



**GLOBAL  
CIVIS  
DAYS**  
ATHENS 2022

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



**A new local mobility programme for older adults**

A PANATHLON IDEA

---

# An innovative solution

## The university comes to you

To present the project  
Tackle down the fear and other barriers



- A day to day involvement
- Healthier habits
- An hybrid solution

**VICE**

## You come to...

### ...the university

- Gym recreation center..

### ...public spaces

- Town square
- Primary school
- Welfare center

**VERSA**

## Open Sessions

Discover new facilities

Get to know sports activities

Socialize

Belonging to a group

---

# How to involve the WHO's ?

**An intergenerational collaboration, involving:**

- **Universities members** (worktime flexibility, student engagement 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 elderly 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)

### An easy evaluation

- Follow-up of the activities
- Participants lists
- 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

