



(Regional Law no. 22 of November 14, 2014)

Promotion of active ageing and amendments to article 9 of regional law 15/2014 (concerning social protection).

Art. 1

(Purposes)

1. The Region recognises and values the role of elderly people in the community and promotes their participation in the social, civil, economic and cultural life, facilitating pathways of physical, mental and social autonomy and well-being.
2. The Region supports active ageing as a process that gives value to the person as a resource, making him/her the protagonist of his/her own future.
3. The Region contrasts all the phenomena of exclusion, prejudice and discrimination against the elderly, supporting actions and interventions that facilitate full social inclusion in the community.

Art. 2

(Definitions)

1. For the purposes of this law, the following definitions are provided below:

a) Elderly person: a person over sixty-five.

b) Ageing: The process that develops throughout the whole life assuming different characteristics and as many individual diversities that must be recognised giving meaning and value to all ages.

c) Active ageing: The process that facilitates the person's continual ability to redefine and change his or her life project and context, through actions that promote opportunities for autonomy, well-being, health, safety and participation in social activities, in order to improve the quality of life and to affirm the dignity of ageing people.

Art. 3

(Intervention planning)

1. The Region pursues the aims of this law through the planning of coordinated and integrated interventions in favour of the elderly in the areas of health and safety, participation, lifelong learning, work, culture and social tourism, sport and leisure time, civil commitment and volunteering.

2. The Region facilitates the planning of the interventions referred to in paragraph 1 by promoting territorial initiatives in collaboration with individual or aggregate Municipalities, with the Health Authorities, as well as with the subjects, bodies and associations that in any capacity operate in the areas and for the purposes referred to in this law, also through the Zone Plans instrument, referred to in Article 24 of Regional Law no. 6 of March 31, 2006 (Integrated system of interventions and services for the promotion and protection of social citizenship rights), and promotes their establishment and participation in relation to European networks and national and international circuits.

3. The Regional Council defines the strategies and approves the three-year program of interventions for the implementation of this law. The program defines the methods, actions and resources with which the central Departments of the Regional Administration contribute to its implementation.

4. The three-year program referred to in paragraph 3 is prepared by the central Directorate responsible for the protection of health and social policies based on the indications provided by the other competent departments and is approved by the Regional Council, subject to the opinion of the competent Council Commission.

4-a The program is approved by February 28 of the three-year term and can be updated annually.

5. The Councillor responsible for health protection and social policies is appointed with the task of coordinating the implementation of the actions planned in the three-year program referred to in paragraph 3. The central Directorate responsible for health and social protection takes on coordination duties with regard to the implementation of the program, making use of a permanent working group with the participation of the various central Directorates. The working group has the task of preparing an annual implementation plan, approved by February 28 of each year by resolution of the Regional Council, aimed at making the objectives and guidelines of this law operational.

Notes:

1 Words suppressed in paragraph 4 from art. 1, paragraph 1, letter a), R. L. 28/2015

2 Paragraph 4-a added from art. 1, paragraph 1, letter b), R. L. 28/2015

3 Words added to paragraph 5 from art. 1, paragraph 1, letter c), R. L. 28/2015

4 See also the provisions of art. 8, paragraph 7, of R. L. 14/2018

Art. 4

(Implementing subjects)

1. The Region values and promotes the participation of elderly people in initiatives created in implementation of the interventions referred to in this law, in collaboration with:

a) Municipalities, individual or aggregate.

b) Healthcare agencies and public companies providing personal care services

c) School institutions and the LiberEtà and Terza Età Universities.

d) Social forces and associations representing elderly people.

e) Associations for the protection of consumers and users' rights.

f) Non-profit entities and organisations, as well as private entities that in any capacity operate in the areas and for the purposes referred to in this law.

Art. 5

(Family policies)

1. The Region recognizes the family as a fundamental resource in active ageing policies. In order to facilitate actual conditions of sustainability of family responsibilities towards the elderly:

- a) Promotes any useful action aimed at supporting families in an integrated manner for the longest possible stay in the home environment of the elderly person as an alternative to hospitalisation in residential care facilities.
- b) Favours appropriate policies that take into account family burdens, with particular reference to women, and aim at enhancing family initiatives for taking care of the elderly.
- c) Supports the inclusion of families within wider networks of self-organization of services in support of family tasks for the promotion of active ageing.

Art. 6

(Training)

1. The Region identifies lifelong education and training as a fundamental way to live longevity as a protagonist and in particular:

- a) Supports mutual inter-and intra-generational education, between members of different cultures, promoting the value of gender difference.
- b) Supports training courses aimed at offering tools and opportunities for understanding the contemporary social reality in order to strengthen the adaptive skills of older people.
- c) Values and supports lifelong learning activities such as the LiberEtà or Terza età Universities, however named, directed to lifelong education in different sectors of knowledge also with the participation in European projects.
- d) Supports the training, updating and continuous retraining of all those who work, in various capacities and also with specific professional skills, with older people.

2. The Region promotes and supports operating protocols with educational institutions for the implementation of projects concerning the provision by the elderly of their time in the transmission of knowledge to new generations; it also encourages the active role of the elderly during guidance or training courses, also with the help of companies and trade union organisations.

3. The Region, in order to promote the social inclusion of the elderly, promotes and supports, also through targeted information, awareness raising, health promotion and socialising campaigns, training courses aimed at:

- a) Designing active ageing pathways with particular attention to civic engagement and active citizenship.
- b) Supporting training courses for the elderly who are engaged in the care and education of their grandchildren, facilitating the balance of their parents' work and family life.
- c) Promoting healthy lifestyles, healthy and correct nutrition and sustainable consumption, as well as effective savings management.
- d) Pursuing home and road safety.
- e) Promoting actions to combat addictions.
- f) Fostering the skills and competences of older people in social commitment programs, in forms of support and aid for people in difficulty and discomfort, with community-based interventions.

4. The Region promotes initiatives aimed at facilitating the access of the elderly to technologies, information and digital services, favouring the synergy between all the organisations active in the territory.

Art. 7

(Civil commitment)

1. The Region promotes the participation of the elderly in community life, also through civil commitment in volunteering initiatives and in associations, as well as in roles of responsible and solidarity-based active citizenship, as a form of promoting active ageing.

2. The civil commitment can be translated into social projects that, promoted and carried out by the implementing entities referred to in Article 4, must be aimed at the well-being of the community and inserted as a priority in specific operational protocols in the context of the Zone Plans.

3. Elderly people who work in volunteering projects referred to in paragraph 2 may be reimbursed for expenses incurred, pursuant to article 4, paragraph 3, of Regional Law no. 23 of November 9, 2012 (Organic regulation on volunteering and on social promotion associations), as well as social credits usable for services regulated by project promoters.

4. The Region supports experimental projects or agreements between public bodies and private subjects, as well as the development of family associations aimed at developing the civil commitment of the elderly by promoting the establishment of support networks in the territory that work in an integrated and coordinated manner.

5. The Region supports the Municipalities that activate periodic meetings with people who have access to retirement benefits collecting their availability for free services within their acquired skills and professionalism. Municipalities play an active role by combining expressed availability and needs present in the community of reference.

Art. 8

(Culture and social tourism)

1. The Region promotes socio-cultural innovation initiatives aimed at encouraging inclusion processes and spreading a positive image of the elderly person as a resource for the community.

2. In order to support the cultural, landscape and environmental heritage, the Region:

a) Supports social tourism initiatives, in particular by facilitating access to musical events, theatres, cinemas, exhibitions and museums.

b) Favours the civil commitment of the elderly in promoting local history, culture and traditions.

Art. 9

(Social transport)

1. In order to achieve a direct interaction between economic and social development policies, spatial planning and transport organisation, the Region:

- a) Recognizes the regional public transport service as having social characteristics with particular regard to work, school, tourism, healthcare and social needs.
- b) Assigns to the service itself a participative role in the economic development and territorial rebalancing of the Region.
- c) Harmonises the regional transport policy with the social policy objectives aimed at facilitating people in difficulty in moving freely around the territory by taking advantage of specially adapted collective transport services or alternative services, under the same conditions as other citizens.
- d) Promotes and supports social and assisted transport services in the context of planning and qualification interventions of the regional welfare system.

Art. 10

(Health and well-being)

1. In order to prevent physical and psychological disabling processes, the Region, also through an appropriate use of the resources of the regional healthcare and social services and in accordance with the provisions of the regional prevention plan:

- a) Promotes interventions and actions aimed at orienting the regional welfare system in the construction of social well-being by overcoming welfare-based logic, limiting hospitalisation and admission into residential facilities, supporting the dignity, autonomy, free choice and self-determination of the elderly person, even in situations of greater hardship and difficulty, to facilitate and promote the co-residence of the elderly also through the experimentation of intergenerational housing models.
- b) Adopts social and healthcare policies in favour of home care as a support to the elderly in their family and territorial context, contrasting phenomena of isolation and social marginalisation, loss of personal autonomy and early departure from the usual context of life, also through the development of home automation and remote assistance services.
- c) Supports the dissemination of correct lifestyles, physical and motor education, also through information and awareness campaigns, promoting operating protocols between the associations that operate in the areas and for the purposes of this law, to extend throughout the regional territory projects that have proved to be effective.
- d) Supports, in an inter-generational and cultural perspective, the dissemination of proximity interventions, meeting spaces and places, socialisation and participation.

Art. 11

(Access to information, services and new technologies)

1. The Region, in order to encourage full participation and access to the physical environment, information and communication, including information systems and technologies:

- a) Supports the dissemination of information and opportunities also with technologically innovative and sustainable tools by older people.
- b) Promotes operating protocols between the subjects referred to in article 4 aimed at facilitating, also economically, access to information and support for the use of the instruments referred to in letter a).

c) Supports research and innovation for the improvement of living environments, to promote the accessibility of homes and living spaces and to facilitate participation in research, development and innovation projects in the sector, also in an interdisciplinary and international context.

d) Promotes the adoption of tools aimed at facilitating the coordination of the offer and ensuring widespread information to the population.

Art. 12

(Conclusion of working life)

1. The Region, in compliance with the current regulations on the subject, favours the implementation of interventions that facilitate the conclusion of working life, aimed at people of mature age and aimed at:

a) Favouring the search for gradual ways of leaving work also through forms of social and civil commitment.

b) Promoting the transfer of skills to younger workers.

Art. 13

(Evaluation clause)

1. The Regional Council exercises control over the implementation of this law and evaluates the results obtained in terms of actions and interventions to support active ageing.

2. The Regional Council, availing itself of the central Directorate responsible for the protection of health and social policies, prepares a general monitoring plan to be sent for the respective responsibilities to the central Directorates involved.

3. The Regional Council, based on the monitoring of the individual Directorates and in particular of the central Directorate responsible for health protection and social policies, prepares a report every three years, to be completed by the month of February of the year following the three-year period in question, informing the Regional Council. The report, in particular, documents:

a) The state of implementation of the program with evidence by scope of action of the implemented and initiated interventions, as well as the level of involvement achieved.

b) Any critical issues emerged during the planning of the interventions and the degree of coordination and integration achieved.

4. The report referred to in paragraph 3 is made public, together with the council documents that conclude its examination, in particular by publication on the website of the Regional Council.

Art. 14

(Financial Provisions)

1. For the purposes referred to in Article 3, paragraph 3, the expenditure of 80,000 euro for the year 2014 is hereby authorised, under the budgetary unit 8.7.1.3390 and the newly established chapter 4470 in the state of budget forecast of the multiannual budget for the years 2014-2016 and the budget for the year 2014, under the name "Program of interventions concerning the promotion of active ageing".

2. The expenditure of 80,000 euro for the year 2014 deriving from the provisions of paragraph 1 shall be covered by the transfer of the same amount from the budget unit 10.4.1.1170 and from chapter 1490 of the state of budget forecast of the multiannual budget for the years 2014-2016 and the budget for the year 2014.

Art. 15

(Amendments to Article 9 of Regional Law 15/2014)

1. Paragraph 1 of article 9 of Regional Law no. 15 of August 4, 2014 (2014 budget adjustment), undergoes the following changes:

a) The words << to the Psycho-pedagogical Institute "Villa Santa Maria della Pace" in Medea >> are replaced by the following: << to the Italian Province of the Order of the Scalzi of the SS. Trinità in Rome >>.

b) After the words << with severe generalised developmental disorders >> the following words are added: << in Medea >>.

2. In relation to the provisions of article 9, paragraph 1, of Regional Law 15/2014, as amended by paragraph 1, in the state of budget forecast of the multiannual budget for the years 2014-2016 and of the budget for the year 2014, in the budget unit 8.1.1.1138, in the name of chapter 4865, the words << to the Psycho-pedagogical Institute "Villa Santa Maria della Pace" in Medea >> are replaced by the following: << to the Italian Province of the Order of the Scalzi of the SS. Trinità in Rome >> and after the words << with severe generalised developmental disorders >> the following words are added: << in Medea >>.

Three-year program (2019-2021) of interventions implementing the regional law 22/2014 "Promotion of active ageing"

PART I – STRATEGIES AND INTERVENTION AREAS OF THE L.R. 22/2014: A REVIEW AFTER THE FIRST THREE-YEAR IMPLEMENTATION

The first three-year period of implementation of L.R. 22/2014 highlighted the relevance of its interventions aimed at the real needs of senior citizens, referring in particular to the framework of the intervention areas (Art. 5-12) and to the innovative policy guidelines identified by the three-year programme 2016-2018. The regional law concerning active ageing, from a regulatory point of view, is intended to satisfy a wide range of problems experienced by senior citizens and represents the final product of a *bottom-up* approach aimed at identifying general objectives suitable for the needs of its recipients. It is, ultimately, a culturally advanced legislation, very well promoted by the region in the preliminary implementation phase and was created, in theory, with a view to sharing among the territories, of creating relationships with implementing subjects and to promoting active citizenship and access to a varied range of services. The ex-post evaluation of the interventions carried out during the three-year period 2016-2018, however, shows that the relevance of the L.R. 22/2014, considered as suitable to the needs of the recipients, weakened when it passed from a theoretical-legislative profile to the practical-application. The previous non-exhaustive identification of the specific and priority problems of each territory and sector of intervention represents a criticality which, at present, can weaken the real effects of the law and cause an introduction, to the present three-year plan, of a range of objectives and cross over actions aimed at strengthening its operational dimension and further amplifying the already widespread cultural impact of the law itself. The latter, in fact, has diffusely strengthened the communication dynamics among the various participants, increasing their levels of knowledge and awareness of the value systems and organizational network that, in Friuli Venezia Giulia, acts to promote active ageing. These dynamics, in particular, concern:

- The communication synergies between administrations, the regional offices and public and private subjects (single intervention areas, possible overlaps or deficiencies, spaces of mutual usefulness and interdependence, etc.);
- A more, timely perception of the placement of each participant within the framework of regulatory and operational reference;
- The emergence and sharing of proposals and activities already performed or to be carried out on the regional territory.

The present three-year plan reproduces the framework based on sectors of the L.R. 22/2014, integrating it with the identification of some **priority actions** and a section specifically reserved for cross system interventions, functional to the identification of priorities, a diversified planning over time and continuous supervision. The planning of coordinated and integrated interventions to be implemented in the regional territory over the three-year period 2019-2021 aims to promote active ageing in the following areas:

1 – Family policies;

2 – Training;

3 – Civil commitment;

4 – Culture and social tourism;

5 – Social transport;

6 – Health and wellbeing;

7 – Housing and access to new technologies, information and services;

8 – Completion of work;

9 – System cross-cutting objectives.

Strategic approach 1 – Family policies

Art. 5 of L.R. 22/2014 recognizes the family as a fundamental resource in active ageing policies and in order to encourage the sustainability of family responsibilities towards senior citizens, promotes integrated support to families to allow them to stay home, as an alternative to moving into residential nursing facilities. It also supports policies that take into account family burdens – with particular reference to women – and encourages the inclusion of the same families in broader networks of self-organization to support active ageing. Working in this direction it is also possible to include the objectives of the L.R. 11/2006 which intends to promote associations between families and the experiences of self-organization of households, enhancing them as a unitary subject in the use of the service. Solidarity is also supported between generations, education and family assistance¹.

The support to family policies is a specific strategic approach connected to a general decrease in the traditional practice of hospitalization, or admittance to nursing homes. From an operational point of view, the framework has to acquire strategic goals in particular:

- **Support to families for the permanence of senior citizens in the family home** through services aimed at improving comfort and personal care, checks aimed at supporting the care in preserving the independence and health of the elderly person and contributions for the use of qualified staff in care activities (including family assistants);
- **Support to families** of senior citizens, recognizing their loads or support contributions related to care activities, the maintenance of domestic chores and parental solidarity (caregiver);
- **Support for the inclusion of families in non-profit networks** supporting senior citizens, as an institutional practice consistent with the promotion of an extended solidarity system in which the same families can increase their cultural heritage and have the opportunity of working, in politics and society.

With reference to the above-mentioned areas of intervention, the results of the ex-post evaluation concerning the first interventions of implementation of L.R. 22/2014, during the three-year period 2019-2021, highlight the need to reinforce the programme of professional training activities aimed at staff active in care activities. In short, it is a question of promoting support for family policies through an increase in the investment for training of family assistants, providing them with more knowledge and operational capabilities inherent to the institutional and regulatory context of reference: From the organization and territorial functions of the various services to the administrative and accounting practices of the public offices, up to employment relations and the notions of contracts in the matter of income support, health of the assisted and home security. The above actions, on the one hand, aim to translate such content into a more complete way of working, open to the needs of the user integrated with the know-how of the other participants in the network (e.g. associations, voluntary organisations, public operators, etc.); On the other hand, they satisfy the emerging need to reinforce sought after and widespread professionalism in the face of the ever growing number of senior citizens.

Along with the training needs of family assistants a further development in the support interventions of family policies should favour the caregiver, that is to say a family member who takes care and assists a

¹ Cfr. L.R. 11/2006 (art. 2).

relative with disabilities or affected by chronic or degenerative pathologies. Often many caregivers, who are themselves elderly, worsen their quality of life or neglect their own health.

Strategic approach 2 – Training

A policy aimed at favouring active ageing in the field of training is characterised by the strengthening of adapting abilities to modern society and of the opportunities for senior citizens to be competent in the various sectors of non-working activities. It is a matter of encouraging the transmission of knowledge that strengthens the ability of the senior citizen to play a social role, to perform everyday computer tasks to access services and more generally to satisfy his own intangible need to relate through civil commitment, to support people in distress or help the family and grandchildren. The increased ability to access ICT services and technologies is considered a priority, often an exclusion factor or even age-related work discrimination.

The training also aims at counteracting the phenomena of disengagement and loss of role through an involvement of senior citizens in the capacity of teacher or learner in training projects to be held in schools to encourage equal age or the younger generations.

From this perspective, art. 6 of the L.R. 22/2014 assigns to the region the function of giving value and sustaining the inter-and intra-generational training and aimed at lifelong education in the areas of knowledge, or the supply of tools and opportunities to understand the contemporary social reality and the strengthening of adaptive competences of senior citizens. Furthermore, the region, within the regional system of lifelong learning, recognizes the particular cultural and social importance of the Third age, and free age universities, however they should be called, as a factor of promotion and development of education for adults and senior citizens in the context of non-formal learning².

This training, besides continuous updating and requalification, is also promoted for all the active operators who work professionally with senior citizens³.

Furthermore, during the first three-year plan, the region supported operational protocols with educational institutions to carry out projects involving senior citizens and the transmission of their knowledge to new generations, even with the eventual involvement of companies and trade unions, in the orientation and first training paths⁴. Among the purposes accepted by the region are the promotion of training initiatives for the access of over sixty-fives to services and technologies or digital information, as well as other types of content, such as, for example, the adoption of correct lifestyles, nutrition and consumption⁵.

Support for training activities is consequently a strategic approach that mitigates the early or definitive exit of the senior citizen from his working life and promotes generic and specialized preparation. This strategy, under an operational profile, acquires the following articulation in the objectives that follow:

² Cfr. L.R. 41/2017.

³ Cfr. L.R. 14/2014 (art. 6, c. 1).

⁴ Cfr. L.R. 14/2014 (art. 6, c. 2).

⁵ Cfr. L.R. 14/2014 (art. 6, c. 3 and 4). The other types of content are: to develop pathways of active ageing, with particular attention to civil commitment; Supporting the role of senior citizens in caring for and educating their grandchildren, facilitating their parents in creating a balance between working and family life; Encouraging correct lifestyles, nutrition, consumption and savings management; Pursuing domestic and road safety; Channelling the skills and competences of the elderly in social commitment programs which give support and to people who are experiencing distress and difficulties.

- **Support for continuous and permanent training** through general formative interventions programmed by public agencies or co-financed by them, providing certification of the acquired competences and a consequent improvement of the levels of employability, internal mobility and relocation in the event of dismissal. The objective to be pursued is to increase the adaptive competences towards modern and contemporary society.
- **Support for inter-or intra-generational** training with the participation of senior citizens in the role of teachers or learners; Involvement of senior teachers in projects and training interventions to be implemented in schools;
- **Promotion of training paths to support active ageing** in various fields both of prevention, with healthy lifestyles (health, nutrition, consumption and management of savings, home and road safety) and extra-working action, with particular attention to civil commitment, to support people in distress or to help with the family and grandchildren.
- **Promotion of training initiatives for access to ICT services and technologies** that, in the face of innovations in production contexts, can represent an important support to *work ability* and can oppose working discrimination linked to age;

With reference to this strategic line, the results of the ex-post evaluation of the first actions taken for the implementation of the L.R. 22/2014 highlight the need to reinforce, during the three-year period 2019-2021, the framework of *integrated training and multidisciplinary activities for health care and prevention*. In short, it is a question of promoting support for projects or training programmes that relate to, the three dimensions of health, technological research and sporting activity even with a view to *lifelong learning*. The issues related to these dimensions (e.g. use of drugs, remote-assistance and remote-medicine, proper nutrition and physical exercise, etc.) show an intrinsic and reciprocal complementarity and are configured as fundamental strategic aspects of a genuine path of active ageing. Training courses in a preventive perspective should involve adult groups near retirement age to be extended even in the future.

Strategic approach 3 – Civil commitment

The L.R. 22/2014 establishes that the Friuli Venezia Giulia region, to promote active ageing, favours the participation of senior citizens in community life, also through civil commitment in volunteering, in associations or in social projects aimed at the welfare of the community and part of priority operational protocols in the context of the area plans. The region, besides enhancing the municipalities which organize periodic meetings with people close to retirement age to understand their availability of offering free services in their field of expertise and professionalism, supports experimental projects, conventions between public and private entities and family associations that encourage the participation of over sixty-fives⁶.

Support of civil commitment is a specific objective that relates to the general purpose of promoting the forms of primary and collective relations of the senior citizen through involvement strategies in the no-profit sector and among networks of family, relatives and friends, as well as an answer to daily needs that require more compassion and spirit of solidarity than mere material wellbeing. To become operative, this strategy acquires the following framework of objectives:

⁶ Cfr. L.R. 14/2014 (art. 7)

- **Promoting participation in community life.** The actions envisaged are reflected in the support of interventions promoting the participation of senior citizens in community life through voluntary work and associations, enhancing the professional skills accumulated during a lifetime.

- **Support for involvement in social projects and network protocols**

The planned actions intend to support the participation of senior citizens through their involvement in social projects and protocols in the context of local planning and synergies between public and private entities to support the civil commitment of the elderly.

The results of the ex post evaluation of the first interventions implementing the L.R. 22/2014 highlight the need to remove, the financial and bureaucratic legislative criticalities for the three-year period 2019-2021 (e.g. recognition of small remunerations, Identification of responsibilities, conclusion of insurance contracts, etc.), which have so far hindered the launch of interventions in the field of civil commitment. In particular, it is a question of strengthening and *broadening the program of actions to enhance the sensitivities acquired during a lifetime* (professional, cognitive and human) and to *promote the participation* of senior citizens in community life, through voluntary work or associations and to carry out auxiliary activities on the territory. These activities may concern: supervision near or inside school buildings, monuments, sites of cultural interest and other places of leisure and aggregation, small maintenance tasks and custody of green spaces and the environment; Assistance on school buses or to lonely people who are unable to perform daily tasks or access public service structures; The free management of communal land (e.g. horticulture) in order to ensure greater protection and usability by the citizens.

Strategic approach 4 – Culture and social tourism

The elements contributing to the social construction of old age – that is to say the status given to senior citizens – and the cultural orientations towards them vary over time and in different socio-territorial contexts. Everywhere and over time, however, the ageing of the population has been or is contemplated as a problem of particular seriousness, also for the prevalence of stereotypical interpretative models. Old age is considered a vital phase of rest, Isolation, poor productivity and loss of use for the economy. These models, in the past and still today, tend to generate social discrimination based on wrong beliefs that adversely affect policies for older people.

In the last ten years, in this respect, several Member States of the European Union have undertaken initiatives to promote a change of cultural prejudice, using different forms of intervention: from public discussion, through conferences to the creation of observers, to the drafting of multiannual plans or codes of conduct for companies and social partners. Other good practices of active ageing aim to support the access of senior citizens to musical and cultural events, as well as to involve them in the promotion of local history and customs through non-profit organizations or other forms of civil commitment. Participation in these events contributes to the well-being of the subjects, since it allows the enjoyment of artistic and creative performances of symbolic and expressive value with high emotional and formative impact. In order to make the most of these events, however, it is important to rethink specific ways of involving people

The L.R. 22/2014 assigns to the region the task of promoting socio-cultural initiatives aimed at encouraging the inclusion and positive image of senior citizens, as well as their civil commitment to the enhancement of local history, culture and tradition. It also supports social tourism, facilitating, in particular, access to musical and theatre events, sports and recreational activities, cinema, exhibitions and museums⁷.

Support for interventions in the field of culture and social tourism is a strategic approach linked to the more general approach of removing prejudices related to social and cultural discrimination based on age.

From an operative point of view, it acquires the following framework of objectives:

- **Spreading a positive image of senior citizens**, promoting a "Cultural revolution" that can change the traditional perception of their lifestyles and enhances, on the contrary, skills and competences;
- **Support for the access of senior citizens to cultural events** proposing a meaningful, symbolic and expressive content capable of producing a high emotional or formative impact;
- **Support for the civil commitment of senior citizens in promoting culture and history** with particular reference to local history and tradition and to involvement in non-profit organisations or other forms of participation in community life;
- **Support for Social tourism** with particular incentives for the tourist offer dedicated to senior citizens and development of "tourism solidarity" with exchanges and relationships aimed not only at enjoying the tourist offer, but also enhancing specific initiatives that see active senior citizens as protagonists of these relationships.

