

Senior citizens' needs, experiences and suggestions for an age-friendly Gothenburg

Current status report 2024



Preface

Leave no one behind

The clearest guiding principle in the UN's Agenda 2030, a joint plan of action for our planet, is that no one should be left behind. Agenda 2030, sets out the goals for how we can achieve an economically, ecologically and socially sustainable society.

In 2016, the City of Gothenburg became the first municipality in Sweden to join the WHO's network for age-friendly cities. The city formulated a goal that Gothenburg should be a good city to live and age in, and therefore there is now an organization and structure within the city for such work. Age-friendly Gothenburg runs the issues together with an Elderly Ombudsman and there are people who work with intergenerational meetings. In addition, senior citizens have been involved as future developers, to name just a few concrete measures. This report is an example of this work, where the City of Gothenburg follows up, listens to and involves older people.

At the University of Gothenburg, there is AgeCap, the Centre for Ageing and Health, which brings together researchers from many different fields. The overall goal of AgeCap is for the research to contribute to people's capability, i.e. that people should be able to live a life and age in a way that they themselves find valuable. Research shows that at a group level, we live longer and healthier, but there are still major challenges. Not least, this applies to attitudes towards the elderly and ageism. That is when prejudices and stereotypical ideas about age guide our thoughts and decisions. The diversity of older people is often forgotten and older people are talked about as a homogeneous group.

In the work for an age-friendly Gothenburg, AgeCap has contributed with the latest research, convinced that with knowledge, we are all better equipped to face the future. The municipality's work with Age-Friendly Gothenburg is so important. And no one should be left behind if Gothenburg is to become a good city to grow old in.

***Maria Edström,** Associate Professor of Journalism and affiliated with Agecap, Centre for Ageing and Health, at the University of Gothenburg.*

An improvement for many, but not for everyone

Awareness of differences in living conditions among the elderly population is an important part of an age-friendly city. While a lot of things have turned out well for many elderly persons, it's not true for everyone. Differences in living conditions among older people are clearly visible in how poverty affects life opportunities. For some, it may be about being able to afford a safety alarm, while for others, it may be being able to pay a dental bill (Mac Innes et al., 2024). Sweden has a higher proportion of older people with low income than other Nordic countries (Statistikmyndigheten, SCB, 2017). Just over 300,000 Swedish pensioners are considered poor, they meet the criteria for what is called a low economic standard (Statistikmyndigheten, SCB, 2022). Older foreign-born individuals are particularly affected. One in three older people born in a low-income country has less than SEK 10,000 in assets (Gustafsson m.fl., 2019).

Housing supplement and income support for the elderly are financial aid intended to alleviate poverty. Despite this, there are currently hidden statistics of approximately 200,000 older people who are eligible for this support, but who do not apply for it (Riksrevisionsverket, 2019). The issue raises accessibility concerns of welfare services. Interviews with social workers who manage elderly care states the need for support in the digital application process of these grants to the Swedish Pensions Agency (Lundälv, Mac Innes, 2023).

How older citizens of Gothenburg can take part in the welfare services that society offers depends on a number of factors: whether they live alone or with a partner, whether they are in good health or struggling with diseases, and whether they feel comfortable in the digital society or are in digital exclusion. It is about the individual's ability to navigate in the jungle of authorities, but also how authorities and businesses make themselves available to the individual (Lundälv, Mac Innes, 2023). For all citizens of Gothenburg to be able to fully make use of their social rights, it is necessary that information is readily accessible, regardless of whether it is about social meeting places, health and medical care, or financial assistance.

In 2025, the new Social Services Act will come into effect. The law has a clearer focus on preventive social work. Now the conversation can begin about how we scrap age thresholds, income thresholds and other things that prevent older people's full participation in society. An age-friendly city is a user-friendly city.

***Hanna Mac Innes**, Development Manager Research, Administration for the elderly, nursing and care, Senior Lecturer and Postdoctoral Fellow at the Department of Social Work, University of Gothenburg*

Summary

Ageing population – one of the most important societal issues

Just like in almost the whole world Gothenburg is facing a major demographic shift where the proportion of older people is increasing rapidly. The demographic change with an ageing population has become one of the most important societal issues and places demands on society and the environment in which we live, work, play and thrive, from both physical and social aspects. To adapt the City of Gothenburg has since 2016 been a member of the WHO's global network *Age-friendly Cities and Communities*. The membership allows the city to gain access to experiences and best practices from other cities worldwide and helps the city to develop strategies to meet the needs of an aging society. Age-friendly Gothenburg is the name of the City of Gothenburg's joint and methodical work based on the membership. Involving older people in the development of society and harness the benefits of commitment, experiences and ideas is crucial to be able to create a sustainable city with good conditions for active and healthy ageing, an age-friendly Gothenburg.

Survey among senior citizens in Gothenburg

The report *Senior citizens' needs, experiences and suggestions for an age-friendly Gothenburg, current status report 2024* presents results from a survey in which 817 senior citizens from all over Gothenburg participated. The results are intended to be used as a basis for the continued work of developing Gothenburg as an age-friendly city.

Senior citizens' thoughts and ideas for a more age-friendly Gothenburg

The answers show that Gothenburg is in several ways a good city to live and age in for many, but also that there are areas where improvements are needed. Supportive age-friendly elements such as free travel on public transport, the Flexlinjen and a wide range of free activities are highlighted as very positive. Examples of what is highlighted as challenges are exclusion as a result of digitalization in society, insufficient information and physical environments that are not accessible. Many highlight a perception of ageism in society and of being discriminated against because of age. This is expressed both in how they are treated and in that needs are diminished or set aside.

Senior citizens want, among other things, the City of Gothenburg to invest in more physically accessible and affordable housing, to offer support when moving to an adapted home and increased personnel continuity in home care. Several highlight the need to increase accessibility in public transport. More time for boarding and disembarking, more stops with benches and weather protection are examples of this.

There is a demand for more and easily accessible information about health-promoting offers, activities and about the community support that is available. Collected information that comes home in the mailbox and a personal contact to

call who can answer questions are suggestions as complements to digital information.

Many also highlight the importance of social connection and community and suggest that the city should invest in more and developed meeting places with extended opening hours. Senior housing, (in Swedish; trygghetsbostäder) is an appreciated form of housing that can create both security and community. Being involved in the development of society and being thought of as a resource, both in working life and as a volunteer, is also important to many.

Senior citizens also want easier access to green areas and parks and for the city to develop the urban environment to make it more accessible and safer. For example, they highlight the need for more seating, shade and an even walking surface.

Content

Summary	4
1 Introduction.....	7
Background and purpose	7
Senior citizens play an important role in urban development.....	8
Age-friendly Gothenburg	8
We age differently	8
2 Method.....	9
Sample and gathering of responses	9
Opportunities and challenges with method	11
3 Result	12
How age-friendly do senior citizens perceive Gothenburg to be today?	14
This is highlighted as age-friendly	15
This is perceived as less age-friendly	16
What do senior citizens want Gothenburg to invest in to become a more age-friendly city?	18
Health services and social care	20
Housing	22
Social participation and inclusion	24
Transportation	26
Community support and services	29
Outdoor spaces and buildings	31
Information and communication	33
Civic participation and employment	35
A message for the future	36
Sources	37
Attachments	39

1 Introduction

Background and purpose

The purpose of this report is to supplement the Baseline assessment (2019) for the work with Age-Friendly Gothenburg. It contains experiences, thoughts and suggestions from persons 65 years and older about how Gothenburg can become an even better place to live and age in. In addition, the City of Gothenburg's *Future Developers* contributes with their reflections and ideas based on the answers (see a brief description of Future Developer in the pink box on page 8). In parallel with this report, a follow-up of the action plan for Age-friendly Gothenburg (2021–2024) is underway. This report is intended to be used as a basis for the city's continued work to develop Gothenburg as an age-friendly city.

