

(eng)aging!

(ne)stárneme!

2024 *(eng)aging!* Conference & Technology fair

Press Release

June 19, 2024, Prague

The seventh edition of the international conference on population aging organized in the framework of long-term *eng(aging)!* project will take place in Prague and be streamed online on June 20-21, 2024. The event will be attended by many world-renowned experts, including Iva Holmerová, Maciej Julian Kucharczyk, Amal About Rahaf, and Rebecca Choy Yung. Holmerová is a leading figure in geriatrics and the founder of the Czech Alzheimer's Society. Kucharczyk is notable for his work in aging-related policies in the EU. About Rahaf, Chief of the Programme on Ageing at the UN, is recognized for her contributions to social policy and demography. Rebecca Choy is a pioneer in social innovation and the founder of the Golden Age Foundation.

The 2024 edition of the Conference will discuss two main topics: Preparing for Longevity and Ageism and Social Challenges of Older People.

In the coming decades, our societies will continue their demographic transition towards aging. Positive trends in increasing life expectancy also bring many challenges. Higher prevalence of chronic diseases and frailty in older age places a strain on healthcare systems to provide adequate, affordable, and accessible services. It also increases the demand for social support and care provided in long-term care facilities and at home. Preparing for longevity includes actions to promote and maintain healthy and active lifestyles and improve preventative health care. Achieving a high quality of life in old age demands a multi-faceted approach that combines individual responsibilities, technological innovations, and societal commitment.

Developing a society that honors and values its older members requires a continued commitment to combating ageism, abuse, neglect, and other social maladies that negatively affect older people. Loneliness among older people is becoming a growing problem in aging societies around the world. Efforts are required to achieve true inclusivity for older people. Harmony and resilience for all ages can only be achieved by recognizing the rights of older individuals to health and social care and active involvement in the life of local communities and wider society. Intergenerational dialogue and knowledge transfer play a key role in fostering the understanding and unity necessary for a cohesive society. Supporting the participation of older people in the labor market and ensuring an adequate income contributes significantly to their overall well-being and increases the efficiency and sustainability of the economy.

Special panels with the participation of experts from the Visegrad countries (V4), Ukraine, Georgia, Moldova, and Germany in 2024 will focus on the pathway to healthy aging, dementia and Alzheimer's disease, social maladies negatively affecting older peoples' lives, critical analysis of aging and technology, and preparing for old age.

There will be also a practical workshop focusing on examples of good practice in age management (in Czech), which will provide a comprehensive overview of effective age management strategies at the state policy level, self-governing level, and business level.

At the Technology Fair, which is associated event of the conference, technological visions, solutions, innovations, services, and products for current and future generations of older persons and their specific needs will be presented.

The conference, which takes place under the auspices of Marian Jurečka, Minister of Labour and Social Affairs, is co-organized by the [Active Aging Centre](#) and the [KEYNOTE company](#).

The partners of the conference are the [International Visegrad Fund](#), [Czech-German Future Fund](#), [JTI](#), [Centre of Expertise in Longevity and Long-term Care](#), [Liason Office of the Free State of Saxony](#) and [Česká spořitelna](#).

The full [program](#) as well as the list of [speakers](#) can be found [here](#). The working language of the conference is English.

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About the project

The 7th international conference is organized in the frame of the long-term (eng)aging! The project, which focuses on fostering of society-wide debate about the accelerating demographic change and population aging. The project aims to stimulate a constructive discussion about these trends and to look for ways to make use of them for the benefit of society. The 2024 edition will be held physically and will be streamed online.