

Global aging is changing the world

WorldGranny report 2004 - 2016



List of abbreviations

WorldGranny report 2004 - 2016

A

ANBI Algemeen Nut BeogendeInstellingen (Charitable Organization)

C

CBF Central Bureau for Fundraising

G

G2G GranniestoGrannies
GIP Global Initiative on Psychiatry

K

KvK Chamber of Commerce

M

MCNV Medical Committee Netherlands-Vietnam
MDG Millennium Development Goals
MFI Micro Finance Institutes
MO Societal Organizations

N

NGO Non-Governmental Organization

O

OESO Organization for Economic Collaboration And Development

T

TEA Transition in the East Alliance

V

VWU Vietnamese Woman's Union

Contents

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	List of abbreviations	2
1.	Older people are becoming visible	4
2.	Overview of results	6
3.	Mission and vision	8
4.	Transition in the East Alliance	10
5.	Care & Development	12
	Asia	12
	India	12
	Bangladesh	12
	Laos	12
	Sri Lanka	12
	Vietnam	12
	Africa	13
	South Africa	13
	Uganda	14
	Zambia	15
	Latin America	16
	Bolivia	16
	Peru	16
6.	Pension & Development (micropensions)	17
7.	Building awareness	19
	Extensive collaboration with European partner organizations	20
	Age Demand Action Campaigns	22
8.	Events and marketing:	24
	WorldGranny's Cook Book	25
	Presenting the label ByWorldGranny	26
9.	Communication	27
	Website and blogs	27
	Social Media	27
	WorldGranny's alliances	27
10.	Board and accountability	28
	a.i.About this report	28
	a.i.Foundation WorldGranny	28

1. Older people are becoming visible

From 2004 onwards, WorldGranny has been striving hard to achieve its objective: “enhancing older people’s self-reliance, and supporting them to keep playing an active role in society.” WorldGranny supports seniors in creating independence, reducing the risk of poverty, having better access to healthcare, and pursuing their human rights.

With a total turnover of almost 7 million euros, we have been able to support ten thousands of older people and their (grand)children in small scale projects in Africa, Asia and Latin-America between 2004 and 2016. Through multiannual partnerships with HelpAge International and the Transition in the East Alliance (TEA), WorldGranny has achieved a stronger civil society, and improved healthcare and more financial inclusion for older people. With many partners and friends we have lobbied at the highest levels. We have approached the Dutch government, the European Commission and the United Nations (UN), to highlight the importance of global aging in international cooperation, foreign policies like emergency assistance and human rights. Older people are becoming more and more visible as a social category. Since 2009, WorldGranny has had ECOSOC advisory status at the UN. In the (inter)national media, we have been able to elaborate on the multiple effects of declining birthrate and rising longevity in developing regions.

Why is it important?

With growing urbanization and migration, family support is becoming an increasingly demanding obligation in most regions of the world. The somewhat romantic idea that older people are highly respected and taken care of by their families, often no longer reflects the reality. Demographic transition leads to an increasing risk of old age poverty. This risk is particularly high for women, since on average, they live longer and have often had fewer opportunities to create a pension due to less (formal) labor force participation. This process of rapid aging in emerging countries can be described as the ‘paradox of development’: people live longer, but run a greater risk of falling into old age poverty because family support is declining and this is not being replaced with social security measures at the same rate.

Increased social protection

The good news is that many governments are taking more responsibility for mitigating these old age poverty risks. Some countries have achieved progress in improved healthcare insurance and pension coverage in the last decade. In close collaboration with the organizations IFKO (Internationaal Fonds Kwetsbare Ouderen) and HelpAge International, WorldGranny has contributed to a major campaign of building the case for (universal) social pensions in the developing world, as part of a wider scheme enhancing the rights of older people to social security. The project supported the lobby for social protection with government officials, decision makers and other stakeholders such as civil society organizations in six regions: Latin America, Africa, Eastern Europe and Central Asia, South Asia, East Asia and the Pacific, and the Caribbean. These efforts resulted in extending and improving existing pensions in: Nepal, Kenya, Bolivia, Thailand,

Mozambique; the strengthening of social movements in countries without social pensions (Colombia, Kyrgyzstan, Ecuador, Belize) and supporting the development of new pensions in the Philippines, Tanzania, Peru, and Paraguay.

A growing number of governments acknowledge the importance of social pensions as part of a wider social protection scheme encompassing an ever-increasing number of older people, especially older women. Today, more than 80 countries have set up social pensions, and 47 of these are low and middle income countries.¹ Elsewhere, social protection for older people is being addressed by government (health) policies as well as (non)commercial financial institutions.

The Politics of Aging

WorldGranny founder Caroline van Dullemen reflected on these developments in relation to the work of WorldGranny. In her book *The Politics of Aging, the Risk of Old Age Poverty in Emerging Countries*, she presents the results of this (PhD) research on how governments and households deal with the risk of old age poverty.

We see that by 2015, most countries have made meaningful progress towards achieving the main Millenium Development Goals (MDGs). These MDGs were an expression of solidarity with the world's poorest, living in the most vulnerable regions. The 2030 Agenda for Sustainable Development sets the vision for the next 15 years of global action. These Sustainable Development Goals (SDGs) include the unfinished business of the MDGs but address a wider, truly global agenda.

In many HIV/Aids-ridden areas, there is still a lot of this so called unfinished business. The Dutch Grannies2Grannies group continues to support local NGOs, especially in Uganda, where new houses are being built for grandmothers who support their orphaned grandchildren.

Taking all this into account, WorldGranny decided on the next step and to continue working on the SDG and aging agenda as WorldGranny Social Enterprise. The activities of the WorldGranny Foundation will be geared towards emergency assistance and incidental project support.

