

# Moscow as an age-friendly city: Achievements and challenges

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# **Global Age-friendly Cities (WHO, 2006)**

- outdoor spaces and buildings
- transportation
- communication and information
- housing
- respect and social inclusion
- social participation
- civic participation and employment
- community support and health services

# Moscow and Tuymazy

## Focus group results

- Healthcare is free, but with limitations
- Green places, but not enough rest areas for older persons
- Well-developed public transportation system, but too expensive for retired people (Tuymazy)
- Public recognition twice a year (Victory Day and Older Person's Day)
- Clubs for older people and Veterans' councils, but often dysfunctional

# Tuymazy, Bashkortostan

## “Wisdom Ripening” project

1. People’s University
  - English, German
  - Computer Science
  - Painting
  - Singing
  - Folk and Contemporary Dance
  - Religion Studies
  - TV Journalism
  - Handicraft
  - Gymnastics, Chess
2. 50+ TV channel
3. Tourist club

# MOSCOW

1/4 of population over 55

Towards order and organisation

Compliance with international norms

Status of a world cultural and business  
centre

# New low-floor buses and trams



Sometimes done quite formally,  
though



Iana Kozak  
Strelka Institute graduate (2014)

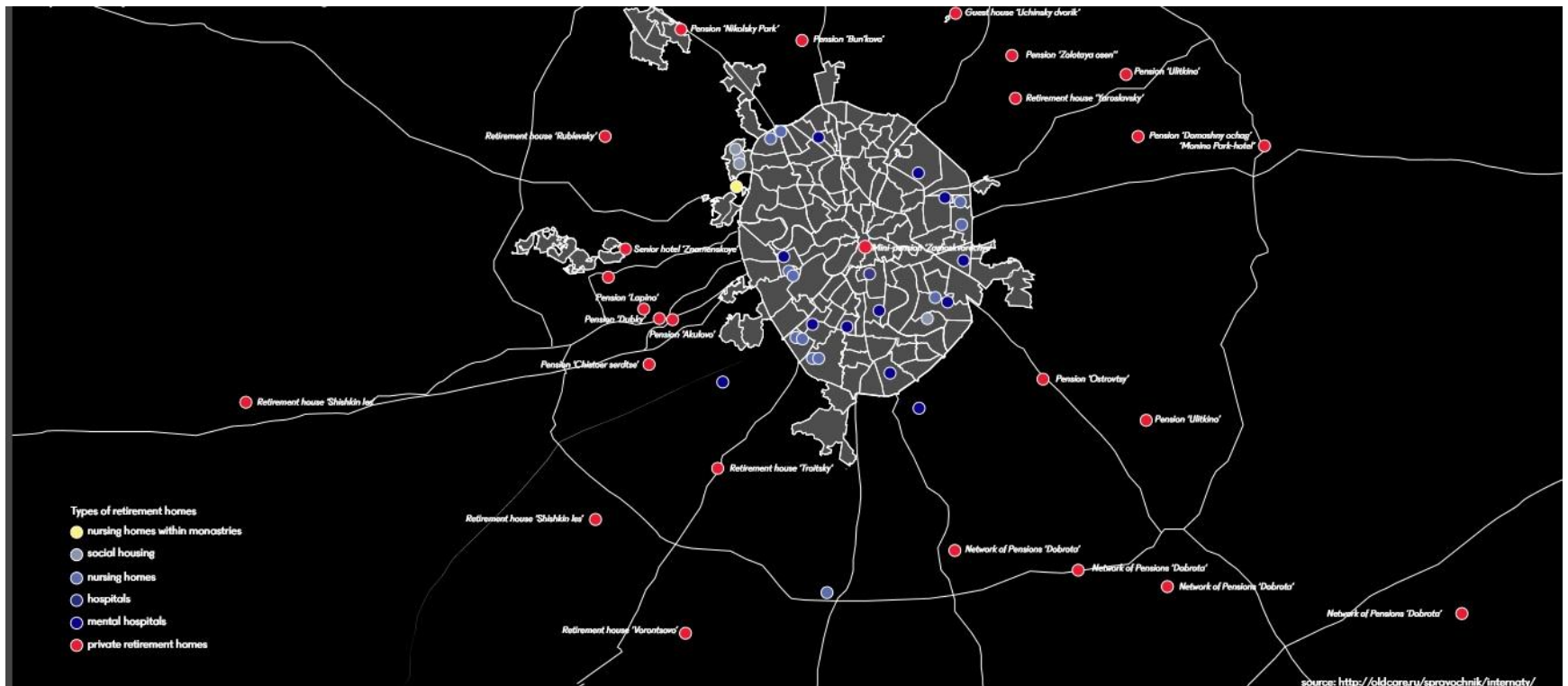
## **New Norms: Towards Age-friendly Moscow**