The report examines all eight focus areas that the World Health Organization (WHO) has identified in its work for age-friendly cities and communities (see Figure 1).

In the report, the terms "older people" and "senior citizens" are used as synonyms for each other and refer to people who are 65 years and older.

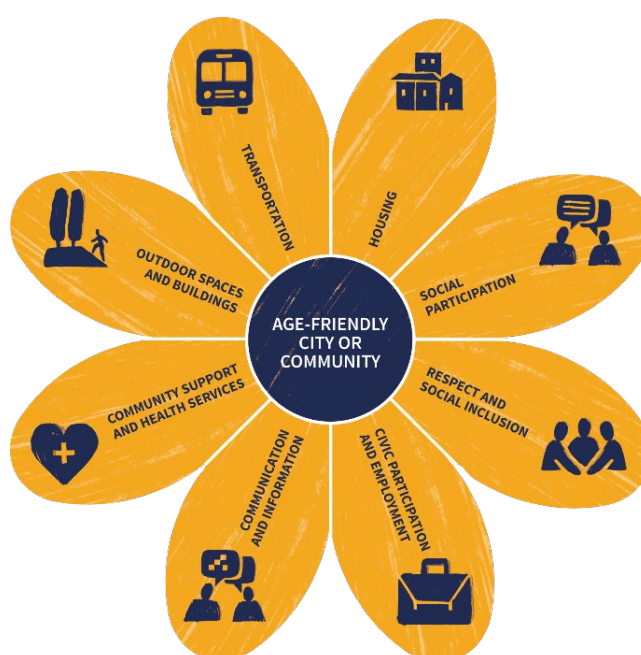


Figure 1. WHO's eight integrated focus areas; housing, civic participation and employment, community support and health services, communication and information, transportation, outdoor spaces and buildings, respect and social inclusion and social participation (WHO, 2023).

Senior citizens play an important role in urban development

Senior citizens' experiences of how Gothenburg works today, and their ideas and suggestions for the future, are important to understand how the city needs to adapt so that it works better for its aging population. By involving older adults and harness the benefits of their commitment, experiences and suggestions, opportunities can be created for people of all ages to live an active and healthy life, promote social connection and community. It also provides a better opportunity to counteract ageism and contribute to a sustainable society.

The WHO emphasizes that age-friendly environments not only benefit older people, but also benefit and improve the lives of people of all ages (World Health Organization, 2023).

Age-friendly Gothenburg

Since 2016, the City of Gothenburg has been a member of the WHO's global network *Age-friendly Cities and Communities* (AFCC). Age-friendly Gothenburg is the name of the city's work and commitment to work long-term, methodically, and together with senior citizens and other societal actors to become more a more age-friendly city. The work is based on the WHO's evidence-based methodology, which is described in the WHO's document: *Creating age-friendly environments in Europe: a tool for local policymakers and planners* (World Health Organization, 2018).

Since 2021 it has been the administration for the elderly, nursing and care that facilitate this work for the City of Gothenburg.

Future developers – a way to involve senior citizens

The Future Developers' mission is to contribute to the work of developing Gothenburg as an age-friendly city. They live in different parts of Gothenburg and have different backgrounds, life experiences and functional variations. Together with administrations and municipality companies, they are committed to making the city a better place to live and age.

goteborg.se/aldersvanliga

We age differently

Older people in Gothenburg are a multifaceted part of the population and ageing differs in health, economic situation, cultural background, education, lifestyle and social networks (Göteborgs Stad, 2023). 25 percent of senior citizens in Gothenburg are foreign-born. Both social differences and gender affect our ageing, and unequal living conditions tend to be reinforced over the years.

Some older people have a rich social life, while others experience loneliness. A higher proportion of women than men, and older people over 85 compared to younger older people, feel lonely (VGR, 2022). Some are physically active and engaged in working life or voluntary work, while others may have more limited mobility and be dependent on health and social care. About 12 percent have home care services or live in nursing homes and about 6 percent have health

and medical care interventions from the elderly and the health and social care administration (Göteborgs Stad, 2024)

Men generally have a higher average income than women. For some, digital technology is a natural part of everyday life, while many struggle to access and use digital services. According to the Swedish Internetstiftelsens report *Svenskarna och internet (Swedes and the internet)* (2024), age is the factor that has the greatest impact on the use of the internet and of e-services. According to the report, virtually all Swedes who do not use the internet are of retirement age, and it is seen that the population over the age of 65 is at risk of ending up outside the digital society. One in five people of retirement age state that they do not use the internet, but there is a big difference between younger and older pensioners. The proportion of non-users is more than fivefold among people over 75 years of age compared to younger older people aged 65–75.

The diversity among the group of Gothenburg's citizens who are and are getting older means that societal actors need to consider a wide range of needs when developing the city for the aging population.

2 Method

Needs, suggestions and experiences from senior citizens in Gothenburg have been collected through a survey that has been open for responses between 1 August – 30 September 2024.

The survey and approach were developed in dialogue with the Administration for Democracy and Citizen Service. As method support, the Handbook for Citizen Influence was used (Göteborgs Stad, 2024). The starting point has been to try to collect responses from as broad a representation of senior citizens as possible.

Since the City of Gothenburg is a part of the administrative area for the Finnish language and culture in Sweden, one version of the survey was published in Swedish and one in Finnish. The questions and structure of the survey were tested by future developers twice. Sweden Finn senior citizens tested the survey on one occasion before the final version was published.

Sample and gathering of responses

At the beginning of August 2024, 20,000 postcards were sent to randomly selected senior citizens in

Content of the survey:

A rating scale of 1-7 for how age-friendly Gothenburg is perceived in 2024. (mandatory)

Free-text answers to justify estimation. (optional question)

Free-text answers for what the city should invest in to make Gothenburg more age-friendly. (optional question)

A question about what respondents consider most important to invest in based on the WHO's eight focus areas for the work with age-friendly cities and communities. (voluntary question)

Gothenburg with both the aim of drawing attention to the survey and informing citizens that Gothenburg is an age-friendly city.

The postcard was produced through collaboration with development leaders from the Administration for Democracy and Citizen Service and Future Developers, who gave their opinion on both the design and content. The City of Gothenburg's contact center was informed about postcards and a survey before mailing in order to be able to help people who get in touch with questions.

Random sampling for mailings was made using the Swedish National Personal Address Register (SPAR). The sample was made with a percentage distribution corresponding to the number of people in different age groups from 65 years and older, in each urban area in Gothenburg¹.

In addition to the postcards that were sent out to residents, information about the survey was sent to a number of collaborators who are in contact with senior citizens in Gothenburg. Information was sent via email and posters to associations, the City of Gothenburg's various councils, the rights-strengthening work by The Rainbow House (the LGBT Senior citizens), Romano Center i Väst (a Citizens' Office for citizens and city employees, informing and educating about the rights of the national minority Roma), Teckenspråksforum (Sign Language Forum) and other municipal activities. (Appendix 1).

Four open meetings, in different urban areas, were arranged during the response period. Residents then had the opportunity to meet employees in the city to express thoughts, have dialogue and fill out the survey. On average, 50 people answered the survey per such occasion. Survey responses have also been collected through meeting places for senior citizens and libraries. In addition, responses have been collected via phone calls and emails from residents. However, most have independently filled out the survey via QR code on the postcard or via web link.

