Resilience in a time of crisis

The International Longevity Centre-Brazil (ILC-Brazil) experienced a turbulent year as a reflection of the on-going economic and political crisis in Brazil. At the beginning of 2016, the organization faced a sudden and dramatic reduction in the financial and logistical support that it had received from the Rio de Janeiro State Government since its foundation. A rapid reconfiguration was required. Thankfully, ILC-Brazil has been able to secure new sources of funding, largely through partnerships with the private sector. We are particularly grateful to receive the financial support of Arminio Fraga, founder of Gavea Investimentos. Additionally, the Centre now has a new office within the State University of Rio de Janeiro. We were pleased to welcome Professor Renato Veras (UERJ, UNATI) and Ligia Py, a renowned psychologist and gerontologist to the ILC-Brazil Board and Sergio Werther Duque Estrada (financial consultant) as Strategic Adviser in 2016. Our new board of directors is the following:

- Alexandre Kalache, President
- Egídio Dórea, Director of Institutional Development
- Elisa Monteiro, Administrative Director
- Ina Voelcker, Technical Director

Major Events

4th International Longevity Forum (Rio)

ILC-Brazil held the fourth in its series of annual International Longevity Forums in October 2016. The theme of this year’s event was the role of design and technology in the context of ageing populations. Over thirty international and national speakers from deliberately diverse fields - ranging from philosophy, design, informatics and architecture to healthcare, social work, media and tourism, were convened. There was an overall participation of several hundred people. It included representatives from such bodies as the Bureau of European Design Associations (BEDA), the World Health Organization (WHO), the Holland Innovation Network and the New York-based Older Adults Technology Service (OATS). As in previous years, the Brazilian insurance company, Bradesco Seguros, was the principal sponsor. They were joined by
Galderma, the Dutch Consulate and other institutional partners (SBGG, UnATi/UERJ and the ILC Global Alliance).

Following the Forum, ILC-Brazil partnered with a smaller working group of designers to produce a white paper entitled “Toward Age-Friendly Design”. The document draws on the contributions made by the experts during the Forum and subsequent discussions among the team. Two core components of the Active Ageing Policy Framework inform and guide the paper – the protagonism of older adults and the adoption of a comprehensive life-course perspective. It also engages with the systemic changes brought about by the so-called Fourth Industrial Revolution. The hope is to prompt younger professionals in the design and technology arenas to reflect on their own ageing and to find inspiration in the opportunities presented to everyone by age neutral or age-friendly design – i.e. design that is friendly to all ages. Secondly, it is anticipated that this document will act as a license for older adults to reassess their relationship to design and to assert their role in the design process.

This tangible product of the 2016 International Longevity Forum is intended to guide researchers, entrepreneurs and service/product developers from both the private and public sectors, as well as the general public. Its guiding principal is that all services, products, environments and communications must evolve within the context of a genuine dialogue with all ultimate users, including older adults.

Further information:

- To access the full programme click here.
- An edited videotape of the main presentations will be available from the ILC-Brazil website soon.
- “Toward Age-Friendly Design” will be available from the ILC-Brazil website soon.
Projects

Age-friendly Cities in Brazil

ILC-Brazil has developed a public/private Age-friendly Cities model specifically tailored to the Brazilian context and is now operationalizing it in different locations throughout the country. Fundamental to it, is federal government legislation that offers companies and individuals the opportunity to transfer a specified percentage of their income tax to a fund for older persons that is administered by the Council of Older Persons. The initial project is financed by CPFL Energia SA., one of the largest energy providers in Brazil. In partnership with its funders, ILC-Brazil has formulated resource materials (a folder and a video) for national dissemination to municipal governments, private businesses and the Councils of Older Persons in order to show a clear pathway toward the implementation of age-friendly design in Brazilian urban settings.

The orientation provided by the ILC-Brazil team led to the southern Brazilian city of Veranopolis to launch its Age-friendly Action Plan in 2016 and to formally join the Global Age-friendly Cities and Communities Network of the World Health Organization. The initiative received considerable media coverage – most notably in Folha de Sao Paulo, the foremost opinion-forming newspaper in the country, and CBN, the national public radio. The project was also officially initiated in the municipality of Jaguariuna in the State of Sao Paulo in 2016 and the preparatory research is currently being undertaken. ILC-Brazil is working with the Councils of a number of municipalities - three of which received funding for the implementation of the project from January onwards.