With reference to the first operational objective, the results of the ex post evaluation of the first projects implementing the L.R. 22/2014 highlight the need to reinforce, during the three-year period 2019-2021, the framework of actions to promote change, using different forms of intervention: from public discussion through conferences to the creation of observers, to the drafting of territorial plans or codes of conduct for companies and social partners.

Strategic approach 5 – Social transport

The L.R. 22/2014 establishes that the region, in order to promote free movement on the territory of people in difficulty, must pursue the objective of offering the same services of specially adapted or alternative public transport, guaranteeing the same conditions as other citizens. The need for social and assisted transport is also supported in the context of planning and qualification interventions of the regional welfare system⁸. Support for interventions in the field of social transport is a specific objective that connects to the more general one of guaranteeing a satisfactory lifestyle to senior citizens from a material, psychological, cognitive, relational and social point of view, facilitating their access to healthcare, welfare, training, education and cultural services. The lack or, inadequacy of interventions aimed at promoting the mobility of senior citizens on the territory favours the growth of the poverty and exclusion phenomena. As well as the poor availability of income and primary goods (e.g. food, home, clothing, etc.), and the deprivation of services essential to the exercise of the citizen's rights.

Under the operational profile, the strategic approach is articulated in the following objectives:

- **Strengthening of the offer of adapted, alternative or assisted transport services** That support or replace the use of traditional means of transport (bus, courier, tram, etc.) or the help of primary solidarity

⁷ Cfr. L.R. 14/2014 (art. 8).

⁸ Cfr. L.R. 14/2014 (art. 9).

networks (family, friends, neighbourhood, etc.) in promoting mobility towards structures and health services, assistance and rehabilitation, or the workplace, the municipal offices, the educational and social recreative centres and the associations established on the territory;

- **Support of social transport in peripheral territorial contexts, such as rural and mountainous areas** where it is more difficult to move autonomously because of a lack of services;
- **Promotion of innovative mobility and social-associative transport**, carried out in an ongoing way, or occasionally through a project elaborated in agreement with the user who will share the costs.

The results of the ex post evaluation of the interventions implementing the L.R. 22/2014 evidence the need to reinforce the actions of support aimed at social transport in the suburban territorial contexts, where it is more complicated to reach the facilities (hospitals, health districts, rehabilitation centres, etc.) and social structures (day-care centres, social gatherings, third age universities, etc.). In this regard, particular strategic relevance is given to the planning of services for short routes at defined times and for programmed activities either of a sanitary or social-welfare nature, or in recreational formative and social opportunities. With reference to the three-year period 2019-2021, the need of assistance to be able to move easily on the territory may be more adequately satisfied by a greater simplification of the bureaucratic constraints (e.g. insurance) and a more substantial co-financing of projects promoted by public and non-profit organizations.

Strategic approach 6– Health and welfare

With regard to health promotion policies in fact, active ageing can be promoted if one overcomes the traditional culture which tackles ageing itself as a progressively disabling and pathological situation, to the point of generating increasing costs and care assistance, in hospitalization or residential and semi-residential structures. With this approach, the interventions in favour of the third age are condoned in a "defensive" sense, considering old age, chronicity and disability as the main socio-sanitary problems to be tackled in the medium and long term. Although in literature it has now been established that in health care the strategic preventive dimension often passes in second place, conceived still in terms of delay or stalling of the processes of decline and loss of autonomy, most of the answers and resources available are destined towards the management of this dimension. Social policies aimed at active ageing on the other hand, are aimed at reducing institutionalization.

They give priority to the home support of the senior citizen and to his remaining in the familiar context, as well as to the prevention of self-sufficiency through the promotion of healthy lifestyles that contemplate sports and physical activity, proper nourishment and resisting bad personal habits (e.g. smoking or excessive consumption of alcohol) that promote the onset of chronic and degenerative diseases. Through a multidimensional analysis of the needs, these policies pursue the strengthening of territorial services, the programming of information campaigns on health and the enhancement of subjects in advanced age within the family and social network they belong to, also in agreement with municipalities and non-profit organizations.

The L.R. 22/2014 stipulates that the region, in a non-assisting prospective and prevention of disabling processes (physical and psychological), adopts interventions and actions to limit the hospitalization of elderly people and their admission to care structures promoting their dignity, autonomy, freedom of choice and self-determination. In addition, the region facilitates co-residence between the over-sixty-fives

and the experimentation of intergenerational housing models, creating social and health policies towards remaining at home and permanence in the family and territorial contexts with the aim of contrasting, also through the development of home automation and tele-assistance services, the phenomena of social exclusion and the loss of personal autonomy. The aforementioned law, finally, encourages, the spreading of correct lifestyles, of physical education and meeting and socializing spaces, also through operative protocols between the associations and specific informative campaigns⁹.

Support for interventions in the field of health and welfare is a specific objective that connects to the more general one of contrasting pathologies among senior citizens through the decrease of cases of hospitalization, institutionalization, and providing subsidies for medical and nursing care. Under the operational profile, the strategic approach is articulated in the following objectives:

- **Supporting the dignity and self-determination of senior citizens through social and health services** through age-respectful procedures and processes, suitable to reduce their discomfort and that of their family members caused by the permanence in health and welfare structures;
- **Support for culture and prevention practices** through the promotion of healthy lifestyles (e.g. proper nourishment, not smoking, or consuming alcohol, etc.), early diagnosis and preventing recidivism, strategies that counteract the risks of non-self-sufficiency. Also included in this objective is the promotion of sport and physical activity, through projects supported both by the municipalities and non-profit organizations or information campaigns on the benefits of physical activity at an older age;
- **Home support and the permanency of senior citizens in family contexts** with services that add value to the daily or temporary care and assistance given by spouses and children and, with the supply of interventions and personalized services, where the primary family cannot include it;
- **Promotion of intergenerational co-habitation between senior citizens** that is, the sharing of residence or domicile between people over sixty-five and young students or workers;
- **Involvement of over sixty-fives in community social life** with the promotion of low threshold support services, spaces and meeting places, promoting the participation of senior citizens, understood to be resources for the community, in meeting places, social activities and civic contribution in which they can satisfy the whole sphere of post-materialistic needs of relatability, reciprocity and human and associative affection.

The results of the ex-post evaluation of the interventions implementing the L.R. 22/2014 highlighted the need to invest, during the three years 2019-2021, more project resources and finances aimed at:

- *promoting the widespread diffusion of small multi-functional day centres* in order to combat social isolation and psychophysical decline in the city centres through the integrated distribution of services;
- *promoting the involvement of senior citizens in the social life of the community at a regional and local level* through participation in meeting places, socialization and civic contribution based on the model of senior citizen centres, free and spontaneous associative structures now present throughout the national territory, financed and regulated by local authorities and generally focusing on recreational or cultural activities;
- *Supporting the diffusion of physical activity with ad hoc financing* aimed at supporting the innovative partnerships between sports associations/federations and social promotion partners active in

⁹ Cfr. L.R. 14/2014 (art. 10).

- encouraging physical activity among senior citizens, giving continuity to the achievements of the first three years in the prevention of chronic and degenerative pathologies;
- *Strengthening the response to the specific needs of the elderly at greater risk of social marginalization*, in particular to the situations not supported by the socio-assistant system, characterised by conditions of progressive economic and relational discomfort linked to movement difficulties, loss of the network of family and friends, lack of financial resources, etc.;
 - *Pursuing innovative home care initiatives* through territorial projects that promote generational cohousing solutions aimed at incentivising the permanence of senior citizens in "artificial" family contexts, privileging the residential localization in city centres in order to favour access to health and social services, public transport and places to eat (cafes, ice cream parlours, shops, etc.) and socialize, such as recreational and cultural spaces (e.g. clubs, theatres and cinemas).

Strategic approach 7– Housing and access to new technologies, information and services

The L.R. 22/2014 assigns the task of spreading information to the region, along with the opportunity and access to services through operative protocols and technologically innovative and sustainable tools. The regional body also promotes research and innovation aimed at improving the living environment and the accessibility of households, as well as the adoption of measures to favour the coordination of the offer and to ensure thorough information to the population¹⁰.

Support for initiatives in the home sector and access to new technologies, information and services is a specific objective that connects to the more general one of promoting the permanence of senior citizens in their own living spaces through the Innovation and technological improvement of living environments. The diffusion of these technologies, however, is an irreversible process even among the older generations and appears destined to become an indispensable part of their daily lives.

From an operational point of view, the strategic approach is articulated in the following objectives:

- **Support for the technological improvement of housing** by equipping them, for example, with PC and Apps for online purchases and home delivery, the use of household appliances with the help of technicians in video-call and to carry out health checks in electronic connection (e.g. measuring blood pressure or heartbeat);
- **Support for spreading information and opportunities through ICT** linking the home *policies* with those of training in order to bridge the gap between knowledge and abilities of senior citizens to use the new ICT technologies; The stresses highlighted in the evaluation of the first three-year period support the importance of promoting actions aimed at developing knowledge of the use of telematics tools in order to support the spread of information, opportunities and good practice among senior citizens and the *stakeholders* active in the small scale voluntary and association environment.
- **Support for the promotion of silver economy policies and ambient assisted living.** The results of the evaluation activity highlight the importance of developing and coordinating this objective. It is a question of grasping the economic opportunities linked to the use of ICT systems and technologies with greater timeliness and effectiveness to guarantee the use of the following products and services: easier accessibility, high quality and long-term assistance and social protection facilities (e.g. eHealth, tele-assistance and tele-medicine); Social and health benefits, including medical devices, outpatient or

¹⁰ Cfr. L.R. 14/2014 (art. 11).

specialist facilities and pharmaceuticals and herbal products. The production of advanced medical-health diagnostic tools; Service and home care robotics. The three-year period 2016-2018, in this regard, highlighted, on one hand, the necessity of analysing ex ante the territorial needs of technological domotics, on the other one to improve the interventions of support and accompaniment to the start up or spin-off of the projects promoted by the integrated system of scientific competences (Università, Poli, Sissa, C.R.O. and Burlo, Sincrotrone, the Area Science Park).

The development prospects of active ageing policies are also open to the "zero-maintenance" construction sector, capturing the expansion potential of a project thread to be promoted through initiatives that require ex-ante the use of technological and eco-sustainable innovation. In fact, it could allow avoiding the expenses and the contingencies of old age, satisfying, at the same time, all the needs of liveability, comfort, efficiency, personalization of the finishing touches and saving of management costs.

Strategic approach 8 – Conclusion of working life

The possibility of implementing strategies for active ageing in the working sphere depends, in large part, on the national Social Security scenarios. Countries such as Italy, since the beginning of the current economic crisis, have put into practice the traditional policies of early retirement, or reduction of the organic through consensual redundancies of the older workers, who are then assisted, under different forms of public welfare. These policies, from a cultural point of view, far from encouraging the involvement of senior citizens themselves in the various sectors of society and economy, constitute a solid cause for strengthening, an interpretation of the Third Age as a phase of subjective disengagement and loss of structural role, two characteristic factors of a process of relational closure and lack of recognition by the community of belonging.

A social policy aimed at enhancing active ageing must also take into consideration the support of the strategies of corporate reorganization for the benefit of the older employees, with particular attention to the most tiring roles. Starting from the proven fact that not all occupations are suitable for people of advanced age, we can expect incentives for companies that, use age friendly managerial practices to facilitate the end of work paths. These practices focus, in most cases, on redefining the tasks to be performed on the basis of seniority, by diverting the senior human resources towards roles which are less physically tiring, but not residual, (e.g. advice, supervision, telecommuting, etc.). However, they also concern, apart from the link between careers and age, the easing of daily rhythms and loads, the limitation of night shifts, the personalization and flexibility of working hours (e.g. bank hours) and the creation of generational teamwork mixed with programs to enhance the activities of skill transfer.

In this perspective, with the L.R. 22/2014, the region intended to promote initiatives which facilitate the conclusion of the working life of people in advanced age and to promote the transfer of competences to younger workers and the search for a way to gradually exit from working life, also through forms of social and civil commitment¹¹.

This strategy, from an operative point of view, acquires the following articulation in objectives:

¹¹ Cfr. L.R. 14/2014 (art. 12).

- **Promotion of age friendly policies** providing incentives for businesses that, in order to facilitate the completion of work activities, divert senior human resources to less physically tiring assignments (e.g. consultancy, supervision, telecommuting, etc.), They lighten their daily rhythms and personalize their working hours (e.g. bank hours). It is equally important to support the activities of older workers, including contributions and tax relief, wage subsidies to employers and the extension of the benefits provided for by the insertion contracts or the apprenticeship to subjects in advanced age, the obligation to adopt outplacement policies of redundant senior staff, etc.;
- **Support for the generational transfer strategies of competences** by promoting the medium and long-term managerial practices that focus on the intergenerational cooperation for the transmission of knowledge, experiences and *know-how* that are difficult to acquire in any other way, but still useful for the competitiveness of the company;
- **Flexible or progressive retirement support** favouring, with a reduction in working hours and the guarantee of financial support (e.g. partial pension), part-time work mixed with pension (so-called flexible retirement) of workers who are close to retirement age or have already reached it.

The results of the ex-post evaluation activity of L. R. 22/2014 highlight the need to relaunch an integrated programme of innovative actions for the completion of work. In each of these operational objectives, in fact, there are difficulties in initiating and setting up policies and alternative measures for early retirement, transfer to low value jobs and removal from the productive circuit. It follows, that in the future, the need to overcome the difficulties in pursuing these objectives, by encouraging companies to abandon the path of early retirement as an instrument to combat structural crisis and reduce costs. The use of this instrument, in fact, highlights the continuing short-term vision in which actions towards human resources are decided on the basis of economic or budgetary pressures, to the detriment of the objectives of valorisation of senior citizens in the working environment.

Strategic approach 9 –Cross-system objectives

The ex-post evaluation of the initiatives for the implementation of the three-year period 2016-2018 showed the need to develop a **programme of transverse actions** to all sectors of intervention of the L.R. 22/2014. These actions, in particular, are inspired by the following operational lines and objectives:

- **Finalise the levels of financial expenditure in the direction of active ageing promoted by L.R. 22/2014.** The low availability of financial resources of the individual Directions aimed at active ageing penalizes both the effectiveness of the three-year programmes and the potential expansion and continuity of the implemented projects. This criticality tends to favour the discretion of the decision-making processes and relates to the cross-cutting objective of coordination, application and connection at central and local level. In the three-year period 2019-2021, it will be necessary to evaluate the opportunities for the disbursement of the funds available in a complementary way to the specific practices of ordinary contributions.
- **Raise the relevance of the project objectives to the real requirements.** The ex-post evaluation activity, as mentioned in the preamble, has shown that, moving from the theoretical-normative to the practical-

applicative profile, the relevance and usefulness of the L.R. 22/2014 fades because of a non-exhaustive and precise ex-ante identification of priority needs in the various areas and sectors of intervention. Research actions and investigations in the field with active participation of potential stakeholders will be able to encourage, in the three years 2019-2021, a more punctual calibration of implementation projects and their specific and operational objectives. This strategy, in perspective, becomes a priority for the definitive implementation of the law and its particular characterization in the institutional panorama.

- **Start and set up of the Interorganizational network.** The greater communicative synergy between the public and private entities during the three-year period 2016-2018 considerably widened the levels of reciprocal knowledge of the network active in the field of operative ageing, as well as the awareness of the value system that inspired the legislative "Ratio" and the projects carried out on a local scale. The cultural impact on stakeholders, however, has not been translated into an operational "chain" of well-structured policies and good practices, also because of the persistence of self-referential practices in the panorama of public and private subjects. As a future perspective, therefore, the inter-organization dimension of the implementation of the L.R. 22/2014 will be able to improve through the realisation of actions that promote closer and consolidated relations between the different regional directorates and in networks at territorial level.

- **Promote integrated or multidimensional design strategies.** The first three-year period of application of the L.R. 22/2014 highlighted the potential of the impact of the strategies able to connect multiple realization dimensions through integrated or multi-dimensional projects. These projects, as we have seen, will be able to enhance the connection between the health sector and other areas of intervention of the law, primarily training, technological research and sports activities. It is a question of promoting and strengthening, also in the future, the intrinsic cross-cutting and complementarity between these areas and the issues of health care and prevention, crucial in the strategic area of wellbeing (e.g. drugs, proper nutrition, practice Physical-motor, etc.).

- **Strengthening the regulatory and organisational connections with the reform of the non-profit sector.** Strengthening of the regulatory and organisational connections between the L.R. 22/2014 and the code of the non-profit sector, with particular reference to art. 55 (involvement of non-profit organizations), represents a strategic priority of the three-year period 2019-2021. In fact, it enhances the field of collaboration with regard to networking and the objective of increasing the relevance of interventions in relation to the real needs of the territories, by implementing the co-programming and co-planning principles established by national legislator in response to the new poverty generated by the economic crisis and the phenomena of progressive ageing. Actions aimed at harmonizing the application of the two regulations are indispensable, ultimately, to increase the operational effectiveness of the network of public and private operators active on the regional territory.

- **Institutionalise and replicate good practice on a central and local scale.** In order to contain the risks of an organizational failure of the active ageing policies, the need to institutionalise the good practices of efficiency and effectiveness of networking is affirmed, strengthening protocols of understanding between

public and private local networks and periodic tables of comparison and project elaboration. It will be necessary, in this regard, to maintain the operation of the Inter-directional conference of the FVG region, opening it to external stakeholders or to the EU partners interested in presenting and sharing projects and/or organisational experiences.

Future advantages can also come from the territorial replication of the successful projects, favouring, by means of advertising and targeted incentives, the extension on a regional scale of the good practices emerged in mid-term or in the first three years of implementation. This strategy appears to be viable as long as it adapts the criteria and objectives of these projects to the social, economic and institutional specificities, of each local reality. If the implemented experiences of certain territories do not appear *totally* replicable in other contexts, they may nevertheless represent a valid source of inspiration for them.

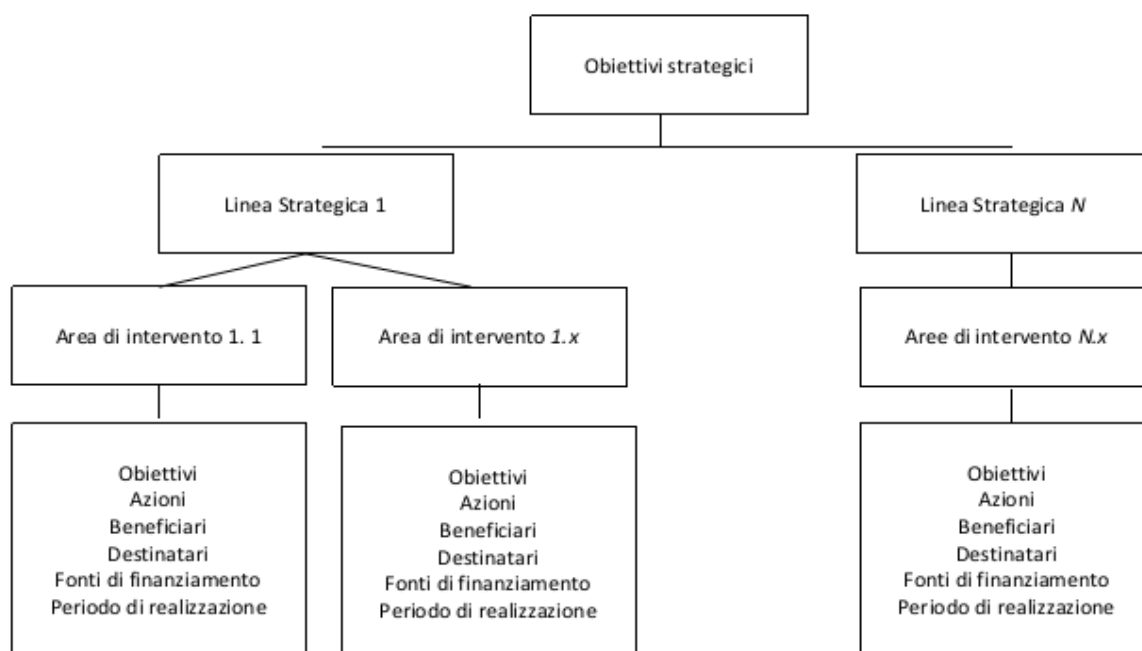
- **Reinforce the connection with local planning.** The progressive loss of incisiveness of the themes foreseen by the area plans, as instruments for the participation of local networks and integrated governance, represents a critical factor for the effective application of the L.R. 22/2014. It threatens to hinder, the exhaustive reading of the social demand regarding active ageing and the effective programme of initiatives even in the future. It will be necessary to realize, during the three-year period 2019-2021, actions and projects specifically aimed at restarting the full operation of these themes, reinforcing the connection with the implementation of policies for active ageing.

PART II –THE INTERVENTIONS OF THE THREE-YEAR PROGRAMME 2019-2021

The structure of the three-year plan

In line with the methodological structure of the previous three-year programme, the document is structured starting from the **strategic reference objectives**, which are then declined from the operative point of view in specific **strategic approaches**, among them Interconnected and connected by relationships of coherence, synergy and complementarity and articulated in **areas of intervention**. Each area of intervention is therefore structured in **specific objectives**, actions and indicates the **beneficiaries**, the **recipients**, the **financing sources** and the **implementation period** over the three-year programming.

Fig. 1 –Illustrative outline of the structure of the three-year program 2019-2021



At operational level, the three-year programme fulfils the following **general strategic objectives**:

- 1) Use of innovative models of public intervention, in line with the European guidelines, aimed at promoting the participation of senior citizens in social, civil, economic and cultural life, taking into account the need to encourage greater autonomy and psychophysical and social wellbeing;
- 2) Use of innovative intervention models for active ageing of the person, aimed at improving quality of life and social inclusion;
- 3) Expansion of interventions aimed at preventing and combating exclusion, prejudice and discrimination against older people.

In order to make the plan more effective, it is also highlighted how the recipients have been classified in three typologies as outlined in the European documents dedicated to the silver economy, according to the needs related to active ageing: fragile, dependent and active senior citizens.

Compared to the 2016-18 programme, the recent one has a new strategic approach, which is cross-linked to all strategic approaches, in which objectives are highlighted with the strengthening of the

governance system and dialogue with stakeholders and it enhances the possibility of participating in European projects and networks for active ageing.

Strategic approach 1 – Support for family policies

coherently with art. 5 of LR 22/14, strategic approach 1 aims at encouraging the availability of family responsibilities towards the elderly, promoting the integrated support to families to promote the permanence of senior citizens in the family home and solidarity in non-profit networks.

Taking into account these indications, **the strategic approach 1** is structured in **3 areas of intervention, in actions through which it intends to implement the objectives of the law:**

- **Intervention Area 1.1- Supporting families for the permanence of senior citizens in the family home,** divided into actions that provide support initiatives for families, promoting empowerment (both in users and in caregivers) and training for family members assisting elderly relatives. Specific actions are also provided for the caregiver and for initiatives to provide information services for complex problems, for services and financial contributions.
- **Intervention Area 1.2- support for family members,** recognizing their family burden or support contributions related to care activities, the management of domestic chores and parental solidarity (caregiver). The actions envisaged are aimed at strengthening the programme of intervention for the emergence, qualification of the care given at home by family assistants and the spread of information between families and enterprises to promote the use of forms of corporate welfare for the care of senior citizens.
- **Intervention Area 1.3- Support for the inclusion of families in non-profit networks** assisting the elderly, as a practice consistent with the promotion of a solidarity system. The actions allow for informative interventions aimed at promoting a widespread dissemination of the activities carried out by the services, subjects and realities that work in favour of active ageing; Strengthening of the intervention programme in favour of family associations in particular of intergenerational pathways.

Area of Intervention 1.1- Supporting families for the permanence of senior citizens in the family home	
Objectives:	<i>The area of intervention aims at promoting every useful action aimed at supporting families in every possible way for the longest possible stay of senior citizens in the family home.</i>

Actions:	<ul style="list-style-type: none"> • Initiatives to support families (information, counselling, flexible use of services, extension of the offer of relief services), favouring empowerment processes (both in users and caregivers) and training for family members assisting elderly relatives • Specific actions for caregivers (assessment and response to their needs, help in care management) and initiatives for the activation of information services for complex problems (legal advice, social security, psychological, assistance, methods of adapting accommodation); • Services and contributions aimed at (Home Assistance service, day care centres, funds for autonomy, etc.).
Beneficiaries:	Subjects referred to in art. 4 of LR 22/14; caregiver families.
Recipients:	<ul style="list-style-type: none"> • Active; Fragile, dependent senior citizens • Care Giver families
Interested parties	<ul style="list-style-type: none"> • The central management of the Friuli Venezia Giulia region through the permanent table referred to in art. 3 comma 5 of LR 22/14; • The subjects referred to in art. 4 of LR 22/14, according to protocol agreement, conventions and public calls.
Source of funding	<ul style="list-style-type: none"> • Regional budget • EU Funding • State funds • Municipal funds
Implementation period	2019-2021

Area of intervention 1.2 – Support for families	
Objectives:	<i>To encourage appropriate policies that take into account family burdens, with particular attention to women, and aimed at enhancing family initiatives in taking care of senior citizens in the management of domestic commitment and solidarity among relatives;</i>
Actions:	<ul style="list-style-type: none"> ▪ Valorisation of the figure of family caregiver as an informal component of the Personal assistance Network and resource of the integrated social, health and social services system ▪ Strengthening of the intervention programme for the emergence, qualification of the care work carried out at home by family assistants; ▪ Sharing of information between families and companies to promote the use of forms of corporate welfare for the care of senior citizens.
Beneficiaries:	Subjects referred to in art. 4 of LR 22/14; Single or associated caregiver families, family associations
Recipients:	active, fragile, dependent senior citizens Care giver families
Interested parties	<ul style="list-style-type: none"> • The central management of the Friuli Venezia Giulia region through the permanent table referred to in art. 3 comma 5 of LR 22/14; • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols conventions, and public calls.

