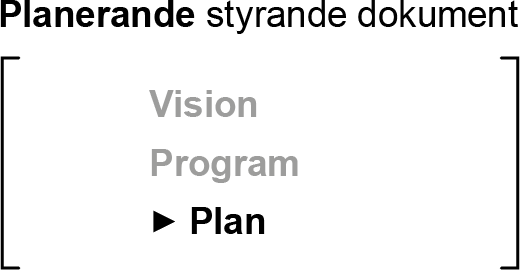
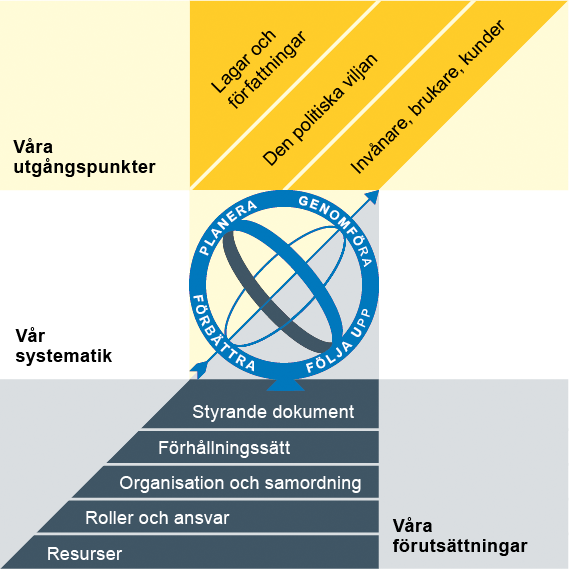


The City of Gothenburg’s action plan for Age-friendly Gothenburg 2021 - 2024

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**How the City of Gothenburg is governed**

The principles underlying the governance of the City of Gothenburg’s are laws and statutes, political will, and the city’s inhabitants, users and customers. In order to put these principles into practice, various types of conditions need to be met. The city’s politicians can use policy documents to describe how they want to realise the political will. The City of Gothenburg is governed with reference to the policy documents adopted by the City Council (Kommunfullmäktige) and the City Executive Board (Kommunstyrelse). Additionally, committees and company boards draw up their own policy documents for their respective activities. The City Council’s budget is the comprehensive and primary policy document for the City of Gothenburg’s committees and company boards.

**About the City of Gothenburg’s policy documents**

The City of Gothenburg’s policy documents are intended to ensure that we do the right things in the right way. They specify what committees/boards and administrations/companies have to do, who has to do it and how it has to be done. “Policy documents” is the collective term for these documents.

The city’s fundamental principles, including a democratic outlook, human rights principles and non-discrimination, are put into practice by being integrated in the city’s established decision-making processes. Drafting and adoption of policy documents are significant elements of the realisation of these principles in the city’s operations.

Policy documents have to make it clear to the organisation, as well as to inhabitants, customers, suppliers, partners and other stakeholders, what is expected of administrations and companies. Policy documents are thus the basis for holding us responsible when we do not act in accordance with what has been decided.

Kommunala föreskrifter
– Normgivning mot enskild
– Riktade styrande dokument

Planerande och reglerande styrande dokument
– Planerande styrande dokument
– Reglerande styrande dokument

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Contents

[Introduction 3](#_Toc64556640)

[The purpose of this plan 3](#_Toc64556641)

[Who the plan applies for 3](#_Toc64556642)

[Background 3](#_Toc64556643)

[Connections with other policy documents 4](#_Toc64556644)

[Current legislation 4](#_Toc64556645)

[Documents that comprehend the entire city 4](#_Toc64556646)

[Supporting documents 4](#_Toc64556647)

[Follow-up of this plan 4](#_Toc64556648)

[The plan 6](#_Toc64556649)

[Underlying assumptions 6](#_Toc64556650)

[Overall objective 6](#_Toc64556651)

[Agenda 2030 7](#_Toc64556652)

[Mobility 8](#_Toc64556653)

[Housing 11](#_Toc64556654)

[Social participation and inclusion 14](#_Toc64556655)

[Urban environment and development 16](#_Toc64556656)

[Public services and support 18](#_Toc64556657)

[Information and communication 19](#_Toc64556658)

[Terminology explained 20](#_Toc64556659)

[Related policy documents 21](#_Toc64556660)

[Indicators 23](#_Toc64556661)

[References 24](#_Toc64556662)

# Inledning

## Syftet med denna plan

This action plan is the result of the City Executive Board’s decision of 12 June 2019 (Section 498) to instruct the City Executive Office to draw up a strategic plan on the basis of the primary assessment made by Age-friendly Gothenburg (Åldersvänliga Göteborg) earlier. The City Executive Board decided that the plan is to be drawn up in accordance with the World Health Organisation’s (WHO) concept of age-friendly cities. The plan is further to be drawn up in collaboration with the affected administrations and companies.

The purpose of the action plan is to allow for the city to become a better place to age in, with the help of selected activities which are described in the action plan. These activities are scheduled and have a clear distribution of responsibilities regarding implementation and follow-up. The action plan for Age-friendly Gothenburg is a policy document for the entire city and constitutes its response on the basis of the approach recommended by the WHO.

## Vem omfattas av planen

The action plan applies for the Property Management Committee, the Planning and Building Committee, the Traffic Committee, the Parks and Landscape Committee, the Cultural Affairs Committee, the Consumer and Citizen Services Committee, the Committee for Elders, Care and Nursing, the Sports and Associations Committee, the Intraservice Committee, the Förvaltnings AB Framtiden property management company, the Boplats Göteborg AB housing authority, the Functional Support Committee, and the Centrum, Hisingen, Nordost and Sydväst social welfare committees. The action plan applies for the 2021–2024 period.

## Bakgrund

The City Executive Board decided on 30 April 2014 (Section 332) that the City of Gothenburg would apply for membership of the WHO’s global network Age-friendly Cities and Communities (AFCC). This network was initiated in 2010 in response to two worldwide trends: ageing populations and increased urbanisation. The aim of membership is to make Gothenburg a better place to grow old in. The City of Gothenburg’s membership has been named Age-friendly Gothenburg. The City Executive Board adopted, on 23 November 2016 (Section 717), a position paper and a working plan for Age-friendly Gothenburg. On 12 June 2019 (Section 498) the City Executive Board noted the report of ongoing work and decided to give the City Executive Office the task of drawing up, in collaboration with affected stakeholders, a strategic plan based on the primary assessment.

