



Member State consultation meeting on Ageing is Living:  
WHO European Strategy on Ageing in Good Health  
Istanbul, Türkiye  
17 February 2025

/1

Draft 24/10/2024

## SCOPE AND PURPOSE

In 2024, life expectancy in the WHO European Region is among the highest globally, with older adults now outnumbering younger generations for the first time. While this demographic shift offers new opportunities, it also places unprecedented demands on health and care systems, exacerbated by climate change, inequality, and global crises. In response to these challenges, the upcoming consultation meeting, scheduled for 17 February 2025, in Istanbul, Türkiye, aims to engage Member States in the development of Ageing is Living: WHO European Strategy on Ageing in Good Health. This strategy is part of the WHO European Programme of Work 2.0, which prioritizes healthy ageing through a dual-track approach that addresses the immediate needs of older adults while promoting lifelong health across all stages of life.

The primary objectives of this consultation are to:

- **Gather insights:** Collect feedback and insights from nominated focal points with expertise in policy and decision-making related to healthy ageing and health services for older persons. This input will be crucial in shaping the strategy to effectively meet the diverse needs of older populations.
- **Foster collaboration:** Facilitate discussions among Member States, experts and other key stakeholders to encourage collaboration and share best practices related to healthy ageing initiatives.
- **Enhance understanding:** Increase understanding of the implications of demographic shifts, including the challenges and opportunities presented by an ageing population. This includes recognizing the importance of creating supportive environments and promoting active ageing.
- **Align with existing frameworks:** Ensure that the strategy aligns with the overarching goals of the WHO European Programme of Work 2.0 and contributes to the broader international, national and subnational strategies on healthy ageing.
- **Prepare for implementation:** Lay the groundwork for the implementation of the strategy by identifying priority areas, potential challenges and necessary resources.

This consultation is an important opportunity for Member States to engage in an interactive dialogue aimed at developing a strategy that is relevant to the diverse needs of countries in the Region. By collaboratively mapping out resources and support mechanisms, we will ensure that individuals not only live longer but also enjoy healthier, more fulfilling lives.