Ageing in Cities

Policy Highlights

Acknowledgements

Foreword

This report provides policy makers with insights and tools to mitigate the challenges of ageing societies and make the most of the opportunities they present. Three considerations underpin the assessment. First, ageing societies are not "a problem" as such. Longevity is the result of socioeconomic development and can provide opportunities for growth, such as through technological development. Second, ageing societies are not simply societies of "older people". Cities, where older people live with a high quality of life, can be good places for any generation. Third, unlike other potential challenges, such as a financial crisis or natural disaster, ageing trends and their impact can be fairly predictable. Cities can thus take action now to prepare for future demographic changes. Those cities at the forefront in addressing these changes offer useful experiences for others. Policies for ageing societies are thus not only about responding to today's needs and opportunities, but also about anticipating the future population structure, and the economic and social pathways for a smooth transition.

Cities are essential partners for effective policy action in ageing societies and offer inspiring examples. Ultimately, cities are striving, in the face of increasing demographic pressures, to enhance their attractiveness to households and firms. Efforts to promote well-being for their residents, whether young or old, will help them not only support increasing numbers of older people as effectively and efficiently as possible, but also attract the younger people that they need to ensure continued economic and social dynamism. Ultimately, policies to meet the challenge of demographic change will be central to the construction of economically and socially resilient cities.

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1. Trends in ageing societies

Global trends in the 21st century

Population ageing is a global phenomenon with major implications for cities.

In OECD countries, the population share of those over 65 years old reached **17.8%** in 2010, up from **7.7%** in 1950, and is expected to climb to **25.1%** in 2050.

Figure 1. **Older people (over 65 years old) as a % of total population**
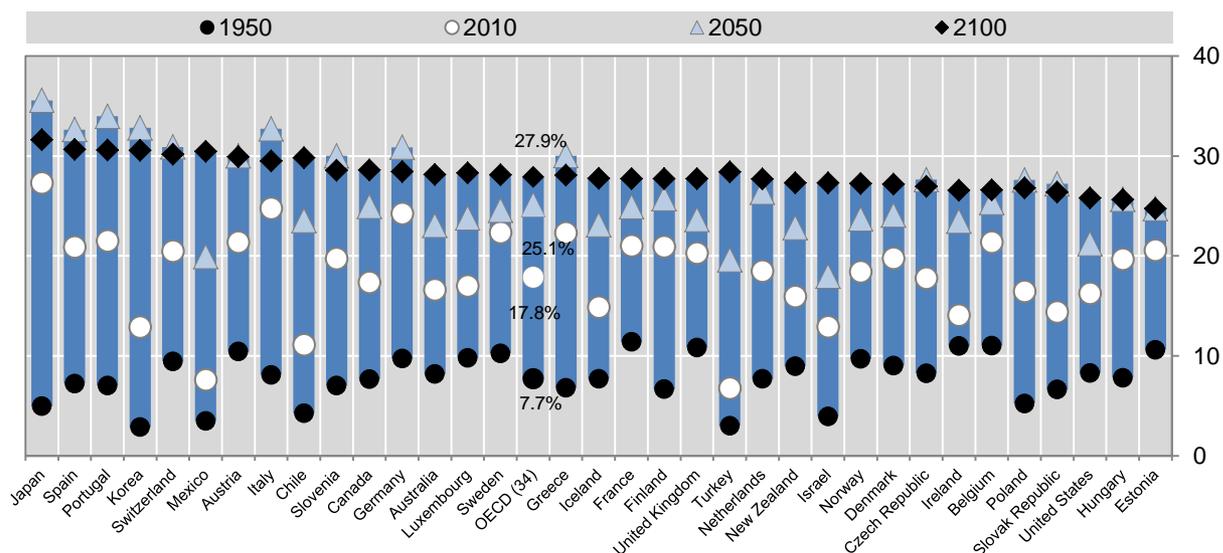
Source: OECD calculations based on United Nations Department of Economic and Social Affairs, Population Division (2010), *World Population Prospects: The 2010 Revision*, United Nations, New York, available online: http://esa.un.org/unpd/wpp/unpp/panel_indicators.htm.

Demographic change will reach a "new equilibrium" at the end of 21st century in the OECD region

Demographic change is predicted to be very dynamic over the next 50 years, but in the second half of the 21st century a "new equilibrium" within the demographic structure is projected.

Figure 2. **Population change by age group, world and OECD, 1950-2100**
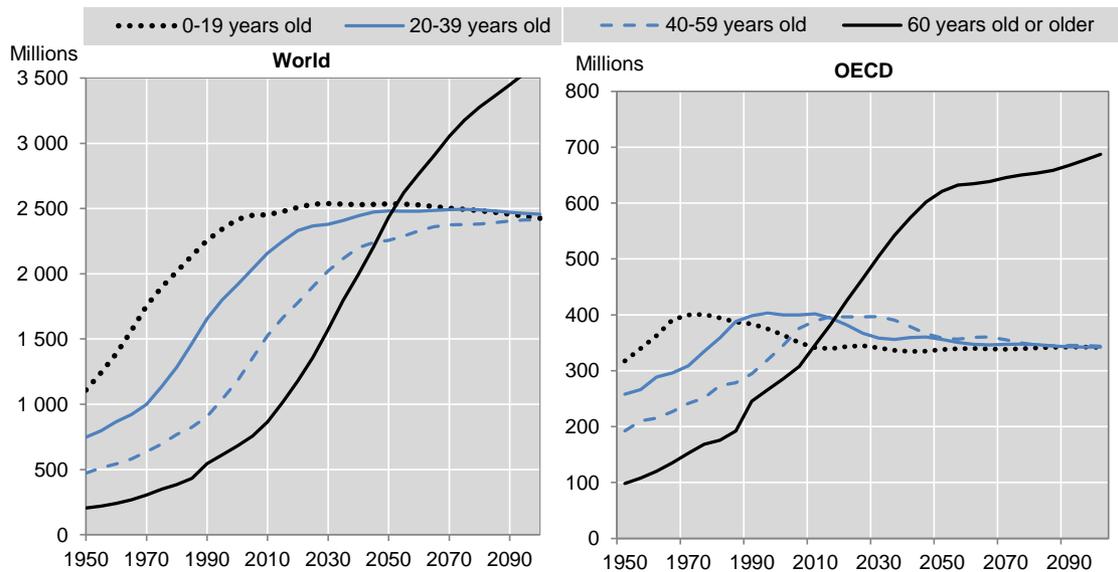
Source: OECD calculations based on United Nations Department of Economic and Social Affairs, Population Division (2010), *World Population Prospects: The 2010 Revision*, United Nations, New York, available online: http://esa.un.org/unpd/wpp/unpp/panel_indicators.htm.

