

HELLENIC LONGEVITY CENTER

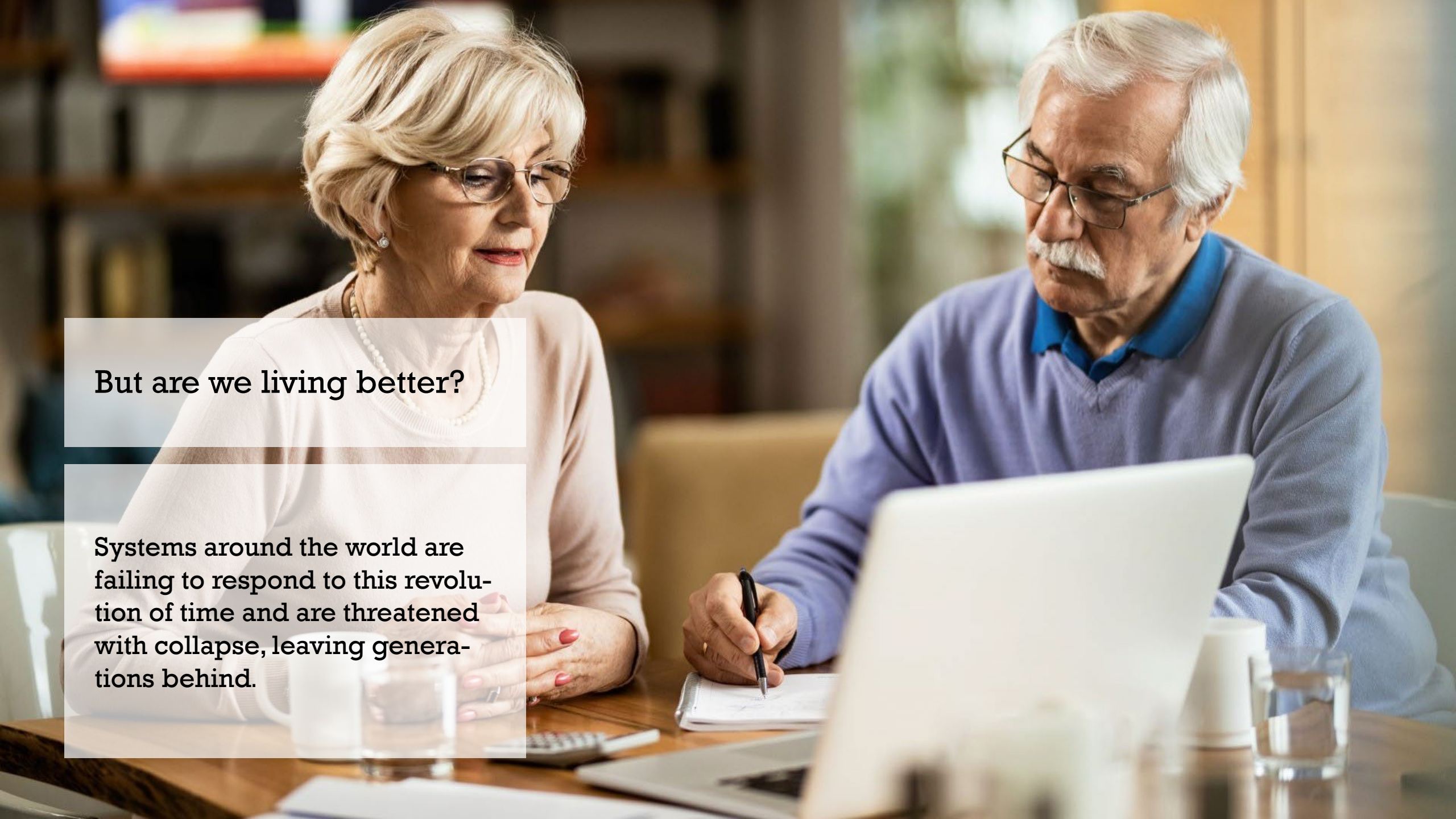


HELLENIC
LONGEVITY CENTER

We are living longer!


Our societies and infrastructures -from health and welfare to education and the labor market -were designed for 20th-century life expectancy.





