



PARTICIPANTS SPEAK OUT

“Painting is for children, or so I thought. Now I want to join anyway, because all my grandchildren are asking for a painting by grandma.”

“I’m surprised my COPD allows me to sing for this long. According to my lung specialist, singing is the best training there is.”

“Dancing provides me with so much power. It’s really an antidepressant. All these superlatives, at least in my experience.”

“My grandson said: ‘I have a camera just like that. Take some pictures.’ So I did and he liked them! I was able to demonstrate what I had learned.”

“Some of my peers are only interested in Cliff Richard. Fortunately others prefer the theatre. When I’m on stage, I feel young again.”



Hedy d’Ancona
Ambassador of *Long Live Arts*

Martin van Rijn
State Secretary for Health,
Welfare and Sport (VWS)

Jet Bussemaker
Minister of Education,
Culture and Science (OCW)

“I became truly convinced of the value of older people participating in arts, when I experienced the effects firsthand. The passion of these older people – and particularly the meaningful and breathtaking results of that passion! Once again I saw that one is never too old to learn.”

“If we intend to enrich the lives of older people in care institutions, welfare can most definitely learn from arts and culture: they draw on older people’s talents, inspire and activate them. New connections need to be made, especially on a local level, by removing boundaries between welfare, health and culture.”

“The ministry has signed the Covenant because older people as a target group should be supported; there is still a world to be won for this group. Many older people feel lonely and their skills are often ignored or forgotten. Arts and culture have the potential to revive their imagination.”

COVENANT OLDER PEOPLE AND CULTURE

Long Live Arts has been successfully creating awareness for cultural participation by older people since 2013. The multi-year programme *Long Live Arts* is a public-private partnership between Stichting RCOAK, the Sluyterman van Loo Fund, the Cultural Participation Fund (FCP), the National Centre of Expertise for Cultural Education and Amateur Arts (LKCA) and the VSBfonds.

Long Live Arts strives towards increasing participation in arts and culture by older people. It facilitates and creates artistically challenging cultural programmes, specifically targeted at older people. *Long Live Arts* bridges generations, by letting older and younger people cooperate in art projects.

Long Live Arts promotes cultural participation as a regular pastime for older people. The programme calls upon the care, welfare and culture sectors to share their professional knowledge and experience and to develop creative cross-overs. *Long Live Arts* aims for a policy and infrastructure that tackle the challenges that older people face, allowing them to become culturally active.

Long Live Arts is based on the groundbreaking study *Practicing art with ambition* (Kunstbeoefening met ambitie, LESI, 2012). Older people who cultivate their artistic talents, appear more vital, healthier and happier. The *Covenant Older People and Culture* (2013) was drafted to obtain much needed political support. Along with all *Long Live Arts*-partners, Minister Bussemaker (OCW), State Secretary Van Rijn (VWS) and the Association of Dutch Voluntary Effort Organizations (NOV) have signed the Covenant.

***Long Live Arts* is blooming! Discover the promising results of the Covenant Older People and Culture 2013-2016 inside this brochure. For more information on the multi-year programme, please visit www.longlivearts.eu.**

All images courtesy of *Long Live Arts*-projects. Photography: Peter van Beek, Joris Jan Bos (cover), Hans Gerritsen, Rien van der Kolk, Thomas Meijerman, Ton van Til, Sytze Veldema, Anne van der Weijden, Tomek Whitfield, Frank van Wijngaarden / Concept and text: STAMET PROJECTS / Design: Fanny Morriën / Print: Pantheon Drukkers



OLDER PEOPLE AND CULTURE

From partnerships towards synergy:
Long Live Arts is blooming!



WWW.LONGLIVEARTS.EU



www.rcoak.nl



www.fondssluytermanvanloo.nl



www.cultuurparticipatie.nl



www.lkca.nl



www.vsbfonds.nl

DRIVING AND DIRECTING GREY TALENT

Results of the Covenant Older People and Culture 2013-2016.

NEED AND BENEFIT

Cultural participation by older people has **significant value in society**. It enables older people to pursue their artistic ambitions and challenges them intellectually. Actively taking part in arts and culture also contributes to their social lives and enhances their self-esteem. Scientific studies confirm that cultural participation improves older people's health, well-being and personal development.



UNITED WE STAND

Who is doing what?

