

**GOLD - GOOD PRACTICES FOR OLD PEOPLE**

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**EXAMPLES OF  
GOOD PRACTICES FROM GREECE,  
FRANCE, GERMANY, BULGARIA**



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# GOOD PRACTICES IN GREECE



# WE DON'T LOOK AWAY, WE SUPPORT 3RD AGE PEOPLE



Greece



**Organization**

**Emfasis**



**Main Scope:**

**Social inclusion  
(fighting isolation  
and social  
exclusion)**

**Place:**

Pireus

**Participants**

35 homeless people

**Frequency:**

Weekly (for 1 year)

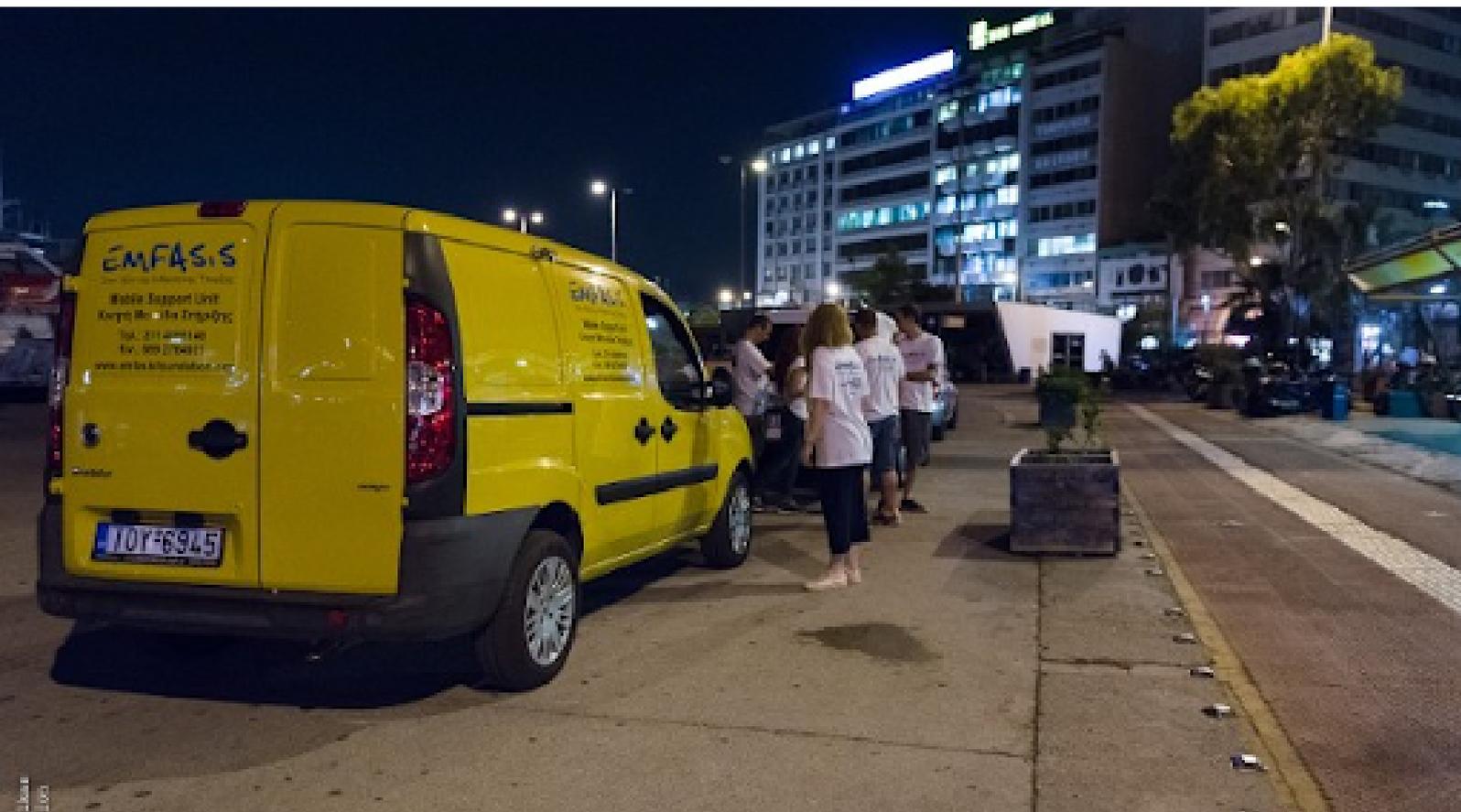
**Type:**

Sociophycological, legal and accounting support in order to help them change their lives.



## Detailed Description:

With a donation from the Tima Foundation the organization “Emphasis” has designed and applied a program aimed at supporting elderly people living on the streets of Piraeus. These people are unemployed and homeless and the Emphasis team, through street volunteers, social workers and legal advisers, will visit them in order to offer them "holistic" help according to their needs. Examples of support from the Emphasis team include: escorting homeless people to hospitals and welfare facilities, and assistance with pending legal issues. The goals of the program are the psychological support of people living on the streets and the provision of incentives to continue their lives. The ultimate goal of the program is to remove the above people from the streets. It is the first program of road interventions that will be addressed exclusively to the elderly homeless in Greece.



### Resources:

1. <https://www.timafoundation.org/el/grant/151-g-emphasis-%CE%B1%CE%BC%CE%BA%CE%B5>
2. <https://www.timafoundation.org/el/grant/205-g-emphasis-amke>
3. <https://www.emphasisfoundation.org/>