But are we living better?

Systems around the world are failing to respond to this revolution of time and are threatened with collapse, leaving generations behind.

A young woman with long, wavy dark hair, wearing a white blazer, is shaking hands with an older woman with short, styled white hair, wearing a vibrant red blazer. They are standing in a bright, modern interior. In the background, there is a wooden shelf with a Buddha statue and a small black and white container. A circular white object is mounted on the wall behind the younger woman.

Are we ready for the 100-year life?

This new reality requires new infrastructure and ways of living, as well as new approaches to education, work and intergenerational cooperation.

A photograph of a middle-aged couple. The man, on the right, has a full white beard and is wearing a grey t-shirt. The woman, on the left, has short blonde hair, wears black-rimmed glasses and a white t-shirt. They are both smiling warmly at the camera. The background is a plain, light-colored wall.

**Today, activity and health
are the new norm.**

**The new generation of over-65s
is redefining what it means to
grow old. The 'third age' is a
thing of the past. This social
capital will be our strength in
the future.**



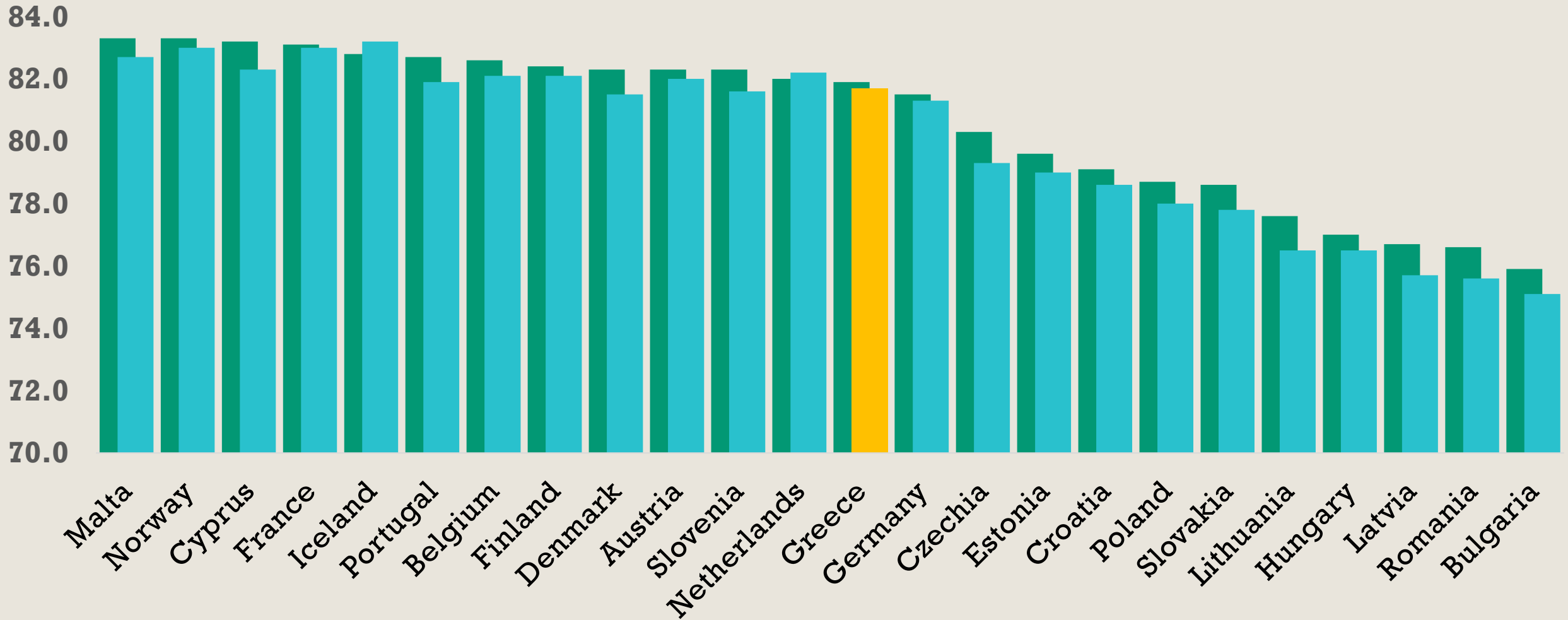
We live in the era of active longevity.

