

Lobby der Älteren



German National Association
of Senior Citizens' Organisations

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Photographic Record



United Into the Future!

2 – 4 July 2015 in Frankfurt am Main

11. German Senior Citizens' Day

and the **SenNova**  Exhibition

Counting on Age – The German Senior Citizens' Day Experience

Every three years the German Senior Citizens' Day takes place in a different federal state. At the first German Senior Citizens' Day in Düsseldorf in 1987 the idea of founding a lobby for senior citizens was developed. Initially a forum for well-publicised exchanges, the German Senior Citizens' Days are now a major three-day event with some 20,000 visitors. Festive events and debates with prominent political guests, such as the Federal Chancellor, the Federal President, and numerous Ministers, regularly constitute star attractions. Visitors can choose from almost 100 events and activities to join in.

German Senior Citizens' Day is accompanied by the SenNova Exhibition, where the BAGSO associations, other organisations, and firms provide information and advice related to the topic of ageing.

Traditional elements of the German Senior Citizens' Days are the ecumenical religious service and the final declaration on senior citizens' policy that is composed in concert with the BAGSO associations.

The German Senior Citizens' Days regularly present themselves as the culmination of cooperative effort by the BAGSO associations and cooperating organisations, which are responsible for defining, planning, and implementing the many individual events as well as series of events. Overall coordination is in the hands of the BAGSO offices in Bonn. Success and impact are also due to positive cooperation with the politicians and stakeholders in senior citizens' work of the respective region or city. The motto of the large scale three-day event reflects current political debate and new key issues, but also political upheavals in Germany or Europe (see table with all Senior Citizens' Days since 1987). ■

- 1987: 1st German Senior Citizens' Day in Düsseldorf: the **idea of a "Senior Citizens' Lobby"** is born
- 1988: 2nd German Senior Citizens' Day **"Old – so what?"** in Düsseldorf
- 1992: 3rd German Senior Citizens' Day **"Older People – New Perspectives"** in Berlin
- 1994: 4th German Senior Citizens' Day **"Age in Movement"** in Wiesbaden
- 1997: 5th German Senior Citizens' Day **"Ageing Unites"** in Dresden
- 2000: 6th German Senior Citizens' Day **"Shaping the Future with Senior Citizens"** in Nuremberg
- 2003: 7th German Senior Citizens' Day **"Senior Citizens – Active in Europe"** in Hannover
- 2006: 8th German Senior Citizens' Day **"Age as Opportunity"** in Cologne
- 2009: 9th German Senior Citizens' Day **"Living Age – Taking Responsibility"** in Leipzig
- 2012: 10th German Senior Citizens' Day **"YES to Age!"** in Hamburg
- 2015: 11th German Senior Citizens' Day **"United Into the Future!"** in Frankfurt

At the last three Senior Citizens' Days a wider audience could be reached thanks to more extensive public-relations work with a dedicated online presence, a thematic newsletter, as well as media partnership agreements with television, radio, and the daily press. Furthermore, schoolchildren and students were invited to attend free of charge to further the dialogue of the generations.

Dear Readers,

The 11th German Senior Citizens' Day has come to a successful conclusion. We are pleased when we recall the three well-filled days in Frankfurt/Main that were planned and implemented by the BAGSO member associations, the City of Frankfurt/Main, the State of Hesse, the Bund and many others.

One highlight was the opening address by Angela Merkel, the German Federal Chancellor, who had also assumed the patronage of the 11th German Senior Citizens' Day. We greatly valued her coming directly to the senior citizens in Frankfurt despite impending political debates; a night-time session in the Federal Chancellery; and early-morning negotiations over the phone with the French head of state. The choir of the Lessing Gymnasium secondary school was remarkable. With their rendition of "Oh Happy Day," 80 girls and boys perfectly interpreted the cheerful mood in the auditorium.

The accompanying SenNova Exhibition was officially inaugurated by Federal Minister Manuela Schwesig, who also awarded the prizes for the "Schluss mit lustig?" (Is the fun over?) cartoon competition and immediately raised a laugh. The SenNova and its 260 exhibitors presented a highly diverse image of active senior citizens; the Exhibition was inspiring, it encouraged participation. The Exhibition complemented the programme of presentations with interesting discussion groups that were all well-attended. Three guests of honour, their 100th birthdays well past, visibly enjoyed the hustle and bustle.

The motto of the 11th German Senior Citizens' Day, "United Into the Future!" was examined from a variety of angles in over 100 events. We all – young and old, natives and newcomers, immigrants and non-immigrants, people with and without disabilities, of all religious beliefs, with diverging lifestyles,



we all need to be open to the new; we need flexibility, mutual understanding, and tolerance. That is the only way we can overcome the challenges of the future in our time of swift social change!

I would like to thank all those whose support helped realize the 11th German Senior Citizens' Day: first of all, the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth; the Hesse Ministry of Social Affairs and Integration; the City of Frankfurt/Main; the two chief sponsors, Pfizer Germany and ING-DiBa; our media partners; and in particular, all the associations and organisations that held events and participated in the SenNova; and the many unpaid volunteers who gave of their time and energy. Last, but not least, I thank the entire staff of BAGSO for their exceptional dedication. ■

Sincerely yours,

Ursula Lehr
Vice President, BAGSO

Opening Celebration

Opening Celebration with Federal Chancellor Angela Merkel



Furthermore, he was convinced, “Senior citizens policy – and meaning policies *with* senior citizens, not *for* them – is always also multi-generational.”

Stefan Grüttner, the Hesse Minister of Social Affairs and Integration, encouraged those present to adopt a new outlook towards negative changes in the ageing process, just like Jacob Grimm – a citizen of Hesse and familiar to everyone as one of the authors of Grimm’s Fairy Tales – had done before them. Instead of complaining, he emphasised the positive sides: deteriorating eyesight led to a more sensitive touch, declining hearing led to enhanced senses of taste and smell.

The focal point of the festive event, which was presented by Werner D’Inka, the co-publisher of the “Frankfurter Allgemeine Zeitung” newspaper, was the speech by Federal Chancellor Dr. Angela Merkel.

