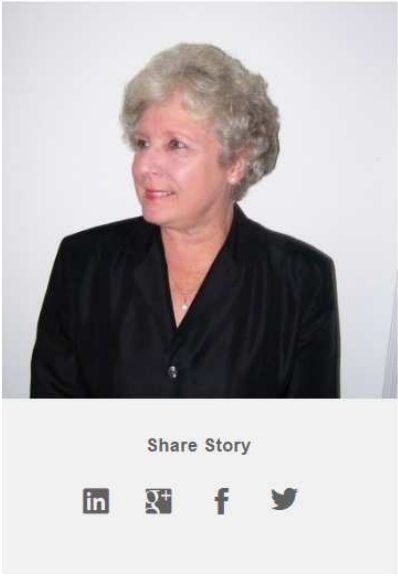


Encore Movement - second acts for the greater good

CHANGE! Good practice factsheet

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| <p>Title of good practice/initiative</p> <p>Encore Movement - second acts for the greater good</p> <p>(synonyms of 'encore' <i>noun</i>: return, repeat)</p> <p>The mission of the Encore Movement is to build up a national movement in the US to tap the skills and experience of those in midlife and beyond to improve communities and the world. Launching and coordinating such a voluntary movement (with a very impressive strapline – encore, putting the person in flashlight) can be an effective initiative to unify hundreds of fragmented local actions. The theory behind the organisation is well-known in Europe as well, but the key point here for learning is “the movement type of working”.</p> | <p>Image/photo of good practice/initiative</p>  |
| <p>Brief description of how the specific local public service has been challenged (with figures, if possible)</p> <p>Similar to the majority of EU countries, US's society is ageing, which challenges the care systems in different ways. By 2030, more Americans will be over 65 than under 15. The United States is facing the well-known impacts of the ageing society like many of the Western world.</p> | <p>One of the hundreds of <i>encorers</i>, Catherine Sanford: as an epidemiologist she teaches communities how to use pain medication more safely and recognize and reverse an opioid overdose.</p> <p>Links to website for further information on the good practice/initiative</p> <p>encore.org</p> |
| <p>Description of the good practice /initiative: history, activities, number of involved people, territorial scope, current scale, future plans, impact and benefits (Max. 400 words)</p> <p>Encore.org is built on the engagement and efforts of millions of people in later life as a vital source of talent to benefit society. Their ultimate goal is to create a better future for young people and future generations. They implement their actions based on four principles</p> <ul style="list-style-type: none"> ▪ Using the power of personal stories and other communications techniques to challenge conventional thinking about ageing and create a new narrative for later life, characterized by individual renewal and social impact. ▪ Creating and supporting pathways to connect people in later life with opportunities for work that benefits society. | |



European Union
European Regional Development Fund



- Serving as a hub and resource for leaders in various sectors and geographies who share the encore vision.
- Creating and operating innovative programs to showcase the encore vision.

While many see our ageing society as a problem, encore movement emphasizes the benefits to be realised by the whole society if older people could share their knowledge and experience. Those in and beyond midlife represent a powerful source of talent with the accumulated skills, experience and wisdom to tackle some of society’s most urgent challenges. By embracing this unique opportunity, the movement transforms a zero-sum prediction into a win-win strategy, creating a better future for generations to come.

Neither young nor old, the vast population moving into midlife offers an extraordinary resource. Millions are determined to apply their experience to make a difference for others. And they are looking for a new model combining elements of work, service, and social impact – an “encore” or “encore career.” Some are able to do so as unpaid volunteers or in roles in their communities or families. But for many, encore work can bring a new source of continued income.

For the first time in history, many of us have an extra 20 or 30 “bonus” years of active, healthy life, after having developed extensive skills, knowledge and life experience. Encore.org has set out to define this new stage of life and work, to create new pathways and to transform existing institutions in ways that will help millions make the transition from “what’s last” to “what’s next?” and to help our society take advantage of an unprecedented human resource windfall. As one approaches later life, there is a natural urge to think about legacy – about how we will be remembered, how we can influence the lives of young people and how we can leave a mark. The encore vision is rooted in this concept of “generativity,” which is why our animating idea is about leveraging the experience of older adults to improve our world now and for future generations.

At a time when there are so many critical problems in our education and health care systems, in our government, in our environment and on our streets, we can’t afford to let decades of experience go to waste.

Encore Fellowships are designed to deliver a new source of talent to organizations solving critical social problems. These paid, time-limited fellowships match skilled, experienced professionals with social-purpose organizations in high-impact assignments. During the fellowship period (typically six to 12 months, half- to full-time), Fellows take on roles that bring significant, sustained impact to their host organizations. While they are working, Fellows earn a stipend, learn about social-purpose work and develop a new network of contacts and resources for the future.

The Purpose Prize is the nation’s pre-eminent large-scale investment in people over 60 who are combining their passion and experience for social good. The Prize awards at least \$100,000 annually to individuals creating new ways to solve tough social problems.

The Prize was first awarded in 2006 by Encore.org, with funding from the John Templeton Foundation and The Atlantic Philanthropies, to showcase the value of experience and disprove outdated notions that innovation is the sole province of the young. It’s for those with the drive to make change and the experience to know how to do it.

Role of the municipality within the process (e.g. how the municipality facilitates or coordinates the process to systematise/upscale a civic initiative)

Similar to other civic actions municipalities as the most local forms of the government should “*reinvent their role to become catalysts and innovation brokers by mobilising all stakeholders*”, and thus they could facilitate the improvement of service design and delivery. As innovation brokers they have to learn how to give control up and take “only” an intermediary function by mediation and providing framework and a willingness to take risks. Obviously it needs extra resources.