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## MOBI-DIG: Mobile Apps and Digital Services for Seniors

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### *National strategy for active aging in Bulgaria (2019-2030)*

**PROMOTER OF THE INITIATIVE:** Ministry of Labour and Social Policy, “Living Standard, Demographic Policy and Social Investments” Directorate / Bulgaria / <https://www.mlsp.government.bg/>

**TARGET GROUPS:** Elderly people

**YEAR(S) OF IMPLEMENTATION:** 2019-2030

#### **DESCRIPTION:**

The National Strategy for Active Ageing aims to create conditions and provide equal opportunities for dignified and adequate living of the elderly people in Bulgaria. The Strategy is based upon the following values:

- Independent living;
- Participation in society;
- Access to care;
- Dignity – to guarantee that elderly people live in secure environment, to protect their human rights, including against age discrimination in society.

The strategic aim is developed in four priorities, which are composed in accordance with the main conclusions of analyses and statements in the framework of conducted regional round tables in the field of ageing:

- Priority 1: Promoting active ageing in the field of employment;
- Priority 2: Promoting active ageing in the field of participation in society;
- Priority 3: Promoting active ageing in the field of independent living;
- Priority 4: Building capacity and favourable environment for active ageing at national and regional level.

The set priorities correspond to the four domains of the Active Ageing Index (AAI), thus the achieved results could be monitored and reported through the 22 indicators of the Index.

#### **OUTCOMES:**

The National Strategy for Active Ageing aims to create conditions and provide equal opportunities for dignified and adequate living of the elderly people in Bulgaria, including facilitating their full participation in society’s life, ensuring good health and productive life, developing their knowledge, skills and abilities, guaranteeing equal treatment and their basic human rights.

There are detailed measures to each of the four priorities of the National Strategy for Active Ageing. The realisation of the measures are monitored through biannual plans and biannual reports for the Strategy implementation.

The biannual plans for implementation of the National Strategy include complex activities and measures in response to the challenges posed by the aging population.

The plans systematise tasks from various responsible institutions in implementation of the four priorities set in the National Strategy, including measures to overcome the consequences of the spread of COVID-19. The plans use an integrated approach, including financing of the planned measures through the budgets of the competent agencies according to the Law on the State Budget



of the Republic of Bulgaria, Operational Programme “Human Resources Development”, other operational programmes, funding for European and other international projects.

***Priority 1: Promoting active ageing in the field of employment***

*Proposed measures:*

- Encouraging opportunities for older people to participate in the labour market;
- Providing opportunities for vocational training;
- Improvement of working conditions;
- Provision of specialized services for elderly workers;
- Adaptation of the social insurance and pension system to the aging of the population;
- Provision of flexible labour market services promoting reconciliation of work and care.

***Priority 2: Promoting active ageing in the field of participation in society***

*Proposed measures:*

- Promoting social inclusion through inclusion in various forms of social and cultural life.
- Encouraging participation in public life.
- Encouraging volunteering.
- Promoting lifelong learning.
- Providing support to people who are involved in non-professional care giving.

***Priority 3: Promoting active ageing in the field of independent living***

*Proposed measures:*

- Health care and disease prevention;
- Improvement of living conditions;
- Improving the accessibility to transport;
- Promotion of the supply of goods and services adapted to the needs of the elderly;
- Maximum degree of independence in long-term care.

***Priority 4: Building capacity and favourable environment for active ageing at national and regional level***

*Proposed measures:*

- Strengthening the capacity of the institutions implementing policies for the elderly;
- Strengthening the capacity of stakeholders regarding policies for older people;
- Continuous updating of policies for the elderly at local, regional and national level;
- Improving attitudes towards the elderly and information against discrimination;
- Improvement of the monitoring and coordination system;
- Promotion of the strategy, communication and promotion of business at the national and local level to get involved in measures for the active life of the elderly.

**EFFECTIVE APPROACHES FOR IMPROVING DIGITAL COMPETENCES OF ELDERLY PEOPLE:**

- Policy document

**WEBSITE OR OTHER ONLINE CHANNELS:**

<https://www.mlsp.government.bg/uploads/1/national-agieng-strategy-2019-2030.pdf>