# WE HONOR. WE SUPPORT. WE STRENGTHEN. DRUG DONATION PROGRAM FOR GERIATRIC UNITS IN ATTICA.



Greece



**Organization**

GivMed



**Main Scope:**

Health  
maintenance

**Place:**

Attica

**Participants**

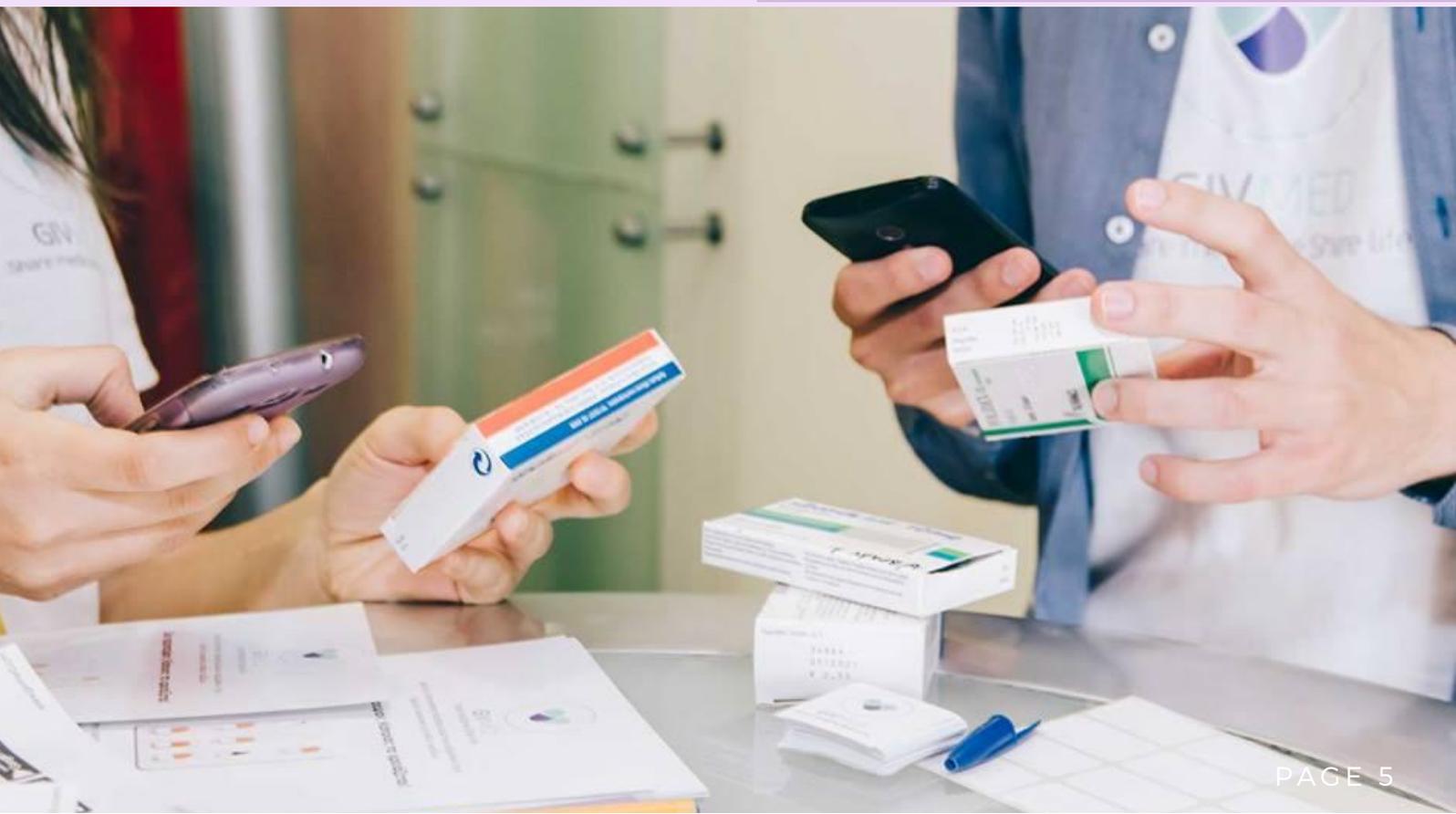
35 homeless people

**Frequency:**

All over the year (3years)

**Type:**

Digital application for users  
and transport of unused drugs  
to nursing homes



## Detailed Description:

GivMed non-profit organization is access to medicines for all. The organization has developed a digital app where users can upload their spare packs of medicines or their needs for them. Then the network of the organization transports the medicines accordingly.

The scopes of the program “We honor. We support. We strengthen.” are:

- Meeting the pharmaceutical needs of about 800 elderly people, through the network and software of GIVMED in Attica.
- Awareness and activation of local communities to support geriatric units by donating through GIVMED software the medicines that are no longer needed.

The program runs already 3 years from 2019 and is funded by TIMA Foundation. In 2020-2021 the program has specifically covered pharmaceutical needs of covid-19 (22,250 protective masks, 150,000 gloves, 296 special glasses and 390 liters of antiseptic).



“GIVMED for NGO’s”  
σε 15 γηριατρικές μονάδες.

Τιμάμε. Υποστηρίζουμε. Ενισχύουμε.

Πρόγραμμα δωρεάς φαρμάκων για  
γηριατρικές μονάδες της Αττικής.

TIMA



### Resources:

1. <https://www.youtube.com/watch?v=tGaocc5b6C0&t=4s> <https://givmed.org/en/> ,
2. [https://www.youtube.com/watch?list=TLGG-41oXDFm2fMwNzAzMjAyMQ&time\\_continue=6&v=DOoojXfLhC0](https://www.youtube.com/watch?list=TLGG-41oXDFm2fMwNzAzMjAyMQ&time_continue=6&v=DOoojXfLhC0) ,
3. <https://givmed.org/el/nea/ekdilosi-apologismou-girokeimeia/> ,
4. <https://givmed.org/el/nea/girokeimia-dorea-farmakwn-givmed/> ,
5. <https://givmed.org/el/nea/givmed-kai-tima-koinofeles-idryma-stirizoyn-ti-mac/>

# GUIDED MUSEUM TOUR PROGRAM FOR THE ELDERLY



Greece



## Organization

Benaki Museum



## Main Scope:

Social inclusion-  
cultural education

## Place:

Athens-West Attica

## Participants

2000 old people

## Frequency:

Daily

## Type:

Museum guided tour



## Detailed Description:

The donation from Tima Foundation concerns the creation of a program of visits to the Benaki Museum for the elderly. 2,000 elderly members of the Centers for Open Protection of the Elderly from various Municipalities of West Attica will visit the Museum for free within a period of 12 months. Guided tours will be offered to seniors in groups of about 30 people, and will also include transportation to and from the Museum and refreshments. As part of the donation, the Museum staff will take part in an interactive simulation training program, in order to be able to offer better service to the elderly. This innovative training program is based on international best practices and research and is implemented by gerontologists with relevant experience in the field.



### Resources:

- <https://www.timafoundation.org/el/grant/136-g-moyseio-mpenaki>
- <https://www.benaki.org/index.php?lang=el>

# FRIENDSHIP AT ANY AGE



Greece



## Organization

Prolepsis Institute



## Main Scope:

Social inclusion

## Place:

Athens

## Participants

approx 100

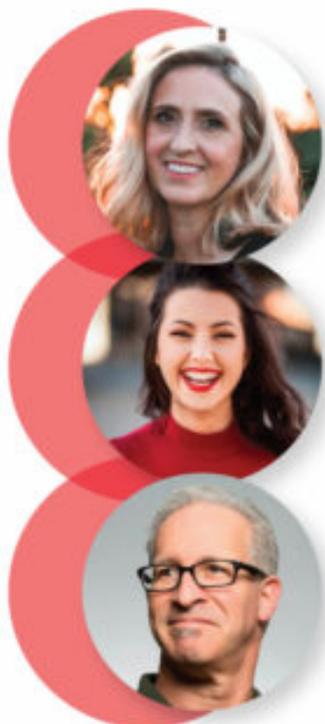
## Frequency:

weekly

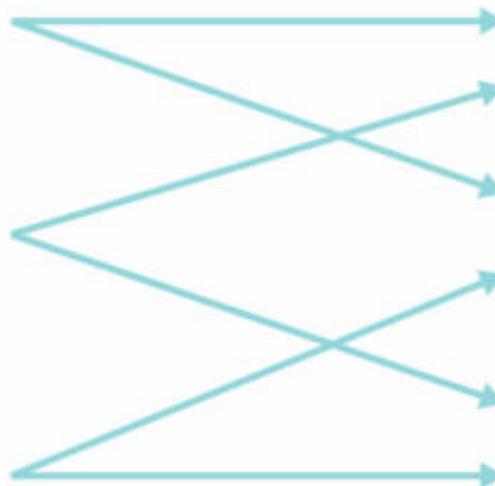
## Type:

Organizing collective activities, action events, etc.

