

## **Age & Opportunity (<https://www.activelink.ie/node/576>)**

Age & Opportunity is the leading national development organisation working to enable the best possible quality of life for us all as we age. We do this by:

1. Championing the creativity and value of older people;
2. Combating stereotypes and negative views of ageing;
3. Developing inclusive and engaging experiences which respond to the interests and needs of the diverse older adult population;
4. Developing, testing and measuring the impact of pioneering programmes and approaches;
5. Making evidence available to policy-makers and service providers;
6. Working with partners and stakeholders to ensure that Ireland's policies, strategies and programmes are directly informed by the needs and experiences of older people.

We work with a multitude of public and private partners such as government departments, local authorities, health services, universities, community groups, arts and culture organisations and local sports groups to provide opportunities for older people to be more active; more visible; more creative; more connected; more often.

### **Our Mission, Vision & Values**

#### Our Mission

To enable the best possible quality of life for us all as we age.

#### Our Vision

An Ireland where all older people can be more active, more visible, more creative, more connected, more confident, more often.

#### Our Values

Our values are centred around ensuring that the views, opinions and experiences of **Older People** inform all that we do. We seek to promote **Equality** and **Inclusivity**. We aim to be **Brave, Pioneering** and **Inspiring** and we strive for **Excellence** in everything we do.

#### **Contact Info**

##### **Age and Opportunity**

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