



Some reflections  
on  
intergenerational  
approaches in  
Asia



# Concepts and questions

IG  
Solidarity/Reciprocity

IG with temporal  
dimension

Generational clash in  
Asia?

# Eight areas for intergenerational action

Workforce

Communities

Homecare

Housing

Climate and  
environment

Technology

Social  
behaviours

Families,  
communities  
and traditions

# Communities

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Community-based organisations evolved in the last ten years:

- Multifunctional
- Intergenerational



# Workforce

- Last year, four in 10 companies hired people aged 70 or more, [Nikkei reported](#), citing the Ministry of Health, Labor and Welfare.
- But.... 62% of Asia's workforce is in the informal sector (largely multigenerational)
- What each generation brings:
  - Crystallised abilities
  - Fluid abilities

# Home and community care

- **RoK – ASEAN** project with volunteers for Homecare service
  - Project run for ten years
  - Adopted as a practice in seven ASEAN countries
- **Sri Lanka** - young volunteers working with SCCs
- **India** – Every Elder Self-Help Group (ESHG) works with Youth volunteers
- **Thailand**- Young volunteers provide Homecare, complemented with Buddy Homecare, a social enterprise model from FOPDEV

# Thailand



# Sri Lanka



# Social behaviours – Ageism in times of COVID

South China Morning Post

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- Duterte's spokesman prompted outrage by saying people over 60 would need to stay at home even after measures were lifted. Duterte is 75

## The Philippines

### Tackling ageism through an intergenerational social media campaign

One of a series of ten case studies summarised in HelpAge's guide, *Bringing generations together for change* →

In the Philippines, the government introduced stringent lockdown measures on 16 March 2020 to contain the spread of COVID-19, covering Metro Manila and other provinces in Luzon. When restrictions started to ease in early August 2020, local authorities continued to prohibit older people from leaving their homes and entering public or commercial premises. This meant it became very difficult for older women and men – especially those living alone – to access health services and meet their basic needs.

As these age-based restrictions discriminated against older people, HelpAge's network member, the Coalition of Services of the Elderly (COSE), started to campaign to raise awareness about ageism and age-based discrimination, and why it should be challenged.



In support of:



# Social behaviours - Ageism

- COSE –in the Philippines- initiated a campaign against ageism and COVID enlisting young students from De La Salle University
- Extensive use of social media, video, case studies, infographics
- What did we learn?
  - **Younger people change attitudes once they connect with older people**
  - It takes time to change attitudes
  - In certain contexts blended or mixed tools may work better (local radio, flyers, posters)



