As a critically important voice in the international dialogue on age-friendly environments and trusted partner of the International Federation on Ageing (IFA), please consider this package your Save the Date and invitation to participate in the Age-friendly Environments Summit on 2 March 2021, a pre-conference event at the IFA 15th Global Conference on Ageing.

Exclusive opportunities are available for branding, sponsorship and engagement to a targeted group of delegates interested in innovation, development and implementation of age-friendly environments around the world. We invite you to reach out to the IFA team to discuss the outlined packages or design alternate opportunities.
Background

Being able to do what you have reason to value as an older person is predicated by many factors within the immediate environment of the community and society such as housing, civic and social participation, communication and transport to name a few. From an individual perspective an environment should enable a person to build relationships, learn and make decisions, to remain mobile and to meet their basic needs. Building and maintaining intrinsic capacity across the lifecourse and enabling greater functional ability are at the core of age-friendly environments and are foundational in fostering healthy and active ageing.

Population ageing as one of the main demographic upheavals alongside migration and urbanisation is high on intergovernmental agendas around the world. A common and recurring response in national strategic action plans is the continued and sustained growth in age-friendly cities and communities.

The WHO Global Network for Age-friendly Cities and Communities (GNAFCC) was established in 2010 to connect cities, communities and organizations worldwide with the common vision of making their community a great place to grow old in. As a response to global population ageing and rapid urbanisation, the Network focuses on action at the local level that fosters the full participation of older people in community life and promotes healthy and active ageing.

The Network is one of the fastest growing programs of Age-friendly activity in the world with over 1,000 members from more than 40 countries. The unprecedented growth seen since its inception signifies the sustained interest and commitment of cities, communities and nations in ensuring the rights, functional ability, and autonomy of older people remain central and prioritized alongside shifting demographics.

The WHO GNAFCC has ignited the voices and actions of not only civil society but leaders of all levels of government in many countries around the world. This enthusiasm and energy will manifest itself through the proposed Age-friendly Environments Summit.
About the 15th Global Conference on Ageing

The International Federation on Ageing (IFA) is an international non-governmental organization with a membership base comprising government, NGOs, academia, industry, and individuals in over 75 countries. It began operations in 1973, at a time when the social and economic impact of population ageing was only beginning to be understood by governments around the world.

IFA has general consultative status at the United Nations and its agencies and is in formal relations with the World Health Organization. It continues to inform key initiatives such as the UN Principles for Older Persons and more recently the Integrated Care for Older People WHO Immunization Strategy 2021-2030, the WHO Global Strategy and Action Plan and the Decade of Healthy Ageing.

IFAs biennial global conference is a unique gathering of thought leaders, experts and advocates interested in helping to drive the agenda of the world’s ageing population. Now for the 15th time in its history the conference is being convened in Niagara Falls, Canada from 3-5 March 2021.

In order to further leverage the opportunities this international audience provides the IFA has proposed the preconference event entitled “Age-friendly Environments Summit”.

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![Image of three people in a conference setting](image-url)
Age-friendly Environments Summit

2 March 2021, 8:30am – 4:30pm

For the first time ever, IFA, together with international partners, is hosting the Age-friendly Environments Summit. This full day program that aims to showcase the importance of the development and adaption of environments resilient to the needs of people at all stages of life, inclusive of older people, which will allow sustainable social and economic advancement for cities, communities, and the global community.

The intellectual rigor, authenticity and inspiration of global leaders working to drive the development of age-friendly environments will draw delegates from around the world to this multi-disciplinary Summit. Now, more than ever, it is important that these leaders come together to help drive this agenda, alongside strong partnerships with civil society.

The Age-friendly Environments Summit is an international platform through which ‘game changing conversations’ about current and future trends in the development and implementation of age-friendly environments can be explored. The Summit will serve as an opportunity to network with professionals from various fields, share proven best practices, technological innovations and resources to catalyze action. Knowledge, practices and experiences at a local level will serve as evidence to influence and inform age-friendly frameworks and strategies around the world.

The summit will include keynote speakers and an open forum of conversations with the purpose of informing policy and practice by showcasing exemplary plans of actions that have been successfully completed that encompass all eight areas of age-friendly environments as outlined by the World Health Organization.
Summit Demographics

The Summit will attract a wide variety of delegates and challenge them to look across sectors and disciplines to learn from one another, and to answer the “tough questions” that need to be addressed to ensure that in the rush to keep up with global trends the rights of older people remain central in the development of age-friendly environments.

IFA looks forward to welcoming delegates from across a variety of sectors and anticipates a significant representation from professionals including those in health care as well as other policymakers, government officials, UN and WHO representatives, industry, NGO’s and thought leaders and experts in the field of ageing.

Goal

The goal of the Summit is to convene stakeholders with various interest and influence to contribute on the vital discussion of creating an enabling environment to support the health and wellbeing of ageing populations. Emphasizing the need to adapt the concept of Age-friendly environments to existing plans for infrastructure and development globally while ensuring that these adaptations meet the goals of ‘sustainable cities and communities’ outlined by the United Nations.
# Preliminary Program

