



Newsletter September 2019

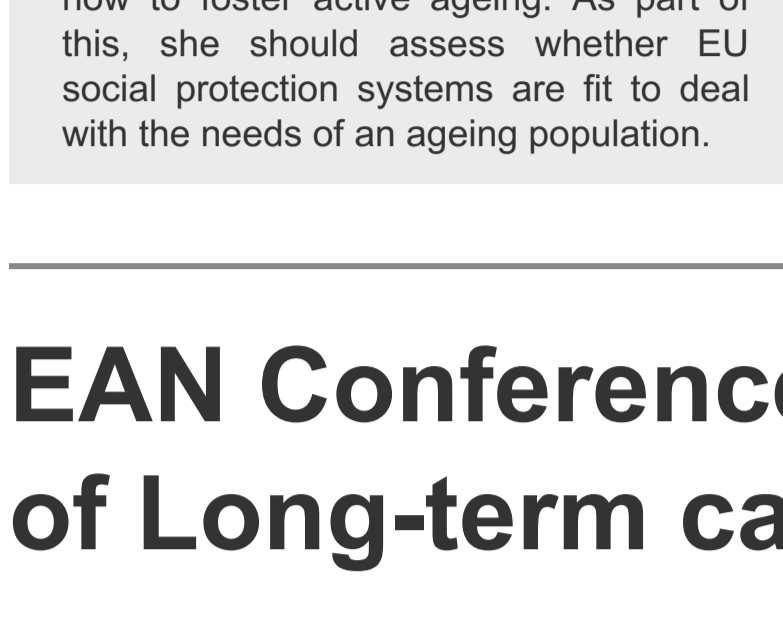
First-ever EU Commissioner for demography and ageing

For the first time ever, the European Commission will have a Vice-President in charge of the Commission for Democracy and Demography. Dubravka Šuica, from Croatia, will lead the Commission's work on ensuring that Europe understands and responds to demographic change. Part of her task will be the delivering of a Green Paper on ageing looking at the long-term impacts of ageing.

Croatia's EU Commissioner-designate, Dubravka Šuica, has been named Vice-President of the Commission for Democracy and Demography. For the first time in EU history, a portfolio commissioner has a demographic theme that is also included in the EU Council Strategic Plan for 2019 - 2024 as one of the key issues for the 14 Member States experiencing a negative natural increase. Šuica will lead the Commission's work on responding to challenges and making the most of the opportunities brought by demographic change. Her task will be to look at how the European Commission can do more to support different groups affected those trying to reconcile work and family, the EU ageing workforce and the European rural and urban areas.

Future of Europe

Dubravka Šuica will be responsible also for a key project called the Conference on the Future of Europe. This Conference, being inclusive, will listen to the views of European citizens, European countries and institutions, academia, civil society, the media, everyone who wants to participate on how a European project can be closer to citizens and how it can be more functional, purposeful and useful.



Dubravka Šuica was a member of Croatian parliament for three mandates, from 2001 to 2011. As of 2004 she was chosen five times consecutively as the vice-president of the Council of Europe Congress of Local and Regional Authorities. In 2012 she was chosen as the vice-president of the Women of the European People's Party. She was elected as a member of European Parliament three times

In the European Parliament she held the position of Vice-president of the Committee for Foreign Affairs and the Delegation for Relations with Bosnia and Herzegovina and Kosovo. As of June this year she has been the vice-president of the European People's Party Club of Representatives, the biggest political group in the European assembly.