All member cities undertake to implement policy according to a specific approach described in the WHO document “Creating age-friendly environments in Europe: A tool for local policy-makers and planners”. The age-friendly approach can be divided into four different phases:

1. Engage with older people and generate understanding by making a primary assessment of older people’s needs, experiences and views regarding the city’s age-friendliness.
2. Draw up an action plan of measures and indicators based on the primary assessment, in broad and cross-sectoral cooperation.
3. Implement the action plan.
4. Follow up and evaluate.

All phases have to involve the participation of older people. The primary assessment included contributions from 630 older citizens who described their needs and gave their views. These people varied in terms of sex, functional variations, socioeconomic status, experiences, and age, and were from all parts of Gothenburg, allowing the assessment to paint a variegated picture of existing needs and experiences. The process of drawing up the action plan and selecting activities involved a heterogenous group of people aged 70–91.

Affected administrations and companies that took part in the process were the following: the Property Management Administration, Consumer and Citizen Services, the Cultural Affairs Administration, the Parks and Landscape Administration, the City Planning Authority, City District Administrations, the Traffic and Public Transport Authority, and the Förvaltnings AB Framtiden property management company.

## Connections with other policy documents

### Current legislation

The action plan has a clear connection with the provisions in the Social Services Act, Chapter 3, Section 2, on the social welfare committee’s participation in urban planning and its role in promoting and ensuring that activities are implemented to create a good urban environment and good conditions for older people.

### Documents that comprehend the entire city

The plan has clear connections with, or aligns with, a series of existing planned and regulatory policy documents in several areas. A summary of connections to policy documents is presented in Annex 2. These policy documents include the City of Gothenburg’s programme for full participation by people with functional impairments, the City of Gothenburg’s programme for a gender-equal city, and the City of Gothenburg’s cultural programme.

## Supporting documents

The following documents underpin implementation and following up of the activities in the plan:

The primary assessment: The current status of older people’s needs, experiences and views regarding Gothenburg’s age-friendliness. KS 2019-06-12 § 498.

WHO (2017) Age-friendly environments in Europe: A handbook of domains for policy action.

WHO (2016) Creating age-friendly environments in Europe: A tool for local policy-makers and planners.

WHO (2015) Measuring the Age-friendliness of cities: A guide to using core indicators.

## Uppföljning av denna plan

The City of Gothenburg’s Ombudsman for Elder Citizens at the City Executive Office is responsible for following up the action plan using indicators relating to existing quantitative sources. Annex 3 contains a summary of these indicators, which are at the societal level and intended to measure target fulfilment for the various focus areas. The administrations and companies who share responsibility for the activities must actively cooperate with the City Executive Office in following up and evaluating implementation of the action plan.

In accordance with the WHO’s age-friendly process described above, older citizens and civil society have to take part in the follow-up and evaluation of the action plan. This implies close collaboration with “future developers” (see explanation in Annex 1) and civil society in following up and evaluating the outcomes of activities, using different methods depending on the purpose of each activity. Possibilities for cooperation with universities and higher education institutions in following up and evaluating the plan must also be actively explored.

A follow-up will be carried out after two years to monitor the status of implementation of the action plan. In 2024 this will focus on evaluating implementation, effect and analysis, to provide guidance for the continued realisation of the age-friendly city. The evaluation will be done in close collaboration with “future developers” and civil society, and should provide a basis for the next primary assessment and current status report on age-friendliness in Gothenburg. A decision will then be made on this basis regarding any need for a revised plan.

# The plan

## Underlying assumptions

Any effort to make the city more age-friendly needs the participation of older people. It is older people who know how the city can become a better place to age in. Their participation is both the goal of age-friendly environments and an important part of the process of creating these environments. In order to achieve the overall objective and the specific targets in the action plan, committees and boards need to be active in seeking cooperation internally as well as externally with each other, and also to involve older people. As the action plan identifies committees and boards that need to cooperate, a form for cooperation has already been initiated, and this needs to be refined and formalised. Thus forms of cooperation have been laid down to create the conditions for implementing the needs-based activities between the principals, cooperating committees and companies responsible. The Committee for Elders, Care and Nursing will serve as the facilitator for cooperation between administrations, companies, civil society and older citizens.

Overall objective

The City of Gothenburg has inclusive and accessible environments that promote health, participation and safety for everyone, with lifelong quality of life.

Working with researchers and older people, the WHO has defined various focus areas which are important for creating an age-friendly city. These focus areas have an influence on older people’s living conditions and prospects for health, participation and safety. The six focus areas for Age-friendly Gothenburg are: Urban environment, Mobility, Housing, Social participation and inclusion, Public services and support, and Information and communication. These are part of the city’s overall efforts with defined areas for development requiring cooperation [?]. Based on the overall objective, each focus area has a specified target with associated activities.

**Housing**

**Mobility**

**Urban environment**

**Information and communication**

**Public services and support**

**Social participation and inclusion**

Creating age-friendly cities is a structural issue that impacts all focus areas. The action plan has three priority focus areas which feature the largest number of activities.

1. Mobility
2. Housing
3. Social participation and inclusion

These three have been made priority areas because the majority of input collected from older people in Gothenburg concerned one or more of them.

### En bild som visar text, tecken, clipart Automatiskt genererad beskrivningAgenda 2030

En bild som visar bord

Automatiskt genererad beskrivningAge-friendly Gothenburg’s priority focus areas are particularly connected with two of the UN’s Global Sustainability Goals in Agenda 2030: Goal 10, Reduced inequalities and Goal 11, Sustainable cities and communities. Focus area Social participation and inclusion is connected with Goal 10, and includes striving for a society in which no-one is excluded and which promotes inclusion, guarantees equal rights and eradicates discrimination. Age-friendly Gothenburg has a particular focus on reducing ageism and age-based discrimination.

