



LONG LIVE ARTS MANIFESTO

Towards a Broader Framework for Cultural Participation by Older People.

The European initiative Long Live Arts was founded in 2014¹ to ensure and enhance cultural participation by older people and to stimulate a positive intergenerational perspective.

Long Live Arts has published this Manifesto as a tool for change. It sets objectives for the creation of a broader framework for cultural participation by older people. The Manifesto is targeted at Members of the European Parliament, policymakers from EU Member States and European culture and health care professionals. We propose a European-wide effort to establish this framework within the domains of policy, practice, research and training.

We want to underline the beneficial impact of arts and culture on the mental, physical and social wellbeing of older people. The European Commission defines healthy ageing as a *grand societal challenge*. The increasing ageing population indeed poses major macro-economic, budgetary and societal challenges; health in old age being a particularly difficult issue, regarding age-related diseases and disabilities. Research shows that cultural participation is a powerful, positive influence on health that works synergistically on individual, communal and societal levels.

Creative ageing is key to improve the quality of life of older people and their overall wellbeing. We urge the need for solid public investments in creative ageing programmes, directed at the following four target groups:

1. Older people in need of (mental and/or physical) care;
2. Older people in vulnerable situations (poverty/social isolation) or from ethnic minorities;
3. Older people with a learning need in the field of arts and culture;
4. Older people and younger people combined: intergenerational groups.

¹ Founding partners are the Dutch Long Live Arts division (**The Cultural Participation Fund (FCP)**, the **Sluyterman van Loo Foundation**, the **RCOAK Foundation**, **VSB Fund**, the **National Centre of Expertise for Cultural Education and Amateur Arts (LKCA)**, the **Ministry of Education, Culture and Science**, and the **Ministry of Healthcare, Welfare and Sports**), **The Baring Foundation** in the United Kingdom, the **Flemish Department of Culture, Youth, Sports and Media**, and **kubia - Centre of Competence for the Arts and Ageing** in Germany.



The benefits of cultural participation related to older people's wellbeing continue to be generally overlooked in health policy and service provision. The Manifesto presents six principles for future policies and initiatives:

1. **Create joint energy.** Encourage culture and health care professionals to co-create creative ageing programmes.
2. **Connect public and private domains.** Join forces with public-private partnerships and co-produce cultural programming for older people.
3. **Involve Europe.** Cooperate with platforms, pressure groups, media and citizens from all over Europe to form new creative ageing policies and initiatives.
4. **Update structures and procedures.** Review existing structures and procedures and attune them to the needs of this day and age.
5. **Fight ageism.** Raise awareness of ageing and promote a more positive image of older people.
6. **Support knowledge exchange.** Initiate new programmes and facilitate existing ones.

In the long term, this is expected to have significant payoff from the perspectives of health, wellbeing and social inclusion.

1. CREATE JOINT ENERGY.

Encourage culture and health care professionals to co-create creative ageing programmes.

- Assemble a diverse group of partners (e.g. artists, health care providers, policymakers, representatives of associations for older people) in search of creative approaches.
- Cooperate with public institutions (e.g. schools, community centres, libraries) to bring the arts closer to older people.
- Create stimulating programmes and policies that (legally/financially) enable artists to work in (health) care institutions. Provide artists with an acknowledged professional status.
- Set up collective studios for older and younger artists.

2. CONNECT PUBLIC AND PRIVATE DOMAINS.

Join forces with public-private partnerships and co-produce cultural programming for older people.

- Provide artists with basic gerontological education in preparation for their work with older people.
- Let major art institutions take the lead in producing cultural programmes for older people, preferably as an integral part of their public mission.
- Show and underline the benefits of cultural participation by older people in different domains of society.
- Work towards age- and arts-friendly environments, through collaboration between all



imaginable policy departments, including unconventional ones (e.g. mobility).

3. INVOLVE EUROPE.

Cooperate with platforms, pressure groups, media and citizens from all over Europe to form new creative ageing policies and initiatives.

- Create a common European framework for cultural participation by older people, ensuring a unified representation. Use older people's voices in campaigns and public events.
- Develop joint (local/national/European) governmental strategies for creative ageing policies. Involve older people and let them act as a sounding board.
- Launch intergenerational programmes. Address the immediate social networks of older people and encourage them to participate in arts and culture.
- Set up an international scientific research database to record the effects and benefits of cultural participation on the wellbeing of older people. Share the results at European level.

4. UPDATE STRUCTURES AND PROCEDURES.

Review existing structures and procedures and attune them to the needs of this day and age.

- Explore innovative ways for funding. Align the various subsidiary objectives of different policy departments, to get creative ageing programmes co-financed by several departments.
- Review the current system for analysing targets of programmes and projects. Shift the focus from administration and finance, towards a discussion about content.
- Set up grants for research on arts and culture related to older people, in order to develop knowledge-based programmes and policies, and to promote international and multidisciplinary collaborations.
- Engage competent, professional artists to ensure the quality of programmes and to enhance cultural participation by older people. Explore new ways to appreciate the artistic process in itself, instead of merely focusing on results.

5. FIGHT AGEISM.

Raise awareness of ageing and promote a more positive image of older people.

- Tackle discrimination of older people, by setting up national and European campaigns against ageism. Promote older people as a dynamic group, that participates in and contributes to society.
- Empower older people to advocate their needs and to take control of their life.
- Present best practices of cultural participation by older people at European conferences and seminars on both (health) care and arts and culture.
- Convince artists who intend to work with older people to discard ageist attitudes and negative assumptions. Instead, point out the promising artistic potential of this new target group.



6. SUPPORT KNOWLEDGE EXCHANGE.

Initiate new programmes and facilitate existing ones.

- Identify potential: interesting initiatives originate from start-ups and should be acknowledged in order to blossom.
- Preserve knowledge and proven methods for future use and encourage the development of adaptive/transferable programmes.
- Involve the Department of Health and the Department of Culture in each other's policy development.
- Make arts in (health) care settings part of the curriculum of art schools. Develop training programmes for social work and health care, built on successful existing programmes. Stimulate European cooperation for future development.

INITIAL SIGNATORIES

Founding partners of Long Live Arts:

Lang Leve Kunst (The Netherlands);

The Baring Foundation (United Kingdom);

Flemish Department of Culture, Youth, Sports and Media (Belgium);

kubia – Centre of Competence for the Arts and Ageing (Germany).



Older people & culture

Long Live Arts is initiated by The Cultural Participation Fund (FCP), Fonds Sluyterman van Loo, Stichting RCOAK, VSBfonds and the National Centre of Expertise for Cultural Education and Amateur Arts (LKCA).

The Baring Foundation

ibkkubia

Kultur und Bildung im Alter



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