

TERMS OF REFERENCE

CONSULTANCY TO UNDERTAKE A SITUATIONAL ANALYSIS ON AGEISM THE SYSTEMIC FAILURES AROUND THE WORLD

A. HelpAge International

HelpAge International works with partners and a diverse global network of 199 members in 98 countries, supporting millions of older people to live safe, dignified, and healthy lives. Through our partnership and collaborations, we work to ensure the inclusion of older people across society and strive to deliver a just and fair world for everyone, whatever their age. Our work is driven by our desire to deliver real impact for older people, to be inclusive, to work in partnership and to learn from our shared experience.

HelpAge works with partners and members of the HelpAge global network to ensure that other organisations are able and motivated to consider the needs and rights and contributions of older people. In addition, HelpAge seeks to promote good policies and standards through quality and accountable programming, coordination advocacy, and evidenced-based research and learning.

About HelpAge's Global Initiatives

In 2022, HelpAge International set up the framework for the development of Global Initiatives that represent an area of coordinated action across the organisation to step up our capacity, scale, and effectiveness in working with our network members and partners to have an even greater impact on the lives of older people.

Global Initiatives are a set of focused areas where the organisation will invest dedicated time and resources over 2-3 years, to have a significant impact externally in line with our 2030 strategy. We have identified four key external areas where there is an urgency to have an impact at a global level that will resonate at regional and national levels: Older Women in Crisis; Ageism the Systemic Failures Around the World; Climate Change and Population Ageing; and Social Isolation and Loneliness

Through these Global Initiatives, HelpAge International is working to galvanize as an organisation to bring onboard network members, partners and other collaborators, to enhance the profile and credibility of our work in these areas, which increased collaboration could lead to increased funding and broaden the scope of our work.

B. Context and Background

"Take a stand against ageism" is one of ten focus areas in HelpAge's Global Strategy for 2020-30: [Ageing in a just world](#). This commits us to "engaging all stakeholders, including duty bearers, the wider community and older people themselves to promote positive attitudes and behaviour towards older people, ensuring their contribution is valued and they are treated fairly and with respect". In 2021, the World Health Organisation (WHO)

published the first *Global Report on Ageism*. This report highlighted the pervasive impact of ageism worldwide and launched a global campaign to combat ageism, aiming to shift societal perceptions and reduce discrimination for all ages, globally. HelpAge is a member of this campaign and works closely with WHO to advance its objectives for older people in lower- and middle-income countries (LMICs). Other organisations are similarly engaged in tackling ageism through research, awareness campaigns, and policy initiatives, though these may take an all-ages approach or work beyond LMICs.

HelpAge International has long been an advocate for age equality and has developed a range of campaigns, advocacy initiatives, and resources aimed at raising awareness on ageism, supporting our network members to challenge ageist attitudes, and address inequalities for older people arising from age-discrimination in policy and practice.

However, to create meaningful change, we recognize that in addition to addressing its symptoms and manifestations, ageism must be addressed as a systemic issue. This means addressing its often-invisible root causes namely stereotyping (how people think) and prejudice (how people feel), that give rise to its more visible discriminatory effects (how people act) in policy and practice. This requires adopting a human rights-based approach that sees older people as equals, born with dignity and rights.

HelpAge International has identified “Ageism: the System Failures around the World” as one of its four Global Initiatives (GI). This GI will examine ageism as a systemic issue embedded within societies, policies and institutions, with the goal of tackling its root causes to foster more inclusive and equitable treatment for older people globally. In alignment with HelpAge’s strategic vision, the organisation seeks to leverage and scale-up its existing work on ageism, harness its global network, and identify new opportunities for collaboration with external stakeholders, to deliver greater impact in addressing ageism’s systemic root causes.

C. Overview of the Consultancy

To support the implementation of the Global Initiative on Ageism: the Systemic Failures around the World, HelpAge is seeking a consultant to undertake a situational analysis of work that has been done by other organisations and stakeholders on systemic ageism. This will complement HelpAge’s internal analysis of its existing and historical work on systemic ageism and provide a basis for the development of a program of work to be undertaken to implement this Global Initiative.

Objectives

The objective of the consultancy is to undertake a situation analysis on systemic ageism at a global level. The outcome of the consultancy will form the foundation for HelpAge to define and develop the focus and approach to this Global Initiative.

