

# ELECTION PROGRAMME

2022-2025



***50PLUS 'BECAUSE WE CAN DO BETTER'***

*For individual freedom For social justice For social responsibility*



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## INTRODUCTION

Since 2018, 50PLUS Eindhoven has been active in the city council of Eindhoven. With 2 seats, 50PLUS Eindhoven has been able to do a lot for the residents. Helped to make a city with financial problems healthy again. A city that is constantly growing. The 5th city and the 3rd mainport of the Netherlands. 50PLUS Eindhoven is known as a constructive party and likes to work together. Seeks the connection and often makes the difference in moods. Difference whether the proposal is adopted or rejected. A vote for 50PLUS Eindhoven can therefore make the difference. 50PLUS is a middle party and looks very emphatically at the resident. In recent years, many successes have been achieved. We are most proud of the policy for the elderly that is now being developed at the commitment of our party.

For the new period, we have thought about whether it is the actions or the goal that we are pursuing. As a result, you will see different themes than the usual spearheads. For example, care is important but the goal is to live a healthy life. That is why we go for "good health".

## WHAT IMPACT DOES 50PLUS WANT TO ACHIEVE IN EINDHOVEN

In other words, what does 50PLUS want to achieve and/or improve for all people in our city of Eindhoven?

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|-----------------------|---|
| ✓ PLEASANT AGEING     | POLICY FOR THE ELDERLY OF TODAY AND LATER               |
| ✓ GOOD HEALTH         | FULFILLING THE DUTY OF CARE EFFECTIVELY AND EFFICIENTLY |
| ✓ A NICE "HOME"       | SUITABLE HOME AND AFFORDABLE                            |
| ✓ SAFE                | FEEL-SAFE, FREE AND COMFORTABLE LIFE                    |
| ✓ INCLUSIVE SOCIETY   | STOP POVERTY AND THE DICHOTOMY                          |
| ✓ INDEPENDENT         | FITTING WORK AND INCOME FOR ALL                         |
| ✓ LIVELIHOOD SECURITY | SAVINGS ON THE LIVING ENVIRONMENT                       |
| ✓ GOVERNMENT          | LISTENING DEMOCRATIC LEADERSHIP                         |



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✓ **MEANINGFUL IN CONTROL FINANCIALLY INDEPENDENT AND RESILIENT GOVERNMENT**

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*PLEASANT AGEING POLICY FOR THE ELDERLY OF TODAY AND LATER*

The elderly are very vital and should not become the capstone of society. 50PLUS focuses on the involvement for and of the elderly. The participating over-50s in society contributes with his or her knowledge & experience to a better future for residents of today and later. Older people are aware of this like no other and are happy to invest in the future of their children and grandchildren with a lot of love and commitment. 50PLUS will introduce an 'Elderly Policy'. We want this across all domains and with 1 responsible alderman. Of course with sufficient finances to implement the policy. This policy for the elderly then has an effect on the elderly of today and the elderly of later. Everyone should be able to age comfortably.

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**GOOD HEALTH FULFILLING THE DUTY OF CARE EFFECTIVELY AND EFFICIENTLY**

When you think of health, you think of care, but prevention is also important. The municipality has a duty of care. It must prevent health from being endangered and, if additional support is needed, it must regulate this. 50PLUS is against cuts in care. The human dimension is important and customization must be provided. The basis remains that the care is organized efficiently and effectively. Money intended for care remains money for care. In addition, we want more support for informal caregivers. Care that is appropriate and without a waiting list.

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**A NICE "HOME" SUITABLE HOME AND AFFORDABLE**

What could be better than having your own house, where you feel at home. A home should be possible for everyone. 50PLUS is committed to affordable and sufficient and adapted (social) (rental) homes tailored to everyone. We choose that the elderly can continue to live independently in the familiar living environment for as long as possible. A woonomgeving in which community centers play a role and there is room for all kinds of housing. Ook the high-rise in the city centre is important, but with a social paragraph. Bouwen for old is the solution for young! The agreements on 20% social housing must remain intact and from 2023 to 30%. New solutions to make the housing market affordable are more than welcome. Ook self-occupancy obligation and for own inhabitants is part of this.

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**SAFE FEEL-SAFE, FREE AND COMFORTABLE LIFE**

Being able to walk down the street without fear. No crime, no nuisance, no violence, how nice that would be. 50PLUS is committed to a safe living environment for young and old by preventing and cracking down on street robberies, overlasts, burglaries and stabbings and shootings. We opt for blue closer to the people through more neighbourhood police officers, BOAs and the use of neighbourhood prevention. The chance of being caught must be increased by more camera surveillance. The bodycam should become standard equipment. There must be a response to every nuisance report.

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**INCLUSIVE SOCIETY STOP POVERTY AND THE DICHOTOMY**

Our society is for everyone. All should be able to participate. We must support those who cannot do so. Inclusive also includes the elderly, people with disabilities, homeless people. 50PLUS is committed to actively combating poverty among all residents of Eindhoven. 50PLUS also stands for a low-threshold and non-complex approach to



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debt assistance. We focus on a respectful treatment of people on social assistance because a benefit is a right and not a favor. The food banks also deserve our support financially, in terms of housing and privacy. 50PLUS supports the "broad prosperity" approach. Public transport must be accessible and affordable for everyone and thus maintain minimum regulations.

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### INDEPENDENT FITTING WORK AND INCOME FOR ALL

Everyone wants to be independent in their own way. Self-catering. If this doesn't work, there's help. 50PLUS wants a strong municipal employment policy with extra attention to help the over-50s get back to a job. We choose jobs for young and old with the prospect of a permanent contract! 50PLUS is committed to combating all forms of discrimination, including age discrimination against older people in, for example, work. Retraining also receives the attention that is needed. In short, full commitment to improve the labour participation and labour market position of older people.

50PLUS stands for a society in which everyone, regardless of age, should be able to continue to participate. That is only possible if you have an income that enables you to do the same. The social benefits, including the AOW, are under increasing political pressure and that has to change. Pensions also lag behind the development of purchasing power. Everything that contributes to more purchasing power of the minima at the municipal level will be taken up by 50PLUS.

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### LIVELIHOOD SECURITY SAVINGS ON THE LIVING ENVIRONMENT

50PLUS realizes that focusing on a sustainable liveable living environment is of great importance for future generations. The earth greener, the environment less harmful, the air quality cleaner, the noise pollution less. These things are not only important for our current society, but also guarantee a sustainable world in the future. It gives us more security of existence. 50PLUS believes that we must take future generations into account when it comes to the climate and our living environment. It is our children and grandchildren to whom we want to pass on this world as beautifully as possible. 50PLUS wants to share the costs of the climate plans fairly and also achieve a good distribution of the costs between companies and residents. 50PLUS is committed to a clean city by improving air and water quality and by reducing litter in the city. We choose to green neighborhoods through extra trees and planting that attract birds and butterflies. We promote green energy, make materials more sustainable and insulation of the homes. Without burdening the citizen with unnecessary or too high costs.

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### GOVERNMENT

### LISTENING DEMOCRATIC LEADERSHIP

The resident has little to no faith in politics at national, provincial and local level. This lost trust is caused by the bad exemplary behaviour of politics, by the many political scandals and by not paying attention to people in society. 50PLUS wants citizen participation to be converted into citizen participation. 50PLUS also wants to introduce locally binding referendums. Finally, 50PLUS wants the dualism introduced in politics in 2002 and that is constantly being trampled underfoot in 2021 to be used sharply and clearly again. As the motion of 50PLUS Eindhoven reads: "Heb respect for each other. Work on the content and not on the person and always act from the common interest".

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### MEANINGFUL IN CONTROL FINANCIALLY INDEPENDENT AND RESILIENT GOVERNMENT

We come from far away and are now a financially healthy city again. This gives room for a strong government. Fiscal policy serves to achieve a prosperous society. 50PLUS believes that setbacks should be absorbed within

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the budget, but without this affecting the services provided to residents and businesses. 50PLUS stands for a sound financial policy, pay attention to the small ones in which large prestige projects are not preferred.

***FURTHERMORE, 50PLUS BELIEVES THAT THE ELDERLY ARE VERY VITAL, ARE THE CEMENT OF SOCIETY AND CONTRIBUTE TO A COHESIVE AND LIVEABLE ENVIRONMENT.***

### SUMMARY 50PLUS VIEWS (50PLUS BETS ON)

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#### POLICY FOR THE ELDERLY

- Elaboration of the policy on the elderly
- Deployment alderman for elderly policy

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#### CARE & WELFARE

- Money intended for care also remains available for care
- A clear registration system between WIJ Eindhoven and the service bureau
- Reversing the effect of this in healthcare
- Providing appropriate care
- Tenders for a long term, this gives more certainty for the clients and the care workers
- Also assign indications for longer periods.
- Qualified home care workers with a good signalling function
- Emergency care that is available 7 days a week, also e.g. general practitioners and outpatient clinics must work to be open 7 days a week. The municipality will actively encourage this
- Continued commitment to the Safe Home programme, with a lot of attention for elder abuse
- Home care and district nursing organisations with a good personnel policy: decent working conditions in terms of income and security
- The municipality must strive for high-quality home care, informal care support, and day care, whereby differences in the implementation of the WMO with (better performing) surrounding municipalities are eliminated.
- Good informal care initiatives to live together and together will support the municipality and any obstacles will be removed from the municipality (housing file)
- Stimulating healthy food and healthy lifestyle
- Keeping open and expanding all nursing homes, which are still open after the demolition
- Registration of informal carers, so that financial and other measures to support and appreciate the informal carers can be worked out
- Compensation for the flow of elderly people to suitable housing
- Reduce waiting times
- Mandatory cooperation within the stakeholders
- Integrated solutions for (complex) requests for help
- Focusing on the human dimension
- Delivering tailor-made solutions
- Better client support
- Stimulating and supporting initiatives for other forms of passenger transport by healthcare institutions

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- Facilitation (including exemption from rent) of community centres by the municipality
  - Making running community accommodations feasible for volunteers
  - Simplifying the possibilities to apply for a subsidy
  - Activities to encourage and support older people and young people to exercise/sports more and longer
  - Further fleshing out the outcome (expected Q1 2022) of the study "community centres"

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### ECONOMY & SMALL AND MEDIUM-SIZED ENTERPRISES (SMES) & TOURISM

- Strengthening economic activity and social innovations
- Cooperation with industry, education and research organisations
- Investing in local, regional and international economic relationship networks
- Creating better train connections between the Randstad, Belgium and Germany.
- Maintaining and further developing regional labour market policy including incentive package for unemployed over-50s
- Stimulating the local circular economy where sustainability, innovation, energy efficiency, and environmental friendliness are central
- Giving extra boosts to the local economy and labour market
- Bringing in knowledge-intensive and other 'clean' companies
- Facilitate innovative changes in the economy where necessary
- Improving the business climate for companies and business services
- Generous and effective support to SMEs and freelancers who have suffered from the Corona crisis
- Restructuring and sustainability of business locations and shopping areas
- Future-proofing industrial estates with heavy industry and limiting heavy (environmentally harmful) industry
- Sustainable land exploitation of business parks
- Stimulating starting entrepreneurs
- Transformation of business locations and retail premises into innovative forms of housing
- Introduce an **impoverishment penalty** on vacancy of business locations and retail premises
- Regulatory pressure must be well reviewed and simplified (less & smarter)
- If necessary, permits are firmly enforced for safety and to prevent nuisance (for local residents and the surrounding area) and/or to burden the environment.