Prof. Dr. Ursula Lehr welcomed around 1,800 guests attending the opening celebration. In view of the speed of social change, strongly influenced by demographic change and increasing longevity, she called for: “From all of us: flexibility; ability to adjust; openness to the new; tolerance; and solidarity.” Clinging to what is behind us, even looking back at it through rose-coloured glasses, is not the

answer. “And yet we should not, nor do we desire to, abandon old values: building on tradition – looking towards the future and shaping it!”

Peter Feldmann, Chief Mayor of the City of Frankfurt, made clear in his welcoming address that senior citizens policy in an ageing society is not a niche matter but a current and enduring concern.



Peter Feldmann

Launch of the 11th German Senior Citizens' Day

The Chancellor emphasised that, in the history of the Federal Republic of Germany, we witness periods during which something of great value is carelessly put aside: namely, the experience of older individuals. People thought only of speed, claimed that the young are faster; but forgot that the old know the shortcuts. Let's be honest: senior citizens are needed – in political affairs, as contacts on senior-specific concerns, and naturally also in everyday life. Their knowledge and wealth of experience are quite simply worth a fortune – not only to the old, for their own lives and their generation, but also to our entire society: to churches, associations, and initiatives, where they volunteer; to firms that secure experienced professionals; and also naturally and above all to their own family.

Angela Merkel referred to the “truly good sides” of demographic change: a life expectancy that is growing longer on average, according many people a “gift” of additional years of life.



The Lessing School choir conducted by Sabine Mittenhuber provided musical accompaniment.

It was important to see that; but should not lead us into ignoring the hardships of old age. Those include the circumstance that human beings depend on care. In addition, the Chancellor advocated not only giving consideration to living and ageing in dignity, but also about dying with dignity, since death was part of life.

Referring to the motto of the 11th German Senior Citizens' Day “United Into the Future!” Ange-

la Merkel spoke directly to the older members of the audience: “You do not want to rest or gather moss; you don't want to cut yourselves off; you want to be right in the middle, be involved – that is, shape the future together with the young. That is a message that is aimed at all of society.”

BAGSO thanked the Federal Chancellor for giving the senior citizens in our society a voice. This was “incredibly important for all generations.” ■



Stefan Grüttner



Federal Minister Manuela Schwesig inaugurated the SenNova



The Federal Minister called on everyone to overcome prejudices: “Ageing is changing, and therefore the perceptions we have of ageing must change also,” she said. Talking to one another was the best weapon against prejudices about age or about the young. “Mutual understanding between the generations is vital for social cohesion,” the Minister stressed.

Following on the inauguration, Manuela Schwesig and Prof. Dr. Ursula Lehr congratulated the winners of the “Schluss mit lustig?” (“Is the fun over?”) cartoon competition.

In four categories, numerous caricaturists had taken a humorous look at the topic of ageing. Twelve of the 955 entries submitted won prizes. ■

In her speech, the Minister for Family Affairs, Senior Citizens, Women and Youth appealed to each individual’s sense of responsibility. “Everyone grows old differently, and how we grow old and shape our future does depend a bit on each one of us.”



“where are you going – human?”

Over 300 visitors of the German Senior Citizens' Day accepted the invitation to attend an ecumenical religious service in the evening of 2 July 2015 in St Bartholomew's Cathedral.

Under the motto: “where are you going – human?” the people attending the service faced various fundamental questions. The focus was on a quotation from the prophet Joel: “And it shall come to pass afterward, that I will pour out my spirit upon all flesh; and your sons and your daughters shall prophesy, your old men shall dream dreams, your young men shall see visions.”

During the “Airmail” action staged at the beginning, hopes and wishes of older people, phrased in letters, were transmitted like airmail to the congregation. Accompanied by meditative organ music and shaped like paper planes, the letters glided through the interior of the church; were picked up, passed on to others, and discussed.



The service was led by Canon Wolfgang Rösch, the Permanent Representative of the Apostolic Administrator in the Diocese of Limburg, and by Parson Ulrike Scherf, the Deputy Church President of the Evangelical Church of Hesse and Nassau. Everyone who attended the service was given a card as a memento.

The collection was in favour of an ecumenical project on the work of deportation watches at Frankfurt Airport. ■



Podium Discussion

Relations between the generations seem to preoccupy people – young and old. At least, the podium discussion with Franz Müntefering, former Federal Minister, and Petra Roth, former Chief Mayor, as well as Lara and Constantin, both of whom attend Lessing Gymnasium secondary school in Frankfurt/Main, was a major attraction. It drew such a large crowd that the discussion had to be broadcast to a second auditorium. The discussion was chaired by Claudia Röttger, editor-in-chief of “Senioren Ratgeber” (a publication aimed at providing advice for senior citizens).

Lara and Constantin reported on the results of a study conducted by pupils from the upper grades within the framework of a school project, and on a survey of older visitors to the 11th German Senior Citizens’ Day. It had come as a great surprise to her, said Lara, that the values of younger and of older persons – apart from the importance of religion – barely differed: for both groups, family and friends as well as occupation and education were very highly valued. Also, it appeared that the more contact there was between the one generation and the other, the more realistic and positive the images were that the young and old had of one another.

“Nowadays we no longer see ageing in our daily lives,” Petra Roth underlined: “We have to do more together. To learn how the other person loses his or her strength, and exercise tolerance; to accept the spontaneity that is inherent in youth.” It is important to talk to each other much more and to maintain contact.

Constantin underlined that for him, mutual respect rated very highly: “I would like encounters on an equal



“Old and Young – Two Worlds?”

footing, relating e.g. to the topic of the internet and technology. Older people have the knowledge to present subjects, and younger people can show how to present them using the computer.”

They all viewed joint projects in the area of volunteer involvement as a welcome opportunity to establish contacts to other generations that no longer happened as a matter of course in everyday life.