New Green paper on Ageing

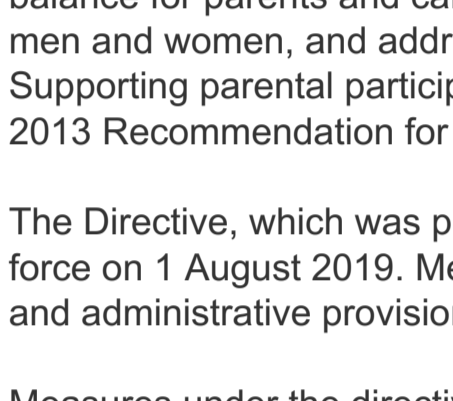
One of the most important missions for Commissioner Dubravka Šuica will be to present a Green paper on Ageing. Green Papers are documents published by the European Commission to stimulate discussion on given topics at European level. Šuica should present a Green Paper on ageing, launching a wide debate on long-term impacts, notably on care and pensions, and on how to foster active ageing. As part of this, she should assess whether EU social protection systems are fit to deal with the needs of an ageing population.

EP hearing on 3 October

The hearing of the candidate-Commissioner Dubravka Šuica is planned for Thursday 3 October. At the hearing, MEPs will assess the candidature, mission and future policy initiatives of the nominated Commissioners. After the hearing by the Committee on Constitutional Affairs (AFCO) of the European Parliament, the committee prepares an evaluation letter on the candidate. Parliament is expected to vote on the new Commission as a whole on 23 October.

EAN Conference on the future of Long-term care in the EU

LONG-TERM CARE 2030



The European Ageing Network (EAN) is organising a conference on 22 November about the future of long-term care in Europe. The conference will be the occasion to present the EAN LTC 2030 vision, which was drafted by a dedicated EAN working group. Together with the European Commission and stakeholders in elderly care, EAN will discuss policy implications and formulate recommendations for the new European Commission and new members of Parliament.

The EAN LTC 2030 conference will take place on 22 November 2019 at Science14 in Brussels. A more detailed agenda can be found [here](#). Registrations are [already open](#) and updated information about the conference, the agenda and speakers can be found [here](#).

EAN starts mal-nutrition working group

To minimize malnutrition in older people in care settings, EAN has started a new working group to create an EU labeling, accreditation and awarding system for good nutritional and hospitality policies for older persons, that focuses on good quality, adapted quantity, prevention of waste and good feeding experiences.

When a person is not getting enough food or not getting the right sort of food, malnutrition is just around the corner. Especially older persons are vulnerable to malnutrition. They lack the force to eat or just have no appetite to eat. Also, the environment can greatly impact food preferences of older persons who have limited mobility and rely on others for food shopping and preparation. As a consequence, a lot of food wastage is avoidable if meal, atmosphere and service are adapted to the needs of the older persons. Malnutrition has the full attention of EAN members. They promote well-nutrition and adapt their services to provide the best circumstances to eat well.

Guiding principles and toolkit

The aim of the working group is to create guidelines about nutrition care in social services facilities for elderly and to provide a practical toolkit for elderly care organisations and its management. The guidelines should content key principles, procedures and processes, good practices examples and solutions. The guidelines should be disseminated to social services providers in Europe and fit into the work currently underway in the frameworks of the Optimal Nutritional Care for All-campaigns and the European Nutrition for Health Alliance, of which EAN is a member. The working group will be composed of EAN-members, the European Federation of the Associations of Dietitians (EFAD), DSM and other stakeholders.

EU Work-life Balance Directive enters into force

The Work-life Balance Directive, which aims to improve families' access to family leave and flexible work arrangements, has entered into European Union law and must now be adopted by Member States.

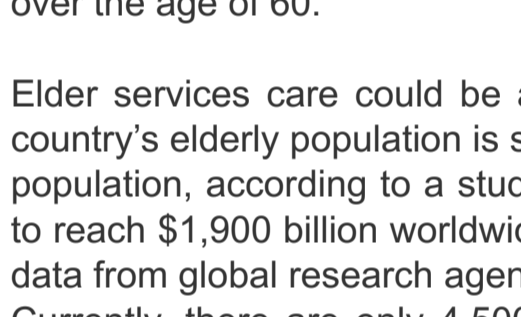
The Work-life Balance Directive introduces a set of legislative actions designed to modernise the existing EU legal and policy frameworks, with the aims of better supporting a work-life balance for parents and carers, encouraging a more equal sharing of parental leave between men and women, and addressing women's underrepresentation in the labour market. Supporting parental participation in the labour market is also one of the key pillars of the 2013 Recommendation for Investing in Children.