The focus areas Mobility and Housing follow Goal 11 in the provision of safe, affordable, accessible and sustainable transport systems for all, and in striving for inclusive and sustainable planning and administration, as well as for access to housing.

## Mobility

**Target:**  
The City of Gothenburg develops and manages good urban environments, sustainable infrastructure and transport services on the basis of universal design, enabling people to maintain their mobility, independence and participation in the city.

**Description of the focus area:**Mobility is one of the three most important focus areas for older people, and concerns individuals’ ability to move throughout the city. The way we move affects our health, quality of life and independence. The significance of [?] ensuring the ability to move increases prospects for maintaining one’s mobility, ability to move [?] and health, as well as social participation. It also influences a person’s ability to take part in public life, e.g. in culture, services such as health and medical care, and to make a contribution to society. The ability of each person to choose for themselves when they want to get around on foot, by bicycle, walking frame, wheelchair or public transport, improves their health.

**Selected activities:**

**Activity 1.1: Better conditions for separating pedestrians and cyclists [*using an English equivalent of ”samspel” here makes little sense, as the idea is separation*]**

**Why:** Many older people feel unsafe when bicycles and pedestrians share the same physical space, with high speeds making it difficult for some people to perceive situations quickly enough. Studies indicate that there are relatively few collision accidents between pedestrians and cyclists, but that older people are over-represented in those that occur. Older people also sustain more serious injuries. There is furthermore a general need for increased understanding and interaction between pedestrians and cyclists.

**What:** The Traffic Committee’s systematic efforts to separate cycle and pedestrian paths need to improve and increase in scope. A thorough analysis is needed in order to distribute these efforts equitably across the city.  
**Cooperation:** The Traffic Committee will draw up principles for how to design and create sufficient separation between cyclists and pedestrians, along paths as well as at intersections. These principles then need to be tested and evaluated in cooperation with the Committee for Elders, Care and Nursing, the Property Management Committee, and civil society.

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| Activity | Responsible entity | When |
| Improve and increase efforts to separate cycle and pedestrian paths | Principal: Traffic Committee  Cooperating: Property Management Committee, Committee for Elders, Care and Nursing | Implemented by end 2022 |

**Activity 1.2: Elders’ inventory of where new benches are needed**

**Why:** Park benches and other seating, strategically distributed in the public space, are of great significance, prolonging time spent outdoors and enabling older people to make their way farther on foot.

**What:** Elders make an inventory of benches along sections of land owned by the Traffic Committee and the Parks and Landscape Committee. This inventory is used for the placement of new benches.

**Cooperation:** The Committee for Elders, Care and Nursing is responsible for cooperating with older people and various associations such as pensioners’ organisations and LGBTQ organisations in carrying out the inventory of benches. The Traffic Committee and the Parks and Landscape Committee are responsible for applying the result in the placement of new appropriate benches.

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| Activity | Responsible entity | When |
| The elders’ inventory is to be applied in the placement of new benches | Principal:  Committee for Elders, Care and Nursing  Cooperating:  Traffic Committee, Parks and Landscape Committee | Implemented by end 2023 |

**Activity 1.3: Cooperation with elders for the improvement of winter road maintenance**

**Why:** Older people describe one of the features of an age-friendly city as the ease of getting around on foot, with or without walking aids. To maintain older people’s mobility and reduce the risk of falls, pedestrian paths need to be evenly paved and well maintained in winter. The very real risk of falls leads some older people to choose not to go out when winter road maintenance is not kept up properly. Many older people choose to walk along well-maintained cycle paths due to insufficient winter maintenance of pedestrian paths. This makes it particularly important that pedestrian paths are well maintained.

**What:** Cooperate with elders to improve winter road maintenance.

**Cooperation:** In order to ensure and improve knowledge about well-managed winter road maintenance, the Traffic Committee has the principal responsibility for cooperation with elders from all parts of the city. Cooperation with the Committee for Elders, Care and Nursing is intended to ensure contacts with “future developers” and the various pensioners’ organisations. The Centrum, Hisingen, Nordost and Sydväst social welfare committees are to be involved in order to make use of local knowledge and experience.

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| Activity | Responsible entity | When |
| Cooperate with elders to improve winter road maintenance | Principal: Traffic Committee  Cooperating: Parks and Landscape Committee, Centrum, Hisingen, Nordost and Sydväst social welfare committees, Committee for Elders, Care and Nursing | Continuously throughout the period of application of the plan |

**Activity 1.4: Increase accessibility at interchanges and stops in order to facilitate elders’ use of public transport**

**Why:** It is important for older people’s independence as well as for their well-functioning everyday life that they can use public transport. Better orientation possibilities and accessibility are needed at public transport interchanges in order to increase use, safety and access for all, regardless of functional impairments, age, ethnicity, religion or other doctrine of faith, sex, transgender identity or expression, sexuality, or socioeconomic status.   
**What:** Increase accessibility at interchanges in order to increase older people’s use of public transport, based on universal design. This is to be done by means of increased cooperation between the parties concerned and older people; and ongoing processes must take the elder perspective into account.  
**Cooperation:** The parties proposed below are to cooperate, and the elder perspective to be applied in ongoing analyses of interchanges identified in Action Plan 2020–2024 in order to achieve Target Koll2035 and VGR’s [Region Västra Götaland’s?] strategy for equitable public transport. Cooperation should be between the Traffic Committee, Västtrafik, the Committee for Elders, Care and Nursing, the Planning and Building Committee, the Property Management Committee, and the Functional Support Committee. The Traffic Committee is principally responsible for enabling increased cooperation and serving as the medium for functioning cooperation between the stakeholders. Such cooperation includes e.g. applying the elder perspective in planned building projects, and formulating guidelines and directives for analyses within the action plans 2020–2024 for Koll2035 regarding increased accessibility, safety and use of interchanges. Cooperation with the Committee for Elders, Care and Nursing enables knowledge exchange and the valuing and use of older people’s resourcefulness, knowledge and experience in fulfilling the goal of a public transport system for all users.

