

MORE YEARS  
BETTER LIVES



JOINT PROGRAMMING INITIATIVE „MORE YEARS, BETTER LIVES – THE POTENTIAL AND CHALLENGES OF DEMOGRAPHIC CHANGE“

# The Joint Programming Initiative “More Years, Better Lives” The Potential and Challenges of Demographic Change



## Rationale for the Preparation of the JPI “More Years, Better Lives”

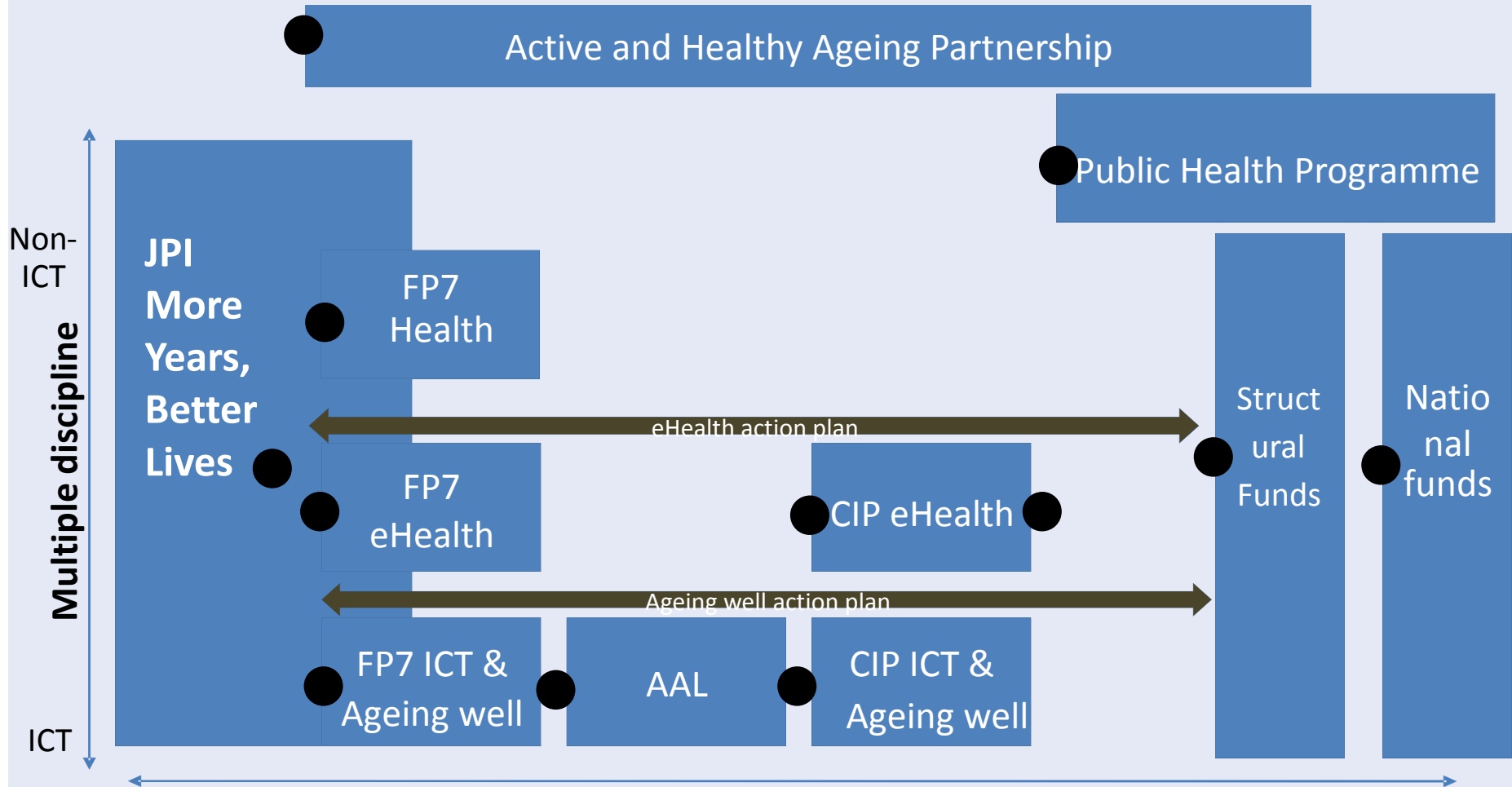
- The ageing of the European population is a thriving societal development that is not yet tackled appropriately. The lack of programme collaboration makes it difficult to address common challenges jointly.
- First European coordination efforts in (specific) sectors (e.g. ICT and Ageing) have been implemented successfully (e.g. in the Art. 185 AAL Joint Programme).
- The JPI - as a Member States driven activity - seeks to face, analyze and offer research-based possible solutions for the upcoming social and political problems, make use of the economic potentials and establish a positive, holistic vision for **“Ageing in Europe”**.