Ageing trends in cities

Cities are home to 43.2% of all older population (65+) in the OECD region.

Cities can and must complement the efforts of national governments to address the consequences of this unprecedented demographic shift. Cities are also a locus for bridging across policy sectors to address the concerns of ageing populations in urban settings in an integrated way.

Increase in number of the older population (65+) makes ageing trends in metropolitan areas critical.

During 2001 and 2011, the number of older people increased by **23.8% in OECD metropolitan areas**, while it increased by **18.2% in non-metropolitan areas**.

The older population (65+) accounted for **12.2%** of the total population in OECD metropolitan areas in 2001, increasing to **13.9%** in 2011. For the OECD average, the population ratio for older people is higher in hinterlands (wider metropolitan areas) than in urban cores (city centre).

Figure 3. **Average older population as a percentage of total population in OECD metropolitan areas, for urban core and hinterland (2011)**
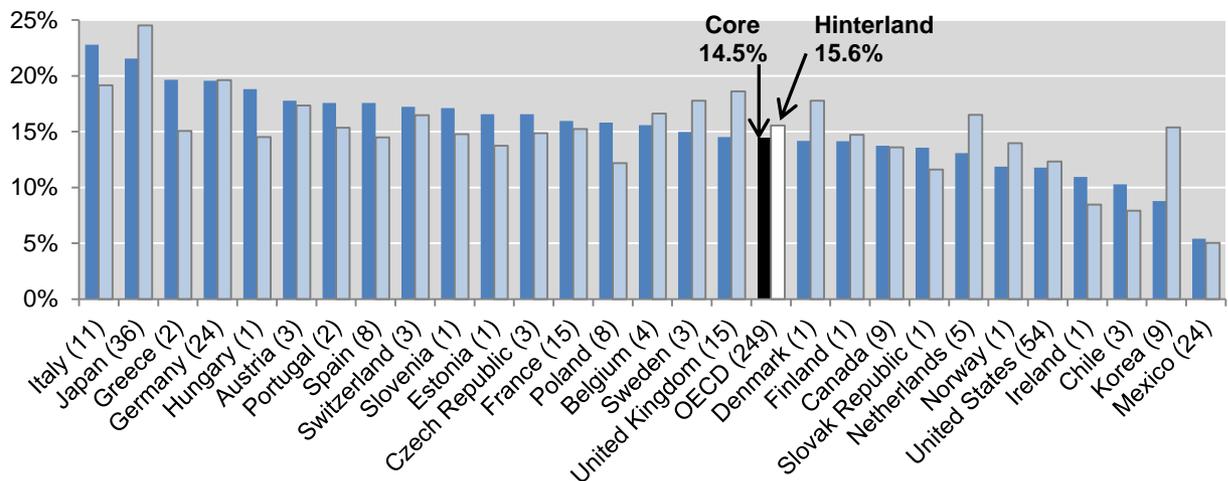
Source: OECD calculations based on OECD "Metropolitan areas", OECD Regional Statistics (database), http://dx.doi.org/10.1787/data-00531-en.

A high percentage of older people are often found in residential suburbs in hinterlands (wider metropolitan areas) developed in the 1960s and 1970s, designed to provide housing for young families who settled in the city at the time of development, such as in Yokohama, Calgary and Lisbon.

In the central areas of cities, migration of young people has rejuvenated the population structure, as in the historic centre of Lisbon and Manchester city centre.

Figure 4. **Population of older people as a percentage of total population in the Lisbon metropolitan area, 2001 and 2011**
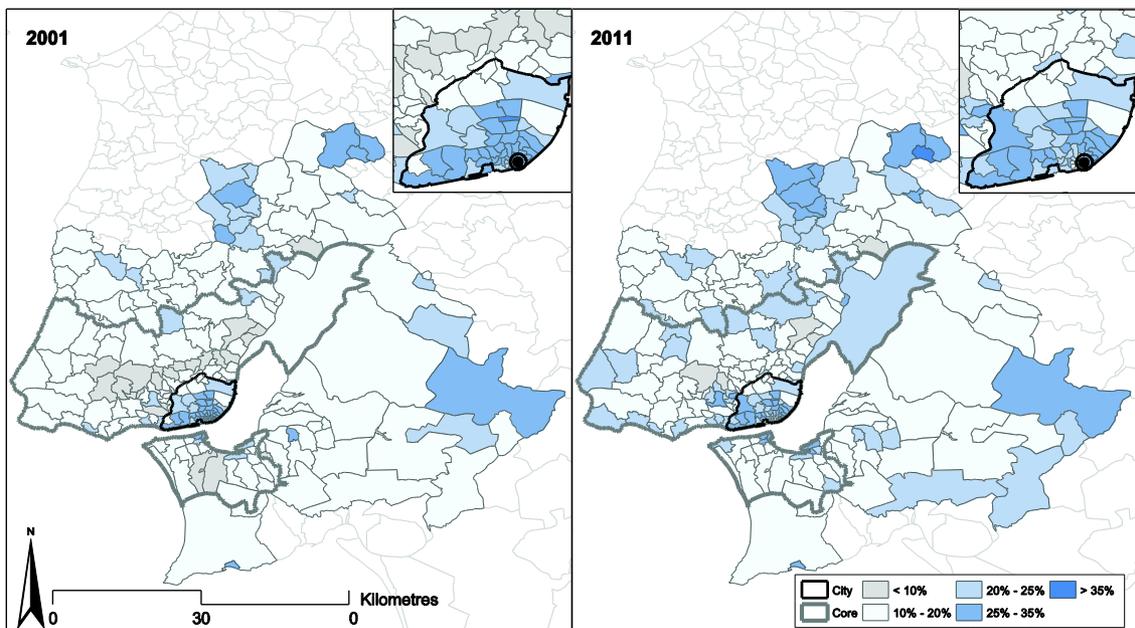
Source: OECD calculations based on OECD "Metropolitan areas", *OECD Regional Statistics* (database), http://dx.doi.org/10.1787/data-00531-en.

