



Den Haag

Age-friendly Cities Conference

On innovation, health & active ageing



Creating opportunities for independence and vitality!

Welcome to The Hague and to the Age-friendly City conference on innovation, health and active ageing. As city executive we work closely with our residents, volunteers and businesses to create the ideal environment to promote the vitality, independence and social engagement of the people of The Hague. We drive this process in part with the use of technology and other innovations. I am proud that The Hague, as a member of the WHO Global Network for Age-friendly Cities and Communities, is organising this conference and offering you the perfect opportunity to gain inspiration and explore the possibilities with one another. In this brochure you can read what the city's residents have to say about what The Hague means to them as an age-friendly city.

Karsten Klein



Deputy Mayor and Alderman
responsible for Economic Affairs, Harbours, Welfare and Health



Program October 2nd

Time	Activity	Location
2:30 PM – 3:00 PM	Walk-in with drinks & snacks	Panorama Mesdag
3:00 PM – 5:00 PM	Q&A with deputy mayor Karsten Klein and representatives of other cities about the purpose and importance of the alliance	Panorama Mesdag
5:00 PM – 5:15 PM	Visit to Panorama Mesdag	Panorama Mesdag
5:30 PM – 8:00 PM	Drinks and dinner	Penthouse

Program October 3rd

Time	Activity	Location
9:00 AM – 9:30 AM	Walk-in	Diligentia Theatre
9:30 AM – 11:00 AM	Opening by chairman of the day, Johan Overdevest Presentation of the cities about the joint action led by Andy Bleaden Hayette Mingoen and Anne-Sophie Parent about getting older	Diligentia Theatre
11:00 AM – 11:30 AM	Transfer to the workshops and working visits	Transport
11:30 AM – 4:00 PM	Afternoon programme on location (speakers, discussion and tour)	Various locations
5:00 PM – 8:00 PM	Close of session, drinks and dinner	Stichting Federatie Eekta

Workshops

October 3rd, 11:30 AM - 4:00 PM. Choice program

1. Workshop: Diversity

This workshop focuses on ageing in relation to the diverse (socio-economic, cultural, religious, ethnic) backgrounds of older people. How to deal with a diverse (older) population regarding questions to improve quality of life, health, care and participation.

Christiane Schubring – Member of the City Council of Frankfurt and/or Frederic Lauscher – Director of the board at Frankfurter Verband für Alten- und Behindertenhilfe

Speaker on behalf of ENIEC – European Network on

Elderly Care

Paul Doop – Chairman of the Board at Haaglanden Medical Centre

In cooperation with:

Divers Den Haag



2. Workshop: Vitality

To improve quality of life and to add better health to longer lives it is essential to work on the vitality of older people. How to improve vitality, mobility and beauty of older people will be the main subjects of this workshop.

Mary Craig – Research fellow at Edinburgh University

Joris Slaets – Director at Leyden Academy on Vitality and Ageing

Gerard Jan Blauw - Professor of internal medicine - geriatrics, Leiden University

In cooperation with:

- Booschappenbegeleidingsdienst
- Old Stars / Walking Football
- Verhalentafels



3. Workshop: Older people's participation

Manchester's Older People's Charter: "Older people have the right to choice and control and to meaningfully influence the decision-making processes that affect their lives. They have the right to be engaged in shaping all aspects of life, including involvement in the design and delivery of the services that are provided to support them."

Why, what and how do we involve older people in daily policies, health care, businesses?

Paul McGarry - *Strategic lead age-friendly Manchester and Head Ageing Hub of Greater Manchester*

Esme Ward - *Strategic Lead for Culture, Age Friendly Manchester and Greater Manchester Ageing Hub Head of Learning and Engagement, The Whitworth and Manchester Museum*

Anne-Sophie Parent - *AGE Platform Europe*

Suzan van der Pas - Professor (lector) Social Innovation and Entrepreneurship - Hogeschool Leiden

Laura Christ – *Older Women's Network and Mobility Scouts*

In cooperation with:

- *Laakse Lente*
- *Chinese Brug*
- *Buurtcoöperatief Ketelstraat*
- *Stedelijke Ouderen Commissie & Monitoring Platform*

4. Workshop: Ageing

To improve quality of life and to add better health to longer lives it is essential to work on the vitality of older people. How to improve vitality, mobility and beauty of older people will be the main subjects of this workshop.

Fred Beekers – *Community against Loneliness*

In cooperation with:

- *Resto van Harte*
- *Community tegen Eenzaamheid*
- *Haagse Ontmoeting*



5. Workshop: Accessibility

New York has the proud distinction of being the first state in the nation to enact a Human Rights Law, affording every citizen “an equal opportunity to enjoy a full and productive life.” The workshop Accessibility introduces further the work on accessibility that is going on in New York. Accessibility here is meant like: physical, financial and social accessibility. Together with examples from The Netherlands and The Hague in particular the audience will learn and discuss how to improve the accessibility for all.

