

# A Study on the Governance of Active Ageing: Friendly Community Environments from the Perspective of Environmental Behaviorology

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## Abstract

"Productive Ageing" is one of the core goals of China's Active ageing in the new era and an essential measure in addressing the challenges posed by an ageing society. To implement the requirements and tasks outlined in the "Guidelines on Deeply Carrying Out the New Era 'Silver Age Initiative'" released by the National ageing Commission in September this year, this paper explores from the perspective of environmental behavior how the construction of age-friendly community environments can empower "productive ageing." It aims not only to provide safe and comfortable living environments but also to stimulate the intrinsic motivation of older adults, promoting their self-development and social participation. The paper first reviews the theory of environmental behavior, then analyzes the current state of population ageing, the development of age-friendly environments, the policy landscape of proactive ageing, and the needs for "ageing with Purpose" among older adults in China, to argue the inevitability of constructing age-friendly community environments that support "ageing with Purpose." Following this, it introduces international experiences in the theory and practice of "ageing with Purpose." Finally, policy recommendations are proposed for the construction and improvement of community environments that are friendly to "active ageing," encompassing several aspects: a social psychological environment that encourages "ageing with vigor," an economic environment fostering model innovation, a health environment that is safe and suitable for the older adults, an employment environment supported by regulations, and a humanistic environment promoting mutual assistance and sharing. To expand the "five elders" team and cultivate a self-development awareness among the older adults, seniors are categorized into five types based on twelve evaluation dimensions: professional contribution, innovation and entrepreneurship, social service, cultural innovation, and digital empowerment. Adhering to the principles of voluntariness and acting within one's capabilities, platforms and organizational structures are designed to achieve shared building and development of the community environment. The aim is to gradually transition from specific groups of older adults individuals to all seniors, from limited participation to full



involvement, and to promote the reconfiguration of the social value system for China's older adults population, restoring their subjectivity and sociability.

**Keywords:** Environmental Behaviour, Proactive Ageing, Age-Friendly Community

### **How to Cite**

Jue Wang; "A Study on the Governance of Active Ageing: Friendly Community Environments from the Perspective of Environmental Behaviorology", *AIJR Abstracts*, pp. 7-8, 2025.