ΕΘΕΛΟΝΤΕΣ



ΗΛΙΚΙΩΜΕΝΟΙ



## Detailed Description:

The program "Friendship at any age" concerns lonely and socially excluded people over 65 years old. To implement the program, the Prolepsis Institute collaborated with the French NGO "Petits Frères des Pauvres" (Little Brothers of the Poor), whose sole mission has been to carry out such programs in France since 1946 and internationally with partners from in 1979. The beneficiaries are matched with volunteers trained by Prolepsis; the volunteers visit the elderly at home on a weekly basis, and occasionally organize social events outside the home, such as beach visits, walks, free theatrical performances, etc. Volunteers receive psychological support to deal with various issues such as, for example, the death of elderly beneficiaries assigned to them. The Prolepsis Institute also operates a hotline that offers psychological support to lonely seniors without the need for them to participate in the program.



### Resources:

- <https://www.prolepsis.gr/gr/programs/programma-filia-se-kathe-ilikia-gia-tin-katapolemisi-tis-monaxias-kai-koinonikis-apomonosis-ton-ilik>
- <https://filiasekathelikia.gr/>
- <https://www.timafoundation.org/el/grant/228-g-prolepsis>
- <https://www.facebook.com/filiasekathelikia/>

# UNIVERSITY OF 3RD AGE PEOPLE



Greece



**Organization**

People Behind



**Main Scope:**

empowerment of  
the elderly, fight  
stereotypes

**Place:**

people from all around  
Greece may participate

**Participants**

160

**Frequency:**

daily/weekly/one-off

**Type:**

online courses (due to Covid-  
19)



## Detailed Description:

People Behind has created program through which seminars and courses are offered to old people aged 65+ completely free of charge, without taking consideration of nationality, educational level, economic situation etc.

There is even the possibility for some of the seniors to coordinate those courses/seminars if they have a certain expertise.

At the moment, due to the Pandemic, the courses are taking place online giving elderly 65+ from any region the opportunity to participate. Technology offers to anyone who is interested the opportunity to join and life-long learning is enhanced. Some of the courses offered are English, European History, Computers, Ancient Greek Philosophy, History of Art, Healthy Cooking, Discussing Groups etc.

The main goals of the initiative are mutual understanding, exchanging of knowledge, creating fair and sustainable solutions for everyone, enhance of voluntarism, social inclusion, improved quality life, positive sentiments and self-esteem. The seniors are getting more and more empowered since they further develop their knowledge and they feel active members of the society. They consider themselves equal members who benefit the society as well.

**They stay active, they stay healthy!**



### Resources:

- <https://www.peoplebehind.gr/>
- [https://www.alfavita.gr/ekpaideysi/306928\\_panepistimio-3is-ilikias-ena-diaforetiko-panepistimio-gia-toys-ilikiomenoys-stin](https://www.alfavita.gr/ekpaideysi/306928_panepistimio-3is-ilikias-ena-diaforetiko-panepistimio-gia-toys-ilikiomenoys-stin)
- <https://portnet.gr/themata/29608-to-panepisthmio-tritis-hlikias-anoigei-tis-portes-tou-psifiaka.html>
- <https://www.gernaosallios.gr/2020/01/03/panepistimio-tritis-ilikias-stin-athi/>
- <https://enallaktikidrasi.com/2020/02/panepistimio-tritis-ilikias-ilikiwmenoi-65-etwn-epistrefon-thrania/>
- <https://sputniknews.gr/20200110/to-proto-panepistimio-tritis-Ilikias-epitelous-anoigei-kai-stin-athina--5865133.html>

# WISE FRIENDS AT THE MUSEUM



Greece



## Organization

Museum of Cycladic Art



## Main Scope:

entertainment,  
connection with  
Cycladic Art

## Place:

Athens

## Participants

1.060

## Frequency:

daily/weekly/monthly

## Type:

VR



## Detailed Description:

"Wise Friends at the Museum" was launched in 2016 with the support of TIMA Foundation and it is addressed to people over the age of 65. Up until today, it has hosted more than 6.000 seniors to the Museum through organized group visits. During the 2017-2018 period, the program was supported by the Young Patrons of the Museum. In 2019 the program is expanded, partnering again with TIMA Foundation and the Stavros Niarchos Foundation.

From 2020, the Museum of Cycladic Art offers seniors the opportunity to participate in a guided tour of the museum and to travel for a while across Cyclades via virtual reality glasses.

Based on Seveneleven's 2018 experience, virtual reality offers a new form of entertainment to those who live with some form of dementia, while, at the same time, according to some researches, the sensory experience it offers, seems to limit symptoms such as stress, anxiety and confusion.

The purpose of the workshops is not only to entertain the seniors who live in caring homes and are not able to visit the Museum, but also to promote their experiential connection with Cycladic culture.



### Resources:

- <https://cycladic.gr/page/ikoniki-xenagisi-sto-mousio-kikladikis-tehnis>
- <https://www.iefimerida.gr/politismos/eikoniki-xenagisi-moyseio-kykladikis-tehnis>
- <https://www.timafoundation.org/el/grant/196-g->
- <https://www.eurodiaconia.org/el/2018/12/virtual-reality-for-elderly-people-a-new-project-launched-by-our-greek-member-apostoli/>

