

SE and Ageing Society

MODULE 5

Through this module, we will reflect on the phenomenon of Ageing Society, how it is impacting the European social and economical context and how social cooperatives can creatively and pragmatically respond to the socio-economic demands of ageing societies.

START

ABOUT THIS COURSE

This course is one of the results of the **Better Cooperate! project**.

The project Better Cooperate! Education through and to the values of the social economy as a way to reinforce the society is a project combining the fields of education and social entrepreneurship in the activities of. Its aim is to increase the capacity of the social economy sector to carry out educational activities in the field of social entrepreneurship and thus to formulate an effective response to the challenges of the modern world and to increase the initiative and entrepreneurship of young people and their effective inclusion in the social and professional life of their societies.

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Better Cooperate Course

1

SE and the primacy of
the values over the gain

2

SE and the inequities

3

SE and the local
development

4

SE and digital
transformation

5

SE and the ageing
society

6

SE and the climate
change

INTRODUCTION

Module 5 : SE and Ageing Society

As global demographics shift, societies around the world are experiencing **unprecedented ageing**.

This demographic change brings forth significant challenges and opportunities that influence **workforce dynamics, consumer behaviour, and social welfare systems**. The growing proportion of older adults necessitates innovative approaches to ensure their **inclusion and active participation** in economic, social, and community life.

In this context, social cooperatives, non-governmental organisations (NGOs), and social companies play a pivotal role. These entities are uniquely positioned to **address the multifaceted implications** of an ageing society. They contribute to **fostering inclusive policies and practices** that not only support **economic growth** but also enhance **social cohesion**.

START



But first.... Let's check how much do you already know!

Agein is a multifaceted process involving...

economic, social and
financial

biological,
psychological and
social mechanisms

chemical,
environmental and
social mechanisms

Send

→ Next



But first.... Let's check how much do you already know!

What are the primary challenges that an ageing population presents to European societies?

economy and
employment

environmental and
social

economy and
environmental

Send

→ Next



Now that the basis are settled, is time to start!

But before dive into the theoretical concepts of ageing, we want to reflect on how this complex phenomenon impact our basic societal needs.

Start the self reflection!



Order the following needs them from the most to the least relevant in your present life

Digital Competences & Skills



Social & Community Engagement



Job Career and Employment



Health Care



Send



Now re-order the same needs thinking about your life 5 years ago

Social & Community Engagement



Health Care



Job Career and Employment



Educational Career



Economical stability



Send



How the priority you give to those needs changed between past and present? Take a moment to think about this change and its dynamics- which needs had been fulfilled? Which are recurrent and which you feel are less relevant in the present? In this perspective, write down a suggestion for "yourself of the past" on how to overcome the challenges linked to your past needs.

Write your answer here.

Send



Ageing is a multifaceted process involving both gains and losses. It "involves both gains and losses due to the combination of biological, psychological, and social mechanisms" . This complexity implies that ageing is not merely a period of decline but encompasses various life stages with diverse experiences.



What is an ageing society?

An ageing society refers to a demographic shift where the proportion of older individuals in the population increases. This phenomenon is significant in many countries, especially within the European Union (EU). Ageing stems from various factors, including **increased life expectancy** and **declining fertility rates**. Notably, in 1993, the EU Council acknowledged this demographic trend as one of the **major challenges for social policies**.



Which are the *implication* of ageing on society?

Societal Perceptions and Narratives

Fundamental Rights and Equality



Which are the *main Challenges*?



**Economic
Impact and
Employment**



Migration



How is "being old" perceived in the narrative of our society?

The prevailing narratives often characterise ageing negatively, seeing it as "inherently linked with decline, passivity, and vulnerability". Such ageist perceptions foster stereotypes and rhetoric that portray older people as unproductive and burdensome. These narratives can lead to "exclusion, discrimination and marginalisation" and potentially weaken intergenerational solidarity.



In contrast, the EU Fundamental Rights Agency advocates for a shift to a "Rights-Based Approach to Ageing." This perspective emphasises fundamental human rights and dignity, regardless of age, aligning with Article 1 of the EU Charter of Fundamental Rights, which states that "human dignity is inviolable and must be protected and respected". Such a strategic shift seeks to combat ageism and promote positive narratives around ageing.



Areas of *impact* of ageing society



Health and Social Care

Intergenerational Solidarity



Technology and Innovation

Living Conditions and Housing



Social Inclusion and Participation



The role of technology is increasingly important in addressing the challenges of an ageing society. Innovations in telemedicine, remote monitoring, and digital tools can enhance the quality of life for older adults, enabling them to remain active and connected. There is also a need to tackle the "digital divide" to prevent further social exclusion.



Adequate housing is another challenge, as supportive environments for the elderly are crucial for their independence and well-being. Policy actions should include "providing for adequate and affordable housing" and adapting these to accommodate changing physical capabilities.



An ageing population significantly impacts healthcare and social care systems. Older people are more susceptible to illnesses, as highlighted during the COVID-19 pandemic. There is a pressing need for “high-quality and affordable health care services” and long-term care services.



Facilitating the inclusion of older adults in social activities and ensuring their active participation in community life is crucial. This involves addressing social stereotypes and providing opportunities for lifelong learning and community engagement.