Everyone also agreed that the age of a person said very little about his or her personality, thoughts, and visions. Franz Müntefering put it in a nutshell in his habitual, blunt manner and earned loud applause: “There are sensible older people, there are sensible younger people, there are sensible people in between. And there are nutty older people and nutty younger people and nutty people in between, and the sensible folk need to make sure that the nutty ones don’t take control. I don’t believe someone’s age matters all that much. I am not right just because I am 75. But neither am I wrong because I am 75. And the 15-year-old is not wrong because he

is only 15, but neither is he right just because he is 15.”

At the conclusion of the talk he appealed to both the young and the old to get involved: “So much has become possible and my appeal to everyone is simple: get involved, don’t let things go the way they are going right now; but have the ambition to change things for the better. That is the most important thing you can undertake.” ■





At the “TALK in Frankfurt,” to conclude the 11th German Senior Citizens’ Day, politicians and representatives of older people’s associations and associations of persons with disabilities debated how to shape co-existence in society to make it beneficial to all; and how ways might be found to go “United Into the Future!”.

After a brief clip from the film “Sputnik Moment” to trigger the conversation, the host initiated the discussion by asking each of the four panellists whether he or she viewed the future, in the light of demographic change, with concern or with optimism instead.

Even though society and the economy only reacted slowly to the requirements of an ageing society, she was optimistic nevertheless, said BAGSO Chairwoman Prof. Dr. Ursula Lehr. For example, experience had shown that redesigning public spaces and buildings to make them more age-friendly, adding escalators and lifts, benefited not only the elderly, but also families and young people with disabilities; i.e. demographic change and the challenges it entailed were an opportunity to make the environment more friendly to all human beings.

His view of the future was optimistic, too, said Volker Langguth-Wasem, Chairman of the national association of self-help groups (“Bundesarbeits-



Prof. Dr. Ursula Lehr



Elke Ferner

gemeinschaft SELBSTHILFE”). Medicine had made enormous progress over the last decades and he hoped for further advances particularly for people with chronic diseases and limitations.

Elke Ferner, Parliamentary State Secretary for the Federal Minister for Family Affairs, Senior Citizens, Women and Youth, called urgently for less talk on the problems in connection with demographic change, but rather to concentrate on the opportunities and the specific tasks at hand.

Peter Feldmann, Chief Mayor of the City of Frankfurt, viewed the simplification of structures towards “the straightforward-rural as a chance to counteract the growing isolation of older people in towns and cities” and create new places of contact and activity; in Frankfurt initial efforts were being made, that rendered him optimistic.

In their statements, all the participants declared that the individuality of older people needed to receive much great-

er consideration – and, specifically, in all areas of life: in the search for new concepts in living and care; in new areas of activity in the field of volunteer involvement. Things mustn’t always go strictly by the book. This also applied e.g. to rehab measures for older people. All too often in this area, shifts of responsibility occurred that were unacceptable for the patients, according to Elke Ferner, who demanded an end to thinking in boxes.

In the last round, each member of the panel stated that their optimistic view of the future had been bolstered by the 11th German Senior Citizens’ Day. It had been encouraging to meet so many people who were – despite all the individual differences – greatly determined to see unifying elements and to dare venture on the path into the future together.

The session was hosted by Ursula May, editor, from the state broadcasting station “Hessischer Rundfunk,” channel hr2 (culture). ■



Peter Feldmann



Volker Langguth-Wasem

Wide Range of Topics



Ulrich Kelber, Parliamentary State Secretary for the Federal Minister of Justice and Consumer Protection

Approximately 100 events on highly diverse topics provided well over 15,000 visitors with an opportunity to inform themselves on issues connected with ageing.

Representatives from politics and from associations as well as experts from practice were accessible for question and answer sessions during the discussions.

“Living and housing in old age” was a very popular subject, but events related to dementia and care; health and prevention; volunteering and training and – almost a trademark of the German Senior Citizens’ Days – the activities that invited people to join in were also in great demand. Aside from the one-time events, three-part event series on the second day examined topics of relevance to senior citizens in greater depth.

Young people were also actively involved in the events and were among the listeners. Groups of students and classes of geriatric-care trainees came, as did trainers from various fields of working for senior citizens.

The German Senior Citizens’ Day also constituted a platform for international networking. A variety of events demonstrated that policies for senior citizens play an increasingly significant role in Europe also. In addition to guests from Poland, visitors came from Austria, Luxembourg, the Netherlands, and Slovakia and enriched the events with their experiences.



The politically-oriented events provided fuel for controversial discussions and addressed topical issues. For example, the German organisation WE CARE (“wir pflegen”) e.V. took a critical look at the conditions for care-giving relatives in a round of discussions with politicians, care professionals, health-insurance representatives, and affected persons.

The topic of “Rehabilitation before Care – a Principle in the Long-Term-Care Act” was taken up by the CDU section of senior citizens (Senioren-Union der CDU Deutschlands) of the CDU Germany political party. The German Federal Government representative for Long Term Care, State Secretary Karl-Josef Laumann, explained the importance of recognizing a need for rehabilitation, so that services in prevention and medical rehab could be initiated in good time.

The “60 Plus” working group of the SPD political party discussed with Prof. Dr. Herta Däubler-Gmelin, the former Federal Minister of Justice, the extent to which the electoral laws now in force permit persons who are old and in need of care to participate in the democratic process.



As had been the case at preceding German Senior Citizens’ Days, events related to living and housing were also very popular in Frankfurt. Topics included barrier-free conversion within one’s own four walls; alternative residential forms as well as possibilities of financial subsidisation. One series of events was devoted to new concepts for living under the title of “Living at Home has a Future: self-determined and socially integrated in all circumstances of life” and presented new forms of living-and-care based on lighthouse projects. Furthermore, successful neighbourhood



Wide Range of Topics



approaches from various municipalities presented themselves and demonstrated how, by establishing a network of diverse players, a good living environment with advice, support, and care for older people could be created.

