



Press release

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## **Ageing in the guest country without missing the native country – First European competition launched**

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**The Ministry of Inter-Generation and Family Affairs, Women and Integration of the State of North Rhine-Westphalia informs:**

### **Pressestelle**

Ministerium für Generationen,  
Familie, Frauen und Integration  
des Landes Nordrhein-Westfalen

Telefon 0211 8618-4246

Telefax 0211 8618 4566

"At a time of increasing migration throughout the world, it is more and more important to ask how ageing and elderly migrants can feel comfortable in their guest country" said Mr. Armin Laschet, Minister of Integration, on 3 June 2010 in Düsseldorf when launching the contest "Good practice in cities and municipalities in Europe for and with elderly migrants". As Mr. Laschet said, the objective of this competition is to focus on developing together an active ageing strategy and improving the integration of the first generation of immigrants.

[pressestelle@mgffi.nrw.de](mailto:pressestelle@mgffi.nrw.de)  
[www.mgffi.nrw.de](http://www.mgffi.nrw.de)

This competition launched jointly by the ministry of Integration, the Council of European Municipalities and Regions (CEMR) and the Committee of the Regions (CoR) calls upon European cities and municipalities to present best strategies for active ageing and for integrating elderly immigrants.

The objective of this competition is to improve the quality of life of elderly migrants and to promote the exchange of experience on appropriate strategies at European level.

Awards can be granted to:

- § Initiatives taken by municipalities and aimed at integrating elderly immigrants,
- § Supporting volunteering programmes aimed at improving the quality of life of elderly migrants in all fields of activity of local authorities, especially as far as the following is concerned:
- Housing and environment,
  - Leisure and culture,
  - Social and intergenerational activities,
  - Supporting economic activities for specific products and services.

This competition emphasises in particular sustainability, practicality, portability and innovation. Three projects will be awarded a prize. The first laureate will receive € 3.000, the second € 1.500 and the third € 1.000.

The international jury will meet at the end of the year/at the beginning of 2011 in a workshop with the fifteen best projects and set up recommendations for cities and municipalities on how to develop and implement new projects for integrating elderly migrants.

The applications and other documents about the European Competition are available at the organisational office of the competition Aktion Courage e.V. [www.aktioncourage.org](http://www.aktioncourage.org)

Examples of good practice can be submitted by **31 October 2010**. Prizes will be awarded on **9 February 2011** at the Committee of the Regions of the European Union in Brussels.

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This competition, which is part of the European project "Active Ageing of Migrant Elders Across Europe" (AAMEE) (for further information please contact [www.aamee.eu](http://www.aamee.eu)), takes place under the patronage of the European Parliament. It is also supported by the European Commission, the King Baudouin foundation and the Körber foundation.