Quality Ageing in an
Urban Environment

Active Ageing

Toolbox of
tested solutions
promoting
active ageing
at local level

Active
Ageing

Quality Ageing in an Urban Environment

Toolbox of
tested solutions
promoting
active ageing
at local level

**The Toolbox was written as a joint effort by the project partners of the
Q-AGEING: quality ageing in urban environment CENTRAL EUROPE project.**

Ms Ilona Molnár Györffyné and Mr Tamás Toldi, Municipality of Újbuda, Hungary
Ms Lilijana Zorko, Municipality of Maribor, Slovenia
Ms Irena Jereb, Municipality of Slovenska Bistrica, Slovenia
Ms Mateja Karničnik, Economic Institute Maribor/ Human Resource Development Centre, Slovenia
Mr Alberto Ferri, Province of Treviso, Italy
Mr Maciej Kochanowski, Municipality of Sopot, Poland
Ms Maria Grazia Costa, Municipality of Genoa, Italy
Mr Lorenzo Bertorello, National Academy of Medicine, Genoa, Italy
Ms Silke Marzluff, Centre for Developments in Civil Society, Freiburg, Germany

TABLE OF CONTENTS

Europe is ageing

By THOMAS KLIE

The life expectancy of citizens in Europe increases. In Germany, for example, each year about three months. Hence, we can speak of a society of longevity in this context. Also, the relation between the young and the old, and thus the balance between the generations goes through changes. The babyboom generation retires, the number of children has decreased steadily since the 1960s – even though with large regional differences, but in any case in a manner that will clearly change the making of society within the next decades.

Whether the individual use of a longer life will also fuel a boom and prosperity of municipalities, will be decided at local level to a large extent. Dependent on how the potential of age and elderly persons will be dealt with, will illustrate whether the economic challenges associated with demographic change can be overcome.

Worldwide, the formula Active Ageing accounts for the increase of opportunities of elderly people for good health, participation and security. Differentiated images of age are a precondition for the offer of such opportunities as well as conducive legal and financial frameworks - such as the renouncement on any form of age-discrimination. The status quo in the cities and communities are particularly important: How are the conditions, so that elderly persons can live in a self-determined, self-responsible, but also co-responsible way?

Q-Ageing accounts for this community-based approach. This toolbox provides a variety of suggestions: for city planners to open public facilities for social purposes, for companies and their new technological products, for municipalities to establish contemporary forms of participation. In any case, all projects open up a view of an active lifestyle at old age.

Within the project Q-Ageing, different cities from five European countries could learn from each other, encourage each other and support each other to promote

enhancement of quality of life and participation of elderly people. A generation-friendly city, which is committed to the principles of Active Ageing, needs a strategy, which considers the regional conditions, culture, resources, mentality and the political as well as economic framework. It needs both, projects and actions that make clear what Active Ageing is about.

The Toolbox is a concept store. Senior-friendly bicycles, the activating design of public spaces, the mapping of buildings, streets and public places suited for elderly, entrepreneurial activities to support elderly workers, neighbourhood-based participatory processes are presented. All ideas serve the city and the district to make them a livable and lovable place, also and especially for elderly persons. The toolbox visualizes the programme of Active Ageing, illustrates it and provides input for regional work.

Municipalities are the locations, at which demographic change is taking place, and where the opportunities of a society of longevity in a state of health, participation and security will be supported - or not. In the future, the quality of the life in municipalities will increasingly be measured on how it offers a productive design for ageing.

Prof. Dr. Thomas Klie,
Head of Institute zze | Centre for Developments in Civil Society, Freiburg/Breisgau

Key factors of implementing successful actions supporting active ageing on local level

This Toolbox is a collection of easy-to-understand actions, developed and tested by the Q-AGEING partnership (cities, regions and institutions from Germany, Hungary, Italy, Poland and Slovenia). These actions could have been developed or implemented in any cities/regions all over Europe. It is also an attempt of Q-AGEING partners to raise your awareness and to call your attention to the economic and social potential of older generations and increase your commitment in developing local initiatives more actively. Your city, your whole community can benefit from using the skills and knowledge of local elderly through local actions.

The European Year 2012 (EY2012) framework document *(Commission staff working document of the European Parliament and of the Council on the European Year for Active Ageing)* clearly states that Europe's best chance for coping with the challenges of population ageing lies in making use of the potential of the elderly, which requires the promotion of active ageing. Projects and policies supporting active ageing promote improved mental and physical well-being for elderly in order to help them maintain an active, independent, social and meaningful life. Fostering active ageing means extending lifelong learning and facilitating older people to stay in employment and take up voluntary work.