Victor Calise – *Commissioner at New York City Mayor’s Office for People with Disabilities (tbc)*

Floris Alkemade – *Chief Government Architect*

Wim Carabain – *Director at Voorall, advocacy organisation for people with impairments and/or chronic diseases*

In cooperation with:

- *Bewegtuin Zuiderpark*
- *070 Award*



6. Workshop: Support and independent living with ICT

Innovative solutions like Ehealth, domotics, robotics, digital health in India and The Hague will be further explained and explored during this workshop.

Mrs. Maulishree – *Bangalore India, coordinator of the memorandum of understanding of Karnataka – The Hague*

Nick Guldmond – *Associate Professor Institute of Health Policy & Management Erasmus University Rotterdam*

Eric Lemstra – *Chairman of the Board at Xtra (tbc)*

In cooperation with:

- *iZi ervaarwoning*
- *Alzheimer café*
- *Sophia Revalidatie*



Program October 4th

Time	Activity	Location
9:00 AM – 9:45 AM	Walk-in	Koninklijke Schouwburg
9:45 AM – 10:15 AM	Opening by Johan Overdeest and Gerben Hagenaars (Director of Health)	Koninklijke Schouwburg
10:15 AM – 10:45 AM	Keynote speaker on Silver Economy & Innovation	Koninklijke Schouwburg
10:50 AM – 11:20 AM	Keynote speaker on positive health	Koninklijke Schouwburg
11:20 AM - 11:30 AM	Explanation about the workshop program	Koninklijke Schouwburg
11:30 AM – 12:30 AM	Lunch	Koninklijke Schouwburg
12:30 PM – 3:00 PM	Afternoon programme on location (speakers, discussion)	Various locations
3:00 PM – 4:30 PM	Off-time	Various locations
4:30 PM – 8:00 PM	Closing ceremony – cultural event at De Pier (public event)	De Pier

Workshops

October 4th, 12:30 PM - 3:00 PM

1. Positive Health

GGD

How to influence healthskills

5. Vitality

LUMC (Mattijs Numans)

Population Health Management

2. Accessibility

World Startup Factory

Challenge toegankelijkheid

6. Vitality

HMC (G.J. Blauw)

Patient centered care: what it is and how to implement

3. Technology

Xtra (Eric Lemstra)

Evolving care: how technology advances care in The Hague

7. Technology

HHS (B. Mulder)

How E-health can change our health-system

4. Health & Economy

Be Bright (Monique Phillippens)

Life & Health Science: what's the economic potential?

Things to do in between

October 4th, 3:00 PM - 4:30 PM

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Stroll along the beach

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Visit the Mauritshuis

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Walk around downtown

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The Cultural Festival, the festive closing ceremony at The Pier

October 4th, 4:30 PM - 8:00 PM

About the Cultural Festival

In conclusion of the Age-friendly Cities Conference, there will be a festive closing ceremony, better known as the Cultural Festival, at The Pier in Scheveningen on Wednesday October 4th, from 4:30pm till 8:00pm. Here, elderly and professionals will be brought together to participate in various cultural activities, ranging from theatre to painting. There are many cultural activities in The Hague especially for the elderly. However, not many are aware of the existence and accessibility. With this event we will showcase a range of cultural initiatives that take place in The Hague on a daily basis, in order to stimulate own initiative and participation.

Food & drinks

During the Cultural Festival dinner and drinks are provided. At the entrance all visitors receive a “food&drinks card” with which they can order food and drinks at the various food trucks.

About The Pier

On 17 September 1959 the current structure, designed by Dutch architects Hugh Maaskant and Dick Apon from Rotterdam, was opened by the then mayor of The Hague, Hans Kolfschoten. Its unusual construction boasts two levels for the main pier, the lower deck a closed-in section, the upper open to the elements, and four terminal sections called ‘islands’, each originally with a separate focus. Its total length is 382 meters.

Since the fully reopening on 18 July 2017, The Pier is open daily and all year around. Meanwhile The Pier is totally renewed and converted into a true FoodBoulevard, where you will find a quality range of streetfood concepts, restaurants, bars, innovative shops, our Ferris Wheel and our luxurious suites.



Age-friendly The Hague

A city for everyone: that is what The Hague is striving to create in its alliance with the World Health Organisation (WHO). Let us show you some examples within the eight domains of liveability where we are proud

Domain outdoor spaces and buildings

An age-friendly city is a clean and pleasant place to live.

Rene works for the street cleaning service in The Hague. Every day he keeps the streets in the Segbroek district neat and tidy. He is a familiar figure in the neighbourhood and always has time for a friendly chat with the residents. Mr Hagdewsing loves the street he lives in. He is very grateful to Rene and his team for the efforts they make to keep the street clean ensure there are benches in the neighbourhood where he can sit and rest when he is out shopping.



Domain transportation

An age-friendly city has suitable transport for everyone. Public transport is easily accessible and never too far away and there is dedicated transport for those who need it.