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| Activity | Responsible entity | When |
| Increase accessibility at interchanges and stops in order to increase elders’ use of public transport. This is to be done through cooperation and the application of the elder perspective in ongoing processes. | Principal: Traffic Committee  Cooperating: Property Management Committee, Committee for Elders, Care and Nursing, Planning and Building Committee, Functional Support Committee, Västtrafik | Continuously throughout the period of the plan |

**Activity 1.5: Create more space for pedestrians together with elders**

**Why:** One of the most common ways for older people to get around is on foot. Elders describe an age-friendly city as a pedestrian-friendly one, with many good opportunities for walks. The existence of usable pedestrian paths that invite moving around is important if older people are going to maintain their mobility, and can at the same time contribute to improved health and safety.

**What:** Consider and make use of elders’ resourcefulness and knowledge in the city’s efforts to increase quality and user-friendliness for pedestrians.

**Cooperation:** Efforts are ongoing in the city to enhance the pedestrian experience and improve accessibility on its pedestrian paths and streets. In these efforts the Traffic Committee and the Committee for Elders, Care and Nursing have to cooperate in order to make use of older people’s knowledge, experience and needs related to the issue. The knowledge of people with functional impairments, and local perspectives, have to be considered in cooperation between the Functional Support Committee and the Centrum, Hisingen, Nordost and Sydväst social welfare committees. Such cooperation can lead e.g. to improved design principles, more specific needs being highlighted, and can also influence the order of priority of measures.

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| Activity | Responsible entity | When |
| Consider and make use of elders’ resourcefulness and knowledge in the city’s efforts to increase quality and user-friendliness for pedestrians. | Principal: Traffic Committee   Cooperating: Committee for Elders, Care and Nursing, Functional Support Committee, Centrum, Hisingen, Nordost and Sydväst social welfare committees | Continuously throughout the period of application of the plan |

## Housing

**Target:**   
Gothenburg’s elders enjoy accessible, safe and affordable housing in residential areas adapted to their multifaceted needs.

**Description of the focus area:**

Housing is one of the three priority focus areas for elders. Their home and residential environment are the most important places for many older people, who spend most of their time there. How the city conceptualises, designs, sites, plans and renovates housing and residential areas creates the conditions for people to be able to participate in and contribute to society. An accessible and affordable home in an environment where public transport, everyday services, social interaction and green spaces are nearby is of the highest priority for older people’s health.

**Selected activities:**

**Activity 2.1: Further develop the existing model for safe housing to promote intergenerational encounters**

**Why:** Older people express a need to feel a sense of community and belonging with neighbours in their area. This can be a way of reducing both loneliness and age segregation in the city, and of offering different modes of living that provide community and safety.

**What:** Further develop the existing model and method for safe housing in order to promote intergenerational encounters, e.g. between elders and students and new arrivals of different ages and backgrounds.

**Cooperation:** The Property Management Committee has principal responsibility for the activity, and cooperates with the Committee for Elders, Care and Nursing in order to make use of experience and knowledge of how intergenerational encounters are expected to occur and how they can be set up over time. Inspiration and lessons can be garnered from associations such as BoIhop and HBTQbo as well as similar housing concepts in Helsingborg, the Netherlands, and Germany’s ”Mehrgenerationenhaus”. The Property Management Committee can collaborate with housing companies such as Förvaltnings AB Framtiden, SGS Studentbostäder and Boplats Göteborg AB to draw up appropriate conditions for who should be eligible to apply for the flats in order to achieve the aim.

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| Activity | Responsible entity | When |
| Further develop the existing model for safe housing to promote intergenerational encounters and set up at least one [?] | Principal:  Property Management Committee  Cooperating: Förvaltnings AB Framtiden, Boplats Göteborg AB, Committee for Elders, Care and Nursing | Implemented by end 2023 |

**Activity 2.2: Facilitate new construction of [accessible and?] affordable housing for elders**

**Why:** With its population ageing, the City of Gothenburg needs to increase elders’ possibilities of remaining there by building accessible housing. Many older people currently live in low-accessibility homes and residential areas, and many also cannot afford to move to newly-built rented or tenant-owned flats despite needing a more accessible flat. Accessible and affordable housing are particularly important for older women, whose financial circumstances are frequently limited. For women, ageing often leads to earlier functional impairments than for men, while they also live longer than men. This means more years of increased needs and limited finances for women.

**What:** Facilitate new construction of accessible and affordable housing for elders all over the city.  
**Cooperation:** The Property Management Committee has the principal responsibility for managing the activity and facilitating new construction of affordable housing for older people. This new housing must include various lease and ownership forms, e.g. tenancy and tenant-ownership, and various types of housing such as safety housing, shared housing and service flats. The Committee for Elders, Care and Nursing as well as the Centrum, Hisingen, Nordost and Sydväst social welfare committees have to be included in the process in order to meet local needs in Gothenburg.

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| Activity | Responsible entity | When |
| Facilitate new construction of accessible and affordable housing for elders all over the city | Principal: Property Management Committee  Cooperating: Förvaltnings AB Framtiden, Committee for Elders, Care and Nursing, Centrum, Hisingen, Nordost and Sydväst social welfare committees | Continuously throughout the period of application of the plan |

**Activity 2.3: Initiative to help elders who want to move to more appropriate housing**

**Why:** Many elders live in homes that do not match their needs and have limited knowledge of housing options, housing supplements and adapted housing. Currently many elders take action too late on moving to adapted housing, which means that it becomes more difficult to move due to impaired function and energy. It is advantageous for individuals as well as for society if more older people can manage for longer in adapted housing.

**What:** Initiative to help elders and people with functional impairments who want to move to more appropriate housing.

**Cooperation:** Boplats Göteborg AB has the principal responsibility for managing cooperation with and between the Property Management Committee, Förvaltnings AB Framtiden, the Committee for Elders, Care and Nursing, the private housing market and relevant stakeholders in civil society, in order to implement the activity together.

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| Activity | Responsible entity | When |
| Initiative to help elders and people with functional impairments to move to more appropriate housing | Principal: Boplats Göteborg AB  Cooperating:  Förvaltnings AB Framtiden, Property Management Committee, Committee for Elders, Care and Nursing | Implemented by end 2023 |

**Activity 2.4: Special counselling of elders who are thinking of moving**

**Why:** Independent and reliable counselling is needed when older people start thinking about moving to more appropriate housing. A number of older people have expressed that they find it difficult, complicated and tiring to move to a new home.