Individual metropolitan areas follow different trends.

Selected OECD metropolitan areas show diverse trend in the increase of the older population. It further suggests that some young metropolitan areas with a lower percentage of older population are ageing fast.

Figure 5. **Annual growth rate of older (65+) and total populations in selected OECD metropolitan areas, 2001-11**
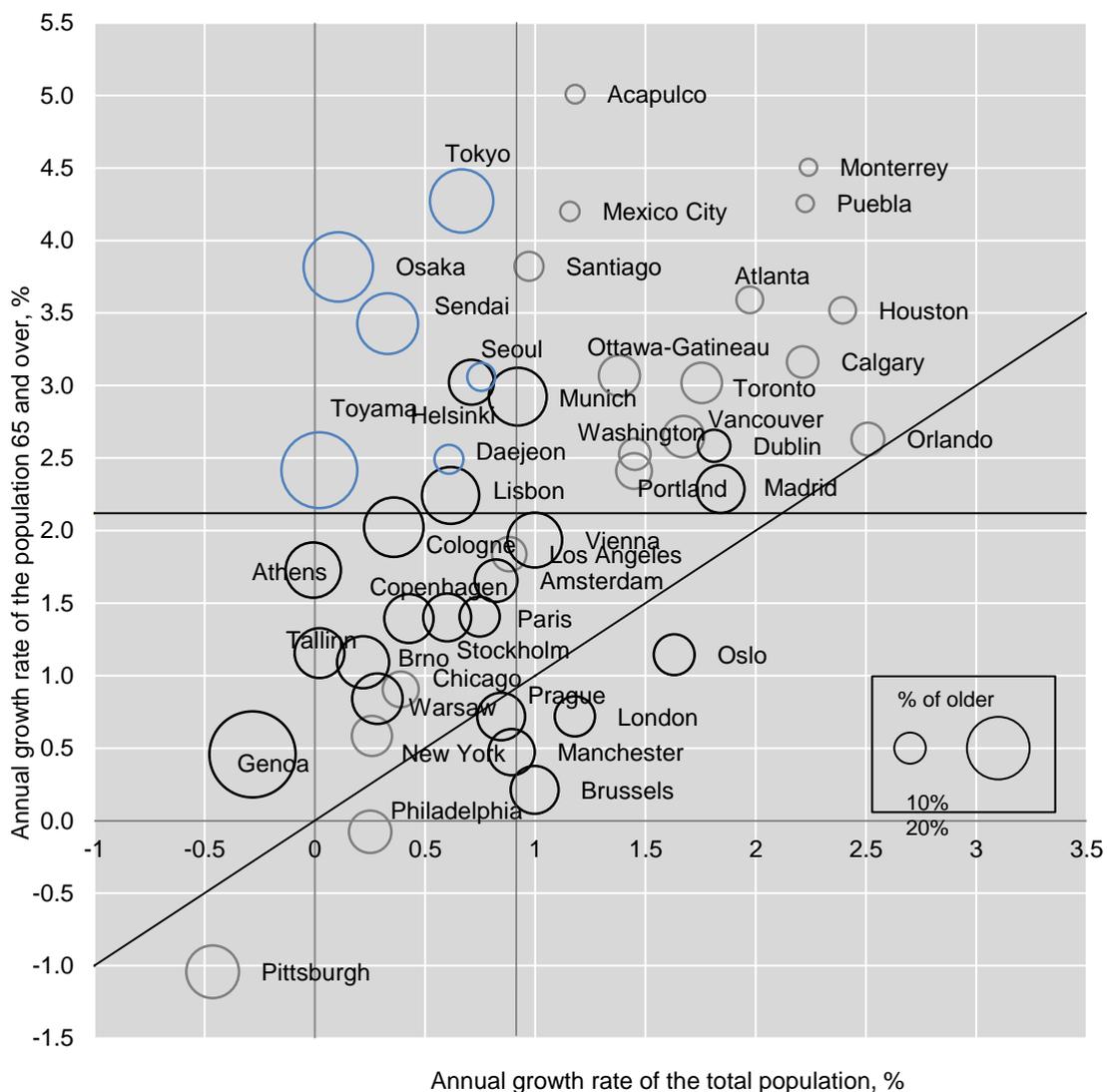
Source: OECD calculations based on OECD "Metropolitan areas", *OECD Regional Statistics* (database), http://dx.doi.org/10.1787/data-00531-en.

2. Challenges and opportunities in ageing societies

The demographic shift toward ageing societies has significant implications for the well-being of societies and for economic development. The challenges presented by the ageing trend will be particularly pronounced in metropolitan areas, where the increase in the number of older people is critical. The great diversity in the ways ageing occurs in metropolitan areas across the OECD adds a spatial complexity to the challenges.

Challenges and opportunities in ageing societies (summary)

Challenges	Opportunities
• Change in local revenue.	• New innovation and technologies could be harnessed to maintain the autonomy of older people.
• Ageing labour force, leading to a decrease in the labour supply.	
• Increase in public spending for health and social care.	• New business models and investment strategies could be explored to bring innovative technologies to the market.
• Infrastructure and urban form need to be redesigned to increase the attractiveness of and well-being in cities.	• The need for remodeling the existing housing stock could stimulate the housing market.
• Social isolation resulting from a reduced social network.	• The integration of information communication technologies (ICT) could be pursued in various policy fields, in particular, in health sector.
• Access to services and jobs will become more difficult for older people.	• Older people could be encouraged to fill a gap in voluntary works in their communities.
• Housing affordability poses challenges for the quality of life for all generations.	• The demographic transition could influence public trust in government and citizen's engagement.

