



### **EY2012 Awards categories' overview:**

“Workplaces for all Ages”: This category recognises the best initiatives by employers, trade unions and not-for-profit organisations that promote better working conditions for older employees. Submission deadline: 1 September 2012.

“Towards Age-Friendly Environments”: This category recognises outstanding initiatives by regional or local authorities that create an inclusive and accessible local environment which facilitates active ageing and has a positive effect on health and on the quality of life of all generations. Submission deadline: 1 September 2012.

“Social Entrepreneurs”: This category recognises the most successful initiatives undertaken by social entrepreneurs in promoting active ageing and solidarity between generations. Submission deadline: 1 September 2012.

“Reporting on Ageing and Relations between Generations”: This category recognises journalists whose work has made a significant contribution to a better understanding of the challenges presented by an ageing society and how they can be tackled, thus raising the level of the public debate and promoting better policymaking. Submission deadline: 1 September 2012.

“Life Story Challenge”: This category celebrates the life stories of older people. Persons of any age are invited to tell the story of an older person (a family member, neighbour, friend, etc.) and present the noteworthy contribution the "active ager" is making in the family, in society, or at work. Submission deadline: 16 September 2012.