It is our responsibility to transform the challenge of longevity into an opportunity by creating a fair and prosperous society for people of all ages.



Our pledge to tomorrow's generation.

Children born today are expected to live beyond 100 years. It is our shared responsibility to create prosperous conditions and a sustainable, supportive future for them.





WHO WE ARE

The Hellenic Longevity Center is a non-profit organization dedicated to redefining aging in Greece. We bridge the gap between increased life expectancy and quality of life by influencing public policy and creating working groups for lifelong learning and productive longevity. Our goal is to transform the demographic challenge into an opportunity for a vibrant, multi-generational society.

WHO WE ARE

At the non-profit, non-governmental organization Hellenic Longevity Center, we believe that healthy aging is not just a matter of physical health, but also of mental, social, and emotional well-being. We work to realize the vision of a society where all people, regardless of age, live with dignity, fulfillment, and perspective, achieving their goals and dreams.

Our purpose is to promote the rights, dignity, and quality of life of older adults—not only today but 30 or 50 years from now. We operate with our eyes fixed on the future, an era where the social shifts of longevity and the consequences of the demographic issue will impact today's youth.

It is our duty to prepare the current generation to recognize the coming changes and build a future that harnesses the wisdom and experience of our elders. Our mission also focuses on empowering older adults to remain active members of society, enjoying the right conditions for long-term health, wellness, and active participation.

WHAT WE DO | ADVOCACY

The Hellenic Longevity Center advocates at a national level for issues affecting citizens over 50 and their families. Our Advocacy program includes:

- **Ensuring Access:** Striving to ensure access to affordable, high-quality healthcare for all older adults.
- **Support for Caregivers:** Supporting family and professional caregivers and urging the state to take measures for affordable care for those in need.
- **Economic Resilience:** Protecting the financial resilience of older individuals by addressing the long-term solvency of Social Security and ensuring that workers and retirees receive the benefits they have earned.
- **Labor Rights:** Assisting older workers and job seekers by combating age discrimination in the workplace.
- **Sustainable Communities:** Promoting sustainable communities with affordable and appropriate housing for older adults, as well as accessible transportation options.

WHAT WE DO | SOCIAL SERVICES

We work passionately to challenge outdated beliefs and stereotypes and to identify solutions for the opportunities and challenges of aging.

Intergenerational Bridges: Creating bridges between generations, fostering mutual understanding, knowledge exchange, and joint action for more resilient, inclusive communities.

Caregiver Support: Supporting individuals providing unpaid care to family members and loved ones through access to municipal and community social services.

Volunteerism: Connecting older people with volunteer opportunities, both in-person and virtual, based on their experiences, interests, skills, and availability.

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WHAT WE DO | RELIABLE INFORMATION | RESEARCH

- **RELIABLE INFORMATION**

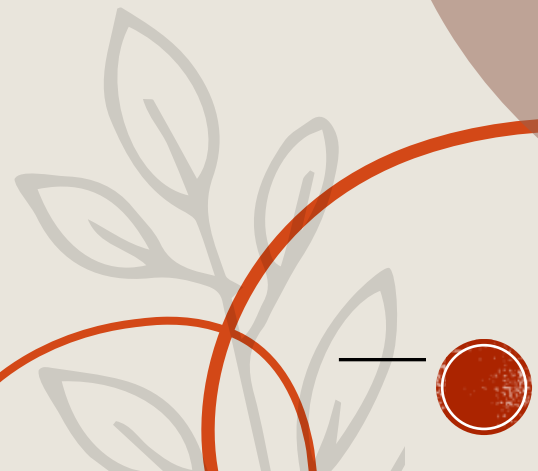
The Hellenic Longevity Center provides reliable information, tools, and resources through our website, email newsletters, and social media channels such as Facebook, Twitter (X), LinkedIn, Instagram, and YouTube. We also create online presentations, podcasts, and support book publications, while our website content is available translated into all major languages via Google Translate.