This report contains a summary of the work that the WorldGranny foundation has undertaken to support older people and their families. Alongside the efforts of many friends and partners, especially those in the HelpAge International Network, WorldGranny has also invested in the younger generation in order to realize a "future for generations".

Caroline van Dullemen

Founder

Pauline Meurs

Chair of the Board

¹ <http://www.pension-watch.net/about-social-pensions/about-social-pensions/why-social-pensions/>

2. Overview of results

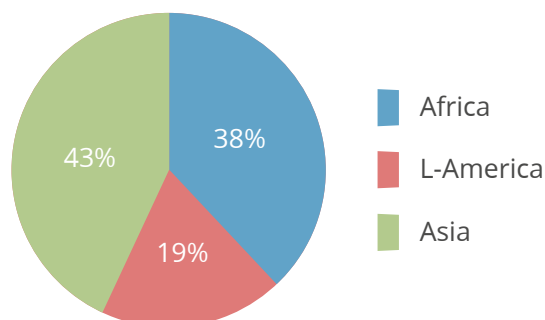
The group of frail seniors is expanding vastly world-wide. Currently, one in ten people is older than sixty. This number is expected to double by 2050, and 80 percent of these seniors will be living in Asia, Latin America and Africa. Often people in the West have a romanticized idea of the life these older people lead, filled with love and respect. However, reality often proves otherwise. Economically, most older people experience difficulty working in old age due to health problems. Only one in five have access to pensions. In the Aids/HIV-ridden areas, older people are even more vulnerable. They are often left with grandchildren whose parents have died as a result of HIV/AIDS or violent conflicts. Without support, not only they, but also their grandchildren are facing serious problems. The UN estimates that over 1.2 billion older people will be without access to a secure income by 2050, unless action is taken.

From 2004 onwards, WorldGranny, in close cooperation with local partner organizations, has been operating in more than 12 countries, mostly in Asia, Africa and Latin America. The projects range from healthcare, housing, and pension planning/financial literacy to awareness campaigns by organizing events and lobbying. WorldGranny supported various projects in Africa, Latin America and Asia geared to care and development, mostly generating income for health care projects and social and micro pensions. The third line of work, namely awareness raising, was organized in the Netherlands, but also in other European and international contexts, e.g. supporting a draft Convention for the Rights of Older People.

Between 2004 and 2017, WorldGranny earned a total income of almost 7 million euros with on average 91.5 percent spent on its organizational aims. This was one of the reasons WorldGranny became number 11 in the 'Trouw Goede Doelen' Top 50 charities in 2012.²

In terms of the proportion of spending the funds in each continent, as the pie chart shows, a little over a third went to support older people in Africa, a little less than half of the project funds (especially through the TEA project) were spent in Asia, and around one fifth went to Latin America, mostly Bolivia and Peru.

Proportion of project funds spent in continents

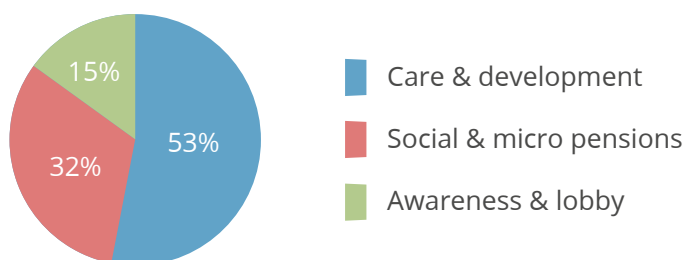


² <http://www.kennisbankfilantropie.nl/docs/default-document-library/trouw-top-50-2012.pdf?sfvrsn=4>

In terms of issues, we allocated most of the funds to projects that focused on directly supporting older people. Some examples:

- Ensuring older people could earn an income (for instance providing and teaching how to breed goats in Tanzania; building a bakery in Ghana; supporting vegetable gardens in India and orchards in South Africa, tea and canella plantations in Sri Lanka, knitting groups in Peru).
- Ensuring older people and their families had access to basic services such as medicine, doctor visits, sufficient food and clean water (such as providing food during droughts in Zambia, well construction in India, basic needs after the earthquake in Peru). In Uganda, WorldGranny supported the construction of more than 100 houses for grandmothers and their orphaned grandchildren.
- Ensuring that older people were informed on issues like HIV/Aids, malaria, hygiene (awareness groups in Uganda, drama groups in Tanzania) to ensure that older people come together and support each other, get a voice and are entitled to their rights and needs or those of their grandchildren (widow groups in Zambia, fashion contests and self-help groups in Uganda, alphabetization in Peru).

Proportion of funds spent on different themes



In terms of impact, people often mistakenly judge non-profit organizations based on admin costs or the amount of reserves in their bank balance, but what really matters is the change they make in people's lives. Therefore, it is important to try and measure the impact of our work. Unfortunately, this factor is not something donors are often keen to sponsor. We assessed our work by setting up regular evaluations and monitoring structures. Over the six years we received EU funds for our work, an impact trajectory was added (see chapter 5). An external evaluation was also included in our funded work in Asia on the Transition in the East project (see chapter 4).

We were proud that for our work with the Pension and Development Network, we were nominated for the Golden Shield, the Dutch Insurers' Corporate Social Responsibility Award in 2011 and twice for the Accenture Innovation Award in 2012 and 2013.

Some testimonials underline the urgency of the issues concerned.

In the words of the Kenyan minister of Healthcare, Charity Ngilu (2005):

"Only in Kenya we have more than one million aids orphans. It is very important that their grandparents receive support from WorldGranny. Otherwise, they could not survive".

The UN High Commissioner for Refugees, Ruud Lubbers said in 2004:

"Until now there has not been much interest in aging as an issue that affects development cooperation and refugees. There is still a lot of work for WorldGranny to do."