Resident guides² have been present at the physical meetings and have taken the survey with them to other assignments where they meet residents with a background other than Swedish. Responses have also been collected at a meeting for senior citizens in the Syrian Orthodox parish in Hjällbo and at a meeting with Fontänhusets Silverklubb (rehabilitation for people with mental illness).

Through cooperation within and between different administrations, Finnish-speaking employees in the city were able to assist on three occasions with conversations and helped seniors to fill in the online questionnaire in Finnish. Information about the survey was translated and dialogue opportunities in Finnish were offered. Information was distributed through pensioners' councils and through Sweden Finn and Finnish speaking associations. Information was also distributed via the City of Gothenburg's calendar on goteborg.se.

¹ A so-called threshold analysis was carried out regarding the handling of GDPR – related data.

² Resident guides are employed by the administration for democracy and citizen service to conduct local outreach information and dialogue work in different languages.

Encouragement to participate in the survey was spread via Finnish-language local radio.

Development leaders have on two occasions conducted dialogues with Roma associations and informed about the survey to the national minority Roma with the help of the City of Gothenburg's rights-strengthening work through Romano Center i Väst.

Opportunities and challenges with method

Collection of survey responses was mainly carried out digitally. One challenge in the collection was to reach people who lack access to or experience with digital technology. To meet this, several alternative ways of participating were offered as described above.

Most of the senior citizens who have responded verbally or via email have expressed appreciation for receiving a postcard in their mailbox that informs

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*Had no idea
about everything the City of
Gothenburg offers seniors
before I got this postcard and
got this contact.*

about what is going on in the City of Gothenburg. They have experienced it as positive to be asked to be involved and have their say on the city's development in this way.

Dialogue meetings with Roma associations and Romano Center i Väst revealed that the chosen method limited the opportunities for Roma older people to participate in the

survey. They pointed out that future surveys of this kind should include Roma competences, taking into account the different linguistic variations that exist within the group. Since many older Roma lack the ability to read or write, it is important to hire people with knowledge to translate, interpret and explain the survey on site. This would increase accessibility and allow for more inclusive participation.

A further challenge has been to reach the group of homeless. Here, a different way of working would have been needed to reach out.

3 Result

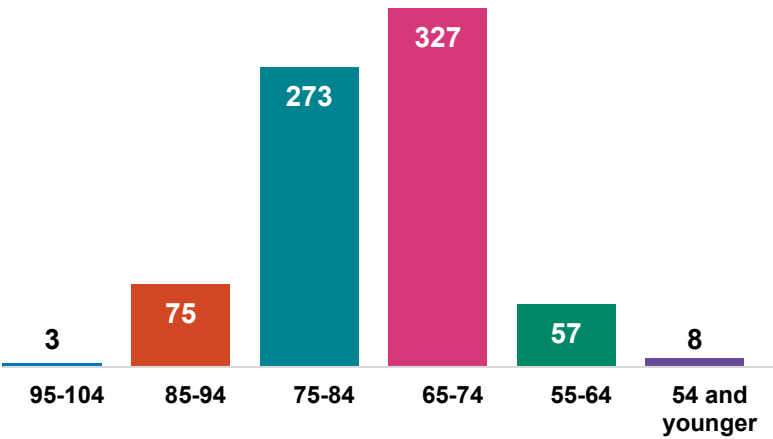
Many of the responses in the survey confirm that the needs and challenges are still largely the same as those highlighted in the Baseline Evaluation conducted in 2019. The Baseline Evaluation covered six of the WHO's eight focus areas: *Housing, Information and Communication, Mobility, Community Support and Services, Social Inclusion and Inclusion, and Urban Environment*. In this report, they are supplemented with *Volunteering and working life* and *Health services, health and social care* to include all of the WHO's focus areas.

The responses in the survey show a great commitment to all focus areas. It appears from the responses that all focus areas are important and that the areas are often closely interconnected with each other. Many residents who responded to the survey have taken the time to carefully describe both the challenges and positive experiences of living and aging in Gothenburg.

Of the 817 senior citizens who responded to the survey, 63% (516) are women and 35% (289) are men. Ten people have not stated their gender and two people have stated the alternative otherwise.

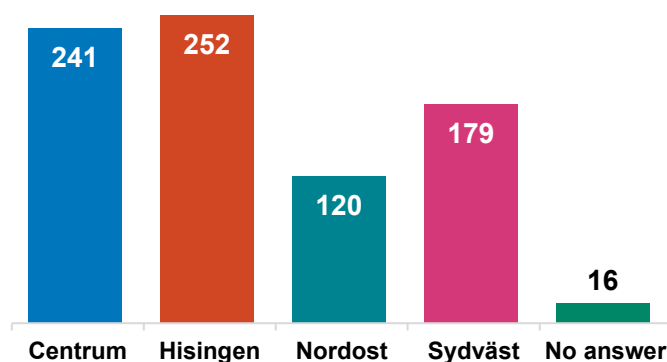
The largest age group that responded to the survey is between 65 and 74 years, followed by the age group 75–84 years (Table 1).

Table 1. Age distribution of respondents (number of persons)



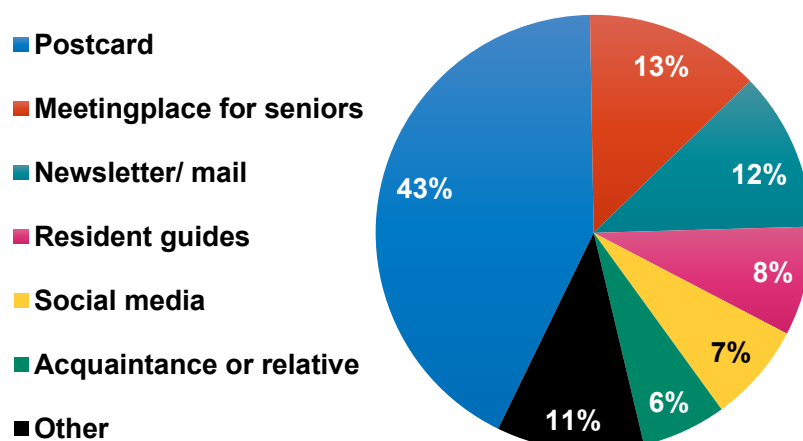
Most respondents live in Hisingen, followed by Centrum. In the southwest, there are slightly fewer respondents, and the lowest response rate is in the northeast (Table 2).

Table 2. In which districts do the respondents live? (number of people)



The largest proportion state that they have become aware of the survey through the postcards. This is followed by becoming aware of it through a meeting place for senior citizens, via newsletters or e-mails, and through the city's resident guides. Social media and acquaintances or relatives have also contributed to information about the survey (Table 3).

Table 3. How did the respondents become aware of the survey?



How age-friendly do senior citizens perceive Gothenburg to be today?

How age-friendly senior citizens perceive Gothenburg, was examined through a rating scale together with a free-text question where the respondents were asked to justify their rating. The most frequent answer was four on a seven-point scale. Some senior citizens express that they do not have a clear opinion on the issue, either because they do not perceive themselves to be directly affected by the issue or because they are unsure of what is meant by the term "age-friendly".

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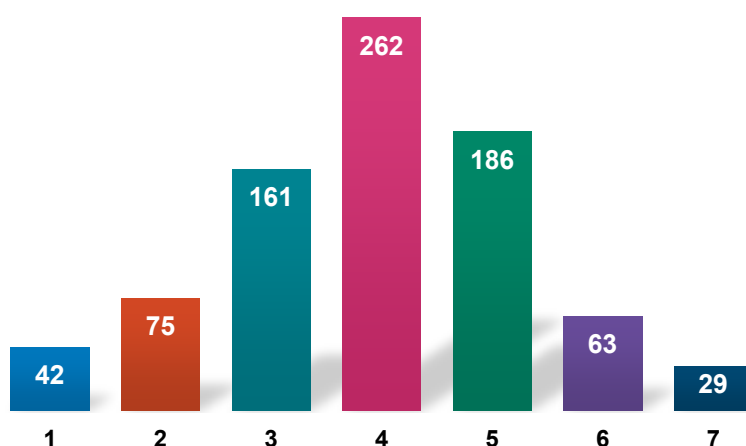
I just turned 65, still working and haven't started to reflect on things like this yet, so I chose the "neither" option

It's positive that Gothenburg wants to become a more Age-friendly city! It gives hope and confidence.