Digital World and Technology

The significant role that technology is now playing in the lives of older people was demonstrated by the throngs that attended the event series “Digital World and Technology as Opportu-

nities.” Existing projects that ease the first steps taken by senior citizens in the digital world were presented. Subsequently representatives from politics, associations, and commerce discussed questions such as user-friendliness and internet safety with the audience.

Ambient Assisted Living

Technology could give older people genuine help in dealing with everyday life. So-called ambient assisted living (AAL) is still rare, but provides many possibilities for living independently in one’s own home for longer. Some were presented by the Social Association Sozialverband VdK Deutschland at its event.

Acting Along and Thinking Along

As always, activities promoting physical and mental fitness were in great demand: brain jogging, bridge, and the exercise sessions “Dancefeeling Best Age,” “There is Movement in Every Space,” and “Current Fitness Trends for Every Age” invited everyone to join in. Easy walks with breaks to solve riddles and regular walks with breaks to do various exercises completed the range of pursuits on offer.





An unusual example of intergenerational co-operation was demonstrated at the function organised by the German League for the protection of children (“Deutscher Kinderschutzbund”). The speaker brought along her 15-year-old grandson to chair the event. Together, they presented the programme “Strong Grandparents – Strong Grandchildren.”

A special form of joining in was proposed by the series “where are you going – human?” (“wohin gehst du - mensch?”)

It encouraged visitors to think along actively and query their own attitudes and viewpoints. Among other things, some individuals who served as so-called “life witnesses” presented food for thought concerning one’s own idea of age(ing) and invited participants to examine the issue together.

You will find an extensive summary of all events in the “11th German Senior Citizens’ Day” documentation expected to appear by the end of 2015. ■



Special Activities



Big Dance Party

Over 650 dancers from the German federal senior dance association (“Bundesverband Seniorentanz”, BVST) travelled to the venue from all over Germany to celebrate a dance party in the large exhibition hall and infect other visitors of the Senior Citizens’ Day with the dance bug. Luckily, the hall was properly air-conditioned, so – despite the hot weather – people actually hit the dance floor for over two and a half hours. The hall resounded with lively music for dance styles from all over the world. People danced in the round, or formed into lines or squares.

The afternoon was an extraordinary experience especially because the dancing was fun, led to socialising, and created a wonderful bonding feeling. This social aspect of senior dancing was applauded by many participants.

The Active Lunch Break

A welcome diversion between the various events was the daily “Active Lunch Break,” a dance session offered by the Federal Association of Senior Dance (“Bundesverband Seniorentanz”). Many dance-happy visitors had lots of fun at the varied dance-alongs. Steps did not need to be perfect because the focus was on group dancing.

Also, the new dance form “Walker Dance” was presented. This was directed at dance fans with reduced mobility. Numerous visitors used this opportunity to “meet” a walker for the first time, so inhibitions were overcome. And even to dance with a walker – that was new for all the participants and very impressive. Keeping fit through dance: apparently, that is also feasible even with a restricted degree of mobility.



Citizens' Dialogue: "Living well in Germany"

Within the framework of the 11th German Senior Citizens' Day BAGSO organised one of over 100 Citizens' Dialogues on "Living well in Germany", with which the Federal government would like to identify yardsticks for quality of life in all of its facets, to be able to orient itself even more accurately in future by the aspects that matter to people in Germany.

At round tables, there were animated discussions on the question of what defines good living in Germany. Senior citizens, trainers from work with the elderly, but also a female student and a schoolgirl spoke and traded personal notions. Family, education, health, social security, a good healthcare system, peace, as well as freedom of the press and of opinion were important to many. Areas where more work was needed were also discussed. These included, e.g., equal access to education, the labour market, and health care; greater intercultural openness in society; more justice, opportunities to participate and co-determine; and sustainable financing of pensions.

The civil dialogue was chaired by Dr. Hans-Peter Meister, IFOK GmbH. As rapporteurs, a female representative of the Federal Press and Information Office and a representative of the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth were present.

The outcomes of the civil dialogues are now being collected throughout the country and evaluated with the support of independent researchers. The material is to yield a report, a system of indicators, and an action plan for higher quality of life in Germany. ■



IMPRESSIONS

2-4 JULY 2015



Short description:

The German National Association of Senior Citizens' Organisations (BAGSO) is an umbrella organization that currently includes over 110 nationally active member associations and represents more than 13 million older persons in Germany.

BAGSO conceives of itself as a lobby group for older generations, advocating their interests towards politics, economy and society, while taking the other generations and their needs into account as well. The Association regularly publishes a members' magazine as well as books and brochures on various topics.

BAGSO was established in 1989. Its board of directors, its national office and specific committees ensure the continuous coordination of issues of common concern.

BAGSO has organized the German Senior Citizens' Day since 1987, as well as numerous other conferences and workshops on topics of age and ageing.

The Association was granted advisory status with the Economic and Social Council of the United Nations in 1998. At European level BAGSO is represented in the European Economic and Social Committee (EESC) and member of the AGE Platform Europe.

BAGSO reflects the different images of Ageing

Under the BAGSO umbrella, 113 member associations (as of December 2015) joined that are active throughout the country or are of national significance.

BAGSO stands for:

- A realistic image of age in society
- A self-determined life in old age
- Social integration and participation by older people
- Solidarity between generations
- Healthy ageing; high-level health care and long-term care
- Interests of older consumers

At first, in 1989, eleven senior citizens' associations united to defend the interests of older people in Germany more effectively. A striking characteristic of BAGSO associations is their great diversity, with regard to both number of members and range of interests. The spectrum of BAGSO associations extends from the traditional social and welfare organisations to the many denominational organisations, from unions to entities that are active in the fields of health and care, education and sports, and numerous other areas of involvement. "This is our strength: that we have always, despite this diversity, succeeded in achieving a common stand on key social and socio-political issues," stated Dr. Guido Klumpp, BAGSO Managing Director, on the occasion of the 25th anniversary of BAGSO. ■

Shaping the paradigm shift towards active ageing

BAGSO stands for competence, expert knowledge and experience. “We are concerned with translating those factors into practical everyday life and encourage senior citizens to play an active role in their own quality of life. BAGSO knows that all generations matter and that we must shape the future together.” This is how Franz Müntefering, President of BAGSO, characterizes the main aims of the association.

