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Working title: *Framing ageing policy: Justifying reforms in Norway and the UK*

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Ageing policy, defined as policy measures to address the consequences of demographic ageing has emerged as one of the major challenges both at the global and the national level. A global trend of ageing policy has focused on the supply side of labour, assuming that the demand side will take care of itself. In present times of economic crises, the promises of ageing policy are put to test. Are older people needed in the labour market and do politicians step up policy measures needed to include all who want to work, when there is a slope in the economy?

We focus on the national level and ask how the challenge of demographic ageing is answered and how ageing policies are justified in Norway and the UK. First, we ask who are the key actors, what are the policy stories told by different actors and what characterises the policy solutions in the two countries? Secondly, we turn to the practice of ageing policy, and describe reform efforts and indicators of outcomes in two areas: pensions and labour market. On the basis of expected variation in how ageing policies are formulated and justified across the two countries this leads to the question of how to explain this variation.

A main argument in this paper is that ageing policy reform relies on political actors' ability to frame policy alternatives in order to sell them to the public while constructing the need to reform (Béland, 2005). Thus, both legacies in the form of political, economical and welfare institutions and the political debate where actors try to sustain, alter or remove precisely these arrangements are important in shaping ageing policy outcomes (Ervik, Helgøy, & Christensen, 2008).

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Suggested stream: **7.1**, or 9.3,

Béland, D. (2005). Ideas and Social Policy: An Institutional Perspective. *Social Policy & Administration*, 39(1 (February)), 1-18.

Ervik, R., Helgøy, I., & Christensen, D. A. (2008). Ideas and policies on active ageing in Norway and the UK. *International Social Science Journal*, LVIII(190 (December 2006)), 571-584.