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## EU-Research Landscape on Ageing and Health



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## Countries supporting the JPI (March 2011)

### 13 Members



### 3 Observers



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## JPI „Troika“

**Dr. Bernhard Rami**

Federal Ministry of Education and Research, Germany

**Chair**

**Prof. Marja Vaarama**

National Institute for  
Health and Welfare, Finland

**Vice-Chair**

**Prof. Paolo M. Rossini**

Ministry of Health  
Ministry Research & University  
Catholic University  
Rome, Italy

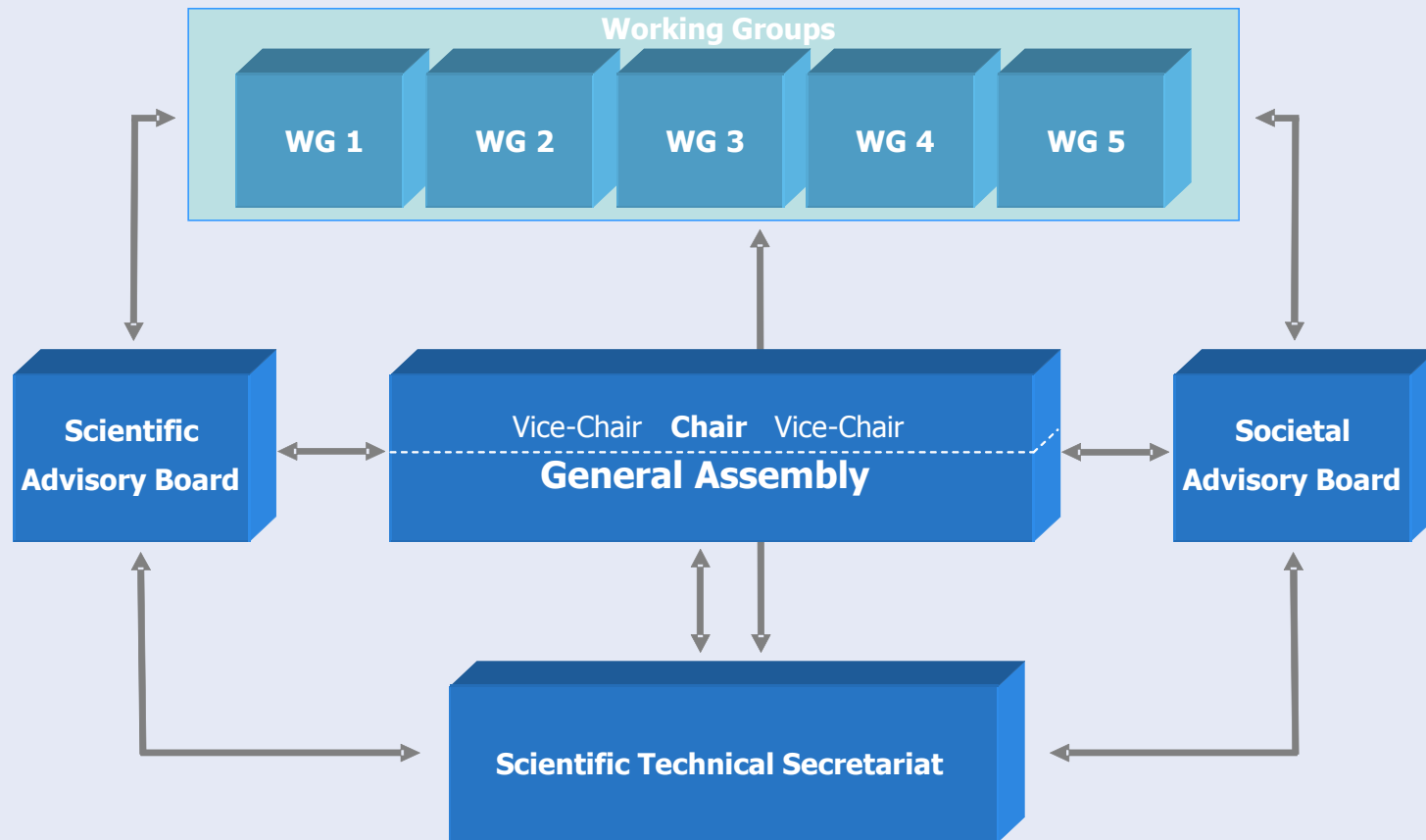
**Vice-Chair**

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## JPI Governance Model

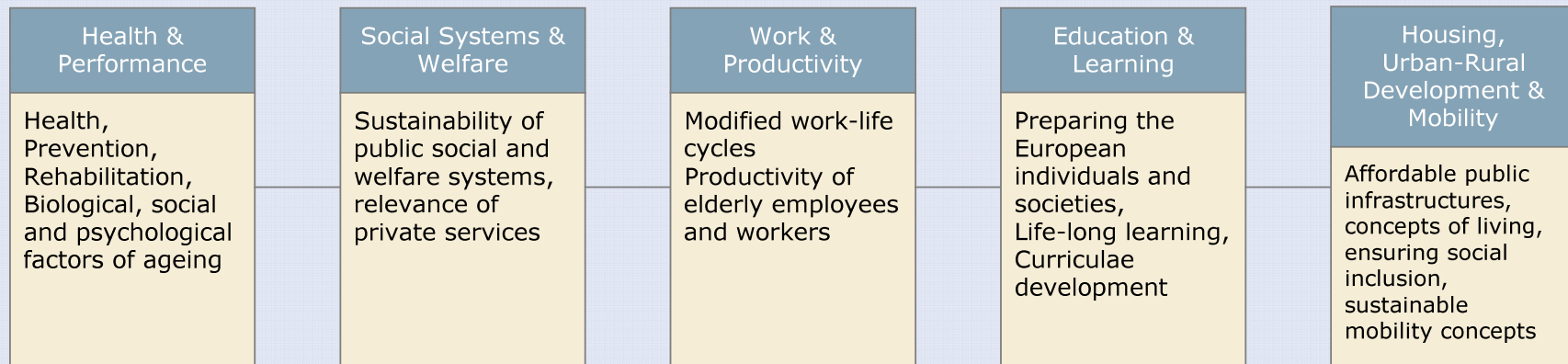


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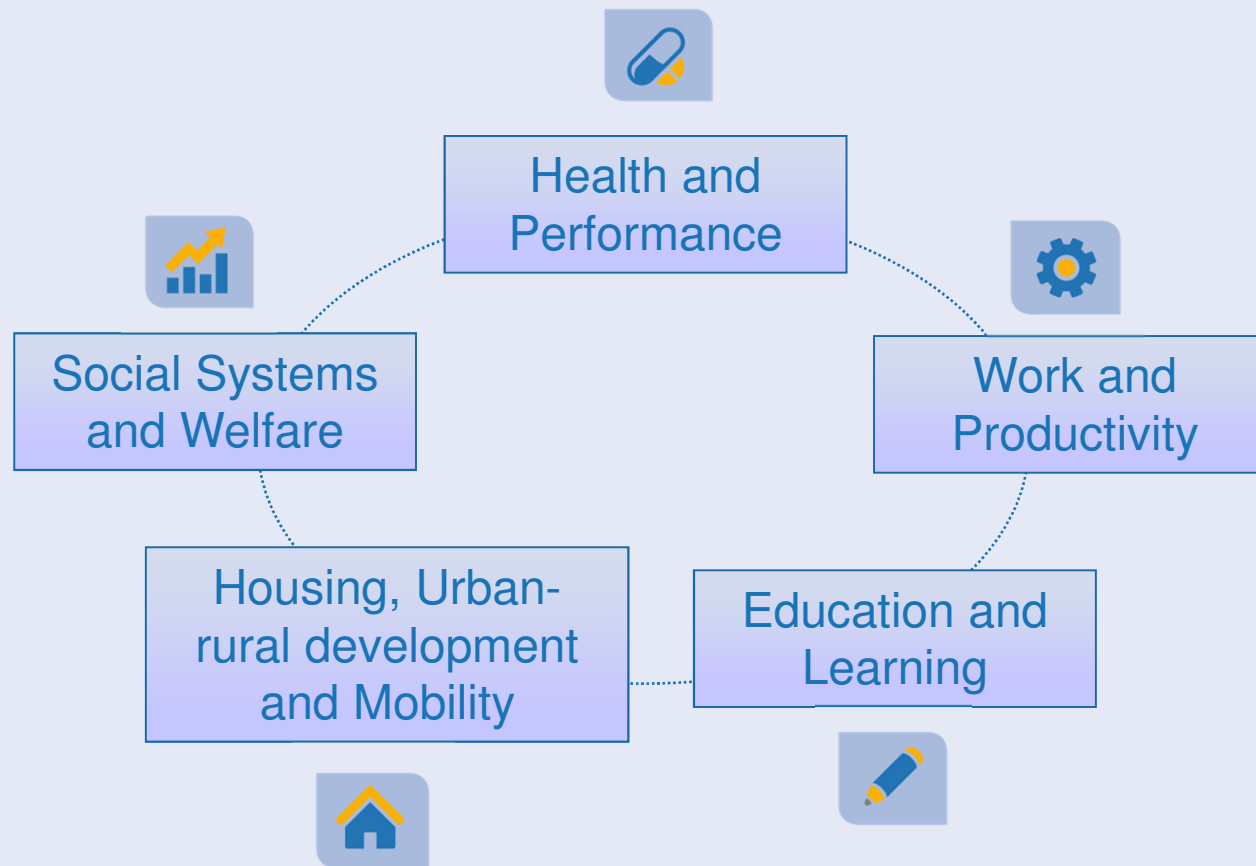
## Interdisciplinary and Holistic Approach



Interdisciplinary research in each of the research tracks and a continuous exchange between them is of utmost importance.



## Age research requires an interdisciplinary and holistic approach







## Health & Performance



The group of the oldest-old (over 85 of age) has been the most rapidly expanding segment of population in developed countries.

- An independent Life in good health