Challenges and opportunities: Mobilise senior workers

The labour supply is expected to diminish in the majority of OECD countries over the long run, particularly for the EU15 and Japan. However, older generations are a considerable resource in labour market, if lifelong learning possibilities and the flexibility of work environments for an older workforce are offered properly.

Figure 8. **Changes in labour supply across the OECD, 1970-2050**

1970 = 100
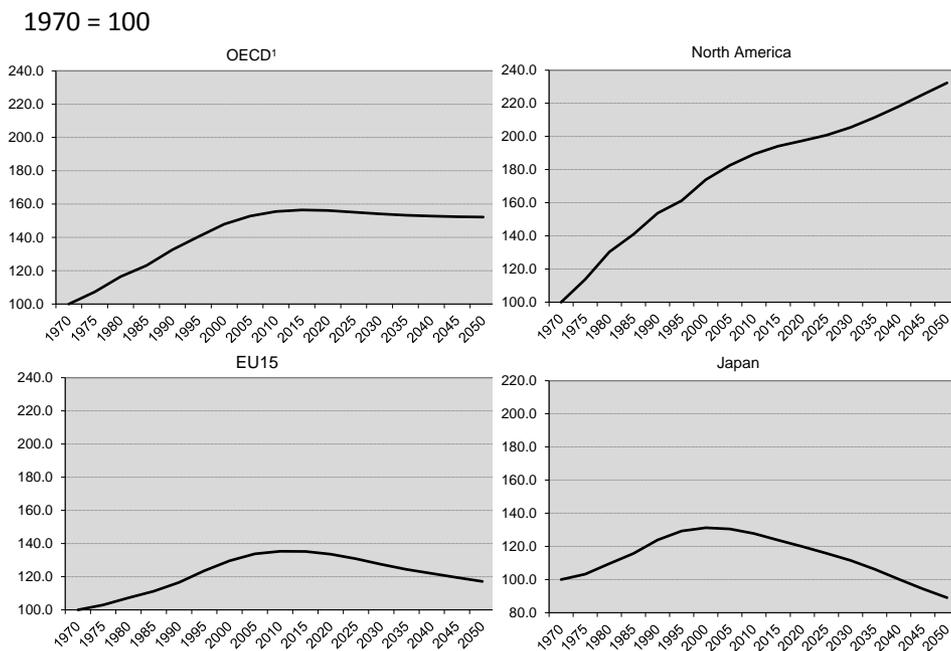
Source: Oliveira Martins, J. et al. (2005), "The Impact of Ageing on Demand, Factor Markets and Growth", OECD Economics Department Working Papers, No. 420, OECD Publishing, Paris, http://dx.doi.org/10.1787/545827207132.

City experience: Labour force shortage (Calgary)

In Calgary's thriving economy, where the first baby boomers started to retire in 2011, skilled labour is in short supply. Only 2% of the population of older people participates in the labour force (2010). Given the need to increase its labour force, developing policies for employing older people has become a new policy area for the city to explore. For example, the Retired Employee Employment Pool in Calgary engages retired city employees for limited-term projects that require particular skills or expertise.

Challenges and opportunities: Review infrastructure and urban form in cities

The demographic structure in ageing societies may require cities to review their urban design to be attractive and competitive, for example, by adjusting the supply of public infrastructure and reassessing what constitutes a desirable urban structure. Built-up areas in cities, in particular residential areas, need to review whether their urban functions are still relevant.

Remodelling the existing housing stock to meet demand from a new population structure may spur opportunities in the market for home renovation. This stock requires improved accessibility and universal housing design, as well as energy-efficient remodelling, to meet demand from younger homebuyers and to maintain market value.

[Youkoudai New Town in Yokohama (1960s)]

City experience: "New town" development (Yokohama)

New town development projects of the 1960s and 1970s in suburban areas accommodated a massive population influx into metropolitan areas. The growing percentage of older people in Yokohama's new town districts has imposed a strain on the provision of infrastructure. These districts do not have adequate transport and healthcare services, and need investment for improvement in view of the long term perspectives of demographic change.

[Youkoudai today]

Challenges and opportunities: Improve accessibility

Accessibility for older people is compromised in a number of areas crucial to their integration in society, particularly accessibility to employment, healthcare, social care services, housing and the community. An increase in the number of older people is likely to foster innovation and new technologies in many fields. The housing and services adapted to older residents should encourage the design of new types of housing, information and telecommunication technologies (ICT) that improve access to health and social services.

City experience: Accessibility (Lisbon)

How public transport is perceived and used by older people and how close it is to their place of residence, are important factors in public transport and urban land use. Lisbon found that making better use of technology for route planning, and making it easy to understand for older people, helped to enhance accessibility.

[Public transport in Lisbon]

Challenges and opportunities:

Cities in different stages of the demographic transition face challenges and opportunities in different ways with different levels of urgency.

Type I: Ageing cities with slow population growth

<Stages of the demographic transition>

<Priority challenges and opportunities>

- Those cities have a large percentage of the population of older people.
- The older population will continue to grow for the time being, but will reach a peak and subsequently decline.

- Those cities will face a wide range of social and economic challenges and opportunities.
- They have to consider what demographic structure cities should anticipate, both before the peak of population ageing or afterwards when it reaches equilibrium.

Type II: Young cities that area rapidly ageing

- Older population is increasing fast.
- However, the younger generation still accounts for the majority of their citizens.

- Benefit of young and old generations has to be balanced.
- Immediate policy reactions are needed while preparing for the challenges that lie ahead.
- Their young population could be their asset to overcome these challenges.

Type III: Young cities that area ageing slowly

- Population is still young, and their demographic structure will be less affected by the ageing trend in the immediate.

- Cities need to discuss when and how they are to prepare for ageing societies in their long-term priorities.
- They have to build public awareness about ageing, and focus on older people's capacity to lead autonomous and active lives.
- They can benefit from learning from the experience of other cities.

