



AFB

Code of Service



Age-Friendly Business (AFB)[®]

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"We believe that people of all ages deserve a place in our communities and our businesses where they are welcome, acknowledged, safe and respected, and that when this happens, everybody wins."

The Age-Friendly Business[®] training program is an important component of the overall Age-Friendly Business[®] service revolution. Age-Friendly Business[®] was inspired by the World Health Organization (WHO) Global Age-Friendly Cities and Communities initiative, embraced throughout the world. It is our vision to expand the application of this noble undertaking, recognizing that businesses, professionals, and commercial interactions form an essential aspect of our maturing communities' experience.

We believe that age-discrimination and 'one-size fits all service' can become a thing of the past when those who have the will to make a difference embrace our Age-Friendly Business[®] educational programs.

We believe that all levels of business and service have a role to play in the creation of age-friendly environments and the quality of inter-generational interaction within our communities.

Age-Friendly Business[®] members represent a variety of industries that:

- ✓ Are dedicated to service excellence;
- ✓ Are good community and corporate citizens;
- ✓ Have made the investment and commitment to better understand and serve the maturing population with skill, respect, and compassion.

This **AFB Code of Service** identifies the fundamental principles that inform and direct the conduct of businesses, organizations and services holding a AFB membership in good-standing.

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- ❖ AFB members ensure that all employees serving the 50+ population (in person or on the phone) have completed successfully the Age-Friendly Business[®] **Foundation Course**, and appreciate some of the unique needs and age-related changes facing their aging customers.
- ❖ AFB members agree to be **honest** in all their communications and interactions, and to **accurately** reflect the benefits and features of their services and products.
- ❖ AFB members **support the autonomy of their older customers** by creating an environment that is **accessible, safe, and welcoming**.
- ❖ AFB members agree to treat the public, associates and co-workers **courteously** and with **respect**, regardless of their age, race, or socio-economic status.
- ❖ AFB members come from a variety of industries, and many of these industries obligate the business to their specific code of conduct, health and safety regulations. AFB members agree to **uphold the requirements of their particular industry**, and recognize that this **AFB Code of Service supports and supplements** other relevant industry training requirements, codes and regulations.
- ❖ AFB members to engage in **fair competition**.
- ❖ AFB members agree to conduct themselves at all times in a manner which will maintain the **good reputation** of the AFB designation and serve the public interest.
- ❖ AFB members agree to operate within the spirit and **intention** of international, national, provincial, state, or territorial **human rights** codes.



www.AgeFriendlyBusiness.com