Table 4. How age-friendly do you think Gothenburg is?

1 = not at all age-friendly 7 = completely age-friendly



This is highlighted as age-friendly

Senior citizens highlight several aspects that they feel are age friendly. Most frequently mentioned is *seniorkortet* (a travelling card for seniors) which offers free travel on public local transport at specified times. *Flexlinjen* (transportation by bus where you place an order in advance) is also appreciated, although senior citizens also put forward several suggestions for improvements linked to the service.

The wide range of activities in the city is described as positive. Many people mention activities that are organized by the municipality, including meeting places and meeting points for senior citizens. Activities organized by various pensioners' associations, cultural activities, daytime lectures, access to libraries and exercise opportunities are also mentioned as valuable.

People who have moved to Gothenburg describe the city as a good city to live and age in compared to other cities, based on among other things, the range of activities with discounts for senior citizens, *seniorkortet* and *flexlinjen*. Some also mention that they feel that Gothenburg is more age-mixed in city life and restaurants than other cities.



Free public transport and Flexlinjen

Activities for seniors at social meeting places

Training opportunities for seniors

Lectures and cultural activities in various places during the day.

Fixartjänst (practical home support) and technical support

Senior housing and safety alarms

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Good with free public transport and meeting places. It is positive that the City of Gothenburg wants to become more age-friendly, it is needed.

This is perceived as less age-friendly

Easily accessible and understandable communication and information are highlighted by many as an important part of an age-friendly society. At the same time, many say that it is difficult to know where and when senior citizens can turn to the municipality for support or information. Seniors also highlight that they miss a lot of information that is only available digitally. Sweden Finn senior citizens point out that there is little information about activities for seniors in Finnish and that the information, when it is available, has too short a foresight. But it is also described that information in Finnish has improved a little in recent years.

When it comes to the physical urban environment, it is described that it needs to be improved for Gothenburg to be perceived as more age-friendly. Many responses describe challenges in being able to move around the city independently, safely and securely. Often it involves moving on foot, especially in places where pedestrians, cyclists and motorists share the space. Uneven surfaces and holes in pavements are described repeatedly, as well as shortcomings in snow removal and anti-slip measures. The construction of the large-scale urban development project: *Västlänken*, has made it more difficult for older people to get around in the city; both because of physical obstacles and because of frequent changes in the pedestrian and road network. Electric scooters and electric bicycles are a topic that is raised by many. The scooters contribute to perceived insecurity both in car traffic and on pedestrian and bicycle paths. And are direct obstacles when parked on pedestrian paths. The lack of seating and resting places is also something that is often mentioned.



Lack of information

Difficult to understand where and how to get support in different issues

Digitalization of services, services and information

Information and services that are not sufficiently adapted for people with cognitive disabilities

Inaccessible physical environments

Lack of benches and seating

Lack of snow removal and anti-skid measures.

Construction work makes it difficult to get around the city

Varying quality of health and social care

Lack of choice when it comes to housing for the elderly

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Difficult to get around if you get off at certain stops in the city, bikes, cars, trams feel uncontrolled and stressful.

The paving stones are beautiful but dangerous, and as long as they are the pavement in large parts of the inner city, Gothenburg is not an age-friendly city.

Digitalization - a threat to independence

One of the challenges that is raised throughout the answers, and which can be linked to almost all of the WHO's focus areas, is how digitalization of services and information, among other things, challenges independence in everyday life. It shows how increased digitalization has a negative impact on access to public information and opportunities to influence important issues. When information, for example from the City of Gothenburg, is only available digitally, it may cause that senior citizens do not receive information that is relevant to them.

Senior citizens give examples of how increased digitalization causes reduced mobility, perceived social isolation and reduced self-confidence. They describe how it creates direct difficulties related to, among other things, paying for public transportation, parking, and public toilets.

Many describe how they feel excluded from digital services and information. An example often mentioned is the use of BankID. BankID and a smartphone are required to operate many daily tasks. If you do not have or cannot handle BankID and a smartphone, it can be difficult to manage official matters, e-health services and banking.

The descriptions do not only come from individuals who are not digital at all. Many people who have a smartphone or computer find it difficult to keep up when the digital services they use change, develop at a rapid pace, or are complicated to understand from the beginning.

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It's crazy that you must be digital to function in the city. It makes me frustrated, and I feel bad. I'm well educated and used to using e.g. smartphone, but it doesn't help. There are so many new things coming up and after working life is over, it's impossible to keep up. Do something and make it easy.

Big problem with all the different parking apps. Is it even legal that you must have a smartphone to be able to park. Wherever you are, you must be digital, a big problem!

I lack effective information for everyone who has fallen through the cracks - for those who do not have a computer, smartphone, or who cannot use them.

For those who cannot afford a smartphone, you should be able to apply for a grant for one from the municipality.

Age discrimination – a national and local challenge

Ageism and age discrimination is another challenge that is raised in many of the responses. It is expressed both in how you are treated and in the experience that the needs you have are diminished or set aside

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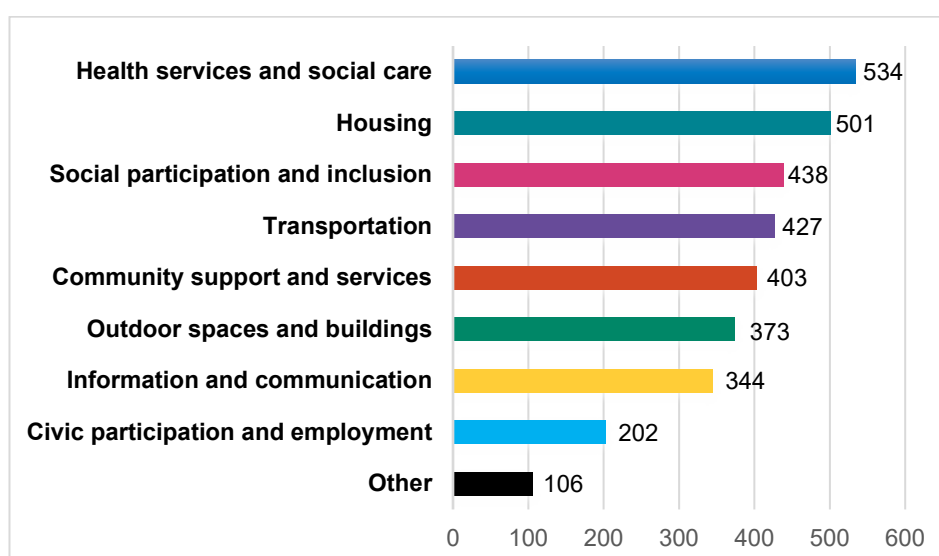
*There is a clear age discrimination in Gothenburg wherever you are!
People look down on us old people!*

Absolutely incredible with the widespread age discrimination in Sweden. I came to Sweden in the 70s and am surprised that as soon as you retire, you are worth nothing in society.

What do senior citizens want Gothenburg to invest in to become a more age-friendly city?