- **RESEARCH**

Our organization conducts or supports research regarding the needs, interests, and behaviors of individuals over 50, aiming to support our social work and advocacy efforts for their rights. We also publish reports on financial security, healthcare, and quality of life for older adults.

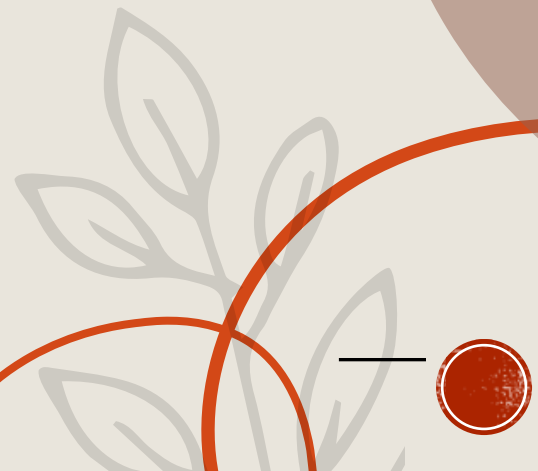
WHAT WE DO | PAN-EUROPEAN REACH

Alongside our other activities, we work vigorously to promote and exchange ideas with, from, and to longevity and aging organizations at a European level. We monitor global developments and network with the most significant institutions and organizations in the field of aging and longevity, such as the Stanford Center on Longevity (USA), the Third Age Observatory (Cyprus), the Confederation of European Senior Expert Services-CESES (Belgium), the International Longevity Centre UK-ILC (UK), Population Europe (Germany), Civics Innovation Hub (Germany), Age Platform Europe, the NECE network (Network of European Civil Educators) in Oslo, and others.



WHAT WE DO | PARTNERSHIPS, PUBLIC OUTREACH & PROPOSALS

We expand our collaboration with organizations, researchers, and agencies at national and international levels, aiming for collective progress on the challenges of aging and longevity. Through systematic public outreach and participation in consultations, we invite the community to contribute to the shaping of ideas and policies, including the submission of proposals for relevant initiatives and funding frameworks (such as public calls for proposals). Furthermore, we strengthen transnational collaborations with agencies and networks from EU member states and beyond, creating joint actions, exchanges of experience, and common projects that promote quality of life at all ages.





OUR VISION

Our vision is a society where longevity is not seen merely as a challenge, but as an opportunity for growth, solidarity, and social cohesion. We aim to help shape an environment in which ageing is not associated with marginalisation, insecurity, or a lack of opportunities, but with a life of meaning, good health, and active participation.

OUR VISION

Today, older people face multiple challenges:

- Age discrimination, which excludes them from the labour market and limits their economic and social autonomy.
- Gaps in the public healthcare system, making access to high-quality prevention, treatment, and long-term care more difficult.
- Inadequate pensions, which are often insufficient to ensure a dignified standard of living, leading many older people into financial insecurity.
- Social isolation, resulting from the lack of policies that encourage participation in social and cultural life.

Rather than viewing older people as a burden, the Hellenic Longevity Centre seeks to highlight their valuable contribution to society. The experience, wisdom, and life values they carry can serve as a foundation for a more just, inclusive, and collaborative society.

OUR VISION

Through advocacy, education, empowerment, and the promotion of policies that ensure equal access to opportunities and resources, the Hellenic Longevity Centre works to:

- Combat age discrimination in employment and social life.
- Safeguard a strong healthcare system capable of meeting the needs of older people.
- Create opportunities for lifelong learning and meaningful employment for those who wish to remain active.
- Strengthen social cohesion through initiatives that bring different generations together.