# THALLO



Greece



## Organization

Sevенеleven  
Theater Company



## Main Scope:

mental and  
physical health  
maintenance,  
creativity,  
entertainment

## Place:

Athens

## Participants

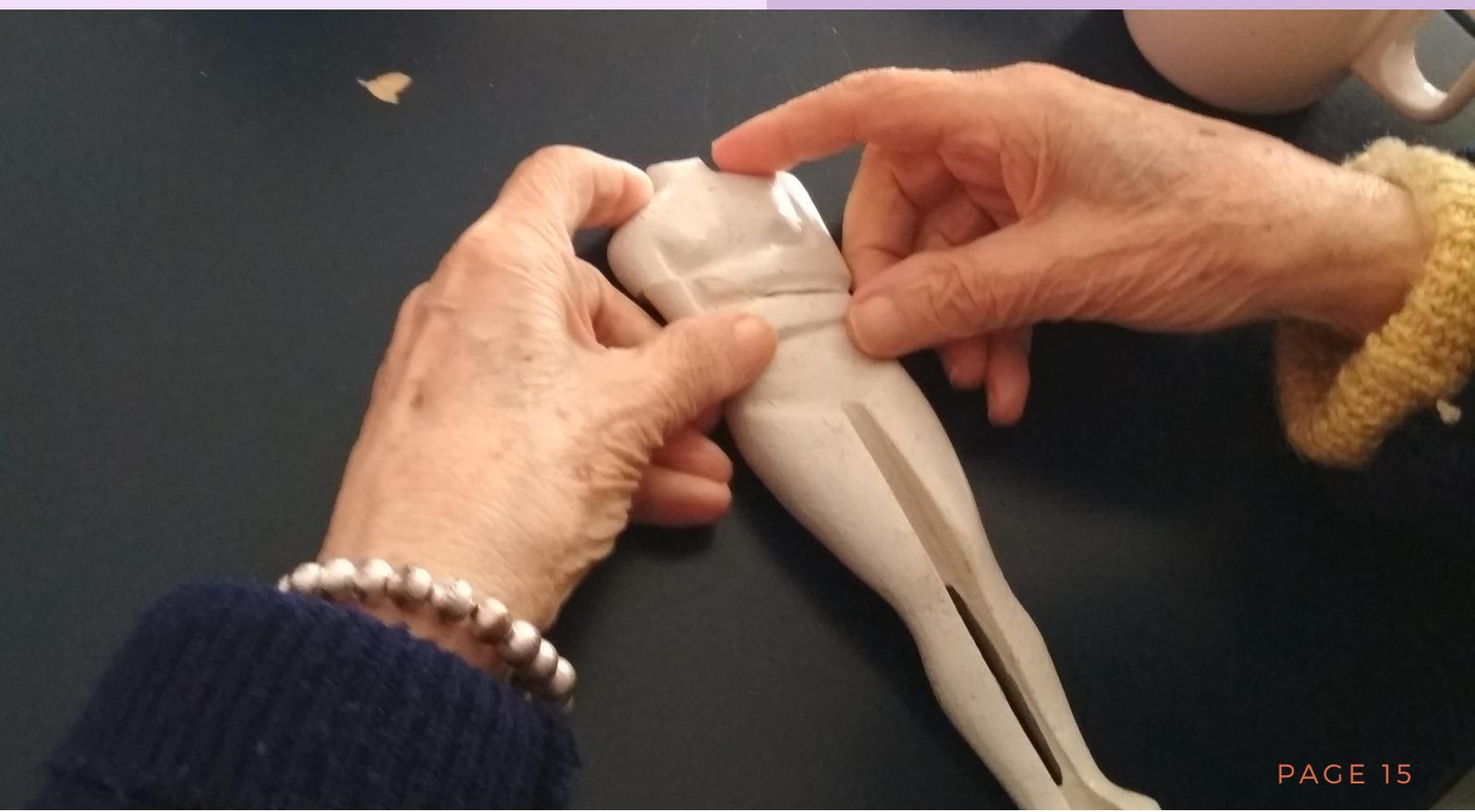
N/A

## Frequency:

daily/weekly/monthly

## Type:

active participation in  
workshops



## Detailed Description:

Thallo is an action aiming to offer smiles and mental clarity – temporary though -, to help the elderly develop interpersonal relationships as those arise from their contact with animators and volunteers who visit them.

Thallo's method is based on the active participation of the elderly. Each session encourages creativity through art and is enriched with activities such as playing selected games, leading discussions on specific subjects, role playing and singing. In this way, the elderly are actively involved in the process.

The recreational method they propose and implement stimulates and provokes intense emotional reactions, removes thought from pain, reduces stress and anxiety, while at the same time helps towards the big fight against depression. In addition, it stimulates self-concentration and helps memory, two of the basic mental functions.



### Resources:

- <https://thallo.care/>
- <https://www.elculture.gr/blog/article/%ce%b3%ce%b5%ce%bb%cf%8e%ce%bd%cf%84%ce%b1%cf%82-%ce%b4%cf%85%ce%bd%ce%b1%cf%84%ce%ac-%ce%b5%cf%84%cf%8e%ce%bd-80-%ce%ba%ce%b1%ce%b9-%ce%ba%ce%ac%cf%84%ce%b9/>

# ANGELS OF JOY



Greece



## Organization

Angels of Joy



## Main Scope:

entertainment,  
psychological  
decompression

## Place:

Athens

## Participants

N/A

## Frequency:

daily/weekly/monthly

## Type:

Interactive



## Detailed Description:

Since 2011, a team of professional artists, psychologists, music therapists and educator, “Angels of Joy” offer psychological and social support through the Arts to children hospitalized or hosted in institutions, to the elderly as well as to people with disabilities.

Especially through specialized programmes, customized to seniors, Angels of Joy embolden old aged people who experience grief, loneliness, desolation as well as physical pain. At the same time, they organize interactive performances and music therapy projects using sounds, voices, musical instruments, song and improvisation.



### Resources:

- <https://www.angellofjoy.gr/>
- <https://www.facebook.com/angeloitixaras/>
- [https://www.youtube.com/channel/UC4YT\\_syE4V2TVYaAVJzJvGw](https://www.youtube.com/channel/UC4YT_syE4V2TVYaAVJzJvGw)

# CARE AT HOME PROGRAM FOR PERSONS WITH DEMENTIA



Greece



## Organization

Athens Association of Alzheimer's Disease and Related Disorders



## Main Scope:

Care at home program for patients with dementia that will focus on the caregiver and will have as priority to improve the services provided to the patient.

## Place:

Western Attica

## Participants

100 families of dementia patients through home visits

## Frequency:

one year

## Type:

## Detailed Description:

Services: a) information on key issues affecting persons with dementia; b) education in crisis management; c) education in respite techniques and improvement of self-esteem of the caregiver; d) family counseling. In addition to these significant services, will offer various services to persons with dementia, such as: a) medical exam and neuropsychological evaluation for a general care plan; b) periodic nursing care with the end goal of educating the caregivers in matters such as prevention of falls and education in first aid; c) counseling regarding ethical and legal rights as well as welfare/insurance matters.



# GOOD PRACTICES IN GERMANY



# IM ALTER IN FORM



Germany



**Organization**

BAGSO



**Main Scope:**

Health maintenance (nutrition and physical activity), Social inclusion

**Place:**

National

**Participants**

not given

**Frequency:**

frequent (differs between offers)

**Type:**

Offering information material, trainings, symposiums and upgrade training courses on a communal level



## Detailed Description:

Im Alter IN FORM is a project by BAGSO which is also part of the initiative IN FORM. Its aim is to activate potentials in communes by improving the offers of health prevention concerning older people. They focus on healthy nutrition, physical activity and social participation. Relevant actors (e.g. service providers in the health sector working with seniors like physicians, physiotherapists, pharmacists, nursing homes, fitness centers...) are given information material and offered trainings, symposiums and upgrade training courses on a communal level to advise them how to support a healthy lifestyle in older age. The trainings that are offered are: basic training, advanced training, "IN FORM MitMachBox" (Join in box) in practice, planning and initiating lunch – food on wheels and leading physical activity groups. In symposiums they also inform people in community facilities like nursing homes about how to guarantee a healthy and balanced diet. An example of another type of symposium was in Kassel in 2018. There they talked about the possible contribution of relevant actors in improving and creating health promoting offers and about useful strategies. The advises and information concerning nutrition, physical activity and social participation given in this project are implemented practically in many ways. For example, in Esslingen there were started physical activity groups which meet outdoors regularly and do low level physical activity together with the help of a competent trainer. Another example is a movement parcours in Hessen which was newly created. It was well accepted by the public and used as a new meeting spot. People using the parcours report more security in everyday life, enjoyment of life and moving capacities. Furthermore, the activities include several research projects like case-studies in 2016 about lunch offers in the communes and the estimated future demand. Another example is an online survey about the status quo of service offers and health promotion measures. Added to this, the website provides information material about the project itself and about the general information concerning the situation of older people.