3. Policy strategies for actions in ageing societies

OECD countries and cities have implemented a wide variety of policy strategies to mitigate the challenges and making the best use of the opportunities that ageing societies present.

Strategy 1: Developing a long-term vision for ageing societies

- A vision should include quantitative assessment, using internationally comparable indicators. Visions for ageing societies should not exclusively target the older population.
- A vision can help seize the opportunities of future demographic development by defining desirable outcomes and common objectives, and by outlining possible paths that inform policy making.
- The process of building a vision of what citizens would like their future to look like offers an important learning experience for public and private stakeholders. These participatory processes should include older people.
- Visions at the national level can promote synergies between local policies and national development objectives.

(From the left)
      Brno, Czech Republic: Brno City Strategy (2007)
      Toyama, Japan: Comprehensive Plan (2007-16)
      Calgary, Canada: imagineCALGARY (2006)
      Cologne, Germany: Leitbild 2020
      Lisbon, Portugal: Lisbon, a City for the People 2013-2017
      Yokohama, Japan: Comprehensive Long-Term Vision (2006 toward 2025)
      Helsinki, Finland: Vision 2050
      Manchester, United Kingdom: A Great Place to Grow Older (2010-2020)

Strategy 2: Developing indicators to measure "ageing societies"

- The demographic change currently underway is unprecedented. It is useful for cities to understand which stage of the ageing process they are experiencing and the changes they can expect at each stage.

- Indicators will provide citizens with information about their societies, and thus help to build consensus among citizens of different generations.

Recommended indicators

Indicator by sector	Examples of recommended indicators
Health and social care	– Number of people by age group in need of health support services – Health risks and behaviours of people by age group – Resources allocated to health and social care
Community activity	– Number of opportunities and percentage of participation for lifelong learning and education – Number of opportunities and percentage of participation in recreational and cultural activities
Labour	– Labour participation rate by gender and age group – Employment and unemployment rate by gender and age group – Sectorial employment structure by sector and age group – Variability of jobs for older people
Housing/living environment	– Housing expenses (including property taxes and maintenance costs) as a proportion of total household expenditure – The amount of subsidised housing by age group
Transport/mobility	– Transport ridership by age and gender – Linkage between different modes of transport – Pricing or subsidies to maximise the use of transport by age group
Urban	– Population density by age group – Regional transport and housing planning – Proportion of spending on housing and transport

[Manchester Old Moat project]

[Manchester city centre]

[Tram in Toyama]

Strategy 3: Promoting health for all ages

- Being healthy and staying healthy, particularly in later life, are important objectives for societies. They will improve the well-being for people of all ages, including a growing section of the population, and will mitigate the cost of health and long-term care.

- Preventative measures, such as collecting and using long-term data with ICT can help illuminate the specific conditions and healthcare challenges of ageing societies.

- Walking is considered one of the most effective measures of preventative care. Toyama's compact city strategies aim to encourage citizens to walk and thereby improve public health. In Yokohama, walking is encouraged by Walking Point Programme.

Good Practice: Walking Point Programme (Yokohama)

Yokohama Walking Point Programme aims to improve the health of citizens while reducing CO_2 emissions from daily trips by encouraging walking rather than using vehicles. Since its start in December 2014, more than 100 thousand citizens registered to participate in this programme. In a month when the average walking steps of all the participants exceeds 100 thousand steps, Yokohama City donates 200 thousand yen for UN World Food Programme.

Walk with a pedometer

The number of walking steps can be converted to "miles" for individual walkers as a reward at the local shops.

Data (the number of steps) is available on line or mobile

Count the number of walking steps by using reader devices at participating shops in the neighborhood

[Walking in Toyama city centre using "walking assistance cart" developed by Toyama University]

Strategy 4: Increasing older people's engagement in the labour market and in social activities

- Ensuring opportunities for older workers to remain in the labour force is critical to avoid labour shortages in ageing societies, and for older people to maintain their activity in society. Increasing the social participation of older people improves their quality of life and minimises their risk of social isolation. Social participation of older people through volunteering can play an important role in sustaining a community.

- Retaining older city government employees, providing training for new jobs and skills, and promoting entrepreneurship are important. Such measures could be complemented by industrial development policies to create new jobs and public transport policies to improve access to jobs.

- Encouraging older people to engage in volunteer work can help keep them active and strengthen inter-generational linkages in communities.

> ### Good Practice: Rakuno School (Toyama)
>
> Toyama has chosen to focus on agricultural training to increase the employability of older people, as a response to the decline in the number of the city's farm workers. Its Rakuno School helps older people start their own agricultural production and supports existing farmers. This strategy is a good fit with the city's strong agricultural sector and large farming population.
>
>
>
> [A session in Rakuno School to learn how to harvest apples]

> ### Good Practice: The Senior University (Lisbon)
>
> In Lisbon, The Senior University (The academy of culture and cooperation) has been established to offer open classes in which senior volunteers offer lectures on such topics as literature, history, drawing or computer sciences. These institutions are open to anyone over the age of 50, regardless of their level of education. Meanwhile, the Technical University of Lisbon (UTL) provides classes to people above the age of 50 that lead to a degree, offering a curriculum around science, technology and citizenship.

Strategy 5: Providing affordable living in accessible environments

- Strategies to provide affordable living in accessible environments can improve the quality of life for all generations. Older people can particularly benefit from such strategies because they tend to face an elevated risk of poverty and isolation, and suffer in general from reduced mobility, which makes it difficult for them to access services and employment.

- Affordable living in accessible environments involves three principal elements.

    1) Affordable housing [understood as a combination of housing expense (housing prices, rents) and transport costs].
    2) The availability of in-home care services.
    3) Access to employment and public and private services by public transport.

[Apartment housing in Yokohama]

- Public-private partnerships, more innovative finance strategies (e.g. improving access to credit for non-profit developers) and new project schemes for alternative housing arrangements (e.g. multi-generational accommodation) could increase the supply of affordable housing.

