

# **(eng)aging!**

# **(ne)stárneme!**

2023 *(eng)aging!* Conference & Technology fair

## **Press Release**

June 18, 2023, Prague

**The sixth edition of the international conference on population aging called *eng(aging)!* will take place in Prague and be streamed online on June 19-20, 2023. The event will be attended by many world-renowned experts including the Deputy Director of the International Institute on Ageing at the United Nations-Malta, Rosette Farrugia-Bonello, the founder and president of On-Medio and SilverEco.org, Jérôme Pigniez, Director of the Centre for research into the older workforce and lecturer at the University of Leicester School of Business, Professor Matt Flynn, and Michal Halperin Ben Zvi, an expert on the usability, engagement and adoption of digital products and services by older adults.**

The 2023 edition of the Conference will discuss two topics: the potential of the silver economy to benefit all generations; and how to build capacity to manage crises and their impact on older persons' lives. In the context of the continuing demographic transition of our population towards aging, it is important to develop political, social, and technological innovations that support older persons to pursue healthy and active aging and to be involved as agents of positive change in all areas of societal life.

Older persons are now significant players in the economy and their role will get even bigger in upcoming years as population aging will continue. Silver economy, defined as the market that is being developed around the needs of an aging population, is becoming increasingly important and presents new business opportunities. Older persons also make a significant economic and societal contribution by staying active longer and sharing their knowledge and experience. Both their professional experience and purchasing power contribute to economic growth and development. Promoting health and activity in older age and a more age-friendly society is key to making the silver economy a potential for all generations.

Due to population aging around the world, older persons now constitute a significant proportion of those at risk during various crises. The focus of the next conference will be capacity building to manage crises and their impact on lives of older persons, effective protection of older persons and their inclusion in anti-crisis measures during pandemics, natural disasters, wars, economic crises (inflation, unemployment, energy crisis, etc.). The recent experience of the Covid-19 pandemic and the ongoing war in Ukraine shows that similar crises can seriously threaten the social security, social and health care systems and opportunities for healthy and active aging, and lead to social exclusion and loneliness, loss of employment and personal independence, risk of poverty and other negative consequences for older persons. Better preparedness to manage these crises require more decisive actions at all levels - individual, societal, including national public policies, and international cooperation, by revising the current framework of policy on aging.

Special panels with the participation of experts from the Visegrad countries (V4), Ukraine, Georgia, Moldova, and Germany will be dedicated to current demographic outlook and

promoting healthy and active aging, harnessing the potential of the silver economy for all generations, or preparedness for managing crises and their impact on the lives of older people.

There will be a practical workshop focusing on work ability and age management (in Czech). During the workshop the organizers will present the sixth "Age Management Excellence Award" to a company with an exemplary approach to age management, i.e. managing people with regard to age on the basis of the concept of work ability. Nominees in 2023 are Centrum Kašpar, Domov pro seniory Černá Hora & Zámek Břežany, Masarykova univerzita, and Městská část Praha 18.

At the Technology Fair, which is associated event of the conference, more than 12 technological products and innovations focused on older persons and their specific needs will be presented.

The conference, which takes place under the auspices of Marian Jurečka, Minister of Labour and Social Affairs, is co-organized by the [Active Aging Centre](#) and the [KEYNOTE company](#).

The partners of the conference are the [International Visegrad Fund](#), [Czech-German Future Fund](#), [JTI](#), and [Česká spořitelna](#).

The full [program](#) as well as the list of [speakers](#) can be found [here](#). Here you will find the [registration form](#).

The working language of the conference is English.

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### *About the project*

The 6th international conference is organized in the frame of the long-term (eng)aging! The project, which focuses on fostering of society-wide debate about the accelerating demographic change and population aging. The project aims to stimulate a constructive discussion about these trends and to look for ways to make use of them for the benefit of society. The 2023 edition will be held physically and will be streamed online.