1. Empowering people with dementia and recognising their contribution
2. Challenge stigma and building awareness
3. Ensuring that activities include people with dementia
4. Shaping communities around the views of people with dementia and their carers
5. Ensuring early diagnosis, personalised and integrated care is the norm
6. Befrienders helping people with dementia engage in community life
7. Maintaining independence by delivering community-based solutions
8. Appropriate transport
9. Easy to navigate physical environments
10. Businesses and services that respond to customers with dementia