



Activity report ILC the Netherlands

August 2011

Work in motion

The central mission and objective of ILC the Netherlands (ILC NL) is to improve the capabilities of aging citizens to continue to be involved and productive in their work, family, immediate environment and in society. ILC NL emphasizes the importance of participation for the continuity of economic and social life. The focus of ILC NL's work is very much on older members of society (employees, volunteers and consumers), people who form an integral part of a multigenerational society.

Through brochures, expert meetings, media publications, newsletters, participation in national meetings, public appearances and the website www.ilczorgvoorlater.nl the organization provides a useful contribution to public debate on issues of employment, retirement, social commitment and health care.

Organization

After the foundation of ILC NL, it has gradually changed from a network into a project organization. At this moment ILC NL has the intention to go back to its original roots. Therefore a new structure for successful leadership is needed. The board has initiated three special interest groups (SIGs), with each a set of goals.

General board

- Mr. J.H. Schraven, president
- Prof. dr. M.G. Boekholdt, vice-president and secretary
- A.H.M. Wouters, president-elect
- Ir. M.C. van Veen, treasurer
- Prof. dr. J.T. Allegro
- Drs. A.C.M. Breij
- Drs. H. Bakkerode
- 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

Special interest groups

- Awareness, information and communication: Drs. H. Bakkerode, W. Sandberg
- Employment, income and participation: Ir. M.C. van Veen, H. Muller
- Housing, care and welfare: Prof. dr. J.T. Allegro, Prof. dr. M.G. Boekholdt

Management team

- 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

Contact information

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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, 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, Communication Concert, Fund RCOAK, Fund Sluyterman van Loo, Geron, Stichting Instituut Gak, Vilans and ZonMw.



Activities per SIG

Awareness, information and communication

- 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, the 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. Duration: 2009–2012.
- Involvement in the Netherlands in the European Year of the Elderly in 2012.
- Exploration of the possibilities for a public campaign on the image of elderly (What will you do in second life?).

Employment, income and participation

- 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. Duration: 2009-2011.
- 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.

- 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.

Housing, care and welfare

- The new health care professional: In the intramural care there seems to be a need for a "new health care professional", which is the connection between welfare, care, prevention and housing. To determine the direction of this development ILC NL, Vereniging Het Zonnehuis and Rode Kruisvereniging West-Brabant organized an expert meeting on this theme in March 2011. After this successful meeting, which attracted representatives from authorities, professional associations, education, health insurers, care providers and care recipients, ILC NL is currently exploring possible continuing initiatives.
- Innovations in housing and care schemes: ILC NL attaches great importance to the development of new arrangements of living, care and community service based upon targeted demand, in which older users can play an active role themselves. In the spring of 2009 the results of our study 'Pioneering citizen's initiatives - Innovations in Housing and Care Schemes' were published. This has led to the launch of the Amsterdam initiative 'StadsdorpZuid' (a village project of older people). Duration: October 2008-September 2012.
- Establish an expert network on care.



Other activities

- Conference on Integrated Care for Frail Older People: On Thursday September 29th 2011 ILC NL is the host for the annual ILC conference and the second ILC Robert Butler Memorial Lecture. This lecture is in memory of the in 2010 deceased Dr. Robert Butler, a geriatrics guru, Pulitzer Prize winner and founder of ILC Global Alliance.
The theme for the conference is integrated care for frail older people. There is a worldwide awareness that care and support should be improved and adjusted to the needs of frail older people. During the conference, innovative solutions from an international perspective are presented and discussed. The conference is organized in cooperation with the Dutch National Care for the Elderly Program (ZonMw-NPO), the knowledge centre for long-term care (Vilans) and Leyden Academy on Vitality and Ageing.
- Meet & greet with Global Coalition on Aging: The Global Coalition on Aging announced its launch in January 2011 as a pioneering new initiative to raise awareness and address the social and economic impact of global population aging. ILC NL has initiated a meet & greet between ILC Global Alliance and the Global Coalition on Ageing to explore possible collaboration.

Future activities

- Strengthen the movement of people who wish to fight for their own future and for the intergenerational cooperation.
- Meet with members of the lower house and discuss the social involvement of older people.
- Increasing our partnerships network in areas such as employment, income, housing and health care.