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### WORK & UNEMPLOYMENT

- Strong municipal employment policy with extra attention and policy to help older people and people with disabilities find a job
- Jobs with the prospect of a permanent contract
- Close cooperation with SMEs and larger businesses for more jobs for older people. The "Home to Work" project is a good example
- Municipality of Eindhoven that sets a good example by giving the elderly plenty of opportunities in municipal jobs (positive policy for the elderly)
- An incentive package to get and keep older workers in work, with attention being paid to the training of new employees by older and experienced employees (tandem jobs)
- Applying the Social Return principle also for the elderly so that in tenders and assignments from the municipality, this target group gets real opportunities for a permanent job
- Taking the agreements with the UN convention into account

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- Use retraining also for the elderly
  - SMEs and the increasing number of self-employed without personnel (ZZP'ers), which are the basis of our economy. These enterprising people deserve more support, protection and help from the government
  - Close cooperation with SMEs and larger businesses for more jobs for over-45s
  - More tailor-made guidance for jobseekers

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### INCOME & PURCHASING POWER

- Increase in the disposable income of people on social assistance, without this affecting the receipt of allowances
- Possibility to limit cost-sharing standard where quality of life at subsistence level is compromised.
- Benefits for residents over which the municipality has influence must be granted actively and maximally .
- Wages increase to a minimum of 14.00 euros per hour and companies encourage this.
- Let the time of income from the assistance coincide with the municipal costs such as rent, waste tax and the like
- Maintaining health insurances
- Maintaining minimum regulations such as free public transport, participation contribution and food bank
- Research into a pilot for guaranteed or basic income

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### POVERTY, DEBT & LONELINESS

- Approaching poorer residents in a motivating way (training in skills, setting small, manageable goals)
- Maintaining minimum provisions for citizens with an income of up to 120% of the social minimum
- Eindhoven that proactively informs its residents of the possibilities that exist in terms of minimum facilities
- Homeless people are entitled to support and help from the municipality.
- Safeguarding the privacy of food bank users
- Good housing for food banks
- Plenty of, healthy, varied and safe food for the food banks
- Intervening on the revenue model in the debt problem
- Accessible and non-complex application for debt assistance
- Debt assistance without waiting times, this prevents aggravation of the problem
- Ensure early detection in debt assistance
- Experimenting with other financing and remission or loan to quickly participate in "normal" life
- Call on all residents to look more out for each other with a publicity campaign and dialogues in the neighborhoods
- Facilitating community centres as much as possible to work for and through the neighbourhood on a meeting place for everyone
- Offer of training to active residents to recognize loneliness through home visits to people over 75
- Collaboration at neighbourhood level of professional institutions, also with active residents
- Focus on combating loneliness by developing activities outside the home (markets, community centre, stimulating associations, volunteering, etc etc)
- Bringing neighbourhood libraries back into the neighbourhood
- Further shaping projects such as "broad prosperity" and "prevention agreement"



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## VOLUNTEERS

- Social appreciation and support of volunteers
- No displacement /job losses due to the use of volunteers
- Regulation should not be a restriction on volunteering and volunteering
- Free to request Certificate of Conduct (VOG) for volunteer work

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## LIVING & BUILDING

- Creating a "home" for everyone
- Own residents give priority in Eindhoven when allocating suitable housing.
- Stimulating the flow to suitable housing, especially for the elderly
- Affordable housing stock tailored to the needs of the inhabitants
- With the rising home value of home ownership and the higher tax burden that results from it, the Property Tax (OZB) must be curbed and must certainly not rise further.
- Mixed neighbourhoods taking into account the various groups of residents; families with children, the elderly, the disabled, students, starters, immigrant residents, etc.
- Suitable, age-proof and accessible housing for the elderly and people with disabilities
- Adapting the current homes of the elderly so that the elderly can continue to live in their familiar home and neighborhood
- Coming up with smart solutions or following examples from other cities to allow older people to move without increasing costs.
- Retain 30% social housing from 2023
- Tight management and enforcement of student housing policy and slumlords
- Allowing new living concepts of residents
- Family homes, where three generations of a family live together, are fiscally stimulated
- Putting cooperation between health insurers and housing corporations at the heart of senior housing
- Further development of vacant shops, offices and business premises into social housing (restructuring and transformation)
- Giving innovative homes space
- Shaping densification within the ring with the addition of social paragraph
- Setting up a residence obligation

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## TRAFFIC & ACCESSIBILITY

- Develop attractive parking options on the outskirts of the city of P&R in north and west Eindhoven. For tourists and visitors to the city
- Parking exemptions for caregivers, caregivers and volunteers
- Parking facilities at minimal cost for family visitors
- Ensuring sufficient bicycle parking places
- Ensuring sufficient demarcated parking facilities for shared mobility
- Free or reduced rate for people with a disability, who are in possession of a disabled parking card
- Additional transport services such as taxibus, white raven, vending machine and other forms are therefore at the service of the users on time and easy to arrange.
- Allocating the income from paid parking for safe traffic and parking facilities
- Involving residents in the search for solutions if nuisance arises due to the avoidance of paid parking
- Strengthen enforcement of wildly parked cars, bicycles and scooters

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- Parking policy aimed at reducing searching car traffic to improve air quality.
  - Sufficient disabled parking spaces
  - At parking lots sufficient charging points for electric means of transport
  - In the whole of Eindhoven 30km zone. Except for the main road
  - All mopeds, scooters and pedelecs that can go faster than 20 km/h on the roadway (30 km)
  - Helmet obligation in Eindhoven on the roadway
  - Inventory of traffic-hazardous (cross) points for cyclists within the municipality, elimination of these dangerous situations or improvement thereof, making them safer, whether or not independently as a municipality or through cooperation with the (co-)responsible province
  - Let priority be determined by the STOP principle (Steps, Stairs, Public transport, Passenger car)
  - Good accessibility and safety of sidewalks, so prevention of obstacles
  - Clear distinction between roadway (grey) and cycle path (red)
  - Preventing stealth traffic through residential areas
  - Freight traffic only permitted on the main road unless it concerns loading and unloading
  - Strong enforcement policy against theft, destruction and abuse of mobility scooters
  - Municipality creates a car-free city center which is good for air quality, road safety and the quality of stay but does provide exemptions for disabled people
  - The municipality puts innovation first! The municipality actively encourages innovative entrepreneurs to invest in sustainable mobility where car use instead of car ownership is the focus
  - Public Transport that is affordable, customer-friendly, accessible and accessible to everyone and in particular the elderly and those in need
  - Maintenance of sidewalks and roads, especially in winter for the safety of all residents but especially for the walking elderly residents
  - **All important** amenities such as bus stop, ATM, mailbox andz must be within walking distance . (taking into account the elderly )
  - 65plus discount remains
  - Free public transport for minimums
  - Municipality gives public transport an extra boost by better connecting pre- and post-transport to existing networks
  - Municipality focuses on a fine-meshed Public Transport in the city
  - Seating for seniors and people with disabilities at each platform and stop
  - As soon as possible a new central bus station that is accessible to everyone and future-proof
  - Banning poison trains from Eindhoven

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### SECURITY & FREEDOM

- More blue visible on the street (more neighbourhood prevention, police officers and BOAs)
- Tackling street robberies, robberies and burglaries (High Impact Crime – HIC offences)
- That 112 can also be reached via SMS or other messaging service
- Combating crime and increasing the information position of radicalisation by deploying extra police officers
- Monitoring the accessibility of the legal system; it should be possible for everyone to go to court
- That freedom of speech is not a license to taunt others and to curse. Calling each other to account for decency should be normal. Punishing defamation more severely
- Have an eye for people who are not internet and computer skilled; Informing high-risk groups about the dangers of internet fraud
- Prevent door-to-door sales

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- Focus on prevention
  - Good street lighting & clearly visible crossings
  - Deployment and visibility of the neighbourhood police officers as a recognisable first point of contact in the neighbourhoods
  - Support and continue to focus on initiatives from society
  - Respond quickly to complaints about unsafe situations
  - More attention to safety in public transport
  - Action against mistreatment of the elderly
  - Attention for victims of, for example, domestic violence, discrimination, etc.
  - Not tolerating violence against public service providers by dealing with the perpetrators both criminally and civilly
  - Clean and safe public toilets
  - Putting the victims of housing nuisance first in tackling housing nuisance
  - Earlier and stricter approach to housing nuisance
  - Realization of fireworks-free zones and municipal professional fireworks. There will be a fireworks ban for private individuals
  - Control of speeding offenders on highways and in neighborhoods by using modern techniques
  - Control of noise pollution from motorcycles and cars by the city and districts
  - Physical response to reporting residential nuisance
  - Combating all forms of discrimination and in particular against age discrimination (must be and remain high on every agenda)
  - Enforcement of the Constitution

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### EDUCATION & LOW LITERACY

- Educational facilities must be at a reasonable distance
- Physical education is stimulated (including school swimming)
- New construction will only take place if this is necessary due to a growing number of pupils or housing that no longer meets the requirements of our time.
- New construction and renovation must be sustainable and as energy neutral as possible
- Promote that students and parents have free choice to follow the education at the location they want
- All educational institutions must respect Dutch laws and regulations Prevention of arrears, especially in the field of the Dutch language
- Promoting adult education in the context of lifelong learning
- Improving low literacy, assisting with administrative actions and supporting non-digital skills, especially for the generations that did not grow up with the new digital world
- Apply clear language everywhere
- A language agreement in which various partners are connected to each other, so that they can strengthen each other. The partners, including the UWV, commercial providers of integration courses, district teams, etc. will work together
- Actively approaching employers. They often know which of their employees have difficulty reading and writing. The primary schools are also asked to signal and train people
- Developing language houses where people who have difficulty reading and writing can go for (orally given) information and are helped to find the right courses
- Supporting the library's role in this
- Equal opportunities for all children

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- Extra financial support from the municipality for breakfast is desirable, but schools and the government must also contribute.
  - No waiting lists in youth care
  - Allocating more money for good and appropriate youth care
  - Guiding the transition from 18- to 18+ well
  - Children and teenagers with problems need to be helped and treated quickly
  - Combating poverty among parents
  - Timeblocks in computer use in schools by children
  - More attention for history, social studies and citizenship studies
  - Have schools develop a curriculum with a focus on the global history of trade, slavery and migration
  - Bring young and old more into contact with each other, share life lessons
  - Councillors committed to explaining the role of politics in society in schools