# Social behaviours - Ageism

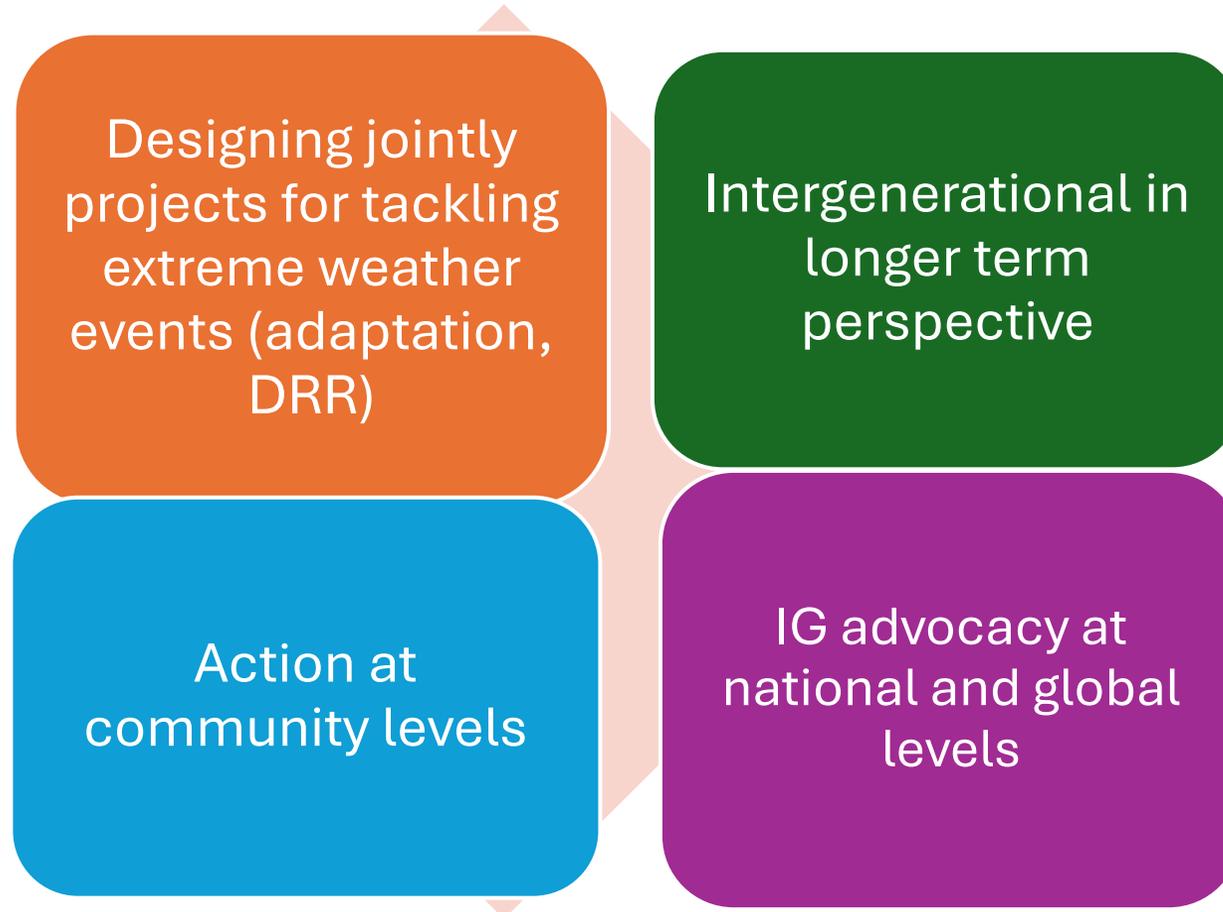
Thailand conducted studies on age discrimination to feed into the Second National Long-term Plan for Older Persons (2002–2021).

The National Commission for Older Persons of Indonesia implemented intergenerational workshops for young and old activists with a view to changing images of ageing and tackling ageism.

In the I. R. Iran, an educational intervention with an intergenerational element was conducted among school and University students focusing on issues relevant to ageing and the life course. This intervention included dialogues with older people

In Tamil Nadu, India, dialogue is carried out in the ESHGs with old and you persons, to discuss community issues of common concern

# Climate and environment



# Co-design in Thailand

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Co-designing projects, all generations together



ตอนนี้ไม่มีภัยแต่เราไม่หยุดพัฒนา

นสันกลาง ใต้เชื่อมแม่สรวยกับการ."ทำฐานข้อมูล  
เพราะบาง คร้วเรือนและความเสี่ยงภัยพิบัติ

# DRR in Thailand

- **Older people's local knowledge and life experience can contribute to successes in DRR and CCA.**
- **Interaction with younger people ensures better protection and support in emergencies.**
- **IG interaction improves the mental health and well-being of older people**
- **Age-inclusive approach reduces negative perceptions/attitudes towards older persons**



# Tree-planting in Sri Lanka

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HelpAge Sri Lanka started a tree planting programme:

- Awareness programmes among school children and Senior Citizen Committees (SCCs) on climate change and environmental issues.
- Discussion with SCC national leadership to adopt the initiative and select possible SCCs and Schools to do tree planting programmes.
- Training of five SCCs to do plant nurseries to prepare forest plant nurseries and other beneficial tree plants. They produced 5,000 tree seedlings of Jack trees, Mahoganies trees, mango trees....
- Seedlings were distributed to the other SCCs and Schools to do tree planting.
- This programme was conducted in Gampaha and Kalutara Districts
- More than 750 elders and 500 school students have participated in this programme.



# Technology

## Digital literacy training in India

Training of 20 hrs provided by HelpAge India to 4183 elderly who had been excluded from the official Prime Minister Grameen Digital Saksharata Abhiyan (PMGDISHA), because they were over 60 years old. Now being replicated.