- Better understanding of healthy ageing processes
- Prevention for age-related illnesses and healthcare strategies aiming to maintain independent daily living abilities are the basis for keeping European citizens healthy and active.

Rising prevalence of diseases, chronic conditions, disability and mortality will have a fundamental effect on sustainability of modern society.



## Social Systems & Welfare



In all European societies there is a sustainability gap between the existing welfare regimes for support of individuals and social groups in need - including the support for old age - and the financing system based on the economic system and the productivity of employed people.

A new concept of social quality and socio-cultural sustainability is needed:

- How can social security for all citizens be guaranteed in the future?
- Do we need a new consensus on principles and goals in welfare production (i.e. the vision of a good life)?
- How can new organisational and institutional settings of social support and care provision contribute to a new „welfare mix“?



## Work & Productivity



The integration of older people and the use of their expertise at work is essential for future prosperity and economic stability. The relative competitiveness of older people has to be enhanced by

- Lifelong learning
- Work organisation
- Staff and wage policies
- Health prevention at work

New work-life-balance-models can offer greater flexibility for older employees.



## Education & Learning



Continuous education is essential to ensure economic and social inclusion when people are ageing.

- Learning and professional training at work and in educational contexts must be interlinked more intensively considering the capabilities and characteristics of older people
- There is a close relationship between life expectancy, well-being, cognitive functions and education level
- Serious life-long-learning turns into challenges and opportunities for individuals and the current systems of education and training



## Housing, Urban and Rural Development and Mobility



The urban population is ageing, residential conditions are being transformed rapidly, and mobility is becoming an essential reference in demographic behaviour, pushing the boundaries of urban areas.

- Home and residential environments are important places for self-determined ageing
- Social inclusion needs to be ensured both in urban and rural contexts
- Mobility encourages people to participate in social, political, and economic exchange processes

Shaping cities and spaces being friendly, healthy, supportive, accessible, safe, sustainable, etc. constitute one of the great challenges of the coming years.