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### ENVIRONMENT & NATURE & SUSTAINABILITY & ENERGY

- Greening neighbourhoods through extra trees and planting that attracts birds and butterflies
- Well-maintained greenery
- Recognizing genneperparken as a protected natural area (such as Bossche Broek)
- Bee hotels to provide nesting or sheltering locations for bees, butterflies and other insects
- Compensation for the growth of the city through the development of new nature reserves
- Urban gardens and urban agriculture on roofs and in lost pieces of land. These should be given a prominent place in the city
- Tackling litter and placing bins/containers
- Strictly enforce additional waste
- Research into the subsequent separation of integrally collected waste; also called post-separation.
- Banning polluting scooters on cycle paths
- Stimulate public transport through more free travel, higher frequency of buses.
- Transition to more sustainable forms of transport (bicycle, public transport and clean transport) A stimulating municipality continues this policy
- Public Transport independent of fossil fuels
- Particulate matter reduction (e.g. mauritsstraat)
- Logistics supply centre with smaller and environmentally friendly means of transport
- Reduce heavy industry in or near residential areas and eventually relocate
- Reducing energy consumption and taking into account sustainable technological innovations with the aim of deploying sustainability on an urban scale
- Active municipal purchasing policy in which sustainability, CO2 emission reduction, and environmental friendliness are paramount
- Renewable energy at the lowest possible rate
- Responsible sustainable economic environment and energy policy
- Stimulating energy-saving measures
- Stimulating uses 'green electricity'
- Sustainability YES, but affordable for everyone
- Well-being and living environment must not be subordinate to the economic interest
- Functionally strict approach to environmental pollution and noise pollution
- Homes are only disconnected from the gas and heat pumps are only used when homes have been made suitable for sustainable and affordable heating techniques.
- Safe and good living environment for now and in the future

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- Prevention of flooding and flooding
  - Preventing nuisance from seepage water
  - Provisions to limit the effects of a period of prolonged drought
  - Ensure sufficient and clean water and biodiversity
  - Future-oriented sustainable water management
  - Stimulating water awareness (information, reuse, subsidy scheme, etc.)
  - Disconnection of the rainwater from the sewer; water storage
  - Good cooperation with water boards, province and surrounding municipalities

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### CULTURE & SPORT & RECREATION

- Continuous renewal of artistic and cultural expressions
- Active and passive participation in cultural activities for both young people's and adult development. Culture starts at school, but the government can also provide programs for people starting their second childhood
- Encourage art and cultural institutions/companies to programme more performances during the day in connection with the safety of the elderly
- Supporting a local culture map and would like to see such a facility for the elderly and young people with a small grant.
- A city that invites you to exercise and sport
- A city that ensures that residents get pleasure in moving
- A city that breathes sports ambition and innovation
- Municipal sports facilities that are affordable and of good quality, so that residents like to use them
- Sports facilities that are a calling card in the field of sustainability
- That in all neighborhoods and the center people everywhere can exercise, play and move as desired
- Small-scale events that belong next to top sports events so that as many people as possible move and the events can
- Top sport that supports the broad track

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### UN CONVENTION & ACCESSIBILITY

- Annual meetings such as in 2017 and 2020 for an update situation in Eindhoven
- Annual inclusion agenda update
- Take VGN monitor capabilities with you
- All future plans will be tested for accessibility
- Events and other public activities are tested in advance for accessibility
- Involvement of experiential experts

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### GOVERNANCE & FINANCE

- Appointing the best directors, if necessary independently of political parties
- A minority lecture increases the chance of restoring dualism
- Procedural choice about the functioning of the municipal council is voted on by political group and not by council majority
- The municipal council retains control over the environmental law and sets its own frameworks with regard to real estate, energy networks and the like.
- Chairman of the council meeting is elected by the council

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- The occupation within the registry is appropriate to the city council
  - Within the city council and college there is no place for polarization, disrespectful and person-centered communication.
  - Exemplary role of the council and college as a reliable government
  - Have and keep municipal household book in order. 50PLUS does not want to burden future generations with the burden of (increasing) debt
  - Binding local referendums. The population can also propose a (binding) referendum under legal conditions. Direct democracy complements parliamentary democracy.
  - Let municipal elections be about local politics and not about national politics
  - No privatisations where this is not in the interest of society.
  - Strives to maintain or acquire a (majority) interest by the municipality, possibly together with other municipalities in the region, in essential activities, such as public transport, communication, energy, water and health care.
  - Aims for more municipal utilities where possible
  - Municipal councillors who leave the group and continue in a personal capacity are limited in financial resources
  - A better grip on the implementing organisations of a common regulation
  - In the event of insufficient financial resources by the central government, objectives are adjusted
  - Stands for sound financial policy and stands for the little ones in which megalomaniac prestige projects are not preferred
  - No expansion of municipal taxes because this will again lead to tax increases for residents and the elderly, who were not allowed to share in the previous tax reductions.

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### Extended version of the election program:

#### CHAPTER 1 FOR THE ELDERLY OF TODAY AND TOMORROW

*The elderly of today were the young of the past.*

*The young of today are the elderly of the future.*

The number of people over fifty will increase sharply in the coming decades because the numerous people in their forties and fifties today will enter the higher age groups. The ageing population will reach its peak around 2040. Then the Netherlands is expected to have 4.8 million over-65s, compared to 3.0 million now. The share of over-65s will increase from 16 percent in 2012 to 25 percent in 2040. This ageing population has major consequences for the housing market, mobility and the regional economy.

People over fifty are not only connected by age, experience and common interests.

People over fifty also find themselves in a togetherness when it comes to a good future, a beautiful, clean and safe living environment for their children and grandchildren.

People over fifty are aware of this like no other and are happy to invest in the future of young people with a lot of love.

People over fifty realize that focusing on a sustainable liveable living environment is of great importance for future generations. The earth greener, the environment less harmful, the air quality cleaner, the noise pollution less. These things are not only important for our current society, but also guarantee a sustainable world in the future.

People over fifty are vital, enterprising and full of life. Compared to the fifties, seniors are getting older and many of them remain young in mind and body thanks to improved health care. As a result, people over the age of fifty can continue to make their contribution to society for longer.

People over the age of fifty want to actively participate in society for longer and are therefore an important part of the participation society.

The occurrence of severe health restrictions is concentrated in the last few years of life of seniors. In the age group 75-84 years, about 75% have long-term physical limitations. The stay in care and nursing homes is limited to the group of seniors with serious health problems.

The urban character of the municipality makes social cohesion in society more difficult. The coherence in cultural identity, bonding and involvement with each other is under pressure because of the anonymity of life in a city. It requires a self-reliance from the inhabitants that is not always possible as residents get older. With the rise of the years, people over the age of fifty will be single more often. Health problems, need for help and loneliness make the elderly vulnerable and require community-oriented attention, prevention and care.

Despite the fact that many people over the age of fifty are more prosperous than in the past, the difference between rich and poor is widening. More people over the age of fifty will have to continue working because they have no financial scope, for example through home ownership. Poverty among people over fifty is rising, even though, according to statistics, they are still just above the poverty line. Many people over the age of fifty have an extremely difficult time making ends meet. The rising costs of care and health are putting increasing pressure

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on their disposable income. The result is that social exclusion is lurking. The municipality has instruments to reduce poverty, by supporting the search for work, debt assistance and stimulating cooperation between organizations, institutions and market parties.

50PLUS observes that today's fifty-somethings are disadvantaged and marginalized. We stand for the emancipation of people over fifty, who take care of the future of today's young people. It is not the prejudices of, against and about the over-fiftys that are the driving force behind 50PLUS' actions, but it is precisely the participatory elder in society that determines the party philosophy. The quality of life and well-being for all residents of the city is paramount at 50PLUS. 50PLUS is committed to all residents and in particular to the over-fiftys of the municipality. With 50PLUS, the attention and voice of people over fifty becomes visible in municipal politics. As a result, other political parties will also pay attention to the older residents of the municipality.

Where other parties place the emphasis on the environment, the welfare of the animals, the Christian background or the workers, 50PLUS puts the emphasis on Dutch people from the age of 45. These Dutch people from the age of 45 are central to this election program.

50PLUS wants the elderly to be able to live independently in their familiar living environment in the city for as long as possible. And the gap between elderly people who live independently and the nursing home for the elderly who are often very old and in need of help is too big. For that category of elderly people, about fifteen years of enjoyment of life must be bridged. It is precisely for this group of seniors that intermediate living facilities are needed. In addition to the attention to housing facilities and assistance for pensioners and very elderly residents, extra attention should also be paid to the accessibility and accessibility of shops, utilities, parking facilities and public buildings.

50PLUS believes that 'Lifelong Learning' not only plays a role for people in their forties who are in the middle of their career growth, but also for Dutch people aged 50 to 67 who do not get a job in the context of age discrimination. According to 50PLUS, this flexibility of people over fifty requires a municipal government that facilitates this. The philosophy of the past 20 to 30 years that everything must take place fully in line with the market is already a thing of the past: 'No market without government' So it is precisely in the context of employment that it is up to the government to stimulate and facilitate. But market forces in healthcare have also proved disastrous for the elderly in particular. Defects come with the years and leaving care to the market where the pursuit of profit determines the care costs, the government must become a driver in the basic care and care hours. The corona crisis of the past few years has shown that a government cannot control (see the situation with regard to the vaccines and the vaccination vaccination policy) on market-driven care.

Research shows that the chance of finding a new job after the age of 50 from an unemployment situation is very small. From the age of 55, that's only 3 percent. 50PLUS thinks that an income guarantee due to the enormous aging population fits the challenges of the 21<sup>st</sup> century. The unbridled out-of-control growth in the number of self-employed without personnel (ZZP'ers) has also become extremely uncertain, partly due to the corona epidemic. According to 50PLUS, the government should strive for a fair social security for all Dutch people. At the municipal level, pilot projects can be used to experiment with these drastic and far-reaching changes to the income system.

As people get older, the ratio of travel time to average distance travelled per day changes. As people get older, they make less and less use of relatively fast means of transport (such as the car). Almost half of the journeys of people aged 45-54 are independent journeys by car. In the 75-84 age group, this share has fallen to 28 percent,



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while the over-85s only move independently in 24 percent of the cases. In old age, it is relatively more often about trips as a car passenger or on foot. Until the eightieth year, the bicycle will also remain important, with almost a quarter of the journeys. Due to the rise of the e-bike, many elderly people remain more and longer mobile. 50PLUS is also committed to free public transport for elderly people with a minimum income and to a safe traffic system for older people.

50PLUS pays a lot of attention to the theme 'Seniors and safety'. Together with the police, the elderly unions, 50PLUS wants to set up an elderly network because every resident and certainly the vulnerable elderly person has the right to a safe living environment. Housing nuisance (an increasing problem in the overcrowded cities of our country) can also have major consequences for the living pleasure of the victims.

50PLUS does not shy away from any cooperation with other parties, but will act critically in the interest of the residents of the municipality.

### CHAPTER 2 AGERS POLICY AN OWN PORTFOLIO

Within the College of Mayor & Aldermen, the portfolio 'Elderly Policy' with a solid portfolio holder in the form of an alderman is needed because the position and interests of people over fifty must be safeguarded. The start was made by the motion of 50PLUS. There will be an elderly policy in 2022. An Alderman for Elderly Policy can oversee and monitor the accumulation effects of all laws and regulations such as the deductible in the basic insurance, the personal contributions for care from the WMO, costs of home adjustments and rent increases in relation to income. The mutual influence of laws and regulations on each other is very large and at the same time too often only visible when things go wrong. With the increasing number of people over fifty in our society, this is going to be derailed. The alderman for Elderly Policy can continue to draw attention to this in the board and anticipate new policy in advance, so that the negative consequences of this accumulation of rules and laws do not have to be repaired afterwards.

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#### THE NUMBER OF PEOPLE OVER FIFTY IN THE NETHERLANDS IS INCREASING;

Where in 1900 one in eight people was entitled to a pension, today one in four people is and will be one in two in the year 2040.

