The Emergence of the Creative Ageing Movement and Policy: Mapping Social Innovations in Ageing and Intergenerational Solidarity

European Innovation Partnership on Active and Health Ageing (EIP on AHA) meeting of the “Action Group D4: Age-friendly buildings, cities and environments”
LifeSciencePark, Krakow, 09-10.05.2019

Andrzej Klimczuk, PhD
ANDRZEJ KLIIMCZUK

ECONOMIC FOUNDATIONS FOR
CREATIVE AGEING POLICY

CONTEXT AND CONSIDERATIONS
VOLUME I

PUTTING THEORY INTO PRACTICE
VOLUME II
Acknowledgments

Contributors

- Mr. Richard Adler
- Mr. Dominic Campbell
- Ms. Suchandrima Chakraborty
- Mr. Jorge Felix
- Prof. Andreas Hoff
- Dr. Kathrin Komp
- Prof. Kurt Lüscher
- Dr. Harry R. Moody
- Dr. Łukasz Tomczyk

Reviewers

- Ms. Kathryn Best
- Mr. David Cutler
- Dr. Marvin Formosa
- Dr. Landis MacKellar
- Dr. Samuel Mahaffy
- Prof. Steven Prus
- Prof. Vappu Taipale
- Ms. Bonnie L. Vorenberg
- Prof. Asghar Zaidi
Contents

- Diversity of Ageing Policy Concepts
- Benefits of Integrating Economic Systems
- Comparison of the “Old” and “New” Ageing Interest Groups
- Selected Features of the Creative Ageing Movement
- Stages of the Policy Design Cycle… the “Old” and “New” Approach
- Co-Creation and Co-Production of Public Services
- A Life Course Perspective on Social Investment Policies
- Inputs, Outputs, Outcomes, Impact, and Equity in the Creative Ageing Policy
- Selected Potential Benefits and Outcomes of the Creative Ageing Policy
- Types of Entities and Programs Related to the Creative Ageing Policy
- Basic Stages of the Creative Ageing Programs
- Mapping Social Innovations in Ageing and Intergenerational Solidarity in the CEE Countries
Diversity of Ageing Policy Concepts

- Successful Ageing
- Productive Ageing
- Healthy Ageing
- Active Ageing
- Positive Ageing
- Ageing in Place
- Intergenerational Policy

… Creative Ageing
Benefits of Integrating Economic Systems

Silver economy
- Human capital

Creative economy
- Cultural capital and creative capital

Social and solidarity economy
- Social capital

Technological innovations and gerontechnologies

Technological and social innovations for ageing societies

Source: Own elaboration.
Comparison of the “Old” and “New” Ageing Interest Groups

<table>
<thead>
<tr>
<th>“Old” Ageing Interest Groups</th>
<th>“New” Ageing Interest Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developed mainly in the interwar period (1918–1939)</td>
<td>Emerging since the 1960s</td>
</tr>
<tr>
<td>Represented by members</td>
<td>Represented and managed by professionals</td>
</tr>
<tr>
<td>Focus on the development of welfare state institutions</td>
<td>Focus of identity and lifestyle</td>
</tr>
<tr>
<td>Striving to reduce poverty in old age</td>
<td>Underlining diversity of older adults, their identities, and rights</td>
</tr>
</tbody>
</table>

Source: Own elaboration.
<table>
<thead>
<tr>
<th>Example</th>
<th>Selected Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>The United States</td>
<td>The <em>liberal</em> model of the welfare state; liberal silver economy; focus on <em>arts and ageing field</em>; dissemination of the <em>ageing in place and universal design</em>; the progressive building of institutions and networks related to creative ageing; <em>gathering and promoting best practices; underlining evidence-based practice</em>.</td>
</tr>
<tr>
<td>The United Kingdom</td>
<td>The <em>liberal</em> model of the welfare state; liberal silver economy; association of creative aging with the <em>community arts movement and the Universities of the Third Age movement</em>; intergenerational activities; grant programs; <em>online platforms</em>; promoting international study visits.</td>
</tr>
<tr>
<td>The Republic of Ireland</td>
<td>The <em>liberal</em> model of the welfare state; liberal silver economy; <em>countrywide events</em>; international dissemination of the established models; establishment of <em>innovative institutions</em> related to the ageing policy.</td>
</tr>
<tr>
<td>Australia</td>
<td>The <em>liberal</em> model of the welfare state; liberal silver economy; focus on the <em>arts and health</em>; international exchange of best practices; <em>open grants program</em>.</td>
</tr>
</tbody>
</table>
# Selected Features of the Creative Ageing Movement