Supporting caregivers

ILC-Brazil has developed specific methodologies designed to enhance resilience among care-givers and is awaiting funding clearance. Discussions are underway with both national and international agencies to take matters further.
**Age-friendly Tourism**

ILC-Brazil has embarked on an Age-friendly tourism initiative in Brazil. Two test project locations have been identified. The first is Gramado, a German/Italian-settled tourist town on the scenic route known as “Rota Romantica” in the southern State of Rio Grande do Sul. Here, the initiative was launched in 2016 and data collection will commence in 2017. Funding for the project has come from the energy supply company CPFL. The second identified site is Armação de Búzios, a beach-side resort town in the State of Rio de Janeiro. In October, members of the ILC-Brazil team, joined by Elena Barrio of the Matia Foundation (Spain) and Thomas Kamber of OATS (USA) met with hotel operators, local politicians and representatives of the Lions Club Association and other civic organisations. ILC-Brazil is particularly appreciative of its collaboration with the Matia Foundation that has developed particular expertise in the area of age-friendly tourism in the Basque region of Spain. It is hoped that age-friendly tourism may help to offset post-Olympic and economic crisis declines in tourist numbers.

**Dissemination**

**Seminar Series**

The rolling program of public seminars convened by ILC-Brazil (ten per year) was temporarily suspended in 2016 but support has now been secured for the 2017 season. A new approach has been adopted. The seminars will now take place in both Rio de Janeiro and Sao Paulo, from central city venues (Livraria da Cultura) with a capacity for a larger number of attendees. The expectation is that the new format will enable ILC-Brazil to extend its reach to entirely new audiences.

**Launch of the Spanish translation of ILC-Brazil’s Active Ageing Policy Framework**

The Spanish language translation of the 100 page ILC-Brazil publication “Active Ageing: A Policy Framework in Response to the Longevity Revolution” was launched in May 2016 at the Andalusian School of Public Health (EASP) in Granada, Spain. The English and Portuguese versions were published in 2015. The Spanish translation was undertaken by Mónica Roque (Government of Argentina), Mayte Sancho (Fundación Matía, Spain) and Victoria Vargas and Giulia Fernández (Escuela Andaluza de Salud Publica (EASP)). The President of the Province of Granada (Diputación de Granada), José Entrena; the Director of EASP, Joan Carlos March and ILC-Brazil President, Alexandre Kalache presented at the launch and gave detail to Granada’s expansion of its work on age-friendly municipalities.
Radio Broadcast
ILC-Brazil's President Alexandre Kalache continued to address ageing issues in the thirty minute radio broadcasts on the Brazilian national radio station CBN during 2016. With his co-hosts Mara Luquet and Mariza Tavares and invited guests, he has brought different aspects of ageing to the Saturday 9.30am audience every week throughout the year.

Media
ILC-Brazil has received considerable media attention throughout 2016. Although mostly through Brazilian outlets, there has been (either television, radio, newspaper, magazine or on-line) coverage in Australia, Spain, Portugal, Argentina, New Zealand and the UK throughout 2016. (See media section below for more details)

Advocacy
ILC-Brazil has campaigned on multiple platforms throughout 2016 principally in the following areas: age-friendly cities and environments, active ageing as an holistic policy framework, the evolution of a culture of care, the human rights of older persons, and older persons in the context of the UN Sustainable Development Goals, the UN Open-ended Working Group (OEWG) and Habitat III.

Selected Collaborations/ Partnerships & Activities in 2016

World Economic Forum (WEF) Council on Human Enhancement
The ILC-Brazil President Alexandre Kalache has been an active board member of the WEF Global Agenda Council on Ageing since 2009. In 2016, he was additionally appointed to the newly created WEF Global Future Council on Human Enhancement and the first council assembly took place in Dubai in November. The purpose of the Council is to deepen the human and technological insights into the drivers of the Fourth
Industrial Revolution, to anticipate the impact on systems and global leadership roles and to prepare the ground for the WEF Davos meeting.