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#### OLDER PEOPLE IN THE NETHERLANDS ARE GETTING OLDER;

Of the people who turned 65 in 1990, only 60 percent were over the age of 80. Of the people who turned 65 in 2011, at least 70 percent will be older than 80 years. This will increase the share of over-75s in the population, from 7 percent in 2012 to around 14 percent in 2040.

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#### THE NETHERLANDS IS AGEING;

Despite the fact that rural municipalities in particular are ageing relatively the most, in the coming decades all Dutch municipalities will have to deal with a sharp increase in the number of people over fifty, including those that have traditionally been characterised by a relatively young population, such as the large cities and the Vinex neighbourhoods.

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### PEOPLE OVER THE AGE OF FIFTY ARE NOT BECOMING INCREASINGLY PROSPEROUS IN THE NETHERLANDS;

An increasing group of people over the age of fifty has built up capital with home ownership. This is less the case in large cities. According to current legislation, an increasing number of people over the age of fifty will have to continue working until after the age of 67. If one can do that and there is promising and appropriate work for them, that in itself is positive for their income situation.

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### PEOPLE OVER THE AGE OF FIFTY ARE INCREASINGLY HIGHLY EDUCATED;

Of the current 55-65-year-olds, only 13 percent have only followed primary education. More than 25 percent of them have completed higher education (HBO, WO) and this percentage will gradually increase in the following generations. The social capital of the new and future fifty-somethings is therefore large.

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### PEOPLE OVER FIFTY DO NOT BECOME HEALTHIER, BUT THEY DO BECOME MORE VITAL;

On average, the Dutch are getting older. That old age comes with flaws anyway. Not the chronic conditions themselves, but especially the limitations associated with them can hinder seniors in their self-reliance and social participation. It now appears that the number of years that 65-year-olds are on average still free of (moderate to severe) disabilities, despite the increased chronic diseases, has increased in recent decades. Seniors may not become healthier, but they do stay vital longer, and therefore active.

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### MORE AND MORE SENIORS ARE SINGLE AND CHILDLESS;

In the future, seniors will increasingly be single at the age of 65: where today 30 percent of the over-65s are single, this will apply to 35 percent of the over-65s in 2040. In the future, seniors will not only be single more often, but also more often childless. The share of childless women aged 65 and older is expected to rise from 11 percent now to around 18 percent in 2040. This will have major consequences for the informal carers in their own family and acquaintances. Also, the chance that with being alone seniors get into social isolation and thus become lonelier, is very high.

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### ONE ELDER IS NOT THE OTHER;

There are increasing differences between people over the age of fifty, for example when it comes to their health, remaining life expectancy and mobility. The differences in prosperity (purchasing power) seem to be even widening among people over fifty. Wealth and incomes have become more unequally distributed within the group of people over fifty. On the one hand there are the well-to-do older couples with supplementary pensions and a repaid, sharply increased value of owner-occupied homes and on the other hand the less educated over-fiftys and those who have been out of a job after the age of 45 and have therefore experienced a sharp drop in income and the people who entered the labour market at a later age (such as immigrants and women), with a modest pension and a rental property.

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### PEOPLE OVER FIFTY AS CARRIERS OF THE 'ENERGETIC SOCIETY';

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The new people over the age of fifty are on average more educated, more vital and more active than the previous generations of people over fifty. These new people over the age of fifty will therefore form an extensive reservoir of time, knowledge, skills and social networks over the next fifteen years. This makes them a potential source for informal care, volunteering and new local initiatives, for example in the field of local energy production, nature management and care (care cooperatives).

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### 50PLUS FOCUSES ON

- Elaboration of the policy on the elderly
- Deployment alderman for elderly policy

## CHAPTER 3 CARE & WELFARE

With the WMO (Social Support Act), the municipality wants residents to be able to continue to live at home and participate in society for as long as possible. Residents are held accountable for their own responsibility and self-reliance. The municipality prefers that they solve their problems themselves within their own network. The intention is that there is less use of care, because there is simply less money available for care. In addition, youth care is also decentralized. In Eindhoven, WIJEindhoven and the service bureau have been set up for this purpose. They provide access to prevention and care and the referral to 1st and 2<sup>nd</sup> line care. The municipality is responsible for providing appropriate support to residents who cannot (fully) participate on their own. The support suits the applicant and is preferably temporary. It is possible to place more emphasis on prevention and general facilities and to make the range of facilities accessible for, for example, the guidance of seniors, chronically ill people, people with disabilities and people with mental health problems.

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### TAILOR-MADE CARE & WELFARE

With the new law, municipalities have extra room to organize generally accessible and customized facilities. There are more possibilities than before to support residents without providing an (individual) tailor-made provision. This offers opportunities for the municipality to redirect the pressure in the system of care and welfare to the generally accessible district facilities. This does justice to the focus on the district and this makes the system cheaper. The goal is customization and to ensure that the care and welfare offer fits the neighborhood and its residents. To this end, care and welfare providers had to work together. However, the practice has turned out differently. Many people in need of help have received less home care. The promised customization often does not come true. After all, there have been substantial cuts in home care. The procurement policy whereby care and welfare organisations have to compete creates uncertainty for care workers for their jobs and for clients to retain their trusted care workers. A lot has improved but waiting lists and insufficient support are still present.

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### ELIMINATING EXCESSES IN THE MARKET WORKING

High profits in healthcare must be abolished. It should be about care on a human basis and not a commercial institute with a profit motive. The transformation within the social domain is in full swing. The procurement process is the next step. The introduction of mono (single care demand) and multi (multiple care questions 1 person) care offers possibilities. Hopefully this will put an end to care cowboys and better cooperation will take place in the so-called chain cooperation.

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### 50PLUS FOCUSES ON

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- Money intended for care also remains available for care
  - A clear registration system between WIJ Eindhoven and the service bureau
  - Reversing the effect of this in healthcare
  - Providing appropriate care
  - Tenders for a long term, this gives more certainty for the clients and the care workers
  - Also assign indications for longer periods.
  - Qualified home care workers with a good signalling function
  - Emergency care that is available 7 days a week, also e.g. general practitioners and outpatient clinics must work to be open 7 days a week. The municipality will actively encourage this
  - Continued commitment to the Safe Home programme, with a lot of attention for elder abuse
  - Home care and district nursing organisations with a good personnel policy: decent working conditions in terms of income and security
  - The municipality must strive for high-quality home care, informal care support, and day care, whereby differences in the implementation of the WMO with (better performing) surrounding municipalities are eliminated.
  - Good informal care initiatives to live together and together will support the municipality and any obstacles will be removed from the municipality (housing file)
  - Stimulating healthy food and healthy lifestyle

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### TAILOR-MADE LIVING FOR EVERYONE...

Personal responsibility in healthcare is shifting from collective to individual. This means that people are dependent on their own social network around them. This comes under heavy pressure with seniors who continue to live independently for longer. For many seniors, living at home for longer is not possible without good opportunities for home adaptation or by moving to more suitable senior housing. This entails higher costs and making such decisions means that there must be a decent income in return in order not to be dependent on others. And that is often lacking with many seniors.

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### 50PLUS FOCUSES ON

- Keeping open and expanding all nursing homes, which are still open after the demolition
- Registration of informal carers, so that financial and other measures to support and appreciate the informal carers can be worked out
- Compensation for the flow of elderly people to suitable housing

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### ACCESSIBLE CARE

The implementation of the WMO (Social Support Act) and the Youth Act is carried out by WIJ Eindhoven. This is intended to enable the various types of work involved to work better together, i.e. professionals from different policy areas work together concretely. The intention is that this will help people better and more efficiently. And then also the residents with complex problems and requests for help. All requests for help also go through the service bureau, which often has a delaying effect and in 95% the indication is taken over. Access via other channels and the many providers also make care complex and unclear for the citizen. This creates waiting lists and makes customization difficult to arrange.

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### 50PLUS FOCUSES ON

- Reduce waiting times

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- Mandatory cooperation within the stakeholders
  - Integrated solutions for (complex) requests for help
  - Focusing on the human dimension
  - Delivering tailor-made solutions
  - Better client support
  - Stimulating and supporting initiatives for other forms of passenger transport by healthcare institutions

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### WELL-BEING

In neighbouring homes for residents, welfare work has been cut back considerably, just as in care. Several community centres are closed. Employees have lost their jobs or have little certainty about keeping their jobs due to the new procurement policy. The current community centres are a glorified rental company in which the function of the community centre is in danger of being lost. "Community centre is bustling" is a good policy for the future.

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### 50PLUS FOCUSES ON

- Facilitation (including free-charging rent) of community centres by the municipality
- Making running community accommodations feasible for volunteers
- Simplifying the possibilities to apply for a subsidy
- Activities to encourage and support older people and young people to exercise/sports more and longer
- Further fleshing out the outcome (expected Q1 2022) of the study "community centres"

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## CHAPTER 4 ECONOMY &

## SMALL AND MEDIUM-SIZED ENTERPRISES (SMES) & TOURISM

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### ECONOMY

More and more tourists are visiting the city and our municipality is also becoming more attractive as a residential city and as a location for companies. The population of the city is growing and the sale of homes is increasing. Eindhoven is booming in the world as Brainport, as a technology city. In the coming years, 70 are expected. 000 new jobs. To cope with this growth, innovation, training and retraining are essential. In particular, the rapid developments in the energy market and digitization are far-reaching. They can, certainly in combination, cause trend breaks.

The changes in the economy offer plenty of opportunities. The focus on innovation, new business and new development locations is already an important part of regional and urban policy. For example, there is the development at the BIC, but the business climate is also perfect for startups and SMEs. 50PLUS mainly wants its own inhabitants to be included in this.

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### 50PLUS FOCUSES ON

- Strengthening economic activity and social innovations
- Cooperation with industry, education and research organisations
- Investing in local, regional and international economic relationship networks



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- Creating better train connections between the Randstad, Belgium and Germany.
  - Maintaining and further developing regional labour market policy including incentive package for unemployed over-50s
  - Stimulating the local circular economy where sustainability, innovation, energy efficiency, and environmental friendliness are central
  - Giving extra boosts to the local economy and labour market
  - Bringing in knowledge-intensive and other 'clean' companies
  - Facilitate innovative changes in the economy where necessary

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### SMALL & MEDIUM-SIZED ENTERPRISES (SMES)

Not only the large companies are important for our municipality, but certainly also the Small and Medium-sized Enterprises (SMEs). At the national level, more than 90 percent of the total business community falls under SMEs. They are responsible for more than 60% of the added value and no less than 70% of the employment (Source: MKBservicedesk/CBS). SMEs are also known as the 'job engine'. SMEs and the increasing number of self-employed people are the basis of the economy. SMEs, with their activities such as restaurants, shops, etc., are also an important 'atmosphere determiner' in the city. The regulatory burden is experienced by many entrepreneurs as burdensome. Unnecessary rules should be removed. In addition, permit applications from entrepreneurs must be processed quickly. At the same time, the permit requirements are important for local residents, the environment, safety and the surrounding area. The willingness of entrepreneurs to declare should be promoted by simplifying the declaration process and increasing the chances of catching (shop) thieves.

