

Principles of being an older campaign leader

These are the principles that older leaders must have, to take campaigns forward in an effective and impactful way. They were created and agreed by older activists.

These principles are interdependent. For example, to be a changemaker, you must be visionary and you must be strategic.

Committed

Engaged

Hard worker

Empowered

Be confident

Knowledgeable

Ready

Passionate (fiery!)

Be angry about a problem

Show courage

Inclusive

Accommodates

Listener

Work for and with people

Gatherer

Facilitator

Communicator

Available

Humble

Change maker

Proactive

Inspirational

Empowers the people around him/her

Supportive

Caring

Tolerant

Patient

Empathic

Human rights focused

Thinks of the rights and dignity of older persons

Respectful

Understands the principles of human rights

Decisive

Quick thinker

Decision-maker

Bold

Innovative

Creative

Dynamic

Thinks out of the box

Visionary

Should be visionary

Vision + clarity + articulate

Positive

Optimistic

Strategic

Determined

Focused

Creates awareness

Results orientated

Strategic thinker

These principles were created in collaboration with older activists from Africa and Asia in a Global Alliance for the Rights of Older People activist workshop

ADA
Age Demands Action