

THE NEW LIFESTYLE FOR RETIRING AGE PEOPLE

Professor, PhD George NICULESCU
“Constantin Brâncuși” University of Târgu-Jiu
gniculesco@yahoo.com

Abstract:

This article describes a research project in the field of aging, based on researches specialized in changing the lifestyle within retirement context issues.

The focus is on interdisciplinary researches for developing programmes, environments, connected scripts for the anticipatory and personalized enabling of changing lifestyle to an optimum transition for an active and healthy old age in the case of the individuals about to be retired.

The project addresses the field of healthy aging, lifestyle and public health. The aim, project objectives and related activities are designed to improve active aging and the transition to a new lifestyle, active, healthy, sustainable and meaningful.

The first three goals were as a field of study "lifestyle change in the context of retirement."

Main results of the project implementation are: model analysis, model consulting, package scenarios experiential models validated analytical and advisory experiential package offers research partnership protocols analysis, storyboarding personalized advice experiential and Application management expertise.

For this project will build a center/action-research laboratory - Reick Lab (Eco-Info-cultural reviving Kariotic Lab) to investigate - design - experience - through a test type action research approach various "scenarios kariotic" managing the transition to a new lifestyle, healthy meaningful asset retirement age for disabled or retired.

At the same time, the project aims to initiate in the region of South-West Oltenia the generation of eco, health, cultural and spiritual tourism and build a network (micro-ReGenesis Social Network) to provide "spaces / habitats "we call Reick Incubator - reviving Eco-Info-Cultural-Incubator, where retirees to stay initiation change (improvement) lifestyle for people of the third age of one passive in an active, beneficial and profitable.

The results from implementing and services created / enhanced project addresses economic environment, particularly tour operators (ecotourism, health tourism and cultural tourism), but also entrepreneurs, owners of structures tourist destination specialists art etc.

This creates market conditions generating services related to active aging and lifestyle change.

Key words: active aging, new lifestyle, innovation, action-research.

Introduction

Europe (EU countries) or the "old continent" is an aging continent [1]. The current civilization – the (Western) European civilization - generated and developed throughout the last few centuries with the expansion of science (subsequent technology included) has lately become a globalized civilization. But the greatest mega challenge that we have to face has to do with the fact that the current globalized (western) European civilization is unsustainable.

In this context, the phenomenon of population aging in Europe is becoming a challenge in the context of a mega challenge (aging in the context of non-sustainability), i.e. a second-degree challenge. Or, a second-degree challenge requires a paradigm shift.

The current situation facing humanity, related to the fact "we all want to live like Americans/or at least like West Europeans", given that the "American way of life" is "everybody's dream" would mean that we would basically need the resources of "several Earths" (in accordance with the "ecological footprint" -Ecological Footprint: the productive area required to provide the renewable resources humanity is using and to absorb its waste.

In this context the imperative transition from an unsustainable civilization to a sustainable one should become the fundamental objective of any policy. Otherwise, the civilizational collapse is an imminent one.

Individually, this would require a change in everybody's lifestyle, one oriented towards more sustainability. But changing one's lifestyle is a great challenge for everyone, retired people included. And this becomes even more difficult when the constraint of maintaining the standard of living and quality of life exists.

The statistical data on aging in the EU shows that the current situation is worrying[1]:

- The proportion of older people in our societies is increasing fast, due to low birth rates, ageing "baby-boomers" and rising life expectancy.
- Between 2010 and 2060, the number of people over 65 will grow from 17.4% to 29.5% of the total population. The number of people over 80 will nearly triple to 12%.
- During the same time, the working age population in the EU is expected to decline by 14.2%. Pensions, health care and long-term care systems risk becoming unsustainable, with a shrinking labour force no longer able to provide for the needs of the growing number of older people.

It is pleasing that, in the past few years at the EU level this fact has been acknowledged and steps have been taken towards the design and initiation of policy in order to meet these challenges by promoting the concept *active aging*. Thus, the following political actions have been launched:

- ❖ The EU devoted the European Year 2012 to promoting active ageing as a basis for solidarity between generations. In this context, *guiding principles for active ageing* were elaborated
- ❖ The *Active Ageing Index* has been developed to assess the untapped potential of older people.
- ❖ The *European Innovation Partnership for Active and Health Ageing* is fostering innovation to raise healthy life expectancy.