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### 50PLUS FOCUSES ON

- Improving the business climate for companies and business services
- Generous and effective support to SMEs and freelancers who have suffered from the Corona crisis
- Restructuring and sustainability of business locations and shopping areas
- Future-proofing industrial estates with heavy industry and limiting heavy (environmentally harmful) industry
- Sustainable land exploitation of business parks
- Stimulating starting entrepreneurs
- Transformation of business locations and retail premises into innovative forms of housing
- Introduce an impoverishment penalty on vacancy of business locations and retail premises
- Regulatory pressure must be well reviewed and simplified (less & smarter)
- If necessary, permits are firmly enforced for safety and to prevent nuisance (for local residents and the surrounding area) and/or to burden the environment.

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## CHAPTER 5 WORK & UNEMPLOYMENT

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### JOBS WITH PERSPECTIVE



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Although the economy was back in the doldrums before the corona crisis, the elderly in particular hardly benefited from this. Due to the current corona epidemic, there is a risk of an economic recession in the long term. This will mainly mean unemployment for older workers. Research shows that the chance of finding a new job after the age of 50 from an unemployment situation is very small. From the age of 55, that's only 3 percent. Making wage cost subsidies simpler and more attractive for employers and employees, whereby employers receive discounts if they hire a disabled or an older employee from the age of 50, is also a position of 50PLUS.

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### 50PLUS FOCUSES ON

- Strong municipal employment policy with extra attention and policy to help older people and people with disabilities find a job
- Jobs with the prospect of a permanent contract
- Close cooperation with SMEs and larger businesses for more jobs for older people. The "Home to Work" project is a good example
- Municipality of Eindhoven that sets a good example by giving the elderly plenty of opportunities in municipal jobs (positive policy for the elderly)
- An incentive package to get and keep older workers in work, with attention being paid to the training of new employees by older and experienced employees (tandem jobs)
- Applying the Social Return principle also for the elderly so that in tenders and assignments from the municipality, this target group gets real opportunities for a permanent job
- Taking the agreements with the UN convention into account
- Use retraining also for the elderly

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### TOGETHER WE ARE STRONG

50PLUS is positive about the system of the Social Impact Bonds. In this, the municipality works together with a social entrepreneur and investor on the solution for social issues. In the event of a proven saving, the government repays the invested amount with possibly a return on the realized savings. The results are measured by an independent assessor. 50PLUS believes that the municipality should adopt a proactive attitude, offering social questions/problems, on which a plan can be developed.

According to the evaluation of the Social and Cultural Planning Office, maintaining the obligations that are related to the benefit right, such as the search for and acceptance of work, the language requirement and the consideration that should lead to better compliance because this would increase the chance that people would leave for work appears to be completely unsuccessful. Research among municipalities does not show that the imposition of obligations and sanctions has an activating effect in the sense of more outflow from a social assistance benefit.

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### 50PLUS FOCUSES ON

- SMEs and the increasing number of self-employed without personnel (ZZP'ers), which are the basis of our economy. These enterprising people deserve more support, protection and help from the government
- Close cooperation with SMEs and larger businesses for more jobs for over-45s
- More tailor-made guidance for jobseekers

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### CHAPTER 6 COMEMENT & PURCHASING POWER

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#### SOCIAL ASSISTANCE BENEFIT TOO LOW

Those who have to live on the social minimum have it increasingly difficult. Research by NIBUD shows that a welfare family with two children is short of more than 200 euros per month. This even while they make use of all available income schemes and municipal facilities.

50PLUS stands for a society in which everyone should be able to participate until old age. That is only possible if you have an income that enables you to do the same. And exactly that is in doubt. Over the past 10 years, retirees have already suffered a 20 percent loss of purchasing power. Unacceptable. Especially when you realize that this group has no possibilities to supplement that loss.

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#### 50PLUS FOCUSES ON

- Increase in the disposable income of people on social assistance, without this affecting the receipt of allowances
- Possibility to limit cost-sharing standard where quality of life at subsistence level is compromised.
- Benefits for residents over which the municipality has influence must be granted actively and maximally .
- Wages increase to a minimum of 14.00 euros per hour and companies encourage this.
- Let the time of income from the assistance coincide with the municipal costs such as rent, waste tax and the like
- Maintaining health insurances
- Maintaining minimum regulations such as free public transport, participation contribution and food bank

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#### WARRANTY WITHIN A NEW BASE

However, 50PLUS is thinking further about the future of a just social security that fits the challenges of the 21st century. Social benefits for Work & Income are under increasing political pressure. The ww duration has been shortened. Dismissal law has been relaxed, even though the labour market position among older people is still not good. This is despite the improving economy. In addition, the position of freelancers (self-employed without personnel) is often very uncertain. Many self-employed people are not insured and drop very quickly to assistance level or worse when assignments fall back.

How should we proceed with Social Security, will we fight for the preservation of what we still have and what is always under pressure, or should we move towards a truly new system, with a decent basic income for everyone.

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#### WHAT IS LABOR

In our society, despite a regular shortage of jobs, paid work seems to be the only thing that matters. Yet life and our government demand more from its inhabitants than just paid work. In order to be able to cope with the rising healthcare costs, there now seems to be almost an obligation to informal care. Many organizations have a shortage of volunteers to keep their association running. People are too busy. A job for life is increasingly becoming an exception. We are expected to use lifelong learning to prepare ourselves for the rapidly changing



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demands of the labour market. However, there are only 24 hours in a day. We need enough sleep and rest to be able to keep up that work together with all those other tasks. Stress and burnout, even in young people, are increasing. So a number of things are not going well...

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### SECURITY IN FREEDOM, FREEDOM IN SECURITY

A solution for this could be a guaranteed or basic income, which is sufficient to be able to live on and should therefore not be less than the current social assistance benefit plus allowances. A municipality cannot simply introduce this. That is national policy. But as 50PLUS we can try out a so-called pilot in our city. As far as 50PLUS is concerned, this concerns people over 55 who are no longer entitled to unemployment benefits and whose chances on the labour market have become nil. We may simply earn extra money or devote themselves to other voluntary tasks. The position of self-employed persons aged 55 and over who earn less than the social minimum should also be taken into account.

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### 50PLUS FOCUSES ON

- Research into a pilot for guaranteed or basic income

## CHAPTER 7 POVERTY, DEBT & LONELINESS

Poverty is increasing, especially in families with small children and also among people over fifty who have not yet retired and can no longer get a job. 1 in 4 children grows up in poverty, the food banks can no longer cope, people who live below the minimum right to exist are evicted from their homes, people die because they cannot afford good health care. As a result, there are fewer opportunities for them to participate in society (sports clubs, school trips, etc.). The municipality has instruments to reduce poverty, by supporting the search for work, debt assistance and stimulating cooperation between institutions, organizations and market parties. Through integrated policy, in which poverty, work, education and health are combined with training 'experiential experts in poverty and social exclusion', the municipality can empower residents more. Loneliness must be combated by all possible means, of course with respect for people's own choices.

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### WORKING POOR

Not only people on benefits have a high risk of poverty. More people nowadays have to make do with one or more temporary, flexible and insecure jobs, with no prospect of stability. Self-employed people whose assignments are declining also have a high risk of falling into poverty. Income support in the form of, among other things, Special Assistance, travel costs public transport, PC provision and support for children in poor families such as making it possible for them to also go to sports clubs and other facilities should therefore become possible again for people who have up to 120 percent of the social minimum income.

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### 50PLUS FOCUSES ON

- Approaching poorer residents in a motivating way (training in skills, setting small, manageable goals)
- Maintaining minimum provisions for citizens with an income of up to 120% of the social minimum
- Eindhoven that proactively informs its residents of the possibilities that exist in terms of minimum facilities
- Homeless people are entitled to support and help from the municipality.

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### FOOD BANK

People who live in poverty often have a great shame about their poverty. People who live in poverty feel written off, often have an overwhelming sense of being "less" than another because they are treated that way. Many people in poverty report feeling lumped in with criminals and lazy. People in poverty are extremely vulnerable people in our society. Poverty gnaws at your self-esteem and it is sometimes difficult to stay upright. Poverty is an overriding situation and occupies the whole thinking of people living in poverty. The stress that comes with living in poverty makes living from too little money to a full-time job. Every day, people in poverty have to make weighty choices and. They are constantly busy with their money worries. It is a tropical track. Living in poverty is not life but survival. In the Netherlands, everyone should have enough income to be able to buy healthy food themselves. Even with the very lowest incomes. Making food banks redundant should be the aim of income policy, also at the municipal level. But because in this time where even more people will end up in poverty after the corona crisis, it is unfortunately impossible to make the food banks redundant now. In Eindhoven, the food bank is included in existing policy. Given the scale of the poverty problem, given the social function that the food banks occupy in society, 50PLUS believes that it has become a government task to contribute to an optimization and maximization of the food banks in the Netherlands. 50PLUS believes that the municipality should therefore feel more responsible by providing good housing where food banks can establish themselves, ensuring that the food banks receive enough food to distribute and by ensuring that people who are dependent on food banks are also guaranteed privacy.

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### 50PLUS FOCUSES ON

- Safeguarding the privacy of food bank users
- Good housing for food banks
- Plenty of, healthy, varied and safe food for the food banks

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### DEBTS: HELP WITHIN REACH

Many Dutch people (more than 5%) have problematic debts. Especially people with a low income already have debts. In the context of placing more responsibility on the individual, the municipality found that people with debts first had to work on their problems themselves. However, research shows that debts are such a huge mental burden that people are no longer able to do so. If you look at people with mental disabilities, there is no possibility to solve this yourself.

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### 50PLUS FOCUSES ON

- Intervening on the revenue model in the debt problem
- Accessible and non-complex application for debt assistance
- Debt assistance without waiting times, this prevents aggravation of the problem
- Ensure early detection in debt assistance
- Experimenting with other financing and remission or loan to quickly participate in "normal" life

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### ATTENTION TO LONELINESS

One of the city's biggest problems is loneliness. About half of the inhabitants sometimes say they are lonely to very lonely. In some neighborhoods, a third of residents say they don't know who to turn to if they need help. Residents who are lonely sometimes need care in addition to neighbor help. With the new Social Support Act, the human dimension can return to the city; care and support on a small scale in the neighborhood. Loneliness has many causes such as age, singleness, poverty, lack of family network, non-western origin, health problems.

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There is no one factor that can solve loneliness for residents. Loneliness is also part of certain phases in life. In the elderly, the loss of a partner and the loss of more and more trusted people around the elderly often play a role, which make the elderly lonely. The municipality wants to combat loneliness and has set out all kinds of actions for this. Actions that 50PLUS continues to support. The responsibility to prevent loneliness lies with everyone.

