



Business Recognition Programme

Did you know that there will be more than **1.5 million older people (65+)** by 2051, living and shopping in Ireland, a number that is growing all the time? **Older people account for up to 50% of consumer spending.** They have the time to shop, they like to shop and they are loyal customers. They will come back to you again and again if you make the consumer experience comfortable and pleasant for them. Are you doing everything you can to capture and retain this powerful customer base?

Your business should be Age Friendly because:

- It is simple to achieve
- It is low cost or cost neutral
- It opens up new business for you
- It is the right thing to do!

What is involved?

In **four simple steps** you can become an Age Friendly Business

- 1 Plan:** Identify a **member of staff** to act as a champion for age friendliness and older customers.
- 2 Act:** The champion participates in our **two hour Age Friendly Business workshop** and starts to develop ideas for your business.
- 3 Consult:** **Ask your older customers** what they like, what could be improved?
- 4 Implement:** Develop and **implement 3 actions**, receive your Charter and get recognised as an Age Friendly Business



Make your business Age Friendly and watch it grow!

For the past few years, businesses all over Ireland have obtained their Age Friendly Charters as part of the Age Friendly Ireland Programme, and have proudly displayed their Age Friendly status on their shop window or in their reception area. They know that by doing this, they signal strongly that our older community is welcome, resulting in loyalty and increased custom.

“ If you design for the young, you exclude the old. But if you design for the old you include everyone. ”

Glenn Millar, Director of Education and Research,
Canadian Urban Development Institute

Join the Age Friendly Ireland Business Recognition Programme

Examples of low cost and cost neutral ideas that businesses have developed include special offers for older people, the use of reading glasses, reduced noise levels, preferential seating and parking, staff trained in age friendly communications, larger fonts on printed material and many others. Contact your local Age Friendly Programme Manager today and join the movement!

Age Friendly Ireland is helping to create an inclusive, equitable society in which older people can live full, active, valued and healthy lives. The Age Friendly Business Recognition Programme is run nationally with the support of, and in partnership with, Chambers Ireland and Local Authorities. See the National Age Friendly Business Directory at

www.agefriendlyireland.ie

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