The Directive, which was passed by the European Parliament in April 2019, entered into force on 1 August 2019. Member States now have three years to adopt the laws, regulations and administrative provisions necessary to comply with the Directive.

Measures under the directive include:

- The introduction of paternity leave: under the directive, fathers must be able to take at least 10 working days of paternity leave around the time of birth of their child, compensated at least at the level of sick pay.
- Ensuring that two out of the four months of parental leave are non-transferable between parents and compensated at a level that is determined by the Member State.
- The introduction of carers' leave: workers providing personal care or support to a relative will be entitled to five days of leave per year.
- Extending the right to request flexible working arrangements to carers and working parents of children up to eight years old.

OSHA to start campaign to tackle MSD



The European Agency for Safety and Health at Work will focus on the prevention of work-related musculoskeletal disorders (MSDs) in its new 2020-2022 campaign. Musculoskeletal disorders are one of the most common work-related ailments, especially in the health and elderly care sectors.

MSDs continue to be one of the most prevalent type of work-related health problem in Europe. Posture-related risks, exposure to repetitive movements or to tiring or painful positions, carrying or moving heavy loads — all of these very common workplace risk factors can cause MSDs. Given how widespread work-related MSDs are, it's clear that more needs to be done to raise awareness of how they can be prevented.

The campaign takes a comprehensive view of the causes of this persistent problem. It aims to disseminate high-quality information on the subject, encourage an integrated approach to managing the problem, and offer practical tools and solutions that can help at workplace level.

Throughout Europe they affect millions of workers and cost employers billions of euros. Tackling MSDs helps improve the lives of workers, but it also makes good business sense. Musculoskeletal disorders usually affect the back, neck, shoulders and upper limbs, but lower limbs can also be affected. They cover any damage or disorder of the joints or other tissues. Health problems range from minor aches and pains to more serious medical conditions requiring time off or medical treatment. In more chronic cases, they can even lead to disability and the need to give up work. The two main groups of MSDs are back pain/injuries and work-related upper limb disorders (commonly known as 'repetitive strain injuries').

EAN-position paper

In 2018, EAN published its position paper on MSDs. "Fostering health workforce employability by tackling MSDs". EAN called to foster the employability of elderly care workers and to promote the implementation and adherence to existing regulations, norms and standards for healthy workplaces. Prevention of MSDs in elderly care sectors could be fostered by making existing standards more transparent or better known: staffing norms may not be known or adhered to. Secondly, inefficient organisation, prohibitive costs, inadequate skills, and insufficient time prevent supervisors from providing supportive supervision to staff. And thirdly, good working conditions (adequate supplies, updated and available equipment) is the most obvious preventive measurement.

Hotel-booking startup Oyo may step into assisted-living communities, or retirement homes, for senior citizens in the future

The SoftBank-backed hospitality chain, valued at around \$5 billion during its last round of equity financing, may venture into the space through its New Real Estate Businesses arm, which includes Oyo Life, a co-living vertical targeted at millennials and young professionals. "Assisted living for senior citizens could be a natural extension for our business," said CEO of Oyo's New Real Estate Businesses, Rohit Kapoor, who joined the startup in November. He also serves as director on Antara Senior Living, a Max India Group initiative that focuses on people over the age of 60.

Elderly services care could be a potentially lucrative space for interested players in India. The country's elderly population is set to touch 300 million by 2050, accounting for 18% of the overall population, according to a study by CII. In comparison, elder care services market is estimated to reach \$1,900 billion worldwide by 2026, growing annually at 8.5% during the period, revealed data from global research agency Persistence.