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### 50PLUS FOCUSES ON

- Call on all residents to look more out for each other with a publicity campaign and dialogues in the neighborhoods
- Facilitating community centres as much as possible to work for and through the neighbourhood on a meeting place for everyone
- Offer of training to active residents to recognize loneliness through home visits to people over 75
- Collaboration at neighbourhood level of professional institutions, also with active residents
- Focus on combating loneliness by developing activities outside the home (markets, community centre, stimulating associations, volunteering, etc etc)
- Bringing neighbourhood libraries back into the neighbourhood
- Further shaping projects such as "broad prosperity" and "prevention agreement"

## CHAPTER 8 VOLUNTARIERS

People of all ages volunteer en masse. The age group of 35 to 55 years is relatively the most active group in the field of volunteering. This is mainly due to the greater involvement of people from this age group in sport and in particular school and youth work. Older people are active in philosophy of life and a little more in care. Informal care does not fall under volunteer work. When looking at the number of hours volunteers work, the focus shifts to the elderly. Volunteers aged 55 and over make significantly more volunteer hours per year than younger volunteers. A third of the volunteers are over 55, but this group accounts for almost half of the number of volunteer hours. The government pays a lot of attention to the costs of an ageing population. Even when older people start working less or stop working completely, this does not mean that they are no longer productive. Outside of paid work, older people can add value in many more ways, for example within volunteering. The added value of specifically older volunteers in an organization or position consists of life experience and context experience. When the 'production' of volunteers aged 45 and over in the Netherlands is valued at a minimum fee of € 5 per hour, this volunteer work already has a fascinating value of 5.3 billion euros while the value of the volunteer hours of over-65s amounts to 2 billion euros. Volunteering and the associated economic value does have the possible disadvantage that paid work can be displaced. We are not yet talking about the help for the care of grandchildren that is offered.

It turns out that older volunteers volunteer to:

- Not having to continue to apply until their retirement age
- Continue to make themselves useful in a different way
- Wanting to give lets back to society
- Continue to make social contacts
- Te continue to learn and develop

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### 50PLUS FOCUSES ON

- Social appreciation and support of volunteers
- No displacement /job losses due to the use of volunteers
- Regulation should not be a restriction on volunteering and volunteering
- Free to request Certificate of Conduct (VOG) for volunteer work

## CHAPTER 9 LIVING & BUILDING

Most elderly people prefer to live in their own familiar living environment for as long as possible; the elderly are stable and attach to their own home and the neighbourhood. Because many elderly people want to continue living in their homes, even when they become less mobile and vital, this creates tension with the housing policy of the municipality that is aimed at the flow on the housing market. The low mobility of older people can be an obstacle for households that are still at the beginning of their housing career. For the elderly, adapting current homes to the wishes of the elderly is of greater importance than building new homes. The need for adapted housing is increasing with the increase in the number of elderly people.

The government and the municipalities want the elderly to continue living independently for as long as possible (care policy). The supply of senior-friendly housing is limited in the municipality. This means that existing homes must be adapted. Not only to allow the elderly to live safely and comfortably, but also to actually achieve the cost-saving element of living at home for longer as a municipality. The municipality, financiers, care institutions and housing corporations should work together to find a solution that is as suitable as possible for the resident. The cooperation of woonniezie is a good initiative.

The gap between elderly people who live independently and the nursing home for elderly people who are often very old and in need of help is too big. For that category of elderly people, about fifteen years of enjoyment of life must be bridged. It is precisely for this group of seniors that intermediate living facilities are needed. In addition to the attention to housing facilities and assistance for pensioners and very elderly residents, extra attention should also be paid to the accessibility and accessibility of shops, utilities, parking facilities and public buildings.

The living situation of native Dutch and non-western foreigners over the age of 65 differs considerably. People with a non-western foreign background relatively often live in rented accommodation; less than 16 percent of them live in owner-occupied homes, compared to about half of the native Dutch and western foreigners over the age of 65. This means that they are more often dependent on housing corporations than native Dutch elderly people when it comes to housing adjustments. Non-western foreigners over the age of 65 are also much more likely to live in an apartment, maisonette or upstairs apartment than native Dutch elderly people. Especially Surinamese and Antillean elderly people often live in a multi-family home; only 37 percent of them live in a single-family home. Older people with a non-western foreign background are also more likely to live less spaciouly. In addition, they live much less often in a house that is suitable for growing old. Of the Turkish and Moroccan over-65s, 45 percent do not live in a home suitable for the elderly; among native Dutch over-65s, this applies to 31 percent. In general, the home and living environment of elderly people with a non-western foreign background are less suitable for growing old than those of native Dutch older households.

*Building for old is the solution for young!*

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### 50PLUS FOCUSES ON

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- Creating a "home" for everyone
  - Own residents give priority in Eindhoven when allocating suitable housing.
  - Stimulating the flow to suitable housing, especially for the elderly
  - Affordable housing stock tailored to the needs of the inhabitants
  - With the rising home value of home ownership and the higher tax burden that results from it, the Property Tax (OZB) must be curbed and must certainly not rise further.
  - Mixed neighbourhoods taking into account the various groups of residents; families with children, the elderly, the disabled, students, starters, immigrant residents, etc.
  - Suitable, age-proof and accessible housing for the elderly and people with disabilities
  - Adapting the current homes of the elderly so that the elderly can continue to live in their familiar home and neighborhood
  - Coming up with smart solutions or following examples from other cities to allow older people to move without increasing costs.
  - Vasthouden 30% social housing from 2023
  - Tight management and enforcement of student housing policy and slumlords
  - Allowing new living concepts of residents
  - Family homes, where three generations of a family live together, are fiscally stimulated
  - Putting cooperation between health insurers and housing corporations at the heart of senior housing
  - Further development of vacant shops, offices and business premises into social housing (restructuring and transformation)
  - Giving innovative homes space
  - Shaping densification within the ring with the addition of social paragraph
  - Setting up a residence obligation

## CHAPTER 10 TRANSACTION & ACCESSIBILITY

### PARK

Eindhoven is growing fast and with it the increasing traffic movements. The city dweller takes public transport and the bicycle and uses the car considerably less. The growth of car mobility in and around the city is slowing down. Car traffic to and from the city has not been growing for twenty years. With increasing shared mobility, car traffic will not increase. Eindhoven strives for a car-free city center. For this, P&R must also be available on the outskirts of the city.

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### 50PLUS FOCUSES ON

- Develop attractive parking options on the outskirts of the city of P&R in north and west Eindhoven. For tourists and visitors to the city
- Parking exemptions for caregivers, caregivers and volunteers
- Parking facilities at minimal cost for family visitors
- Ensuring sufficient bicycle parking places
- Ensuring sufficient demarcated parking facilities for shared mobility
- Free or reduced rate for people with a disability, who are in possession of a disabled parking card
- Allocating the income from paid parking for safe traffic and parking facilities
- Involving residents in the search for solutions if nuisance arises due to the avoidance of paid parking

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- Strenge enforcement of wildly parked cars, bicycles and scooters
  - Parking policy aimed at reducing searching car traffic to improve air quality.
  - Sufficient disabled parking spaces
  - At parking lots sufficient charging points for electric means of transport

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### SAFE TRAFFIC

Bicycle traffic in the Netherlands has grown by more than sixty percent over the past ten years. The popularity of the electric bike is growing rapidly, especially on the longer regional rides. Many residents take their bikes every day. Eindhoven wants to move more people to the bike. With the growth of inhabitants and the different speeds on the cycle paths, the risk of accidents is growing. Not only bicycle traffic, but also the car can make traffic safer. Freight traffic should also only be allowed if it is for loading and unloading. Train traffic, especially freight transport of dangerous goods through Eindhoven, must stop.

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### 50PLUS FOCUSES ON

- In the whole of Eindhoven 30km zone. Except for the main road
- All mopeds, scooters and pedelecs that can go faster than 20 km/h on the roadway (30 km)
- Helmet obligation in Eindhoven on the roadway
- Inventory of traffic-hazardous (cross) points for cyclists within the municipality, elimination of these dangerous situations or improvement thereof, making them safer, whether or not independently as a municipality or through cooperation with the (co-)responsible province
- Let priority be determined by the STOP principle (Steps, Stairs, Public transport, Passenger car)
- Good accessibility and safety of sidewalks, so prevention of obstacles
- Clear distinction between roadway (grey) and cycle path (red)
- Preventing stealth traffic through residential areas
- Freight traffic only permitted on the main road unless it concerns loading and unloading
- Strong enforcement policy against theft, destruction and abuse of mobility scooters
- Municipality creates a car-free city center which is good for air quality, road safety and the quality of stay but does provide exemptions for disabled people
- The municipality puts innovation first! The municipality actively encourages innovative entrepreneurs to invest in sustainable mobility where car use instead of car ownership is the focus
- Banning poison trains from Eindhoven

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### PUBLIC TRANSPORT

As people get older, the ratio of travel time to average distance travelled per day changes. As people get older, they make less and less use of relatively fast means of transport (such as the car) and they also make less and less independent use of the car. Almost half of the journeys of people aged 45-54 are independent journeys by car. In the 75-84 age group, this share has fallen to 28 percent, while the over-85s only move independently in 24 percent of the cases. In old age, it is relatively more often about trips as a car passenger or on foot. Until the eightieth year, the bicycle will also remain important, with almost a quarter of the journeys. Due to, among other things, the rise of the e-bike, many of them remain more and longer mobile. The use of public transport only decreases further with age. Seniors have become less and less dependent on third parties and continue to drive independently for longer and longer. Given the high and still increasing driver's license and car ownership among seniors and future elderly people (65+), it is to be expected that the share of independent car trips of seniors – even at an older age – will continue to increase. Seniors are relatively vulnerable in traffic. For example, they are more likely to be seriously injured in accidents. Seniors aged 75 and over are the highest risk group in traffic; in

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this group there are more than three times as many road deaths and two-thirds more serious injuries than average. The relatively high number of traffic victims among seniors can partly be explained by the fact that older people move relatively more often on foot and by bicycle than other adults.

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### 50PLUS FOCUSES ON

- Public Transport that is affordable, customer-friendly, accessible and accessible to everyone and in particular the elderly and those in need
- Maintenance of sidewalks and roads, especially in winter for the safety of all residents but especially for the walking elderly residents
- All important amenities such as bus stop, ATM, mailbox etc must be within walking distance. (taking into account the elderly)
- 65plus discount remains
- Free public transport for minimums
- Additional transport services such as taxibus, white raven, vending machine and other forms are therefore at the service of the users on time and easy to arrange.
- Municipality gives public transport an extra boost by better connecting pre- and post-transport to existing networks
- Municipality focuses on a fine-meshed Public Transport in the city
- Seating for seniors and people with disabilities at each platform and stop
- As soon as possible a new central bus station that is accessible to everyone and future-proof

## CHAPTER 11 SECURITY & FREEDOM

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### MORE ATTENTION FOR VICTIMS

Not all people feel safe in their own living environment and not all neighborhoods are safe enough. For many residents, safety in their own neighborhood is at the top of their priority list. The safe outdoor space and the safety experience in neighborhoods are very important. But also the elderly and safety in the neighborhoods of the municipality receive attention. However, for a safe and just society, it is also important that attention is paid to the victims who are unintentionally involved in, for example, a crime, domestic violence or discrimination.

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### 50PLUS FOCUSES ON

- More blue visible on the street (more neighbourhood prevention, police officers and BOAs)
- Tackling street robberies, robberies and burglaries (High Impact Crime – HIC offences)
- That 112 can also be reached via SMS or other messaging service
- Combating crime and increasing the information position of radicalisation by deploying extra police officers
- Monitoring the accessibility of the legal system; it should be possible for everyone to go to court
- That freedom of speech is not a license to taunt others and to curse. Calling each other to account for decency should be normal. Punishing defamation more severely
- Have an eye for people who are not internet and computer skilled; Informing high-risk groups about the dangers of internet fraud
- Prevent door-to-door sales
- Focus on prevention

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### LONG LIVE THE NEIGHBOURHOOD POLICEMAN / THE DISTRICT BOA (EXTRAORDINARY INVESTIGATING OFFICER)

Every resident has the right to a safe living environment. The most important aspect of public lighting is that people can move safely in public spaces in darkness, with good visibility but also visible to others. Research shows that crime can decrease by 20 percent with improved public lighting.