- **CULTURAL PARTICIPATION FUND:** programme *Participation by Older People*, with exemplary and image-defining projects.
- **SLUYTERMAN VAN LOO FUND AND STICHTING RCOAK:** themed grants programme, with quartermasters and arts projects (cofinancer: VSBfonds).
- **VSBFONDS:** projects for older people within the domains *Arts & Culture* and *People & Society*.
- **LKCA:** secretary of *Long Live Arts*; competence development for professionals in culture and policy; regional, national and international networking.
- **MINISTRIES OF OCW AND VWS:** ministers as *Long Live Arts*-ambassadors; attention for older people in cultural policy; financing conferences.
- **NOV:** partnerships, e.g. within the National Council of Voluntary Organisations in Health and Welfare.



IMPACT AND INSPIRATION

Many people discover their true talents in old age. Some start new hobbies after retirement, others courageously write about their love who passed away or sing their hearts out in a choir. Participating in arts and culture enhances their overall **happiness and quality of life**. Even if the impact of cultural participation can't be measured exactly, the natural talents of older people inevitably shine through!

Long Live Arts is spreading like wildfire. The **Caravan Art for Life** travelled cross-country to introduce the theme, with Hedy d'Ancona interviewing enthusiastic participants. In nine regions quartermasters are networking between health and care institutions and arts and culture organisations, and organising arts projects for older people. *Long Live Arts* was also presented at leading **international conferences** (Washington 2014, 2016; Sydney 2015; Prague 2016).

SCOPE

Across the country **404,000 older people** took part in **950 cultural projects**, and **3,250 professionals and volunteers** visited 30 national conferences in total. Numerous regional meetings were organised by quartermasters and through civic initiatives. And *Long Live Arts* reaches beyond Dutch borders! The EU-conference *Long Live Arts* attracted **450 international visitors** from Europe, the United States and Australia.



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POLICY IN ACTION

The ministries of OCW and VWS actively propagate the importance of cultural participation by older people, through **working visits, participating in conferences and parliamentary letters**. Grant criteria for participation and education for BIS-institutions have been expanded and budgets for daytime activities at care institutions have been raised. By request of OCW and VWS, the Council for Culture, in cooperation with the former Council of Social Development, published the **recommendation Older people and culture: a matter of value(s)** (Ouderen en cultuur: een kwestie van waarde(n), 2015).

The *Long Live Arts*-partners implement **various grant and subsidy schemes** and hold **national and regional working conferences**. Two publications have been issued – *Lang Leve Kunst* (NAi010 Uitgevers, 2013) and *Kunst op recept* (Boekman 104, 2015) – and the **EU-conference Long Live Arts** (2015) was organised to promote cross-border cooperation. The resulting EU-Manifesto has been signed by 150 European cultural organisations.



TOTAL SPENDING

After the preparatory year 2012, promising results were obtained between 2013 and 2016. In the Covenant period a total of **9.8 million euro** was spent on projects for older people and meetings for professionals. The value of the public-private partnership has been thoroughly confirmed, with a ratio in finances of one to four.

RECENT DEVELOPMENTS

The Council for Culture advises local governments to develop an umbrella policy for participation, culture, health and welfare and to unite their funding streams. For this purpose, the LKCA develops guides for policy makers and cultural professionals.

The Cultural Participation Fund is expanding the **Age Friendly Cities** network (which started as a pilot in 2016) from 5 to 24 cities and is a partner in the international sequel *Long Live Arts Inspires Age Friendly Cities*.

The development of talent in old age has come to the attention of the Netherlands Institute for Human Rights. The report *The Client Comes First* (De Cliënt Centraal, 2016) concludes that the availability of activities in care institutions is insufficient, and unsuited to older people's individual needs. The Ministry of OCW has commissioned ZonMw to set up a knowledge synthesis, on the **positive effects of cultural interventions in the care sector**.



FULL STEAM AHEAD!

Older people and culture continue to be a trending topic. The following trends can be identified:

- The number of civic initiatives with regard to older people is increasing.
- Institutions are learning to take a more demand-driven approach.
- The number of projects for independent artists is rising.
- The potency of art as an instrument for improving older people's well-being is being acknowledged, giving it a larger scope and effectiveness.

The Covenant proves that the whole is greater than the sum of its parts: **working cross-sector** not only inspires, it also creates **significant added value**. The Dutch partners and those abroad are ready for the future. Join us and add colour to the versatile palette of grey talent!