

ILC-Netherlands

ILC-Netherlands (ILC-NL) is an independent movement of people who have the aim to put aging high on the social and political agenda. The goal is to activate people in thinking about active and healthy aging in an early stage by organizing debates, media attention, and sharing experiences and expertise, both nationally and internationally. ILC-NL is committed to the independence state of being of the elderly, requiring tailored conditions, skills and a good living environment. The vitality of the elderly should be promoted while vulnerability and dependency are deferred as long as possible. Also it is important to remain active as an employee, volunteer or entrepreneur without being discriminated because of age.

Projects

Innovations in housing and care schemes

ILC-NL attaches great importance to the development of new arrangements of living, care and community services based upon targeted demand, in which older users can play an active role themselves. The goal is to create an attractive and supportive environment in which elderly are able to live as long as possible in their own neighborhood. In the spring of 2009 the results of an internal preliminary study entitled 'Pioneering citizen's initiatives - Innovations in Housing and Care Schemes', was published. The aim is to develop new arrangements of residential care and services which older users an active role. This has led to the launch of the Amsterdam initiative 'City Village South': a self-organization of older people. The support of ILC-NL ends in September 2011. Due to financial contributions of the residents this project will continue as being self-supporting.

Generation to count with

Last year the Verwey-Jonker Institute has finished a project commissioned by ILC-NL to develop insights on the work of elder volunteers in maintaining an elder friendly surrounding. These results will be used as a strategic management tool that should initiate dialogue about the elderly between advocacy organizations and policymakers. With the aim to better anticipate the coming years of persistence aging. In April 2011 an expert meeting on this subject will be organized.

European age network

The Dutch Agency of the European Social Fund (hosted by the Ministry of Social Affairs) has approached ILC-NL for substantive support in the creation, control and evaluation of ESF agencies in European countries. The aim is to match the ESF investments in a better functioning labor market to demographic changes. An important part of the expenditure (75 billion per year) is used in the educational domain and social innovation. The ESF Age Network focuses on sustainable lifelong employability. The project started in 2010 and ends beginning of 2012.

Generations working together

In January 2010, ILC-NL organized in collaboration with Randstad HR Solutions, Society and Business, and Employers Forum an expert meeting on the participation of older workers. The aim now is to set up a network of leaders from the business community and trade unions, in order to integrate age management in industrial organizations. Duration: 2009-2012.

Inspiring senior citizens

Modern methods of communication and supporting technology can make a substantial contribution towards the achievement of full participation of seniors in society. ILC-NL, eSociety Institute, Seniorweb, ECP.NL and the Ministry of Economic Affairs carried out an in-depth research into the incentives, reasons and conditions for seniors to make use of

new applications. The aim is to contribute to the digital literacy and digital participation of seniors, in particular the ability of older people to take on new technology. Particular attention is given to those with low literacy and to the field of healthcare. The first result of the media campaign is that 16% of the inhabitants of the Netherlands with the age of 50 years and older are reached. We hope this campaign will succeed in promoting the use of internet for elderly to enlarge their social environment. Duration: 2009–2012.

Wage indicator 45-plus

In 2010, the previously applied on-line inquiry tool 'Wage indicator 55-plus', is developed for Dutch 45-plus employees: www.45plusloonwijzer.nl. The aim is to achieve a more permanent monitoring of developments in relation to terms and conditions of employment and working for longer in relation to age and aging employees. Duration: November 2009–November 2012.

New initiatives

The overall ambition for 2011 is to strengthen the movement of people who wish to influence their own future and for the intergenerational cooperation.

Furthermore, ILC-NL is planning the following:

- Organizing the ILL International Conference on 29 September 2011 in Leiden, the Netherlands. This year's topic will be integrated care.
- Hosting the ILC Global Alliance meeting on 30 September 2011 in Leiden, the Netherlands.
- ILC-NL wants to be one of the strategic partners in enrolling the European Year of the Elderly in the Netherlands in 2012.
- Exploration of the possibilities for a public campaign on the image of elderly (What will you do in the second part of your life?).
- Meetings with members of the lower house to discuss the social involvement of older people.
- Establish an expert network on care.
- Organizing expert meetings, for example on pension developments.
- Increasing our partnerships network in areas such as employment, income, housing and health care.

Partnership

ILC-NL has initiated partnerships with the Leyden Academy on Ageing and Vitality: a pioneer organization who educates master students and managers to improve the quality of life of older people, *Geron*: a journal on aging and society, Vereniging Het Zonnehuis: an organization who tries to increase the knowledge for better institutional care and Rode Kruisvereniging West-Brabant: a regional association for care close to home.

Furthermore, cooperation also took place with Vereniging Aegon, Concert Communication, Fund RCOAK, Fund Sluyterman van Loo, Stichting Instituut Gak and ZonMw.

Organization

The general board exists of:

- Mr. J.H. Schraven, president
- Prof. dr. M.G. Boekholdt, vice-president and secretary
- Ir. M.C. van Veen, treasurer
- Prof. dr. J.T. Allegro
- Prof. dr. W. Arts
- Drs. H. Bakkerode
- Drs. A.C.M. Breij
- Drs. T. van den Klinkenberg
- H. Muller
- Drs. A. Noordhof

- Prof. dr. B.M.S. van Praag
- W. Sandberg
- H.J. van Tilborg
- Prof. dr. R.G.J. Westendorp
- Mw. drs. H.J.T. Willemse
- A.H.M. Wouters

The management team exists of:

- Ir. M.A.E. van der Waal, director
- Y.J. Koemans, office assistant
- F.H. Fiechter, project coordinator
- J.M.M. de Gruijter, communications officer

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