Source of funds	<ul style="list-style-type: none"> • Regional budget • EU funds • State funds • Municipal funds
Implementation period	2019-2021

Intervention Area 1.3 - - Support for the inclusion of families in non-profit networks	
Objectives:	<i>Supporting the inclusion of families within broader networks of self-organization of services and solidarity in support of family tasks to promote active ageing</i>
Actions:	<ul style="list-style-type: none"> ▪ Informational interventions at regional level aimed at promoting widespread dissemination among the potential stakeholders of the activities carried out by the services, subjects and realities operating in favour of active ageing; ▪ Reinforcement of the intervention program in favour of family associations in particular of intergenerational paths.
Beneficiaries:	Subjects referred to in art. 4 of LR 22/14; Single or associated caregiver families, family associations
Recipients:	Active, fragile, dependent senior citizens Care-giver families
Interested parties	<ul style="list-style-type: none"> • The central management of the Friuli Venezia Giulia region through the permanent table referred to in art. 3 comma 5 of LR 22/14; • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols conventions, and public calls.
Sources of funds	<ul style="list-style-type: none"> • Regional budget • EU Funds • State funds • Municipal funds
Implementation period	2019-2021

Strategic approach 2 –Training support

Developing the provisions of art. 6 of Regional Law 22/14, strategic approach 2 aims at promoting, through ongoing and continuous training, the opportunity for senior citizens to remain protagonists of society. In particular, the strategic approach aims at strengthening knowledge and skills in older people to encourage learning, avoid the emergence of situations of exclusion and discomfort, and promote the transmission and exchange of knowledge between generations.

Strategic approach 2 is articulated in **4 areas of intervention:**

- **Intervention area 2.1 - Continuous and permanent training to support active ageing.** The interventions call for mutual paths of inter and intra generational training, between different cultures and with

attention to gender differences; training courses aimed at offering tools and opportunities for understanding contemporary social reality; support for lifelong learning activities, including those of an international nature, carried out by free, third age universities; support for training, updating and retraining courses for working with older people

- **Intervention area 2.2 - Promotion of protocols with schools and the world of work** the planned actions concern the promotion and support for the stipulation and implementation of agreements between universities, schools, companies, social partners, professional associations to encourage the transmission of experience and skills; initiatives to raise awareness and support the use of teachers over 60 years of age in paths aimed at senior citizens and participation in international programs and networks;
- **Area of intervention 2.3 - Promotion of information paths to promote inclusion and social and family commitment, safety** the planned actions include: the promotion of information and awareness-raising paths on safety (domestic, road, information technology); support for training courses for senior citizens who take care of and educate their grandchildren (family welfare); information and training courses aimed at spreading and strengthening skills and competences of older people in programs of social engagement, active citizenship and voluntary work.
- **Intervention area 2.4 - Promotion of training actions for access to ICT services and technology.** The action consists in supporting training and refresher courses about the potential and safe and informed use of new information technologies.

Intervention Area 2.1 –Continuous and permanent training in support of active ageing	
Objectives:	<i>Encourage the dissemination of training courses aimed at older people according to the long-life learning approach, to enhance their leadership, skills and promote opportunities for relationships. The intervention area aims to promote the exchange of knowledge and skills both between peers and between generations, paths aimed at encouraging the understanding of society and of the ongoing transformation and aims at supporting training and refresher courses aimed at those who operate, for various reasons, with the third age.</i>
Actions:	<ul style="list-style-type: none"> ▪ Paths of mutual inter and intra generational training, between different cultures and with attention to gender differences; ▪ Training courses aimed at offering tools and opportunities for understanding contemporary social reality; ▪ Support for lifelong learning activities, also of an international nature, carried out for example by the free Universities and of the Third Age; ▪ Support for training, updating and retraining programs for people working with senior citizens.

Beneficiaries:	Subjects referred to in art. 4 of LR 22/14; in collaboration with eventual subjects active in youth policies (youth associations); Single or associated caregiver families, family associations
Recipients:	<ul style="list-style-type: none"> • Active, fragile, and dependent senior citizens • Adults; young people; • Operators and volunteers of sectors consistent with the objectives of the regulations;
Interested parties	<ul style="list-style-type: none"> • The central management of the Friuli Venezia Giulia region through the permanent table referred to in art. 3 comma 5 of LR 22/14; • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols conventions, and public calls.
Sources of funds	<ul style="list-style-type: none"> Regional budget EU Funds State funds Municipal funds
Implementation Period	2019-2021

Intervention Area 2.2 Promotion of protocols for schools and the world of work	
Objectives:	<i>To promote the subscription and implementation of operational protocols with school institutions and in collaboration with social partners, professional orders, companies, voluntary associations, etc. for the realization of projects that include the Involvement of senior citizens in the transmission of professional skills in the orientation phases, first training.</i>
Actions:	<ul style="list-style-type: none"> ▪ Promotion and support for the stipulation and implementation of agreements between universities, schools of all levels, companies, social partners, professional associations (including teachers and cavalieri del lavoro, or recognised for their work) to favour the transmission of experience and skills; ▪ Initiatives to raise awareness and support the use of teachers over 60 years of age in training (intra generational training).
Beneficiaries:	Subjects referred to in art. 4 of LR 22/14; in particular schools of Friuli Venezia Giulia
Recipients:	<ul style="list-style-type: none"> • Active, fragile, dependent senior citizens • Young people
Interested parties	<ul style="list-style-type: none"> • The central management of the Friuli Venezia Giulia region through the permanent table referred to in art. 3 comma 5 of LR 22/14; • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols conventions, and public calls. •
Sources of funds	<ul style="list-style-type: none"> • Regional budget • EU Funding

	<ul style="list-style-type: none"> • State funds • Municipal funds
Implementation period	2019-2021

Intervention Area 2.3 - Promotion of information paths to promote inclusion, social and family commitment and safety	
Objectives:	<i>Encouraging the social inclusion of older people by promoting information paths to encourage, awareness and training courses for the promotion of well-being and sociability of senior citizens</i>
Actions:	<ul style="list-style-type: none"> ▪ promote information and awareness-raising paths on safety (home, road, information technology); ▪ support training courses for senior citizens who take care of and educate grandchildren, facilitating the reconciliation between working parents and family life; ▪ information and training courses aimed at disseminating and strengthening the abilities and skills of senior citizens in social work programs, active citizenship, voluntary work
Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14, Family caregivers, single or associated, family associations.
Recipients:	<ul style="list-style-type: none"> • Active, fragile, dependent senior citizens • Adults
Interested parties	<ul style="list-style-type: none"> • The central management of the Friuli Venezia Giulia region through the permanent table referred to in art. 3 comma 5 of LR 22/14; • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols conventions, and public calls. •
Source of funds	<ul style="list-style-type: none"> • Regional budget • EU Funding • State funds • Municipal funds
Implementation period	2019-2021

Intervention Area 2.4 - Promotion of training courses for access to ICT services and technologies	
Objectives:	<i>Acquire abilities and update the ability to access ICT services and technologies in order to overcome the digital divide and enhance the ability to communicate via the web.</i>
Actions:	<ul style="list-style-type: none"> ▪ Training and updating of the potential safe and conscientious use of new information technologies.

Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14
Recipients:	Active and fragile senior citizens
Interested parties	<ul style="list-style-type: none"> • The central management of the Friuli Venezia Giulia region through the permanent table referred to in art. 3 comma 5 of LR 22/14; • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols conventions, and public calls. •
Source of funds	<ul style="list-style-type: none"> • Regional budget • EU Funding • State funds • Municipal funds
Implementation period	2019-2021

Strategic approach 3 –Support for civil commitment

Strategic line 3 intends to implement the objective, provided for in article 7 of the Regional law, to promote active ageing by encouraging the participation of senior citizens in community life, through the civil commitment served in the context of volunteering, associations or social projects aimed at the welfare of the community of reference. To this end, the region supports initiatives promoted by local authorities, aimed at increasing the number of senior volunteers and supporting experimental projects, conventions between public and private entities and family members who develop opportunities for participation of the elderly. Moreover, the strategic approach aims to recognize and enhance the experiences and good practices carried out in the territories thanks to the role of key participants such as associations, non-profit associations and elderly people who make themselves available to the community.

The realization of **strategic approach 3** corresponds to **two areas of intervention**:

- **Area of Intervention 3.1 – Promotion of participation in community life.** The actions envisaged are reflected in support for interventions to promote the participation of senior citizens in community life through volunteering and associations, with the enhancement of the professionalism accumulated during their lifetime
- **Intervention Area 3.2 – support for involvement in social projects and network protocols.** The planned actions intend to support the participation of senior citizens through their involvement in social planning and protocols in the context of local planning and synergies between public and private bodies to encourage their civil engagement.

<i>Intervention Area 3.1 - Promotion of community life participation</i>	
Objectives:	<i>Support interventions to promote the participation of senior citizens in the life of communities through taking part in volunteering and associations,</i>

	<i>with the enhancement of the professionalism accumulated during the course of a lifetime.</i>
Actions:	<ul style="list-style-type: none"> • Support to local authorities that organise meetings aimed at broadening the participation of senior citizens by enhancing their professionalism and competences; • Support for experimental projects that foresee synergies and networks between public bodies and private entities, aimed at developing the civil commitment of senior citizens.
Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14, Family caregivers, single or associated, family associations.
Recipients:	Active, fragile and dependent senior citizens.
Interested parties	<ul style="list-style-type: none"> • The central management of the Friuli Venezia Giulia region through the permanent table referred to in art. 3 comma 5 of LR 22/14; • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols conventions, and public calls. •
Source of Funds	<ul style="list-style-type: none"> • Regional budget • EU Funding • State funds • Municipal funds
Implementation Period	2019-2021

<i>Intervention Area 3.2 –Support for involvement in social projects and network protocols</i>	
Objects:	<i>Support interventions to promote the participation of senior citizens through their involvement in social projects and protocols in the text of local planning and synergies between public and private institutions to encourage the civil commitment of senior citizens.</i>
Actions:	<ul style="list-style-type: none"> • Promotion of the participation of senior citizens in social planning; • Support of social projects in favour of the community, included in the context of local planning.
Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14, Family caregivers, single or associated, family associations.
Recipients:	Active, fragile and dependent senior citizens
Interested parties	<ul style="list-style-type: none"> • The central management of the Friuli Venezia Giulia region through the permanent table referred to in art. 3 comma 5 of LR 22/14; • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols conventions, and public calls. •
Source of Funds	<ul style="list-style-type: none"> • Regional budget • EU Funding

	<ul style="list-style-type: none"> • State funds • Municipal funds
Implementation Period	2019-2021

Strategic approach 4 – Culture and social tourism

Through the actions of strategic approach 4 the three-year program proposes to actuate what is foreseen in art. 8 of regional Law No. 22/2014 in relation to the promotion of socio-cultural innovation initiatives that can encourage the processes of inclusion and contribute to spreading *age awareness*, or a positive image of the elderly in society. The goal is to highlight how senior citizens can represent a resource for the community, helping to overcome those stereotypes and prejudices (ageism) that tend to indicate older people as costs for society.

In order to implement these objectives, the **strategic approach 4** is structured in **three areas of intervention**:

- **Intervention Area 4.1 – Support for access and participation in cultural sites and events** the area is divided into the following actions: support for initiatives that aim to promote the access and enjoyment of older people in musical and cultural events, to local museum structures (discounts, dedicated time schedules, targeted topics, adaptation of spaces to facilitate the participation of an elderly public, dedicated transport services, methods and technology for the purchase of tickets that facilitate the elderly); Support to initiatives of association, in collaboration with theatres, museums and aimed at bringing older people to get to know and take part in theatrical, musical, artistic productions; Support and stimulate the creativity of the elderly and the production of cultural initiatives with the direct participation of senior citizens, also through collaborations with schools or in any case oriented to encourage relationships and solidarity between generations.
- **Intervention Area 4.2 – Support for the civil commitment of senior citizens in the historical-cultural promotion** It is articulated in actions to support initiatives that encourage the involvement of elderly people enhancing their skills, knowledge and experience and are aimed at promoting and giving value to the historical-cultural, landscape and environmental heritage of the local territory.
- **Intervention Area 4.3 – Support to social tourism.** It is articulated in actions of: support of tourist initiatives dedicated to senior citizens; encouragement of the development of "solidarity tourism" with exchanges and relations aimed not only at tourist fruition, enhancing specific initiatives that see senior citizens active protagonists of the initiatives; Promotion of a program for the protection of the client, in particular senior citizens, starting from the clarity of the information, the contractual rules, the guarantees and the safety requirements; Support for a different approach by the sector operators and local authorities dealing with tourism to the problems of tourism in the Third Age, with training and updating training for operators.

Intervention Area 4.1 –Support for access and participation in cultural sites and events	
Objectives:	<i>Encourage the enjoyment of senior citizens in their utilization of museums, exhibitions, theatres, cinemas also through innovative forms of active participation</i>
Actions:	<ul style="list-style-type: none"> • Support for initiatives that aim to promote the access and enjoyment of senior citizens to musical and cultural events, local museum structures (discounts, dedicated time schedules, targeted topics, adaptation of spaces to facilitate participation of an elderly public, dedicated transport services, ticket purchase procedures and technologies that facilitate the elderly target; • Support to association initiatives, in collaboration with theatres, museums aimed at bringing older people nearer to the theatrical, musical, and artistic knowledge and practice; • Support and stimulate the creativity of senior citizens and the production of cultural initiatives (in particular theatrical) with the direct participation of senior citizens, also through collaborations with schools or in any case oriented to encourage relations and solidarity between generations.
Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14,
Recipients:	Active, fragile, dependent senior citizens Operators and volunteers working in sectors consistent with the purpose of the law.
Interested parties	<ul style="list-style-type: none"> • The central management of the Friuli Venezia Giulia region through the permanent table referred to in art. 3 comma 5 of LR 22/14; • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols conventions, and public calls. •
Source of Funds	<ul style="list-style-type: none"> • Regional budget • EU Funding • State funds • Municipal funds
Implementation Period	2019-2021

Intervention Area 4.2 - Support for the civil commitment of the elderly in the historical-cultural promotion	
Objectives:	<i>To support initiatives aimed at encouraging the civil commitment of senior citizens in the historical-cultural promotion and in the landscape and environmental safeguard.</i>
Actions:	<ul style="list-style-type: none"> • Supporting initiatives that involve senior citizens by enhancing their competences, knowledge and experience aimed at promoting and enhancing the historical-cultural heritage, landscapes and environment of the local territory (e.g.: welcome assistance, custody, guide).

Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14, family caregivers;
Recipients:	Active, fragile, dependent senior citizens <ul style="list-style-type: none"> • Operators and volunteers working in sectors consistent with the purpose of the law.
Interested parties	<ul style="list-style-type: none"> • The central management of the Friuli Venezia Giulia region through the permanent table referred to in art. 3 comma 5 of LR 22/14; • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols conventions, and public calls. •
Source of Funds	<ul style="list-style-type: none"> • Regional budget • EU Funding • State funds • Municipal funds
Implementation Period	2019-2021

Intervention Area 4.3 –Social tourism Support	
Objectives:	<i>Supporting the participation of senior citizens in innovative social tourism initiatives</i>
Actions:	<ul style="list-style-type: none"> • Support for tourist offer initiatives dedicated to senior citizens; • Incentives for the development of "solidarity tourism" within exchanges and relations aimed not only at taking advantage of tourism, but valorising specific initiatives that see senior citizens as active protagonists of the relations (partnering between associations, social centres, promotion of packages and initiatives for senior citizens residing abroad); • Promotion of a program for the protection of the client, in particular senior citizens, starting from the clarity of the information, the contractual rules, the guarantees and the safety requirements; • Support for a different approach by the sector operators and local tourist authorities regarding the problems of tourism in the Third Age, with training courses, awareness raising and updating for the operators.
Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14,
Recipients:	<ul style="list-style-type: none"> • Active, fragile, dependent senior citizens • Operators and volunteers working in sectors consistent with the purpose of the law.
Interested parties	<ul style="list-style-type: none"> • The central management of the Friuli Venezia Giulia region through the permanent table referred to in art. 3 comma 5 of LR 22/14; • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols conventions, and public calls.
Source of Funds	<ul style="list-style-type: none"> • Regional budget • EU Funding • State funds

	<ul style="list-style-type: none"> • Municipal funds
Implementation Period	2019-2021

Strategic approach 5° – Social transport

The interventions envisaged within the strategic approach 5 are identified to implement the provisions of art. 9 of the Regional Law on active ageing and in particular the objective of favouring free movement on the territory of persons in difficulty or with poor individual autonomy, allowing them to benefit from the services of adapted or alternative collective transport, guaranteeing access and use at the same conditions as other citizens. The strategic approaches also recall the objective of the region to promote social and assisted transport in the context of planning and qualification interventions of the regional system of mobility.

in particular **strategic approach 5** calls for an **intervention area**:

- **Intervention Area 5.1 – Social interventions for people with reduced mobility** It is articulated in the following actions: support to the supply of adapted services, Alternative or assisted individual and collective transport; Support for projects that consider innovative ways of using means of transport, not only for care or assistance needs, but also for socialization purposes or for periodic visits to commercial establishments; Support for social transport in suburban contexts, in particular rural and mountain areas; Support for the adaptation of means of transport for persons with reduced mobility and incentives and relief for the adaptation of the structures and TPL public transport.

Intervention Area 5.1 – Social interventions for people with reduced mobility	
Objectives:	<i>Promote free movement on the territory for people in distress, offering services of collective movement equipped and adapted, promoting the social and assisted transport in the field of welfare policies.</i>
Actions:	<ul style="list-style-type: none"> • Support for the provision of adapted, alternative or assisted individual and collective transport services; • Support for projects that foresee innovative forms of use of means of transport not only for care or administrative needs, but for cultural and socializing purposes or to periodically visit commercial establishments, with particular attention to rural areas, mountainous and suburban areas; • Support for the adaptation of vehicles for the transport of persons with reduced mobility.
Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14, Family caregivers, single and associated, family associations

Recipients:	Adults and active, fragile, dependent senior citizens with difficulties of movement on the territory.
Interested parties	<ul style="list-style-type: none"> • The central management of the Friuli Venezia Giulia region through the permanent table referred to in art. 3 comma 5 of LR 22/14; • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols conventions, and public calls.
Source of Funds	<ul style="list-style-type: none"> • Regional budget • EU Funding • State funds • Municipal funds
Implementation Period	2019-2021

Strategic approach 6 – Health and wellness

In line with the provisions of art. 10 of the LR 22/2014, strategic approach 6 aims to promote, from a non-assisting perspective and prevention of disabling processes, interventions and actions to limit the hospitalization and recovery in residential structures of senior citizens, promoting their dignity, autonomy, freedom of choice and self-determination.

With the aim of avoiding the resort to institutionalisation, the approach proposes to give priority to the domiciliary support of the elderly person and to his permanence in a family context, as well as to the prevention of self-sufficiency through the promotion of healthy lifestyles that involve sports and physical activity, proper nutrition and abstaining from personal bad habits (e.g. smoke or excessive consumption of alcohol) that promote the onset of chronic and degenerative pathologies, but also promoting moments of socialization and avoiding loneliness and the consequent isolation of the elderly person. It also intends to promote a shared path towards the overall objective of improving accessibility throughout the region, through appropriate cross-sectoral synergies, with the aim of sharing an Integrated action plan in order to coordinate the actions which the region already supports or intends to support, with the common objective of improving accessibility.

The **4 areas of intervention** in which the **strategic approach 6** is articulated are the following:

- **Intervention Area 6.1 – promotion of the dignity and self-determination of senior citizens.** It is articulated in practices and modalities respectful of age, suitable to reduce the discomfort caused by the permanence in health and welfare structures of the elderly and their families; In decreasing the number of less required or inappropriate services, increasing those that are most needed from the point of view of demand; To overcome, in residential and hospital structures the time limitations established for the caregiver indicated by patients and guests; In ensuring their involvement in the processes of care and assistance.
- **Intervention Area 6.2 – support for home care and social living.** It is articulated in the following actions: support in the definition of urbanistic plans aimed at "social sustainability" and in particular that also consider the needs of the elderly population; Development of innovative co-housing structures; Development and incentive of innovative housing types that foresee the sharing of spaces

and services, according to the approaches of living together; Economic support for rents; Improvement of the accessibility of the built-up environment.

- **Intervention Area 6.3 – support for the culture and practice of prevention** It is articulated in the following actions: support for initiatives, projects and experimentation aimed at spreading and promoting, also from a preventive perspective, the adoption of correct lifestyles for senior citizens; Support for initiatives to prevent both pathologies and injury risks in domestic areas; Support for initiatives that involve exercise and physical activities aimed at elderly users; Support for the activation of operational protocols between associations to spread awareness and information initiatives about prevention.
- **Intervention Area 6.4– Support for socialization and intergenerational projects, to contrast loneliness** It is divided into a single action of support for projects, initiatives, routes of aggregation, socialization and meeting and entertainment dedicated to the elderly, also providing the opportunity to meet and exchange experiences with young people.

Intervention Area 6.1–Promotion of the dignity and self-determination of senior citizens	
Objectives:	<i>The area of intervention aims to reduce the discomfort caused by the permanence in sanitary and care structures of the elderly and their relatives with actions and practices respectful of age, encouraging self-determination.</i>
Actions:	<ul style="list-style-type: none"> ▪ Recognition of the rights of self-determination and free choice; ▪ Implementation and consolidation of interventions to support caregivers in promoting the dignity of the elderly; ▪ Opening access to intensive and semi-intensive care wards to caregivers ▪ The presence of the caregiver during visits in health wards, and involvement of patient and caregiver during the Multidisciplinary evaluative unit-UVM for sharing of the welfare pact ▪ To guarantee the performance of the expected levels of assistance while seeking, at the same time, the appropriate and continuous improvement of the results and the outcomes of the services; ▪ Reduction of hospitalization numbers
Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14, Family caregivers,
Recipients:	Active, fragile, dependent senior citizens
Interested parties	<ul style="list-style-type: none"> • The central management of the Friuli Venezia Giulia region through the permanent table referred to in art. 3 comma 5 of LR 22/14; • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols conventions, and public calls.
Source of Funds	<ul style="list-style-type: none"> • Regional budget • EU Funding • State funds
Implementation Period	2019-2021

Intervention Area 6.2 –Support for home care and social living	
Objectives:	<i>The area of intervention is aimed at promoting home care, made to measure environments for elderly people also by experimenting innovative forms and shared living spaces, as well as the improvement of the accessibility of the built-up environment in general.</i>
Actions:	<ul style="list-style-type: none"> • Support to the definition of urbanistic plans aimed at "social sustainability" and in particular that also consider the needs of the elderly population (e.g. spreading of services, built up commercial area, green spaces and comfort zone, accessibility); • Development of innovative forms of shared living inter-and intra-generational (co-housing); • Development and incentive of innovative housing forms that foresee the sharing of spaces and services (e.g. condominium carer, social concierge), according to living together approaches; • Support to the creation of a mapping system of the accessibility of territories, at the service of professionals, administrators and citizens; • Incentives to local authorities for cutting back on architectural barriers • Preparation of the implementing regulation for incentives concerning the installation of elevators in public and private buildings (L.R. 1/2016, art. 23).
Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14, Family caregivers.
Recipients:	Active, fragile, dependent senior citizens
Interested parties	<ul style="list-style-type: none"> • The central management of the Friuli Venezia Giulia region through the permanent table referred to in art. 3 comma 5 of LR 22/14; • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols conventions, and public calls.
Source of Funds	<ul style="list-style-type: none"> • Regional budget • EU Funding • State funds • Municipal funds
Implementation Period	2019-2021

Intervention Area 6.3- Support for the culture and practice of prevention	
Objectives:	<i>Promote the spreading of correct lifestyles among adults and elderly people, in order to prevent and counteract the occurrence of pathologies, support the culture and practices of prevention.</i>

Actions:	<ul style="list-style-type: none"> • Support for initiatives, projects and experimentation aimed at disseminating and promoting – even in preventive terms – the adoption of correct lifestyles in elderly people; • Support to prevention initiatives both of pathologies and of accident-related risks in the domestic environment; • Support for initiatives that involve physical activities aimed at senior citizens; • Development of innovative partnerships between sports associations/federations and social promotion partners; • Support for the activation of operative protocols between associations, in order to disseminate awareness and information initiatives.
Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14, Family caregivers single and associated, family associations.
recipients:	Active, fragile, dependent senior citizens
Interested parties	<ul style="list-style-type: none"> • The central management of the Friuli Venezia Giulia region through the permanent table referred to in art. 3 comma 5 of LR 22/14; • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols conventions, and public calls.
Source of Funds	<ul style="list-style-type: none"> • Regional budget • EU Funding • State funds • Municipal funds
Implementation Period	2019-2021

Intervention Area 6.4 –Support for projects of socialization with an intergenerational nature, to contrast loneliness	
Objectives:	<i>Support The local activities, projects and socialization initiatives, as a form of contrast to the loneliness of senior citizens.</i>
Actions:	<ul style="list-style-type: none"> • Support for projects, initiatives, aggregation, socialization and meeting and entertainment events dedicated to the elderly, also providing the opportunity to meet and interact with young people • Widespread diffusion of multifunctional and accessible spaces; • Promotion of projects and interventions to contrast loneliness.
Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14, Family caregivers single and associated, family associations
Recipients:	Active, fragile, dependent senior citizens
Interested parties	<ul style="list-style-type: none"> • The central management of the Friuli Venezia Giulia region through the permanent table referred to in art. 3 comma 5 of LR 22/14; • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols conventions, and public calls.

Source of Funds	<ul style="list-style-type: none"> • Regional budget • EU Funding • State funds • Municipal funds
Implementation Period	2019-2021

Strategic approach 7 – Housing, accessibility to information, services and new technologies

As recalled in art. 11 of the legislation, the Friuli Venezia Giulia Region promotes active ageing also through initiatives aimed at encouraging full participation and accessibility to the physical environment, information and communication and with particular attention to the opportunities offered by new technologies, intended both as a support for the spreading of information and as a usability of services and environments (including domestic).

Strategic approach 7 is articulated in the following **areas of intervention**:

- **Intervention Area 7.1 - Support for the technological improvement of environments and living spaces, articulated in the following actions:** Contributions for the adaptation of buildings in order to encourage the autonomous mobility of senior citizens; Support for infrastructural and technological innovation projects to encourage autonomous housing for senior citizens; Support and incentives for projects of technological innovation in the field of home automation, telemedicine and tele-assistance that allow the elderly person to remain at home even in the presence of problems related to health and in a preventive optic.
- **Intervention Area 7.2 - Support for the dissemination of information and opportunities through ICT** Through support actions and incentives for innovation projects dedicated to "ageing friendly", including projects aimed at encouraging the design and production of information technology, and audio and printing materials which take into account the changes in the physical and visual abilities of older people; Support for interventions and projects aimed at promoting the diffusion of the use of new technologies and web links between older people.

