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

Senior’s Housing

You come to...

...the university
- Gym recreation center...

...public spaces
- Town square
- Primary school
- Welfare center

Open Sessions
- Discover new facilities
- Get to know sports activities
- Socialize
- Belonging to a group

A day to day involvement
Healthier habits
An hybrid solution

VICE
VERSÁ
How to involve the WHOs?

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 *vice versa* 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