## Current Activities of the JPI

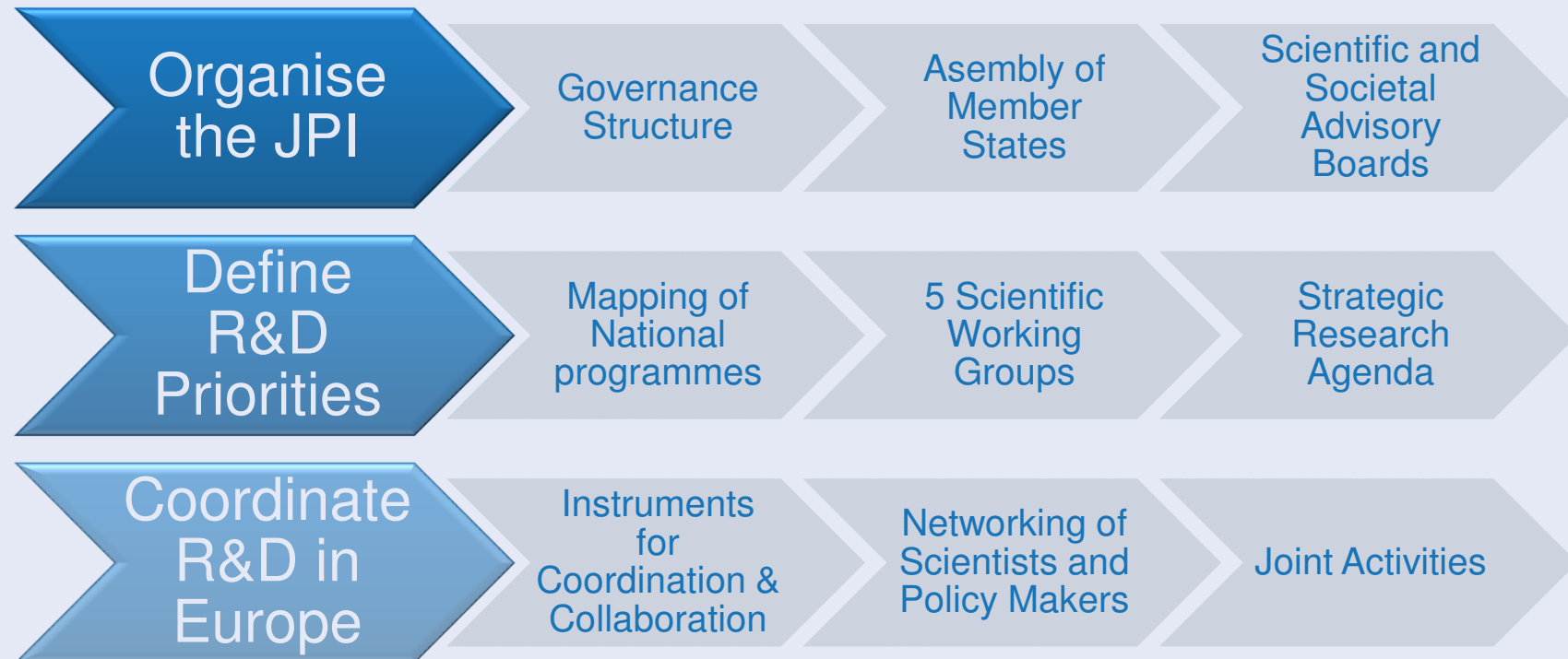
- Establishment of the **General Assembly** and the **Governance Structure**
- Approval of common **Vision Paper** of the JPI
- **Mapping of National Research Programmes**  
(see <http://www.jp-demographic.eu/profiles>)
- **Establishment of 5 Working Groups**; the preparation process resulted in a detailed database of more than 150 European top level experts in the field of Demographic Change
- Establishment of **Scientific and Societal Advisory Boards**
- **Development of future Work Plan and EU Coordination and Support Action Project Proposal** under preparation
- **2nd Council approval** to be expected for 30 September 2011

