

Major campaign launched to promote sustainable work and healthy ageing

18/04/2016  Health professionals, EU, Austria, Belgium, Bulgaria, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United Kingdom

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Demographic change is occurring throughout Europe: the population is ageing. And this ageing is mirrored in the workforce. Consistently low birth rates and higher life expectancy will transform the shape of the EU-28's age pyramid and this development is already becoming apparent in several EU Member States. This will, in turn, lead to an increased burden on those of working age to provide for the social expenditure required by the ageing population for a range of related services.

For all these reasons the campaign launched today focuses on Europe's enterprises (both private and public) and the need to promote sustainable work and healthy ageing from the beginning of working life. By doing so, enterprises will be protecting their workers' health up to and beyond retirement age and their organisations' productivity.

This campaign's objectives are four-fold:

- to promote sustainable work and healthy ageing from the beginning of working life;
- to highlight the importance of risk prevention throughout working life;
- to assist employers and workers (including in small and medium-sized enterprises) by providing information and tools for managing occupational safety and health in the context of an ageing workforce;
- to facilitate information and good practice exchange.

Find more [here](#).

[Find more on the major campaign launched to promote sustainable work and healthy ageing](#)

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