### Resources:

- Flyer (only German): [https://im-alter-inform.de/fileadmin/user\\_upload/2\\_Ueber\\_uns/BAGSO-Projekt/BAGSO\\_Projektflyer\\_KL\\_v4final.pdf](https://im-alter-inform.de/fileadmin/user_upload/2_Ueber_uns/BAGSO-Projekt/BAGSO_Projektflyer_KL_v4final.pdf)
- Website: <https://im-alter-inform.de/>

# AKTIV 70 PLUS



Germany



## Organization

institute of sports  
science of the  
Christian-  
Albrechts-  
University in Kiel



## Main Scope:

health  
maintenance

## Place:

Schleswig Holstein

## Participants

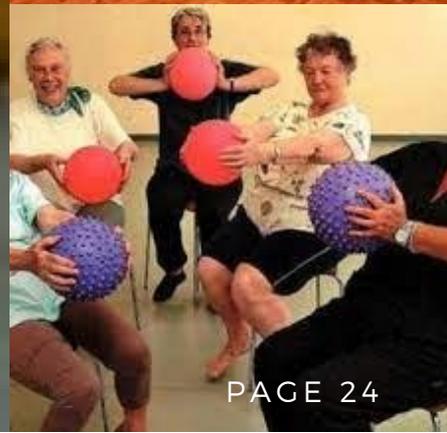
more than 4000 people  
participated in 300 courses

## Frequency:

once a year (training course)

## Type:

physical activity programme



## Detailed Description:

Aktiv 70 Plus is a project of the sports federation in Schleswig-Holstein (federal state in Germany) (LSV) which started in 2008. It is also part of the IN FORM initiative. It consists of a special sports programme developed for people aged 70 or more. The programme was evaluated by the institute of sports science of the Christian-Albrechts-University in Kiel. Until now, more than 4000 people participated in 300 courses. If people participate regularly, the costs can (partially) be beared by the insurance companies. The aim of the project is to motivate people aged 70+ to participate in a holistic, health-oriented PA offer in the clubs of sports federation (primary prevention). Added to that, the aims are improving strength, endurance, mobility and coordination as well as fall prevention of the participants. The course has a duration of 12 weeks and comprises exercise sessions of 60 minutes once a week. The sport instructors at least have to have a license ÜL-C “Seniors”. It can be called a holistic programme because the instructors are also trained by the sports federation in other areas like functional gymnastics, moving with music, awareness training, memory training and relaxation. When sport associations want to implement and offer this programme, it should be cost-neutral. That is why there is the possibility of financial support of the clubs/associations in the beginning given by the sports federation (560 Euros per year can be applied for). In the long run, this should lead to enduring, widespread offers. More detailed information about the criteria to be financially supported and the application form can be downloaded on the website of the sports federation Schleswig-Holstein. The courses should take place in the near surrounding of the participants so that the participants are more socially integrated. The programme was reworked so that it achieved the certification “Sport pro Gesundheit” (German Olympic Sports Federation) and “Deutscher Standard Prävention” (Central Inspection Body for Prevention) in 2020.

### Resources:

- <https://www.lsv-sh.de/sportwelten-projekte/sport-gesundheit/senioren-im-sport/aktiv-70-plus/>
- <https://www.youtube.com/watch?v=Z26tveaHeGw> (German)

# FIT FÜR 100



Germany



## Organization

German institute of applied sport gerontology



## Main Scope:

health maintenance, social inclusion (especially dementia)

## Place:

more than 50 locations (mainly in NRW)

## Participants

more than 50 locations

## Frequency:

regular certification courses, twice a week (PA group)

## Type:

physical activity programme



## Detailed Description:

Fit für 100 (Fit for 100) is a physical activity offer for older people which was developed by the German institute of applied sport gerontology located in Köln. Until now, it is offered in more than 50 locations (mainly in North Rhine-Westphalia, NRW). The aims of the physical activity programme is to maintain competencies needed in everyday life, promoting mobility and independence of seniors 60 years old or older (especially 80+) and support their resources and give fall prevention. Regarding the demographic changes and the growing number of old and needy people, reaching these goals is of great importance. The programme includes strength exercises as well as coordination exercises. There are alternative exercises for wheelchair users. A special feature of the programme is that it is also feasible for dementia patients. The programme should take place twice a week to reach the aims. In order to be allowed to offer the training programme, you have to participate in a certification course which has a duration of three days including 24 teaching units. Content of the certification course is theoretical and practical knowledge about the exercise programme itself, fall prevention, changes and impairments in older age and typical age-related diseases and how to treat older people and dementia patients in the physical activity group. After the certification course two video observations have to be passed to get the certification. This means that the instructor has to film two sessions and a co-worker of the project evaluates it and gives feedback. The training course addresses people working in physiotherapy, sport therapy, nursing-, social- and education service and instructors in seniors' exercise groups. There were many media reports like in journals and in television (Stiftung Warentest, ZDF, ARTE, WDR, 3sat, MDR) about Fit for 100 which raised great interest. Following these reports many people and institutions contacted the Fit for 100-team which shows that people 80+ are motivated to improve their fitness level and life quality.

### Resources:

- <https://www.youtube.com/watch?v=NPDXTXF6KI> (German)
- <https://www.youtube.com/watch?v=zzIx0xwhAWc> (German)
- <https://www.facebook.com/fitfuer100>

# LICHTBLICK SENIORENHILFE E.V.



Germany



## Organization

LichtBlick  
Seniorenhilfe e.V.



## Main Scope:

poverty reduction  
among old people

## Place:

München, Münster, Deggendorf  
(Niederbayern) (offices)

## Participants

16.000 seniors are supported for  
lifetime (2017-2020); 3.313  
immediate aids + 2.935 shopping  
coupons + 2.648 sponsorships  
involving 35 Euros per month  
(2019)

## Frequency:

regular certification courses,  
twice a week (PA group)

## Type:

financial support, free time  
activities together



## Detailed Description:

LichtBlick Seniorenhilfe e.V. was established in 2003 and was the first association of this kind in Germany. In sum, there are three LichtBlick teams situated in Munich, Münster and Deggendorf in the Lower Bavaria. The main aim is to support old people with financial difficulties but also to act as spokesman in the general public for them. The association is supported by celebrities that make aware of the situation of old people in Germany in the public, for example Simone Thomalla (actress) or Monica Gruber (cabaret artist). Other partners are for example the Sparda-Bank or Münchener Merkur (newspaper). LichtBlick wants to help old people unbureaucratically, quickly and personally. If someone needs financial help to afford something specific (e.g. new shoes or a new mattress), he or she can fill out an application form for immediate aid. After checking the documents, the application is approved and the money is sent to the applicant. Another option is to apply for a sponsorship that comprises 35 Euros per month which can be spent freely. If someone wants to help and donate money, there are several options. For example, it is possible to give an immediate donation. Here, the amount (from 50 Euros) and interval (from once to monthly) of donation can be chosen by the donator. Another option is to sponsor an old person by donating 35 Euros per month to a single person. Also, it is possible to donate shopping coupons of various values and frequencies. Some seniors shared their life story on the website in which they explain how the help of LichtBlick changed their lives (e.g. <https://seniorenhilfe-lichtblick.de/lichtblick-ist-der-himmel-fuer-mich/> ). Added to that, you can read hand-written letters from the seniors in which they thank the association. Beyond the financial support, the association also arranges regular activities and events to integrate the seniors into society and to build a community. The seniors can participate without costs. For example, activities on a monthly basis are having a breakfast together, going to the cinema, hiking or to bowl in a group of regulars. In 2019, there were 166 events additional to the regular events even mentioned (e.g. going to concerts or museums). LichtBlick publishes an annual review reporting on the activities and events as well as statistics/ numbers concerning one year. Added to that, it includes personal statements and pictures of the seniors and the staff.