3. Mission and vision

WorldGranny is a non-profit organization that strives for the self-reliance and empowerment of older people (women in particular), and the alleviation of old age poverty. From the very beginning, WorldGranny has partnered with HelpAge International and has had close alliances with various partner organizations within the network.



Vision:

Seniors worldwide should be able to lead a worthwhile, active, healthy, and safe life. This enables them to play an important social, economic, and societal role-for themselves and future generations.

Mission and strategy:

WorldGranny assists older people to remain self-reliant and continue playing an active role in society. WorldGranny mobilizes the power of seniors, international and local aid agencies, donors and pension funds. It strengthens the capacity of partner organizations worldwide; partner organizations that work for and with older people. Together with these organizations, WorldGranny secures income and access to health care. WorldGranny and its partners are working to raise awareness of the impact of worldwide ageing.



4. Transition in the East Alliance

The Transition in the East Alliance (TEA) has been our most comprehensive, five-year program, in close collaboration with the Medical Committee Netherlands–Vietnam (MCNV), the Global Initiative on Psychiatry (GIP), and WorldGranny (GP). The TEA program was directed at communities in five countries (Georgia, Laos, Tadjikistan, Sri Lanka, and Vietnam). The main focus was on those groups that are often forgotten: older people, people with a handicap and/or psychological problems, ethnic minorities, and the poor.

The budgeted costs of the total TEA program executed by the three organizations was 8,095,771 euros spread over five years for these five countries. The overall aim was to encourage people to become self-reliant. By the end of the program in 2015, most of the local organizations and projects were able to be self-supporting or found government assistance.

The TEA program's goals for the five countries were as follows:

- 1** Enforcing the capacities of civil society
- 2** Access to financing
- 3** Access to health care

The initial goal was to improve the organizational capacities of the participating NGOs and societal organizations (SOs) in Georgia, Laos, Sri Lanka, Tadjikistan and Vietnam. Once an organization expands its capacity, it is easier to work on the other two areas: Finance and Health.

Outcomes of the TEA Program

The TEA improved the position of people living with disabilities, recipients of mental health services, ethnic minorities, rural populations, internally displaced persons and older people in Georgia, Lao PDR, Sri Lanka, Tajikistan and Vietnam. The theory of change for the TEA is based on a constructive approach to improved service delivery by so called Community Based Organizations (CBOs) and Non-Governmental Organizations (NGOs) in close collaboration with government bodies. These government bodies were also lobbied to provide better services as well as offer more participation for marginalized groups in the five countries. The TEA improved the governments' willingness to listen and to consult citizens involved in policies or served by institutions (health, social and microfinance).

Main conclusions

The country evaluation reports overall concluded that the outcome targets have been reached or are likely to be reached within the time-span of the TEA program. Thus, we can conclude that a basis for outcome and impact has been laid. In some cases, more beneficiaries than originally envisaged have been included in the TEA program. A wider scope of TEA activities may also be the result of working with the authorities on policies, health and social infrastructure, or curriculum work.

The combination of grants or credits and technical assistance has in general led to the successful implementation of the various micro projects or community credit schemes. This has also accounted for the establishment of new health centers. Similarly, the improved collaboration with government institutions contributed to the effectiveness of the health-related interventions. The holistic approach of combining organizational strengthening with service delivery has probably helped in avoiding major delays, technical failures or misunderstandings.

Lessons learnt

The informal delivery of inclusive finance should be embedded in a wider structure, either as part of a microfinance association or of a (Women's) CREDIT union. This can provide a better basis for the continuity of the funds, proper governance, and transparency in operations.

Advocacy for more inclusive finance products for marginalized communities should be based on demonstrating best practices for each target group. Case studies and promotional videos as well as discussion points for advocacy to policy makers have been prepared to assist local partners.

The TEA program has improved access to health services for marginalized communities in various pilot projects, and advocated better policies and services to the health authorities in the various countries. This approach was based on strengthening the primary health care provision as well as focusing on the access to and improvement of the quality of district level healthcare.

The TEA program has shown that advocacy for better policies for marginalized people can work well where there is clear evidence of close cooperation between CSOs and authorities. A proper and functioning referral system from village or community-based health care is essential. Linkages with the district health care system are required even if the primary focus is on improving community-based health services.

With regard to assistance for older people, livelihood development and social inclusion are just as important as providing health care services. The proceeds from livelihood projects should flow to the most vulnerable community members, to build cohesion and solidarity within a community of older people. The roll-out of curricula for training health care workers has proven to be an important way of scaling up a program.



5. Care & Development

The Care & Development program was aimed at today's marginalized seniors. WorldGranny focused on achieving a permanent improvement in these older people's physical and social lives, mostly in Africa and Latin America. However, we started in Asia. Later on, our work in Asia was led by the TEA program.

Asia India

The very first project WorldGranny supported in 2004 was coordinated by the Indian organization GRAVIS, based in Rajasthan. With their Assimilated Development of Older People in the Thar Desert (ADOPT) Program, they aimed to improve the lives of the poor in 18 villages by creating access to clean water. We started to organize events and fundraising campaigns in order to raise at least the 40,000 euros we had promised to contribute.

Bangladesh

From July 2007 until June 2010, WorldGranny supported another project in Asia. The Resource Integration Centre (RIC) in Bangladesh established more than 400 Older People's Groups (OPGs). Activities in 2010 were the partnership and alliance building events and the formation of the OPG Federation.

Laos

WorldGranny supported the Lao Red Cross from 2007-2010, aiming to strengthen the capacity of vulnerable groups and lead poverty reduction activities in the north of Laos. This is a community-based project focusing on the empowerment of older people and the improvement of their health status in 20 project villages.

