

THE RIGHT TO BE HEARD IS TIMELESS. MAKE IT AGELESS.

Older people in developing countries are one of the most underrepresented groups of people in the world.

This has to change. And you can make sure it does.

Join our virtual march urging the European Union (EU) to actively include older people in their development policies and programmes.



Registered charity number 288180

ADA
Age Demands Action

**HelpAge
International**
global network

Age Demands Action is a HelpAge global network campaign

WHY OLDER PEOPLE MATTER

Making sure that older people are included in EU development policies and programmes isn't just about being fair. It's about recognising the incredibly important role older people play, particularly in developing countries, where they often have to take on the role of primary carer for young children and the sick.

Taking care of older people in developing countries means taking care of the next generation too. Actively including older people in development policies and programmes will not only make the world a better place for older people. It will make the world a better place for everyone.

WHAT THE EU CAN DO

The EU is the world's largest aid donor. It's an incredible force in the fight against poverty. But it could do even more. By that, we mean recognising older people's contributions and capabilities, and actively including them in EU development policies and programmes.

JOIN THE VIRTUAL MARCH

Visit our website and add your name to the list of people who want to make sure the voices of older people around the world are heard loud and clear by the EU.

ABOUT HELPAGE AND AGE DEMANDS ACTION

Age Demands Action (ADA) is a grassroots campaign from HelpAge that fights age discrimination and demands that rights of older people everywhere are protected.

Join the virtual march

makeitageless.org

#makeitageless



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