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## Activities of the JPI

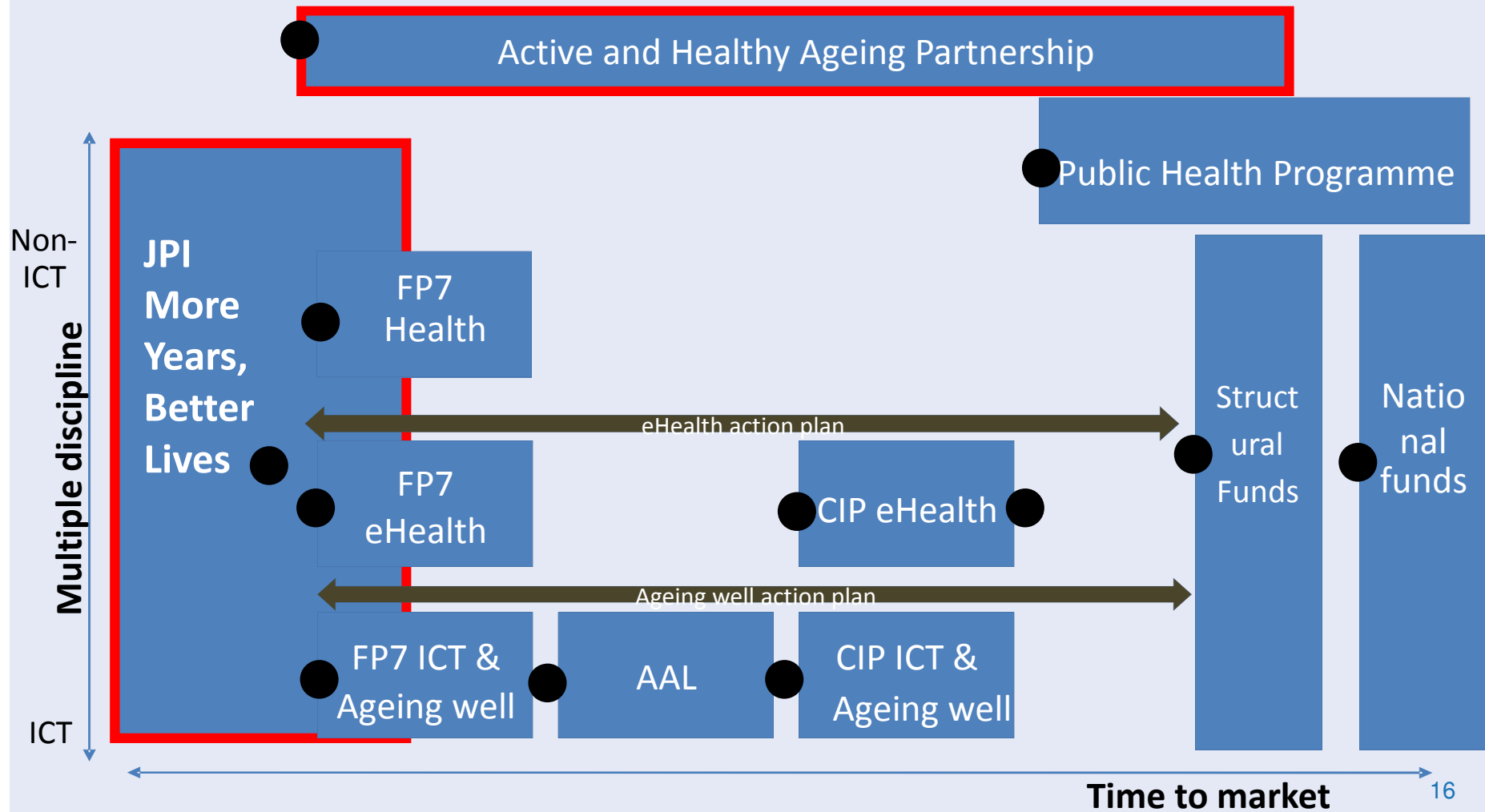


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## The Pilot Innovation Partnership on Active and Healthy Ageing







## JPI position towards the Pilot European Innovation Partnership on Active and Healthy Ageing

- The JPI MYBL welcomes the AHAIP's aim to **speed up innovation uptake in the important area of active and healthy ageing.**
- The European Innovation Partnership should **primarily address framework conditions** using **cultural, knowledge-based, regulatory and legal instruments.** This would help to reduce uncertainty of investment and R&D efforts.
- It should also address the **lack of communication and interaction** between the various stakeholders both on the public and the private side.
- By this, the AHAIP should give a strong impulse towards **uptake of new knowledge and R&D results.** The latter two are basically the outcome of the JPI MYBL.