Intervention Area 7.1 –Support for the technological improvement of environments and living spaces	
Objectives:	<i>To encourage the access and habitability of domestic living spaces, favouring initiatives of structural, ergonomic and technological innovation, enhancing the associated economic opportunities.</i>
Actions:	<ul style="list-style-type: none"> • Contributions for building adaptation interventions to encourage the autonomous mobility of senior citizens; • Support for infrastructural and technological innovation projects to promote the housing autonomy of senior citizens; • Support and incentives for projects of technological innovation in the field of home automation, telemedicine and tele-assistance that allow the permanence

	<p>of elderly people in the family home even in the presence of health problems and prevention.</p> <ul style="list-style-type: none"> • Participation in European networks and projects for the development of innovative systems of <i>homecare and independent living</i>; • Support for research and development projects in the context of Ambient Assisted Living.
Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14,
Recipients:	Active, fragile, dependent senior citizens.
Interested parties	<ul style="list-style-type: none"> • The central management of the Friuli Venezia Giulia region through the permanent table referred to in art. 3 comma 5 of LR 22/14; • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols conventions, and public calls.
Source of Funds	<ul style="list-style-type: none"> • Regional budget • EU Funding • State funds • Municipal funds
Implementation Period	2019-2021

<i>Intervention Area 7.2 –Support for the spreading of information and opportunities through ICT</i>	
Objectives:	<i>To encourage the usability of information systems by senior citizens, both to access the information and communication system, and to avoid the isolation of the elderly.</i>
Actions:	<ul style="list-style-type: none"> ▪ Support and incentives for "ageing friendly" technological innovation projects; ▪ Support for interventions and projects aimed at promoting the dissemination of the use of new technologies and web links between older people; ▪ Support for the participation in networks and projects aimed at promoting the diffusion of the use of ICT systems among the elderly.
Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14,
Recipients:	Active, fragile, dependent senior citizens Family caregivers single or associated, family associations.
Interested parties	<ul style="list-style-type: none"> • The central management of the Friuli Venezia Giulia region through the permanent table referred to in art. 3 comma 5 of LR 22/14; • based on: agreement protocols conventions, and public calls.
Source of Funds	<ul style="list-style-type: none"> • Regional budget • EU Funding • State funds

Implementation Period	2019-2021
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Strategic approach 8 – Conclusion of work-life

In line with the provisions of art. 12, the Friuli Venezia Giulia region favours the implementation of initiatives that facilitate the conclusion of working life by people of retirement age, promoting the transfer of competences to younger workers and the pursuit of gradual ways to exit from work, also through forms of social and civil commitment.

Strategic approach 8: is divided into a single **area of intervention:**

- **Intervention Area 8.1– Support for the conclusion of working life.** The actions in which it is articulated are linked to the support of an integrated programme of innovative actions for the conclusion of working life.

Intervention Area 8.1–Support for the conclusion of working life	
Objectives:	<i>Promoting a working culture oriented towards an approach of diversity management, adopting innovative tools for the management of human resources, focused on quality of work, ergonomics, enhancement and the transfer of skills of senior workers.</i>
Actions:	<p>Promotion of interventions for a progressive and flexible retirement</p> <ul style="list-style-type: none"> • Support to company interventions promoting and protecting health with attention to the age factor (diversity and age management policies) <ul style="list-style-type: none"> • Raising awareness and information about programs and initiatives of company welfare; • Support for projects that foresee the adoption by companies of policies and strategies of competence generational transfer.
Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14,
Recipients:	Active, fragile senior citizens
Interested parties	<ul style="list-style-type: none"> • The central management of the Friuli Venezia Giulia region through the permanent table referred to in art. 3 comma 5 of LR 22/14; • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols conventions, and public calls.
Source of Funds	<ul style="list-style-type: none"> • Regional budget • EU Funding • State funds
Implementation Period	2019-2021

Strategic approach 9 – Widespread: strengthening governance and participation in European networks and projects

Strategic approach 9 proposes to identify the intervention priorities of active ageing policies, to reinforce the work methods acquired in the first three years of implementation of the law, with particular reference to the practice of dialoguing and confronting with the stake-holders, according to a participatory method of law enforcement. Moreover, the wide readability of the strategic approach aims to promote and consolidate tools for exchanging and sharing information and good practices on the Web (regional portal). Finally, the aim of the approach is to develop and strengthen synergies with community programmes aimed at promoting exchanges of good practice, methods, intervention instruments and policies dedicated to active ageing.

Strategic approach 9 is articulated in the following **areas of intervention**

- **Intervention Area 9.1– Intervention priorities of active ageing policies.** Research actions and practical surveys with the active participation of the potential Stakeholder can favour, over the three-year period 2019-2021, a more timely calibration of the implementation projects and their specific and operational objectives, in synergy with actions Integrated between the various directions involved in the implementation of the L.R. 22/2014. This strategy, in prospective, becomes a priority for the definitive implementation of the law and its particular characterization in the institutional panorama.
- **Intervention Area 9.2– Information about activities related to active ageing** Information activities about the initiatives and projects of active ageing in order to promote the sharing and encourage intergenerational dialogue (*active ageing site*).
- **Intervention Area 9.3– Consolidation of the governance system.** The governance system implies the promotion of activities, good practices and opportunities, to enhance information exchange, to promote the local construction of territorial plans for active ageing also with the circulation of tools and participation methods.
- **Intervention Area 9.4– Participation in international projects and networks.** The regional services, through the Brussels Liaison Office, incorporated in the international relations and strategic infrastructures service, will continue to implement a systematic monitoring of the European initiatives of potential interest to the region to be brought back to the Inter-directional table on active ageing and regional stakeholders. In particular, the Brussels Office, in agreement with the relevant central directorates, will promote the participation of the region and the regional stakeholders in the initiatives promoted through the European Partnership for active Ageing In good health.
- **Intervention Area 9.5 - Construction of coherent and preparatory active ageing courses with European programme 2021-2027.** Future European policies will pass from a vision of culture as a form of "entertainment" to a consideration of culture as "human behaviour". Through culture, people react in a more complex way in the face of social problems: the cultural baggage of individuals allows the development of society. Culture also becomes a world in which great challenges concerning integration must be faced, an instrument for tackling intercultural dialogue: culture is a "safe place" where we can bring about "different worlds", thereby enabling social cohesion. Finally, starting from the assumption that there is usually a mental resistance towards any kind of change, culture is an important element of innovation, because it allows you to open your mind to new ideas.

Intervention Area 9.1– Intervention priorities for active ageing policies	
Objectives:	<i>Research actions and comparisons of participation for the determination of projects aimed at the implementation of active ageing, of their specific and operational objectives, in synergy with integrated actions between the different departments involved in the implementation of the Law. 22/2014. This strategy, in perspective, becomes a priority for the definitive implementation of the law and its particular characterization in the institutional landscape.</i>
Actions:	<ul style="list-style-type: none"> • To identify the priority needs of active ageing through research actions and participatory methods; • Determine intervention priorities for active ageing policies.
Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14,
Recipients:	<ul style="list-style-type: none"> • Active, fragile senior citizens • Family caregivers single or associated, family associations • Operators and volunteers of sectors that are consistent with the aims of the legislation
Interested parties	<ul style="list-style-type: none"> • The central management of the Friuli Venezia Giulia region through the permanent table referred to in art. 3 comma 5 of LR 22/14; • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols conventions, and public calls.
Source of Funds	<ul style="list-style-type: none"> • Regional budget • EU Funding
Implementation Period	2019-2021

Intervention Area 9.2– Information about activities related to Active Aging	
Objectives:	<i>Information activities concerning initiatives and projects aimed at active ageing in order to promote sharing and intergenerational dialogue</i>
Actions:	<ul style="list-style-type: none"> • Strengthen the awareness/ information activities related to active ageing aimed at operators, service managers and policy makers; • Coordinate the activities and information initiatives promoted by the Region and by the subjects referred to in Article 4 of Regional Law 22/14; • Development and consolidation of the "Active Aging site" (www.invecchiamentoattivo.fvg.it) for the promotion, sharing and dissemination of information, best practices, opportunities, financing; • Support for the participation of organizations and associations in advertising activities, events, news and projects that they carry out.
Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14,

Recipients:	<ul style="list-style-type: none"> • Active, fragile, dependent senior citizens • Family caregivers single or associated, family associations • Operators and volunteers of sectors that are consistent with the aims of the legislation • Service managers and policy makers.
Interested parties	<ul style="list-style-type: none"> • The central management of the Friuli Venezia Giulia region through the permanent table referred to in art. 3 comma 5 of LR 22/14; • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols conventions, and public calls.
Source of Funds	<ul style="list-style-type: none"> • Regional budget • EU Funding
Implementation Period	2019-2021

Intervention Area 9.3– Consolidation of the governance system	
Objectives:	<i>Strengthening information exchange and dialogue with stakeholders also through the development of tools to monitor the phenomenon.</i>
Actions:	<ul style="list-style-type: none"> • Promote meetings between / with stakeholders to promote strategies of participation and sharing concerning active ageing; • Promote the local construction of territorial plans for active ageing, also through the dissemination of participatory tools and methods; • Consolidation of the monitoring system activity in order to improve the planning and provide operators with indications at an operational level on the actions carried out; • Development of a system to monitor the phenomenon of active ageing linked to the system of international indicators (Active Age Index).
Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14,
Recipients:	<ul style="list-style-type: none"> • Active, fragile, dependent senior citizens • Family caregivers single or associated, family associations • Operators and volunteers of sectors that are consistent with the aims of the legislation
Interested parties	<ul style="list-style-type: none"> • The central management of the Friuli Venezia Giulia region through the permanent table referred to in art. 3 comma 5 of LR 22/14; • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols conventions, and public calls.
Source of Funds	<ul style="list-style-type: none"> • Regional budget • EU Funding
Implementation Period	2019-2021

Intervention Area 9.4–Participation in international projects and networks	
Objectives:	<i>Planning and participation of regional administrations and regional parties in national and European networks and European funding opportunities to deepen the issues of active ageing, expand partnerships in European projects, attract financial resources and increase competitiveness in research and development linked to the themes of active ageing</i>
Actions:	<ul style="list-style-type: none"> • Monitoring initiatives of potential interest to the Region and report to the Regional Table on active ageing and on the subjects of the "Region System" (Monitoring of future strategic priorities of the European partnership for active and healthy ageing - in English) European Innovation Partnership on active and healthy ageing, "EIP-AHA") • Promote participation in working groups / events of European networks focused on active ageing (Covenant on Demographic change, Pact on demographic change, European Network for Reference Site, CORAL - Regional policies for active and healthy ageing, ERRIN, European Regions for Research and Innovation network, etc.); • Contributions to the regional IA portal for the Info section from the EU; • Promote dialogue and confrontation with current European projects focused on healthy and active ageing (Continuity to the project Interreg Europe - Ithaca Participation, HonCab Project, PROMIS project, etc.).
Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14,
Recipients:	<ul style="list-style-type: none"> • Active, fragile, dependent senior citizens • Family caregivers single or associated, family associations • Operators and volunteers of sectors that are consistent with the aims of the legislation
Interested parties	<ul style="list-style-type: none"> • The central management of the Friuli Venezia Giulia region through the permanent table referred to in art. 3 comma 5 of LR 22/14; • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols conventions, and public calls.
Source of Funds	<ul style="list-style-type: none"> • Regional budget • EU Funding • State funds
Implementation Period	2019-2021

Intervention Area 9.5 –Construction of coherent and preparatory active ageing paths with European programming 2021-2027	
Objectives:	<i>Integrated construction of active ageing paths consistent with the new European programming 2021-2027, which gives a significant weight to the social aspects of health, social cohesion and innovation. Future challenges envisage important changes and intercultural dialogue will be an important meeting tool, a key factor of well-being</i>
Actions:	<ul style="list-style-type: none"> • Promote the construction of integrated policies consistent with the objectives of the future European programming 2021-2027; • Link between the annual planning of the Interventional Board on Active Aging and the regional table which deals with the European programming 2021-2027 and in particular of the future ERDF and ESF Operational Programs.
Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14,
Recipients:	<ul style="list-style-type: none"> • Active, fragile, dependent senior citizens • Family caregivers single or associated, family associations • Operators and volunteers of sectors that are consistent with the aims of the legislation
Interested parties	<ul style="list-style-type: none"> • The central management of the Friuli Venezia Giulia region through the permanent table referred to in art. 3 comma 5 of LR 22/14; • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols conventions, and public calls.
Source of Funds	<ul style="list-style-type: none"> • EU Funding • State funds
Implementation Period	2019-2021

PART III – MONITORING AND EVALUATION OF THE THREE-YEAR PROGRAM

For the implementation of the provisions contained in Article 13 of Regional Law 22/2014, for the Regional Administration and for the Directorate responsible for coordinating the law it is necessary to have specific monitoring tools for the interventions envisaged in this program, with a double objective:

- to obtain management and planning information for policy makers;
- to provide operators with indications at an operational level on the actions carried out.

In addition to the identification of a monitoring and technical support system, which includes appropriate information sets, it is also necessary to activate an independent ex-post evaluation of the three-year program. The information produced by the monitoring activities, in fact, to be used correctly, must be interpreted and must be able to satisfy the evaluation questions of multiple participants such as users, service managers, policy makers as well as the subjects referred to in Article 4 of Regional Law 22/2014.

To this end, the evaluation system must allow the regional administration to accompany the process of adaptation of social policies in terms of active ageing in the perspective identified by the strategic guidelines referred to in Part II, with technical support. integrated solutions between the different departments involved in the innovative policy review process. Therefore, the evaluation system should allow:

1. to have a definition of the evaluation needs in relation to interventions in favour of active ageing and to have the same system of analysis for every single strategic approach;
2. have an analysis and definition of the evaluative needs of policy makers in terms of policies for active ageing and the respective managers of the services;
3. identify one or more possible models of evaluation and construction of the related reports, meeting the needs set out in points 1 and 2. In this construction, an integration must be envisaged. between the qualitative data collected through the monitoring system and the quantitative data present in the financial management systems of the interventions;
4. carry out a sensitization / training activity aimed at operators, service managers and policy makers aimed at spreading the knowledge of the tools prepared in the previous point 3, to increase the practice of re-reading experiences and to spread, more generally, the culture of rating.

**Three-year programme 2016 – 2018 of interventions implementing regional
law 22/2014 "Promotion of active ageing"**

PART I – THE REFERENCE STRATEGIC FRAMEWORK

1. Introduction

The demographic changes taking place in the countries of the European Union entail tremendous social, economic and financial consequences. Those born in the late forties and the following decade are reaching the age of quiescence, a phenomenon linked to two further trends that, in the absence of precise policies and strategies at the community and national level, jeopardise the possibility of guaranteeing a future of well-being and social cohesion in the Member States. On the one hand, the retirement of the *baby boomers* will lead to a sharp drop in the working age population (15-64 years), which will negatively affect the growth and employment potential, as well as the sustainability of a healthcare and social security system increasingly afflicted by the gap between higher expenses and lower income from taxes and contributions; on the other hand, the percentage of the elderly population is rapidly increasing and it is expected that in 2030 12.6 million additional over 80s will live in Europe, with significant repercussions on services in the field of healthcare and personal assistance¹.

In Italy as well these trends will transform the structure due to population age. Already today, over sixty-five citizens exceed the under 20's generation by over half a million and credible studies estimate that, in two decades, this gap could exceed six million, while it is expected that, close to 2030, the over 80s will overtake their great-grandchildren of less than 10 years. By projecting the gaze to 2051, residents under 65 are expected to decline by 6.5 million and those over 65 to increase by about 8 million, of which 1.7 million over 90. The risks of a progressive fall in investments and a lower boost to innovation are therefore increasing, resulting from the phenomena of low birth rate and longer life expectancy².

By comparing the Italian situation with that of the other European Union states, it can be observed that the effects of ageing are more noticeable. Life expectancy is among the highest in the world, while the fertility rate is among the lowest. The proportion between citizens over 65 and total population reaches the top among the 28 EU countries (21.4% compared to 20.8% of Germany and 20.5% of Greece)³. These demographic phenomena induce some scholars to observe how today, in Italy, the propensity to invest in the future, accepting the related risks and sacrifices, can suffer, more than elsewhere, from a reduction due to characteristics of personal data that lead to "live in the present". If that were the case, even if only partially, what countermeasures could be adopted to react to an apparently already sealed destiny?

An answer is found in raising the quality of the remaining years, cultivating knowledge, social relations, commitments and activities in the production and volunteering sectors. Nowadays and in the coming decades, the idea of investing in the future can only be kept alive through strategies that

¹ See European Commission [2012], *The EU contribution to active ageing and solidarity between generations*, Luxembourg, Publications Office of the European Union.

² See Presidency of the Council of Ministers - Department for Family Policies [2012], *For an active, vital and dignified ageing in a supportive society*, National Work Programme.

³ See Eurostat [2014], *National Data - Population on 1st January by age and sex*.

provide a mature population with the arguments and opportunities in front of which to rationally evaluate the convenience of the choice to remain active. These strategies become effective if, through political and legislative instruments, citizens over 65 are encouraged to live their inevitable ageing not as a decay season, but as a useful opportunity to discover new roles and social identities.

The phenomenon of demographic ageing also significantly characterises the regional territory, affected, in the long run, by a contraction in birth rate and a widespread improvement in health conditions that, as happens in all countries with an advanced economy, is linked to progress in the medical and scientific fields. These factors increase the lifespan of people over 65, to the point that Friuli Venezia Giulia, with reference to the percentage of elderly population, reaches 24.7% and is the second Italian region after Liguria⁴ and the fourth in Europe⁵, in addition to showing an index of old age dependence equal to 40.3%⁶ and a life expectancy corresponding to 80 years for males and 85 for females⁷.

With this in mind, Regional Law no. 22 of November 14, 2014 initiated, in Friuli Venezia Giulia, a programme to promote active ageing. From the accompanying report of the text, it is possible to grasp the innovative nature of this law, inspired by a "rationale" that, contrary to the previous regulations (Regional Laws 10/1998 and 6/2006), implies overcoming welfare and healthcare visions to strengthen policies dedicated to supporting autonomy and personal independence through forms of education, new training, wider knowledge and support from research and innovation. Furthermore, the aforementioned Law enhances the role of people, elderly and otherwise, in determining a change in the old social policy models, orienting them towards a range of personal care services that guarantee the right to awareness and free choice, the respect for self-realization needs and a response focused on the habitual living places.

This document defines a three-year programme of interventions that respond to the strategic vision of the Law. This document has been drafted taking into account:

- 1) The results of a research activity concerning the relevant European guidelines and the main European experiences in this regard.
- 2) The reflection conducted by central Departments that take on roles and functions related to the context and purposes of the Regional Law on active ageing, which have recomposed the general framework of active interventions and resources used.
- 3) The discussion between the various actors involved in the Regional Law 22/2014 attempting to realign the social, regional and local planning on innovative strategies regarding active ageing.
- 4) The collection of good practices carried out by local actors.

The present programme gathers and systematises already existing regional interventions according to a structure that responds to the innovative vision of the law supporting the autonomy and

⁴ See DemoIstat [2015], *Resident population*.

³ See Eurostat [2014], *National Data - Population on 1st January by age, sex and NUTS 2 region*.

⁶ See DemoIstat [2015], *Resident population*.

⁷ See DemoIstat [2014], *Population mortality tables*.

independence of the person and introducing new interventions that respond to the recent European guidelines on the subject.

The final objective is to elaborate, with the involvement and collaboration of the relevant local actors, a policy on active ageing that is in line with the demographic changes, consistent with the European guidelines, cross-cutting and including the various regional policies directly or indirectly involved.

2. Third age and new social policy models

Life extension is the result of the better living conditions in western societies and the progress of medicine in preventing and treating diseases. A large part of the population currently reaches old age in good health conditions, although the percentage of elderly people living with chronic illnesses and disabilities has simultaneously increased. With the definition of active ageing, the World Health Organization refers to a process that optimises the opportunities for health, participation and safety in order to improve the quality of life of older people. The term refers to a process of active ageing aimed at maintaining physical, intellectual, work and social abilities. Active ageing is not only a desirable model for the continuous participation of elderly people in society but also becomes a model to be pursued to overcome the increasing imbalances between the inactive and the active population resulting from the ageing of the population and the economic unsustainability of the current model that regulates the flow of entry and exit from the labour market. The basic idea is that older people are no longer seen only as carriers of needs, but as a resource that, properly supported, can contribute to society. In this way, in the field of social policies for the elderly, a distinction is introduced between normal and pathological ageing based on a fundamental principle: ageing in itself is not a disease and as such cannot be prevented or cured⁸.

The concept of active ageing changes the traditional paradigm that connects longevity to functional decay. It inspires new models of social policy that aim at pushing mortality and morbidity into a shorter and later period of life and correlates positively with the following predictive factors: independence and autonomy in everyday activities, including training or working; fulfilment in family and friendship relationships; economic status; health and physical activity; external image; self-esteem; participation in associations or social, cultural, recreational and sporting initiatives; sustainable mobility; spiritual dimension and values. The importance of these factors is proven by the results of numerous studies and research in the social and healthcare fields⁹, which show that:

The quality of life of the elderly increases with increasing autonomy and functional independence.

⁸ See Ministry of Health [2010], *Quaderni del Ministero della Salute*, no. 6.

⁹ See Salmaso D. [2013], *L'invecchiamento attivo in letteratura*, in E. Innocenti, T. Vecchiato (edited by), *Volontariato e invecchiamento attivo*, Florence, Cesvot Editions.

Aerobic movement and physical activity in old age reduce the risk of falls, mortality, various diseases (heart attack, diabetes, cancer, osteoporosis, depression, etc.) and the need for assistance in carrying out daily activities (washing, dressing, moving, eating, going to the bathroom, etc.).

Low income is related to a worse state of health.

Involvement in social activities delays the possible emergence of senile dementia.

Liveable urban environments with pedestrian spaces and other traffic reduction measures facilitate the access of elderly people to services, commercial activities and community social life.

According to the Organization for Economic Cooperation and Development (OECD), the term "active ageing" refers to the ability of older people to lead productive lives in society and the economy, relying on the possibility of making flexible choices in the way of spending time: from training to work, to leisure and providing care¹⁰. This concept involves multiple dimensions, the first of which is highlighted by gerontology scholars: autonomy, i.e. remaining physically self-sufficient, living without having to be looked after or helped for the needs and actions of daily life. This dimension is not only physiological, but more specifically medical and social, since it implies a close connection with the opportunities introduced by social policies in the environmental context of reference. Examples of such opportunities are the reduction of architectural barriers, the creation of living environments with appropriate technologies that facilitate movements and activities without the help of others and expand the possibilities of communication with those who can intervene to carry out support or aid actions, etc. A second dimension can be illustrated through a paradox: the denial of old age. A social policy focused on the prospect of active ageing promotes the involvement of senior citizens in various activities and their ability to access and manage information or to maintain relationships that, in the past, were not typical of older people. It is not a matter of pursuing "juvenile" life models, but of living a more industrious and dynamic existence thanks to improved health conditions, as well as cultural developments that impose the overcoming of the segregation of the elderly. From the early sixties, in this regard, US scholars and operators identified the key to successfully ageing in keeping, with the passage of time, the patterns and values of the maturity stage.

A third dimension concerns the continuation of work activity and the overcoming of the rigid retirement models that prevent the elderly from performing a productive activity within the employment market. If in some cases work produces physical wear and premature ageing, in others its absence weakens the person and does not facilitate the social bonds indispensable to face the later stage of life in a relationally active way. The possibility of continuing to pursue a profession after the age of quiescence can therefore represent a privilege and promote a prospect of active ageing, as long as it is experienced as a choice rather than a constraint¹¹. Also the possibility of making available to new generations the knowledge and skills acquired over the years of working life is an opportunity for social enrichment for those who enter the labour market.

¹⁰ OECD – Organization for Economic Cooperation and Development [2006], *Live longer, Work longer: Executive Summary*, Paris, OECD Publishing.

¹¹ See Pugliese E. [2011], *La terza età. Anziani e società in Italia*, Bologna, Il Mulino.

We can therefore see an emerging dimension of active ageing more generally understood as the involvement in non-remunerated human activities concerning social relationship, cultural and associational engagement, study and sporting practice, etc. As a matter of fact, the distinction between these activities and those related to work is becoming increasingly difficult and complex, as the social impact of some operating areas increases, which, as happens in the case of care work, can be considered both as part of the market and otherwise. It is also known that, in these areas, the elderly play a decisive role both as actors and privileged recipients of the interventions.

Finally, a social policy oriented towards active ageing is related to the ability to avoid dependency and the social isolation that can make it worse. In this dimension, the individual attitudes of the elderly person, his or her state of health and the human, financial, cultural and relational resources at his/her disposal come into play. Institutions can effectively intervene on these factors in order to strengthen them or prevent their loss. The environmental and urban context, in this regard, acquires great importance if it increases the possibilities of accessing services, public transport mobility and the offer of events and initiatives that can foster friendship networks and social relations with younger people or with the same age group. The overcoming of domestic segregation thus becomes the main precondition for enhancing the life of the elderly and compensating for any loss of family relations, possibly facilitating a partial recovery of the same.

The risks connected to demographic evolution processes, in short, can be successfully addressed by exploiting the potential of the elderly. It is important to promote active citizenship through the creation of living environments that allow the elderly to remain as long as possible in their homes, lead an independent life and make a contribution, also voluntary and unpaid, to the community to which they belong. In a global scenario characterised by phenomena of decreasing birth rate and longer life expectancy, policies and strategies must be adopted that, at national and local level, address the issue of active ageing in all its different aspects: work, training, social security, healthcare, social welfare, family, housing and economy.

In Italy, the Friuli Venezia Giulia Region recognises the role of the elderly - understood as citizens over 65 - in the communities, by promoting their participation in social, civil, economic and cultural life. To this end, the regional authority promotes active ageing as a process of valorisation of the elderly as resources protagonists of their future and capable of redefining and modifying their life project and context through actions that foster opportunities for autonomy, well-being, health, safety and social participation. With this in mind, Law 22/2014 contrasts all phenomena of prejudice and discrimination towards the third age, supporting actions and interventions that facilitate the inclusion of the elderly¹².