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#### 50PLUS FOCUSES ON

- Good street lighting & clearly visible crossings
- Deployment and visibility of the neighbourhood police officers as a recognisable first point of contact in the neighbourhoods
- Support and continue to focus on initiatives from society
- Respond quickly to complaints about unsafe situations
- More attention to safety in public transport
- Action against mistreatment of the elderly
- Attention for victims of, for example, domestic violence, discrimination, etc.
- Not tolerating violence against public service providers by dealing with the perpetrators both criminally and civilly
- Clean and safe public toilets

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#### TACKLING HOUSING NUISANCE

Housing nuisance is common and can have major consequences for the living pleasure of the victims. Examples of housing nuisance are noise pollution, antisocial behavior, neighbor quarrels, pets, aggression and threats, harassment, vandalism, pollution and odor nuisance, drug nuisance. 'The Housing Nuisance Approach' of the municipality starts with the prevention of housing nuisance (prevention) and ends in the extreme case of nuisance due to the eviction of the house. In the case of residential nuisance, there are often other matters such as being in need of care, engaging in criminal activities and the like. Often children are also at stake with the nuisance provider. With the help of housing corporations, the public prosecutor's office, the police, care institutions and with the residents, housing nuisance can be ended quickly. Municipalities can take action against housing nuisance with a warning or an out-of-home placement. With the first means they often achieve too little and the second means is often too heavy to use. The initiative bill 'Municipalities should be given more options to act against housing nuisance' by the Member of Parliament Tellegen therefore gives municipalities an extra instrument: The mayor can give nuisance offenders specific behavioural instructions.

This includes:

- Muzzling an aggressive dog,
- Softening music and a ban on visitors.
- Temporarily removing those who cause nuisance from their homes

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#### 50PLUS FOCUSES ON

- Putting the victims of housing nuisance first in tackling housing nuisance



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- Earlier and stricter approach to housing nuisance
  - Realization of fireworks-free zones and municipal professional fireworks. There will be a fireworks ban for private individuals
  - Control of speeding offenders on highways and in neighborhoods by using modern techniques
  - Control of noise pollution from motorcycles and cars by the city and districts
  - Physical response to reporting residential nuisance

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### TACKLING AGE DISCRIMINATION

Discrimination is treating people unequally based on personal characteristics that don't matter in that situation. For example, someone can be rejected for a job because she is a woman, scolded on the street because he is gay or not allowed into a discotheque because of his or her dark skin color. Discrimination on the grounds of race, nationality, sex, work, religion/belief, disability/chronic illness, sexual orientation and age is included in the Equal Treatment Act. Research by the Social and Cultural Planning Office shows that discrimination on the basis of age is the most frequently mentioned ground of discrimination in age groups from 45. The group of 55-64 year olds stands out: 12% in this age group have experienced discrimination on the basis of their age. The discrimination experiences almost all take place in combination with the search for work.

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### 50PLUS FOCUSES ON

- Combating all forms of discrimination and in particular against age discrimination (must be and remain high on every agenda)
- Enforcement of the Constitution

## CHAPTER 12 EDUCATION & LOW LITERACY

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### EDUCATION FOR ALL

People are getting older and the chance that a person from the cradle to the grave will have one position with one employer is getting smaller and smaller. Every resident will have to take more and more account of 'lifelong learning' in his or her life. 'Lifelong learning' is part of the Lisbon objectives (formulated in 2000) thus determining the education policy for many municipalities. What education for adults entails and how to give substance to it is not yet the highest priority in our city

Older age groups have, on average, a lower prior education. One of the ways to strengthen the labour market position of people over fifty is participation in training. People over fifty are underrepresented in schooling. Research shows that the employer plays a role in this; the chance that an older employee will be offered a course is more than 20 percent lower than for a younger employee. An obvious reason is that people over fifty are present on the labour market for a shorter period of time, which means that the "payback period" is shorter for the employer. However, it is questionable whether the latter is true in practice. On average, people over the age of fifty stay longer with their employer than younger employees.

But older employees are also less inclined to follow an education than their younger colleagues. However, this is not unrelated to the way in which a course is designed. Some educational principles such as a safe learning environment and connection to previous work experiences are of great importance to people over fifty in their studies.

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In order to be prepared for a future in which someone holds multiple positions on the labour market, residents must be well educated and continue to develop their knowledge and skills. In every phase of a person's life, 'lifelong learning' has an interpretation of education:

- **Repair:** those who have not followed an education at a young age must do so later be able to overtake;
- **Change in career:** those who only find out at a later age that they want to do something different whether talents are discovered or forced by job loss must be able to follow training to make a switch;
- **Keeping up with the times and getting ahead in society:** adults need their knowledge and be able to keep competences up to date in order to maintain their labour market position and to work on improving their position;
- **Socio-cultural and personal function:** people learn not only for their working career, but also to continue to develop in a general sense. This will and can have a positive effect on the labour market.

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### 50PLUS FOCUSES ON

- Educational facilities must be at a reasonable distance
- Physical education is stimulated (including school swimming)
- New construction will only take place if this is necessary due to a growing number of pupils or housing that no longer meets the requirements of our time.
- New construction and renovation must be sustainable and as energy neutral as possible
- Promote that students and parents have free choice to follow the education at the location they want
- All educational institutions must respect Dutch laws and regulations Prevention of arrears, especially in the field of the Dutch language
- Promoting adult education in the context of lifelong learning
- Improving low literacy, assisting with administrative actions and supporting non-digital skills, especially for the generations that did not grow up with the new digital world

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### DIFFICULTY READING: DON'T BE ASHAMED

Low literacy is a major problem in the Netherlands. 1 in 9 people in the Netherlands between the ages of 16 and 65 is illiterate. In total, there are 1.3 million Dutch people. In addition, it is estimated that about 250,000 inhabitants are illiterate.

Low literacy means that someone has difficulty with written language skills; so with reading, writing and / or using written and digital information. A low-literate person can read, but not well: at most at the level of a child in primary school. Low literacy is not the same as illiteracy, which involves adults who cannot read and write at all. Low-literate people often also have problems with arithmetic and digital skills.

Low-literate people have difficulty with, for example, filling in forms, with e-mailing, with reporting in writing at work, reading with safety instructions, with conducting their own financial administration, with reading digital information about a loan and with looking for, finding and keeping work.

Low literacy and low digital skills are risks for the creation of debt and low literacy often causes loneliness and isolation in people.

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### 50PLUS FOCUSES ON

- Apply clear language everywhere
- A language agreement in which various partners are connected to each other, so that they can strengthen each other. The partners, including the UWV, commercial providers of integration courses, district teams, etc. will work together
- Actively approaching employers. They often know which of their employees have difficulty reading and writing. The primary schools are also asked to signal and train people
- Developing language houses where people who have difficulty reading and writing can go for (orally given) information and are helped to find the right courses
- Supporting the library's role in this

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### OMBE IT'S ABOUT OUR CHILDREN AND GRANDCHILDREN!

Older people are often older and grandparents. They want their (grand)children to have a good future. Good education and appropriate youth care are therefore very important to them. Of course, 50PLUS also pays attention in its program to issues such as 'lifelong learning' to stay mentally fit for the rapidly changing labor market and the big problem of low literacy among adults, especially in the city. But it starts with the best possible start in life. That means a safe, loving and structured upbringing and good education. 1 in 4 children lives in poverty. Too many children still start school with a language delay. The help to children must be tailor-made and appropriate. With a longer wait, the problems worsen. Some schools provide breakfast for their students. That is all well and good, but it is not part of the core task of education. The cause is that too little money enters the family. This also causes stress in the children. 50PLUS therefore considers it important that the income position of poor families improves. Computers, smartphones and tablets are an indispensable part of our society. They are also widely used in education. But there is also an addiction to Games and Social Media. Some teenagers even have burnout-like symptoms, partly due to the influence and use of Social Media.

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### 50PLUS FOCUSES ON

- Equal opportunities for all children
- Extra financial support from the municipality for breakfast is desirable, but schools and the government must also contribute.
- No waiting lists in youth care
- Allocating more money for good and appropriate youth care
- Guiding the transition from 18- to 18+ well
- Children and teenagers with problems need to be helped and treated quickly
- Combating poverty among parents
- Timeblocks in computer use in schools by children

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### SOCIAL STUDIES, HISTORY AND CIVIL LAW

A society only matures when it knows its own history from all sides, right and wrong and everything in between. Social studies, history and civil law form the basis of acting in the present and the future. Social studies, history and civil law form the basis of awareness and knowledge increase about these topics.

Especially in the city, with children from very different backgrounds, knowledge of everyone's and in the first place Dutch history is of great importance.

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### 50PLUS FOCUSES ON

- More attention for history, social studies and citizenship studies
- Have schools develop a curriculum with a focus on the global history of trade, slavery and migration
- Bring young and old more into contact with each other, share life lessons
- Councillors committed to explaining the role of politics in society in schools

## CHAPTER 13 ENVIRONMENT, NATURE, SUSTAINABILITY & ENERGY

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### GREEN CITY=HEALTHY CITY

Eindhoven is a green city with an abundance of trees. Not only in the many parks, along the banks of the water, but also along the many streets with trees. The green also gives color to the city and offers protection during hot summer days with leafy places. The parks and avenues give the city an attractive green face, which also provides living space for numerous urban flora and fauna. Eindhoven is working on an attractive residential city. The design of the public space, with trees as an important success factor, makes an important contribution to this. Trees give colour to the city and contribute to a healthy and natural living environment. Greenery contributes to lowering the temperature in the city and purifies the polluted air. Trees are indispensable in a sustainable city. Eindhoven strives for a higher quality, clarity and recognisability of the public space. Part of that aim is the Tree Structure Vision. Due to the decrease in suitable habitats for bees, butterflies and other insects, it is increasingly difficult for these animals to find suitable nesting locations and wintering places. Nesting opportunities are essential for the survival of these animal groups. And bees are vital for food security. Eighty percent of the world's food crops depend on animal pollination by insects such as the bee. Without the bees there is no pollination, and without pollination there are no apples, pears, tomatoes, onions, cocoa, coffee and much more. In the past, gardens were much more natural. Ditches still had natural banks, dead wood often remained and there was a great diversity of naturally emerging plants. Nowadays, the garden is filled with pavement and the diversity of plants has been replaced by the same species that constantly come back in every garden. This change is one of the causes of the decline in bees and butterfly populations in the Netherlands. Eindhoven must be careful with nature. Genneperparken is one of those nature areas that deserves a different status. A status like the Bossche Broek in Den Bosch

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### 50PLUS FOCUSES ON

- Greening neighbourhoods through extra trees and planting that attracts birds and butterflies
- Well-maintained greenery
- Recognizing genneperparken as a protected natural area (such as Bossche Broek)
- Bee hotels to provide nesting or sheltering locations for bees, butterflies and other insects
- Compensation for the growth of the city through the development of new nature reserves
- Urban gardens and urban agriculture on roofs and in lost pieces of land. These should be given a prominent place in the city

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### SEPARATING WASTE AFTERWARDS

The municipal waste policy is based on the principles of sustainability and cost efficiency and responds to the expected future scarcity of raw materials. In addition to waste separation at the source, 50PLUS is in favour of further sustainability with the subsequent separation of integrally collected waste; also known as post-

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separation. This applies not only to plastic packaging waste, but also to other waste streams such as organic waste, metals and beverage cartons. Many municipalities have many high-rise buildings and also a large and diverse population. The aim of post-separation is to lower these thresholds for separation at source, which has been the proven method in the country for many years. Better waste separation leads to a reduction in the waste tax that residents have to pay.

