



## DECLARATION

On the importance of cinema, European films and the CINAGE package for stimulating active ageing in ageing society

### Preamble:

Whereas Europe has been experiencing significant demographic changes among which ageing, ageing of the population and ageing of the workforce;

Whereas life expectancy has considerably increased and fertility rate has been decreasing;

Whereas it is essential to encourage older people to keep acquiring new knowledge and skills as well as competencies;

Whereas it is crucial that older people use their competencies as to be self-sufficient as much as possible and remain included in ageing society;

Whereas it is essential that older people use their active ageing competencies in their personal life as well as for participating in local, social and economic development;

Whereas films can raise awareness about the existing and wished for social roles and images of older people and active old age in tune with social developments.

Now, therefore, we, the organisations participating in the CINAGE project, funded by the European Commission and the Lifelong Learning Programme have worded this

### **Declaration on the importance of cinema, European films and the CINAGE package for stimulating active ageing in ageing society**

to the end to promote, with this declaration in mind, active ageing, as well as develop and use the CINAGE package (CINAGE Guide for educators of older adults and Learning Manual). The package includes learning strategies and educational methods based on audio-visual tools and media as well as self-reflection for older learners' acquisition of competencies for active ageing within ageing society.



### Article 1

Everyone is entitled to take an active part in ageing society without distinction of any kind, such as age, race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth or other status.

### Article 2

Everyone shall develop and use his or her competencies to full potential.

### Article 3

Films are an important vehicle of cultural and social practices. Therefore they can either consolidate social stereotypes about passive, dependent or frail old age or underline new images of active and self-sufficient old age and older people the latter being more in tune with developments in ageing society.

### Article 4

CINAGE package (CINAGE Guide for educators of older adults and CINAGE Course Book) resulting from the CINAGE project enhances educators of older adults, adult education providers, older people, experts on active ageing and experts on European film's understanding, knowledge and skills related to both active ageing and cinema.

### Article 5

CINAGE Package enables older people to acquire audio-visual and ICT skills and improve cultural and literacy skills.

### Article 6

CINAGE Package ameliorates older people's understanding of their changing position and striving for active ageing in ageing society.

### Article 7

CINAGE Package enables older learners to shoot their own films about active ageing based on their self - reflection concerning the issues of old age and their identification of adequate active ageing strategies.



Thus, I undersigned [first name, surname], on behalf of the organisation [name of the organisation] I represent hereby declare that:

- 1) The CINAGE package and the CINAGE Course meet the needs of the target audiences wanting to develop and improve their knowledge, skills and competencies related to both European cinema and active ageing;
- 2) I am already using / I intend to use the CINAGE package  
(Please, explain in a succinct way how you are using or intend to use the CINAGE package)

[Date and locality]

\_\_\_\_\_  
[Signature and Stamp]

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**Contact Details:**

Organisation (full name):

Contact Person and Function:

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