Furthermore, in promoting active ageing, the Friuli Venezia Giulia Region collaborates with the individual or aggregate municipalities, public healthcare institutions, public assistance agencies, educational institutions, the LiberEtà and Terza Età Universities, social entities, associations representing the elderly and protecting the rights of consumers and users, public bodies,

¹² See Regional Law 22/2014 (articles 1 and 2)

non-profit organizations and all private entities operating in various capacities in the areas and for the purposes of Regional Law 22/2014¹³. All the aforementioned players contribute, in the regional territory, to address the potential implications of the demographic changes taking place on the dimensions and structures of public services and finances, as well as on future levels of growth and standard of living. We therefore pursue an advanced model of social policy that aims at strengthening the opportunities for the contribution of the elderly to society and incorporates the most recent legislative and planning guidelines of the European Union, which we will discuss in the following paragraph.

3. The legislation and instruments related to active ageing of the European Union

The European Union, with Decision 940/2011 of the Parliament and the Council, proclaimed 2012 "European Year of Active Ageing and Solidarity between Generations". With this decision, Member States have been urged to promote a debate on senior citizens' policies at the national level, involving all social policy actors in work programmes illustrating the activities planned over twelve months. These programmes have oriented the same States towards ambitious objectives and have revolved around three main axes of development: employment and working conditions; participation in society; promotion of an independent and healthy life. According to the Community legislators, therefore, the elderly should fully contribute to the success of the Europe 2020 strategies, acting as workers, consumers, assistants, volunteers and citizens.

The European Union's commitment to the issue of active ageing is based on its explicit values, defined in particular by the Charter of Fundamental Rights of the EU. In this legislative document, binding on each Member State when implementing Community law, the chapter on equality contains two articles that prohibit any form of discrimination based on age (Article 21) and recognise the right of the elderly to lead a dignified and independent life and to participate in social and cultural life (Article 25). The EU has also signed the United Nations Convention on the Rights of Persons with Disabilities, promoting individual autonomy, non-discrimination, participation, equal opportunities and accessibility, all issues of high interest for people who live with any form of physical, psychological or sensory disadvantage.

3.1 – Directives, programmes and structural and cohesion funds

In 2000, with Directive no. 78/EC, the European Council established a general framework for the fight against direct and indirect discrimination based on disability and age in terms of employment and working conditions. This directive requires Member States to make illegal unequal treatment for the above-mentioned reasons in the context of employment and self-employment, including working and employment conditions, career, vocational training and participation in organisations. The European Commission, implementing the principles

13 See Regional Law 22/2014 (Article 4)

established by the directive in question, has initiated infringement procedures for countries that do not implement them satisfactorily in their national law, while adopting a proposal for a directive that prohibits discrimination against the elderly also regarding access to goods and services, social protection and education¹⁴.

The European Union has also adopted several specific directives in favour of gender equality. They contribute to the achievement of active ageing objectives, addressing key areas of the gender gap that limits access to employment and lifelong learning opportunities, results in lower pension income for women and exposes them to greater risks of poverty in old age. The aforementioned directives concern the implementation of the equal treatment principle in the fields of employment (2006/54/EC), social security (79/7/EEC), self-employment (2010/41/EU) and access to goods and services as well as their provision (2004/113/EC).

The theme of active ageing is closely linked to the possibility of exercising the rights of social protection throughout the EU. In this regard, the European regulation on the coordination of social security systems (883/2004) provides citizens with the possibility of accumulating pension rights, even if they have been accrued in different jurisdictions during their working career. As a result of this legislation, older people can take advantage of the aforementioned systems - including compulsory pensions, with respect to which the "mobility" set out in Directive 98/49/EC applies - throughout the European Union. However, there is a lack of national legislation that protects the right to retirement for geographically mobile workers and their possibility to move from one regime to another.

The possibility of ageing actively and healthily after retirement also affects Community policies on health and safety at work, which are essential for the prevention of accidents and occupational diseases. A set of directives adopted by the EU binds Member States to adapt and implement their national laws, while the European Commission, through the *European Agency for Safety and Health at Work (EU-OSHA)*, supported the efforts of the States through campaigns and awareness-raising initiatives in the framework of a multi-annual strategy that, promoted in the period 2007-2012, is currently under evaluation.

A fundamental element of European policies is constituted by the structural and cohesion funds. In this regard, ESF programmes are one of the main sources of innovation and progress in the promotion of active ageing, with specific reference to the funding of a wide range of bodies engaged in the training and retraining of older workers as well as local and regional projects that combat discrimination based on age and exchange of good practise. The ERDF, on the other hand, significantly subsidises the development of social and healthcare structures, the implementation of research and development projects that enable the development of new technologies to improve living environments or promote sustainable mobility and supports various initiatives aimed at pursuing ageing in good health, as well as, through the Urban II sub-programme of Urban II,

¹⁴ See European Commission [2008], *Proposal for a Council Directive applying the principle of equal treatment between persons irrespective of religion, personal beliefs, disability, age or sexual orientation*, Brussels.

overcoming urban obstacles to employment, access to transport and the safety of older people.

EU's structural support to active ageing also includes policies implemented through the Cohesion Fund, supporting environmental and transport infrastructure development projects in the economically weakest Member States, contributing to raising, in these Member States, the quality of life levels of the elderly. Lastly, the EAFRD finances interventions that support the development of social services for the benefit of ageing populations in rural areas, including through the so-called "leading approach". This approach offers participants the opportunity to study projects for specific local problems, such as, for example, the increased old age indicators in the communities, poor job opportunities, inadequate public service facilities for the elderly, etc.

The policies of the European Union also encompass the support and coordination of research and innovation. The Horizon 2020 Framework Programme has the aim of transforming innovative ideas into fundamental discoveries that address and solve key social problems, including that of active and healthy ageing. In the previous programming too (2007-2013), the *Seventh Framework Programme* financed projects focused on studies and surveys covering a wide range of disciplines, themes and tools related to the aforementioned issue¹⁵.

Finally, in the area of joint programming, a programme worthy of mention is the *Ambient Assisted Living* (AAL), aimed at improving the quality of life of older people. It finances projects through the use of intelligent products and the provision of remote services, including assistance to improve daily living at home, at work and in society at large. This programme is complemented by an ambitious initiative to strengthen research and innovation: the European innovation partnership on active and healthy ageing, with the aim of increasing the average duration of life by two years, overcoming the obstacles to innovation in terms of prevention, screening, early diagnosis, assistance, care and independence of the elderly.

3.2– The promotion of the "silver economy"

The European Commission promotes significant political initiatives in favour of the so-called *Silver Economy*, understood as the set of economic opportunities related to the ageing population and the specific needs of people aged fifty or more¹⁶. This is a wide range of products and services that can be directly implemented through public and private spending and generate a basin of economically significant activities in the most disparate sectors of employment, which include:

- Real estate building and renovation aimed at autonomous and independent living.
- ICT systems and technologies to ensure easier, high-quality and long-term accessibility to social assistance and protection services (e.g. eHealth, tele-assistance and telemedicine).

¹⁵ See European Commission [2012], *Understanding the Seventh Framework Programme*, Brussels.

¹⁶ See European Commission [2015], *Growing the European Silver Economy*, Brussels.

- Social and healthcare services, including medical devices, outpatient or specialist advice and pharmaceutical and phytotherapeutic products.
- The production of advanced medical diagnostic tools.
- Home service and assistance robotics.
- The production of vehicles for autonomous and/or personalised transport.
- Services provided in the fields of culture and education.
- Goods and services in the fields of fashion, wellness and cosmetics.
- Tourist activities aimed at older consumer groups.
- The management of savings and banking and financial products (e.g. pension funds).

The EU Council, already in 2007, called on the European Commission to create the framework conditions for the opening of new markets in the field of the Silver Economy, by launching a resolution that directs the Commission to work on a horizontal platform open to contributions from all political and administrative sectors¹⁷. This resolution promotes demographic ageing as a great opportunity for economic growth and job creation, identifying a close interdependence between current trends and future development prospects. In this regard, the US investment bank Merrill Lynch estimates the value of the so-called "Silver economy" to be around seven billion dollars and expects that, by 2020, the purchasing and consumption capacities of the elderly generation will reach fifteen trillion globally¹⁸. Moreover, in the European Union alone, public expenditure related to advancing age - including retirement and care - constitutes 25% of the GDP and is destined to grow by more than 4% of the GDP up to 2060¹⁹.

Demographic ageing, therefore, is one of the factors that appears to be destined to have a greater impact on the future of the European Union and on global economic development, especially considering that the Silver Economy already includes a large part of the general economy of consumers, but with significant differences in priorities and spending patterns. In this regard, the French Ministry of Social Affairs and Health has defined three different targets for the elderly population, each of which shows different needs: **active**, **fragile** and **dependent**²⁰. For example, there is a strong correlation between age and the various forms of disability, quantifiable around 44% among people in the 65-74 age group, 60% among those aged 75-84 and 70% among those over 85. All new Silver Economy markets will therefore have to take into account functional impairments and accessibility requirements of potential consumers, whether related to reduced vision, motor conditions or cognitive performance.

¹⁷ See Council of the European Union [2007], *Opportunities and challenges of demographic change in Europe*, Brussels.

¹⁸ See Bank of America Merrill Lynch report [2014], *The silver dollar longevity revolution*, New York.

¹⁹ See European Commission [2012], *The 2012 ageing report. Economic and budgetary projection for the 27 EU Member States (2010-2060)*, Brussels.

²⁰ See French Ministry of Social Affairs, Health and Rights [2013], *The French Silver Economy strategy*, Paris

Finally, the European Commission's 2012 employment package identifies, within the key factors for the creation of future job opportunities, three goals directly linked to the development of the Silver Economy²¹: meeting the growing demand for professionals in health and social care sectors; support the dissemination of professional skills in the field of ICT technologies; improve the balance between work and care, by increasing female participation in the labour market. These aims complement the European strategic framework on active ageing, interpreting the demographic increase of the elderly population as a phenomenon that can contribute significantly to economic growth and the creation of new jobs.

4. The innovative strategies of Regional Law 22/2014 and their implementation areas

The Friuli Venezia Giulia Region plans, in collaboration with Municipalities, Health Authorities and other subjects active within the scope of Regional Law 22/2014, coordinated and integrated interventions for the elderly in the following areas: health and safety, participation, lifelong learning, work, culture and social tourism, sports and leisure, civil commitment and volunteering. To this end, the Central Health Department, social-healthcare integration, social policies and family prepares the three-year programme of the aforementioned interventions, which is approved by a resolution of the Regional Council which coordinates its implementation through a permanent working group that prepares an annual implementation plan to be approved by a resolution of the Regional Council²².

The following paragraphs outline the strategic guidelines in the following thematic areas:

4.1 Family policies

4.2 Training

4.3 Civil commitment

4.4 Culture and social tourism

4.5 Social transport

4.6 Health and wellness

4.7 Housing, access to new technologies, information and services

4.8 Conclusion of working life

4.1 – Family policies

The containment of traditional hospitalization practices in residential and semi-residential facilities is one of the main objectives of modern active ageing policies. This objective appears to be necessarily connected to the family dimension, by virtue of the bond that the elderly, especially in Italy, maintain with their descendants of contiguous generation. The relationship with the latter is generally mutualistic, in the sense that, in exchange for help and support in terms of care, management of domestic activities, bureaucratic procedures and healthcare services,

²¹ See European Commission [2012], *Towards a job-rich recovery*, Brussels.

²² See Regional Law 22/2014 (Article 3).

the elderly can play a role in caring for their grandchildren (accompanying them to and from school, looking after them in the afternoon, company in case of illness, etc.). Moreover, several scholars have observed that in recent years there has been an increase in the economic support conferred by older people to their families²³.

In the light of the foregoing, an innovative practice of social policy for the elderly is represented by the support to families for the home stay of the senior citizen: from services aimed at facilitating comfort and personal care to contributions for the use of personnel qualified in welfare activities (caregivers) in support of the spouse or children or during their periods of absence, up to the allowances aimed at supporting the family commitment to preserve the autonomy and health of the elderly person. These measures make it possible to limit hospital admissions as well as social and relational isolation, ensuring the proximity of the aforementioned person to the fundamental nucleus in which, usually, the most solid relations of primary and intergenerational solidarity are formed. These relationships, as mentioned above, can be developed horizontally through the logic of mutual aid and a two-way exchange between the "strong" subjects of the relationship - the adult descendants - and the recipients of active ageing projects.

Some studies in which intergenerational solidarity is analysed²⁴ highlight the importance of the "gender" variable, both for the support received and for the aid provided. In the case of elderly couples, the husband finds support in his wife who, usually, is the contact person for care and home management activities but can rely less on the male role for household chores. In most cases, moreover, women live longer after being widowed and turn to the nearest family network to obtain solidarity in exchange for taking care of their grandchildren on a voluntary basis. More generally, we are witnessing a process of feminisation of family relationships not only among the assisted subjects, but also among those who help: the dominant cultural model in Italy mainly entrusts daughters with the task of caring for older parents. A good practice of promoting active ageing is therefore the recognition of family burdens in the provision of services and family support contributions to spouses and children, in particular if they belong to the female sex.

Not all the dimensions of family policies for the elderly can be traced back to economic parameters. The development of socio-relational circuits among families that care for elderly people facilitates the placement of the latter in a system of extended solidarity, as well as the growth of their cultural capital and opportunities for work, political and social participation. Support for the inclusion of these families in non-profit networks that work for active ageing is therefore an institutional practice consistent with a dynamic and complete representation of seniority and with the aim of reducing the traditional reliance on residential and semi-residential structures.

23 See De Nardis P., Alteri L. [2012], *I costi sociali dell'essere un «paese di vecchi»*, in T. Treu (edited by), *L'importanza di essere vecchi*, Bologna, Il Mulino.

24 See Cioni E. [1999], *Solidarietà tra generazioni. Anziani e famiglie in Italia*, Milan, FrancoAngeli.

1.1 Table 1 - Social policy orientations regarding the elderly in the family sector

TRADITIONAL	INNOVATIVE
Hospitalisation in residential and semi-residential structures	Support for families regarding the stay at home -----
	Support for spouses and children with recognition of family burdens with respect to the elderly -----
	Support for the inclusion of families in non-profit networks to promote forms of social self-organisation

With reference to the contents of this paragraph, the Friuli Venezia Giulia Region, in order to promote the conditions of sustainability of family responsibilities towards the elderly, promotes the integrated support to families for the stay at home of the elderly as an alternative to hospitalization in residential care facilities. It also supports policies that take into account family burdens – with particular reference to women – and encourages the inclusion of the same families in broader self-organisation networks that support active ageing. Moreover, the Region, within the framework of policies in favour of the family, not only promotes family associations and the experiences of social self-organisation of families and supports them as a unitary subject in the use of services but also promotes solidarity between generations, equality between men and women and co-responsibility in the care of children, education and assistance within the family²⁶.

4.2 – Training

Several studies and research prove that older people tend to be excluded from vocational training systems and circuits. Although the problem does not only concern workers who are close to retirement, companies do not consider it worthwhile to invest in them because of the lower life expectancy compared to their younger colleagues. Moreover, in the Italian context, the generational change leads to a reduction in the general labour cost, as well as to a greater flexibility of contractual terms and a reduction in unionisation levels. The obstacles to the implementation of training initiatives for older employees, however, do not come only from employers, but also from the employees themselves, who often avoid participating in such initiatives, not judging them to be adequate to their tasks or learning needs. In light of the aforementioned premises, support for continuing and ongoing training for the elderly is a good practice for promoting active ageing, acting as an alternative to the traditional strategies involving early retirement and expulsion from the production circuit. Indeed, these practices represent

²⁵ See Regional Law 22/2014 (Article 5).

²⁶ See Regional Law 11/2006 (Article 2)

a backbone for supporting the *work ability* of older people and can be implemented through various types of offer. Generally, however, training interventions are planned by public agencies or co-financed by the same when they are promoted by private companies, providing for the certification of acquired skills and a consequent improvement in employability levels, internal mobility and opportunities for relocation in the case of dismissal. This latter objective becomes a priority with reference to increased access to ICT services and technologies, too often an age-related discrimination factor in the workplace.

A policy facilitating active ageing in the training sector also aims at counteracting the phenomena of disengagement and loss of social role through an involvement of senior citizens in the capacity of teacher or learner in training projects to be held in schools to encourage equal age or the younger generations. The initiatives aimed at promoting solidarity between generations, in particular, facilitate mutual understanding and respect and can cover a very wide range of specific themes and topics. Finally, a third training aspect consists of the strengthening of adaptive skills for modern society and of the opportunities for active ageing in the various sectors of extra-work activity. In short, it is a matter of encouraging the transmission of knowledge that strengthens the ability of the senior citizen to play a social role, to satisfy his or her own intangible need to relate through civil commitment, to support people in distress or help the family and grandchildren. This last area of intervention, as we have seen, acquires a structural importance in Italy, where the difficulties of the employment market and the progressive weakening of the welfare system, more than elsewhere, give older people the task of supporting children in the management of family responsibilities.

1.2 Table 2 - Social policy orientations regarding the elderly in the training sector

TRADITIONAL	INNOVATIVE
Pre-retirement and final exit from the production circuit	<ul style="list-style-type: none"> • Support for continuous and ongoing training • Promotion of training courses for access to ICT services and technologies
Promotion of general and specialist education	<ul style="list-style-type: none"> • Support for intra- and inter-generational training • Promotion of protocols with schools for the involvement of senior teachers • Support for training to strengthen adaptive skills • Promotion of training courses to support active ageing

With reference to training policies, the Friuli Venezia Giulia Region sustains and gives value to the inter-and intra-generational training and that aimed at lifelong education in various areas of knowledge (e.g. LiberEtà or Terza Età universities), or to the supply of tools and opportunities to understand the contemporary social reality and the strengthening of adaptive competences of senior citizens. This training, besides its continuous updating and requalification, is also promoted for all operators who work on ageing issues²⁷.

Furthermore, the Friuli Venezia Giulia Region, through operating protocols with educational institutions, supports projects involving senior citizens in the transmission of their knowledge to new generations, even with the possible involvement of companies and trade unions, in the orientation and first training paths.²⁸ Finally, the objectives pursued by the regional law include the promotion of initiatives for the access of those over-65 to digital services and technologies or information.²⁹, as well as other training interventions aimed at:

- Designing active ageing paths, with particular attention to civil commitment.
- Supporting senior citizens who take care of and educate grandchildren, facilitating the reconciliation between working parents and family life.
- Promoting correct lifestyles, nutrition, consumption and savings management.
- Pursuing domestic and road safety.
- Channelling the skills and competences of older people into programmes of social engagement and support for people in distress and difficulty³⁰.

4.3 – Civil commitment

The primary and collective relationship, in the most advanced models of social policy for the elderly, is a value in itself and can provide, through strategies open to the involvement of the non-profit sector and family, parental and friendship networks, an answer to daily needs that require more humane and solidarity modes of satisfaction than the mere material well-being. These needs, in fact, are connected to the symbolic sphere, in which post-materialistic values emerge, the individuation of which is the specific task of the non-profit universe, of families and of their ability to interact with other social actors. Relationality is therefore an essential dimension of active ageing and a concept of citizenship aimed at fulfilling certain personal expectations of practical involvement, of "face to face" interaction and mutual daily help.³¹.

In the light of the foregoing, participation in community life through volunteerism and associations - also family based - constitutes a form of civil commitment to be promoted as good practice in the framework of an institutional strategy in favour

²⁷ See Regional Law 22/2014 (Article 6, p. 1)

²⁸ See Regional Law 22/2014 (Article 6, p. 2)

²⁹ See Regional Law 22/2014 (Article 6, p. 3)

³⁰ See Regional Law 22/2014 (Article 6, p. 4)

³¹ See Donati P. (edited by) [1996], *Sociologia del terzo settore*, Rome, Nis

of active ageing. There many auxiliary activities in the territory which could involve the elderly: supervision near or inside school buildings, monuments, sites of cultural interest and other places of leisure and aggregation, small maintenance tasks and custody of green spaces and the environment; Assistance on school buses or to lonely people who are unable to perform daily tasks or access public service structures; The free management of communal land (e.g. horticulture) in order to ensure greater protection and usability by the citizens. The good practice of encouraging participation in community life can also be extended to the involvement of the elderly in social projects or network protocols concerning the definition and management of social assistance services, or, more generally, the daily care and assistance work. In Italy, in this regard, there are quite a few cases of retirees who, in the context of agreements between local authorities, the aforementioned services, trade unions and non-profit associations, regularly accompany subjects who are older and/or with disability issues to institutions, bureaucratic offices and medical-healthcare centres. The support for this last form of civil commitment produces relational and solidaristic benefits both for the beneficiaries and for those who provide their help on a voluntary basis and find in it an important possibility of self-realisation. As some authors point out, indeed these activities "cannot be considered 'employment' according to the usual understanding of the term in the economic literature, where the classical commercial dimensions prevail. Their main characteristic is avoiding a cash remuneration proportional to the nature of the service and the time dedicated to their performance, although, even if they are not paid, they are rewarded in a variety of ways"³². The reward essentially consists of social recognition.

A third innovative form of participation of the elderly in the community is the possibility of leveraging and transmitting the professional skills, competences and spiritual sensibilities accumulated in the course of their existence. The most recent policies in the field of active ageing support, also through the establishment of civil volunteer work and territorial consultancy, the free commitment of older people in social, institutional and educational contexts through the contribution of training, professional, cognitive and human experiences that they have acquired in various ways within the working context or otherwise. In exchange for this commitment, a system of social incentives, benefits and credits can be optionally provided, such as, by way of example, vouchers that can be used to access cultural, training and leisure opportunities.

³² See De Sario B., Sabbatini A. [2010], *Quanto valgono le attività non retribuite delle persone anziane in Italia*, in «Inchiesta», no. 170

1.3 Table 2 - Social policy orientations regarding the elderly in the civil commitment sector

TRADITIONAL	INNOVATIVE
Support for voluntary forms of civil commitment	Promotion of the participation of the elderly in community life
	Support for the involvement of the elderly in social projects and network protocols
	Valorisation of professionalism and skills acquired by the elderly

As part of its promotion of active ageing, the Friuli Venezia Giulia Region, through its support to volunteering initiatives, facilitates the participation of senior citizens in community life, in associations or in social projects aimed at the welfare of the community and part of priority operating protocols in the context of local area plans. The Regional administration, besides enhancing the municipalities which organize periodic meetings with people close to retirement age to understand their availability of offering free services in their field of expertise and professionalism, supports experimental projects, conventions between public and private entities and family associations that encourage the participation of over sixty-fives³³.

4.4 – Culture and social tourism

The elements contributing to the social construction of old age – that is to say the status given to senior citizens – and the cultural orientations towards them vary over time and in different socio-territorial contexts. Everywhere and over time, however, the ageing of the population has been or is contemplated as a problem of particular seriousness, also for the prevalence of stereotypical interpretative models based on a devaluation of old age, considered a vital phase of rest, isolation, poor productivity and loss of usefulness for the economic system. These models, in the past and still today, tend to generate social discrimination based on wrong beliefs that adversely affect company policies for older people.

Already in the late sixties, Butler coined the definition of *ageism* to describe prejudices related to social and cultural discrimination based on age³⁴, while, more recently, negative stereotypes towards the elderly have been identified in three main points: the difficulty of adapting to change, with particular reference to new ways of working and the advent of ICT technologies; a fall in work performance independent of the organisation of the workplace and its physical-ergonomic characteristics; the need to bear higher costs due to greater absenteeism³⁵. These preconceptions hinder the implementation of active ageing policies and ignore the scientific evidence showing that, in many working environments, senior employees are considered more

reliable and involved, loyal to the organisation and able to establish and maintain better personal relationships with colleagues and superiors³⁶.

This latest evidence inspire the most modern social policies for the elderly to support the dissemination of a positive image of this part of the population, promoting a "cultural revolution" that, through socialisation agencies, research institutes and the mass media, reverse the traditional perceptions of old age and giving value to the skills and competence of the elderly, instead of underlining presumed social costs and the almost inevitable lack of productivity. In the last ten years, in this respect, several Member States of the European Union have undertaken initiatives to promote a change of cultural prejudice, using different forms of intervention: from public discussion, through conferences to the creation of observers, to the drafting of multiannual plans or codes of conduct for companies and social partners. Other campaigns of *age awareness* provide for the collection and dissemination of good practices, awards for innovative projects for the management of older workers and the creation of specific *authorities, task forces* and consulting agencies.

Other good practices of active ageing aim to support the access of senior citizens to musical and cultural events, as well as to involve them in the promotion of local history and customs through non-profit organizations or other forms of civil commitment. Participation in these events contributes to the well-being of the subjects, since it allows the enjoyment of artistic and creative performances of symbolic and expressive value with high emotional and formative impact. In order to make the most of these events, however, it is important to rethink specific ways of involving the elderly by adapting the events also to their needs and interests. Likewise, direct interest in cognitive dissemination activities of the historical heritage and of traditional and identifying references of one's community elevates the quality of life, intensifying interpersonal relationships and meeting the immaterial needs of socialisation and reciprocity.

³³ See Regional Law 22/2014 (Article 7).

³⁴ See Butler R.N. [1969] *Age-ism: Another form of bigotry*, in «The Gerontologist», n. 9.

³⁵ See Lazazzara A., Bombelli M.C. [2011], *Hrm practices for an ageing Italian workforce: the role of training*, in «Journal of European Industrial Training», no. 8.

³⁶ Ibid.

1.4 Table 4 - Policy orientations regarding the elderly in the culture and social tourism sectors

TRADITIONAL	INNOVATIVE
Ageism - Devaluation of old age	Support for the dissemination of a positive image of the elderly
Promotion of generationally undifferentiated access to musical and cultural events	Promotion of third-age access to musical and cultural events
Support for voluntary forms of civil commitment	Support for the civil commitment of the elderly in the historical-cultural promotion

With reference to the issues discussed so far, the Friuli Venezia Giulia Region promotes socio-cultural initiatives aimed at encouraging the inclusion and positive image of the elderly, as well as the civil commitment of the same in the promotion of local history, culture and tradition. The Regional Administration also supports social tourism, facilitating, in particular, access to musical and theatre events, sports and recreational activities, cinema, exhibitions and museums³⁷.

4.5 – Social transport

It is now widely believed that the well-being of citizens, far from appearing intelligible only in a materialistic perspective, is linked to the more general opportunity to lead a satisfying life also regarding the psychological, cognitive, relational and social aspects.³⁸ In a city, on the whole, factors that increase the quality of daily life become decisive, such as the full possibility of moving towards healthcare, welfare, educational and cultural structures and initiatives, also through public support for collective and individual transport. The lack or, inadequacy of interventions aimed at promoting the mobility of senior citizens on the territory favours the growth of the poverty and exclusion phenomena. As well as the poor availability of income and primary goods (e.g. food, home, clothing, etc.), and the deprivation of services essential to the exercise of the citizen's rights.