The dynamic development of BAGSO reflects the modernisation and innovativeness of senior citizens' organisations in Germany: they have turned successfully to dealing with other target groups, such as older immigrants, and the latter's differing expectations of “active ageing.” Current affairs are also taken up, like the world of digital media, use of assisting technology, and consumer protection in the domains of health and finance. Special attention is increasingly devoted to the living circumstances and needs of particularly vulnerable target groups, such as individuals who require assistance and long-term care.

In the context of new social challenges BAGSO views itself as a pioneer and aims to employ its publications, such as the BAGSO

members' magazine, guides, and position papers, and its events and model projects to promote topics that are not yet – or not yet sufficiently – firmly established in politics, the economy, and society. Thus, the project “Im Alter IN FORM (In SHAPE with Age) – Promoting Healthy Lifestyles” was developed to integrate the topics of “wholesome nutrition & exercise” into events directed at senior citizens on the one hand, while on the other, optimising existing service structures for older people at the municipal level to include benefits to health.

In the “NASCH DOM” project (from “Our House” in Russian) ways were sought – jointly with immigrants' organisations – to make services more accessible to immigrants with dementia.

In fact, welcome material for debate regularly suggests itself to BAGSO when dealing with the six German Government Reports on Older People, concerning which, BAGSO issues statements and organises events jointly with its associations; specifically, both prior to the preparation of the respective report, which is produced by a top-level commission of experts, as well as after its publication. ■



Dr. Renate Heinisch
Member of the EESC



Dr. Heidrun Mollenkopf
Vice President of
AGE Platform Europe



Elke Tippelmann
Coordinator European
Projects

Lobbying with Competence and Moderation

More and more, BAGSO is being perceived by policymakers as a strong political lobby for the interests of older people, e.g. in its role as one of six organisations defending the interests of persons requiring long-term care and of their relatives during negotiations between long-term care insurers and long-term care providers. With its demand for self-representation, BAGSO promotes influence by older people on all levels of political decision-making; and emphasises that much of what is “relevant in senior citizens’ policy,” in urban development for example, benefits not only older generations but also the younger ones in the sense of one “Design for All.”

In this sense also of “integrative work” and considering the rising number of people at risk of poverty in old age, BAGSO keeps an eye on the interests of future generations

and relies on the “Dialogue of Generations.” The 2011 BAGSO position paper, “Acknowledge Lifetime Achievements – Prevent Poverty in Old Age,” attracted significant attention in political circles; the paper was passed unanimously even though a number of BAGSO associations had already taken a stand with proposals of their own.

With a view to the rising number of aged persons requiring support and assistance, BAGSO advocates inclusive, neighbourhood-oriented senior citizens’ work. BAGSO pleads in favour of a combination of social and welfare work that, admittedly, includes the voluntary, unpaid fulfilment of functions within the municipal public services; but campaigns for such efforts needs to be distinguished from career work, and for volunteers to receive greater flexibility and freedom of choice. ■



Franz Müntefering,
President of BAGSO
Former Minister of Labour and Social Affairs

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EU-Projekt “Social Inclusion and Dignity in Old Age” 2nd partner meeting in Bonn



IMPRESSIONS

2-4 JULY 2015



"Over-100 Party"



from left to right: Liesel Verleger, Stefanie Kahl, Ruth Remus

The guests of the 11th German Senior Citizens' Day also included three 100-year-old citizens of Frankfurt. Although temperatures hovered around 38 degrees centigrade, they had accepted the personal invitation of Prof. Dr. Ursula Lehr, BAGSO Chairwoman, and Prof. Dr. Daniela Birkenfeld, the departmental head of social affairs in Frankfurt.

After sharing 300 years of living history over a cup of coffee together, Stefanie

Kahl, Ruth Remus, and Liesel Verleger faced the questions of the journalists; who wanted to know, among other things, with which maxim the ladies had grown so old. The three ladies revealed their recipes for a happy life to Jörg Ortmann, editor of BILD newspaper.

Liesel Verleger

Her motto for a happy life: "Live each day for the moment with an open mind."

Stefanie Kahl

Her life's maxim: "Do what you want, but do not fool yourself! Do what you feel, but do not feel sorry for yourself."

Ruth Remus

Her recipe: "Help yourself, otherwise no one will help you."

In closing they toured the SenNova Exhibition. ■

We would like to thank Prof. Dr. Birgit Stappen and the participating students of the Catholic University of Applied Sciences, Mainz, for their volunteer support.



Dementia as a Challenge for Civil Society: Self-Help and Development of Professional Offers of Assistance

Within the framework of the 11th German Senior Citizens' Day a bilateral exchange for professionals on the topic of dementia also took place. Experts from Germany and Poland traded experiences in their practical work involving dementia patients and their relatives. In the course of the event, numerous contacts were established among persons from the two countries. Whether available information material might be translated into the other language should also be considered.

Innovation for Age-Friendly Environments

Some 60 participants attended the event hosted by AGE Platform Europe, the European umbrella association of organisations for senior citizens, and chaired by Anne-Sophie Parent, the Secretary General of AGE. The international panel consisted of representatives of the European Commission, the Council of European Municipalities and Regions, the German federation of towns and municipalities, and of economics and research. Discussion fo-

cusced on ways to promote age-friendly environments to enable people to remain healthy, independent, and self-reliant until an advanced age. The European network "AFE-INNOVNET towards an Age-Friendly Europe" presented its work and encouraged the recruitment of additional partners at the local, regional, and national levels in Germany who wished to become involved in promoting age-friendly environments.

"Yes, you can!" – Promoting Cultural Participation and Cultural Education

The workshop revolved around the presentation of a PRACTICAL GUIDE ON FUNDING FOR CULTURE 2014-2020 that was developed within the framework of the two-year-long European educational project "Yes you can! – How to support the cultural activities of disadvantaged groups" by partners in France, Germany, Malta, the Netherlands, Poland, and Slovakia.