**United Kingdom**

**Oxford University Emerging Markets Symposium**

Alexandre Kalache has been closely involved in the Emerging Markets Symposium (EMS) at Green Templeton College, Oxford University since 2015. He was appointed to the EMS Board in 2016. The Symposium is an acknowledgement of the reality that, with more than 50% of the world’s population and roughly half of the global economy, emerging markets are powerful actors in the 21st century. The 2016 focus was “Young People and the Future of Emerging Markets”. A strong life-course emphasis for all discussions about sustainable economic growth, political stability and social cohesion in emerging markets was stressed.

Download the 2016 EMS Report [here](#).

**King’s College, London**

Alexandre Kalache delivered the keynote presentation at the inauguration of the Global Ageing Centre at King’s College, London in May 2016. He spoke about the concept of active ageing and provided key policy recommendations in response to the global longevity revolution. The aim of the new Centre for Global Ageing is to increase the understanding of issues facing ageing global societies in three critical areas: medical innovations for chronic diseases, family and community change and transformations in work and retirement.

**Annual meeting of UK Associated Retirement Community Operators (ARCO)**

In London in July, Kalache delivered the keynote presentation at the inaugural conference of the Associated Retirement Community Operators (ARCO) entitled “What Next? Shaping the Future of Retirement Communities in the UK”. Over 300 delegates and exhibitors attended. Included were senior executives of extra care housing and private retirement communities, public sector stakeholders and
suppliers/investors with an interest in this growing sector. ILC-UK President and fellow ILC-GA Co-President, Baroness Sally Greengross, as ARCO’s newly announced patron, presented the welcome address.

**Australia**

**Age-friendly Queensland – launch of state-wide age-friendly strategy**

ILC-Brazil has been assisting the State Government of Queensland, Australia to develop its ageing strategy over the past three years and ILC-BR President Alexandre Kalache was a special guest at the official launch of the state-wide age-friendly strategy in state capital Brisbane in April 2016. The work in Queensland follows a strong input into developing the Action Plan for the State Government of South Australia, where Kalache has had an on-going role since 2011. The upcoming Queensland implementation plan will outline the actions for all the relevant agencies in each of the eight domains prescribed in the World Health Organization’s Age-friendly Cities (2007) model. The launch follows an extensive consultation process with older persons and others that incorporated both group and postal discussions and over nine thousand online responses, in accordance with the “bottom-up” approach to policy development.

Access the document here: [The Queensland Age-Friendly Community Strategic Direction Statement](http://sahealth.sa.gov.au/wps/wcm/connect/64ac2c004169d0e0aa1def67a94f09f9/13105-+SA+Vision+for+Ageing%28V7%29WebSBlank.pdf?MOD=AJPERES&CACHEID=64ac2c004169d0e0aa1def67a94f09f9")

Also read what the Government of South Australia has done towards the development of age-friendly communities: [Prosperity](http://sahealth.sa.gov.au/wps/wcm/connect/64ac2c004169d0e0aa1def67a94f09f9/13105-+SA+Vision+for+Ageing%28V7%29WebSBlank.pdf?MOD=AJPERES&CACHEID=64ac2c004169d0e0aa1def67a94f09f9")

**Launch of MOU between Helping Hand and University of South Australia**

In Adelaide, Australia in September, ILC-BR President Alexandre Kalache gave the key note at the launch of the partnership between the not-for-profit organisation [Helping Hand](http://unisa.edu.au/EnterprisingPartnerships/events/helpinghand/) and the University of South Australia.

Kalache spoke on the subject of “Wellbeing meets the Longevity Revolution” at the 5th Australian Positive Psychology and Wellbeing Conference in Adelaide in September. The conference was organized by the Wellbeing and Resilience Centre of the South Australian Health and Medical Research Institute (SAHMRI).

Joint meeting with Deloitte & Office of the Premier of South Australia

The ILC-Brazil President met with consultants from Deloitte and officers from the South Australian Premier’s Office in Adelaide in September 2016 to discuss moving forward on the Ageing Well International Conference that is being planned to take place in that City in 2017. Hosting a major international conference on ageing in Adelaide was a key recommendation of Kalache’s 2013 Report to the SA Premier. Kalache is a member of the planning committee for the Conference that will take place in September 2017. It will have a strong business focus.