<table>
<thead>
<tr>
<th>Example</th>
<th>Selected Features</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The European Union</strong></td>
<td>Various types of welfare state (liberal, corporatist, social-democratic, familistic, in transition) and silver economies (liberal, coordinated, mixed or hybridized, dependent); cross-sectoral partnerships; projects organized and implemented in various countries and entities; few initiatives to establish the European movement of creative ageing; programs and funds focused on mixing various themes.</td>
</tr>
<tr>
<td><strong>Japan</strong></td>
<td>The corporatist model of the welfare state; coordinated silver economy; focus on preserving and protecting objects and cultural heritage; continuation of traditional art forms; leisure-oriented learning activities and lifelong learning.</td>
</tr>
<tr>
<td><strong>International Initiatives</strong></td>
<td>Various welfare systems in the countries of the Global South (rebuilding the welfare state, according to the liberal model; productivist welfare regimes; informal security regimes; or insecurity regimes); emerging or dependent silver economies; the Universities of the Third Age movement; virtual and online communities; international volunteer programs; the Men’s Shed movement; the age-friendly cities and communities movement.</td>
</tr>
</tbody>
</table>

Source: Own elaboration.
Stages of the Policy Design Cycle... the “Old” and “New” Approach

Agenda-setting, assumptions, and intentions (diagnostic phase)

Monitoring and evaluation (coassessment)

Policy formulation, aims, and objectives (diagnostic phase)

Policy implementation (codelivery)

Decision-making, alternative methods, and consequences (codiscovery and codesign)

Source: Own elaboration.
Co-Creation and Co-Production of Public Services

- Blurring classical division of labor in service delivery between regular producers (primarily public agencies) and consumers (citizens)

- Citizens coproduce when they actively contribute to production of services and goods they consume (Parks et al. 1981)

- All possible forms of citizens' empowerment, including involvement in planning public policies and taking decisions on allocation of public resources (e.g., shared decision-making, patient self-management, peer support networks)
A Life Course Perspective on Social Investment Policies

Functional capacity

Maintaining highest possible level of function

Preventing disability and maintaining independence

Range of function in individuals ≈ socioeconomic status

Disability threshold

Rehabilitation

Facilitating transitions between life stages

Unborn → Infants + Children → Youth → Prime age → Old age

Life course

A Life Course Perspective on Social Investment Policies

**Inputs, Outputs, Outcomes, Impact, and Equity in the Creative Ageing Policy**

**The Policy Process**
- Governments and the mixed economy of welfare
- Selection of aims, instruments, and governance modes
- Analysis and organizing, (diagnostic phase, codiscovery, and codesign)

**Inputs (Investment)**
- Changes in the social, economic, or physical environment
- Needs and demands for action
- Resources and various forms of capital

**The Policy Feedback**
- Responses, supports for action or against the policy
- Evaluation (*coassessment*) and impact analysis (SROI)
- Identifying best practices and innovations
- Recommendations
- Search for alternatives

**Outcomes (Benefits and Return)**
- Programs and strategies (*codelivery*)
- Outputs, e.g., social services and paid social benefits
- The effects of decisions and policy implementation

Source: Own elaboration.
Selected Potential Benefits and Outcomes of the Creative Ageing Policy

The Creative Ageing Policy

- Positive health outcomes and longevity
- Reducing ageism and promotion of intergenerational solidarity
- Bridging the digital divide and the robotics divide
- Empowerment, participation, and social capital
- Changing consumption patterns
- Better use of leisure time; cultural capital and creative capital
- Developing careers in gerontology-related fields
- Supporting socially responsible businesses (CSR and CSV)
- Fostering lifelong learning; human capital

Source: Own elaboration.
### Types of Entities and Programs Related to the Creative Ageing Policy

