

## Young Lions Film Competition



### The Brief

**Create a film which will inspire young people over the age of 23 – who by 2050 will be over 60 - to feel that global population ageing and the challenges it brings are so relevant to them that they feel compelled to become campaigners to end age discrimination and fight for older people's rights. We are asking the contestants to create a film that will change people's perceptions of old age so that the audience will want to get involved and campaign for older people's rights. The film will ask them to share the video on social media so that they can pass it on to their friends, it will also direct them to the Get Involved section of the [www.helpage.org](http://www.helpage.org) website where they can sign the petition for a new UN Convention on Older People's Rights and where they can also find out how to contact campaign groups in their own country.**

### Context:

By 2050, 22% of the world's population will be age of 60 and over; for the first time in human history, there will be more people living over the age of 60 than under the age of 14. The greatest numbers of people in later life, and the steepest increases of population ageing, are in lower- and middle-income countries.

Later life is a time of making significant contributions to society, the community and the family. It can also be a time of increased physical and mental frailty and illness, poverty, social isolation, dependency, discrimination and human rights abuses.

Thousands of older people around the world are calling for a UN convention to protect the rights older people and ensure they can access basic essentials like healthcare, education, employment and justice, and resources such as water. HelpAge supports and co-ordinates the Age Demands Action campaign which last year saw 100,000 grass roots activists around the world lobby their governments on issues that include the demand for basic and essential services, such as health, which they are denied access to because of their age.

Today's young people have to realise that older people are fighting for a better older age - not just for themselves but for today's young people who will be old themselves in 2050. Half of all people born now will live to be over 100 years old. If young and old do not join forces today to make a better world for people of all ages, what sort of world will they be living in when they are 60? By joining the call for a convention to protect the rights of older people today, young people will ensure that their rights are protected in old age.

### Charity's Key messages:

Age discrimination is really happening in your world and the same will happen to you in the future if you don't act now to challenge it. With support and investment we can all live a healthy, dignified old age and continue to contribute to society – but you need to change perceptions now. By 2050 there will be 3.2 million centenarians in the world. One of them could be you!

So start campaigning for a better life for older people today and you could also benefit from this tomorrow.

### What we ask from our audience:

Join the age revolution. Take action for a better life for older people: sign our petition for a new UN Convention on Older People's Rights at [www.helpage.org](http://www.helpage.org), raise awareness of the issue among your friends and join a campaign group in your own country to take a stand against age discrimination.

### About HelpAge International's work

**Ageing in the 21st Century** - video

<http://www.youtube.com/watch?v=rCYN01OQWqs>

**Hilton Prize** - video

<http://vimeo.com/40401847>

**Age Demands Action** - video

[http://www.youtube.com/watch?feature=player\\_embedded&v=jSxIuBIHtMA#!](http://www.youtube.com/watch?feature=player_embedded&v=jSxIuBIHtMA#!)

## **Global ageing statistics**

Check out your life expectancy here: <http://www.helpage.org/global-agewatch/population-ageing-data/>

## **Ageing in the 21st Century infographic**

[www.helpage.org/ageing-infographic](http://www.helpage.org/ageing-infographic)

### **Our vision**

Our vision is a world in which all older people fulfil their potential to lead dignified, active, healthy and secure lives.

### **Our mission**

We work with our partners to ensure that people everywhere understand how much older people contribute to society and that they must enjoy their right to healthcare, social services and economic and physical security.

### **Manifesto – Age makes a difference**

The experience. The expertise. With age comes a deep understanding of the way things were, the way they are, and the way they could be. The contribution older people make to society is invaluable.

Of course, growing older is not without its problems, which can prevent people from reaching their potential. We're experts in age and the issues it can bring. Driven by the desire to find solutions to the problems older people face worldwide, we campaign tirelessly to put these issues on the agenda of governments and the public the world over. We work with and for older people to help them achieve good healthcare, financial security and inclusion in their communities.

We're proud of our achievements to date, and the growing strength of our international network is helping us reach out to more people than ever before. We are helping age to make a difference to the world.

### **Our values**

- Supportive
- Optimistic
- Expert
- Committed

### **Our personality**

- Confident
- Challenging
- Positive
- Empowering

### **Our vision**

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### **About the film:**

- For use in social media, YouTube, facebook and twitter
- For use in all HelpAge communication channels: email, website, news pages
- 60 seconds in duration

### **Target audience:**

For a global audience of younger people from all social and economic backgrounds aged 18-25 years (who will themselves be older people by 2050).

### **Creative guidelines:**

- Not too worthy or earnest.
- Culturally sensitive.
- Revolutionary spirit.

### **Brand identity:**

Please read here for more information and access to logos: <http://www.helpage.org/brand/>

**GOOD LUCK!**