Currently, there are only 4,500 senior living units available in the domestic market with more than 2,000 units under various stages of production, according to data from real estate services company Anarock. Some of the players in the market include Covai-Care, Brigade Orchards' Parkside Homes in Bengaluru and the Golden Estate in Faridabad. "They will need to create the industry similar to how they are standardising co-living spaces. The market existed in an unorganised way and Oyo has been able to shape it up and brand it through Oyo Life," said chairman of Anarock Property Consultants, Anuj Puri (Source: Times of India)

EAN General Assembly 23 October 2019



EAN members are wholeheartedly invited to participate in the General Assembly to be held on 23 October 2019 in Matera, Italy. The GA will discuss important issues, e.g. the change of the EAN bylaws, financial overview, EAN congresses, new working groups and EU projects and matters.

The General Assembly meeting will take place on 23 October 2019, from 11h to 14h at the Palazzo Viceconte, Via S. Potito, 7 in Matera (IT). EAN members are requested to register their participation via [this link](#). They are also invited to participate in the conference that is organised by the Italian EAN member ANSDIPP (see below).

ANSDIPP announces Matera conference



EAN member ANSDIPP, the Italian association of managers in the social and health care sector, has announced the Matera conference, themed "Evolution of personal care models and health and social care integration in the third millennium: scenarios, prospects, sustainability and uncertainties". The conference will be organised 23-25 October in Matera, Italy.

With high level speakers from all over the world, the three-day conference will provide expert insights in the developments and best-practices in modern elderly care. More information about the Matera conference can be found [here](#). The conference leaflet can be downloaded [here](#).

EAN Meetings

EAN will organise its Board and General Assembly meetings along the ANSDIPP conference in Matera. The Board will meet on 22 in the afternoon and 23 October in the morning. The General Assembly is planned for 23 October between 11h and 14h. EAN members will receive a more detailed program, soon.

EAN enters partnership with AgeingFit



Come and meet us during AgeingFit on January 28th and 29th, 2020 in Nice! (FR). AgeingFit is the leading European event dedicated to innovation in the Healthy Ageing sector.

For its 4th edition, AgeingFit will gather healthy ageing companies, service providers, accommodation and care facilities, private and public research institutes, specialised associations and clusters, investors, health insurance providers, legislators and institutions. The aim of the event is to foster business, research and financial partnerships with the objective to launch innovative products and services to the senior market. AgeingFit features conferences and roundtable discussions that address cross-cutting challenges in the sector and highlight growing segments of the economy. During innovation presentations, selected organisations will present their innovative projects in the 50+ market. The exhibition area will enable participants to build a qualified network, highlight their skills and enhance their visibility.

More information can be found via the [AgeingFit website](#) and registrations for the event can be done [here](#). EAN-members can benefit from a discount rate (to be requested via the EAN Secretariat).

Upcoming conferences and meetings

October 2019

- 23 Oct EAN General Meeting and Board (Matera, IT)
- 23-24-25 Oct Matera Conference (Matera, IT)
- 23-25 Oct 29th Alzheimer Europe Conference Making valuable connections (The Hague, NL)

November 2019

- 18-19 November 2019 Conference of the Optimal Nutritional Care for All-campaign (ONCA) (Cambridge, UK)
- 20-21 Nov Quality Social Services: a Key to Implement the European Pillar of Social Rights (Brussels, BE)
- 21 Nov EAN Board meeting
- 22 Nov EAN LTC2030 Conference (Brussels, BE)
- 28-29 Nov ECREAS Masterclass Quality (Maribor, SL)

January 2020

- 28-29 Jan AgeingFit, the leading European event dedicated to innovation in the Healthy Ageing sector (Nice, FR)

Sponsors of the European Ageing Network



European Ageing Network (EAN)

The European Ageing Network (EAN) is the new association of the European Association of Homes and Services for the Ageing (EAHSA) and the international umbrella organisation representing national associations for directors and providers of long-term care services in Europe. The European Ageing Network groups more than 10,000 care providers, is present in 28 European countries, and is servicing millions of older people in Europe.

EAN is registered in Luxembourg, has its Secretariat in Prague and a branch office in Brussels. For more information, or for a membership application, contact info@ean-care.

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