It is clear that these actions together with a perspective such as „long-term care sustainable inaging societies”, as well as „investing in prevention, rehabilitation, age-friendly environments and more ways of delivering care that are better adjusted to people's needs and remaining capacities” have a major role in orienting and starting new and more appropriate policies in the field of active aging[2]

At the national level, Romania has entered a period of rapid and dramatic population aging. Older Romanians are expected to make up more than 30% of the total population by 2050[1]. All demographic projections for Romania point to a rapid expansion of the older

population in the coming decades. Specific projections vary. the population aged 60 years and older will increase from 19.3% in 2005 to 33.3% in 2050. Eurostat projections indicate an increase in the 65+ population from 14.9% in 2008 to 30.9% in 2050 and to 35.0% in 2060. The median age of the Romanian population increased from 34.4 years in 2000 to 38.3 years in 2010 and is projected to increase to 51.4 years by 2050 . Like other EU countries, Romania’s older population is itself getting older, a process referred to as the “aging of the aged.” For example, from 2008 to 2050, the percentage of the 65+ population that is 80+ is projected to increase from 18.7% to 30.5%.

Romania has the pension and health insurance systems and the system of social welfare services address the specific needs of older Romanians, but comparing the social protection systems in the European Union with those in Romania suggests the existence of a development lag. The relevant legislation exists but there are still issues regarding the implementation of specially developed social services for older persons. As a result, there are major inadequacies in the organization of the social service system: too few public services, insufficient budget funds, insufficient collaboration between public and private services, and frequently overlapping services.

Also in Romania, the gerontological research is sparse and the few studies of older Romanians that exist are not well used by policy makers. Much of the research is descriptive and focused on needs assessments. Most databases created from studies of older adults are not available for secondary analysis, nor is Romania among the countries included in the Survey of Health and Retirement in Europe.

The objectives of the project

According to the specific objectives of the priority axis as well as the action objectives, the aim of the proposal are as follows:

Aim

□ Instituting within “Constantin Brâncuși” University, a competence centre specialized in interdisciplinary research for developing programmes, environments, connected scripts for the anticipatory and personalized enabling of changing lifestyle to an optimum transition for an active and healthy old age in the case of the individuals about to be retired.

Objectives

O1. Forming the competence nucleus based on issues for research specialized in changing the lifestyle within retirement context issues;

O2. Constituting the info-infrastructure for research specialized in changing the lifestyle within retirement context issues;

O3. Initializing and externalizing the research activities of the newly formed centre consisting in:

Substantiating, conceiving and experimenting the model of interdisciplinary approach of the issues concerning changing the lifestyle within the context of retirement

Drawing up the theoretical model and constructs for investigating through survey, interview ex-ante, ex-post and for monitoring the conducts and adjusting degree of the lifestyle from the age, career and health condition perspective taking into consideration the following aspects: physical, nutritional, social, cultural and spiritual.

Drawing up the tools: surveys and interviews as well as the experimental testing of their efficiency in case of a pattern of 1300 individuals to be retired;

Specifying the requirements for the informatics applications dedicated to their experimenting and implementing;

Transfer of knowledge and the gained experience in industrial activity research consisting in:

- Working the requirements and principles for designing personalized environments, programmes and scripts for experimental facility of adequate life changing in the context of retirement;
- Working the design requirements and principles with immediate inter-human interaction
- Working the design requirements and principles with immediate inter-human interaction technologically mediated

Accomplishment of the pilot application for experimental development consisting in:

Demonstrating the practical validity of the prototype and the economic and social impact potential of the model adapted to the particular context offered by the varied possibilities of utilization of the experimental resources which can be capitalized through the tourism offer in health, ecological and cultural, specific to the region South-West Oltenia

O4. Aggrandizement of the interdisciplinary team by attracting in the competence centre team researchers, candidates for Ph. D, post-Ph. D and supplementary technical staff;

O5. Constituting a package of research offers in partnership meant for cooperation in projects Orizont 2020 and other European projects C&I and conceiving a number N of such projects.

Justification for the classification results from the project implementation in one of the areas of smart(intelligent) specialization

The project addresses the field of Healthy aging, lifestyle and public health for the following reasons: the aim, project objectives and related activities are designed to improve active aging and the transition to a new lifestyle, active, healthy, sustainable and meaningful, that are appropriate domain and subdomain chosen. Even for the project results under the subdomain in which it is part "to stage experiential and related services, aimed at facilitating proactive, personalized change of lifestyle for a transition optimal towards active aging and healthy persons at nodal retirement"[3].