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### 50PLUS FOCUSES ON

- Tackling litter and placing bins/containers
- Strictly enforce additional waste
- Research into the subsequent separation of integrally collected waste; also called post-separation.

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### LESS POLLUTION

Exploring and focusing on how a permanent improvement of the quality of life and health in the city can be achieved without imposing new standards. Eindhoven is working on this together with companies, knowledge institutions, social organizations that, together with the government, are working towards smart solutions for a healthy, sustainable and liveable city. The focus is on air quality and noise, two themes that, from an environmental point of view, largely determine the quality of the living environment and the health of residents.

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### 50PLUS FOCUSES ON

- Banning polluting scooters on cycle paths
- Stimulate public transport through more free travel, higher frequency of buses.
- Transition to more sustainable forms of transport (bicycle, public transport and clean transport) A stimulating municipality continues this policy
- Public Transport independent of fossil fuels
- Particulate matter reduction (e.g. mauritsstraat)
- Logistics supply centre with smaller and environmentally friendly means of transport
- Reduce heavy industry in or near residential areas and eventually relocate it

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### CLIMATE DEVELOPMENT

In the last century and a half, the number of inhabitants, the economic value of the city and the region and the interdependencies in society have increased considerably. The damage caused by extreme weather conditions or a dike breach will therefore be much greater than before. The care for a safe, accessible and attractive city is therefore increasingly important and urgent. However, this is not so easy because climate development has many uncertainties. It is unclear what exactly will change and in what time frame this will happen.

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### 50PLUS FOCUSES ON

- Reducing energy consumption and taking into account sustainable technological innovations with the aim of deploying sustainability on an urban scale
- Active municipal purchasing policy in which sustainability, CO2 emission reduction, and environmental friendliness are paramount
- Renewable energy at the lowest possible rate
- Responsible sustainable economic environment and energy policy

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- Stimulating energy-saving measures
  - Stimulating uses 'green electricity'
  - Sustainability YES, but affordable for everyone
  - Well-being and living environment must not be subordinate to the economic interest
  - Functionally strict approach to environmental pollution and noise pollution
  - Homes are only disconnected from the gas and heat pumps are only used when homes have been made suitable for sustainable and affordable heating techniques.

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### WATER

Climate change and temperature rises are disastrous for the elderly and other vulnerable groups. This can lead to premature death. 50PLUS is committed to these elderly and vulnerable groups and is working on a long-term vision in the field of sustainability and climate adaptation. Water management must also be made suitable for both our current and future generations (Fit for the Future).

50PLUS believes that this vision should be introduced in such a gradual way that this entails no or very limited costs. Future returns through innovation and collaboration should cover the costs.

The Water Boards in particular have the lead in achieving the goals for water management, but the municipality must also take its responsibility in this respect.

For the municipality, too, a living environment that is better prepared for the changing weather conditions (climate adaptation) contributes to a better living climate. The extra greenery ensures less flooding and the prevention of heat stress.

50PLUS is committed to the klimaat-resistant construction and furnishing of new residential areas to be developed and to 'green' existing neighborhoods as much as possible. Future zoning plans for neighbourhoods must take into account, on the one hand, sufficient possibilities for water drainage and, on the other hand, the possibilities for water storage. The Netherlands has proven to be very vulnerable to flooding and weather extremes.

This means that drilling in the wrong places leads to great material and financial shab. Below NAP (Normal Amsterdam Level) in the construction assignment of municipalities, it must always be examined in consultation with the Water Boards (Environment and Planning Act) whether it is possible.

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### 50PLUS FOCUSES ON

- Safe and good living environment for now and in the future
- Prevention of flooding and flooding
- Preventing nuisance from seepage water
- Provisions to limit the effects of a period of prolonged drought
- Ensure sufficient and clean water and biodiversity
- Future-oriented sustainable water management
- Stimulating water awareness (information, reuse, subsidy scheme, etc.)
- Disconnection of the rainwater from the sewer; water storage
- Good cooperation with water boards, province and surrounding municipalities

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### INDISPENSABLE IN LIFE

Art and Culture are of vital importance for a growing and living city. If you take them away, there remains a city in which there is no room for surprises, expression and wonder. Where no one can express themselves. A city where graffiti never becomes more than vandalism. Where walking never leads to dancing. Where there are no lines of poetry on walls, but hamburger advertisements. A city without surprises is a city where no one wants to live and where no one comes to visit.

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### 50PLUS FOCUSES ON

- Continuous renewal of artistic and cultural expressions
- Active and passive participation in cultural activities for both young people's and adult development. Culture starts at school, but the government can also provide programs for people starting their second childhood
- Encourage art and cultural institutions/companies to programme more performances during the day in connection with the safety of the elderly
- Supporting a local culture map and would like to see such a facility for the elderly and young people with a small grant.

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### AGEING OFFERS OPPORTUNITIES

The increasing number of elderly people offers opportunities for the leisure sector. Parents are very active in their free time. Due to the ageing of the population, the number of (domestic and foreign) holidays will increase in the short term. The positive effects on the local and regional economy are mainly related to the sharp increase in the number of older households. Older households spend less on average than younger households. The increase in the number of elderly people offers a new perspective for the support of existing shopping, leisure and care facilities. Despite their active existence, older people spend their free time mainly in and around the house and in their immediate living environment. And as they get older, their range decreases. Depending on the behaviour of providers and the changing consumption behaviour of the elderly (think of the increasing use of the internet), the facilities landscape in the municipality may gradually change in the next ten or fifteen years.

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### 50PLUS FOCUSES ON

- A city that invites you to exercise and sport
- A city that ensures that residents get pleasure in moving
- A city that breathes sports ambition and innovation
- Municipal sports facilities that are affordable and of good quality, so that residents like to use them
- Sports facilities that are a calling card in the field of sustainability
- That in all neighborhoods and the center people everywhere can exercise, play and move as desired
- Small-scale events that belong next to top sports events so that as many people as possible move and the events can
- Top sport that supports grassroots sport

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The UN Convention stands for an inclusive society regardless of disability.

In the Netherlands, approximately 2 million people have a disability. Many of them literally and figuratively encounter obstacles on a daily basis. And that is undesirable. It should not be the case that people are hindered in their chances of participating in society.

It can be a simple threshold for a door. One that requires you to look for another store where you can enter, for example. Where you do feel welcome. Whether it is about traveling independently from "A" to "B". You would like to organize this yourself, but then the thresholds when boarding the bus or train must be removed and you need good information about your trip.

We want to achieve a noticeable improvement for people with disabilities. This requires a different way of thinking and acting on the part of governments, companies and organisations.

With seven lines of action (Building and Living, Work, Education, Transport, Participation & Accessibility, Care and Support, Government as an organization) we want to take concrete steps further.

An accessible and inclusive society cannot be achieved at the touch of a button. A movement is needed towards more accessibility and participation.

The Netherlands ratified this convention in July 2016. The treaty should ensure a better position of people with disabilities in society. Because people are all different but equal, and everyone should be able to participate indefinitely.

The first steps were taken on 3 March 202. Continuous attention must be paid to it!

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### 50PLUS FOCUSES ON

- Annual meetings such as in 2017 and 2020 for an update situation in Eindhoven
- Annual inclusion agenda update
- Take the possibilities of the VGN monitor with you

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### ACCESSIBILITY

It should be possible for everyone to participate in everything. All buildings and facilities must be accessible.

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### 50PLUS FOCUSES ON

- All future plans will be tested for accessibility
- Events and other public activities are tested in advance for accessibility
- Involvement of experiential experts

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## CHAPTER 16 MANAGEMENT & FINANCE

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### ADMINISTRATION

A good Board, a college of aldermen has an ear and an eye for the entire city council. That means that the power in governing is in giving space to the minority. Since 2002, the Dualisation of Municipal Administration Act has separated the roles, tasks and positions of the municipal council and the college and both the council and the



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college have their own official organisation for support. As of 2002, aldermen are no longer members of the city council and no longer have to be elected as a council member first. Since 2002, the municipal council no longer participates in the board, but the board must control much more. The municipal council is assisted in this by the Registry (official organization of the council) and can set up a municipal Audit Office that investigates municipal policy in support. Board members are therefore directors and council members are representatives of the people. The division of tasks in politics is that the college governs and controls the council. The purpose of dualism is that administrators do not agree their proposals in advance with representatives of the people or arrange it in back rooms because the public debate in the city council no longer makes sense and the democratic value of the input of a city council is minimal.

50PLUS believes that in the context of power and countervailing power, dualism should be revived.

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### 50PLUS FOCUSES ON

- Appointing the best directors, if necessary independently of political parties
- A minority lecture increases the chance of restoring dualism
- Procedural choice about the functioning of the municipal council is voted on by political group and not by council majority
- The municipal council retains control over the environmental law and sets its own frameworks with regard to real estate, energy networks and the like.
- Chairman of the council meeting is elected by the council
- The occupation within the registry is appropriate to the city council
- Within the city council and college there is no place for polarization, disrespectful and person-centered communication.
- Exemplary role of the council and college as a reliable government

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### FINANCE

Fiscal policy serves to achieve a prosperous society. 50PLUS believes that setbacks should be absorbed within the budget, but without this affecting the services provided to residents and businesses. Windfalls will be used to intensify policy.

The municipality spends more than many millions annually on purchases and outsourced works. By making further use of this 'purchasing power', a few percent can quickly be saved without the quality having to suffer. This can save millions of euros per year.

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### 50PLUS FOCUSES ON

- Have and keep municipal household book in order. 50PLUS does not want to burden future generations with the burden of (increasing) debt
- Binding local referendums. The population can also propose a (binding) referendum under legal conditions. Direct democracy complements parliamentary democracy.
- Let municipal elections be about local politics and not about national politics
- No privatisations where this is not in the interest of society.
- Strives to maintain or acquire a (majority) interest by the municipality, possibly together with other municipalities in the region, in essential activities, such as public transport, communication, energy, water and health care.
- Aims for more municipal utilities where possible



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- Municipal councillors who leave the group and continue in a personal capacity are limited in financial resources
  - A better grip on the implementing organisations of a common regulation
  - In the event of insufficient financial resources by the central government, objectives are adjusted
  - Stands for sound financial policy and stands for the little ones in which megalomaniac prestige projects are not preferred
  - No expansion of municipal taxes because this will again lead to tax increases for residents and the elderly, who were not allowed to share in the previous tax reductions.

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### FINALLY

The resident of Eindhoven may expect a flawless execution from the government organization or outsourced implementing organizations, in which "making mistakes is human" but this should be avoided as much as possible. Reliability is essential. Where things go 'wrong', 50PLUS assumes that this is communicated openly, transparently and carefully with the residents.

***CONFIDENCE COMES ON FOOT BUT GOES ON HORSEBACK!***