The analysis will provide insights into the unique value HelpAge can bring to the issue, identifying opportunities for strategic engagement that can enhance its global impact and collaboration with network members, external stakeholders' advocacy efforts. Ultimately, the consultancy will offer recommendations for advancing HelpAge's role in challenging systemic ageism and promoting equality for older people in LMICs.

Specifically, the consultant will:

1. Map existing initiatives of other organisations and actors are on systemic ageism.
2. Identify other initiatives on systemic ageism that are underway at global, regional and national levels in LMICs.
3. Recommend opportunities where HelpAge could collaborate with external stakeholders to expand the impact and scale of its existing work to address systemic ageism at global, regional or national levels in research, programming and/or advocacy. This should be based on gaps identified in current work on systemic ageism where strategic engagement from HelpAge would add value.

Deliverables and Tasks:

1. Deliverable 1: *Inception Report by 13 December 2025*

1.1 Task

Develop and present to the GI Working Group the methodology, sampling frame and KII interview questions and workplan and jointly confirm this with the Working Group.

2. Deliverable 2: *Draft Report by 15 January 2025*

2.1 Task

Identify and assess efforts and initiatives undertaken by other organisations to address systemic ageism at global, regional or national levels (particularly in LMICs)

2.2 Task

Identify gaps and opportunities in areas of work for potential engagement by HelpAge.

2.3 Task

Conduct key informant interviews with a sample of external stakeholders to be agreed with HelpAge to identify potential areas for collaboration and/or funding that offer to enhance the reach, impact, scale and added value of HelpAge's work on systemic ageism

3. Deliverable 3: *Report of the Situational Analysis by 20 January 2025*

3.1 Task

From the mapping and interviews and in consultation with HelpAge, develop recommendations for stakeholder engagement and collaboration with HelpAge on systemic ageism and include in the

final report.

3.2 Task

Produce a situational analysis report of a maximum 20 pages that maps external initiatives led by other organisations on systemic ageism and makes recommendations on HelpAge's implementation of the Global Initiative on Ageism : The Systemic Failures around the World.

The Consultancy will run for 12 days between 10 December 2024 and 30 January 2025.

Person specification

The candidate(s) must demonstrate:

- i. Proven expertise in issues related to ageism, social justice, or human rights, preferably with a focus on older people or marginalized groups
- ii. Experience in conducting situational analyses and producing evidence-based recommendations.
- iii. Familiarity with global and regional frameworks addressing ageism, human rights, and inclusion initiatives.
- iv. A strong understanding of ageing from a broad intersectional perspective.
- v. Previous experience in research and writing summarized reports and presentations in English.
- vi. Strong analytical, research, and interviewing skills with experience of engaging diverse stakeholders.
- vii. Strong communication skills, including the ability to summarize and present complex information in a simple, clear and concise way.

Application Process

Interested consultants are invited to submit an Expression of Interest (EOI) for delivery of the assignment and 1-2 references and testimonials to HelpAge HR Jobs@helpage.org with the email subject: **Consultancy: Global Initiatives**.

The short EOI should include:

- Cover letter outlining their suitability for the assignment.
- CV highlighting relevant experience.
- A brief proposal detailing the approach, methodology and proposed fees for the assignment.

Applications should be submitted by **Tuesday 3 December 2024**. Only shortlisted candidates will be contacted.

Management & support

This consultancy will report into HelpAge's GI Working Group on Ageism the Systemic Failures Around the World and be supervised day-today by HelpAge's

Global Ageism Lead and GI Lead (who co-lead the GI Working Group), through regular online meetings at intervals (to be agreed at inception) to plan, guide and review the work.

The consultant(s) will be required to join Working Group meetings as shall have been agreed upon at inception.

No travel is expected.

Equal Opportunities

HelpAge International is committed to creating an inclusive working environment, promoting and providing equal opportunities and respecting diversity in employment. We welcome applications from all suitably qualified individuals regardless of their age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

Safeguarding

Everyone has a role in creating and sustaining a safe and respectful working environment, where no one comes to any harm or is maltreated. At HelpAge we take our responsibilities very seriously and will take action against wrongdoing. We will do everything we can to ensure that we do not engage people that pose a safeguarding risk and will undertake criminal record checks as required