**Tuesday 2 March**

Registration open 08:30–09:00

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<tr>
<th>Time</th>
<th>Session.Title</th>
<th>Proposed-Speakers</th>
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| 09:00–10:30| Plenary 1 – Age-friendly and The Interplay between Structural and Functional Domains | Alana Officer, Unit Head, Demographic Change and Healthy Ageing, WHO  
Gregor Ray, Chief Executive Officer, BusinessLab  
Stephanie Firestone, Senior Strategy Policy Advisor, AARP |
| 10:30–11:00| Break                                                                         |                                                                                  |
| 11:00–12:00| Plenary 2 – Measuring Impact                                                   | Kathleen Brasher, Project Manager, Better Care Victoria (Moderator)  
Suzanne Garon, Professor, School of Social Work, University of Sherbrooke  
Ange Jones, Age-friendly Communities Manager, Centre for Ageing Better UK  
Simone Powell, Senior Policy Analyst, PHAC |
| 12:00–13:00| Lunch and Learn: Age-friendly within the Decade                               | While conference participants are eating their lunch, they will be able approach panellists and experts with questions and comments about age-friendly within the broader decade of healthy ageing. |
| 13:00–14:30| Plenary 3 – Good Practices in Age-Friendly Equity                             | John Feather, Chief Executive Officer, Grantmakers in Aging  
Cynthia Stuen, UN Main Representative, IFA  
Catherine Ward-Griffin, Professor & Scientist, University of Western Ontario |
| 14:30–15:00| Break                                                                         |                                                                                  |
| 15:00–16:00| Plenary 4 – Technology and Innovation in Age Friendly Environments            | Laura Tamblyn Watts, President and CEO, CanAge (Moderator)  
Alex Mihailidis, Scientific Director, AGE-WELL NCE Inc (Health)  
Majd Alwan, Senior Vice President of Technology and Business Strategy, Executive Director of the Leading Age Center for Aging Services Technologies (CAST)  
Arlene J. Astell, Associate Professor, Geriatric Psychiatry (Centre for Assistive Technology and Connected Healthcare)  
Zahra M. K. Moussavi, Director, Biomedical Engineering Program, University of Manitoba |

 prescribe Speakers
Location and Venue

As the host venues, Hilton Niagara Falls/Fallsview Hotel & Suites, as well as Canada's largest casino resort facility, Fallsview Casino Resort, make for an ideal combination to meet during the day and unwind at night.

Located in the heart of the Entertainment District, and connected by a glass-enclosed walkway, this location is sure to excite your mind, delight your eyes, and satisfy your taste for elegance.

Niagara Falls did not become the country's top leisure destination without offering attractions and activities fit for every personality. To make the most of your time here, enjoy a must-do classic, Hornblower Niagara Cruises, and sail into the mist of the iconic waterfall, getting as close to it as you possibly can.

Visitors can also relish a different vantage point by venturing behind its thundering waters at Journey Behind the Falls or see everything from 457 meters above with Niagara Helicopters.
The IFA is pleased to offer three primary sponsorship packages that offer the most exposure and engagement opportunities directly with delegates leading up to and during the conference. This package includes:

Sponsorship Packages

The IFA is pleased to offer three sponsorship packages that provide considerable exposure and engagement opportunities at the Age-friendly Environments Summit.
Gold Sponsors
$35,000 USD

The IFA is pleased to offer the following sponsorship packages that provide considerable exposure and engagement opportunities at the Age-friendly Environments Summit. This package includes:

**Discussion Moderators and Sharing of Materials**

The program includes a full day Summit on 2 March 2021. Primary sponsors will have the opportunity to suggest a moderator for the program and provide materials on the tables for sharing with delegates.

**Delegate Access**

Two (2) Age-friendly Environments Summit registration passes that can be assigned to any delegate of the sponsor's choosing.

**IFA Membership**

IFA Membership through 2021 includes endless opportunities to be connected and collaborate with other IFA members and network partners.

**Promotion**

- Feature a full-page advertisement in the Age-friendly Environments Summit program book
- Display a branded display/signage in the entrance to the Summit
- Provide two (2) promotional inserts or materials for Age-friendly Environments Summit bags
- Receive mention in opening remarks of the Age-friendly Environments Summit
- Have logo included on:
  - Conference website, IFA2021.ngo
  - Printed Age-friendly Environments Summit program book
  - All directional and session signage
  - IFA social media
  - At least one (1) VoltAGE newsletter (~20,000 recipients)
Silver Sponsors (A or B)
$10,000 USD, two (2) packages available

The IFA is pleased to offer the following sponsorship packages that provide considerable exposure and engagement opportunities at the Age-friendly Environments Summit.

Silver Package A includes:

**Networking Breakfast Sponsor**

Sponsor the Networking Breakfast at the Age-friendly Summit. This is a unique opportunity to network with colleagues from across disciplines dedicated to promoting a life course approach to vaccination.

**Health Break Sponsor**

Sponsor one (1) health break at the Age-friendly Summit which provides refreshments and an opportunity for delegates to network between sessions. The sponsor’s logo will be featured on health break signage and throughout the refreshments area.

**Promotion**

Two (2) inserts for the Age-friendly Environments Summit bag and logo featured on signage at the networking lunch.

**Delegate Access**

One (1) Age-friendly Summit registration pass that can be assigned to any delegate of the sponsor’s choosing.

Silver Package B includes:

**Networking Lunch Sponsor**

Sponsor the Networking Lunch at the Age-friendly Summit. This is a unique opportunity to network with colleagues from across disciplines dedicated to promoting innovation in age-friendly design.

**Health Break Sponsor**

Sponsor one (1) health break at the Age-friendly Summit which provides refreshments and an opportunity for delegates to network between sessions. The sponsor’s logo will be featured on health break signage and throughout the refreshments area.

**Promotion**

Two (2) inserts for the Age-friendly Environments Summit bag and logo featured on signage at the networking lunch.

**Delegate Access**

One (1) Age-friendly Summit registration pass that can be assigned to any delegate of the sponsor’s choosing.
Rights Matter.