Australian Network of Age-friendly Cities and Communities

Alexandre Kalache provided the keynote presentation at the inaugural assembly of the Australian Network of Age-friendly Cities and Communities in Adelaide in September 2016. The event was jointly sponsored by the City of Unley and the University of South Australia. There were representatives from 17 age-friendly cities and communities from the States of Victoria, Western Australia, Queensland and South Australia. A blueprint for a proactive strategy on Active Ageing was jointly proposed by the City of Unley, the SA Office of the Aged and the University of South Australia.

Well-being and Resilience in the work-force

The ILC-Brazil President participated in meetings in Adelaide, Australia in September 2016 to advise and to advance a collaborative project between the South Australian Wellness and Resilience Centre and the ANZ Banking Group. The initiative is to design protocols to lead, to measure and to embed well-being across the ANZ workforce. ANZ is one of the world’s largest banks with assets of 247 billion Australian dollars, five million customers and more than 28,000 employees. The banking group has a notable history of proactive age-friendly initiatives.

The Art of Ageing

Alexandre Kalache was the special guest and key speaker at a forum for South Australian arts organizations in Adelaide in September 2016. The initiative builds on one of the key recommendations from Kalache’s 2013 Report to the SA Premier. The event was a partnership between the Office for the Aged, SA Health and Arts South Australia. The event was attended principally by people from within the arts industry - theatre, dance, opera/orchestral companies, museums, galleries, cultural festival organisers and local government officers involved in the arts. The purpose of the forum
was to encourage and to support South Australian arts bodies to more actively engage with older adult audiences.

**Launch of the Ibero-American /Australian Scientific Association**

The ILC-Brazil President was the special guest of honour at the launch of the Ibero-American/Australian Scientific Association at the University of Sydney in September 2016. The new association is directed by Professor Luis Salvador-Carulla of the University’s Faculty of Health Sciences. The intention is to host an on-going process that will foster research and innovation alliances between Australia and Ibero-America. At the launch, Kalache discussed such alliances with the Sydney-based Consuls of Spain, Portugal and Brazil among others.

**Age-friendly Communities – Questions from the Field**

The ILC-Brazil President answered questions at an event organized by the State Government of South Australia entitled “Age Friendly Communities - Questions from the Field: A discussion with Dr. Alexandre Kalache”.

**Rainbow Journey**

Also in September in Adelaide, Kalache presented at an event organized by the Ethnic Minority Council and at a lunch event of the Helping Hand’s Rainbow Journey where he spoke on global perspectives about best service delivery practice for older LGBTI.

**Age-friendly Whyalla, SA**

In March 2016, Alexandre Kalache met with municipal officers in South Australia’s third most populous city, Whyalla, to discuss age-friendly strategies in this traditional steelworks and ship-building centre.

**Woolangong, NSW**

Also in March, the ILC-Brazil President participated in an advisory council on global initiatives on ageing hosted by the University of Woolangong in the State of New South Wales.

**Canada**

**ILC-Brazil at the ILC-Canada Age-friendly Business Initiative Forum**

ILC-Canada and the University of Ottawa hosted a forum on Age-Friendly Business from May 2nd to May 4th as part of the University’s Alumni Week. Speakers included the Minister for Families, Children and Social Development Jean-Yves Duclos and ILC-Brazil’s President Alexandre Kalache, as well as ILC-USA’s Director Ruth
Finkelstein. The forum aimed to address myths about older people in the business world. The expert panels discussed the changing meaning of old age, whether older consumers are a niche market and whether older workers are an asset in competitive industries.

**United Nations**

**Participation in the Sub-Committee on Intergenerational Relations at the UN in New York**

In New York in May, as co-President of the ILC Global Alliance (ILC-GA), Alexandre Kalache participated at a meeting of the Sub-Committee on Inter-generational Relations, one of the ten sub-committees of the NGO Committee on Ageing at the United Nations. He addressed the cruciality of intergenerational relations in order to achieve active ageing.

**UN Habitat III**

The Technical Director of ILC-Brazil, Ina Voelcker, represented the organisation at the United Nation’s Habitat III meeting in Quito, Ecuador from 17 to 20\textsuperscript{th} of October 2016. Silvia Perel Levin represented ILC-GA. Ina spoke in a panel on inclusive cities together with the United Nations Deputy High Commissioner for Human Rights Jane Gilmore, Minister for Social Development of Ecuador, Mayors and city planners.