To broaden the range of opportunities for movement of the elderly, the most modern institutional strategies for active ageing promote social transport in association with the local public sector. This is a home-based service aimed at guaranteeing for the elderly the right to live in their community in a dignified way, if it is not easy or possible for them to access traditional means of transport (bus, coach, tram, etc.) or take advantage of primary solidarity networks (family, friends, neighbourhood, etc.). This service is useful to fully guarantee the access to health, care and rehabilitation facilities and services, as well as the mobility to workplaces, municipal offices, educational and socio-recreational centres and association offices in the territory.

³⁷ See Regional Law 22/2014 (Article 8).

According to personal destinations and needs, the service can be carried out individually or collectively and requires a project developed in

agreement with the users, as well as the contribution of the same to the supply costs.

Social transport is an alternative and innovative form of mobility and can be provided with vehicles owned by the public sector, borrowed for use from external companies or supplied by the same, generally equipped with specific devices and/or structural changes for disabled people. Its provision occurs indistinctly through municipal employees, volunteers or personnel responsible for home care, following an assessment of the need and the actual lack of other viable solutions. In terms of active ageing, this service responds to the needs of independence and socialisation and can be provided on a continuous basis (daily or several times a week), or occasionally (one time only or over a period of less than one month).

1.5 Table 5 - Social policy orientations regarding the elderly in the social transport sector

TRADITIONAL	INNOVATIVE
Promotion and strengthening of local public transport services	Offer of adapted, alternative or assisted transport services Innovative promotion of mobility and social transport

With reference to the content of this paragraph, the Friuli Venezia Giulia Region, in order to promote free movement on the territory of people in difficulty, pursues the objective of offering the same services of specially adapted or alternative public transport, guaranteeing the same conditions as other citizens. In addition, the Regional Administration, promotes social and assisted transport in the context of planning and qualification interventions of the regional welfare system.³⁹.

³⁸ See Inglehart R. [1983], *La rivoluzione silenziosa*, Milano, Rizzoli; Ardigò A. [1980], *Crisi di governabilità e mondi vitali*, Bologna, Cappelli.

³⁹ See Regional Law 22/2014 (Article 9).

4.6 – Health and wellness

Some authors, when dealing with the topic of active ageing, underline the importance of promoting it in the first part of life – when chronic diseases have not yet occurred

– in order to safeguard health in the more advanced age⁴⁰. This perspective suggests, as a fundamental strategic line

of the most innovative social policies, the strengthening of prevention activities in addition to the traditional objectives of treatment and institutionalisation of diseases⁴¹. Prevention itself can be divided into three different levels of action:

- Primary, when it involves the promotion of healthy lifestyles that prevent the onset of disabling diseases.
- Secondary, if it is based on screening aimed at carrying out early diagnoses to promptly intervene in situations of health imbalance, including modifying lifestyles.
- Tertiary, when it aims at preventing recurrences of a disease in progress or limiting consequences or complications.

According to the literature, the absence of institutional investments and acknowledgements regarding prevention indicates the permanence of welfare models focused on the concept of illness, rather than on that of health and well-being. With regard to social policies, active ageing can be promoted only by overcoming the traditional culture which considers ageing as a progressively disabling and pathological situation, to the point of generating increasing costs and care assistance, in hospitalization or residential and semi-residential structures. With this approach, the interventions in favour of the third age are condoned in a "defensive" sense, considering old age, chronicity and disability as the main socio-sanitary problems to be tackled in the medium and long term. The strategic preventive dimension passes in second place, marginally funded and conceived only in terms of delay or stalling of the processes of decline and loss of autonomy, most of the answers and resources available are destined towards the management of this dimension.

⁴⁰ See Schroots J.J. [2012], *On the dynamics of active ageing*, in «Current Gerontology and Geriatrics Research», no. 3.

⁴¹ Regione Autonoma Friuli Venezia Giulia [2015], *Piano regionale prevenzione del Friuli Venezia Giulia, 2014-2018*, Regional Council Decree 1243/2015.

Social policies aimed at active ageing on the other hand, are aimed at reducing institutionalization. They give priority to the home support of the senior citizen and to his or her remaining in the familiar context, as well as to the prevention of self-sufficiency through the promotion of healthy lifestyles that contemplate sports and physical activity, proper nourishment and resisting bad personal habits (e.g. smoking or excessive consumption of alcohol) that promote the onset of chronic and degenerative diseases. Through a multidimensional analysis of the needs, these policies pursue the strengthening of territorial services, the programming of information campaigns on health and the enhancement of subjects in advanced age within the family and social network they belong to, also in agreement with municipalities and non-profit organizations. The most advanced social policy guidelines recognise and enhance the relationship of protection and support that spouses and children can offer to elderly people, offering the first services and aid designed to supplement daily or temporary care work and to support the elderly psychologically, as well as covering expenses for major commitments or qualified care workers (caregivers). These guidelines provide for the provision of personalised supports, taking into account that the composition of family networks differs and, just as some older people can rely only on their own limited resources, others can live with large families, or alone, but with the support of a closely knit system of parental relationships. The differentiation of the performances makes it ultimately possible to choose those that best meet the specific conditions and needs of the user, restoring his or her power of self-determination and the dignity of an active subject in the community. The implementation of community guidelines on active ageing also requires the promotion, at the regional and local level, of the involvement of citizens over 65 in the social life of their community, avoiding the risks of segregation and marginalisation typical of traditional measures that contemplate the elderly as a weak and passive sector of the population. The innovative social policy strategies aim at circumventing the typical categorisations of welfare legislation (minors, elderly, disabled, etc.) that tend to highlight the deficit and favour, through institutionalisation, possible phenomena of isolation and alienation from society. On the other hand, they aim at promoting the participation of the user – intended as a resource for the community – in meeting places, socialisation and civic contribution, in which the whole sphere of post-materialist needs of relational connections, reciprocity and human and associational affect can be met.

A classic example of an additional socialisation space with respect to traditional strategies aimed at meeting mere material needs is represented by the senior community centres, free and spontaneous associational structures now present throughout the national territory, even if much more widespread in the central-northern regions. They are generally financed by local authorities, in particular by Municipalities, which establish their regulations and directly provide the premises in which to carry out the associational life. The activities practised in these structures fall, most of the time, in the recreational or cultural sector, allowing the elderly to maintain and share curiosities and interests, as evidenced by the high number of members and visitors recorded by special studies and researches.⁴².

⁴² See Scuola Superiore dell'Amministrazione dell'Interno [2010], *Gli anziani in Italia: aspetti demografici e sociali ed interventi pubblici*, in «I quaderni della documentazione», no. 1

Finally, the aforementioned dimension is linked to welfare promotion policies focused on the cohabitation of different generations and among the elderly. These active ageing policies represent a valid alternative to institutionalisation and hospitalization in residential and semi-residential structures, with particular reference to housing shared between people aged over 65 and young students or workers who, in return for adequate accommodation, offer company and contribute to meet the needs of material security, committing to stay indoors at night. The same cohabitation, in addition to promoting the development of values such as solidarity, reciprocity and respect for others, encourages older people to stay and live in their homes, creating affective relationships complementary to those of the family they belong to. The latter is an integral part of cohabitation projects, within which it can play a role of financial support or responsibility in the face of any health problems⁴³.

1.6 Table 6 - Social policy orientations regarding the elderly in the health and well-being sectors

TRADITIONAL	INNOVATIVE
Treatment of diseases (centrality of the disease)	Prevention of diseases (centrality of health)
<ul style="list-style-type: none"> • Hospitalization • Institutionalisation 	<ul style="list-style-type: none"> • Home-based care • Support in the family context
Hospitality in residential and semi-residential facilities	<ul style="list-style-type: none"> • Co-residency among the elderly • Intergenerational co-habitation
Provision of medical aids and services	Promotion of physical and motor education
<ul style="list-style-type: none"> • Hospitalization, Institutionalisation • Response to material needs 	<ul style="list-style-type: none"> • Spaces of socialization, social encounters and participation • Response to relational needs

With reference to the above premises, the Friuli Venezia Giulia Region, in a non-assisting prospective and prevention of disabling processes (physical and psychological), adopts interventions and actions to limit the hospitalization of elderly people and their admission to care structures promoting their dignity, autonomy, freedom of choice and self-determination. In addition, the Regional Administration facilitates co-residence between the over-sixty-fives and the experimentation of intergenerational housing models, creating social and health policies towards remaining at home and permanence in the family and territorial contexts with the aim of contrasting, also through the development of home automation and tele-assistance services, the phenomena of social exclusion and the loss of personal autonomy.

⁴³ See Pinto T.A. et al. [2009], *Insieme ieri, oggi e domani. Guida alle idee per la pianificazione e l'attuazione dei progetti intergenerazionali*, Progetto Mates – Mainstreaming Intergenerational Solidarity

Finally, Law 22/2014 facilitates, also through operating protocols between associations and specific information and awareness campaigns, the dissemination of correct lifestyles, physical and motor education and areas of proximity, meeting, socialisation and participation⁴⁴.

4.7 – Housing and access to new technologies, information and services

One of the fundamental elements in the life of the elderly person is the space of life, and primarily their dwelling place. It ages along with its tenant or owner who, with the passing of the years, can see a decrease in his or her economic, physical and psychological capacity to make the most of it and carry out its maintenance. Psychologists and physicians, in this regard, recommend the permanence of the elderly in their living spaces and, indirectly, support institutional policies aimed at improving living environments through both innovative and traditional solutions. Among the latter are the features of home automation and non-technological ergonomics: from the installation of elevators to the replacement of gas stoves with electric ones, up to more practical, functional or useful furnishings that can prevent falls and accidents (e.g. suction cup handles in showers). Some scholars, dealing with the problem of the relationship between the home and the elderly, evoke the future possibility of housing for the elderly, focused on adaptations aimed at shrinking the rooms, warming them up better and freeing them from architectural barriers⁴⁵.

Nowadays, however, the new ICT technologies play an important role in the lives of citizens and seem destined to be increasingly present. William C. Mann⁴⁶ offers, by way of example, a range of tools and solutions that could improve the quality of life of the elderly, starting from the versatility of tablet PCs that, directly from home, make it possible to interact with virtual stores, purchase the desired goods, pay by electronic money and get home delivery. Moreover, specialised "apps" make it possible to avoid the procedure of filling in postal and online forms through the use of optical codes that are able to identify and automatically prepare the payment of utilities. These tools are also useful for remotely managing domestic difficulties (e.g. use of household appliances) with technicians connected in video-conference, ensuring remote control of potentially dangerous or uncomfortable situations.

Housing and information and communication technologies are the two sides of a single coin that enhances active ageing. A modern social policy for the elderly must therefore support, in addition to the traditional structural interventions relating to home automation and ergonomics, the technological improvement of the environments and living spaces of the elderly, with particular reference to social-welfare and healthcare services. Telemedicine and the use of ICT tools among older people and professional operators are, in a future perspective, the most advanced ways of promoting personal health and autonomy, avoiding the inconvenience of carrying out many

⁴⁴ See Regional Law 22/2014 (Article 10).

⁴⁵ See Amendola G. [2011], *Abitare e vivere la città*, in A. Golini, A. Rosina (edited by), *Il secolo degli anziani. Come cambierà l'Italia*, Bologna, Il Mulino.

⁴⁶ See Mann W.C. [2005], *Smart technology for Aging, Disability, and Independence: The State of the Science*, New York, Wiley.

routine checks and the resulting movements, expenses and waiting times. Consider, in this regard, the simple possibility of ordering and obtaining the delivery of meals at home, or new *apps* that make it possible to measure the blood pressure or the heartbeat in a telematic connection.

The most innovative practices in support of active ageing aim at providing housing with *wireless* lines that make the aforementioned interactions possible and improve the quality of everyday life. In this regard, there is an undeniable and close link between the housing and training policies for the elderly, given their gap in accessing information using new ICT technologies. The diffusion of these technologies, however, is an irreversible process even among the older generations and appears destined to become an indispensable part of their daily lives. The overwhelming majority of the elderly people in Italy remain the owner of their home and, not having to pay rent costs, can spend a significant part of the income for purchases by telematic means, to the advantage of a potential market for public and private companies interested in "investing in the elderly" in order to increase competitiveness and expand their business.

With regard to policies for the technological improvement of living spaces, it is important to distinguish the concept of access from that of accessibility: the former simply identifies the availability of hardware, software and infrastructures, while the latter implies that such availability translates, for the elderly, into a possibility of concrete use functional to their needs. Some authors define the latter concept with the term usability, understood as "the effectiveness, efficiency and satisfaction with which specific users achieve certain objectives in a particular situation"⁴⁷, starting from the assumption of acquiring full awareness of the potential of technology. The commitment of the institutions and the non-profit sector must therefore be oriented, on the one hand, to the removal of social, organisational, economic and individual barriers that prevent taking advantage of the opportunities offered by the digital revolution; on the other, towards investments in aids, equipment or computer programmes that allow even those experiencing physical or sensory disabilities linked to seniority to improve their capacity for information, communication and control of living environments (lights, television, doors and windows, etc.).

1.7 Table 7 - Social policy orientations for the elderly regarding housing and access to new technologies, information and services

TRADITIONAL	INNOVATIVE
Promotion of home automation and non-technological living ergonomics	Support for the technological improvement of environments and living spaces, with accessible technologies
Promotion of information through mass media, non-profit and public offices	Support for the spreading of information and opportunities through ICT

⁴⁷ See Dix A., Finlay J., Abowd G., Beale R. [1998], *Human Computer Interaction*, Prentice Hall Europe.

A sub-sector of fundamental importance in the context of an active ageing policy is access to information and opportunities for work, relationships and commitment to social, cultural, sporting or recreational activities. A good practice in favour of the elderly supports the active, personal and home use of the latest ICT technologies along with traditional passive and remote communication channels, such as mass-media, public help desks (Municipalities, healthcare agencies, schools, universities, etc.) and secondary solidarity networks (trade unions, associations, voluntary work, family and representation organizations, etc.). Support for the use of such technologies is nowadays essential to spread in an innovative and more widespread manner, also through operating protocols between the aforementioned bodies and measures aimed at coordinating their communication offer, the same information and the consequent possibilities for integration of the elderly in working and daily life contexts of their communities.

With reference to what has been observed, the Friuli Venezia Giulia Region supports the dissemination of information and opportunities and facilitates access to the same by the elderly, also through operating protocols and technologically innovative and sustainable tools. The Regional Administration also promotes research and innovation aimed at improving the living environment and the accessibility of households, as well as the adoption of measures to favour the coordination of the offer and to ensure thorough information to the population⁴⁸.

4.8 – Conclusion of working life

The most advanced social policies for the elderly promote new business approaches to human resources, considered an intangible capital that is created and strengthened over time with the acquisition of the *know-how* necessary to support and develop innovative strategies and market volumes of companies. According to these approaches, older people who possess experience and knowledge must be considered as valuable factors of competitiveness. In Italy, these tendencies become particularly relevant in the light of the recent reform of the pension system, aimed at raising the thresholds of retirement up to 66 years for men or women in the civil service and 62 for female professionals active in the private sector, without prejudice, for the same, to a path of gradual equalisation with the male parameters by 2018. This reform represents a challenge not only for the policies implemented at the regional level, but also for the whole enterprise system, obliged to review in depth, in the medium term, their own methods of human resources management.

The possibility of implementing strategies for active ageing in the working sphere depends, in large part, on the national Social Security scenarios. Countries such as Italy, since the beginning of the current economic crisis, have put into practice the traditional policies of early retirement, or reduction of the organic through consensual redundancies

⁴⁸ See Regional Law 22/2014 (Article 11).

of the older workers, who are then assisted, under different forms of public welfare. These policies, from a cultural point of view, far from encouraging the involvement of senior citizens themselves in the various sectors of society and economy, constitute a solid cause for strengthening, an interpretation of the Third Age as a phase of subjective disengagement and structural rolelessness, two characteristic factors of a process of relational closure and lack of recognition by the community of belonging⁴⁹.

Italy belongs to the list of countries in which, up to the recent anti-crisis measures (e.g. Fornero reform), early retirement practices have been adopted as a way to resolve corporate redundancies. The dissemination of these practices has been encouraged by the failure to abolish, until 2006, the retirement system due to seniority requirements that, together with the mobility allowance, has led to their continuation for a long time. According to some authors⁵⁰, the most modern models of social policy for the elderly aim at filling the general delay of Italian companies in recognising the importance of innovative strategies for concluding the work activity, encouraging them to abandon the path of early retirement as an instrument to combat structural crises and reduce costs. The use of this instrument, in fact, highlights the continuing short-term vision in which actions towards human resources are decided on the basis of economic or budgetary pressures, to the detriment of the objectives of valorisation of senior citizens in the working environment.

So, what are the alternative policies and measures to the traditional institutional and corporate strategies of early retirement and expulsion from the production circuit? A first solution is facilitating part-time work mixed with the pension (so-called *flexible retirement*), a good practice that provides for a reduction in working hours for workers who are close to retirement or have already reached it, and, at the same time, the guarantee of financial support. The latter may consist of a partial pension, an addition to the remuneration and/or social security contributions, or other compensations (e.g. unemployment). Flexible or progressive retirement allows older workers not to switch abruptly from an intense occupational life to total inactivity, reducing the possible perception of social exclusion. Moreover, for a company, this way of gradually retiring human resources ensures a planned replacement of the person concerned, the smooth transfer of tasks to younger people and, lastly, the possibility of keeping qualified skills in the company, especially when in shortage of the same.

A second good practice alternative to the total and definitive exit from the production circuit is the alternation between work and civil commitment. The increase in working life, can be encouraged through solutions that make it possible to maintain a professional commitment consistent with increased age and the problems it entails. An innovative social policy approach, therefore, promotes and enhances the company programmes aimed at gradually reducing the hours of employment of the most senior human resources through sabbatical intervals (daily, weekly or periodic) which provide for, at the same time, their involvement in socially useful activities, such as, for

⁴⁹ See Bernardini S. [2003], *La società anziana*, Milan, Franco Angeli.

⁵⁰ See Malpede C., Villosio C. [2009], *Più a lungo al lavoro e più attivi in pensione*, Milan, FrancoAngeli.

example: animation, management, custody and surveillance of museums, libraries and public parks; cultural and social assistance in hospitals and prisons; environmental initiatives in the territory; cultivation of plots of land whose proceeds are intended for collective purposes; actions aimed at the knowledge and continuity of local craft traditions.

An active ageing policy aimed at encouraging the conclusion of the work activity must also include incentives and reward measures for companies directly involved in protecting the health of their elderly employees. The intervention of the same companies may concern in various ways the provision of healthcare services to be accessed privately to reduce the waiting time within the NHS, free or discounted access to check-ups and periodic preventive controls and the development of initiatives to incentivise workers in adopting healthier lifestyles. The possibility of staying longer in the company, in fact, is linked to a careful promotion of the well-being of human resources at an older age, also through specific actions for the reduction of work stress, supplementary company insurance and fitness or dieting programmes to be carried out at the workplace.

An innovative practice to promote active ageing in the workplace is the transfer of skills between older and younger workers. In this regard, a modern social policy for the elderly supports medium and long-term managerial practices that focus on the intergenerational cooperation for the transmission of knowledge, experiences and know-how that are difficult to acquire in any other way, but still useful for the competitiveness of the company; These programmes, in general, are based on structured systems of knowledge management, increase the internal career prospects of the young beneficiaries and allow human resources closer to retirement to leverage their long professional career and increase their role in the final stage of their working life.

Improving environmental conditions in the workplace is another innovative practice that can ensure a lasting permanence of human resources in the company. It represents a valid alternative to traditional methods of transferring older staff to less tiring but residual places in the production process. The adoption of these methods, in fact, becomes less and less practicable and profitable due to technological and organisational innovations, as well as the spread of an entrepreneurial culture focused on the continuous rationalisation of costs and waste. A modern approach to the topic of work conclusion supports company programmes that include the construction of work environments designed to be experienced and managed by teams in which people over sixty represent the majority, involving them in their design. These environments aim at increasing the quality and sustainability of work and reduce fatigue and the possibility of getting sick at an advanced age, providing for ergonomic changes that stimulate the will to continue the working life (e.g. wooden floors, orthopaedic shoes, adjustable chairs, adjustable monitors, magnifying glasses for assembly tasks, adjustable tables, workpiece gripping tools, transport and lifting tools to replace manual handling, etc.).

A social policy aimed at enhancing active ageing must take into consideration the support of the strategies of corporate reorganization for the benefit of the older employees, with particular attention to the most tiring roles. Starting from the proven fact that not all occupations are suitable for people of advanced age, we can expect incentives for companies that, use age friendly managerial practices to facilitate the conclusion

of work paths. These practices focus, in most cases, on redefining the tasks to be performed on the basis of seniority, by diverting the senior human resources towards roles which are less physically tiring, but not residual, (e.g. advice, supervision, telecommuting, etc.). However, they also concern, apart from the link between careers and age, the easing of daily rhythms and loads, the limitation of night shifts, the personalization and flexibility of working hours (e.g. bank hours) and the creation of mixed generational teamwork with programmes to enhance the activities of skill transfer.

Lastly, the promotion of active ageing is also based on active policies of direct support to employment demand and supply, to be used as an alternative to early retirement and the risk of permanence in the long tunnel between unemployment and retirement. This group includes good practices such as disincentives to lay-offs for older workers, such as the payment of higher contributions to social security funds, the obligation to bear part of the outplacement costs for older staff in excess (psychological orientation, professional balance sheet, plan for the search of a new job, etc.) and the provision of public wage subsidies to the employer or directly to the employee to reduce the labour cost of the latter.

1.8 Table 8 - Social policy orientations regarding the elderly in the work sector

TRADITIONAL	INNOVATIVE
Pre-retirement and final exit from the production circuit	<ul style="list-style-type: none"> • Support for flexible or progressive retirement • Support for the alternation between work and civil commitment • Disincentives to lay-offs of older workers • Incentives for hiring older workers • Support for generational skills transfer strategies
Provision of benefits as well as sickness and disability pensions	<ul style="list-style-type: none"> • Support for business interventions promoting and protecting health
Transfer to residual or low added value work positions	<ul style="list-style-type: none"> • Incentives to improve work environments • Incentives to age-friendly managerial practices

With the aim of implementing the aforementioned active ageing policies, the Friuli Venezia Giulia Region favours initiatives that facilitate the conclusion of the working life by people of retirement age, promoting the transfer of competences to younger workers and the pursuit of ways to gradually exit from the working life, also through forms of social and civil commitment⁵¹.

⁵¹ See Regional Law 22/2014 (Article 12).

2 PART II – THE INTERVENTIONS OF THE THREE-YEAR PROGRAMME

5. Introduction

According to the provisions of Regional Law 22/2014⁵², the Region intends to pursue the objectives of promoting ageing through the *planning of coordinated and integrated actions* in favour of older people in the areas of family policies, lifelong learning, culture and social tourism, transport, health and well-being, sport and leisure, civil commitment and voluntary work, participation and work. The regional legislation also envisages for such planning to include the *promotion of territorial initiatives* in collaboration with the single or aggregate Municipalities, along with Health Authorities and Public Companies dealing with personal assistance services, educational institutions and the LibereEtà and Terza Età Universities, the social forces and associations representing the elderly, as well subjects, bodies, associations and private individuals who work in any capacity in the areas and for the purposes set by the Law. Indeed, article 4 hypothesises the participation of numerous actors in the implementation of the law on active ageing, also in the context of the numerous initiatives activated by the aforementioned actors over the years in a direct or associated way, with participation in national and international projects and circuits. The Area Plans tool (art. 24 of Regional Law 6/2006) is also indicated as one of the opportunities to promote the establishment of and the participation in integrated networks and projects.

These purposes are pursued through the *three-year programme of interventions for the implementation of Law 22/2014, an operating tool* whose strategies are defined by the Regional Council, which defines the methods, actions and resources with which the central departments of the Regional Administration contribute to its implementation.

It is a strategic implementation tool that, in implementing the legislation, must overcome the "traditional" logic of parallel and sectoral programming, but also overcome separate approaches by avoiding cutting out a "specific context for the elderly" in the planning of policies. Rather, the Programme should guarantee the effective application of the *principle of transversality* of the effectiveness of the legislation on active ageing through the adoption of planning and design tools with an integrated approach, giving value to the links between sectoral policies addressed to the same categories of recipients, taking into account their mutual effects.

This transversality is in fact one of the key principles of Regional Law 22/14, which guarantees its application by establishing that the three-year programme⁵³ should be prepared by the central Directorate responsible for health protection and social policies *based on the indications provided by the other competent Departments involved*. Furthermore, the

⁵² See Regional Law 22/2014 (Article 3).

⁵³ The three-year programme is approved by the Regional Council, subject to the opinion of the competent Council Commission (Article 3, paragraph 4).

coordination of the implementation of all actions envisaged by the three-year programme is assigned to the central Directorate responsible for health protection and social policies, but: *consulting a permanent working group created between the central Directorates* with the task of preparing, in line with the three-year programme, an *annual implementation plan* (approved by the Regional Council), aimed at making operational the aims and directions of the regulations⁵⁴.

Finally, in implementing the legislation, the three-year programme aims at responding to the awareness of the need for a profound cultural change, a shift in the approach to adapt and qualify the organisation of the territory and services to the real and changed needs of the community.⁵⁵

Basically, therefore, the underlying objective of the programme is a profound change in the approach to the problems of the elderly population, characterised by:

- Strong integration between territorial policies.
- Non-sectoral or "specialised" approach, but *cross cutting* with respect to regional policies.
- Overcoming the "traditional" approach, prevalently focused on social-healthcare aspects, a consequence of the social stereotype that characterises the elderly population as essentially in need of care, and promotion of the active role in the society of the elderly based on their autonomy, free choice and self-realisation ("innovative" approach).

From this standpoint, the Programme (and the coordination of the underlying permanent working group) is a first concrete application of the principle of integration, strengthened by the role of local communities, in their institutional expressions and social representation. The three-year programme, precisely in this first formulation, constitutes a frame of reference and a strong stimulus, which can be enriched with contents only thanks to the initiative and creativity of local communities (fully implementing the provisions of Article 3, paragraph 2). The valorisation of the projects carried out in the territories by local stakeholders represented one of the key steps on which the preliminary three-year planning proposal has been based, through the online collection (and subsequent analysis) of the good practices already implemented⁵⁶ and the subsequent meetings with local stakeholders⁵⁷.