Qualification in the fields of project development and funding acquisition, but also for preparing artistic work with older persons was another topic of the event. ■



Information and Advice at the SenNova Exhibition



Over an area of 10,000 m² and at about 260 different stands the SenNova displayed a wide range for the dedicated and the interested.

The aged are involved – Visitors could get information about the countless ways to volunteer their time directly from the 80-odd exhibiting BAGSO associations and other organisations.

The aged are mobile – The many opportunities to try out, join in, and experience things were especially in demand. At the Senior Fitness Test by the German Olympic Sports Confederation (Deutscher Olympischer Sportbund), for example, senior citizens could show how fit they were, and pick up suggestions geared specifically for women and men on how to stay fit in future. The BAGSO IN FORM-trail offered a test on healthy nutrition and movement. A variety of bicycle models could be tried out at the mobility track.

The barefoot trail by the awareness initiative “Diabetes! Are you listening to your feet?” invited visitors to, among other things, find out how sensitive their feet were. Inside a walk-through model of the human heart you could learn more about the complex workings of this central organ. The osteoporosis trail was again put to intense use. Patients’ organisations and experts gave many and varied tips on how to identify certain diseases and how to deal with them.



The aged live today – The fact that many visitors are open for new things was proved by the intense interest in new technologies, such as the “Future Shape” carpet, PC tablets, and e-book readers. Adding to home comforts thanks to barrier-free bathroom design, security technology for apartments or houses, as well as simple technical aids for opening bottles also attracted considerable attention.

The aged and other generations – Exchanges between generations were very much in evidence at the SenNova. Over and over, young and old got together: to trade views, debate, or simply spend time in each other’s company in the world’s first multi-generation-friendly beach chair. And how do SenNova visitors actually want to age in future? Everyone – whether young or old – was invited to step inside a video box to describe their very personal notions and wishes for when they themselves grow old.



The Health Point

This was the first time the SenNova Exhibition included a “Health Point.” Over an area of 110 m² experts and patients’ organisations provided information on topics such as stroke prevention, diabetes, psoriasis, chronic pain, forms of cancer, and rheumatic diseases like Bekhterev’s (ankylosing spondylitis).





and exercising was available. The modern activities on offer not only for sufferers of rheumatic diseases meant fun for everyone, whether healthy, fit, or with restricted mobility. During the “Happiness Consultation” experts answered questions on happiness and well-being. The great demand showed that being able to communicate on an equal footing was an asset to the Exhibition: “I liked the Health Point. It came as a blessing for me that the female physician devoted so much time to answering the questions of the audience. I left with a good feeling.”

In small discussion groups, interested visitors had the opportunity to exchange views with specialists and ask their personal health questions.

We would like to thank Pfizer Germany for their support of Health Day, as well as AbbVie and MSD SHARP & DOHME GMBH for sponsoring the Health Point.

Making illness tangible was yet another goal of the Point. What does it feel like if your blood sugar level is too low? Interested parties could experience this at the Health Point with the help of simple devices, e.g. special gloves. Furthermore, a choice of activities for joining in



abbvie



The Internet & Technology Point

With seven institutions on show and 22 presentations there was a lot to see and do at the Internet & Technology Point.

For example, the visitors could get to know the mobility app of the transport network of the Frankfurt metropolitan area, the Rhein-Main-Verkehrsverbund; and also try out tablet PCs and surf as much as they wanted. What is more, there were demonstrations of new developments in software such as CAMELI, an intelligent software application for the home.

The internet also offers a variety of training opportunities, such as iStopp-Falls, iMobility training for older persons, and image and knowledge quizzes for memory training. These and other options were presented and were available for testing.

The star attractions were the automated stuffed toys that looked like dinosaurs, seals, or cats. The animals were robots that are used in therapy. Apparently



they have a soothing influence on dementia patients in particular. The idea was derived from experience in animal-assisted therapy. Underneath their plush fur, the robots have touch sensors and can register if they are being petted. The animals react to such impulses by movements of the tail, head, and eyes. ■

We would like to thank ING-DiBa and Rhein-Main-Verkehrsverbund, the transport network of the Frankfurt metropolitan area, for sponsoring the Internet & Technology Point.



GenerationIsland – Information, Exchange, and Networking

The GenerationIsland at the SenNova personified the motto of the 11th German Senior Citizens' Day in a very special way. In round-table discussions it presented over 50 activities and projects for intercultural co-operation; on living, learning, and sports; to overcome language barriers; to sponsor talent; and on living together and standing up for one another by young and old. The starting signal came from the German association of senior citizens' service bureaus ("Bundesarbeitsgemeinschaft Seniorenbüros", BaS), which presented multi-generational projects from all over Germany on the occasion of its 20th anniversary.

The multi-generational group of singers from Wiesbaden put on a particular highlight and joint effort of old and young in action. Interesting topics relating to generational co-existence were picked up and presented hourly on each of the three days of events. Visitors could share in the very lively discussions.

For people who were involved in working with the aged as well as for the many unpaid individuals who gave of their

time, the GenerationIsland had on hand numerous ideas for their own work and for future projects. Many felt that making new contacts and the opportunity for networking were particularly important. A list of all the presented initiatives and projects can be found under this link: www.bagso.de/publikationen.html

The comprehensive and dedicated programme was realised thanks to the support of the Robert Bosch Stiftung and the Ministry for Labour and Social Order, Family, Women and Senior Citizens of the State of Baden-Württemberg. We would also like to thank the German Centre for Youth and Children's Films (KJF, "Deutsches Kinder- und Jugendfilmzentrum Remscheid"), the cultural foundation "SK Stiftung Kultur" of the Sparkasse KölnBonn, as well as "Madame Grand-Mère" and GEPA-The Fair Trade Company. ■

Robert Bosch **Stiftung**



Baden-Württemberg

MINISTERIUM FÜR ARBEIT UND SOZIALORDNUNG,
FAMILIE, FRAUEN UND SENIOREN



Powerful Performance: The Pupils of Lessing School in Frankfurt

As was already the case for previous German Senior Citizens' Days, many young people also participated in this German Senior Citizens' Day. This time the pupils of Lessing Gymnasium secondary school in Frankfurt were particularly well represented.