The respondents had the opportunity to select as many focus areas as they wanted in the question of what they believe is the most important in the work for an age-friendly city (Table 5). The responses show a relatively even distribution between the focus areas of health services and social care and housing, as well as between social inclusion and inclusion, transportation, and community support and services. The outdoor spaces and buildings, and information and communication are placed somewhat lower. Civic participation and employment were chosen less frequently.

Table 5. Which area(s) do you think is most important to invest in order for Gothenburg to become a more age-friendly city?



It is clear from the free-text answers, which provide detailed descriptions, that the ranking cannot be interpreted too statically. The focus areas affect each other in different ways and are linked to each other. The experience of how to get around the city (transportation), for example, affects the experience of access to community support and services.

This, in turn, can affect the extent to which you can be a resource for others, for example as a volunteer (civic participation and employment). Uncertainty about where and how to seek information, or whether the information is unclear, can, for instance, affect how accessible health services and medical care are perceived, or how one perceives housing.

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All areas that Age-friendly Gothenburg has developed are prioritized from my side! Seniors have already selected the following areas as particularly important to invest in and have the focus on preventive and health-promoting efforts!

The concept of security is mentioned in different ways and linked to several focus areas. Feeling of security can be related to safety in housing and the local environment, security related to crime and societal security, security in health and social care, safety in society and activities, or general feeling safety in the urban environment and public transport.

The comprehensive free-text answers are summarized and presented under the focus areas' headings together with selected quotes to highlight concrete ideas and thoughts from

senior citizens themselves. The future developers who are part of the work on the assignment Age-friendly Gothenburg have taken note of the quotes and as a group have provided summary reflections on each focus area.

Senior citizens' voices confirming the results

In addition to the survey, senior citizens have continuously contributed with thoughts, experiences and suggestions throughout the action plan period 2021–2024. This has often occurred in connection with various public activities related to the work of Age-Friendly Gothenburg. Examples of such activities include the Walker Race, Dare to Talk – about mental health, think tanks, lectures, research seminars and workshops. The thoughts and suggestions expressed during these activities confirms the results of the survey. In the survey responses and other contributions from senior citizens, the importance of being seen and for society to harness the engagement of older adults is highlighted. Senior citizens describe that they want to and can be involved and contribute to various parts of community and urban development. The areas that are mentioned are, for instance, more senior citizens in school, acting as mentors and being responsible for various volunteer assignments.

Health services and social care



Accessible and affordable community and health services are crucial in keeping seniors healthy, independent and active. This involves an appropriate supply of aged care services conveniently located close to where older people live and trained health and social workers to provide these services. (World Health Organization, [WHO] 2024).

➤ Specialized health centers for the elderly

Several individuals express a need for improved access to high-quality health and social care where you see the entire person. Requests are raised for more specialized care and health centers for the elderly, as well as a need for more expertise regarding the needs of elderly health care professionals.

A desire for more continuity of care is also mentioned. You want to meet a few people at the healthcare contact and healthcare staff who can communicate in a simple way so that you understand.

"Special health centers for 70 plus."

➤ Speaking and explaining in one's language

Some express a concern about not being able to communicate with the person they meet during care or care contact. This can be based on both linguistic competence and cultural understanding.

"It is important that you can speak Finnish in hospitals. To be able to communicate needs of healthcare in Finnish. So that I can accurately describe my pain."

➤ Who is coming to my home?

Some suggest that Gothenburg review the organization of home care services. It is desirable to have a high level of continuity and to have as few people as possible visit a person's home. It gives security to know who will carry out the interventions and to have the opportunity to get to know that person.

"Home care with the same staff and who have time for you."

➤ Attractive health and social care and trained staff

The need to make health and social care professions more attractive is highlighted to make more people willing to choose employment in health and social care. Many people believe that education, language skills, and improved conditions for health and care staff are essential. When you meet health and care staff with knowledge of the needs of the elderly and when you understand and can make yourself understood, it is stated that security increases both for those who require the care or care and for relatives.

"There must be requirements for education, language skills and improved conditions for staff, so that people apply for employment for the reason that they enjoy working with people."

➤ **More education about wellness and self-care**

The responses suggest that it would be beneficial if there was more information, courses and facilities to enhance knowledge about wellness and self-care.

"Create interesting courses, projects and lectures that convey functional, attractive and easy-to-understand information about how the body is kept healthy and energized by actively choosing the right diet and lifestyle activities."

"Health centers should invite senior citizens to information meetings that talk about exercise, diet, lifestyle factors in general."

"Build premises where older people can get support and information about assistive devices and participate in activities that strengthen their physical and mental health."



Future Developers reflect on survey responses on health services and social care

We see that society needs more knowledge about how ageing affects health. To create an age-friendly society, it is crucial that health and care services and care are adapted to the needs of older people. It is not only about access to care, but also about creating a safe and understandable health and social care, where information is easy to understand, and personal support and integrity are safeguarded at every step.

Relatives, who support and contribute to the care of the elderly, also need solid support from the city to cope.

Give the home care services better conditions to support us and to work health-promoting. Home care services are important to many and could perhaps also function as a carrier of information on issues of ageing and health in Gothenburg.

Why not establish geriatric health centers that are specialists in us elderly when there will be more of us in the future!

Housing



Housing is a basic prerequisite for security and an active life. Senior citizens highlight how important it is that the home and living environment work. Many people cannot afford a newly built apartment. Older people want to choose for themselves where and how they live, and need more and better information about what opportunities there are for better housing; housing options, housing adaptation, and how to apply for rental apartments (Göteborgs Stad, 2019; World Health Organization, [WHO] 2024).

➤ Accessible housing and senior housing with reasonable rent

Accessible housing promotes independence, and many people want the city to invest in more accessible housing with reasonable rents. Several express a desire to move to a senior housing but are not familiar with the application process. Not having to take the stairs down to the laundry room, that there are certain services in the apartment building and safety alarms in the apartment are highlighted as examples of what can help more people feel safe in their living environment.

"More cheap rental apartments with balconies (as an elderly person you are probably at home a lot), laundry facilities in the bathroom and access to an elevator."

"Invest in more senior housing. Very positive with a common room. The apartments available today, are too expensive. Create cheaper options."

➤ Possibility of moving assistance as well as advice and support

The response material describes the need for moving assistance. Both with advice, planning, organization and implementation of the practical issues that a move entails. In some cases, moving your household goods yourself is described as overwhelming, which means that you would rather stay in a home that is not accessible.

"Help the elderly practically who want to move to a better home."

"Develop Boplats for us senior citizens."

➤ Areas close to nature

Closeness to nature is health-promoting and something many people express is important for both body and soul.

"Build more homes for older and younger people today that do not have to be so large but located in areas close to nature."

➤ **Housing that supports intergenerational meetings and community**

There is a desire for more housing options that can contribute to a sense of community, also between generations. Combined student and senior housing, collective housing and the opportunity to be involved in the living environment regardless of the type of housing are examples of what is discussed.

"Aging is natural and in order for us to be perceived as part of a larger context, we must also live among everyone else for as long as possible. It is intergenerational to meet your neighbor with two small children and interaction reduces ageism."

"Housing is also a priority, I believe that we should have more collective housing in Gothenburg. The home is a fantastic opportunity for social interaction."



Future developers reflect on survey responses about housing

Freedom of choice about where and how to live is important for our well-being. A safe and inclusive living environment contributes to both health and community, important for everyone, but especially for the elderly. We see in the responses a growing need for different housing options, which are both physically accessible and affordable.

Senior housing is an appreciated form of housing that can create both security and community. Multi-generational housing and collective solutions are other interesting solutions that can promote social cohesion and that we would like to see more of. But remember that not everyone wants to move, so at the same time there is a great need for the public housing to take advantage of new technology and also adapt existing apartments to accessibility.