<table>
<thead>
<tr>
<th>Ageing Services and Healthcare Programs</th>
<th>Arts, Education, and Community Building Programs</th>
<th>Creativity and Innovation Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social services and senior centers</td>
<td>Civil cultural organizations, individual artists, and arts organizations</td>
<td>Senior entrepreneurship programs</td>
</tr>
<tr>
<td>Creative arts therapy programs</td>
<td>Lifelong learning centers</td>
<td>Media labs, fab labs, living labs, makerspaces, and similar entities</td>
</tr>
<tr>
<td>Rehabilitation in the community</td>
<td>Leisure programs</td>
<td>Network-centric organizations</td>
</tr>
<tr>
<td>Home adaptations, services, and cohousing</td>
<td>Community education</td>
<td>Support and environment for social innovation</td>
</tr>
<tr>
<td>Volunteer programs</td>
<td>Community arts and creative communities</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Intergenerational programs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Age-friendly cities and communities</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Virtual communities</td>
<td></td>
</tr>
</tbody>
</table>

For example, lifelong learning entities, cultural centers, senior centers, community arts organizations, baby boomers’ organizations, Third Age groups, Senior Theatres, Elderhostel, Universities of the Third Age, medialabs, fablabs, dance groups, elder villages, self-help groups, time banks, care circles, Men’s Sheds, age-friendly cities and communities, sharing communities.

Source: Own elaboration.
Basic Stages of the Creative Ageing Programs

Program Design
- Identifying problems, needs, goals, and potential outcomes
- Planning the program (diagnostic phase, codiscovery, and codesign)
- Building partnerships
- Gathering resources
- Marketing the program to participants

Program Implementation
- Intervention planning
- Task assignment
- Intervention activities (codelivery)
- Raising public awareness
- Supporting teaching artists
- Monitoring

Evaluation and Public Awareness
- Planning the evaluation
- Assessment of the process, outcomes, and impact (coassessment)
- Evaluating people with dementia
- Developing and delivering messages to stakeholders
- Updating the program

Source: Own elaboration.
Mapping Social Innovations in Ageing and Intergenerational Solidarity

Source: Own elaboration.
Mapping Social Innovations in Ageing and Intergenerational Solidarity

Source: Own elaboration.
Mapping Social Innovations in Ageing and Intergenerational Solidarity

Overall by welfare systems (state level)

In Transition (Poland) 25
Liberal (United Kingdom) 153
Familistic (Italy) 83
Social-Democratic (Sweden) 39
Corporative (France) 74

Overall by welfare systems (region level)

In Transition (Poland) 6
Liberal (United Kingdom) 22
Familistic (Italy) 23
Social-Democratic (Sweden) 6
Corporative (France) 12

Overall by welfare systems (city level)

In Transition (Poland) 18
Liberal (United Kingdom) 60
Familistic (Italy) 14
Social-Democratic (Sweden) 10
Corporative (France) 45

Overall by welfare systems (ALL levels)

In Transition (Poland) 49
Liberal (United Kingdom) 235
Familistic (Italy) 120
Social-Democratic (Sweden) 55
Corporative (France) 131

Source: Own elaboration.
Mapping Social Innovations in Ageing and Intergenerational Solidarity

Overall by welfare systems (state level)

- Romania: 35
- Bulgaria: 6
- Slovakia: 22
- Hungary: 28
- Czech Republic: 14
- Poland: 25
- Latvia: 7
- Estonia: 6

Overall by welfare systems (region level)

- Romania: 0
- Bulgaria: 0
- Slovakia: 2
- Hungary: 0
- Czech Republic: 1
- Poland: 6
- Latvia: 0
- Estonia: 1

Overall by welfare systems (city level)

- Romania: 1
- Bulgaria: 2
- Slovakia: 3
- Hungary: 7
- Czech Republic: 1
- Poland: 18
- Latvia: 11
- Estonia: 6

Overall by welfare systems (ALL levels)

- Romania: 36
- Bulgaria: 8
- Slovakia: 44
- Hungary: 22
- Czech Republic: 31
- Poland: 49
- Latvia: 18
- Estonia: 13

Source: Own elaboration.
"Frontiers in Sociology" and "Frontiers in Public Health"

Thank you for your attention

klimczukandrzej@gmail.com
Twitter: @AndrzejKlimczuk