The school choir, composed of pupils from 5th to 7th grade, enchanted the 1,800-odd guests of the opening celebration, including the Federal Chancellor who, during her speech, turned to the choir singers spontaneously and humorously: "Dear children, not only did you sing to us about a happy day, you also made the present occasion a happy day – in all probability you sang not only because you got a day off from school, but also because you wanted to make others happy."

In a school workshop on politics and world affairs, pupils from the upper grades dealt with the topic of relations between generations. One component



of their project was a survey of young and old people concerning their notions about the respectively other generation. The young students contributed the results of their work and their discussions at the podium discussion "Old and Young – Two Worlds?" with Franz Müntefering and Petra Roth on July 3.

Pupils from middle grades continued the survey at the German Senior Citizens' Day. At the Lessing Gymnasium school stand, young and old got talking. And most of the pupils experienced for the first time how tiring it could be to staff a stand like this. ■

We would like to thank all the participating pupils and teachers for their outstanding involvement!



Cartoon Competition on Age



Cartoon Competition on Age – “Is the fun over?” – Successful Cartoons on the Subject of Age



best works – three in each of the categories “Health and Wellbeing,” “Friendship and Partnership,” “Young and Old,” and “Involvement and Integration.”

Prizes worth € 18,000 in total were awarded in person by Federal Minister Manuela Schwesig on July 2nd. The mood was excellent – the winning entries especially met with peals of laughter from the public.

There were a total of 955 (!) entries from which a jury of seven members, which also included the actor and cabaret artist Bill Mockridge, selected the twelve

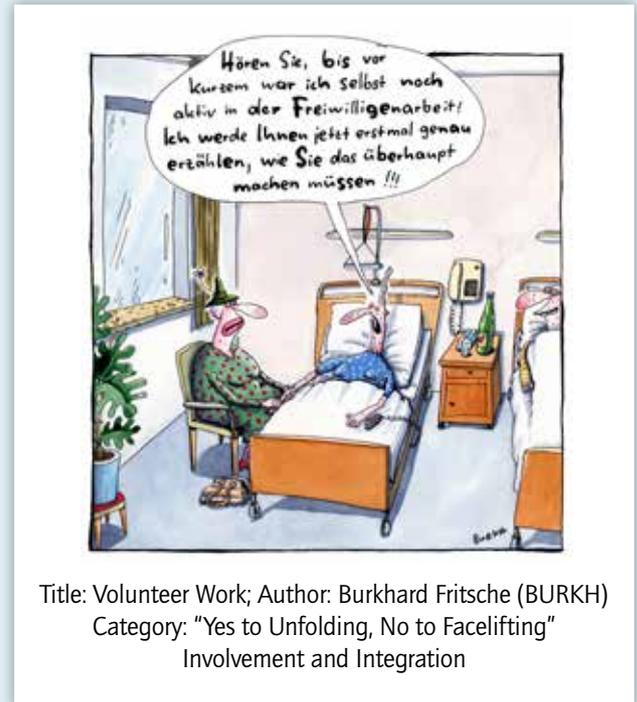
The competition was organised by the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (Bundesministerium für Familie, Senioren, Frauen und Jugend, BMFSFJ) and BAGSO. ■



The Winners (1st Prize)



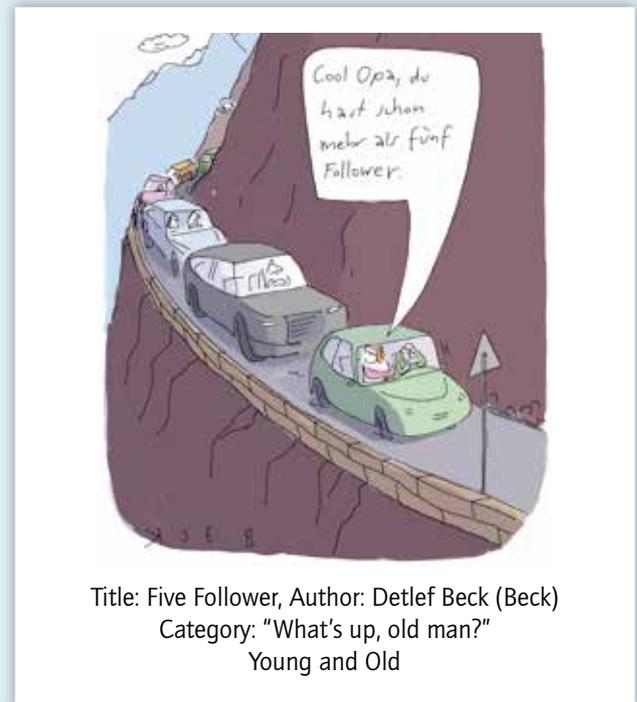
Title: Fake; Author: Axel Bierwolf
Category: "Hottie or Tottery?"
Health and Wellbeing



Title: Volunteer Work; Author: Burkhard Fritsche (BURKH)
Category: "Yes to Unfolding, No to Facelifting"
Involvement and Integration



Title: One for the road; Author: Ari Plikat
Category: "One Heart & One Mind"
Friendship & Partnership



Title: Five Follower, Author: Detlef Beck (Beck)
Category: "What's up, old man?"
Young and Old

You can see the other prize-winning entries (2nd and 3rd Prize) here:
www.deutscher-seniorentag.de/karikaturenwettbewerb.html

Photo Competition

This was already the fifth time that a photography competition under the motto of the 11th German Senior Citizens' Day was organised jointly by BAGSO and "Feierabend Online Dienste für Senioren AG" (feierabend.de), online community for senior citizens.

The **Winner** was Perry Wunderlich with "Zeitreise" (journey through time). "Old and young, analogue and digital, past and future. Between these two photos of my grandmother Lucie lie 72 years filled with life, love, joy, and pain. - United into the future."



