

a non-profit organization that pioneers new models of learning, inclusion and engagement. CHALLEDU constitutes one of the leading R&D experts in game-solutions for education and inclusion.

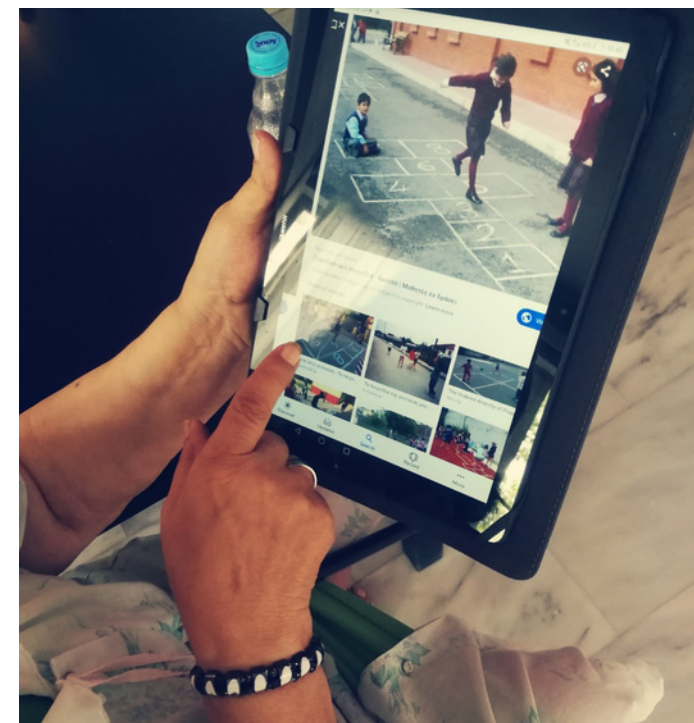
one of the largest universities in Germany with a rich and time-honoured tradition. Fifteen faculties with 120 degree programs and some 30 research centres comprise the institutional backbone of the University.

a non-profit association, founded in 2004 by Monique EPSTEIN, who aims at fighting against e-exclusion by providing access to and training in ICT to seniors and/or disabled people.

a non-profit organization for the provision of health and social care services to elderly and disabled people in order for them to retain their maximum level of autonomy and well being

a nonprofit organization, with initial goal to enrich the library of the blind people by recording audio books psychosocial support to the elderly via therapeutic reading sessions.

a not for profit organization, who works for people aged 50+, building social bridges by implementing intergenerational practices, developing and realizing of soft skills trainings.



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"Exchange of best practices for the social inclusion of old people as well their mental and physical health maintenance and skills development"

# THE PROJECT

The project "GOLD- Good Practices for OLD People" is based on the belief that the elderly should be an active part of the society, participate in social activities, maintain and improve their mental, physical and social skills, feel included and have the potential to offer and be valuable for the younger generations by sharing their experiences and life-long accumulated wisdom.



# TODAY

European population is ageing with almost 20% of it over 65 years old. A large percentage of old people (especially those with health problems) are disconnected from the community. According to Eurostat's data 32% of people 65+ live on their own. The Policy Brief for EU on Loneliness indicates that the elderly are more likely to face social isolation than other age groups compared to those aged 26 to 45. Adding to this, old people are 9% more likely not to engage in social activities. Social Isolation is mentioned as one of the main challenges in long term-care in Europe

# TARGET GROUPS

- People over 65+ years old
- Adult educators and relevant professionals
- Carers of old people
- Organizations of carers, Institutions for elderly, nursing and care homes and other relevant institutions

# RESULTS

- Mapping of today situation
- Collection of good practices
- Best GOLD practices
- Short Videos from GOLD practices



# OBJECTIVES

- Exchange of best practices on social inclusion, life-long education, mental and physical health, access to social life and digital world for people over 65 years old.
- Explore, share, promote all good practices that bring old people out of of isolation.
- Extend the skills and competences of adult educators and relevant professionals as well as relatives and friends
- Enhance intergenerational education and lifelong learning
- Fight stereotypes about old people.