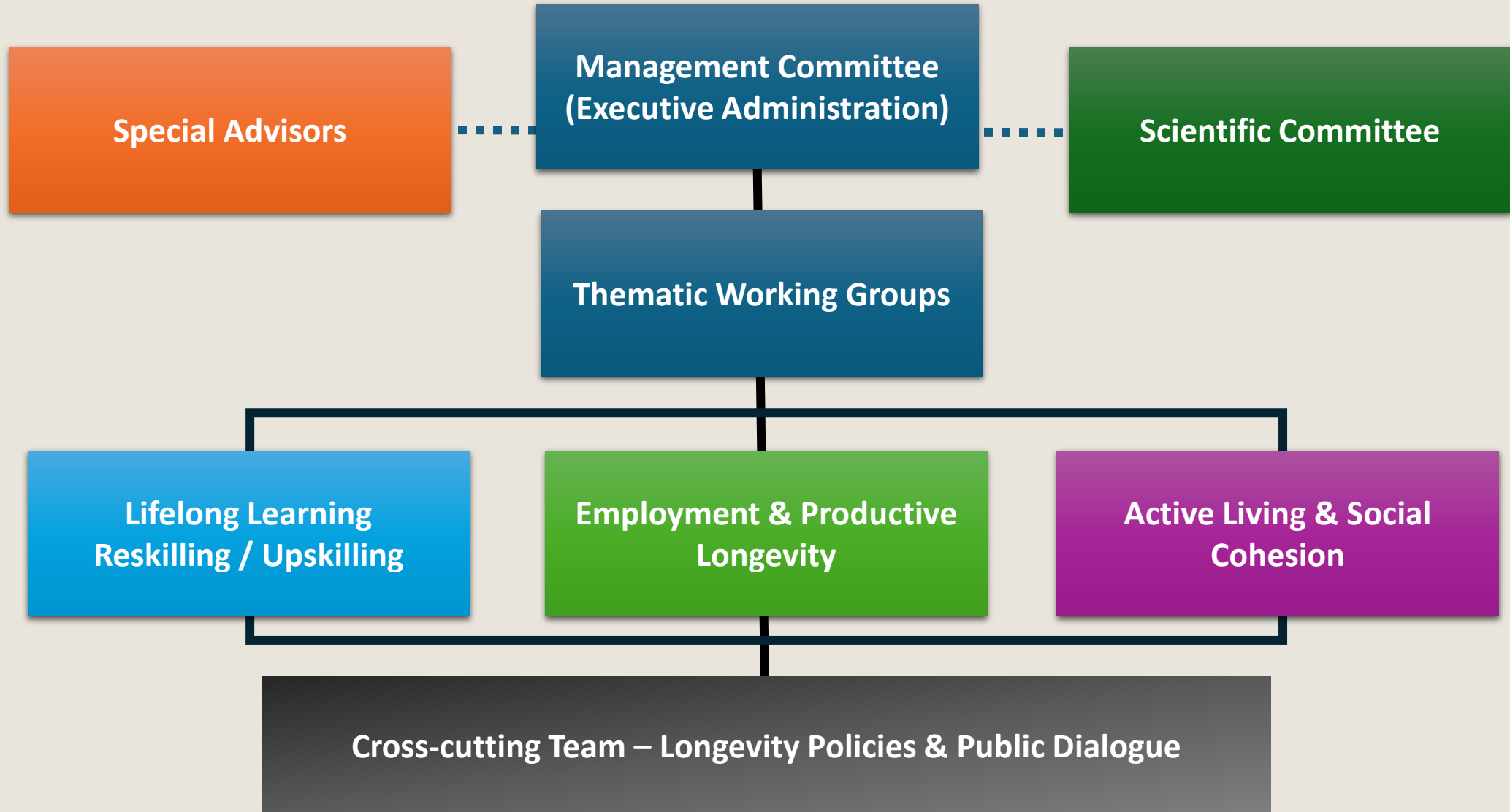
Our vision is of a world in which ageing means opportunities rather than limitations. A society that recognizes and respects the contribution of older people, and offers them the chance to live with dignity, autonomy, and well-being.

WE INVEST IN

Within this framework, the Hellenic Longevity Centre actively invests in intergenerational cooperation. We believe that young people — the older adults of tomorrow — must already be involved in shaping solutions to the challenges they themselves will face in the decades ahead, and in shaping their own future. For this reason, we develop actions, partnerships, and open platforms for dialogue that connect generations, promoting cooperation, mutual understanding, and shared responsibility.

Because only when generations work together — when the experience of older people is combined with the enthusiasm, curiosity, and passion of youth — can we build a society that truly safeguards the future of all.

ORGANIGRAM





**HELLENIC LONGEVITY CENTER
NON-PROFIT CIVIL LAW ORGANIZATION**

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