

GLOBAL CIVIS DAYS ATHENS 2022



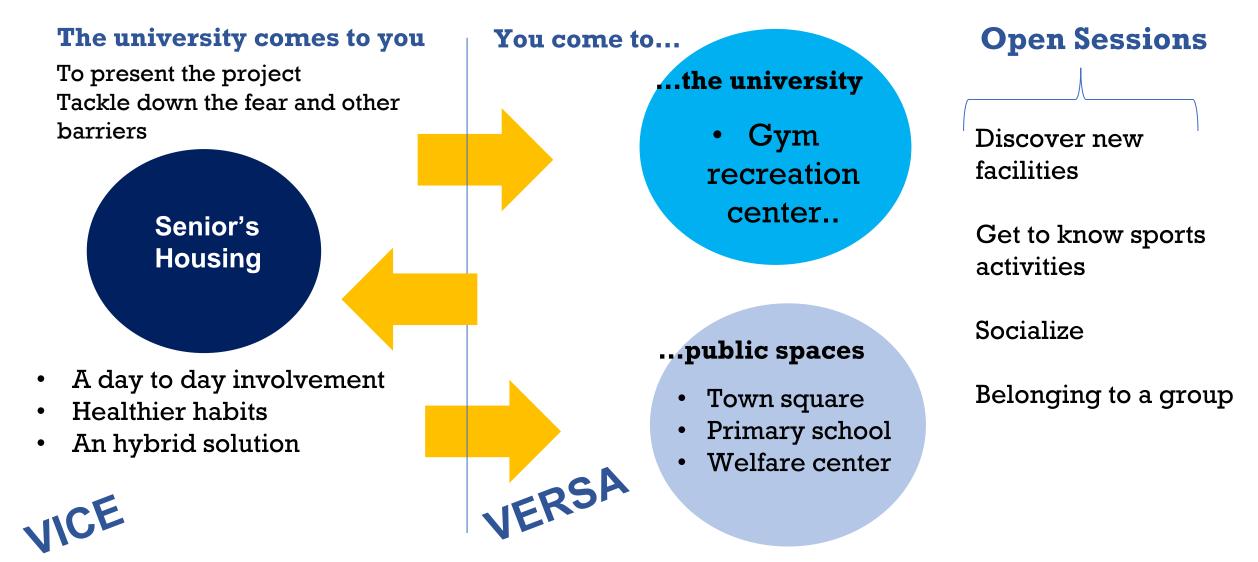
A new local mobility programme for older adults

Co-funded by the Erasmus+ Programme of the European Union



A PANATHLON IDEA

An innovative solution





How to involve the WHOs ?

An intergenerational collaboration, involving:

- **Universities members** (worktime flexibility, student engagment recognition)
- Senior's housing (staff)
- NGO's (association staff)
- **Older adults** (interactive activities choice, reassuring about safety, incentives such as vouchers)



To exercise and to socialize Everyone playing their part

Challenges A sustainable project improving social inclusion

A local promotion of the program :

- Posters
- Street marketing (information point)
- Word of mouth
- Social Media Campaign : « Bring your elderldy friend »

A cooperation approach for logistics

- Transportation for *viceversa* activities
- Fundings:

Public (neighbourhoods, municipalities, prefectures, region, national, european) **Private** (welfare centers, sport clubs, athletic brands, sponsors, foundations)

- Follow-up of the activities

- Participants lists

An easy evaluation

- Indicator of attendance and satisfaction (focus group discussion)
- Costs analysis



Added value

- Multidisciplinary (various university members, disciplines)
- Interconnection among universities, civil society, private sector - transferring the « know-how »
- An innovative hybrid solution
- Empowerment of the older adults overcoming their expectations
- Easy to adapt and to scale up to other groups with fewer opportunities