*“Digital Gurucool” programme*



# Families, communities and traditions

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teaching children how to  
draw calligraphy in  
Republic of Korea



# Families, communities and traditions

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teaching children how to  
knit coasters



# Families, communities and traditions

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Low-income older people  
donate to youth from low-  
income families



# Families, communities and traditions

Older people makes  
wooden clothes to protect  
the trees in winter. And  
they dress the village trees  
in wooden clothes with  
young people



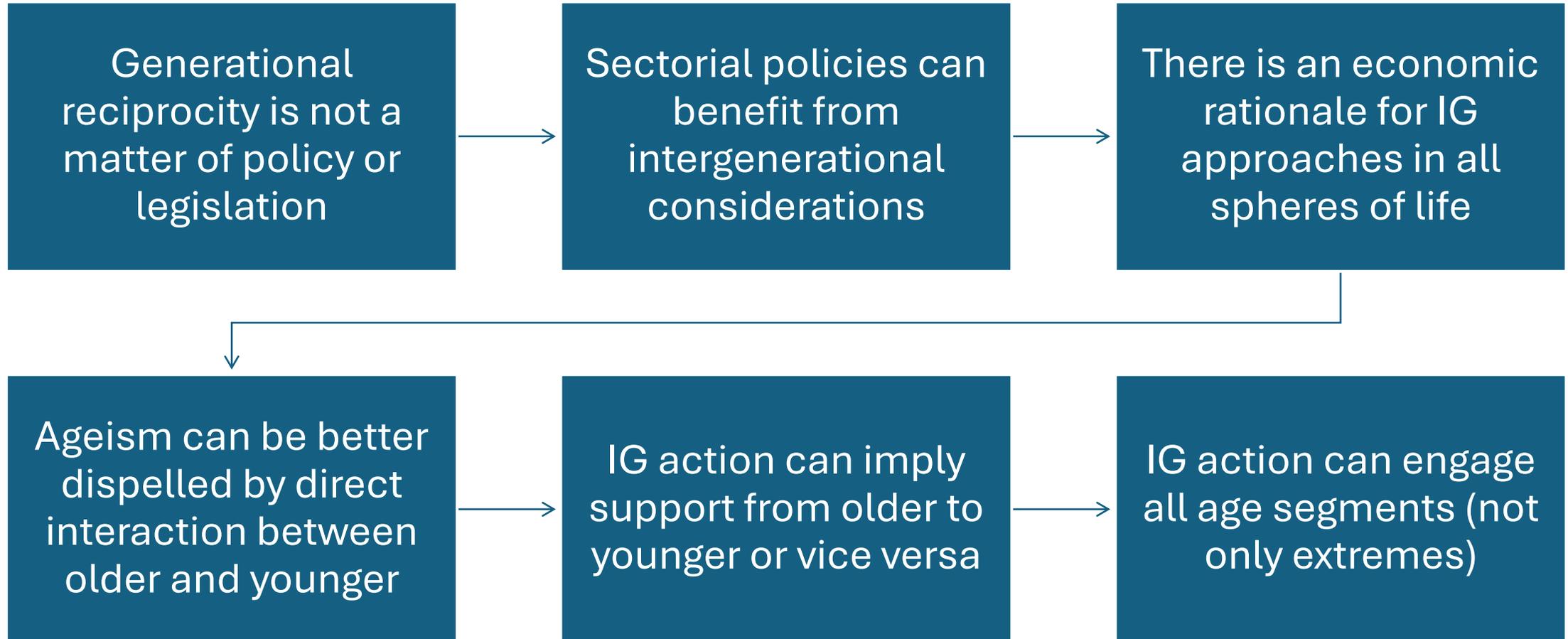
# Families, communities and traditions

Women Elderly tie “Rakhi” a sacred thread to the right hand wrist of the elderly men on the occasion of Raksha Bandhan, at an event organised by the Village Level Federation of the Elders Self Help Groups in India.

Grandchildren are involved to learn about the tradition and carry on the culture



# Lessons learned



# Better understanding needed

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New knowledge is emerging to better understand relations between generations and its trends.

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The National Transfers Accounts (NTAs) study economic flows between generations and show how diverse these are between contexts

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Surveys in the region investigate aspects of intergenerational support: Cambodia Elderly Survey, CHARLS, CHLHS, Anhui Study, IFSL, Myanmar Ageing Survey, Philippines Longitudinal Study of Ageing, HART, Vietnam Ageing Survey, amongst others. Could they be harmonised?\*

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\* *Bussarawan Teerawichitchainan and John Knodel, 2015. Data Mapping on Ageing in Asia and the Pacific: Analytical Report. HelpAge International and UNFPA. P. 31.*

**Thank you**