The first three goals were as a field of study "lifestyle change in the context of retirement"[4]

Main results of the project implementation are: model analysis, model consulting, package scenarios experiential models validated analytical and advisory experiential package offers research partnership protocols analysis, storyboarding personalized advice experiential and Application management expertise.

All these results are the natural effect of the capitalization of project activities and classification of project are concrete arguments in Health and Aging sub healthy lifestyles and public health.

For this project, it is within the "Constantin Brancusi," center / action-research laboratory - Reick Lab (Eco-Info-cultural reviving Lab) to investigate - design - experience - through a test type action research approach various "scenarios" managing the transition to a new lifestyle, healthy meaningful asset retirement age for disabled or retired.

At the same time, the project aims to initiate in the South-West Oltenia generation of eco-tourism, health, cultural and spiritual and build a network (micro-ReGenesis Social Network) to provide "spaces / habitats "we call REIC Incubator - reviving Eco-Info-Cultural-Incubator, where retirees to stay initiation change (improvement) lifestyle for people of the third age of one passive in an active, beneficial and profitable.

The results from implementing and services created / enhanced project addresses economic environment, particularly tour operators (ecotourism, health tourism and cultural tourism), but also entrepreneurs, owners of structures tourist destination specialists art etc.

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The beneficiaries of this project

The main target group directly our target is' the people on the verge of retirement "(with the tested subgroup and the subgroup controls) and" recently retired persons "(as sub blank). Alternatively, through the platform, so online, and we are addressing the broader group, the people retiring - about 300,000 per year.

On the other hand, we also address the group of entrepreneurs, owners of boarding houses located in places / scenic habitat and have suitable premises application project. The project is planned and the search and selection procedure, and the development of a standard of equipment and operation[5]

Another important group is that of "specialists - mediators" and / or "specialists in coaching" and who are first will be a selection process and then one training "change of lifestyle for aging people"[6].

They will be the direct beneficiaries of the project results, and data providers (required to start a database that is constantly updated). Partnering and networking will lead to the achievement of academic entrepreneurship on the one hand, and on the other hand, local development, whose vectors are even new services created by the project beneficiaries.

By its very nature the project aims at teaching scientific research results of the economic environment, in this case the field of tourism (tourism operators who will practice ecotourism, health and cultural).

The main risks related to the project implementation as well as the measures to reduce them:

A. Scientific risks in carrying out the project and suggesting a management approach of these risks.

The main scientific risk is given by the novelty character of such an approach for research and founding of a new (world plan) laboratory-centre (REICK Lab - Reviving Eco-Info-Cultural Lab).

The most important risk of such an approach research-action type is that of "bureaucratic stiffness".

Within the course planned initially, forgetting that the research-action is iterative and supposes in its approach itself different changes (methodology, methods and tools, resource, research allotment etc.).

As a research-action in the social area, here is also a risk concerning change of the social conditions, of the mentalities mutations etc., in the sense of the transition becoming more difficult towards another lifestyle.

The management of these risks has to be done firstly through taking them on and understanding them and secondly by keeping a flexibility within the research approach. As important is the need to developing in the first place, research and management tools (softs especially) adequate and pertinent to such a research project.

B. Partial involvement of the stakeholders in the approach topic, aging of the population respectively.

Provisions for diminishing the effects of this risk: information, raising awareness and promotion among the local authorities, the main economic agents (especially tour operators) of the project topic, of the activities and the expected outcomes by implementing the project through: site + 1 project, press conferences (two), radio and TV messages (twelve), TV broadcasts (two), radio broadcasts (three), articles in the press (5), meetings with the local authorities, economic agents, ONG with activities in the project topic (three), organizing annual manifestations dedicated to active aging: “Age of wisdom, a new spiritual youth”;

C. Lack of active aging culture among population, economic agents, institutions and local authorities in the South-West Oltenia.

Provisions to avoid this risk:

a. Promoting the EU and national strategy concerning active aging;

b. Founding within “Constantin Brâncuși” University of a new Master’s Degree:

Management of active aging;

c. Large campaign of permanent character in schools, high schools, institutions, social and economic agents and among population for the idea of the necessity to support the active aging

D. Non-agreement of the individuals involved in the project of the innovative ideas proposed through the project.

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