Sri Lanka

In Sri Lanka, WorldGranny supported the psycho-social counselling of older people who were often abandoned or suffering trauma from the violence that marked the internal conflict between the State and the Tamil Tigers in the North. More so when the Tsunami of 2004 hit and many lost family members, older people proved to be an even more valuable source of care and comfort to children and other groups that were suffering. In 2008, WorldGranny responded to this situation and started supporting a part of the "Psychosocial Assistance to Internally Displaced Community & Vulnerable Groups – Elders, Widows and Children – in Jaffna District" Project.

Vietnam

In Vietnam, older people, women and ethnic minorities were supported by improving the capacity of four Intergenerational Self Help Clubs (ISHCs), which will enable them to address their livelihood and health needs. The clubs aim to improve access to credit income generating opportunities, health services and health insurance schemes for these disadvantaged groups, and to develop and promote collaborative partnerships between civil society organizations and with the government. WorldGranny funded this project via its partner HelpAge International between 2007 and 2010.

Africa

South Africa

For several years WorldGranny has supported Ikamva Labantu (The Future of Our Nation). This Cape Town based organization supports senior clubs in the townships. "Our gogos and tatas are the backbone of our community" is their motto. Many had become the breadwinners in their households, taking on the role of parents to their grandchildren. After decades of working with the seniors, Ikamva Labantu established a program that promotes active aging within their communities. This Seniors Program was implemented in a network of about 20 Senior Clubs, reaching more than 900 seniors every day in the township communities. In these safe environments, the seniors receive two nutritious meals a day, have their health monitored, and participate in daily exercise and wellness programs. They are also given income-generating opportunities, including beading. In addition, the Ikamva staff provided home-based care through regular visits from dedicated staff.



Uganda

Over the past five years, we have been able to build 146 houses for older caregivers in Jinja, Uganda. The grannies usually look after several grandchildren at home. Because of their better houses, the grannies are in better conditions and the children have better opportunities to do their schoolwork when it is raining. The Phoebe Education Fund for Orphans & vulnerable children (PEFO) was founded in 2003 by three brothers. The organization is not religious and has no political affiliations. Their main vision is to create a society where older persons, orphans and vulnerable children and their caregivers have high self-esteem and are resourceful for themselves and their communities. (Pefo, 2015)

PEFO, the Grannies2Grannies partner organization, selected 200 grandmothers in the area around Jinja who were facing two serious issues:

- 1 They have to take care of several grandchildren.
- 2 They live in houses that might collapse at any moment.



An example of a poor person's house in Uganda



Example of a newly-built house



The process of building a new house

The grandmothers of the Grannies2Grannies group raise funds for these new houses. Better housing has a major impact on their grandchildren's health and performance at school.



The grandmothers who participated in the project not only became stronger and more independent, they can finally stand up for their rights. The quality of the houses is durable and can withstand any type of weather. Each one costs around 3000 euros.

Zambia

In Zambia, over the last few years, local Older People Associations (OPAs) have been established to improve the living conditions of older people and increase awareness of their situation and needs. These local OPAs provide social care and where available, financial support and training. The OPAs are led by both young and older people and have approximately 30 members, each representing their households and wider communities.

WorldGranny used to work with The Family Health Trust based in Lusaka. In recent years the projects were carried out in conjunction with HelpAge International's local partner, the Senior Citizens' Association of Zambia (SCAZ), the National association of older people in Zambia.

Between 2004 and 2012, WorldGranny also supported similar projects in Mozambique, Tanzania, Ethiopia and Sudan. In Tanzania and Lesotho we made videos of older people's situations. "The cost of love" is the title of the video about older people's struggle to provide intergenerational care for their grandchildren after the death of their sons and daughters due to HIV/AIDS and other illnesses in Tanzania. <https://www.youtube.com/watch?v=U6GO-8NGEtA>

In Lesotho, a taxed based, non-contributory Old Age Pension was introduced by the government in 2004. <https://www.youtube.com/watch?v=uM9zBHMvIUs&t=5s> and <https://www.youtube.com/watch?v=3Jtci-83CS>

Latin America

Bolivia

Worldgranny supported Fundacion Horizontes, who cooperated with 25 local government bodies to expand the capacity of older people's organizations. This project focused on improving access to healthcare. Older people supported each other to get to grips with their healthcare insurance.

Peru

Since 2013, WorldGranny has been supporting self-help groups of older women in Peru to set up a social business. "Working with innovative and creative designers, using the best quality fabrics and the love of the grannies all combined in one" is how we promoted the program in 2014 and 2015. Later on, the label – ByWorldGranny was launched.

We have been developing new products and new combinations using only natural materials. Our interior design product-line for Coco-Mat and Handmade by Kloé includes: scarves, blankets, pillow covers, bottle and vase covers, and coasters among others. We only use 100% cotton and Alpaca and Merino wool of the best quality. Our products are designed by young Dutch and Peruvian designers.

The knitters finally established their own association in 2015. "Sumaq Maki", which literally means Golden Hands. The group was coached by a psychologist / coordinator Janet Salas Villavicencio. We put aside 12% of the revenue as admin costs in Peru, which included storage and quality control.

The social aspect of the group is vital, but in terms of sustainability, the commercial aspects are also important. We aimed to open up the markets in Europe, though we realized this would be difficult. It meant we had to have knowledge about exporting. Our first product line at Coco-Mat was launched in 2014. We partnered with Yumeko in 2015 to sell beautiful large Merino wool throws. Another new client came from Belgium, selling luxurious and handmade comfortable winter goods in 100% Baby Alpaca Yarn. The label HANDMADE by kloé was created by Chloé Matthieu and she has also travelled to Peru. Her brand started out as a nostalgic hobby a few years ago, but soon evolved into a passion. She has been working with WorldGranny between 2015 and 2017 (see chapter 6 Presenting the ByWorldGranny label).