**7\textsuperscript{th} Session of the UN Open-Ended Working Group (OEWG) in New York**

In New York in December, Kalache represented the ILC-GA at the 7\textsuperscript{th} Session of the OEWG at the United Nations. Also part of the ILC team were Executive Secretary of the ILC-GA, Masako Osako; the ILC-GA Permanent Representatives to the UN in NY, Muriel Beach and Morriseen Barmore: ILC-GA Permanent Representative to the UN in Geneva, Silvia Perel-Levin; ILC-Argentina President Lia Daichman; ILC-Canada President, Margaret Gillis; and ILC-Canada Research Director, Louise Plouffe.

On December 14\textsuperscript{th}, Kalache also spoke at a side event organised by ILC-Canada and the University of Ottawa for strengthening the protection of the human rights of older
persons


**World Health Organization**

**Steering Group of the WHO Age-friendly Cities and Communities Network**

ILC-Brazil’s President Alexandre Kalache continued to help guide the direction of the WHO global Age-friendly Cities and Communities network in 2016 as a member of the WHO Advisory Board. As the original instigator of the WHO Age-friendly Cities project in 2007, in his then role as Director of the WHO global program on ageing in Geneva, his voice provides much of the institutional memory to the movement. He is particularly vocal on the need to retain a strong philosophical base.

**Germany**

**Berlin Demography Forum**

The Berlin Demography Forum is a global, non-partisan platform to provide “new impetus to raise the general public’s awareness of the significance of demographic change”. It is a cooperation between the German Federal Ministries of the Interior and Health, the German Ministry of Family Affairs and the European School of Management and Technology among others. ILC-Brazil has been a contributing partner for the past three years. Alexandre Kalache represented the organization in Berlin in February 2016 and will represent it again in 2017.

**USA**

**Robert Woods Johnson Foundation**

In 2016, ILC-Brazil began a collaboration with the Robert Woods Johnson Foundation (RWJF) based in Princeton, New Jersey. Established by the health products manufacturer Johnson & Johnson, RWJF is the largest US philanthropy focused solely on health issues and has over 9 billion dollars in assets. ILC-Brazil’s President Alexandre Kalache was appointed to the RWJF advisory board on global health whose function is to articulate action priorities based on best global practice. He attended the first face-to-face meeting in RWJF headquarters in Princeton in December. The organization allocates grants totaling nearly $400 million annually.
Portugal

Keynote at the 1st International Congress on Ageing of the Bissaya Barreto Foundation in Coimbra, Portugal

In Coimbra, Portugal in June, Alexandre Kalache delivered a keynote entitled “Not petroleum, nor minerals – today’s biggest global resource is older persons” at the 1st International Congress on Ageing of the Bissaya Barreto Foundation.

Watch the full keynote (in Portuguese):
https://www.youtube.com/watch?v=C4cKZz4JOk4

Belgium

Health policy roundtable discussion on geographic atrophy in Brussels, Belgium

In Brussels in June, ILC-Brazil participated in a health policy roundtable discussion on “The Importance of Geographic Atrophy: acting now for the future”, organized by Roche. ILC-Brazil’s Technical Director Ina Voelcker participated in the discussion with the aim to draw parallels between advocacy on geographic atrophy and ageing. The group discussed the ways to raise the priority of geographic atrophy with policymakers – in the context of rapidly ageing populations.

Spain

1st Inter-sectorial Congress on Ageing and Dependence

In Jaen, Spain at the end of October, the ILC-Brazil President Alexandre Kalache gave a keynote on “The true role of older persons in society” at the 1st Intersectorial Congress on Ageing and Dependence.

Opening Address at the Spanish Society of Geriatrics and Gerontology

In Seville, Spain in June, Alexandre Kalache delivered the opening address at the Spanish Society’s annual congress on the theme of “the future is today”.

Brazil

Event by the Commission on the Defence of the Rights of Older Persons

In Brasilia on November 8th, Kalache spoke to the Brazilian Federal Parliament (Câmara dos Deputados) on the “challenges for a dignified and secure ageing” at an event organized by the Brazilian Commission for the Defence of the Rights of Older Persons.
Leave No-one Behind meeting in Brasília

Organised by Civicus and IDS (Instituto de Democracia e Sustentabilidade), with support of IABS (Instituto Brasileiro de Desenvolvimento e Sustentabilidade), this meeting brought together around 20 representatives of Brazilian CSOs involved in the work on the UN Sustainable Development Goals (SDGs). The meeting was held on November 30th in Brasília and was followed by a public audience at the Congress on December 1st. The aim of the meeting was to discuss the results of a Civicus-supported survey on the implementation of the SDGs at country level. ILC-Brazil's Technical Director Ina Voelcker represented the Stakeholder Group on Ageing in this meeting.