Good Practice: The Housing Strategy of Brno (Brno)

The Housing Strategy (2009) of Brno describes the vision of housing development, defining the steps necessary to improve the quality of housing. It stresses the increased demand for small, affordable flats as a housing option for older people, such as sheltered homes for older people that provide social services and barrier-free flats for disabled people and retired people.

Good Practice: Lauttasaari Customer-Oriented Service Network project (Helsinki)

[Lauttasaari]

Lauttasaari, an island neighbourhood in west Helsinki, is the site of a pilot project for a customer-oriented, home-based care service network for older people. It provides flexible home-based care services through personal budgeting that gives them individual discretion.

Good Practice: Multi-generation housing arrangement (Cologne)

The Living for Help programme brings students and older people in need of daily assistance together to share housing (since 2009). Students are granted free living space. "Multigenerational living" (since 2005) aims to incentivise the construction of multigenerational housing through public housing enterprises as well as private construction companies, in co-operation with the state of North Rhine-Westphalia.

Strategy 6: Redesigning the urban area to increase attractiveness and well-being

- Improving the attractiveness of and well-being in urban areas can help revitalise economic activity and attract industry and new residents.

- Compact city policies, which encourage dense development and public transport, improving access to public services and jobs, are the underlying basis for such a redesign.

> **Good Practice: The Act on Special Measures for Urban Renaissance (Japan)**
>
> This amendment of the Act took effect in August 2014 aiming to encourage city governments to review the location of housing and public facilities in a compact urban structure. It intends to improve the quality of life and well-being for all generations.

> **Good Practice: Complete communities (Calgary)**
>
> The city and private development firms are discussing mixed land-use development to form "complete communities", involving schools, shops, hospitals, offices and private housing. Calgary is co-operating with neighbouring municipalities toward a compact urban form by identifying growth corridors.

- Investments in improving the "walkability" of an urban core can help make it easier for older people and other citizens to access public services.

> **Good Practice: Improving walkability (Philadelphia)**
>
> An Executive Order for Complete Streets was enacted in 2010 to ensure that city streets are designed to be safe for pedestrians, bicyclists, drivers and transit users of all abilities and ages. In collaboration with AARP, the city has evaluated the safety of sidewalks and intersections to improve walkability and increase liveability.

- The principles set out in the *Recommendation of the Council on Effective Public Investment Across Levels of Government Principles* and its implementation toolkit helps to identify challenges for investment at the sub-national level and concrete solutions to adapt them.

[Testing the walkability in Lisbon city centre by a wheelchair]

4. Governance for collaborated actions in ageing societies

Strategy 1: Incorporate new actors for concerted action

Ageing societies provide a ripe opportunity for governments to integrate "new" actors into current governance arrangements.

Many non-public actors are already involved in building resilient economies and inclusive societies, and municipal governments are experimenting with the integration of such actors in the policy process. Four groups deserve particular attention:

- Community actors, including residents' associations, neighbourhood organisations, parish communities or voluntary networks;
- Local residents, including citizens of both older and younger generations;
- Research institutions, including universities, foundations or think tanks;
- The private sector, including firms that operate both locally and internationally.

[Citizen participation in Manchester and Yokohama]

Good Practice: Locality Programme (Manchester)

The city's Locality Programme operates through various local networks seeking to bring together all relevant local actors to improve and co-ordinate services and initiatives for older people. These include community groups and associations, residents and service providers. By 2011, 17 out of 32 wards were covered by a Locality Network Locality.

Good Practice: PPP for Sustainable Residential Districts (Yokohama)

Yokohama has initiated a collaborative partnership with private developers and the Urban Renaissance Agency to develop Model Projects for Sustainable Residential Districts. Agreements have been concluded and the partnership is currently being instituted. It focuses on support for older people and children, revitalisation, local energy management, and public transport.

Strategy 2: Ensure policy synergies between levels of governments

National policy frameworks can play a key role in co-ordinating policy on ageing between central governments and cities.

Several OECD countries have some form of **national urban policy framework** covering ageing issues more or less directly or in the context of ageing societies or demographic change.

> **Good Practice: National frameworks for ageing societies/urban policy**
> - **Japan's Future Cities Initiative** is a framework for socio-economic development in the context of population ageing, inviting cities' participation.
>
> - **France's national plan, Ageing Well,** provides explicit linkages for co-ordination among levels of governments.
>
> - OECD national urban policy reviews on Poland (2011) and Korea (2012) stress the need to integrate demographic ageing in national urban policy framework.

Strategy 3: Create a horizontal governance structure to overcome policy "silos"

Horizontal policy approaches can bring together the various age-related components of different policy sectors, including housing, healthcare, urban infrastructure, public transport, employment and urban form.

> **Good Practice: Horizontal approaches**
> - A centralised approach:
>
>   For example, the Minister for Senior Citizens in the Ministry of Social Development and the Office for Senior Citizens (New Zealand).
>
> - Line-to-line minister collaboration:
>
>   For example, thehe Department of Housing and Urban Development (US HUD) and Department of Health and Human Services are developing a dataset to assess Medicare and Medicaid expenditures for individuals receiving housing assistance" (US HUD, 2014).
>
> - Integrating different ministries into concerted action:
>
>   For example, the federal/provincial/territorial ministers responsible for Seniors Forum (Canada)
>
> - Combining a centralised approach with the collaboration of line-ministries:
>
>   For example, the Headquarters for Overcoming Population Decline and Revitalising the Local Economy within the Prime Minister's Cabinet Secretariat (Japan).

Part II : Case studies

Toyama, Japan

Population: 421 623 (2013)
Proportion of older people: 26% (2013)
Rate of increase of the older population: 2.3% (2001-2011)

Leading policies

- **Comprehensive Plan (2007-16)** which describes the city's vision for compact city policies including the public transport network.
- **Compact city strategies** to increase the sustainability of the city through transport networks, revitalising city centre and designating "Residential Encouragement Zone" to increase population in the area.
- **Rakuno School Programme** to narrow the shortage of skilled farm labour.
- **Preventive care**, in particular, the Kadokawa Preventive Care Centre, to support the health of older people.