To present the work of the knitting groups in a broader context, WorldGranny organized a conference in collaboration with the Marriott Hotel in Lima, Peru in December 2014. It was called: *Entrepreneurship 4 Generations. Working with identity in a globalized world.*



6. Pension & Development (micropensions)

Together with Cordaid, in 2007 WorldGranny organized a conference in the Peace Palace: 'Cash and Care. Income and Care for older people in Developing Countries.' This was the start of the Pension & Development Network. Since then, this Network has worked with leading Dutch financial institutions, using their expert knowledge to develop micropensions in developing countries.

WorldGranny has organized as well as participated in several conferences on the topics of aging and pensions. In 2008, WorldGranny organized a seminar in the Royal Tropical Institute on Risk Management and Micro Pensions, covering issues like micro-insurance and pensions, government regulations and the role of donor countries in developing new policies.

For a UN expert meeting on "International Solidarity: Strengthening economic and social Ties" (New York, 2007), Caroline van Dullemen wrote a paper on: "Pensions in developing countries – A quest for a modern format for intergenerational solidarity".

In 2009 WorldGranny and the network, in collaboration with the Dutch Central Bank (De Nederlandsche Bank) organized a seminar 'Governance in Microfinance – The Needs and Challenges of Developing Micro Pensions'. We were honored to have this seminar opened by Princess Máxima (now Queen Máxima).



The Pension & Development Network had teamed up with several well established financial institutes like the Dutch Central Bank, the Dutch Insurance Association, APG, PGGM, DeltaLloyd, Syntrus Achmea, Aegon, Cordares, MN Services, NN, Ortec, Towers Watson and Milliman.

In November 2011 we organized a conference hosted by the Dutch Central Bank on Global Aging with keynote speaker George Magnus (USB Bank, author of 'Age of Ageing').

The network presented its five year (2011-2016) strategic plan at a conference hosted by the Dutch Insurance Association. Its main objective for this period was to provide a total of one million people, living in developing countries, the opportunity to participate in (micro) pension provision through the network's local partner organizations. The activities were based on three pillars: program development, concept development and network development. The most successful activities were conducted in India and Guatemala.

In 2010, the DHAN Foundation, HelpAge India, and the Pension & Development Network officially launched their joint micro-pension pilot product for the DHAN Foundation members based in Tamil Nadu, South India.

A technical team visited the REDCAMIF office in Guatemala. The reason for the visit was to evaluate REDCAMIF's micro-pension project plan regarding its design and actuarial issues, as well as IT and administrative aspects. After conducting site visits, meeting with future clients, and delivering several presentations on pension provisions from a Dutch perspective, the technical team gathered sufficient information and insight to form an analysis on a quick-scan level regarding REDCAMIF's project.

The Pension & Development Network studied the socio-economic situation in several countries to look into the possibilities for developing and implementing micro-pensions. They looked in Kenya, but the Kenyan government had set up Mbao pension plans. In Mongolia the Pension & Development Network did research at the request of the Mongolian MFI 'XacBank'. The major challenge was to find funds for further research and developing a pilot project. This was also the case in the Philippines. The Pension & Development Network has developed a tailor-made project plan for RIMANSI, a network organization of Mutual Benefit Associations in the Philippines, Vietnam, Cambodia, and Indonesia.

A Pension & Development Network team, including two colleagues from the Dhan Foundation, visited TYM Fund in Vietnam in 2011, in order to assess the opportunities for TYM Fund to develop and implement a voluntary micro-pension project. In this case, the regulator stated that the government was not yet ready to allow micropensions to be developed in Vietnam.

7. Building awareness

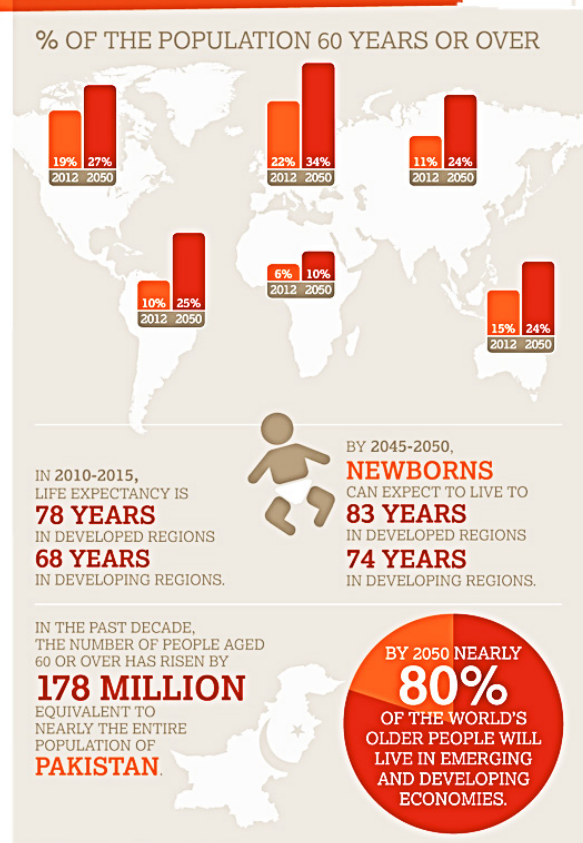
With this entrepreneurship for generations, we also wanted to create awareness for the fact that currently, one in ten people worldwide is older than sixty, but it is estimated that this number will double by 2050. Eighty percent of these seniors will be living in a country where no social security system or right for pensions exist.

Ageing in the 21st Century

The world is getting much older...



Ageing is not just a developed world phenomenon...



This global ageing comes with some serious challenges for the entire world population.

Economically, the demographic transition will have a negative impact on growth, savings, investment, consumer (behavior), labor markets, and pensions.

Socially, ageing puts a lot of pressure on family composition, way of life, housing, migration trends, and the need for health care and services.