These activities, carried out between May and July 2015, were fundamental to produce a first map of existing projects that allowed the permanent group and the central Directorate responsible for health protection and social policies to identify some examples of reference activities for the drafting of the planning document.

Moreover, the programming proposal is also the result of the comparison between the documents that have emerged and the projects and experiences carried out within international networks, in which the Region itself

⁵⁴ The three-year programme and the annual implementation plan are approved by the Regional Council, see art. 3 paragraphs 4 and 5 of Regional Law 22/14.

⁵⁵ See article 13 "Evaluation clause" of Regional Law 22/14.

⁵⁶ See: http://www.regione.fvg.it/rafvg/cms/RAFVG/GEN/Invecchiamento_attivo/articolo.html

⁵⁷ Four meetings were held in Pordenone, Udine, Gorizia and Trieste in July 2015 with the "implementing actors" referred to in article 4 of Regional Law 22/2014.

and various stakeholders have been involved, in order to align the planning tool with the EU strategies dedicated to active ageing.

Furthermore, the preparation of the three-year plan has taken into account the methodological approach used to identify, with regard to the objective of encouraging active ageing of the population from an inter-generational standpoint, as often repeated in EU policies, those interventions that can be considered "innovative" - and therefore worth to be supported in the three-year programme - with respect to those based on more "traditional" approaches.

Finally, it is important to highlight how the three-year programme is fully in line with the EU strategies dedicated to *active ageing* (Europe 2020 and the background paper "Growing the silver economy in Europe") and in particular the international dimension is present in a cross-cutting way in the structure of the three-year programme. In particular, the synergy with the EU is highlighted in the individual actions through the possibility of creating, strengthening and enhancing the presence of Friuli Venezia Giulia in specific programmes and international reference networks. This is to encourage the knowledge, dissemination and exchange of good practices and their consequent adoption.

6. The structure and contents of the three-year programme

Starting from the above-mentioned considerations, the three-year planning document aims at responding to the purpose of qualifying the Region as a promoter of profound renewal and as a catalyst for a broad, free and creative process, with a clear choice of method and content: focusing on the responsible role of today's and tomorrow's elderly and, in a broader sense, each person as a resource interested in the active ageing process.

To this end, the document's structure includes *strategic objectives of reference* which are broken down according to an operating standpoint into specific *strategic lines*, interconnected and linked by relationships of coherence, synergy and complementarity and divided into *intervention areas*. Each intervention area is therefore structured with *specific objectives and actions*, indicating *the beneficiaries, the recipients, the funding sources and the implementation period* over the three-year programming timeframe.

Fig. 1 – Illustrative outline of the structure of the three-year programme



At the operating level, the three-year programme fulfils the following essential **strategic objectives**:

- 1) Use of innovative models of public intervention, in line with the European guidelines, aimed at promoting the participation of senior citizens in social, civil, economic and cultural life, taking into account the need to encourage greater autonomy and psychophysical and social wellbeing.
- 2) Use of innovative intervention models for active ageing of the person, aimed at improving quality of life and social inclusion.
- 3) Expansion of interventions aimed at preventing and combating exclusion, prejudice and discrimination against older people.

To make the plan more effective, it should also be noted that the recipients have been classified adopting the three types referred to in the European documents dedicated to the *silver economy*, according to the needs related to active ageing: *fragile senior citizens*, *dependent senior citizens* and *active senior citizens*⁵⁸.

Finally, as already highlighted above, it should be noted that the Programme is characterised by an underlying recall *to all the strategic lines of the international dimension*, which translates concretely into the possibility of participating in European projects and networks, both by strengthening participation in already active partnerships and by joining new strategic programmes for active ageing.

⁵⁸ Reference should be made to the preceding paragraph 3.2 and, for the classification, see the French Ministry of Social Affairs, Health and Rights [2013], *The French Silver Economy strategy*, Paris.

7. Strategic lines: Areas of intervention, specific objectives, actions, targets and stakeholders involved, resources and implementation times

7.1 Strategic approach 1 – Support for family responsibilities

This strategic line responds across the board to what is envisaged by the three strategic objectives and aims at fostering the conditions of sustainability of family responsibilities towards the elderly, promoting integrated support for families for the home stay of the elderly, as an alternative to admission in residential care structures. Through this strategic approach, the Regional Administration also supports policies and measures that take into account family burdens – with particular reference to women – and encourages the inclusion of the same families in broader self-organisation networks that support active ageing.

An innovative social policy practice for senior citizens is the support for families for the home stay of the elderly: from services aimed at comfort and personal care, to contributions for the employment of family assistants (so-called "caregivers") regularly hired, who support or replace the family members in the care activity, up to the financial support aimed at helping the direct commitment by the family in preserving the autonomy and health of the elderly person. A further factor considered has been the gender variable, both in reference to the elderly person and the possible caregiver. Finally, a significant dimension refers to the need of developing socio-relational circuits between the families that take care of elderly people and the elderly themselves. The support for the inclusion of caregiver families in non-profit networks to support active ageing is a practice consistent with a dynamic and complete representation in favour of active ageing, helping to reduce the admission of older people into care structures.

Taking into account these elements, **Strategic approach 1** ° is structured into **3 areas of intervention**:

- Intervention area 1.1 - Supporting families for the permanence of senior citizens in the family home.
- Intervention area 1.2 - Support for spouses and children with recognition of family burdens.
- Intervention area 1.3 - Support for the inclusion of families in non-profit networks.

Intervention area 1.1- Supporting families for the permanence of senior citizens in the family home	
Objectives:	<i>The intervention area aims at promoting every useful action aimed at supporting families in every possible way for the longest possible stay of senior citizens in the family home.</i>

Actions:	<ul style="list-style-type: none"> ▪ Family support initiatives (information, counselling, flexible use of services, broadening the offer of relief services), favouring empowerment processes (both in users and caregivers) and training for family members who assist elderly people; ▪ Specific actions for caregivers (assessment and response to their needs, help in care management) and initiatives for the activation of information services for complex problems (legal advice, social security, psychological, assistance, methods of adapting accommodation); ▪ Services and contributions aimed at (Home Assistance service, day care centres, funds for autonomy, etc.). ▪ Participation in international programmes and networks.
Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14,
Recipients:	Active; Fragile, dependent senior citizens Caregiver families
Interested parties	<ul style="list-style-type: none"> • The central Directorates of the Friuli Venezia Giulia Region, through the Permanent Working Group referred to in art. 3, paragraph 5 of Regional Law 22/14 and in particular the Directorate responsible for health protection and social policies. • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols; conventions and public calls.
Source of funds	Regional [Budget Unit: 8.1.1.1138;8.7.1.1150;]
Implementation period	2016-2018

<i>Intervention area 1.2 - Support for spouses and children with recognition of family burdens.</i>	
Objectives:	<i>Promoting appropriate policies that take into account family burdens, with particular reference to women, and focus on supporting family initiatives taking care of the elderly</i>
Actions:	<ul style="list-style-type: none"> ▪ Reinforcement of the intervention programme for emergence, qualification of nursing work carried out at home by caregivers. ▪ Sharing of information between families and companies to promote the use of innovative forms of corporate welfare for the care of senior citizens. ▪ Participation in international programmes and networks.
Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14; individual or associate caregiver families

Recipients:	Active, fragile or dependent senior citizens Caregiver families
Interested parties	<ul style="list-style-type: none"> • The central Directorates of the Friuli Venezia Giulia Region, through the Permanent Working Group referred to in art. 3, paragraph 5 of Regional Law 22/14 and in particular the Directorates responsible for labour and equal opportunities (see prog.SiConTe and ESF) and for protection of health and social policies.
	<ul style="list-style-type: none"> • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols; conventions and public calls.
Source of funds	<ul style="list-style-type: none"> • Regional [Budget Unit: 8.1.1.1138;8.7.1.1150;8.5.1.1146] • ESF (SiConTe and incentive paths for corporate welfare practices)
Implementation period	<ul style="list-style-type: none"> • 2016-2018

<i>Intervention Area 1.3- Support for the inclusion of families in non-profit networks</i>	
Objectives:	<i>Supporting the inclusion of families within wider networks of self-organisation of services in support of family tasks to promote active ageing</i>
Actions:	<ul style="list-style-type: none"> ▪ Informational interventions at regional level aimed at promoting widespread dissemination among the potential stakeholders of the activities carried out by the services, subjects and realities operating in favour of active ageing. ▪ Reinforcement of the intervention programme in favour of family associations in particular of intergenerational paths. ▪ Participation in international programmes and networks.
Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14; individual or joined family associations.
Recipients:	Active, fragile or dependent senior citizens Care-giver families.
Interested parties	<ul style="list-style-type: none"> • The central Directorates of the Friuli Venezia Giulia Region, through the Permanent Working Group referred to in art. 3, paragraph 5 of Regional Law 22/14 and in particular the Directorates responsible for culture, sports and solidarity. • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols conventions, and public calls.
Source of funds	<ul style="list-style-type: none"> • Regional [Budget Unit: 8.1.1.1138;8.7.1.1150;5.5.1.5060]
Implementation period	2016-2018

2.1 Strategic approach 2 – Training support

This strategic approach, implementing the provisions of art. 6 of the regional law, aims at promoting, through lifelong learning, the opportunity for older people to remain protagonists in society, reinforcing a range of technical and cross cutting knowledge and skills, useful both to avoid the emergence of exclusion situations and discomfort, to encourage the transmission of knowledge to the younger generations and - more generally - to society.

From this standpoint, the law gives particular importance to initiatives that *enhance the role of the elderly* as teachers and witnesses of professional skills to *be passed on* to the younger generation and to those who are about to enter (or have just entered) the labour market.

With reference to training policies, the strategic line of intervention provides for the enhancement and support for inter- and intra-generational training and training aimed at lifelong education in various fields of knowledge, also to foster a better understanding of reality and the evolution in the social-economic context. Among the objectives, there is also supporting the implementation of *parallel* training programmes dedicated to individuals working with the elderly, in order to promote their acquisition of innovative intervention approaches and practices.

Furthermore, this strategic approach puts at the centre the importance of social relations for the elderly, promoting all those initiatives of an educational nature that can influence the widespread adoption of correct lifestyles, with attention to nutrition, and physical activity, but also working on the prevention of social economic hardship (poverty, addictions, depression, etc.) and strengthening the ability of the elderly to improve their "social capital" and relational networks.

A further area of this strategic approach is fostering the social inclusion of the elderly, contributing to the creation of information and training paths aimed at strengthening the relational networks and the role that older people can play in family (for example as grandparents) and in society (through programmes of social commitment and support for people in distress and difficulty).

Finally, the training supported by the Region in favour of active ageing also considers the possibility of facilitating the reduction of the digital divide among older people, which may represent a major obstacle in accessing an increasing number of information and opportunities that are useful to keep active *remote* relations.

The **Strategic approach 2** is divided into 4 intervention areas:

- Intervention area 2.1 – Continuous of training programmes to support active ageing.
- Intervention Area 2.2 Promotion of protocols for schools and the world of work to involve senior teachers.
- Intervention Area 2.3 - Promotion of information paths to promote inclusion, social and family commitment and safety.
- Intervention Area 2.4 - Promotion of training courses for access to ICT services and technologies.

Intervention area 2.1 – Promotion of training programmes to support active ageing.

<p>Objectives:</p>	<p><i>Promoting the dissemination of training courses aimed at older people according to the long life learning approach, with the aim of enhancing the role of the elderly, regarding relationship and skills. In particular, the intervention area includes actions that support the exchange of knowledge and skills both between peers (intra-generational) and between different generations. In this latter case, the objective is to promote the exchange of cultural and professional skills on the part of the elderly and of information technology skills and knowledge on the part of young people. It also aims at giving continuity to the paths fostering the understanding of society and of the transformation under way and aims at supporting training and refresher courses for those who work, for various reasons, with the elderly.</i></p>
<p>Actions:</p>	<ul style="list-style-type: none"> ▪ Paths of mutual inter- and intra-generational training, between different cultures, with attention to gender differences. ▪ Training courses aimed at offering tools and opportunities for understanding contemporary social reality. ▪ Support for lifelong learning activities, also of an international nature, carried out for example by the free Universities and of the Third Age. ▪ Support for training, updating and retraining programmes for people working with senior citizens. ▪ Participation in international programmes and networks.
<p>Beneficiaries:</p>	<p>Subjects referred to in art. 4 of Regional Law 22/14 also in collaboration with any subjects active in youth policies (youth associations)</p>
<p>Recipients:</p>	<p>Active, fragile, and dependent senior citizens Adults; young people Operators and volunteers working in sectors consistent with the purpose of the law</p>
<p>Interested parties</p>	<ul style="list-style-type: none"> • The central Directorates of the Friuli Venezia Giulia Region through the permanent working group referred to in art. 3, paragraph 5 of Regional Law 22/14, in particular the Directorates working in the areas of employment, equal opportunities, education and research, youth policies, culture, sport and solidarity. • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols; conventions and public calls.
<p>Source of Funds</p>	<ul style="list-style-type: none"> • Regional [Budget Unit: 5.5.1.5060; 6.2.1.5063] • ESF with regard to the updating and qualification paths of operators included in activities aimed at the elderly. • EU funding for international projects.
<p>Implementation period</p>	<p>2016-2018</p>

Intervention Area 2.2 – Promotion of protocols with schools and the labour world in order to involve	
senior teachers	
Objectives:	<i>Promoting the drafting and implementation of operating protocols with the education institutions and in collaboration with social partners, professional orders, companies, voluntary associations, etc. for the implementation of projects that include the involvement of senior citizens in the transmission of professional skills in the orientation phases, first training.</i>
Actions:	<ul style="list-style-type: none"> ▪ Promotion and support for the stipulation and implementation of agreements between universities, schools of all levels, companies, social partners, professional associations (including teachers and "Cavalieri del Lavoro" (people who have received an official recognition for their working accomplishments) to favour the transmission of experience and skills (e.g. the project aimed at the valorisation and recovery of old crafts). ▪ Initiatives to raise awareness and support the use of teachers over 60 in training programmes for the elderly (intra-generational training). ▪ Participation in international programmes and networks.
Beneficiaries:	Subjects referred to in art. 4 of LR 22/14; in particular schools of Friuli Venezia Giulia
Recipients:	Active, fragile or dependent senior citizens Young people
Interested parties	<ul style="list-style-type: none"> • The central Directorates of the Friuli Venezia Giulia Region through the Permanent Working Group referred to in art. 3 paragraph 5 of Regional Law 22/14, in particular the Directorates working in the areas of employment, equal opportunities, education and research, youth policies, culture, sport and solidarity. • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols conventions, and public calls.
Source of Funds	Regional [Budget Unit: 5.5.1.5060; 6.2.1.5063]
Implementation period	2016-2018

Intervention Area 2.3 - Promotion of information paths to promote inclusion, social and family commitment and safety	
Objectives:	<i>This intervention area aims at promoting the social inclusion of the elderly, by promoting and supporting information, awareness and training paths aimed at promoting well-being and the social sphere between older people.</i>
Actions:	<ul style="list-style-type: none"> ▪ Promoting information and awareness-raising paths regarding safety (home, road, information technology). ▪ Supporting training courses for senior citizens who take care of and educate grandchildren, facilitating the reconciliation between the working and family life of the parents. ▪ Information and training paths aimed at disseminating and strengthening skills and competences of the elderly in programmes promoting social commitment, active citizenship and voluntary work.
	<ul style="list-style-type: none"> ▪ Participation in international programmes and networks.
Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14; Caregiver families
Recipients:	Active, fragile or dependent senior citizens Adults
Interested parties	<ul style="list-style-type: none"> • The central Directorates of the Friuli Venezia Giulia Region through the Permanent Working Group referred to in art. 3 paragraph 5 of Regional Law 22/14, in particular the Directorates working in the areas of employment, equal opportunities, education and research, youth policies, culture, sport, solidarity, healthcare and social policies. • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols conventions, and public calls.
Source of Funds	Regional [Budget Unit: 5.5.1.5060; 6.2.1.5063; 7.1.1.1131; 7.3.1.2025]
Implementation period	2016-2018

Intervention Area 2.4 - Promotion of training courses for access to ICT services and technologies	
Objectives:	<i>The ability to acquire and keep updated the ability to access ICT services and technologies in order to overcome the digital divide and enhance the ability to communicate via the web.</i>

Actions:	<ul style="list-style-type: none"> ▪ Training and updating of the potential safe and conscientious use of new information technologies (especially with reference to tablets, smartphones, apps, web and social media searches, home banking operations and online payments). ▪ Participation in international programs and networks.
Beneficiaries:	The Subjects referred to in art.
Recipients:	Active, fragile senior citizens
Interested parties	<ul style="list-style-type: none"> • The central Directorates of the Friuli Venezia Giulia Region through the permanent Working Group referred to in art. 3, paragraph 5 of Regional Law 22/14, in particular the Directorates working in the areas of employment, equal opportunities, education and research, youth policies, culture, sport and solidarity. • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols; conventions and public calls.
Source of Funds	Regional [Budget Unit: 5.5.1.5060; 6.2.1.5063]
Implementation period	2016-2018

2.2 Strategic approach 3 – Support for civil commitment and participation in community life

The Strategic line 3 - Civil commitment, intends to implement the objective, provided for in article 7 of the Regional law, to promote active ageing by encouraging the participation of senior citizens in community life, through the civil commitment served in the context of volunteering, associations or social projects aimed at the welfare of the community of reference (through the Area Plans). To this end, the region supports initiatives promoted by local authorities, aimed at increasing the number of senior volunteers and supporting experimental projects, conventions between public and private entities and family members who develop opportunities for participation of the elderly.

This strategic approach also aims at recognising and giving value to the many experiences and good practices carried out in the territories, in which associations and the non-profit sector play a central role and make it possible on the one hand to respond to a demand from the territory, but also to facilitate moments of social life and enhancement of the activity of elderly people who make themselves available to the community.

The numerous areas in which this commitment is provided include, for example, the supervisory activities in the vicinity of schools (e.g. the "traffic warden grandparents"), monuments, sites of cultural interest and other places of recreation and aggregation; small interventions for the maintenance and protection of green areas and the environment, the free management of municipal land (e.g. social gardens) in order to ensure greater protection and usability by citizens, assistance

for mobility and transport or personal support (including many elderly people) in carrying out daily activities and tasks (e.g. home delivery of groceries, payment of utilities, etc.).

Moreover, the interventions envisaged in the strategic approach are aimed at encouraging the involvement of the elderly in innovative social projects or in network protocols concerning the definition and management of social-assistance services, or, more generally, daily care and help tasks (supporting in this case also the development of family associations). The goal of the strategic approach, in this case, is also giving value to consolidated experiences, including for example the agreements between local authorities, social welfare services, trade unions and non-profit associations (we can mention, for instance, the activities of Auser - the Active Ageing Association), for the assistance to subjects with low mobility in response to the need for treatment, but also to carry out bureaucratic obligations with respect to the public administration.

An additional innovative form of participation of the elderly in the community is that of leveraging, by the local authorities, the skills that older people make available to the community by making it possible to provide a system of incentives, benefits and social credits, such as, by way of example, vouchers that can be used to access cultural, training and leisure opportunities.

The implementation of **Strategic line 3** includes **a single intervention area**:

- Intervention Area 3.1 - Promotion of community life participation

<i>Intervention Area 3.1 - Promotion of community life participation</i>	
Objectives:	<i>Supporting interventions aimed at promoting the participation of the elderly to community life, through their involvement in social projects and through the valorisation of their professionalism</i>
Actions:	<ul style="list-style-type: none"> ▪ Support for interventions aimed at social projects in favour of the community, in the context of local planning (Area Plans); ▪ Support for experimental projects that foresee synergies and networks between public bodies and private entities, aimed at developing the civil commitment of senior citizens ▪ Support to local authorities that organise meetings aimed at broadening the participation of senior citizens by enhancing their professionalism and competences ▪ Participation in international programmes and networks.
Beneficiaries:	Subjects referred to in art. 4 of LR 22/14.
Recipients:	Active, fragile or dependent senior citizens

Interested parties	<ul style="list-style-type: none"> • The central Directorates of the Friuli Venezia Giulia Region, through the Permanent Working Group referred to in art. 3, paragraph 5 of Regional Law 22/14 and in particular the Directorates responsible for healthcare and social policies, labour and training, culture, sports and solidarity. • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols; conventions and public calls.
Source of Funds	Regional [Budget Unit: 5.5.1.5060; 6.2.1.5063]
Implementation period	2016-2018

Strategic approach 4 – Culture and social tourism

Through the actions of strategic approach 4 the three-year programme proposes to actuate what is envisaged in art. 8 of regional Law No. 22/2014 in relation to the promotion of socio-cultural innovation initiatives that can encourage the processes of inclusion and contribute to spreading age awareness, i.e. a positive image of the elderly in society. The objective is therefore to highlight how the elderly can represent a resource for the community, helping to overcome stereotypes and prejudices that tend to define older people as "costs for society" as they are no longer economically productive and are more in need of assistance and care compared to the younger population.

The strategic approach therefore seeks to improve the access and use of the overall offer present in our territory (see Regional Tourism Plan 2014-2018 as per Council Decree 993/2014), bearing in mind that:

- In the elderly population there are different degrees of participation and use of the cultural proposal present in the territories, both for "geographical" reasons (for example, if they live in an urban or rural context), and for the conditions of loneliness and economic and/or social disadvantage.

- An increasing number of elderly people today have a high level of education and knowledge; many older people are part of the life of the communities. Moreover, thanks to the organisations in which many of them participate, they contribute to make or maintain vital several contexts that would otherwise risk degenerating into cultural and social decay.

- Cultural policies that take into account the phenomenon of ageing populations have as their objective improved access to museums and libraries, the use of theatre programmes. However, a strategy based on the involvement of the elderly and their active role in the drafting of proposals, remains essential. This is also the prerequisite for re-establishing the dialogue and the encounter between different generations. Culture is, par excellence, an area of encounter and aggregation among people; therefore, we want to encourage every action that goes in the direction of greater involvement and increased opportunities.

Therefore, intervention actions enhance and promote innovative initiatives and projects aimed at supporting older people's access to cultural structures and events, both as users (for instance with economic benefits, with schedules that facilitate access or participation or planning dedicated spaces/initiatives) and as protagonists, involving them in the promotion of local history and tradition

through the non-profit sector or other forms of civil commitment. Along this line, the strategic approach intends to enhance those initiatives and proposals with an *innovative* character emerged from both the online collection of good practices and the discussion with the stakeholders, including, for example: the revival of libraries, also through reading sessions in which the elderly can be both users and protagonists (presentations with authors), the promotion of book crossing events or home delivery of books in collaboration with non-profit associations. Other interventions may concern a museum plan, but also a theatrical one, which is the protagonist in the elaboration of initiatives that propose old-fashioned paths not only through economic agreements, but also by favouring access programming that takes into account the specificity of the target over 64-year-old (especially if with reduced mobility) and strengthening synergies and information exchange with associations and aggregations in which the elderly component has significant weight. Finally, an interesting interaction is the one that involves approaches to music, theatre or other forms of expression through synergies - for example - between universities of the third age, museums or theatres, not only regarding visits, but also for acting, music or painting courses.

Activities that aim at improving the quality of life and providing opportunities for socialising, but also at giving value to the skills and knowledge of the elderly by supporting their civic engagement in the promotion of local history, culture and traditions, with the goal of also supporting our cultural, landscape and environmental heritage. In this case, once again, taking advantage of good practices and initiatives carried out in the territories, the strategic approach can include projects that have enhanced the role of the elderly as guides or stewards, or participants in activities related to the reception and assistance of the public.

Finally, with reference to social tourism, the strategy intends to implement the objective of overcoming the "traditional" approach characterised by seasonal stays connected to social and healthcare services, to orient itself to innovative forms that consider the change occurred in the interests, possibilities and characteristics of the "new seniors" and can meet the needs of cultural enrichment, knowledge as well as socialisation and improvement of the quality of life.