In this Toolbox you can find best-practice your municipality/organisation can use to develop and implement local actions promoting active ageing covering the following four thematic areas:

- 1. How to improve social security for elderly within the community and how to avoid isolation
- 2. How to improve elderly friendly public spaces and mobility
- 3. How to foster senior economy and promote age-management
- 4. How to provide better access to lifelong learning and promote voluntarism for elderly

Therefore firstly please read carefully the projects listed in this Toolbox. Read it as a recipe-book! We have tried to explain the actions we prepared and implemented in the frame of the Q-AGEING project as clearly as possible. If you do not understand something, please get in touch with the contact person or carry out further research on the given topic.

Supporting active ageing efficiently can be achieved in many ways, but before starting any activity, you should to prepare the ground for a successful implementation in three steps:

1. POSITIVE COMMUNICATION

Raising awareness of the general public, local decision makers and stakeholders of the importance of active ageing and the need to better utilize the potential of the elderly.

Raising awareness is an essential first step to reach a consensus among all stakeholders on the principles to be followed, and also because of the still rather negative public image of elderly people as well as of the ageing process in the society.

One of the key challenges to cope with is probably to mobilise stakeholders in a way that it results in significant actions at local level. Without an efficient partnership, a municipality cannot reach due results on active ageing. Broader political support and visibility for active ageing policies could encourage policy makers to take more ambitious initiatives. Nota bene, the European Year for Active Ageing and Solidarity between Generations 2012 could provide an appropriate framework for actions to be taken at local level in the close future.

2. COMMUNITY DEVELOPMENT

Fostering exchange of information and experience between local stakeholders.

This goal can be achieved through round-table discussions of local NGOs and other stakeholders, which is also a good opportunity to manage community building of
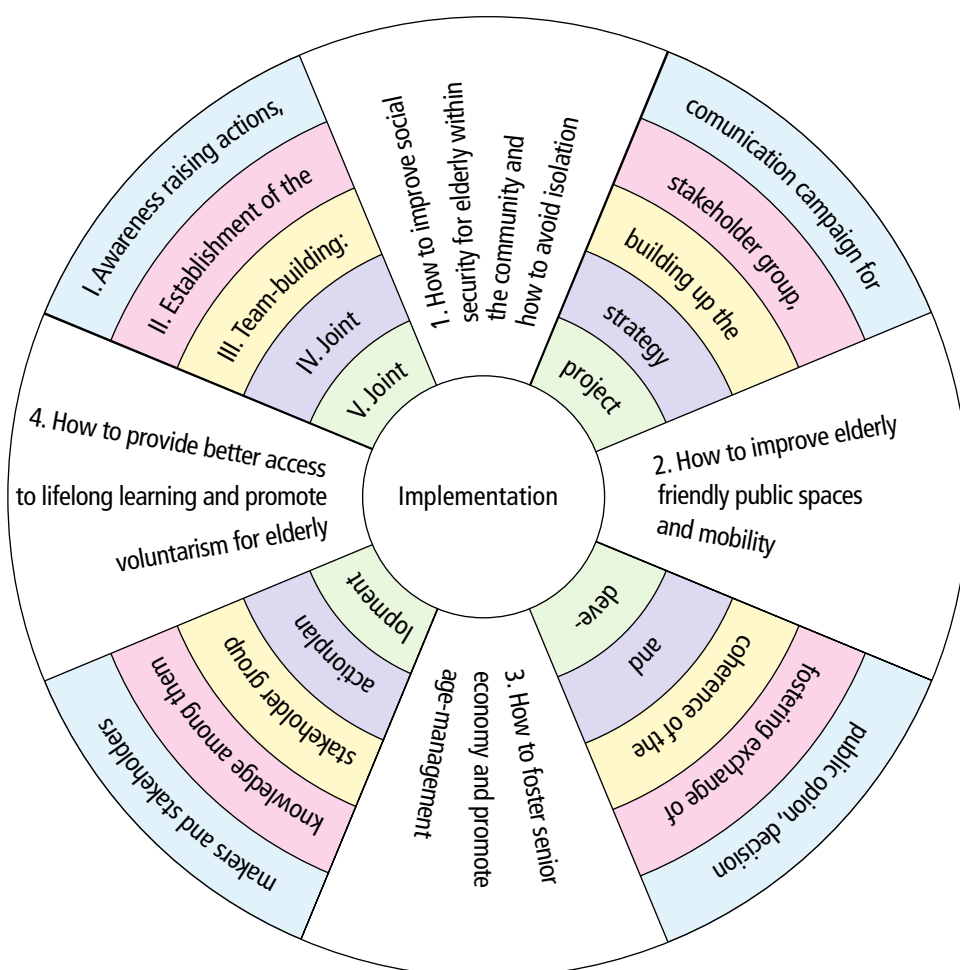
stakeholders/participants, since they have to work together in the future. Based on common understanding of local challenges you will be able to set up a joint strategy and an action plan on the promotion of active ageing together with stakeholders' group. During the discussions you can easily use this Toolbox.