In the political arena, the process of ageing will influence patterns and political representation.

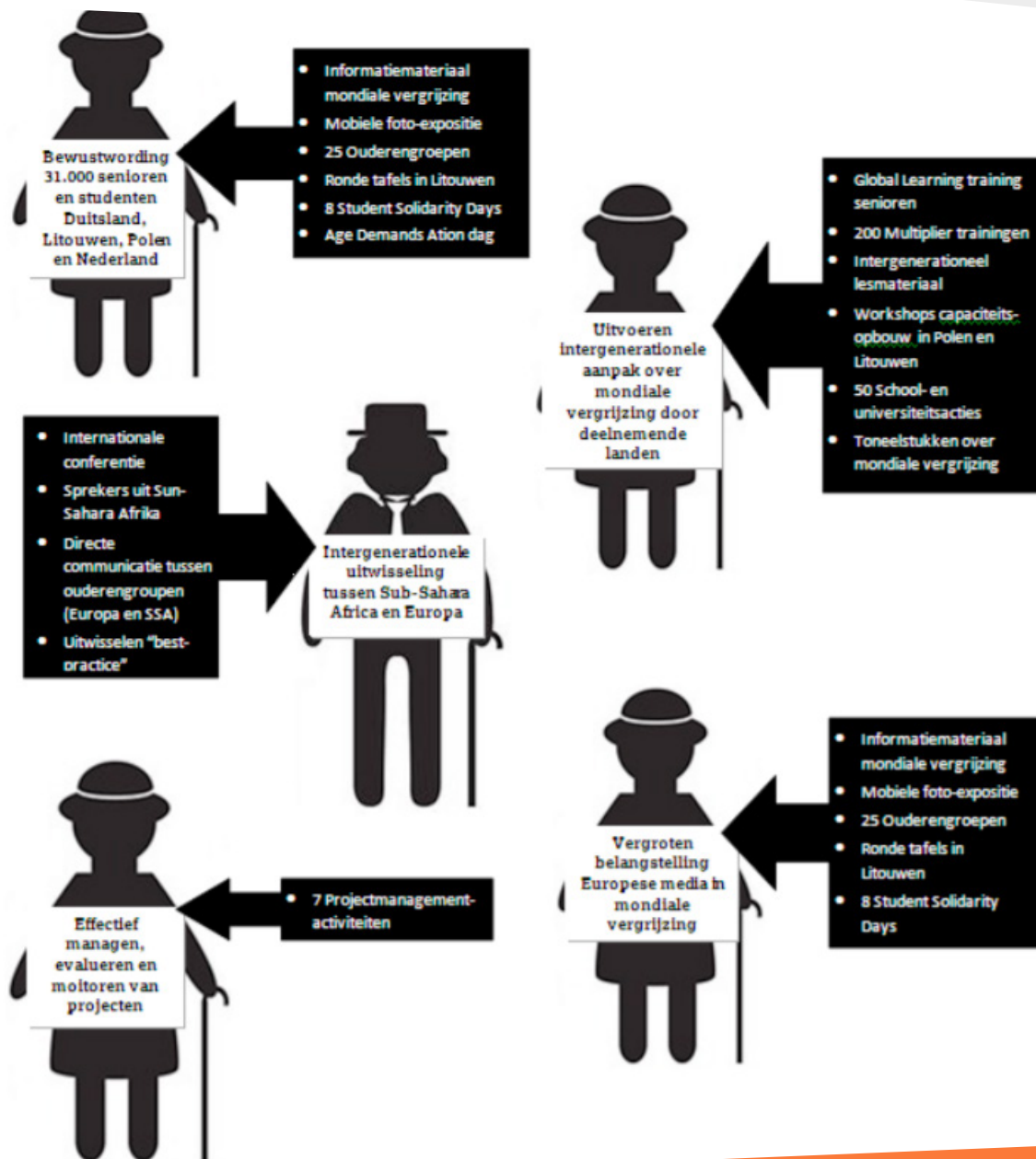
Partly because of ageing, older people increasingly fulfill an important role in achieving millennium goals.

The United Nations 2013 World Population Ageing Report has several specific findings. It states that the older population is predominantly female, as women tend to live longer than men; older women outnumber older men almost everywhere. In 2013, globally, there were 85 men per 100 women in the age group 60 years or over, and 61 men per 100 women in the age group 80 years or over. These gender ratios are expected to increase moderately in the coming decades (United Nations, 2013).

Extensive collaboration with European partner organizations

WorldGranny participated in two 3-year projects with European HelpAge partners. The EU Global Ageing project was operational from 2011 - 2013 with three partner organizations from Lithuania, Germany and Poland, aiming to create more awareness of global aging and the Millennium Development Goals (reducing hunger and poverty, and combating HIV/ AID by integrating disadvantaged older people). Various activities were organized: photo exhibitions, round table discussions, theater plays, training for educational purposes, student solidarity days, promoting and supporting older people's self-help groups.





A collaborative project with six of the European HelpAge partner organizations focused on the awareness of Global Ageing especially regarding the European Commission. This project ran from 2013 to 2016.

Overall objective:

Effective mainstreaming of ageing into EU and member state development policies and programs to accelerate progress with EU poverty reduction objectives and MDGs. This activity focuses on developing the capacity of the HelpAge EU network of Affiliates to collectively engage in a stronger policy dialogue with EU institutions at national and European levels. It improves writing policy briefs, as well as organizing and participating in conferences and EU events like the European Development Days. WorldGranny organized a conference at Zandvoort, the Netherlands, on gender in 2015. In the same year, Dutch Minister Ploumen visited the Riga Conference 'Women's Empowerment and Sustainable Development' and participated in a panel discussion. This conference, organized by the Ministry of Foreign Affairs together with the European Commission, was a key event in the Latvian Presidency of the Council of the EU and the European Year for Development. With HelpAge partners, WorldGranny was able to present to the minister a gender policy brief on older women and ageing.