Additionally, it is crucial to inform seniors about the different housing options available and what support can be offered when moving, to facilitate the entire process.

Social participation and inclusion

” *Having the opportunity to participate in extracurricular activities, social, cultural, political and religious activities and to feel a sense of community in society is important for good health. It provides the conditions to use one's skills and knowledge, gain respect, build self-confidence and close relationships. It also contributes to a sense of being world-oriented and up to date (Göteborgs Stad, 2019; World Health Organization, [WHO] 2024).*

➤ Meeting places and activities with increased variety

A common thread in the answers is the need to meet and engage with new people. Several respondents express that the city should invest in more meeting places for senior citizens with extended opening hours, and a wider range of activities. There is also a desire for access to cultural activities at a lower price.

"Develop the meeting places for senior citizens to attract more people. The range is only suitable for a certain group. I would like to see more intellectual focus with dialogues about art, visits to exhibitions and subsequent dialogues."

"I want to be able to go and have lunch every day with other elderly people. It's sad when there is a summer break on activities for us elderly. We don't take vacations; we get even more lonely."

"Invest more in meeting places for senior citizens in libraries and other places."

"Recurring disco for 70-plus-year-olds in all districts. It's a wonderful way to both meet new acquaintances, move around and feel meaning and joy!"

"Maybe have an annual speed-dating party in the arena Scandinavium?"

"Larger senior discount on theater, museum etc."

➤ More intergenerational activities and meeting places

One wish is to enhance the opportunities to meet across generations and allow the meeting places that exist to be even more age inclusive. According to those who responded, it is important to establish a connection between age groups in society and between, for example, neighbors in a residential area. One suggestion that has been raised is to work on transferring language and culture to the next generation.

"It is important to have local activities in the residential area where different age groups can meet across generational boundaries."

"The city offers a lot for people in different ages. Events, lectures and workshops where young and old people could meet each other are not offered enough for national minorities. Protecting culture and passing it on to the next generation is important. Many themes could work for both young and old and

provide common interests. At the same time, you would learn Finnish and be able to revitalize language skills."

➤ **Activities free of charge**

Many older people have strained finances and highlight that it is important to plan for activities that are free of charge.

"The financial situation of older people is often strained; many cannot afford to participate in various contexts. Perhaps the most important thing of all. It feels 'shameful' to be poor."

Future Developers reflect on the survey responses on social participation and inclusion.

For a more age-friendly Gothenburg, various meeting places and activities are crucial. Here we need to invest in more generous opening hours. Perhaps seniors themselves can make it possible and create even better opportunities for seniors to meet, talk over a cup of coffee and strengthen their health.

Cooperation with religious communities could be a way to reach more groups, and libraries could evolve to function as social hubs. Activities that include all ages are important, as intergenerational meetings often interest both young and old.

An important aspect is the financial one. It is important that activities are free of charge as much as possible so that more people could have the opportunity to participate. Security is another key factor in being able to attend activities and be socially active. For example, activities can be scheduled earlier in the day.



Transportation



Transportation is about people's ability to move, both independently and with support. Good opportunities to move around increase the conditions for social participation and being able to take part in social life such as culture, services and health and care services. The fact that each individual can choose for themselves when they want to get around on foot, by bicycle, walker, wheelchair, permobile or public transport increases health, quality of life and the possibility of independence (Göteborgs Stad, 2019; World Health Organization, [WHO] 2024).

➤ **Develop and densify public transport**

Being able to travel with safe and accessible public transport is highlighted as very important to be able to get to relatives, activities, health centers and shops. Those who responded describe the need for stops to be close and that more time is needed for boarding and disembarking. Several also highlight the need for better communications from the outer parts of the city into local centers and to the city center.

"Better bus communication from Backa into central Gothenburg"

"It is important that us elderly people who have difficulty walking, have a walker or wheelchair can get around the harbor, which means the inner city. The ferries are important and should be expanded so that we can roll around. Removing Slottsberget is a disaster."

"Need more time when getting on/off so we have time to sit down."

➤ **More stops with benches and weather protection**

Seating and rest areas at bus stops are described as important and something that needs to be invested more in. Also on the way to and from the stop.

"We lack simple park benches that can make it easier for us to travel by public transport. In the residential area where we live, there is no resting place between home and the bus stop."

"Build waiting shelters at all stops."

➤ **Develop the flex bus line according to users' needs**

The flex bus line is appreciated. At the same time, there is a desire for more and easier changes and for more stops together with other public transport. Clearer information about the flex bus line and how it works is also requested.

"The flex bus line should be expanded so that it is possible to travel more across the city."

"The flex bus line sometimes works, but not if you have a time to fit."

➤ **Free public transport for most parts of the day**

Many people wish that the senior card would be valid longer times during the day. Those who have longer journeys into the city center, to family and friends, who wants to participate in activities and association meetings, or wants to take part in nature in other parts of the city, describes difficulties in staying within the travel time that the senior card offers.

"Free public transport around the clock for senior citizens. Is so important to be able to take part in activities and community."

"It stresses me a lot to only be able to travel between certain times."

➤ **Increase safety on pedestrian and cycle paths**

Many describe challenges associated with being a pedestrian and cyclist in the city. Improvements to pavement, regulation of electric scooters, and signage at pedestrian and cycling paths for increased safety are proposed by several.

"Invest in better sidewalks. In the city's eagerness to build cycle lanes, sidewalks and pedestrian paths have been put on the back burner and often become narrower."

"Cobblestones and curbs are a plague for walkers and wheelchairs. You can often avoid cobbled streets, but it would be good if curbs were fixed at places where you need to get around."

"Electric scooters drives fast on the pavement, they are everywhere and can become dangerous."

➤ **Improved snow removal and de-icing**

Snow removal and de-icing that make it easier for pedestrians to move around safely and securely is a common issue among the answers.

"An example: A staircase (on a walkway) with a railing, where only half of the stairs were shoveled (that's good) but you shoveled the part that was furthest from the railing. HOW DID YOU THINK?"

"In winter, bus stops and pedestrian crossings are absolutely dangerous. Since cars are prioritized, I can always walk non-slip in the roadway, but when I get to the ice street of the bus stop or the ice banks of the pedestrian crossing, it's terrible."

➤ **Improved accessibility for cars and better parking facilities**

The responses show that the ability to drive and park in strategic places near destination points is important. This is particularly highlighted by those who do not live in the most central districts.

"It needs to be easier to get around by car. We live in a villa and therefore need to transport products used in the garden. It can be planting soil, fertilizer, seedlings and much more. The car is therefore necessary for transport."

"It's hard to find parking near shops and health centers in the city center."

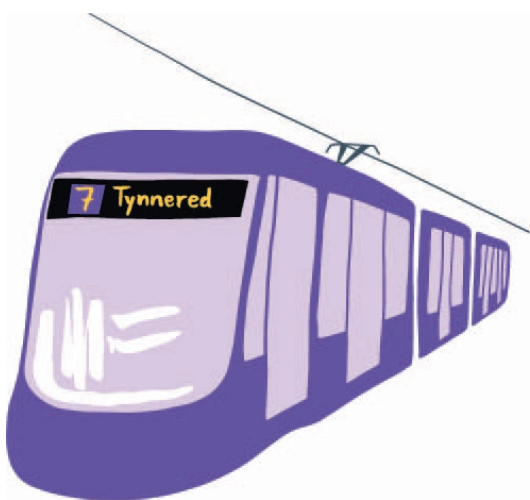
Future developers reflect on the survey responses on transportation

A more developed flex bus line service seems to be able to solve many of the problems that seniors in Gothenburg raise. Perhaps the flex bus line could run a larger part of the day, offer more interchange points where flex bus stops are close to other public transport. Increased and clear information about the flex bus line with addresses to the stops are also needed.