The **strategic approach 4** envisages **three intervention areas**:

- Intervention Area 4.1 – Support for access and participation in cultural sites and events
- Intervention Area 4.2 – Support for the civil commitment of the elderly in the historical-cultural promotion
- Intervention Area 4.3 – Support to social tourism

Intervention Area 4.1 – Support for access and participation in cultural sites and events.	
Objectives:	<i>Encouraging the utilisation by senior citizens of museums, exhibitions, theatres and cinemas, also through innovative forms of active participation</i>
Actions:	<ul style="list-style-type: none"> ▪ Support for initiatives that aim at promoting the access and enjoyment of senior citizens to musical and cultural events, local museum structures (discounts, dedicated time schedules, targeted topics, adaptation of spaces to facilitate participation of an elderly public, dedicated transport services, ticket purchase procedures and technologies that facilitate the elderly target). ▪ Supporting association initiatives, in collaboration with theatres, museums aimed at bringing older people nearer to the theatrical, musical, and artistic knowledge and practice; ▪ Supporting and stimulating the creativity of senior citizens and the production of cultural initiatives (in particular theatrical) with the direct participation of senior citizens, also through collaborations with schools or in any case oriented to encourage relations and solidarity between generations. ▪ Participation in international programmes and networks.
Beneficiaries:	The Subjects referred to in art.
Recipients:	Active, fragile or dependent senior citizens Operators and volunteers working in sectors consistent with the purpose of the law.
Interested parties	<ul style="list-style-type: none"> • The central Directorates of the Friuli Venezia Giulia Region through the Permanent Working Group referred to in art. 3 paragraph 5 of Regional Law 22/14, in particular the Directorate working in the areas of culture, sport and solidarity. • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols; conventions and public calls.
Source of Funds	Regional [Budget Unit: 5.1.1.1087; 5.1.1.1088; 5.2.1.5049; 5.3.1.5054]
Implementation period	2016-2018

Intervention Area 4.2 - Support for the civil commitment of the elderly in the historical-cultural promotion	
Objectives:	<i>The intervention area aims at supporting initiatives aimed at promoting the civil commitment of the elderly in the historical-cultural promotion and in the preservation of the landscape and the environment.</i>

Actions:	<ul style="list-style-type: none"> • Support for initiatives that envisage the involvement of the elderly by leveraging their competences, knowledge and experience aimed at promoting and enhancing the historical-cultural heritage, the landscapes and the environment of the local territory (e.g. reception, assistance, custody, guides). • Participation in international programmes and networks.
Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14; Caregiver families
Recipients:	Active, fragile or dependent senior citizens Operators and volunteers working in sectors consistent with the purpose of the law
Interested parties	<ul style="list-style-type: none"> • The central Directorates of the Friuli Venezia Giulia Region through the permanent Working Group pursuant to art. 3 paragraph 5 of Regional Law 22/14, in particular the Directorate working in the fields of culture, sport and solidarity. • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols; conventions and public calls.
Source of Funds	Regional [Budget Unit: 5.1.1.1087; 5.1.1.1088; 5.2.1.5049; 5.3.1.5054]
Implementation period	2016-2018

Intervention Area 4.3 – Social tourism Support	
Objectives:	<i>The intervention area aims at supporting the participation of the elderly in initiatives concerning innovative social tourism</i>
Actions:	<ul style="list-style-type: none"> • Support for tourist initiatives dedicated to senior citizens; cultural, landscape and historical travels. • Incentives for the development of "solidarity tourism" within exchanges and relations aimed not only at taking advantage of tourism, but valorising specific initiatives that see senior citizens as active protagonists of the relations (partnering between associations, social centres, promotion of packages and initiatives for senior citizens residing abroad); • Promotion of a programme for the protection of the client, in particular senior citizens, starting from the clarity of the information, the contractual rules, the guarantees and the safety requirements; • Support for a different approach by operators in the sector and the local Bodies

	<p>dealing with tourism to the problems of tourism of the elderly, with training and refresher courses for operators.</p> <ul style="list-style-type: none"> • Participation in international programmes and networks.
Beneficiaries:	The Subjects referred to in art.
Recipients:	<ul style="list-style-type: none"> • Active, fragile or dependent senior citizens • Operators and volunteers working in sectors consistent with the purpose of the law
Interested parties	<ul style="list-style-type: none"> • The central Directorates of the Friuli Venezia Giulia Region through the Permanent Working Group referred to in art. 3 paragraph 5 of Regional Law 22/14, in particular the Directorate working in the areas of cooperation, tourism, culture, sport and solidarity. • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols; conventions and public calls
Source of Funds	Regional [Budget Unit: 1.3.1.5037; 1.5.1.1033]
Implementation period	2016-2018

2.3 Strategic approach 5 – Social transport

The interventions envisaged within Strategic approach 5 - Social transport are identified to implement the provisions of art. 9 of the Regional Law on active ageing and in particular the objective of favouring free movement on the territory of persons in difficulty or with poor individual autonomy, allowing them to benefit from the services of adapted or alternative collective transport, guaranteeing access and use at the same conditions as other citizens. The strategic approach also recalls the objective of the region to promote social and assisted transport in the context of planning and qualification interventions of the regional system of mobility.

The actions envisaged in the strategic approach give value to the initiatives and projects (good practices) identified through online monitoring, also proposing to expand the range of opportunities for movement of the elderly by favouring and supporting those modes of social transport that are implemented in association with public local transport and allow the mobility of the elderly even if they are not able to use public transport (buses, coaches, trams, etc.) or cannot rely on primary solidarity networks (family, friends, neighbourhood, etc.).

These modes of social transport respond primarily to the demand for transport connected to healthcare needs (for example, to go to facilities and receive treatment, assistance and rehabilitation services), but also for bureaucratic-administrative obligations (to reach municipal offices, post offices, banks) and - less frequently - also educational and social-recreational centres and the associations established in the territory. According to personal destinations and needs, the service can be carried out individually or collectively and requires a project developed in agreement with the users, as well as the contribution of the same to the supply costs. However, the lines of action

also stimulate the possibility of promoting social transport to meet socialisation needs of elderly people with reduced mobility, and therefore including in the paths the use of cultural institutions (exhibitions, museums, cinemas and theatres) or other opportunities periodically offered by the territory (e.g. weekly markets) or to go to local shops (e.g. for the weekly shopping). These initiatives support the objective set by the law concerning the interaction between economic and social development policies, regional planning and transport organisation.

The objective of integrating these actions into welfare policies envisages both the possibility of reducing costs for users and of deducting all or part of the costs for the adaptation of transport vehicles, and the hypothesis of a coordination between the various means of transport and between the solutions offered at the territorial level.

Finally, the envisaged actions include the promotion of initiatives aimed at innovating and qualifying public transport for an extended user base, encouraging protocols with Local Public Transport operators that envisage structural interventions of the vehicles/stations in order to make them fully and easily usable by the elderly and by people with mobility problems (access ramps and slides to reach the platforms, with interventions on vehicles, so as to facilitate the access of people with mobility problems - for example, by providing ramps and raisers for buses and trains) in addition to providing seats with specific devices (including constraints for wheelchairs).

in particular, the **Strategic approach 5** calls for an intervention area divided into several actions:

- Intervention Area 5.1 –Social interventions for people with reduced mobility

Intervention Area 5.1 – Social interventions for people with reduced mobility	
Objectives:	<i>The intervention area aims at promoting the free movement in the territory of disadvantaged people, offering equipped and adapted collective transport services. In addition, the Regional Administration promotes social and assisted transport in the context of welfare policies.</i>
Actions:	<ul style="list-style-type: none"> • Support for the provision of adapted, alternative or assisted individual and collective transport services. • Support for projects that envisage innovative forms of use of means of transport (e.g. car sharing) not only for assistance or administrative needs, but also for socialisation purposes or for periodic visits to commercial establishments. • Support for the adaptation of vehicles for the transport of persons with reduced mobility. • Incentives/reductions for the adaptation of structures and public transport for Local Public Transport. • Participation in international projects and networks.
Beneficiaries:	The Subjects referred to in art.
Recipients:	Active adults and senior citizens, fragile senior citizens, dependent senior citizens with difficulties of movement in the territory

Interested parties	<ul style="list-style-type: none"> The central Directorates of the Friuli Venezia Giulia Region through the Permanent Working Group referred to in art. 3 paragraph 5 of Regional Law 22/14, in particular the Directorates working in the areas of infrastructure, mobility and local transport services, healthcare and social policies.
	<ul style="list-style-type: none"> The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols; conventions and public calls
Source of Funds	Regional [Budget Unit :8.4.1.1142;8.7.1.1150]
Implementation period	2016-2018

2.4 Strategic approach 6 – Health and wellness

As envisaged by art. 10 of Regional Law 22/2014, one of the pillars of the regional policies concerning active ageing is based on the prevention of physical and psychological invalidating processes, to which the Friuli Venezia Giulia Region devotes the resources of its regional social health service, in line with the Regional Prevention Plan aimed at promoting healthy lifestyles and physical and mental wellbeing, reducing the burden of diseases, strengthening and consolidating the attention on fragile groups. In this regard, moreover, recently the regional three-year supplementary agreement has been signed with family doctors, which envisages, in addition to the support for prevention and rehabilitation activities (implementation of vaccination campaigns aimed at the elderly), the so-called "proactive medicine", i.e. a proactive intervention of the family doctor with respect to patients - especially elderly people in conditions of fragility - affected or threatened by particular chronic diseases (diabetes, cardiovascular diseases, oncological conditions).

This approach adopts as fundamental strategic line the most innovative social policies as well as the strengthening of prevention activities in addition to the traditional objectives of treatment and institutionalisation of diseases.

Through a three-year plan, the Regional Administration, in a non-assisting perspective of prevention of disabling processes (physical and psychological), adopts interventions and actions to limit the hospitalization of elderly people and their admission to care structures promoting their dignity, autonomy, freedom of choice and self-determination. With the objective of reducing hospital admissions, the aim of this approach is to give priority to the home support of the senior citizen and to his remaining in the familiar context, as well as to the prevention of self-sufficiency through the promotion of healthy lifestyles that contemplate sports and physical activity, proper nourishment and resisting bad personal habits (e.g. smoking or excessive consumption of alcohol) that promote the onset of chronic and degenerative diseases, but also by promoting socialisation and avoiding the isolation of the elderly.

The implementation of this strategy therefore pursues the possibility of strengthening the ability of the system to detect the multi-dimensionality of potential and explicit needs of the elderly and

of developing the planning and intervention of local services, through health information campaigns and the valorisation of older people within the family and social network to which they belong, by activating synergies with local authorities and non-profit organisations, leveraging existing good practices, also in light of the indications coming from European strategies.

An interesting experience is the tender for family associations, which aims at meeting the needs of families regarding education, care and the strengthening of social exchange networks, by supporting activities that involve the active participation of the family members themselves. The second edition of the tender, published in August 2014, included, among the evaluation criteria, also the activation of inter-generational paths that involve the elderly in community activities and opportunities for relationships. Two thirds of the funded projects included activities such as:

- Occasions of exchange and transmission of experiences and knowledge of the past between grandparents and grandchildren.
- Information and training opportunities for grandparents regarding new technologies or the problems of new generations.
- Workshops on cooking, theatre, embroidery, constructions of toys or tools.
- Social occasions such as trips or community events.

The Strategic Line 6 pursues these aims by envisioning specific intervention areas, dedicated to each of the dimensions of the health and wellbeing sphere.

A first area is dedicated to the development of interventions in favour of home care, understood as the support for the elderly in their family and territorial context, combating phenomena of isolation and social marginalisation, loss of personal autonomy and early removal from the usual context of life, also through the development of domotics and remote assistance services. Among the numerous examples of good practices that can be leveraged through the three-year programme there are interventions concerning home caregivers: training and accreditation interventions of these figures can guarantee the stay at home of the elderly, also providing minimum quality standards of assistance and promoting networks for basic social-assistance services. Already widely tested in other regions (Veneto, Lombardy), these models, in addition to combating undeclared work, are a guarantee for family members and the elderly. This line of interventions can also include "shared" assistance modalities (for example, the "condominium caregiver") including experimentations and interventions aimed at spreading the co-residency of the elderly (e.g. through forms of social co-housing and shared living), or in an inter-generational form (home sharing between people over sixty-five and young students or workers who, in return for housing, offer company and contribute to meet the needs of material security, committing themselves to stay indoors at night) thus counteracting the phenomenon of solitude. It also envisages the enhancement and support of projects and experiments focused on the development of innovation related to home automation, forms of remote assistance and health monitoring, but also home security.

The second area supports actions that disseminate healthy lifestyles, physical and motor education (including innovative forms, to be carried out also outdoors in contact with the territory, e.g. Nordic walking, the reduction of obstacles that hinder the participation of the elderly in sports initiatives due to poor information or transport problems and the testing of qualified and specially trained figures to encourage the sporting activity of the elderly).

Promotion of information and awareness-raising campaigns regarding the benefits of physical activity for the elderly and support for the drafting and activation of operating protocols between the associations operating in the areas and for the purposes of the legislation, in order to extend the projects that have proved effective throughout the region.

The three-year plan therefore aims at leveraging the numerous and consolidated experiences at the local level, considering them as good practices for active ageing, and also encouraging the possibility of increasing the percentage of elderly people who perform a continuous sport activity, according to their psychophysical conditions.

Finally, a third area of intervention envisages supporting innovative projects that foster inter-generational and cultural exchange, the dissemination of interventions of proximity, spaces and meeting places, socialisation and participation: in this case too the three-year programme proposes to leverage the many initiatives that are already taking place at the local level (for example the "silver salons" dedicated to socialising and sharing free time among elderly people), also proposing the development of innovative initiatives in which "inter-generational contamination" is possible with both young people and adults.

The **3 intervention areas** into which the **Strategic line 6** is divided are the following:

- Intervention Area 6.1 –Support for home care and social living.
- Intervention area 6.2 – Support for the dissemination of correct lifestyles.
- Intervention area 6.3 – Support for socialization projects.

Intervention Area 6.1 – Support for home care and social living	
Objectives:	<i>The intervention area aims at avoiding hospitalisation and the admission to care structures of older people, fostering living environments that meet the needs of the elderly, also with innovative and shared housing forms.</i>
Actions:	<ul style="list-style-type: none"> • Support to the definition of urban plans aimed at "social sustainability" and in particular that also consider the needs of the elderly population (e.g. spreading of services, built up commercial area, green spaces and comfort zone, accessibility). • Development of innovative forms of shared inter-and intra-generational living (co-housing). • Development and incentive of innovative housing forms that foresee the sharing of spaces and services (e.g. condominium carer, social concierge), according to living together approaches; • Economic support for rents. • Support for training courses and accreditation of family assistants. • Participation in international projects and networks.
Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14; Caregiver families

Recipients:	Active, fragile or dependent senior citizens
Interested parties	<ul style="list-style-type: none"> • The central Directorates of the Friuli Venezia Giulia Region through the permanent Working Group referred to in art. 3, paragraph 5 of Regional Law 22/14 working in the fields of infrastructure, spatial planning, construction, healthcare and social policies, labour and training. • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols; conventions and public calls.
Source of Funds	Regional [Budget Unit: 6.2.15063;7.1.1.1131;7.3.1.2025; 8.1.1.1138;8.4.1.1142;8.4.1.1144; 8.4.1.1142] FSE- FESR 2014-2020
Implementation period	2016-18

Intervention area 6.2 – Support for the dissemination of correct lifestyles.	
Objectives:	<i>The goal is to promote the spread of the adoption of correct lifestyles among the elderly, with the aim of de-emphasising and counteracting the onset of pathologies.</i>
Actions:	<ul style="list-style-type: none"> • Support for initiatives, projects and experiments aimed at disseminating and promoting - also in a preventive perspective - the adoption of correct lifestyles by the elderly. • Support to prevention initiatives both of pathologies and of accident-related risks in the home environment. • Support for initiatives that involve physical activities aimed at senior citizens; • Support for the activation of operative protocols between associations, in order to disseminate awareness and information initiatives. • Participation in international projects and networks.
Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14; Caregiver families
Recipients:	Active, fragile, dependent senior citizens with difficulties of movement in the territory
Interested parties	<ul style="list-style-type: none"> • The central Directorates of the Friuli Venezia Giulia Region through the permanent Working Group referred to in art. 3, paragraph 5 of Regional Law 22/14 and in particular the Directorate responsible for healthcare and social policies. • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols; conventions and public calls.
Source of Funds	Regional [Budget Unit: 7.1.1.1131; 7.2.1.1132; 7.3.1.2025]
Implementation period	2016-2018

Intervention area 6.3 - Support for socialisation projects	
Objectives:	<i>The intervention area aims at supporting the socialisation activities, projects and initiatives</i>
	<i>carried out at the local level, as a form of contrast to the solitude of the elderly.</i>
Actions:	<ul style="list-style-type: none"> • Support for projects, initiatives, aggregation paths, socialisation, encounter and animation dedicated to older people, including the possibility of meeting and exchange with young people. • Participation in European networks and projects
Beneficiaries:	Subjects referred to in art. 4 of LR 22/14
Recipients:	Active, fragile, dependent senior citizens with difficulties of movement in the territory
Interested parties	<ul style="list-style-type: none"> • The central Directorates of the Friuli Venezia Giulia Region through the permanent Working Group referred to in art. 3, paragraph 5 of Regional Law 22/14 and in particular the Directorates working in the fields of healthcare and social policies, culture, sports and solidarity. • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols; conventions and public calls
Source of Funds	Regional [Budget Unit: 5.5.1.5060; 8.1.1.1138; 8.4.1.1142;8.7.1.1150]
Implementation period	2016-2018

2.5 Strategic approach 7 – Housing, accessibility to information, services and new technologies

As recalled in art. 11 of the legislation, the Friuli Venezia Giulia Region promotes active ageing also through initiatives aimed at encouraging full participation and accessibility to the physical environment, information and communication and with particular attention to the opportunities offered by new technologies, intended both as a support for the spreading of information and as a usability of services and environments (including domestic). With respect to these objectives, among the areas of intervention of the strategic line, particular attention in the three-year plan is assigned to the housing context, a fundamental aspect to guarantee the prolongation of an active and independent life. The possibility of guaranteeing "senior-friendly" maintenance and renovation interventions and introducing home-care solutions for independent living, also through the use of technological innovations applied to the living environment (sensors, remote controls, etc.), but also through the removal of architectural barriers present in the common parts of condominiums or incentives to "age friendly" structural changes both within the homes, and in the common areas of condominiums and concerning both ergonomics and security. Among the many examples we can mention the whole design and construction of utility systems (gas, heating, water), structural works

(demolition of architectural barriers, installation of lifts or mobile ramps), ergonomic interventions (anti-slip solutions, handles or special hooks, etc.) and technological devices (sensors, apps, etc.). It should be noted that most of the elderly, in Italy, owns their own home and can therefore decide to implement those interventions, but may need help in bearing the necessary costs.

As part of the three-year programme, the possibility of developing projects and interventions with a high degree of technology is one of the key factors, both in connection with housing and to facilitate accessibility of the elderly to information systems. Along this line, it is essential to encourage - in the context of the 2016-18 programming interventions - the usability of tablets and the ever-increasing number of apps that, directly from home, make it possible to interact with virtual stores, purchase the desired goods, pay with electronic money, have the goods delivered at home, handle administrative and bureaucratic procedures and take advantage of home-banking. Telemedicine and the use of ICT tools among the elderly and professional operators constitute the most advanced methods of promoting personal health and autonomy, avoiding the inconvenience of carrying out many routine checks and the consequent movements, expenses and waiting times. These tools are also useful for remotely managing domestic difficulties (e.g. use of household appliances) with technicians connected in video-conference, ensuring the remote control of potentially dangerous or uncomfortable situations.

The expansion of the areas covered by broadband and the possibility of having wireless networks throughout the region represent in this sense infrastructural priorities for the Friuli Venezia Giulia Region, as well as the ability to foster synergies and interactions between housing policies and training of older people about the use of ICT.

In order to promote this line of innovation, support is also provided by the Region to international networks and projects, particularly important for the development of research projects and the exchange of innovative practices, giving continuity to experiences gained in previous years (for example: the HELPS-Home-care and independent living and the Smartcare projects).

The **Strategic approach 7** is divided into the following intervention areas:

- Intervention Area 7.1 – Support for the technological improvement of environments and living spaces.
- Intervention Area 7.2 – Support for the spreading of information and opportunities through ICT.

<i>Intervention Area 7.1 – Support for the technological improvement of environments and living spaces</i>	
Objectives:	<i>The intervention area aims at promoting the access and suitability of domestic living spaces, favouring structural, ergonomic and technological innovation interventions</i>

Actions:	<ul style="list-style-type: none"> • Contributions for adaptation interventions of buildings to facilitate the autonomous mobility of senior citizens. • Support for infrastructural and technological innovation projects to promote the housing autonomy of senior citizens. • Support and incentives for technological innovation projects in the field of home automation, telemedicine and tele-assistance that allow the permanence of elderly people in the family home even in the presence of health problems and prevention. • Participation in European networks and projects for the development of innovative systems related to <i>homecare</i> and <i>independent living</i>
	<ul style="list-style-type: none"> • Support for research and development projects in the context of Ambient Assisted Living.
Beneficiaries:	The Subjects referred to in art.
Recipients:	Active, fragile or dependent senior citizens
Interested parties	<ul style="list-style-type: none"> • The central Directorates of the Friuli Venezia Giulia Region, through the Permanent Table referred to in art. 3 paragraph 5 of Regional Law 22/14, in particular the Directorates working in the fields of healthcare and social policies, infrastructure, mobility, spatial planning, public works, construction, research and universities. • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols, conventions, and public calls
Source of Funds	Regional [Budget Unit: 8.4.1.1142; 8.4.1.1144; 8.4.1.1142;8.8.1.1151] ERDF ROP funds 2014-2020
Implementation period	2016-18

Intervention Area 7.2 – Support for the spreading of information and opportunities through ICT	
Objectives:	<i>The intervention area aims at promoting the usability of information systems by senior citizens, both to access the information and communication system and to avoid the isolation of the elderly.</i>
Actions:	<ul style="list-style-type: none"> • Support and incentives for "ageing friendly" technological innovation projects, including projects aimed at encouraging the design and production of information technology and audio and printed materials designed taking into account changes in the physical and visual skills of older people. • Support for interventions and projects aimed at promoting the dissemination of the use of new technologies and web links between older people; • Support for the participation in European networks and projects aimed at promoting the diffusion of the use of ICT systems among fragile older people.
Beneficiaries:	The Subjects referred to in art. 4 of Regional Law 22/14
Recipients:	Active, fragile or dependent senior citizens

Interested parties	<ul style="list-style-type: none"> • The central Directorates of the Friuli Venezia Giulia Region through the Permanent Working Group referred to in art. 3 paragraph 5 of Regional Law 22/14, in particular the Directorates working in the fields of training, education, equal opportunities, youth policies, research, university, healthcare and social policies, culture, sports and solidarity, infrastructure, public works and telecommunications. • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols; conventions and public calls
Source of Funds	Regional [Budget Unit: 10.1.1.1161;8.7.1.1150;7.3.1.2025;6.2.1.6063; ERDF, EU funds
Implementation	2016-18
period	

2.6 Strategic approach 8 – Conclusion of work life

In line with article 12, the Friuli Venezia Giulia Region favours the implementation of initiatives that facilitate the conclusion of working life by people of retirement age, promoting the transfer of competences to younger workers and the pursuit of gradual ways to exit from work, also through forms of social and civil commitment.

"Older workers" represent a growing target in the regional labour market, also in the light of pension reforms: the increase in the age of workers already implies the need to deeply revise the methods of personnel management, both from the standpoint of the ability to enhance skills, to be able to transfer them within the organisation, and from the standpoint of health and safety in the workplace.

The Strategic line 8 – Conclusion of work life, considers these new scenarios and includes actions that support the interventions to be implemented in the labour market and in society, promoting the development of projects and actions for the improvement of the quality and conditions of the working environment (also from an ergonomic standpoint and considering the quality of working conditions), but also the ability of companies to operate according to a *diversity management* approach and favouring the inter-generational transfer of skills between senior workers, close to retirement, and new recruits or young employees in the career progression phase (e.g. *mentorship*) and encouraging "age friendly" flexible working modalities (part time, teleworking, etc.).

Particularly important is also the promotion of information campaigns aimed at companies and key players in the labour market, initiatives that make it possible to no longer perceive the elderly worker who is close to retirement as a "burden" or "cost" for the organisation, thus overcoming stereotypes and discrimination (*ageism*) that are still quite widespread.

To promote the knowledge and adoption of *age management* approaches and tools in the labour market, particular importance is given by the Region to proposals for participation in transnational networks and projects.

The line also envisages actions that facilitate the gradual transition from the world of *work commitment* to that of *social and civil commitment* on the part of the elderly, supporting and promoting interventions that encourage the dissemination of projects, initiatives and measures aimed at increasing the number of people who approach volunteering activities, also alternating them with the employment condition they are about to leave.

In this sense, the approach valorises those paths that various associations active in the region have been developing for years to make known and appreciated this form of re-evaluation of people that have left or are about to leave the world of paid work avoiding those processes of progressive disengagement of the elderly person and the consequent risk of isolation and loneliness.

The **Strategic approach 8** is divided into two intervention areas:

- Intervention Area 8.1– Support for the conclusion of working life.
- Intervention area 8.2– Support for the transition from production commitment to civil and social commitment.

Intervention Area 8.1– Support for the conclusion of working life	
Objectives:	<i>The aim is to foster the dissemination of a work culture geared towards diversity management, adopting innovative human resources management tools focused on work quality, ergonomics, valorisation and transfer of skills of senior workers.</i>
Actions:	<ul style="list-style-type: none"> • Support for flexible or progressive retirement • Support to the corporate interventions of healthcare promotion and protection, with attention to the age factor (in reference, for example, to ergonomics, the quality of working conditions, organisational wellbeing, diversity and age management policies). • Support for projects that envisage the adoption by companies of policies and strategies of generational competence transfer. • Participation in European networks and projects
Beneficiaries:	Subjects referred to in art. 4 of LR 22/14
Recipients:	active, fragile and dependent senior citizens
Interested parties	<ul style="list-style-type: none"> • The central Directorates of the Friuli Venezia Giulia Region through the Permanent Working Group referred to in art. 3, paragraph 5 of Regional Law 22/14, in particular the Directorate working in the fields of employment, training, education, equal opportunities, youth policies, research and university. • The Subjects referred to in art. 4 of Regional Law 22/14, based on: agreement protocols, conventions, and public calls
Source of Funds	Regional [Budget Unit: 1.4.1.1062; 1.5.1.1033;;8.5.1.1146] Ministerial financing; INAIL ESF, EU direct financing
Implementation period	2016-18

PART III – MONITORING AND EVALUATION OF THE THREE-YEAR PROGRAMME

For the implementation of the provisions contained in Article 13 of Regional Law 22/2014, for the Regional Administration and for the Directorate responsible for coordinating the law it is necessary to have specific monitoring tools for the interventions envisaged in this programme, with a double objective:

- a. To obtain management and planning information for policy makers.
- b. To provide operators with indications at an operating level on the actions carried out.

In addition to the identification of a monitoring and technical support system, which includes appropriate information sets, it is also necessary to activate an independent ex-post evaluation of the three-year programme. The information produced by the monitoring activities, in fact, to be used correctly, must be interpreted and must be able to satisfy the evaluation questions of multiple participants such as users, service managers, policy makers as well as the subjects referred to in Article 4 of Regional Law 22/2014.

To this end, the evaluation system must allow the regional administration to accompany the process of adaptation of social policies in terms of active ageing in the perspective identified by the strategic guidelines referred to in Part II, with technical support. integrated solutions between the different departments involved in the innovative policy review process.

Therefore, the evaluation system should make it possible:

1. To have a definition of the evaluation needs in relation to interventions in favour of active ageing and to have the same system of analysis for every single strategic approach.
2. To have an analysis and definition of the evaluative needs of policy makers in terms of policies
for active ageing and the respective managers of the services.
3. To identify one or more possible models of evaluation and construction of the related reports, meeting the needs set out in points 1 and 2. In this construction, an integration must be envisaged. between the qualitative data collected through the monitoring system and the quantitative data present in the financial management systems of the interventions.
4. To carry out an awareness-raising/training activity aimed at operators, service managers and policy makers aimed at spreading the knowledge of the tools prepared in the previous point 3, to increase the practice of re-reading experiences and to spread, more generally, the culture of rating.

It is believed that the aforementioned evaluation activities can be partly carried out through a collaboration with the interventions promoted by the Unitary Evaluation Plan for the regional cohesion policies 2014-2020, especially with regard to the interventions financed with structural funds (for example, ESF and ERDF).

THE VICE-PRESIDENT

THE GENERAL SECRETARY