Ageist perceptions may lead to a lack of intergenerational solidarity. Policies are needed to encourage "solidarity between the generations" and to plan for sustainable public finances to support pensions, healthcare, and long-term care. Ensuring that ageing is viewed through an equality and human rights lens is critical to maintaining a cohesive society.



Quiz

Which areas do you think are the most affected by the ageing society phenomena?

Big Urban Areas

Rural Areas

Sent



Which role can Social Cooperatives, NGOs and Social Companies have in an ageing society?

Social cooperatives, NGOs, and social companies are key players in addressing the challenges posed by an ageing society.

They operate by embedding social values into their economic activities, combining the production of goods, services, and knowledge to achieve both social and economic roles and implementations, especially in rural or disadvantaged urban areas.



The phenomenon of population ageing presents an **unprecedented challenge** in the context of capitalism, necessitating innovative responses to meet the needs of an older demographic. This is where social entrepreneurship emerges as a force, **responding creatively and pragmatically** to the socio-economic demands of ageing societies . Social enterprises, defined as entities pursuing social missions over profit, are **increasingly vital in filling the gaps left by the public and private sectors**. They are particularly crucial in sectors neglected or inadequately addressed by traditional economic models, such as **care, unemployment, and environmental protection**.



Providing Vital
Services and Support

Fostering Community
and Social Capital



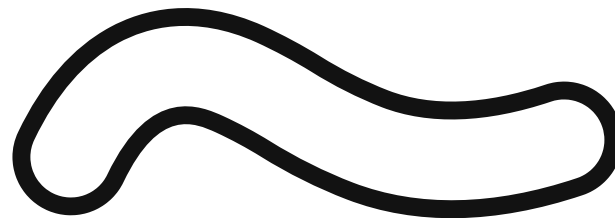
- Social cooperatives and NGOs work towards building strong community networks that can support elderly individuals. They facilitate social interactions through community centres, senior clubs, and cultural activities, which help alleviate the issues of social isolation and loneliness.
- They also organise educational and recreational programs that encourage lifelong learning and active participation of elderly individuals in community life.



- Social Cooperatives often engage in providing essential services such as healthcare, home assistance, and community support to elderly individuals. They play a crucial role in areas where traditional public services might be lacking or insufficient.
- NGOs focus on various aspects such as advocacy, social inclusion, and promoting intergenerational activities. They are adept at rallying resources and volunteers to support ageing populations.
- Social Companies: These businesses integrate social goals into their core operations, creating sustainable models for senior care and support. Examples include companies that provide age-friendly employment opportunities or develop technologies aimed at improving the quality of life for older adults.



***And now let's test
the new learnings!***



Move in the boxes below the three key actions which could help to mitigate the adverse effects of demographic change in rural regions



new laws on Labour
Mobility

simplification of
migration processes

enhancement of living
conditions

upgrading of
infrastructures

creation of a Labour
Mobility department

boost tourism



Three key actions which could help to mitigate the adverse effects of demographic change in rural regions and facilitation of Labour Mobility

new laws on Labour
Mobility

enhancement of living
conditions

simplification of
migration processes



Quiz

Question 1/4

Through an equality and human rights lens, why is solidarity between generations important?

ensure a cohesive society

ensure the social-economy status quo

ensure diversity and preserve memory

Sent



Quiz

Question 2/4

In which way migration contributes in addressing the challenges of an ageing society?

by contributing to the rejuvenation of the population and filling labour shortages

by increasing the local economy with new businesses

by enhancing diversity and cultural exchange

Sent



Quiz

Question 3/4

which are the factors responsible of ageing society in the European context?

migration and unempolymment

prolonged life expectancy and lower birth rates

lower birth rates and financial instability

Sent



Quiz

Question 4/4

Why are social enterprises so suitable for creating innovative solutions to face an ageing society?

Because they are the key to create new jobs and give solution to unemployment challenges

Because they are particularly crucial in sectors neglected or inadequately addressed by traditional economic models.

Because they value more their mission over their profit

Sent



Get inspired by who is already doing it!

Discover some projects that implemented new strategies and created innovation in the field of ageing society and social entrepreneurship



Mentoring Change

Reverse Mentoring
for Improving e-Skills
Adults for Digital
Competences



Magnet-Community Hub

Innovative RSA model
with spaces for culture,
relationships and
sociality



Digital Natives

Good digital practices
and methods to
enable everyone to
become a digital
native!



Congratulations! You have completed the Module!



You have now gained a deeper understanding of the main challenges and impacts of ageing society. By recognizing these challenges, you are better equipped to think critically about fairness, opportunity, and social justice in the world around you.

Key Takeaways:

What's Next?

Reflect on how social inequalities affect your community.
Apply what you've learned to challenge unfair systems.
Stay informed and support initiatives that promote equality



would you like to explore this topic further?

WATCH



DIGITAL COMPETENCES &
DIGITAL SKILLS

Macuh, Bojan & Ljubotina, Predrag & D. Ursic, Erika & Raspor, Andrej. (2022). Importance of intergenerational cooperation for an ageing society. III. 1984-1999

READ/EXPLORE

+ READ MORE

Civic Engagement, Older Adults, and Inclusion

+ READ MORE

Soziale Handlungsfelder im demografischen Wandel

+ READ MORE

Towards an EU Age Equality Strategy



Now that you learned about **social economy and the ageing society** discover its role and challenges connected to **climate change** in the next **Module** of the course:

GO TO MODULE 6

Discover more about Better Cooperate! project on our website