### Resources:

- <https://youtu.be/gJNVDKYAg5k>
- <https://seniorenhilfe-lichtblick.de/wp-content/uploads/jahresbericht-2019-2-b.pdf>
- <https://www.facebook.com/LichtblickSeniorenhilfe>
- The association has a website and has profiles on Facebook, Twitter, Instagram and LinkedIn

# GOOD PRACTICES IN BULGARIA



# INTERGENERATIONAL TRANSFER OF KNOWLEDGE IN THE WORKPLACE



Bulgaria



**Organization**



**Main Scope:**

career guidance to  
work with  
employees aged 50+

**Place:**

Sofia

**Participants**

50

**Frequency:**

one off

**Type:**

Intergenerational Learning,  
Mentoring



## Detailed Description:

Long-term unemployment is a big problem in Europe and the risk of becoming long-term unemployed for older workers is very high. At the same time Member States are taking measures to reduce early exit from the labour market. In short adult people (50+):

- are becoming a larger part of the working force;
- Need to work until later age;
- It becomes increasingly more difficult for them to find jobs.
- People aged 50+ have knowledge, skills and experience, which cannot be taught in school and which they have acquired in more than 30 years of work experience.

The overall objective of the project is to improve the employability and the position on the labour market of older people (50+), by including them in the life-long-learning process and providing them with skills for on-the-job, intergenerational transfer of knowledge, complimentary to their primary professional skills. Products available:

- Innovative train-the-trainer course for people of age 50+, providing them with skills for intergenerational, on-the-job transfer of knowledge, including both employed and unemployed adults of age 50+.
- Internet platform for promotion and dissemination of project result



# DIVERSITY MANAGEMENT



**Bulgaria**



**Organization**

**Social platform**



**Main Scope:**

**career guidance to  
work with  
employees aged 50+**

**Place:**

**Gabrovo**

**Participants**

**150**

**Frequency:**

**constant action**

**Type:**

**Resource Centre Diversity  
Management**



## Detailed Description:

The Resource Centre Diversity Management was developed within EU transfer, implements social innovations for employees aged 50+, and their employers based on innovative successfully implemented corporate models, which guarantee active workforce in the later life phase.

This new corporate environment provides support and training to employees aged 50+, needed for their adaptation to the new labor market requirements caused by the changed demographic and economic conditions. The Resource Center for diversity management works with methodology and training program for people aged 50+ aimed at developing of specific skills and promoting learning in the later life. Trained consultants are available for career guidance courses and consultancies for employees aged 50+. It serves not only the employees in this age group but also their employers, providing them with innovative management elements that contributes to adapt the business to the new modern market conditions.



# LOCAL COMMUNITY LEADERS



Bulgaria



Organization

Bimec



Main Scope:

social inclusion

Place:

Sofia

Participants

50

Frequency:

one-off

Type:

community actions



## Detailed Description:

The topic of this project is the cooperation between experienced community leaders over 50 and possible future ones, making emphasis on the need to rethink and recognize the role of older people and their crucial contributions to the local community. The main objectives of the project are: the encouragement to improve the community development by increasing the number of well- prepared local leaders among people over 50. In order to reach our objective, project consortium will:

- provide training for current and potential community leaders focused on increasing their knowledge and skills,
- promote the emergence of new community leaders through mentoring,
- encourage local community leaders to share their experiences, best practices as well as active networking.

The project will have two different outputs. The first one, the Handbook and Guide, is focused on how to be a local community leader. The Handbook - will support people over 50 in fulfilling their specific role as local community leaders by building networks between people and institutions, strengthening trust in local community etc.

The Guide - will include different chapters regarding the role of leaders in local community development, using the method of mentoring and will be focused on recommendations for the NGOs and other institutions working at local levels on how to implement the proposed mentoring model. The Training Modules and the Training Kit are focused on providing specific training for local community leaders and will consist of several independent training modules, handouts for trainers, examples of good practices and other useful resources as well as a proposal of the training evaluation. The training modules will be designed to be used as workbooks, self-paced guides, reference manuals, handouts as well as job aids.

# SOCIAL ECOSYSTEMS FOR ANTI-AGING, CAPACITATION, AND WELL-BEEING



Bulgaria



## Organization

European project team



## Main Scope:

social and digital inclusion

## Place:

Europe wide

## Participants

15000 (2000 in Bulgaria)

## Frequency:

one-off

## Type:

well-being, active aging, training, health checks



## Detailed Description:

A European project team created an Ecosystem – E-learning platform for training, informing and giving awareness and providing tools, processes and methodologies for ICT and active and healthy aging in order to promote a wider and best use of ICT and e-inclusion of elderly by carers, social agents, governments, business and citizens and build professional skills and foster digital inclusion and awareness on active and healthy aging.

15 000 old people reached Europe wide (2000 in Bulgaria) were registered as users in the platform.



# GOOD PRACTICES IN FRANCE



# ASTROLIENS



France



## Organization

Astroliens



## Main Scope:

Association giving private IT courses for seniors, also organizing digital

## Place:

Paris

## Participants

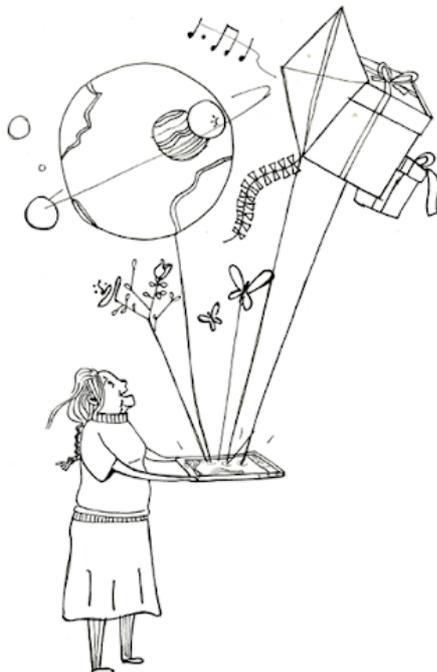
as for 2019, approximately 200 seniors accompanied directly by student volunteers. Approximately 150 digital caregivers trained.