Why not offer half the price of public transport during the hours when it is not free?

The responses clearly show that mobility is linked to senior citizens' ability to take part in social activities and participate in society in different ways. Being able to travel across the city easily, safely and at a reasonable cost also provides increased opportunities to be a resource for others, to be able to work, contribute to volunteer activities and volunteer or support family and friends.

Many senior citizens highlight a specific problem – electric scooters. We experience this as an increasingly serious and urgent issue for the experience of safety, accessibility and accessibility on walkways and, not least, costs for society linked to accidents.



Community support and services



Community support and services that are close by and easily accessible affect senior citizens' ability to maintain good health and fend for themselves. Good treatment is the foundation for age-friendly community support and service (Göteborgs Stad, 2019; World Health Organization, [WHO] 2024).

➤ Have the opportunity to call for questions and errands

In order to be independent, the need for more support in the use of digital services is emphasized, and that alternatives to the digital ones are needed. It appears from the survey responses that services that offers meetings with a real person have increasingly been replaced by digital services, such as booking appointments at a health center via a digital platform or that chatbots answer questions. Being able to turn to a living person with their cases and questions, and who can guide and support, is highly valued.

"Make sure there is a person to call in each district. I would feel much safer."

"There should be an ombudsman for the elderly to help guide the social system. A counselling agency that can guide you to which social organization you can turn to based on certain questions."

➤ More alternative payment methods than digital ones

Many people mention a problem with many services only accepting digital payments. This excludes those who do not have a smartphone or who have difficulty using one. Suggestions from senior citizens are raised about that parking meters should be brought back where you can pay by card or cash.

"I'm afraid I won't be able to park my car or go to the bathroom if I forget my phone, or if it discharges."

➤ Training in digital knowledge and use of BankID

Having the opportunity to learn digital tools is repeatedly highlighted and there is a demand for more training and support. Feeling safe in a digital "jungle" is experienced as something you are expected to solve yourself. Several highlights an uncertainty regarding the use of BankID.

"Invest more in education and training in the digital world. About how to use your phone and iPad. About, for example, BankID and more."

"Create meeting places where older people can get help with digital tools. Increase the possibility of drop-in times where you can get help without having to book an appointment."

➤ Preventive support and advice

Another need that is highlighted is access to and information about social and financial support.

For example, it can be about family support. Another example is the need for support in avoiding fraud.

"More support for relatives is needed. I didn't even know that there was support available."

➤ **Local service centers that are easily accessible and integrated into neighborhoods**

Having access to services close to home is important both for the ability to manage independently and for the quality of life. Specifically, the need for grocery stores, pharmacies, libraries and other everyday services is mentioned. Local squares or centers with shops, cafés and meeting places are of great value to many.

"Reintroduce the old days of 'small neighborhood squares' where I can easily carry out daily errands, grocery store, pharmacy etc. Safety in the local environment."

"Reopen a library in Kärra! More lectures at libraries and meeting places."

➤ **Inclusive and professional service, and accessibility**

A friendly and attentive approach can be crucial for resolving issues, creating trust and contributing to independence. It is highly valued. And in addition to the ability to get in and out of a building, the importance of ensuring accessibility at information meetings and the like for people who are hard of hearing is also highlighted.

"Banks should be more customer-friendly when it comes to those who don't know this technology very well."

"Invest in hearing loops in public spaces."



Future Developers reflect on survey responses on community support and services

We see that the community support that is available is difficult to find. Make it easily accessible in the public places that exist. Why not have a digital bulletin board with touch function in selected locations?

We also see that there is still a need to be able to take the car to carry out daily errands. And thinks that the municipality can have a special offer for the elderly such as reduced parking prices and special parking spaces so that more people can take advantage of the community support and services that the city offers.

Furthermore, digital skills should be strengthened through educational initiatives at both basic level and for those who want to stay up to date after working life. Extra support should also be given to people who do not speak Swedish.

Outdoor spaces and buildings



The design of public spaces is of great importance for our independence, quality of life and our conditions for being able to participate and spend time in public spaces and green areas. There are several characteristics that make urban and green spaces age-friendly – proximity, accessibility, and safety (Göteborgs Stad, 2019; World Health Organization, [WHO] 2024).

➤ Increased participation and involvement in urban development

The survey responses reveal the importance of developing the city's various outdoor environments and places so that they can be used by as many people as possible. Several survey responses show interest and willingness to be more involved in the planning and development of urban environments as well as in the maintenance of outdoor environments around the city.

"Involve older people with different functional variations in the planning of the city. Or bring special educators who know about functional variations. Someone needs to walk around and look around the city together with senior citizens to see opportunities for improvement. There is such poor accessibility today."

"Make areas available, they do not have to be large, perhaps 40-50 square meters, where individuals or groups of older people are responsible for establishing and maintaining plant cultivation. The focus should be that there is something that blooms from February to November."

➤ Preserve and develop green spaces and park environments

The importance of preserving green spaces and parks, together with building more green areas in the city, is also highlighted. Some respondents are concerned that densification of the city will lead to a reduction in the proportion of green spaces, which affects well-being, quality of life and health.

"More green trees, more park-benches here and there. We need shade!"

"It is important to keep green areas intact in the central city for all those who do not have access to a car and have difficulty getting out into nature."

➤ More accessible seating

The need for more seating is highlighted both in the areas of outdoor spaces and transportation. It needs to be everywhere people are expected to move, and with access to weather protection. As an example, the need for more seating and benches close to home, in shops and other urban environments is highlighted to be able to take part in and experience community, parks and nature areas.

"In many places you need to rest. More seats and benches are needed."

➤ **Strengthen and develop safety and security in the urban environment**

The experience of safety and security can be crucial for getting outdoors. Some of the respondents want increased camera surveillance and better lighting to strengthen security in the city. Many also highlight a desire to remove things that are perceived as obstacles, such as high curbs and cobblestone pavement that make accessibility difficult.

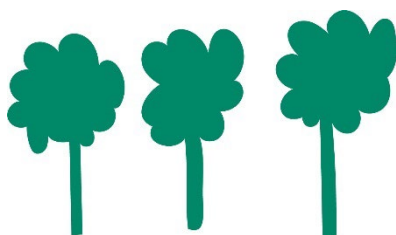
"Better lighting and more police or others who can patrol the streets and squares on Hisingen."

"More camera surveillance. Crime is a problem."

➤ **Design the city for all weather conditions**

Suggestions and examples emerge on how the design of the city could make it easier for more people to get around in difficult weather.

"Let's be inspired by Montreal and Toronto, which, like us, have a lot of bad weather. They are much larger cities, but both have over 3 miles(!) of underground passages that contain shops and restaurants and that connect different places and buildings. Footbridges and underground walkways also mean that you do not have to cross busy streets and paths, which should lead to fewer traffic accidents with pedestrians and fewer falls due to slippery roads. Can't we be the first to do this in Sweden?"



Future developers reflect on survey responses on outdoor spaces and buildings

We want to emphasize the importance of preserving and developing green areas and parks in the city that are highlighted by so many. Not least, it is important to be able to handle heat waves now and in the future. Parks are important for mental and physical health and, not least, they are social meeting places for different generations. "New Zealand" in west Gothenburg is a good example of a park. Proximity to water is also important. And the possibilities to walk and move, also in the shade, close to water needs to be developed.

Creating clear signs at pedestrian and cycle paths and clearer markings in the ground that guide and show where to walk is important to create safety and prevent accidents. Traffic wardens could increase safety at crossings and high-traffic hubs.