Highlights

- Toyama considers tackling the challenges of ageing a core development objective. Accessibility is a key policy focus of compact city development, facilitating better delivery of public services and more sustainable city management.
- Toyama's compact urban form is intended to enhance the independence of older people, as well as the well-being of its citizens and the economic development of the city. Compact city policies use the urban form as means to enhance the city's attractiveness and competitiveness in the areas of transport, health and housing.
- The fact that job vacancies exceed the number of job seekers in Toyama suggests that the City can be more successful in retaining older and younger workers. The city's policy to provide a high quality of living is effective to attract businesses and skilled labour.
- Toyama could better co-ordinate its policies with adjacent municipalities. This would facilitate policy coherence and increase the scope of opportunities in the region.

[Toyama Grand Plaza]

Yokohama, Japan

Population: 3 703 258 (2014)
Proportion of older people: 22.1 % (2014)
Rate of increase of the older population: 5.2 % (2001-2011)

Leading policies

- **Comprehensive Long-Term Vision (2006 toward 2025)** to build a new Yokohama, based on the power of people and talent.
- **Model Projects for Sustainable Residential Districts,** which revitalise suburban residential neighbourhoods.
- **Local Care Plaza Development Project** which offers integrated service support in the community.
- **Yokohama Walking Point Programme** to improve the health of citizens**.**

[Yokohama city centre]

Highlights

- Yokohama City bases its ageing strategies on the principles of sustainability. A clear understanding of the impact of ageing on economic development enables the city to integrate ageing strategies with the city's economic development plan.

- An emphasis on well-being and economic prosperity has made it possible to efficiently align policies addressing ageing, which also contributes to increasing the attractiveness and competitiveness of the city.

- Engaging with the private sector in redeveloping residential areas that respond to the needs of older people has boosted public awareness of ageing issues and support for the city's policy agenda.

- As one of the largest cities in the metropolitan region, Yokohama could expand the scope of its policies on ageing to include non-resident citizens, including older people, through co-ordinating policies with surrounding municipalities, broadening the scope of policy visions to the Tokyo metropolitan area.

Lisbon, (Portugal)

Population:	552 700 (2011)
Proportion of older people:	24% (2014)
Rate of increase of the older population:	-0.1 % (2001-2011)

Leading policies

- **Lisbon, a City for the People 2013-17**, which outlined a strategy to improve the social and built environment, create opportunities and boost the city's attractiveness.
- **Priority Investment Programme for Urban Rehabilitation** and other affordable housing policies, which aim to increase population, in particular younger families.
- **Pedestrian Accessibility Plan** to improve the risk-free walkability of the city.
- Partnership-based policy initiatives with society associations, based on volunteers who identify older people's needs and help implement policies.

Highlights

[Lisbon]

- Lisbon addresses its ageing challenges comprehensively by deploying strategies in all relevant policy areas, including social well-being and economic development.

- Lisbon's profound understanding of the issues has resulted in the development of a broad network of stakeholders, including the private sector and non-profit organisations. The city's well-established network of neighbourhood communities helps to provide public services through mutual support.

- Lisbon is actively engaged in supporting older people to remain independent. Its strategies target both the health of older people and the city's physical accessibility.

- Lisbon's strategies to attract younger families and students to support the economy could seek to create synergies between policies for older people and economic development policies.

- The redevelopment of urban space for residential use would help attract urban residents to the city and to increase the attractiveness of the city for all generations.

Calgary, Canada

Population: 1 149 552 (2013)
Proportion of older people: 9.8 % (2013)
Rate of increase of the older population: 3.0 % (2001-2011)

Leading policies

- **imagineCALGARY**, which is a 100-year vision to coordinate for sustainable development.
- **Retired Employee Employment Pool** engages retired city employees for limited-term projects that require particular skills or expertise.
- Pursuing a compact urban form, such as "**complete communities**" by mixed land-use development that involves schools, shops, hospitals, offices and private housing.
- Seniors Age-Friendly Strategy to develop and implement strategies to support older people to age in their communities.

Highlights

- Calgary's employment and land-use policies are seen as critical for the city's prosperity, and the health and the social conditions of older people have also been declared a top priority.

- Its long-term vision outlines very clearly the impact of ageing on the city's economic development and on well-being for its citizens of all generations.

- Policies to provide better service delivery for older people and to extend opportunities for their economic activity have been clearly defined.

- The city has a well-developed sense of the importance of compact urban form in ageing societies for efficient service delivery and the well-being of older people. Strategies to increase the city's compactness could be more focused through a specific development plan that would help improve accessibility for older people.
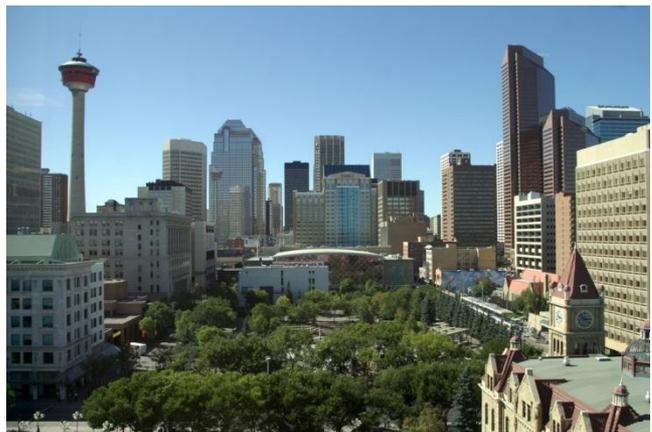
[Calgary]

Brno, Czech Republic

Population: 378 327(2012)

Proportion of older people: 18.9% (2012)

Rate of increase of the older population: 2.2 % (2001-2011)

Leading policies

- **Brno City Strategy (2007),** a policy framework that identifies five priority areas for improving the quality of life for Brno's citizens.
- **Community Plan for Social Services** to identify strategies and measures for diverse and comprehensive care services.
- **Brno Active Ageing Plan** to gradually transform Brno into an age-friendly city where seniors will be able to live their lives actively, safely and heathily.
- **Housing Strategy of Brno** to drive housing development in Brno and support affordable housing options for older people.

