

SPECIAL EDITION SUMMER ACADEMY 2021

“New seniors, moving into a new economic and digital world”

2-3 July 2021

Dear colleagues, dear friends,

I am very pleased to be able to send you this Newsletter. It only puts one theme in the spotlight: the Summer Academy on 2-3 July 2021. It's going to be a special event. In the current circumstances, we have not yet dared to plan and organize our ESU- Summer Academy, in the format, many of you have known it since 2009. We hope that we can offer it next year. Nevertheless we invite you to participate in a one-day event with speeches, discussions and demonstrations. We hope that it will bring you inspiration for your future work.

We are very pleased that our Austrian colleagues from the *Österreichische Seniorenbund (ÖSB)* will once again play a leading role and that we can also count on the support of the *Politische Akademie (POLAK)* and the Wilfried Martens Centre for European Studies (WMCES).

'With the theme of our Summer Academy, *'New seniors, moving into a new economic and digital world'*, we are underlining our commitment to the changes that are taking place in our society. We live in a pivotal moment. The choices of political leaders are hugely important for the future of our society.

We, as active citizens, want to remain involved in these choices. To help guarantee the values that underpin the future of our society.

Let our summer academy be a building block to that. Please read carefully the information we provide to you below. Play your role as a representative of your association by passing on the information to your members and fellow-citizens so that, if they wish, all seniors in Europe can participate in our Summer Academy.

A special request we have for the delegates of the ESU- member associations: please build up our Summer Academy by formulating answers to the questions we prepared and present you below. Thank you for your interest and cooperation.

An Hermans, ESU-President





Friday, 2 July 2021

10.30 am & 1.30 pm

**The 'New Senior':
moving into a new
economical and digital world**

Join us on

www.esu-epp.eu or www.seniorenbund.at

The EU's emergency response to the COVID-19 pandemic as an overall crisis situation and the preparing of a coordinated EU Recovery plan overshadowed in 2020 and 2021 all other political objectives. Nevertheless the initial priorities of the new Commission, aiming to frame the EU political perspectives are still standing as benchmarks for political action.

Most of them (a stronger Europe in the world, an economy that works for people, a new push for European democracy, promoting the European way of life) are comprehensive, broad priorities. Most concrete are the objectives towards a European Green Deal and a Europe fit for the digital age. Together they define the framework within which the Commission is acting.

More information on the role of the EU and the 'Recovery and Resilience plans of the Member States: [Recovery and Resilience Facility | European Commission \(europa.eu\)](https://ec.europa.eu/epp/epp/en/recovery-and-resilience-plans)

In line with these objectives, our Summer Academy focuses on the role of seniors in today's economic and digital developments. Together, we will make our voice heard at the digital platform of the EU Conference on the Future of Europe. See more about 'digital transformation and the future of Europe': [Digital transformation - Conference on the Future of Europe \(europa.eu\)](https://ec.europa.eu/epp/epp/en/digital-transformation-conference).

This year's Summer Academy will be an online event. From Vienna on 2 July we will bring the Summer Academy to your home : a full day program of speeches, discussions, demonstrations from 10 a.m. to 4 p.m., which you can follow from your home. You will be able to participate in the discussion. (see program)

Given the circumstances, the Summer Academy is an event for a wide audience this year. **Anyone can participate.** We therefore ask you to make the Summer Academy known to your members as widely as possible. **Participants will be able to participate via the link that will be available soon on the websites of ÖSB (www.seniorenbund.at) or ESU (www.esu-epp.eu).**

In addition, there are meetings of the Presidium, the Executive Committee and for registered participants. Separate invitations will be sent to these participants.

10:00 **Welcoming - General Introduction.**

Mrs Ingrid Korosec (president ÖSB) Mrs An Hermans (president ESU)

Welcoming addresses: Polak
Wilfried Martens Centre for European Studies

10:30 **Keynote 1 : Mrs Karoline Edtstadler**

Austrian Federal Minister for the EU and Constitution

"How to cope with the challenges of ageing population? EU and Member States' responses."



