

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. ■



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