**What:** Elders need reliable counselling and help in moving to a new home.

**Cooperation:** The Committee for Consumer and Citizen Services is responsible, and cooperates with Boplats Göteborg AB in order to offer special counselling to elders thinking about moving. The committee’s Budget and Debt Counselling service can help older people visualise costs and prepare a budget in connection with moving plans. The Consumer Counselling services can provide advice on contractual matters including movers and final cleaning of the flat. Boplats Göteborg AB is responsible for providing information about the rental market. Cooperation with the Committee for Elders, Care and Nursing and with pensioners’ associations ensures that valuable knowledge about communication channels and marketing of services is put to good use. This activity is to be carried out in tandem with Activity 2.3.

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| Activity | Responsible entity | When |
| Offer counselling to elders who want to move to a new home | Principal: Committee for Consumer and Citizen Services  Cooperating: Boplats Göteborg AB, Committee for Elders, Care and Nursing | Implemented by end 2022 |

**Activity 2.5: Concept for increasing social contact and safety in the residential environment**

**Why:** Older people need to make new acquaintances and feel a sense of community in their residential area. Chatting to neighbours can increase their sense of safety and well-being as well as improve their health.

**What:** Develop a concept in which neighbours are encouraged to greet one another and socialise with each other one day a year by means of different indoor and outdoor activities.   
**Cooperation:** Förvaltnings AB Framtiden and the Committee for Elders, Care and Nursing are responsible for developing the concept together. Local knowledge about arranging community days can thus be put to use and improve. Cooperation can be internal and external, with e.g. elders, associations, private property owners and businesses.

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| Activity | Responsible entity | When |
| Develop a concept for carrying out activities one day a year | Principal: Förvaltnings AB Framtiden  Co-principal: Committee for Elders, Care and Nursing | Continuously throughout the period of application of the plan |

## Social participation and inclusion

**Target:**

The City of Gothenburg has socially inclusive environments and activities that promote participation, value and make use of elders’ resourcefulness and engagement, and encourage elders to get out and about and take part in social networks.

**Description of the focus area:**

The Social participation and inclusion focus area highlights older people’s need to be able to participate in social, cultural, political and religious activities, to feel part of a community and have social interaction with other people in their immediate surroundings and society at large, in order to maintain good health. This includes organised activities in specific venues as well as informal social interaction such as meeting with neighbours, family and friends. Encounters provide opportunities for using one’s social competence and knowledge, to feel respect and build self-confidence as well as close relationships within and across generations. According to the WHO, a lack of social relations and involuntary solitude are comparable health risks to smoking, obesity and physical inactivity (2017:55). This area highlights the importance of valuing and making use of older people’s resourcefulness [*concerned that “resources” sounds like taking their money*] and engagement – as well as of working to reduce ageism and age discrimination, which can have negative health and quality of life consequences. One way of countering and reducing ageism in society is to deliberately broaden the image of older people and what ageing can mean by allowing many different stories to be told and heard.

It is important in the efforts for an age-friendly city to strengthen the view that elders are participants in society who are resourceful and possess knowledge, engagement, creativity, ideas, time, experience, and contact networks which are all important elements of making Gothenburg a better city for all people to age in. All older people must be able to feel respected and have opportunities to participate in and contribute to society, regardless of their experiences, sex, transgender identity or expression, ethnic background, religion or other faith doctrine, functional impairments, sexual orientation, and age. Social participation and inclusion make up one of three priority focus areas for elders in the action plan.

**Selected activities:**

**Activity 3.1: Activity companion**

**Why:** Many elders express that they would like to go to events and activities, but that it can be difficult to find anyone to go with. Some also say they would feel unsafe going to events and activities that take place in the evening. Activity companion addresses the need to make cultural events and activities accessible, as well the need to increase opportunities for making new social acquaintances and building relationships.

**What:** Devise a concept for Activity companion and create a shared platform for matching up people who want to go to events and activities.  
**Cooperation:** The Committee for Elders, Care and Nursing is responsible for creating a shared model and platform for Activity companion, in cooperation with the Cultural Affairs Committee, the Committee for Consumer and Citizen Services, the Sports and Associations Committee, and the Intraservice Committee. Elders are to take part in the development of the service. Local experiences in working with charities and volunteer initiatives, and in countering loneliness, are to be incorporated in developing the platform and in its implementation and operation. Cultural practitioners and cultural institutions need to be involved, and the cooperating stakeholders must look more closely at how culture can be made accessible through the platform. The Sports and Associations Committee interfaces with civil society and local associations, whose needs and knowledge have to be considered. It would be an advantage for the pool of interested participants to be organised geographically, allowing people who live near each other to share rides to activities. In order to achieve equitable access to activities, the cooperating stakeholders need to ensure that activities are held throughout the city. All Gothenburgers must be able to participate in Activity companion, as participants can be matched up according to interests. Intraservice needs to be involved in the implementation of Activity companion, and cooperation between committees on the operation and maintenance of the service is a prerequisite.

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| Activity | Responsible entity | When |
| Create a model and a platform for the Activity companion concept | Principal: Committee for Elders, Care and Nursing  Cooperating: Cultural Affairs Committee, Committee for Consumer and Citizen Services, Sports and Associations Committee, Intraservice Committee | Implemented by end 2023 |

**Activity 3.2: Concept development with a neighbourhood storytelling theme**

**Why:** Reduce ageism by allowing different narratives and life stories, with themes chosen by the storytellers themselves, to be told at a specific venue. Many elders have said that they would like to hear other people’s stories as well as share their own life story.

**What:** Develop a concept in which older people can share their narratives, life stories and personal thoughts in their own way, in cafés, restaurants and other venues such as local associations’ premises, in the late afternoon [efter dagtid?] to a mixed-age audience.  
**Cooperation:** The Committee for Elders, Care and Nursing has the principal responsibility for cooperating with civil society, local businesses, elders and the Sports and Associations Committee in order to develop the concept together and identify popular themes for stories. Förvaltnings AB Framtiden is an essential cooperating stakeholder in order to provide knowledge about places in local neighbourhoods where many older people live [or venues in areas where many older people live?].

