

Anti-ageism Memorandum

2024



This Memorandum was published as part of “Empowering Digital Transformations for Senior Musicians”
– Erasmus+ KA210 Project (2023-1-BG01-KA210-ADU-000152921)



Co-funded by the
Erasmus+ Programme
of the European Union

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Preamble

DiPaCre (Bulgaria), in collaboration with Vox Civica (Romania), AEGARE (Spain), and KEPDER (Turkey), is proud to announce the adoption of the Anti-Ageism Memorandum. This milestone marks a significant achievement within our Erasmus+ KA210 project, Empowering Digital Transformations for Senior Musicians (2023-1-BG01-KA210-ADU-000152921).

Ageism, defined as prejudice or discrimination based on age, is a pervasive issue that impacts individuals across all sectors. In the creative and cultural industries, where digital skills are increasingly vital, older professionals face unique challenges. These include limited access to digital upskilling opportunities, misconceptions about their ability to adapt to new technologies, and insufficient tailored support programs. Recognizing the urgency of addressing these barriers, we affirm our commitment to fostering an inclusive and equitable environment that empowers individuals of all ages to thrive in the digital era.

Statement of Commitment

We are committing to the following actions to promote inclusion and prevent ageism within the Creative and Cultural Industries:

- **Provide Equal Access to Learning Opportunities:** We will ensure that all training and upskilling programs are accessible to individuals of all ages, with specific focus on older professionals.
- **Challenge Age-based Stereotypes:** We will actively work to dispel harmful stereotypes related to age and digital competence. Our programs will emphasize the value of lifelong learning and the contributions of all age groups.
- **Support Intergenerational Collaboration:** We will foster intergenerational collaboration within our projects, recognizing that innovation thrives when people from diverse age groups share their knowledge and experience.
- **Promote Age-inclusive Policies:** We will advocate for policies that promote the inclusion of older workers in the creative and cultural industries, and ensure that their rights are protected.

- Create Tailored Support Programs: We will design specific programs that support older individuals in adapting to the digital age, offering mentorship, coaching, and customized learning pathways.

Invitation to Join

We invite organizations, institutions, and stakeholders within the Creative and Cultural Industries and beyond to join us in our commitment to combat ageism. By signing this memorandum, you pledge to support efforts to provide equitable opportunities for people of all ages and help foster a more inclusive and diverse industry.

Call to Action

Together, we can ensure that age does not limit opportunities in the digital age. Signatories to this memorandum commit to integrating anti-ageism principles into their organizational practices, promoting fairness, inclusivity, and respect for all individuals, regardless of age. By signing, we collectively work towards a future where creativity and innovation are enriched by the participation of all generations.

Signed by

DiPaCre (Bulgaria) - Miroslav Gechev - Chairman

Vox Civica (Romania) - Iosif Calin – Chairman

AEGARE (Spain) - Elisardo Sanchis – Chairman

KEPDER (Turkiye) – Arzu Kirayoğlu