

REVIEW MY BOOK

Reviewing your own work

could be a challenging

exercise of self-reflection.

But who knows better than

the author himself?

BOOK TITLE

Economic Foundations for Creative Ageing Policy, Volume I: Context and Considerations
Publisher Palgrave Macmillan
ISBN 9781137466105



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The current discussion about ageing policy is focused mainly on two policy ideas promoted by the international organizations. The first is the concept of “active ageing” supported by the World Health Organisation and the second is the idea of “productive ageing” that is used by the Organisation for Economic Co-Operation and Development. In practice, however, both of these ideas have many similarities and in some interpretations are reduced to pragmatic goals concerned with cost-effectiveness in the labour market, health services, and long-term care services.

The core goal of my book is to introduce an early analysis of the creative ageing movement. In my opinion, this social movement may be seen in a fairly broad way because entities and organizations working in the creative ageing field are not only focused on such activities as arts, education, and rehabilitation for older adults. These entities are inventing and promoting technological and social innovations for ageing populations that are implemented mainly on the local and regional level. Thus, these actions and interventions may be seen as a bottom-up development of ageing policy, which takes place in different places of the globe. However, I need to underline that the movement is already crystallized and institutionalized mainly in Anglo-Saxon countries while the entities in other welfare regimes undertake similar actions under various titles, mottos, and brands.

I define the creative ageing policy as a process of engaging older adults in creative activity, which aims to shift from highlighting their problems to indicating their potential (capital). Having said that my book focuses on constructing positive solutions for an ageing population and in particular cover theoretical analysis and case studies of good practices that could be popularized internationally. I hope that this book will help with the dissemination of the concept of the creative ageing and with an understanding of complex social, economic, and political challenges related to population ageing.

The hardest part of my work on this book was to construct a clear theoretical model, which combines many seemingly distant concepts related to the silver economy, the social and solidarity economy, and the creative industries. As a result, the book was divided into two volumes. The first volume focuses on social gerontology issues and sociological and economic theories related to creative ageing. The second volume will bring closer look at practice of creative ageing, relations of this policy idea with other public policies on ageing, the management of creative ageing programs, and best practices.

Another important issue while writing the “Economic Foundations for Creative Ageing Policy” was to gather various examples of innovative programs of organizations of older adults. Thus, the book mentions about, for example, creative arts therapies, rehabilitation in the community, arts and health in hospitals, health promotion and the arts, volunteering, senior entrepreneurship, service robotics, intergenerational programs, and age-friendly cities. One of the important assumptions is that ageing occurs on all continents and proceeds even more rapidly in the countries of the Global South than in the countries of the Global North. Thus, there is a need for a non-Eurocentric approach to ageing policies. Writing from a multidisciplinary and international perspective is extremely challenging.

I think that even if the book is published, there is still a lot of space for further research on creative ageing. The main part of the book as well as contributions by Harry R. Moody, Kathrin Komp, and Łukasz Tomczyk contain many unanswered questions that were raised in more or less literal way.

Andrzej Klimczuk