The independent external evaluation report had this to say about the achievements of the EU project: "The overall relevance of the project is high. Lack of understanding and visibility of ageing issues in EU and Member States' development policy was confirmed as relevant by all evaluation participants. An important point of interest for all partners was to improve their understanding of EU level policies and to strengthen their contact and cooperation with other network members – both elements were strongly present in the project design.

The overall effectiveness of the project is rather high. The resources and structured content of the project have allowed the member organizations to establish personal connections, meet on a structured regular basis and have a common concrete purpose and joint tasks to work on. The role of the EU HelpAge office based in Brussels has played a crucial role. There have been several concrete examples of direct policy impact on EU as well as some national levels, where the role of HelpAge and/or the members was reportedly highly decisive, though in most cases this was apparent in changes of wording in policy documents, rather than concrete policy actions. The policy messages have been consistent and have raised a degree of awareness among policy makers on the issue. A common concern among all policy/decision makers participating in the evaluation was a strong competition of other issues and agendas promoted by other networks and bodies. The policy briefs produced in the project have been well appreciated by all policy makers interviewed in terms of clarity, presentation as well as content, and further used or disseminated within the pertinent institution. Overall efficiency of the project is rather high. The results of the action were achieved in accordance with the original financial plan with slight alterations."

Age Demand Action Campaigns

The International Day of Older Persons is October 1st. On this special date, HelpAge International launched a campaign entitled 'Age Demands Action' to mobilize groups to focus on the situation of older people. WorldGranny has been organizing various social, culinary and political activities dedicated to this campaign. In 2008, the older people's unions ANBO, PCOB and Unie KBO in collaboration with NGOs, WorldGranny and Cordaid compiled a petition "Together in action for worldwide pensions" which was presented to the director of social and institutional development at the Dutch Ministry of Foreign Affairs.

From 2013 onwards, the Global Age Watch Index (GAWI) was prepared by HelpAge International. The index examines 96 countries regarding the well-being of their older generations compared to income and health care. This index, developed by our partner HelpAge International, is the first method that ranks countries on how well their ageing population is faring. The countries are judged on four components: income, health,

employment and education, and quality of life. This maps the current situation and indicates where (urgent) improvement is required in the field of aging.

In 2013, WorldGranny organized an event with an international student organization to debate global aging and its consequences. In 2014, WorldGranny presented the GAWI to Dutch Human Rights ambassador Kees van Baar. The 2015 the GAWI was presented to the deputy mayor of Middelburg. The content was debated in an academic setting at the city's University College Roosevelt.



8. Events and marketing:

In the public relations and marketing sphere, WorldGranny has organized many wide-ranging activities varying from conferences, festivals, fundraising dinners, lectures, debates, food related events like 'curry contests' Granny's Kitchen, and the publication of WorldGranny's Cook book.

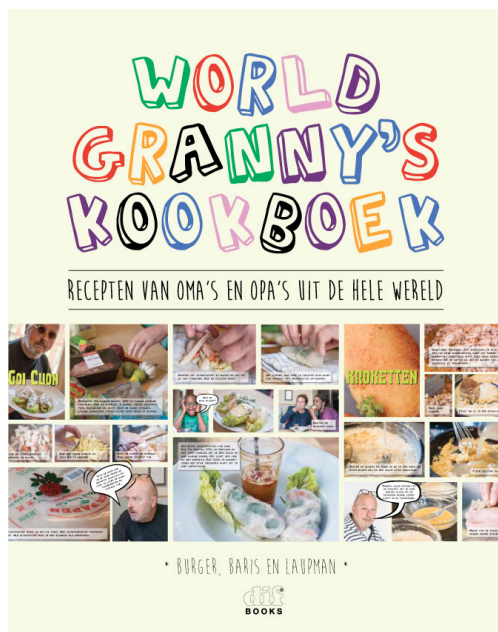
We took part in events like fairs and festivals with campaigns such as Kiss4Granny. One of our board members, Yvonne Witter, wrote a children's book celebrating grandparents world-wide "Wereldopa's en oma's, wij tekenen ervoor!"

We organized a WorldGranny Festival in theater Vredenburg in 2006 with artists like the saxophone player Manu Dibango, as well as Tania Maria and Liesbeth List. In 2007, a WorldGranny festival was held in Tilburg with the worldfamous singer Mirjam Makeba and more than 700 visitors.

Another success was the presentation of our wines. The first collaboration was with importers Les Genereux. Well known Dutch actor and artist Jeroen Krabbé designed the label for this red wine "Stroomopwaerts" produced in South Africa. In 2009, WorldGranny celebrated its lustrum in a packed Rijksmuseum for the presentation of this wine. In 2013 we produced an Abuela wine, bottled specially for WorldGranny. We offered it as part of Christmas hampers to companies and individual sponsors.

At a wonderful fund raising dinner, *U-night for granny*, WorldGranny presented its results for the past five years. Over 100 people attended and a total of 50,000 euros was raised.





WorldGranny's Cook Book

A major success was the production of our WorldGranny Cook Book. Often, there is a special memory attached to a grandmother's or grandfather's dish. Mainly by the use of Facebook, we collected authentic recipes from grandparents all around the world. It has become a very special cook book - printed in the format of a 'comic'. The recipes are explained step by step in hundreds of pictures. The result is a wonderful and humorous edition with exotic dishes, but also traditional Dutch classics. And not to forget the recipes for food from the 'Blue Zones', the places on earth where people live a more healthy life and have a longer lifespan!

WorldGranny invited various people to send us the recipes for their favorite dish that their grandparents used to make. Around 50 recipes were used for the cook book. They come from culinary cultures around the world, including Indian, Brazilian, Vietnamese, Japanese, Peruvian and of course Dutch.