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| --- | --- | --- |
| Activity | Responsible entity | When |
| Develop a concept on a storytelling theme that contributes to more community and less ageism in local neighbourhoods | Principal: Committee for Elders, Care and Nursing  Cooperating: Förvaltnings AB Framtiden, Sports and Associations Committee | Implemented by end 2022 |

**Activity 3.3: Chat benches**

**Why:** This activity was born of elders’ need to feel part of a community and to give them the opportunity for human encounters and social interaction in public spaces.

**What:** Set up accessible seating with a special design that clearly encourages people to talk to each other, in selected locations in public spaces such as parks, squares and other places where older people like to gather.

**Cooperation:** The Parks and Landscape Committee has the principal responsibility for the activity, and cooperates with the Committee for Elders, Care and Nursing in order to make use of local knowledge regarding good locations, based on older people’s experiences. The Committee for Elders, Care and Nursing is an important stakeholder for obtaining knowledge about how chat benches can be marketed together with elders and associations, and how they can be used to enable intergenerational encounters in local neighbourhoods.

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| Activity | Responsible entity | When |
| Set up chat benches in at least ten public spaces, equitably distributed across the city | Principal: Parks and Landscape Committee  Cooperating: Traffic Committee, Committee for Elders, Care and Nursing | Implemented by end 2021 |

## Urban environment and development

**Target:**

The City of Gothenburg plans and conceptualises age-friendly urban environments that underpin the possibility of ageing in local neighbourhoods by engaging in dialogue with elders and taking their multifaceted needs into consideration.

**Description of the focus area:**

The character and content of the urban environment has considerable significance for our independence, quality of life and our opportunities for participating and spending time in public spaces and green areas. An age-friendly urban development approach is characterised by proximity, accessibility and safety in the urban environment and in green areas. Elders must be part of the urban development process, so that their multifaceted needs are considered when planning and conceptualising the city. It is important to apply a norm-critical analysis and to ensure a broad representation of older people with respect to age, ethnic background, sex, transgender identity and expression, functional impairments, sexual orientation, religion or other faith doctrine, socioeconomic status, and residential area, in order to allow for a thorough needs analysis.

**Selected activity:**

**Activity 4.1. Social impact analyses (SIA) must be carried out as part of all planning processes, and must include an elder perspective**

**Why:** In order for Gothenburg to become an age-friendly city, elder’s multifaceted needs must be considered in the urban development process, e.g. in conceptualising and giving content to public spaces. Many older people express a need to understand how they can be part of the process.

Elders spend a large part of their time in their immediate neighbourhood, and therefore constitute a significant source of knowledge about how different local neighbourhoods need to be designed and interconnected in order to promote health, participation, independence and lifelong quality of life.

With a clear approach that values and makes use of elders’ knowledge to guarantee an elder perspective, the city can work actively to change attitudes while also countering ageism and age discrimination in urban development processes.

**What:** Social impact analyses (SIA) have to be carried out in all planning processes and must include an elder perspective which highlights elders’ multifaceted needs.

**Cooperation:** The Planning and Building Committee has the principal responsibility for leading and coordinating the activity. However, the Traffic Committee and the Parks and Landscape Committee are responsible for implementing the activity in their respective urban development processes. The Cultural Affairs Committee has a cooperating role to assist in citizen dialogues, which can be combined with cultural experiences, for example. Cooperation can lead to improved use of the SIA tool by inclusion of an elder perspective, and increase the number and diversity of older people participating in the planning processes, as well as ensuring that the affected stakeholders apply the

Planning and Building Committee’s directions for citizen participation in urban development processes. Cooperation with the Centrum, Hisingen, Nordost and Sydväst social welfare committees allows for site-specific analyses by making use of the committees’ local knowledge.

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| Activity | Responsible entity | When |
| Social impact analyses (SIA) have to be carried out in all planning processes and must include an elder perspective with a needs analysis that highlights the multifaceted needs of elders | Principal: Planning and Building Committee  Cooperating: Traffic Committee, Parks and Landscape Committee, Cultural Affairs Committee, Committee for Consumer and Citizen Services, Committee for Elders, Care and Nursing, Property Management Committee, Sports and Associations Committee, Centrum, Hisingen, Nordost and Sydväst social welfare committees | Continuously throughout the period of application of the plan |

## Public services and support

**Target:**  
The City of Gothenburg offers accessible services and support that are easy to understand and use, and easy to find both in the city and online.

**Description of the focus area:**

How public services and support are designed and where they are placed affects elders’ ability to maintain their health and manage on their own. Public services and support need to be nearby and easy to access, and have to meet elders’ multifaceted needs. Kind treatment and reception form the basis of age-friendly public services and support. It is important that public service employees possess current knowledge of age-related illnesses such as dementia, that they are aware of the rights of national minorities, that they are culturally competent and apply a norm-aware working method in order to ensure the quality of the city’s services as well as a kind treatment and reception.

**Selected activity:  
  
Activity 5.1: Measures to improve elders’ digital competence and participation  
  
Why:** Older people’s digital exclusion needs to be reduced. **What:** There are currently a number of measures ongoing in different parts of the city, where both training and help with digital technology are offered. But there is no coordinated overall approach that ensures equitable access to measures for reducing digital exclusion. In order to enable digital inclusion irrespective of age and functional impairments, the city needs to coordinate and expand measures to improve digital participation among older people, with a particular focus on groups and individuals who risk exclusion or who are already experiencing digital exclusion. The activity is to be coordinated as a comprehensive democracy and participation issue in order to allow for a coordinated approach to reducing digital exclusion among Gothenburgers. **Cooperation:** The Committee for Elders, Care and Nursing has the principal responsibility for managing the activity in cooperation with the Cultural Affairs Committee and the Committee for Consumer and Citizen Services. These cooperating committees need to initiate and manage a joint mapping of ongoing measures in the city. They also have to analyse the state of digital exclusion among elders, other risk groups, and individuals. By making use of the committees’ staff resources as well as venues such as libraries and Citizens’ Offices, targeted and needs-based measures can be implemented throughout Gothenburg. Older people’s own knowledge must be valued and made use of in competence-improving measures by encouraging and creating conditions for older people to train each other.

