

## THE 2024 AGE-FRIENDLY BUSINESS AWARDS

In 2018, Age-Friendly Portland and Multnomah County offered the first Age-Friendly Business Awards in Oregon (see the [2018 awards page](#)). AGE+ and the Age-Friendly Portland & Multnomah County Employment and the Economy Committee are leading the initiative and will present awards at its annual luncheon on April 17, 2024.

### What is an “Age-Friendly” Business?

An age-friendly business or organization is committed to creating a welcoming environment and providing great service for people of **all ages**. Older adults are an integral and growing part of our population. Their impact on the economy is large both in their purchasing power and the value they bring to the community. An age-friendly business or organization recognizes both the **financial benefit** of an increasingly older population and the **community benefit** of serving people of all ages well.

### Why Does Being an Age-Friendly Business or Organization Matter?

Our population is aging, and research has shown<sup>1</sup> that benefits accrue to businesses and organizations that recognize and support multiple generations, including older adults. Older adults have enormous economic and social clout as consumers.

### How May a Business or Organization be Age-Friendly?

- In the way they market, promote or conduct outreach for their products or services.
- Through training staff to avoid ageism (discrimination that involves prejudice against individuals on the basis of their age).

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<sup>1</sup> To learn more, see: <https://ageplus.org/wp-content/uploads/2022/11/Older-Workers-in-Oregon-Briefing-Paper.pdf> and <https://www.giaging.org/resources/the-case-for-age-friendly-communities>

- By following accessibility guidelines and best practices in creating written materials and websites to make them easy to read for those with low vision.
- By having friendly employees who speak clearly and audibly.
- By having space (office, restaurant, store, etc.) that is safe and accessible with clear signage, good acoustics, and adequate lighting (if the business is not online only).
- By being accessible to public transportation or parking within 900 yards (approx. one city block) if the business is not online only.
- By utilizing other innovative practices to serve older adult clients or customers.

### **Why Should a Business or Organization Apply for the Age-Friendly Business Award? What's in it for the Business or Organization?**

Applicants, as well as the awardee, will be showcased at AGE+'s annual luncheon, on its website, and on the Age-Friendly Portland and Multnomah County's website. Benefits include:

- Increased visibility for the business or organization, bringing attention to the good work done.
- Making our community a better place to live for all by showcasing best business practices.

### **What Businesses or Organizations are Eligible for an Age-Friendly Business Award?**

Applicants may apply for an award in one of the following categories. Business size is determined by number of individuals employed (not number of FTEs):

- 1-19 employees
- 20-49 employees
- 50+ employees

### **How Does a Business or Organization, *Including My Own*, Apply for the Age-Friendly Business Award?**

All you need to do is use the following link to complete the application by February 16, 2024: <https://forms.gle/RsTtnHNNvvpFBFyx8>.

**Questions?** Contact Rose Le at [RLe@ageplus.org](mailto:RLe@ageplus.org).

## **Past Recipients Include:**

### 2018 Winners:

- Multnomah County Elections Division
- Multnomah County Library
- Law Offices of Nay & Friedenberg
- Portland Nursery
- Ride Connection
- Seniors on the Move
- Urban Development Partners
- Unitus Community Credit Union

### 2022 Winner:

- Port of Portland

### 2023 Winner:

- Meals on Wheels People