Real Estate Summit in Sao Paulo

“Summit Imobiliário” organized by the newspaper “Estadão” brought together over 500 participants to discuss “notions about the citizens of tomorrow”. Alexandre Kalache provoked the audience to think about their own ageing and to challenge them about the lack of response by their industry to the demographic transformations. He explained why the Brazilian real estate market will find it impossible to ignore the impacts of widespread population ageing.

Argentina

Age-friendly City of Buenos Aires

In Buenos Aires in November, Alexandre Kalache was special guest at the launch of the new Buenos Aires Age-Friendly Cities Initiative. He presented on a panel together with Silvia Gáscon of iSalud; Claudio Romero, Secretary of the Third Age; and María Cristina Lombardi, Municipal Director of Public Relations. He also had meetings to provide guidance to the team of mostly young designers, architects and gerontologists who are implementing the age-friendly city program. Several Argentinian newspapers and TV/radio stations interviewed him during his visit.

Other collaborations in 2016

HelpAge International work on urbanization being developed by Sion Jones; Aging 2.0-Rio Chapter in the organization of the event to present the results of the Stanford Design Challenge. The Dutch Consulate in Brazil, SESC; University of Third Age (UnATi): SAGE (Services and Advocacy for Gay, Lesbian & Transgender Elders) USA;
Media

The Brazilian weekly national radio program "50 Plus", presented by Alexandre Kalache and two journalists, is now in its second year. The half-hour program on CBN Radio addresses different aspects of ageing every Saturday at 09:30 and every Sunday at 22:00. It is also available in podcast on the radio website. A special edition of the program was recorded live to celebrate the 2016 International Day of Older Persons and the program’s birthday on October 1st. The real-life “girl from Ipanema”, Helo Pinheiro and influential Globo journalist, Carlos Sardenberg, were interviewed in the live audience event at the Eva Herz Theatre in São Paulo.

During the year, Alexandre Kalache has been interviewed for close to 50 news stories in the Brazilian media. These include several of the most opinion-forming newspapers, prime-time television and radio programs as well as magazines, websites and social media. Some examples are O Globo, Rede Globo de Televisão, TV Cultura, Revista Exame, Correio Brasiliense, TV Brasil, Folha de São Paulo, O Estado de São Paulo and Rádio CBN. Outside of Brazil there has been 2016 media coverage in Australia, Argentina, Spain, Portugal, UK and New Zealand.

Publications

During 2016, ILC-Brazil made various contributions to international and national publications - some have already been published, others are pending.

Published

- Spanish translation of “Active Ageing”

The ILC-Brazil publication “Active Ageing: a Policy Framework Response to the Longevity Revolution” received its second launch in Spain in June at the Spanish Society of Geriatrics and Gerontology Congress in Seville. The 100-page document has now been published in Spanish, thanks to the Andalusian School of Public Health. Work has begun by the Portuguese foundation, Bassaya Barreto, to add a translation in Portuguese Portuguese to the existing
versions in Brazilian Portuguese and English.

- Contribution on age-friendly cities to the World Cities Report, 2016 (World Cities Report)

- Chapter on Housing and Urbanization

The book entitled “National Policy for the Older Person: old and new issues”, published by IPEA and organized by Alexandre Alcântara, Karla Giacomin and our board member Ana Amélia Camarano, was launched in Brasilia in October. ILC-Brazil contributed a chapter on housing and urbanization, which analyses progress on this topic since the introduction of the National Policy in 1994. Generally, the book provides an analysis of the achievements of the past 20 years and identifies the remaining challenges.

Download of the full content:

Pending publications produced in 2016

- Entry on Active Ageing to the Oxford Bibliographies in Public Health.

- Chapter on “The Longevity Revolution: Global Developments and Ways Forward” in book to be published in ContactZone. Explorations in Intercultural Theology.


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