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| Activity | Responsible entity | When |
| Competence-improving measures to reduce digital exclusion among elders, with a special focus on groups who risk exclusion | Principal:  Committee for Elders, Care and Nursing  Cooperating:  Cultural Affairs Committee, Committee for Consumer and Citizen Services | Continuously throughout the period of application of the plan |

## Information and communication

**Target:**  
The City of Gothenburg offers accessible information and communication that is relevant, easy to understand, and increases opportunities to stay up to date, partake of services and be active in society, throughout life.

**Description of the focus area:**

The way in which the city communicates and informs is of considerable significance to older people’s ability to partake of the city’s services, stay up to date, and be independent. Accessibility issues can cause individuals to become socially excluded and fail to receive essential public information, thereby making democratic participation more difficult. This focus area highlights older people’s need to understand where they can find information about the city’s services, and also their need to feel that it is easy to communicate with city authorities. The city plays a key role in ensuring that reliable and relevant information can reach all of its inhabitants. It is important that information providers are aware of the multifaceted language needs and rights of the target group, including information in national minority languages and access to spoken information. The city needs to apply a norm-aware approach and use imagery to prevent stereotyping of older people. Elders themselves are an essential source of knowledge for the development of accessible communication and for spreading information within their social networks.

**Selected activity:**

**Activity 6.1: Increase the city’s understanding of elders’ needs and habits in receiving and comprehending information and communication**

**Why:** Information and communication from the City of Gothenburg does not fully reach older people as a group. There are considerable differences within this heterogenous group in how information is taken in, what communication channels are used, and in the ability to understand where information is available.

**What:** Improve and systematise the city’s ongoing efforts to survey how information to older people best reaches them, and which channels older people prefer to use to communicate. Particular focus is on increasing city employees’ awareness of people who risk becoming excluded due to inaccessible information or to information being perceived as irrelevant.  
**Cooperation:** The Committee for Consumer and Citizen Services is principally responsible for managing development, in cooperation with the Committee for Elders, Care and Nursing. The Centrum, Hisingen, Nordost and Sydväst social welfare committees are involved in order to formulate information and communication on the basis of local circumstances and needs. Increased and explicit cooperation can further generate additional knowledge among city employees, depending on how broad this cooperation is when carrying out the surveys. Dissemination of the results must be internal and external, and is the responsibility of each of the participating committees.

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| Activity | Responsible entity | When |
| Systematise carrying out of regular surveys of elders’ communication habits and disseminate the survey results | Principal: Committee for Consumer and Citizen Services Cooperating: Committee for Elders, Care and Nursing, Centrum, Hisingen, Nordost and Sydväst social welfare committees | Continuously throughout the period of application of the plan |

**Annex 1.**

## Terminology explained

**AFCC**

AFCC is the international abbreviation for Age-friendly Cities and Communities.

**Future developer**

The participation of elders is the key to successfully creating age-friendly environments. In order to ensure participation throughout the working process for Age-friendly Gothenburg a special, unremunerated role was created for elders: Future developer. The future developers are a group of older people of different backgrounds as well as age, sex, knowledge and experience, who live in different parts of Gothenburg. Future developers’ work for an age-friendly city is unpaid. They contribute their knowledge, experience, engagement, time and creativity in different ways in the focus areas of Age-friendly Gothenburg.

**Functional impairment**The National Board of Health and Welfare (*Socialstyrelsen*) defines a functional impairment as an impairment of a physical, mental or intellectual ability to function. “Functional impairment” is a term used to describe a function regarded as impaired in comparison with the norm.

**Norm awareness**

Norm awareness means applying a norm-aware approach to your work, based on a norm-critical analysis. Norm criticism is the questioning of perceptions of what is considered normal and abnormal, respectively. Norm criticism is used to make excluding and discriminatory structures visible. The focus is on what is perceived as “normal”, rather than on those who do not adhere to the norm. A norm-critical analysis can form the basis of a norm-aware approach.

**Elder/older person**

The action plan uses the terms ”elder” and ”older person/people” for people over the age of 65.

**Ageism**

Ageism means viewing age as a pretext for prejudices, and linking particular characteristics to a person’s age. This can lead to age discrimination and have detrimental effects on older people’s health and quality of life. According to the WHO, ageism is the most widely accepted of all forms of prejudice and is rarely challenged in the same way as e.g. racism or sexism. (Officer, A. & De la Fuente-Núñez, V. 2018).

**Age segregation**

Age segregation means that people are segregated on the basis of age. This can lead to reduced understanding between different generations because they don’t meet in everyday life – physically, socially or digitally. This in turn can lead to increased alienation and insecurity.

**Age-friendly city**Age-friendly city is a concept which means that a city strives for and has inclusive and accessible social and physical environments that promote health, participation, safety and lifelong quality of life.

**WHO**WHO is the international abbreviation for the World Health Organisation.

**Annex 2.**

## Related policy documents

This annex lists a selection of existing planned and regulatory policy documents (in Swedish) in several areas that are connected with the action plan.