## Frequency:

first support during 1 month, 2 times per week but can also be extended

## Type:

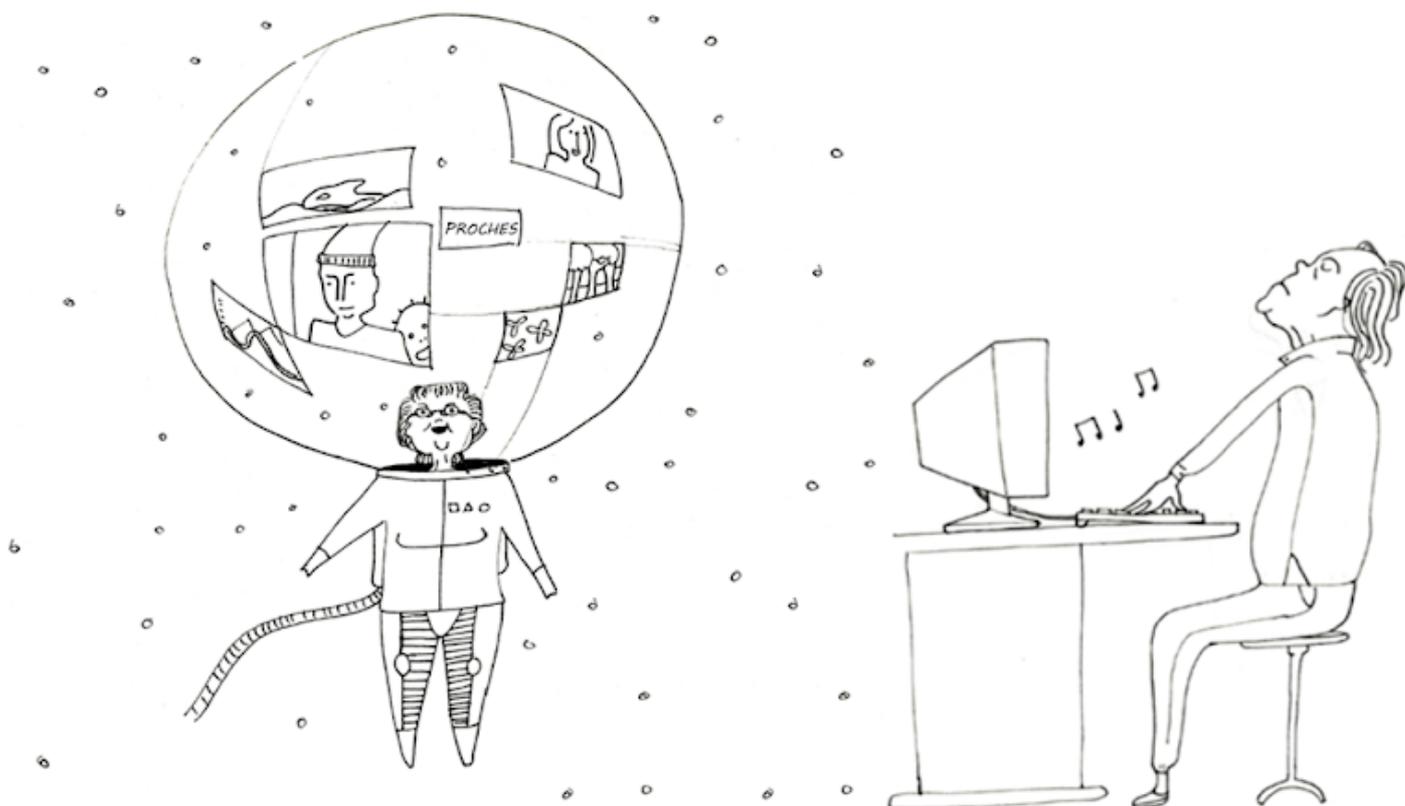
intergenerational courses (1 student volunteer per 1 senior) and support for informal caregivers (family)



## Detailed Description:

Astroliens offers Place: support to a senior citizen by one (or two) volunteers (young people aged 16 to 25). The volunteers offer computer "lessons" at home. The commitment of the pair is 1 month with 2 sessions per week. The support can then be interrupted or continued. If it continues, the volunteer changes. The average age of the senior citizens is 83 years! They are people who sometimes cannot move (level of autonomy 3 to 6)

Astroliens is involved in the recruitment of volunteers, their training (skills), prepares a programme of courses and above all has developed a board game to better identify the needs of seniors. The courses are of course adapted to the learning pace of the senior citizen. Astroliens offers a follow-up throughout the accompaniment by reviewing the situation with the seniors and the volunteers and supports the young volunteer throughout his or her activity by helping him or her to value the experience. Currently suggesting the activity through Zoom.



### Resources:

- <https://www.astroliens.org/>
- <https://www.facebook.com/lesastroliens>

# LUTINS BLEUS



France



## Organization

Lutins bleus



## Main Scope:

internet and multimedia, mobility; senior mode; food for seniors; senior housing; home help; leisure - travel; senior health; media; meetings; employment or activities; pets; e-commerce galleries; for carers; safety.

## Place:

on-line, everywhere in France

## Participants

N/A as it targets all seniors (15 millions) and caregivers (11millions) in France, also it presents numerous tools and organizations for seniors

## Frequency:

every day, every time

## Type:

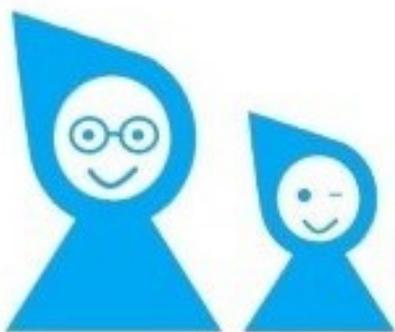
websites, forums, guides, associations offering activities for seniors

## Detailed Description:

It is an on-line portal assembling all good practices tools and websites that are available for seniors in France. Thanks to Les Lutins Bleus, people can discover and compare all the senior offers on all possible themes: health, home help, housing, technology, mobility, clothing, food, media, leisure, travel, employment, meetings, etc.

The "Silver Economy" is full of offers for seniors and their carers. Finding your way around is sometimes difficult. Indeed, the major players in the market very often rise to the top of the search engine results. At the same time, the smaller players, who do not have the same resources, appear much further down the results. However, they often offer products of just as high quality, and therefore deserve to gain visibility.

The Lutins Bleus are therefore working to identify all the offers on the market and to present them objectively. It is then up to senior or carer, to make the choice according to your own criteria.



### Resources:

- <https://www.leslutinsbleus.fr/>;
- [https://www.facebook.com/Les-Lutins-Bleus-179372659441579/about/?ref=page\\_internal](https://www.facebook.com/Les-Lutins-Bleus-179372659441579/about/?ref=page_internal)

# CHEZ YVONNE



France



Organization

Chez Yvonne



**Main Scope:**

social inclusion, fighting the digital divide in rural areas

Place:

Moncontour, in Brittany

Participants

847 inhabitants

Frequency:

once a week

Type:

Digital workshops

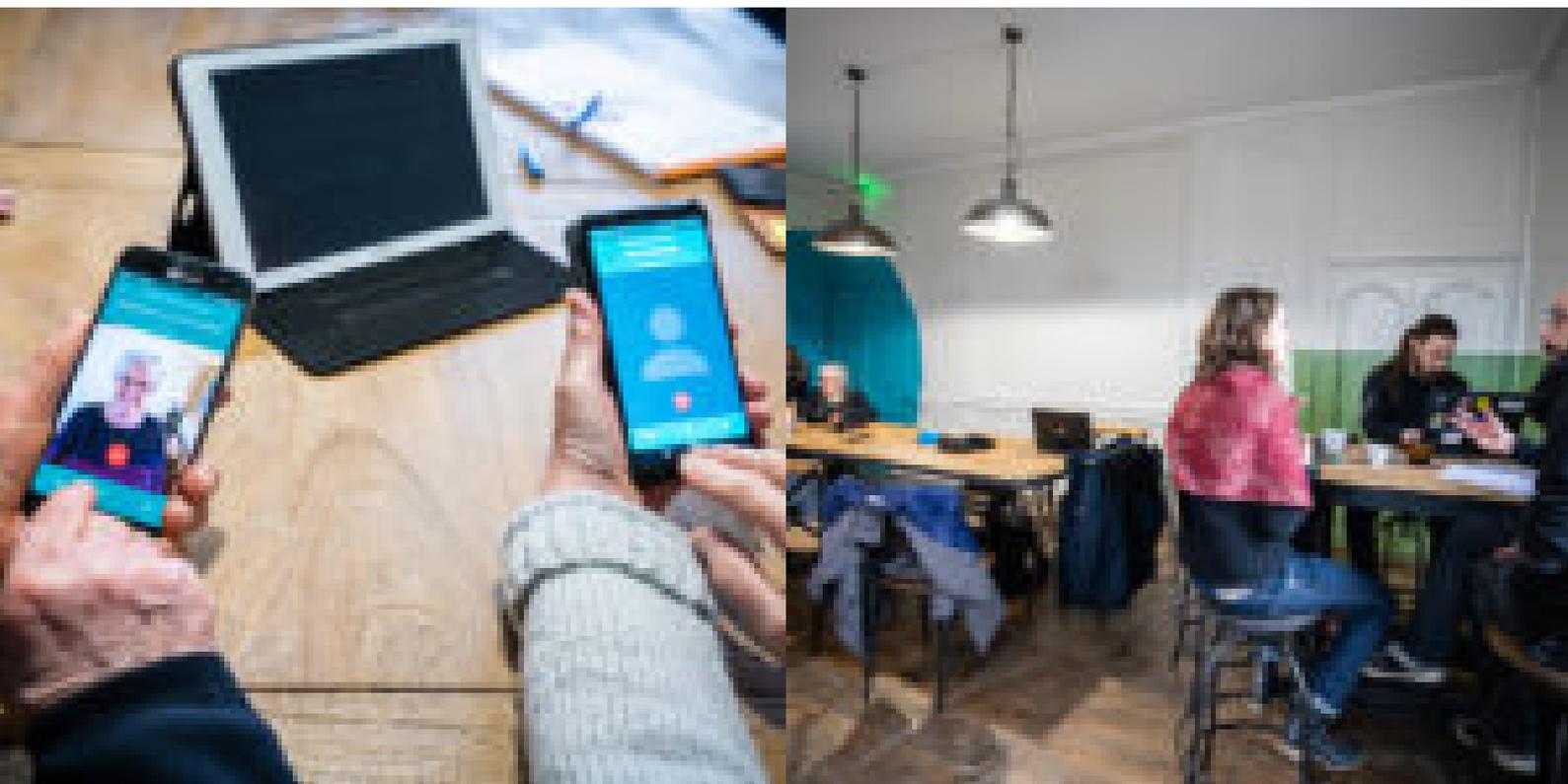


## Detailed Description:

“Chez Yvonne” was created in 2019 after a socio-economic opportunity study, commissioned by Moncontour, was conducted. One of the learning points from this study was that the local population, especially the elderly needed support on digital transition issues (e-administration, computer literacy).

The different digital workshops at “Chez Yvonne” are led by volunteers.

They are 3 types of workshops:- “Écoutes numériques”: intend to help individuals/seniors to make the best use of digital tools (communicating, writing documents, organizing photos, browsing the Internet securely, etc.)-“Ateliers E-Admin”: assist seniors on the use of online administrative services (taxes, medical records, pensions, etc.) -“Café solidaires numériques” : to learn how to use a computer and discover the newest technology ( 3D printer etc.)



### Resources:

- <https://chezyvonne.fr/>
- <https://www.facebook.com/ChezYvonne22/Press/blog/online/>
- <http://or-gris.over-blog.fr/2021/03/chez-yvonne-un-tiers-lieu-breton-aux-grandes-ambitions-au-rez-de-chaussee-de-la-mairie-de-moncontour-22-le-tiers-lieu-chez-yvonne-a>
- <https://www.reseaurural.fr/centre-de-ressources/actualites/chez-yvonne-un-tiers-lieu-breton-aux-grandes-ambitions>
- <https://www.youtube.com/watch?v=6D8jN3e5miM> (ChezYvonne, presentation)
- <https://www.banquedesterritoires.fr/moncontour-un-tiers-lieu-numerique-pour-les-seniors-et-les-professionnels-22>

# ASSOCIATION GRANDS-PARRAINS



France



## Organization

Grands-Parrains



## **Main Scope:**

social inclusion,  
recreate an  
intergenerational link

## Place:

France

## Participants

Since 1998, more than 2000 “grands-parrainages” have been made. Fifteen million grandparents in France.

## Frequency:

It depends on the type of “grand-parrainage”; it can be from half-days to week-ends, to vacation periods.

## Type:

Spending time together doing different activities such as walks, going to the cinema, going to the museum, helping kids do their homework



## Detailed Description:

To avoid loneliness of the elderly and to support parents when they are isolated, in the absence of grandparents, the Grands-Parrains association strives to recreate the missing intergenerational link.

The association puts in contact seniors in age of being grand-parents with children who do not have grand-parents. This relationship is based on trust, exchange and mutual enrichment.

There are different types of “grand-parenting”:

- “Classical grand-parenting”

Spending time with the child from half-days to week-ends, to vacation periods.

- “Great-grand-parenting”

For seniors aged from 78 to 85, healthy, living at home or in nursing homes

-“Reversed grandparenting”: the association puts seniors in contact with adult volunteers who have time to share, affection to give and a desire to bring generations together around centres of interest to enrich each other. Activities done together : walks, reading, playing board games , teaching the elderly how to use the new means of communication (telephone, computer), sharing a passion...

-“Epistolary grandparenting”: it is an opportunity for seniors in nursing homes to exchange anecdotes.

### Resources:

- Website : <http://grandsparains.fr/>
- Facebook : <https://fr-fr.facebook.com/pages/category/Community-Organization/Grands-Parrains-140923949308130/>
- Press/blog/online/ Articles: --[https://actu.fr/normandie/rouen\\_76540/1-association-grands-parrains-qui-rapproche-les-generations-se-relevance-en-normandie\\_38186811.html](https://actu.fr/normandie/rouen_76540/1-association-grands-parrains-qui-rapproche-les-generations-se-relevance-en-normandie_38186811.html)
- <https://www.leparisien.fr/val-de-marne-94/ile-de-france-michelle-redonne-le-sourire-aux-enfants-privés-de-grands-parents-03-10-2020-8396154.php>
- <https://france3-regions.francetvinfo.fr/provence-alpes-cote-d-azur/bouches-du-rhone/marseille/fete-des-grands-meres-en-paca-une-association-met-en-lien-des-enfants-avec-des-grands-parents-de-coeur-1986664.html>
- <http://or-gris.over-blog.fr/article-1-association-grands-parrains-re-oit-le-prix-generation-responsable-61628824.html>

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Name of organisation **Fit für 100**  
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Website [www.ff100.de/](http://www.ff100.de/) Email **info@ff100.de**

Name of organisation **LichtBlick Seniorenhilfe e.V. München**  
Contact Person **Brigitte Grung** Country **Germany**  
Website [www.seniorenhilfe-lichtblick.de](http://www.seniorenhilfe-lichtblick.de) Email **info@seniorenhilfe-lichtblick.de**

Name of organisation **Im Alter - IN FORM**  
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