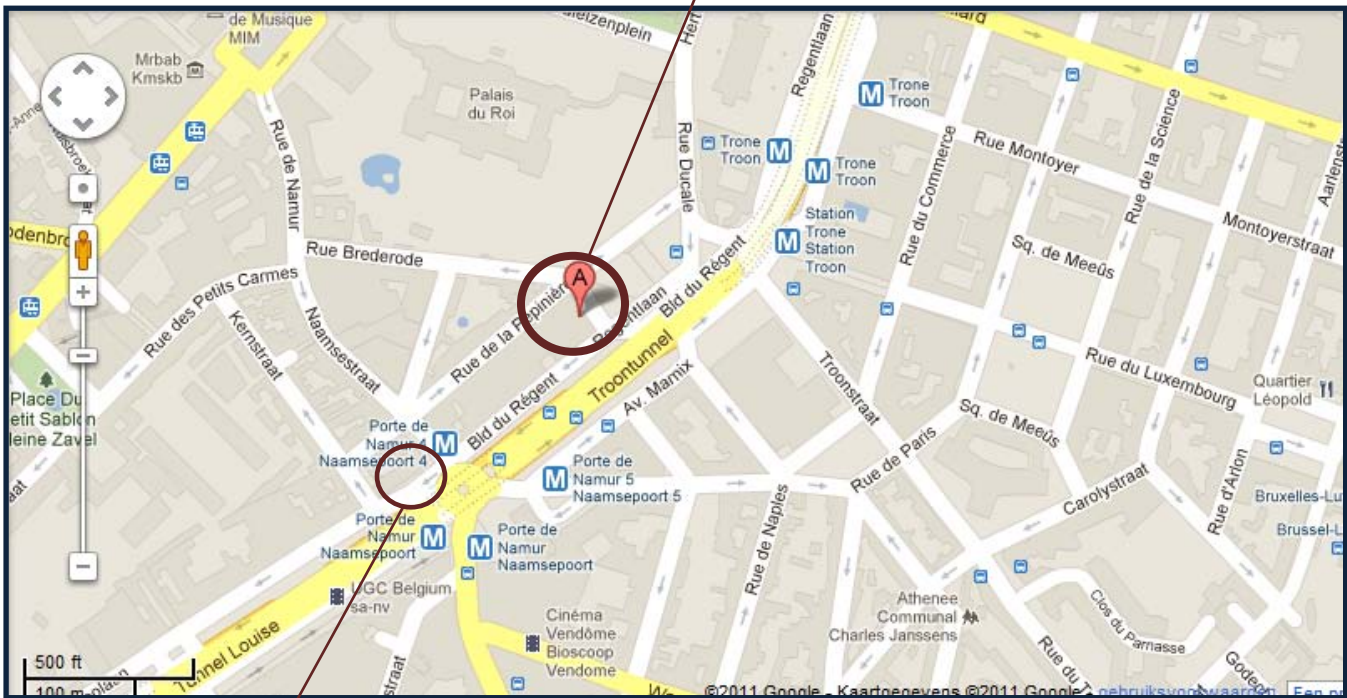


# Agenda

10:00-10:30	<b>Registrations</b>	
10:30- 11:20	<b>Welcome message</b>	Jacques Spelkens (GDF Suez)
	<b>Opening</b> Active Ageing as a business priority & Active Ageing through the eyes of the active agers	Etienne Davignon (CSR Europe) Anne-Sophie Parent (AGE Platform Europe)
	<b>The European Year of Active Ageing and Solidarity between Generations 2012</b>  * Mainstreaming Active Ageing across different European policies + the EU's expectations towards businesses on employment and innovation  * European Parliament support to the EY2012 for active ageing and solidarity between generations	László Andor (DG EMPL) -tbc  Lambert van Nistelroji (MEP) - tbc
11:20 - 12:30	<b>Insights from businesses - Panel discussion + Interactive debate</b>  Active Ageing in employment and products & services: initiatives and remaining challenges  <i>Moderator: Jan Noterdaeme (CSR Europe)</i>	Danone - tbc Jobs & Society Sweden  Vodafone - tbc  Citi Group - tbc
12:30 - 13:30	<b>Lunch</b>	
13:30 - 15:00	<b>Workshops</b>  <i>Participants will be split into 4 working groups: two on "active ageing in employment" and two on "active ageing in products and services"</i>	
15:00 - 15:15	<b>Coffee break</b>	
15:15: 16:00	<b>Working group results + Discussion</b>  <i>Moderator: Jan Noterdaeme (CSR Europe)</i>	
16:00-16:25	<b>Conclusion &amp; Next steps</b>	Stefan Crets (CSR Europe) Anne-Sophie Parent (AGE Platform Europe) Ralf Jacob (DG EMPL)
16:25-16:30	<b>Closing</b>	Christelle Martin (GDF Suez)

# Access

**GDF Suez**  
Place du Trône 1/1000 Brussels



**Car park : Parking Deux Portes**  
2, Boulevard de Waterloo/ Porte de Namur

### From the train station *Gare du Midi*:

- Metro N° 2 or N° 6 Simonis (Elisabeth)
- Go out at metro station “Trône”

### From the train station *Gare Centrale*:

- Metro N°1 Stockel or N°5 (Herrman-Debroux) until metro station Arts-loi
- Metro N°2 Simonis (Leopold II) or N° 6 Roi Baudoin
- Go out at metro station “Trône”

### By Car:

- Closed public car park “Parking Deux Portes”
- Open public car park in front of the premises (if available)



### Good to know

The premises are totally equipped for handicapped persons.

Wheelchair access available via Boulevard du Régent. Please notify