|  |  |  |
| --- | --- | --- |
| Policy document | Decision by | Connection with Age-friendly Gothenburg |
| Göteborgs Stads program för full delaktighet för personer med funktions-nedsättning, 2021 – 2026 | KF, 2020-11-12 | Omfattar särskilt målområdena och rättigheterna till demokratiskt deltagande, omsorg, hälsa, personlig trygghet, arbete, bostad, kultur och fritid. |
| Göteborgs Stads program för en jämlik stad, 2018 – 2026 | KF, 2018-01-18 | Omfattar långsiktiga satsningar för att minska skillnader i livsvillkor i staden. Koppling finns att äldre har behov av hållbar och jämlika livsmiljöer och förutsättningar för delaktighet, tillit och inflytande. |
| Göteborgs Stads plan för jämställdhet, 2019 – 2023 | KF, 2019-01-31 | Kopplar särskilt an till utvecklingsområde om likvärdigt inflytande inom stadsutvecklingsprocesser oavsett kön. |
| Göteborgs Stads plan för mänskliga rättigheter | KF, 2016 – tillsvidare | Slår fast att alla stadens verksamheter ska genomsyras av mänskliga rättigheter. |
| Program för bostadsförsörjning, 2020 – 2026 | *Förslag till program revideras för beslut* | Fastslår att Göteborgs Stad enligt lagstiftning har utöver den generella bostadsförsörjningen ett särskilt utpekat ansvar för gruppen äldre och att den generella bostadsbristen även drabbar äldre att hitta en bostad som svarar mot ens behov. |
| Göteborgs Stads Kulturprogram | KF  2013-11-07 | Knyter an till det kulturpolitiska målet att främja delaktighet, interkulturell dialog och människors lust och motivation att ta del av kultur samt målområde kulturplanering och samordna metoder i att exempelvis öka delaktighet i stadsutvecklingsprocesser. |
| Dialog och samarbete: Ett samlat program för Göteborgs Stads program för trygghetsfrämjande och brottsförebyggande arbete, 2014 – 2020 | KF  2014-12-11, *Nytt program är under revidering* | Knyter an särskilt till målområdena Livsvillkor, Där människor möts – samspelet mellan människor och den fysiska miljöns utformning och Lokalt engagemang med flera konkreta aktiviteter. |
| Trafikstrategi för en nära storstad, 2014 – 2035 | TN 2014–02–06 | Omfattar huvudmålen om attraktiva stadsmiljöer där människor vill bland annat bo och vistas samt mål om att skapa lättillgängligt regioncentrum där det är lätt att nå viktiga platser och funktioner oavsett färdmedel och förutsättningar. |
| Göteborgs Stads friluftsprogram, 2018 – 2025 | KF 2018-05-17 | Fastslår att värna och utveckla möjligheten till friluftsliv för alla göteborgare. Finns tydliga kopplingar till arbetet att bidra till ökad folkhälsa, integration och rikare kulturliv exempelvis med väl underhållna gång- och promenadstråk. |
| Cykelprogram för en nära storstad, 2015–2025 | TN 2015 – 03 | Omfattar särskilt attraktiva stadsmiljöer och ett rikt stadsliv där gående och cyklister ges förtur och skapa balans i mötet mellan fotgängare och cyklister. |
| Grönstrategi för en tät och grön stad, 2014–2035 | PN 2014-02-10 | Koppling till strategins sociala mål i att göra medborgarna delaktiga. |
| Göteborgs Stads folkhälsoprogram, 2019 – 2020 | KF 2013-06-13 | Konkretiserar målet att i Göteborg ska alla människor åldras med god livskvalitet med konkreta aktiviteter. |
| Göteborgs Stads plan för att förbättra hbtq-personers livsvillkor, 2017-2021 | KF, 2017-01-26 | Säkerställer att personer som definierar sig som homosexuella, bisexuella, transpersoner eller queera och övriga göteborgare har möjligheter att ta del av stadens tjänster och service. |
| Policy om fysisk tillgänglighet | KS, 2006-06-14 | Innebär att alla nämnder och styrelser i Göteborgs stad skall arbeta aktivt för ett tillgänglighetsperspektiv exempelvis att alla ska ha en god framkomlighet i utemiljön. |

**Annex 3.**

## **Indicators**

The action plan has defined indicators to measure the effect of targets at the societal level. [*unsure of what this means*]

Statistics and data for measuring the indicators at the societal level have been obtained from Statistics Sweden’s (SCB) citizen survey and the Public Health Agency of Sweden’s (Folkhälsomyndigheten) poll ”Health on equal terms” (”Hälsa på lika villkor”), among other sources. Existing data within the city’s various operations have also been used. The table below shows the action plan’s indicators divided by focus area, as well as what source was used for each one.

In order to enable analyses of equal opportunities and equality, follow-up statistics have to be divided by sex and primary area, to the extent that this is possible. Other categories may also be appropriate, depending on the target for the focus area.

|  |  |
| --- | --- |
| Focus area: Mobility | Source |
| SCB’s citizen survey: Share of elders who think or feel that road safety on pedestrian and cycle paths in the City of Gothenburg is satisfactory | Data to be obtained from SCB. |
| SCB’s citizen survey:  Share of elders who think or feel that the City of Gothenburg’s snow clearance of pedestrian and cycle paths is satisfactory | Data to be obtained from SCB. |
| Number of falls among elders in the City of Gothenburg, divided by sex and primary area | Existing internal statistics. |
| Share of public transport stops adapted for people with functional impairments | Data to be obtained from Västtrafik. |
| Focus area: Housing | **Source** |
| Share of safety homes in the existing housing stock | Existing internal statistics. |
| Share of accessibility-labelled homes in the municipal housing stock | Existing internal statistics. |
| SCB’s citizen survey: Share of elders who think that there are good opportunities for finding good housing | Data to be obtained from SCB. |
| The Public Health Agency’s poll ”Health on equal terms”: Share of inhabitants aged 65–84 who do not trust other people [or who believe they cannot rely on other people?] | Data to be obtained from VGR. |
| Focus area: Social participation and inclusion | **Source** |
| The Public Health Agency’s poll ”Health on equal terms”: Share of elders who state that they feel they have been of some use in the past two weeks | Data to be obtained from VGR. |
| Focus area: Urban environment and development | **Source** |
| Share of people in Gothenburg aged over 65 whose nearest green area is within 300 metres | Existing internal statistics. |
| Focus area: Public services and support | **Source** |
| SCB’s citizen survey: Share of elders who are satisfied with how they are treated when they are in contact with officials or other staff of the City of Gothenburg | Data to be obtained from SCB. |
| Focus area: Information and communication | **Source** |
| SCB’s citizen survey: Share of elders who are satisfied with the clarity of the information from the City of Gothenburg | Data to be obtained from SCB. |
| SCB’s citizen survey: Share of elders who are satisfied with their access to information about the City of Gothenburg and its operations | Data to be obtained from SCB. |

## References

Officer, A., & De la Fuente-Núñez, V. (2018) A global campaign to combat ageism. Bull WHO 2018; 96:299–300. Retrieved from https://www.who.int/bulletin/volumes/96/4/17-202424.pdf on 23 April 2019

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