

Active Ageing. Time for New Opportunities

The mental barrier must be overcome for active ageing

"Tools to support the elderly are secondary. First of all, you have to convince yourself that you can lead an active lifestyle at the age of 70+", Head of the Republic of Udmurtia Alexander Brechalov said.

The authorities should pay attention to working with the older generation

"The government is definitely working with public organizations in this area. We began working with the older generation in our region a long time ago. The 'Active Ageing' is currently being implemented", Director of the Primorsky Territory Department of Labour and Social Development Lilia Lavrentieva said.

"The system of presidential grants will enable us to implement the 'Active Retiree School' project in Nakhodka. The elderly make up one-third of the population in Nakhodka. The project is aimed at the social adjustment of retirees and veterans and to improve their quality of life", Nika Charitable Foundation President Oksana Volodina said.

The number of people with disabilities is increasing

"There are about 12 million people with disabilities in our country. According to the forecasts of international organizations, people with disabilities will make up 20% of the Earth's inhabitants by 2050. This should be taken into account", Chairman of the Board of Cybathletics Andrey Davidyuk said.

Modern methods need to be used for the social adjustment of elderly citizens

"In 2100, there will be 3 billion people over the age of 65. In Europe, the term 'silver volunteering' has become firmly established, with 5–20% of Europeans participating in it", Volunteer Centre Association Chairperson of the Board Artem Metelev said.

"Our charitable projects include the 'Status-Online' computer and financial literacy programme. These courses help to resolve issues with the social adaptation of the elderly and disabled people and create an interest club", Philip Morris Sales and Marketing Siberia and Far East Corporate Governance Manager Dmitry Sharkov said.