2nd place went to Susanne Erwig with her photo "Halte mich fest" (hold me tight): "My youngest wordlessly understands her great-grandfather, who is 99 years older than she. She doesn't actually understand him literally, and he no longer understands her very well, but they have found their own level."



Josef Hinterleitner landed in **3rd place** with his photo "Power-Omi" (power granny): "Whether young or old, who cares - pulling together."



Dr. Renate Heinisch, Member of the Board of BAGSO, and Alexander Wild, Founder and Chairman of the Board of feierabend.de, announcing the voting results of the contest at the 11th German Senior Citizens' Day.

You can find the first ten winning photographs at www.deutscher-seniorentag.de

The "Frankfurt Declaration"

The motto of the 11th German Senior Citizens' Day "United Into the Future!" is also the title of the "Frankfurt Declaration" that was presented to the public at a press conference on 3 July 2015. In this position paper composed by BAGSO and its over 100 member associations, the introduction reads as follows:

"How do we want to live tomorrow, and what can we do to achieve that? Those questions preoccupy not only young people, but the old as well. The latter feel that they share the responsibility for future generations and play an active role in the shaping of society. The motto of the German Senior Citizens' Day, "United Into the Future!" stands for the will of senior citizens and their representatives to act in unison with other generations and social groups."

The specific concerns of the senior citizens' organisations that have united under BAGSO, which goals they have, and how these may be achieved, are outlined in the five chapters.



The full Declaration may be obtained from BAGSO or downloaded from www.bagso.de/publikationen/positionen.html.

- United – for social security and social justice!
- United – with all generations!
- United – with differing life experiences!
- United – also with disabilities!
- United – actively living together!

In closing, the BAGSO associations and their approximately 13 million older members "appeal to decision-makers in politics, church, and society, but also to all citizens regardless of age, to work together to achieve a tolerant, inclusively-thinking and inclusively-acting society." ■



Campaign Weeks on Ageing in Frankfurt

Podium Discussion "We are Shaping our City"

Under the motto of this year's campaign weeks "We are Shaping our City," top-class guests assembled on Saturday afternoon to look "United Into the Future!" under the guidance of Jascha Habeck from the state broadcasting station "Hessischer Rundfunk." The group consisted of Michael Baral, actor; Prof. Dr. Daniela Birkenfeld, Head of Social Affairs Department and City Councillor in Frankfurt; Suzanne Cadiou, Neighbourhood Ambassador; Prof. Dr. Ursula Lehr, Chairwoman of BAGSO; and Olga Orange, transvestite performer.

Frankfurt was headed in the right direction overall, according to Daniela Birkenfeld. Ursula Lehr also praised the city for its openness and how well age groups and cultures got along. Young and old could learn so much from one another and benefit, said Lehr. Tolerance and getting along well with one another are vital for co-existing in a city like Frankfurt: all the discussion guests agreed on that.

Market of Opportunities

Subsequently the Market of Opportunities provided a look at the work of over 20 initiatives and groups. A multitude of attractive projects were on show. Options ranged from sports and nature conservation through life at home, art and culture, care and support for older and younger people. All visitors were cordially invited to obtain information and become actively involved in the projects on a volunteer basis. ■



It is of ongoing concern to BAGSO that anyone be able – with and without impairments – to attend the German Senior Citizens' Day. That is why an "Accessibility" working group provided advice during the preparation and organisation of the large-scale event. The group consisted of representatives from Frankfurt self-help associations, the disabled persons' advisory council for the City of Frankfurt, municipal bodies, and BAGSO member associations.

Blind or visually impaired persons could order the programme booklet from BAGSO in advance of the Senior Citizens' Day as both a CD in DAISY format as well as a large-print paper version. The programme was also accessible in large print on the German Senior Citizens' Day website. The site furnished quantities of information on the Congress Center Messe Frankfurt and how to get there for persons with disabilities, including a link to the website of the Frankfurt representative for disabled persons, which yields extensive information about possibilities and aids. Additionally, city maps and brochures published by various sources (City of Frankfurt, transport companies, Frankfurt trade fair) were available for downloading.

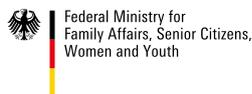
At the Congress Center Messe Frankfurt, stair treads and other hazards for the visually-impaired were marked in contrasting colours by BAGSO. Prior to selected functions – including the opening celebration, the final round of discussions, and the ecumenical religious service – FM receivers were distributed in co-operation with the German association for hearing-impaired ("Deutscher Schwerhörigenbund," DSB), which enabled users to better hear what was being said. The SenNova stage was equipped with an induction loop that amplified the sound in hearing aids. Speech-to-text reporters, or captioners, and sign-language interpreters were at work during the opening event; the speech-to-text reporters were also employed at other events. All the venues in the Congress Center were easily accessible by lift. For the benefit of persons who required a helping hand, volunteer aides were present, to provide an escort on request.

Those measures were implemented thanks to financial support from the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ). A very special word of thanks goes to all the participants of the "Accessibility" working group. ■



Acknowledgements and Publishing Information

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Extensive Documentation for 11th German Senior Citizens' Day

Aside from the present summary, more extensive documentation of the 11th German Senior Citizens' Day is in preparation. The material is scheduled to be published towards the end of 2015. It may be pre-ordered here: dst@bagso.de ■

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37, 40
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P. 4, 9, 18, 19, 31
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P. 3

You can find extensive information (mostly in german) on our member organisations here: www.bagso.de

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2. Arbeiterwohlfahrt Bundesverband e.V. (AWO)
3. Arbeitsgemeinschaft Evangelische Krankenhaus-Hilfe e.V. (eKH)
4. Arbeitsgemeinschaft SPD 60 plus – Referat Generationenpolitik
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75. Katholische Frauengemeinschaft Deutschlands - Bundesverband e.V. (kfd)
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Impressions of the 11th German Senior Citizens' Day



Gemeinsam in die Zukunft!

11. Deutscher Seniorentag · 2.–4. Juli 2015 in Frankfurt a.M.



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