

# Social Practices of Older People: Inclusion of Public Administration Experience

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## key words

population aging, demographic situation, regulation of demographic processes, mechanisms and technologies of public administration

In the article, I examine the experience in the field of public administration of Moscow in the conditions of demographic aging of the population. The need to reorient social policies from exclusion to inclusion is caused by the steady tendency of an aging population, which no developed country has yet been able to overcome.

It is noted that older Muscovites positively assess participation in the Moscow Longevity project, the implementation of which began in 2018. The project has established itself as one of the best in this field.

Examples of European projects related to the aging of the population that are initiated and implemented at the municipal level are given. The data indicate that their main goal is the wide involvement of older people in public life and the creation of the most comfortable living conditions for them.

I believe that in modern sociocultural, economic conditions, it is necessary to change the vector of social policy aimed not only at material support for older people, but also at ensuring full and active participation in all areas of life, in the decision-making process. This conclusion is also confirmed by the results of a sociological survey of the participants in the Moscow Longevity project.

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