Also, don't forget that security is sometimes an equality issue, for example, older women are more insecure than older men outdoors when it's dark.

Information and communication



In an age-friendly city, everyone knows where to find information about the city's services. The information is easy to understand and easily accessible. It is easy to communicate with the municipality in the channels that senior citizens use. The services are communicated in a way that arouses curiosity and interest. Older people feel that "the services are for me" and it is clear that the municipality is the sender (Göteborgs Stad, 2019; World Health Organization, [WHO] 2024).

➤ Printed and clear information

Several answers express frustration that information is often only available digitally. Requests are raised for digital information to be supplemented with printed. It can be distributed in public places, home to the mailbox, or through officials located in various public places. The information needs to be easy to understand. One suggestion given is to invest in brochures with explanatory pictures or a collecting senior magazine.

"Relevant, clear information should come to me directly by mail, I should not have to search for this myself online. I may not have any digital knowledge at all = I am left out /excluded/ discriminated against."

"It is important to get information in Finnish also in print, not just online."

➤ Information about what support is available for senior citizens

When it comes to what support the city can offer, some express that it needs to be clarified. Some people feel that they come across the information by pure chance. One suggestion that has been raised is to send information home to senior citizens who turn 70 and 80 years old, about services that may be relevant to the age group.

"There is a need for more and better information about what support and help senior citizens can get from the City of Gothenburg. I did not know that there are

Future developers reflect on survey responses on information and communication

To create a more age-friendly and health-promoting Gothenburg, it is important to inform seniors about the services, support and help that is available. It should be a priority for the municipality to send home information to all 70-, 80- and 90-year-olds.

Information needs to be designed so that it is not mistaken for advertisement and in a form that is easy to understand. Printed information is perceived as safe, easy to save and should be designed so that it stands out in the crowd. And it helps if it has clear images that complement the text. Information should be disseminated in places where older adults are, such as libraries, health centers and meeting places. Here, too, digital information screens can work well!

Information online is perceived by many as navigating a jungle, so invest in simplifications. And we also need to be able to get support by a personal physical contact and by phone.

meeting places for senior citizens or that you can exercise for free at some facilities. We need much better information and communication to us senior citizens. Authorities also need to develop their communication to senior citizens."

"It is important to know what services the municipality offers for the older people. Therefore, you can send home a brochure about this on two occasions, for example. The first for everyone who turns 70, the second 80 years old."

➤ **Community Information Forum**

Meeting places for senior citizens are highlighted as a possible arena for more community information, support and dialogue in several areas.

"More meeting places with a focus on giving advice on how to get around in society, including help with understanding society's systems."



Civic participation and employment

” Older people are an asset to society and continue to contribute to society even after retirement. An age-friendly society offers many opportunities for older people to do this, whether through voluntary or paid work, and keeps them engaged in the political process (World Health Organization, [WHO] 2024).

➤ Senior citizens as an asset in working life

Many want to continue working even after retirement and for society to make better use of the experience and skills that senior citizens have. The possibility of being able to continue working after retirement should therefore be facilitated.

"Let older people stay in work and make it easier to keep their positions within the municipality (which should set a good example)."

➤ The opportunity to volunteer

Answers describes how important non-profit and volunteer work is. And that more and clearer information is needed to make more seniors aware of the opportunity to get involved. Ideas are raised for the City of Gothenburg to use senior citizens as volunteers in more activities than today where society sees challenges, for example in schools.

"Recruit people who are rich of years as volunteers in the areas where we see societal problems. Get help from professional recruiters so that people in general understand that it is important and that it means a boost for Gothenburg and Sweden."

"To harness each other's abilities should be a consistent thought when planning for the well-being of senior citizens.

Strengthening nursing homes and home care services with pensioners who step into a role as a security provider also strengthens the self-esteem of the pensioner."

Future Developers reflect on survey responses on civic participation and employment

Seniors make significant contributions by family care and by being an invaluable support for friends and their own or others' children and grandchildren. Seniors are an important resource in society, and society need to make this visible. We also need to strengthen the opportunities for part-time work and employment after the age of 69 in a structured way, independent of individual managers.

Volunteering is also very rewarding to get involved in, and it is important to raise its status, inform more and broaden opportunities for seniors to get involved in different areas of society and societal challenges.

Why not start a mentor bank, where older and younger can support each other. By focusing less on physical frailty and more on the mental capacity and experience of seniors, we can together make the potential visible!

➤ **Draw attention to the efforts that senior citizens make for friends and family**

Others describe that life after retirement means full employment taking care of older parents, grandchildren or spouse/partner/friend and that there is therefore no time left to work or engage in voluntary work.

"People who have passed the age of 70 should not constantly have to explain why they are no longer working. Often you are more than busy with grandchildren, older parents and your own health."

A message for the future

Older people are an invaluable resource in our society. With their life experience, knowledge and time, many people contribute in countless ways to family, friends and community life. All societal actors today need to be involved in creating better conditions for active and healthy ageing. Municipalities, regions and the government need to take a comprehensive approach to the issue, with a particular focus on the perspective of older people themselves. Age-friendly cities and communities are doing just that.

The results of the survey highlight senior citizens' priorities, needs and suggestions for creating a more age-friendly Gothenburg. Each of us has an important role, also as fellow human beings and members of society. By seeing and caring about each other, contributing small and large efforts – in our neighborhoods, in our workplaces and in our communities – we can make Gothenburg an even friendlier and more sustainable city that not only works for all ages, but flourishes. The power of collaboration is key. When municipalities, organizations, companies and citizens join forces, think and work together, we can bring about changes that make a real difference.



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Attachments

Appendix 1 List of distribution of questionnaires

- Unit managers and employees in Health Promotion and Preventive Activities - which includes meeting places, family support, and senior housing.
- Citizens' Offices
- City Library and local libraries
- Sign Language Forum (in Swedish, Teckenspråksforum)
- Romano Center i Väst (a Citizens' Office for citizens and city employees, informing and educating about the rights of the national minority Roma).
- Finnish-speaking units in nursing homes
- Finnish-speaking associations
- Island dialogue (Southern Archipelago, Southwest)
- Syrian Orthodox parish in Angered
- Aktivitetshuset 4 in Hammarkullen
- Bergum Gunnilse development (association)
- Civil Society College
- The Rainbow House, the LGBT Senior citizens
- The Volunteer Centers in Gothenburg (through Sensus and the Church of Sweden)
- The Association for Functional Rights in Gothenburg
- Future developer
- The libraries receive info + poster through the City Library.
- Fritidsbanken southwest
- Stena Fastigheter through a security host
- Sports and Associations Administration's newsletter for all senior associations
- All rights-based municipal council councils through council coordinators, e.g. the City of Gothenburg's council for the Swedish-Finnish and national minority Roma
- Jewish, Sami, Afro-Swedish and Muslim councils
- Elderly and the Health and Social Care Administration's Pensioners' Council
- Ombudsman for the elderly
- Red Cross Tuve
- Hjällborg meeting place for all
- Mosque Bellevue (in Swedish *Bellevuemoskén*)
- Mosque Gothenburg (in Swedish *Göteborgs moské*)
- Meeting place in Biskopsgården
- The library friends in Biskopsgården, who in turn have passed it on to other associations in the Biskopsgården network.
- The citizens' offices on Hisingen have postered, informed and been helpful at about 6 regular work shifts around Hisingen and at two regular work shifts in the Northeast

- The City of Gothenburg's Facebook and Instagram
- Vårt Göteborg (The City of Gothenburg's online news magazine)
- The administration for elderly and care's intranet
- The Civil Society College's Teams Area

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