Maarten is one of the volunteers with the local bus service for the infirm and the elderly in Loosduinen. The service has been operating in the district since 1978, bringing residents to appointments with the doctor, to the pharmacy or to visit friends. Mrs Opperlands regularly uses the service to go to the shopping centre.



Domain housing

An age-friendly city has easily accessible housing for the elderly.

For many years Mr van Gameren has lived happily in his upstairs apartment. Unfortunately, he is now finding it more difficult to climb the stairs to his home. With a subsidy under the Social Support act, the municipality recently helped him to have a chair-lift installed. Stephan installed the chair-lift and explained how it worked and Mr van Gameren can now get in and out of his home without any difficulty.



Domain social participation

An age-friendly city organises plenty of local activities for the elderly.

Cees and Marja are members of Hekgolf, a drama group in the Laak district of the city. Under the passionate leadership of its director Elles Pleijter, they rehearse in De Stiel, a community centre for senior citizens. Acting is far more than just a cheerful pastime for the elderly members of the group. Cees, for example, has become far more assertive and is now really able to speak up for himself.



Domain civic participation and employment

An age-friendly city offers sufficient possibilities for senior citizens to participate and be involved, for example by doing voluntary work and visiting community centres.

Saša always said that when she retired she would work as a volunteer in the library in Leidschenveen-Ypenburg. And that's precisely what she is doing. She loves the library and really enjoys helping people there. One of the visitors is local resident Louise, who finds the library a fantastic place to relax.

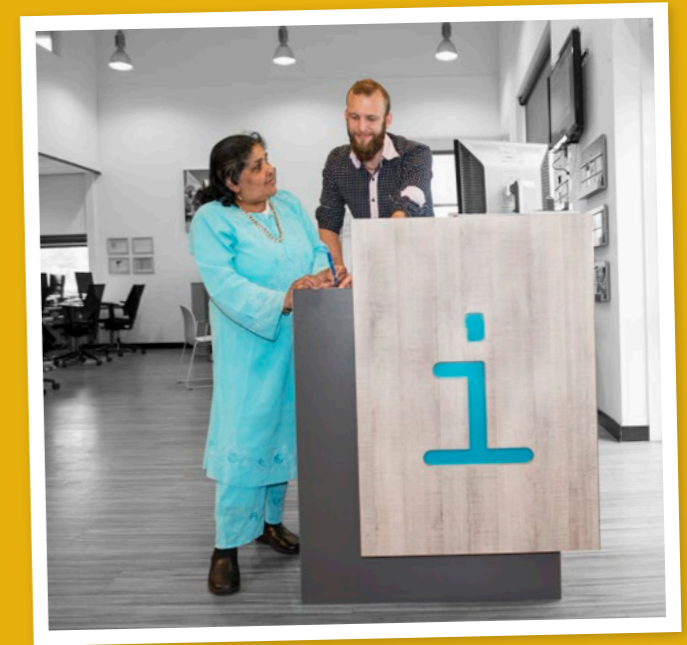


Domain communication and information

An age-friendly city uses a range of convenient channels of communication to provide good information.

Donald works at the XL service point in Escamp, where he provides people with advice and information about a wide range of subjects. Mrs Soknandan visits regularly for advice on subjects such as the rent for her home and health insurance. Donald and the other staff members are always happy to help.

And since the XL service point is located in the community centre, she can then stay and enjoy the pleasant activities that are organised there.



Domain respect and social integration

An age-friendly city treats everyone with respect and arranges interaction between different generations.

Reinier is well into his eighties, but that means nothing in the Haagse Directe boxing school. With his tremendous discipline, seven days a week he can be found exercising and training others in the gym. Lakshman is one of the talented young men he trains for fights.



Domain community support and health services

An age-friendly city provides sufficient affordable care for everyone.

Piet has been living for several years in an assisted living centre where he receives all the care he needs. One of Piet's favourite carers is Lahlou, with whom he gets on very well. In addition to the physical care he provides, Lahlou also takes Piet out in his wheelchair to go shopping, for example.



Practical Information

Locations

Diligentia Theatre

Lange Voorhout 5, The Hague



Royal Theatre The Hague

Korte Voorhout 3, The Hague



The Pier

Strandweg 150-154, The Hague



Eekta Foundation

Boylestraat 20, The Hague



Transportation

The Hague boasts excellent public transport. Scheveningen beach can be reached in no time at all by tram and bus. During the conference transport between the different programme locations, workshops and site visits will be provided.

For complete public transport information and planning
9292.nl/en

Public transport in The Hague
htm.nl/english/



Tourist Office The Hague

At our tourist information office (VVV) you can obtain information and tips about The Hague and Scheveningen. From attractions and excursions, bike rental to the night life and tucked away gems in the city. The office is centrally located in the heart of the city and is easily accessible by public transport.

📍 Spui 68, The Hague

🖱️ denhaag.com/en/tourist-office

Contact

Feel free to contact us if you have any questions or concerns:

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