### **Housing for older people**

- social housing
- nursing homes
- private retirement homes
- mental hospitals



# Distribution of retirement homes (2014)



# **Moscow for older people in the future**

## **(Iana Kozak)**

- Dwellings integrated into the city structure
- Flexible, convertible spaces
- Ground floor with direct access outside
- Elevators, stairlifts, ramps
- Delivery of goods directly to dwellings
- Enlarged windows, noise reduction, ventilation
- Alarm buttons
- Scooters, electrocars, space at parking lots
- Benefit for other age groups

# Social participation

- Senior clubs, universities of the third age
- Older people dissatisfied with overcrowded transport, not well informed about cultural events
- Media for older people: TV, radio, newspapers
- Not always outward issues and barriers prevent active participation, but also older people's leisure habits, the "it's not for people my age" attitude

## Privalova (2015): urban environment and quality of life of older city dwellers

- People try to compensate not attending central events with local ones:
- Museum Night in the centre: 7% of participants over 55
- Book Night in various locations: 26% of participants over 55

## Napreenko (2015): cultural practices of older city dwellers

- After 55-60, 47% of Muscovites do not participate in any cultural events
- Pensioners still working are 35% more active than those who do not work
- Taking part in events as well as working helps people feel they retain social usefulness

# Employment

Current retirement age: 55 for women, 60 for men  
(to be raised to 63 and 65)

Dormidontova (2015): Muscovites' retirement strategies:

- In 2013, 46% of people of retirement age did not work
- 27% had worked for a while
- 27% were still working
- Of those working, 39% had a college degree
- Reasons for work termination (top three):  
health issues, tiredness, various family circumstances
- Reasons for work continuation (top three)  
finance, love of work, social significance of work

# hh.ru (HeadHunter, Russia)

September-October 2015

- 235 companies and more than 3,200 candidates participated
- Top spheres for candidates 45+:  
housework (women)  
security (men)
- Managers: age the 7<sup>th</sup> criterion (top 3: personal qualities, years devoted to the profession, salary expectations)
- Candidates: age the 3<sup>rd</sup> criterion (top 2: work years in total, years spent in the profession)
- In the six months prior to the study, 3% of those hired were older than 45 (the most wanted age being 25-30)
- age discrimination on Moscow's job market  
(81% employers and 74% candidates)

# Civic engagement

People do not trust NGOs, do not consider voluntary involvement worthy

Older people expect the government to provide all their needs

They feel desperate for not being recognized in society, but willing to contribute to society

“Silver Volunteers”, a network of older volunteers: an example of best practice

# Images of older people

Positive images:

- not culturally modern, not belonging in the city: angelic grandmas from the country
- veterans (rather a myth)
- adopted from the West: young olds (the first dating sites 50+, the first senior model agency “Oldushka“ etc.)

To bridge the generation gap (Minnegaleeva, 2014):

- oral history libraries
- cultural celebrations, music and folktales shared
- culture discussion circles and other forms of organisation to help transmit older persons' experiences and expertise



**Thank you for your attention!**