Highlights

- Brno provides a comprehensive framework addressing the social challenges related to ageing. Particular emphasis is placed on policies covering service provision, housing and accessibility.

- The city pursues people-centred policies to improve housing affordability, service delivery and independent living for older people.

- A better integrated vision for mid- and long-term urban development could help the city better link physical and social infrastructure, land use and public transport.

- Policies that achieve successful collaboration between housing, health and social care could be expanded.
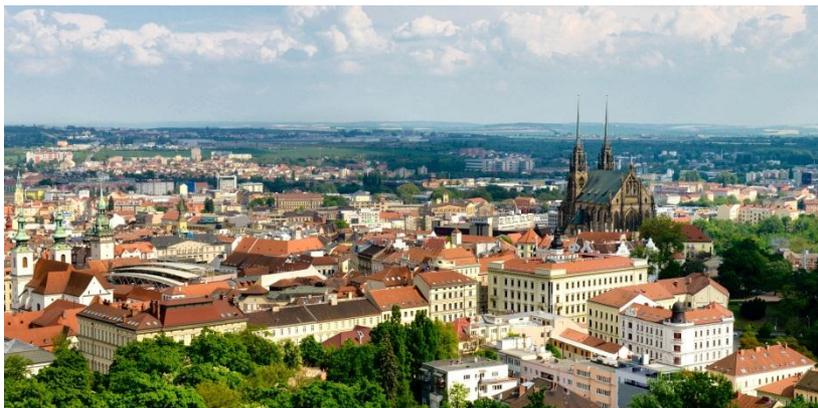
[Brno]

Manchester, United Kingdom

Population:	514 400 (2013)
Proportion of older people:	9.5 % (2013)
Rate of increase of the older population:	-0.9 % (2001-2011)

[Manchester City Hall]

Leading Policies

- **A Great Place to Grow Older (2010-2020)**, a strategy to enable older citizens to stay actively engaged in their communities.
- **Age-friendly Manchester Development Plan (2014-2016)**, which outlines the priorities for the programme's development.
- **Age-friendly Manchester Locality Programme**, which brings all relevant local actors to improve and co-ordinate services and initiatives for older people.
- **Age-friendly Manchester Culture Programme,** which features 20 city arts and heritage organisations working to extend older people's involvement in cultural production and planning.
- **Manchester Institute for Collaborative Research on Ageing (MICRA)**, which promotes interdisciplinary research on all aspects of ageing.

Highlights

- Manchester has a well-structured approach towards ageing that is both people-centred and location-oriented, co-ordinated with the city's overall development strategy. The city focuses strongly on policies in the areas of access to services and social inclusiveness.

- Manchester's policies are supported by the commitment of the city's leadership, which has placed the concerns and needs of older people at the centre of the city's initiatives. Strategies are based on local partnerships involving residents and service providers, a helpful approach for addressing ageing in a young and growing city. The city has been successful in promoting the concept of a "great place to become old" among civil societies.

- The city could explore the possibility of promoting its policies for ageing societies as a source of new commercial opportunities.

Philadelphia, United States

Population: 1 553 165 (2013)
Proportion of older people: 14.1 % (2013)
Rate of increase of the older population: 1.4 % (2001-2011)

Leading policies

- New zoning recommendations incorporate "ageing," "older people" and "senior citizens" into new building codes**.**
- Low-income seniors who wish to live independently in their community benefit from subsidies for social rental housing and home modification. The city helps older people to access financial resources from a number of federal and local sources.
- Programmes to improve walkability are being carried out with AARP.

Highlights

- The City of Philadelphia has developed policies on ageing in collaboration with many public and private partners, in particular in the area of housing and improving the walkability of the city.

- The city has a strong appreciation of the diversity of older people of different social and economic backgrounds. Its policy approaches responding to diversified and growing ethnic groups can offer guidance for other cities in similar contexts.

Helsinki, Finland

Population:	612 664 (2014)
Proportion of older people:	16.1 % (2014)
Rate of increase of the older population:	1.7 % (2001-2011)

Leading policies

- **Vision 2050,** which outlines the strategy for creating a well-connected city for a growing and diverse population.
- **Lauttasaari**, an island neighbourhood where a pilot project for a customer-oriented, home-based care service network for older people has been implemented.
- Use of technological innovation and including the private sector in various pilot projects, such as floor-sensor systems, tablet solutions to access remote services.

Highlights

- Helsinki's emphasis on a compact urban form facilitates access to services for all generations and older people in particular.

- The city's experience with IT-based policy solutions driven by the private sector should lead to positive economic spillovers.

- The promise of pilot projects for health and social care indicate that better co-ordination across policy sectors could improve outcomes, particularly in care services, housing and transport.

- Neighbourhood networks can help co-ordinate initiatives at the local level more effectively.

[Helsinki]

[Metro station in Helsinki]

Cologne, Germany

Population: 1 006 878 (2010)

Proportion of older people: 18.1 % (2010)

Rate of increase of the older population: 1.7 % (2001-2011)

Leading policies

- **Leibbild 2020,** a framework that emphasises cultivating the human capital of all generations.
- **Living for Help Programme** and **Multigenerational Living**, which encourage multigenerational housing for students and older people.
- Programmes that encourage the relocation and establishment of small-scale shops in the city's centre and surrounding commercial centres.
- **Senior Networks Programme** to create communities for older people and encourages civic engagement.

Highlights

- Age-related policies target social inclusion, and emphasise the role of housing, health and social care services, as well as accessibility.

- Cologne manages to balance the challenges presented by ageing with other aspects of well-being, such as accessibility and public health, among all generations.

- The city enhances cultural diversity, which is critical for understanding the needs and preferences of older people, in terms of transport and healthcare services.

- Strengthening alternatives for older people in the areas of housing, access to health and social services could be improved, using senior networks as a platform for co-ordination at the neighbourhood level.

[Cologne]

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