10:50 **Keynote 2: Mrs Dubravka Šuica**



EU Vice-president, Demography and Democracy

"The impact of demographic developments in Europe on EU politics. Mainstreaming ageing: integrating ageing issues into all policy fields and all policy levels"

11:05 **Conversation** between Mrs Edtstadler and Mrs Šuica **(tbc)**

11:20 **Keynote 3 : Mr. Patrick Penninckx**

Head of 'Information Society' Department
of the Council of Europe

"Digital society : challenges, opportunities, risks and obstacles. Relationship between business, human rights and information in society."



Mr. Michael O'Flaherty, Director of the EU Agency for Fundamental Rights **(tbc)**

11:50 **Questions from the participants**

12:20 **Summary and closure of part 1** : Mrs An Hermans

12:30 **Lunch Break.**

13:30 **Welcoming back**

Mrs Ingrid Korosec and Mrs An Hermans

SESSION 2

13:40 **Keynote 4 : Prof. Dr. Robert Zníva**

Professor Marketing and Relationship Management
at the Salzburg University of Applied Sciences

"How do we address age and ageing? How do older persons perceive themselves?"



14:10 **Questions from participants**

SESSION 3

14:40 **Introductory short video** (5') : what can digitization and Artificial Intelligence mean for the health and well-being of seniors: examples (**Eline Chivot**, Senior Adviser on Digital Policy EPP)



14:45 **Keynote 5** : **Dr. Geertrui Mieke De Ketelaere**
Program Director Artificial Intelligence
at IMEC, Leuven



Mrs. Eva Maydell, MEP (tbc)

15:15 **Questions from participants**

15:50 **Summary and closure of the Summer Academy**

16:00 **Closing address** by **Antonio López-Istúriz White**,
MEP, Secretary General EPP



16:10 **End of the meeting**

Other meetings,

for which the attendees will receive a separate invitation and agenda. These meetings take place via Zoom and the participants will receive a link to log in by e-mail.

Friday, 2 July 2021

17:00 **ESU Presidium meeting** (ZOOM) *with simultaneous translation EN/DE/SP*

Saturday, 3 July 2021

09:00 **ESU Executive Committee meeting** (ZOOM) *with simultaneous translation EN/DE/SP*

10:00 **ESU Members Meeting** (ZOOM) *with simultaneous translation EN/DE/SP*

Ready for the Summer Academy? Take a look...

- Digital transition and the role of the EU and Member States:
[The Recovery and Resilience facility, a key player in Europe's digital transition | Euronews](#)
- Mr. Patrick Penninckx:
[Video message: Media pluralism in the digital environment - News \(coe.int\)](#)

- Ms Eline Chivot:
[EPP - European People's Party - "Breaking fake news" with Eline Chivot](#)
- Dr. Geertrui Mieke De Ketelaere: Why don't we listen more to nature?
[Radio 1 Sessie - Mieke De Ketelaere - YouTube](#)
- Prof dr. Robert Zniva: Older persons as consumers:
[\(PDF\) It's not how old you are but how you are old: A review on aging and consumer behavior \(researchgate.net\)](#)
- Research paper WMCES : [Artificial Intelligence and Governance: Going Beyond Ethics | Martens Centre](#)

Country reports (only for ESU members)



Dear members of the ESU Executive Committee,

As ESU, we are looking ahead to the Summer Academy of 2021 (2-3 July 2021). It's going to be very special.

The program of 2 July is all about 'New seniors moving into a new economic and digital world', with a wonderful program of expert speakers, discussions and demonstrations. It can be followed by a large audience via 'streaming'. Moreover, we put our discussions in the perspective of '(The Conference of) the Future of Europe'. In addition, on 3 July we will also have a meeting with the ESU Executive Committee. Invitations will follow soon.

We would like to ask you to prepare the discussions of that morning of the 3rd of July with the following questions:

- Do you have experience with certain initiatives taken during the pandemic in view of promoting the well-being of older persons, which you want to communicate with colleagues in Europe as a good practice?
- Europe puts its future policy in a 'greener, more digital and more resilient perspective'. What accents can we, as seniors, highlight in that perspective?

Will you provide us with your answers by 20 June 2021? (esu@epp.eu).

Then they will find a resonance in our introduction to the Saturday morning meeting.

Thank you very much for your cooperation.

An Hermans
ESU President