Chef Rob Baris prepared all the dishes, assisted by Desmond Bohm and Valerie Kuster. The whole process was recorded by Fons Burger and photographed by Martin Laupman. They worked in Mallorca to try out the various recipes. On a 40 day trip around the globe, Fons and his family gathered their material for this collection. Chef Rob also experimented in his own kitchen, in nomadic 'Campagnette' style; and in Rotterdam.

On International Day for Older Persons in 2015, we presented the first copy of the book to our Ambassador, Gerda Havertong. She read a piece from the book that she had written about the excitement of becoming a grandmother herself. To our surprise, WorldGranny's Kookboek was nominated as one of the best ten cookbooks of 2015 in the Netherlands.

Presenting the label ByWorldGranny

One of the consequences of global aging is that the older generation will have to become more and more self-reliant. But how do they achieve this? WorldGranny has teamed up with grannies in Peru. We co-created a social enterprise with Knitting Clubs that helps them to remain independent. It all started when we set up our project Knitting Social Fabric in Peru.

In July 2015, we launched our label ByWorldGranny at the Lloyd Hotel and Cultural Embassy in Amsterdam, accompanied by the Dutch minister of Education, Science & Culture, Jet Bussemaker.

The event was part of the crowdfunding campaign Oneplanetcrowd which aims to create more work groups and thus increase the self-sufficiency of more of the older generation. For this crowdfunding, we offered a bag, a crochet animal and a key-chain as rewards for those who contributed to our campaign "Knitting the world together".



The challenge to develop a sustainable social enterprise with these knitting groups had to do with the distance from the European market, the transportation costs (much higher than from Asia, e.g. Nepal) and the scale. It took a long time before the groups were really committed and could produce the required quality of work. We introduced the group and the coordinator to local Peruvian companies at a conference in Lima as well as during a later field visit.

Communication

Expenditure by WorldGranny in the Netherlands is purposely kept low, in order to use as much as possible of the money raised for helping older people to become self-reliant. For this reason, communication with our supporters is primarily online.



From 2007-2016, WorldGranny was able to carry the CBF logo, which sets the professional standards for Dutch charities and NGOs.

Website and blogs

The [website](#) has information about WorldGranny's vision, mission, and aims. It also conveys background stories and annual reports.

Social Media

WorldGranny can be found on Facebook, Twitter, Instagram and YouTube.

WorldGranny's alliances:

Good partnerships have been vital for WorldGranny, they ensure the right knowledge, support and access. Since its inception, WorldGranny has been the Dutch branch of [HelpAge International](#), which is based in London and has about 100 affiliated organizations worldwide.

Volunteers:

Volunteers and interns are immensely important for WorldGranny. Without them, many of the daily tasks, including updating the website and social media, could not be carried out. It is a win-win situation because on the one hand, our company is kept running efficiently, and on the other hand, we provide a good opportunity for students to gain more knowledge about the day-to-day activities in an NGO. Over the years, more than 100 volunteers and around 60 interns have helped WorldGranny do its job.

Grannies to Grannies (G2G):

WorldGranny is particularly grateful for the support from the Grannies2Grannies groups. These groups raise money through events, lectures, and sales at markets and festivals. With this money, they are directly supporting grandmothers in Africa, who thanks to G2G, are able to give their grandchildren a future. In the last 3 years, we have succeeded in jointly raising more than 30,000 euros.



10. Board and accountability

The Accountability Statement describes how WorldGranny has applied good governance in practice. 'Management and Execution' are distinguished from 'supervision' via a governance/management contract (code).

The Supervisory Board and the Management of WorldGranny endorse the Three Principles of Good Governance which are described in the Code of Good Governance for Charities (Association of Fundraising Organizations, VFI, 2005) and CBF in 2008 (until 2016). These are:

- 1** A clear separation between 'monitoring' or 'control' and 'execution'; WorldGranny does this based on its management/board code. This management regulation established by the Board states which decisions may be validly made by the director, and what decisions need the approval of the Board. The decisions requiring Board approval are:
 - WorldGranny's annual plan and business plan, including the budget and investments required
 - WorldGranny's annual accounts and annual report
 - Adoption and amendment of management regulations
 - Changes in employment policy
 - Adoption project grants to the amount of 300,000 euros or more annually, supersede issues with over 100,000 euros per year of funding
 - Adoption collaboration with third parties on the basis of a cooperation agreement
 - Choice of auditor.
- 2** An ongoing effort to mobilize spending funds effectively and efficiently; WorldGranny is continuing to focus on this subject.
- 3** Continually focus on an open, respectful and rewarding relationship with all stakeholders, especially when it comes to information and managing complaints. WorldGranny has never have a complaint in its entire history.

The board meets on average 5-7 times per year, and once for a strategic session. Recurrent subjects are the state of affairs with regard to finances, current applications to funds, organizations that WorldGranny can possibly approach for a strategic partnership, improving WorldGranny's marketing strategy and progress in personnel and organization.

The members of the board do not receive any salary or compensation for their work at WorldGranny and are not involved in any projects relating to WorldGranny.

Chair

Prof. Dr. Pauline Meurs

Professor Health Policy
Erasmus University Rotterdam.
Chair Dutch Council for Health and
Society

Treasurer

Jan Minks

Financial and tax specialist

Jeanine van der Vlist

Managing Director of Eurofiber

Marlies Zwolle

Managing Director of Mohr
Amsterdam

Josine Hendriksen

Owner of the Brand
Department

a.i. About this report

This report has been compiled with care and checked by WorldGranny.

Compiled in accordance with Guideline 650 for Fundraising institutions.

If you discover any errors,
please let us know via info@worldgranny.nl

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