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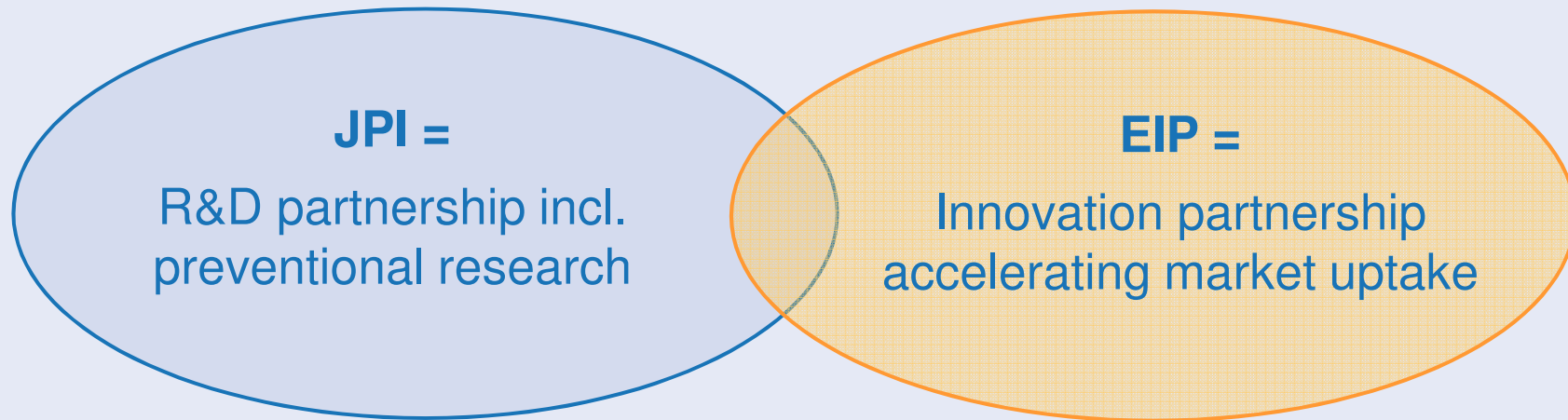
## JPI MYBL and AHAIP: Complementary approaches

A synergic dipole for knowledge flow

Basic R&D

Applied R&D

Market uptake



**Research and coordination/collaboration priorities** taken by the JPI will contribute to the broad topics that will be addressed by the EIP and *vice-versa* in a mutually interacting process.

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Homepage: <http://www.jp-demographic.eu/>

The screenshot shows the homepage layout. At the top is a navigation bar with the logo and title. Below it is a main content area with a 'Welcome' message and a map of Europe. On the left is a sidebar with a menu and a 'Vision Paper' download link. On the right is a 'Log in for members' section and a 'News' section with several articles.

**Navigation Menu:**

- Home
- Background
- Documents
- Conference
- Contact
- National R&D Programmes
- Links

**Log in for members:**

Log in Name:   
Password:   
Log in

**News:**

- European Commission's Recommendation on "More Years, Better Lives - The Potential and Challenges of Demographic Change" (Aug 10, 2011)
- ESRC (UK) has joined the ERA-AGE 2 joint call "Active and Healthy Ageing across the Life Course" (Jul 01, 2011)
- ERA-AGE Call on Active and Healthy Ageing Across the Life Course published (Jun 23, 2011)
- Steering Group on the Pilot European Innovation Partnership on Active and Healthy Ageing (May 20, 2011)

**Upcoming Events:**

- Working Group on Social Systems & Welfare (Berlin)

**Text Content:**

An Initiative of European States addressing a global megatrend

### Welcome

Joint Programming is a new approach to foster collaboration and coordination in R&D in Europe. It is a member-states driven activity. The Joint Programming Initiative (JPI) "More Years, Better Lives - The Potential and Challenges of Demographic Change" seeks to enhance coordination and collaboration between European and national research programmes related to demographic change.

Areas affected by demographic change cover a wide range of research fields and policy topics ranging from health to social welfare, education & learning, work & productivity to housing, urban & rural development and mobility. The JPI therefore follows a transnational, multi-disciplinary approach bringing together different research programmes and researchers from various disciplines in order to provide solutions for the upcoming challenges and make use of the potential of societal change in Europe.

Currently 15 European countries are participating in the JPI „More Years, Better Lives“.

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# JPI Secretariat

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