3. LAUNCHING CONCRETE ACTIONS

Stakeholders have to take initiatives to develop actions promoting active ageing, in line with the Municipality's priorities. Select the most appropriate action from this Toolbox together with local stakeholders, especially with NGOs, and develop your own project.

The chart on the lefthand side helps you to visualize the above-mentioned steps to be taken while preparing your local project promoting active ageing:

It is very important to emphasize that all municipalities that intend to initiate local projects for active ageing should start with actions aiming at community development. Therefore we recommend you to start reading with Chapter 1.

Active ageing is a complex approach bridging different ageing-related areas and involving multiple aspects of this very important issue such as healthy ageing, social inclusion, partnership and participation. There is no space in this Toolbox to explain the intersectionality of the above-mentioned sub-areas, but as closing words, we would like to emphasize again that local municipalities should be the catalyst of actions aimed at promotion of active ageing, but the success depends on the extent to which their effort will be supported by the other local stakeholders.

How to improve social security for elderly within the community and how to avoid isolation?

An important challenge for European societies in connection with ageing populations is the isolation of elderly people. The elderly' exclusion from family and community life is partly due to a lack of regular human interactions. The ageing society poses a challenge to all of us: something to cope with in order to build better societies that safeguards the inclusion of older people, in particular through developing neighbourhood contacts and local solidarity.

Solidarity between generations is crucial when speaking of active ageing, since maintaining independence with increasing age occurs in the context of others realms: families, friends or communities.

After retirement from the labour market, older people may start and continue a wide range of activities such as social activities in general (clubs, community organisations, sport, etc.), provide informal help or care outside their families, participate in voluntary or charity work organised by NGOs. Quite often older people are able to participate in such activities on their own, but in other cases they might need external support or motivation (by NGOs, municipalities) to get involved. It is also typical that leaving the labour market is accompanied by feelings like solitude, helplessness or low self-esteem. In this transition phase people need support from family, friends or local communities. Unfortunately families and friends are not always available, therefore the NGOs' and the local municipality's role in building local communities is crucial.

Involving the elderly into community activities and strengthening their capabilities to build social networks is an even more demanding exercise in Central Europe for several historical reasons. Due to their late economic development local communities were less active in these countries in general and it is especially palpable in the new member states, where community actions called "social work" were obligatory during the decades of socialism, therefore citizens associate negative feelings towards participating in any kind of community activities.

Based on the above-mentioned, municipalities have to play a key role in providing frameworks enabling local NGOs or initiatives to organise community actions to (re) integrate elderly into the society.

However, it is a fundamental and responsible decision to take steps towards building an elderly-friendly community so that older residents can feel satisfied and safe. It is assumed that a community that values its elders will also be a strong community for all generations.

It is important to emphasize that all municipalities that intend to initiate local projects for assisting active ageing should start with implementing actions aiming at community development. In this chapter we are presenting six pilot projects reflecting the different aspects of community development. You will find practical solutions on how to introduce a "benefit card" in your city *(Újbuda 60+ card),* how to establish Local Exchange Trading System *(Favour Bank),* how to implement let's say "traditional" community building actions for elderly *(Senior Community Development),* how to operate a community website *(Lifestyle Coach Senior Platform)* addressing the broader environment of elderly, how to organise a community space for people coping with dementia and Alzheimer's disease *(Café Oz),* and you can also read about new training initiatives *(Solidarity Programme New Age)* and a specific survey *(Survey on elderly' quality of life)* as tools for establishing wider community development actions in your city.

Social Security – Social Participation

Újbuda 60+ Card (Municipality of Újbuda, Hungary)

1_____ **Background**

40,000 of the 140,000 citizens living in the 11th district of Budapest, in Újbuda, have reached the age of 60. Acknowledging the demographic trends and the fact that besides its mandatory tasks a municipality can do a great deal to enhance the activity thus improving the mental and physical state of the older population, indirectly relieving the burden on the provision systems, Municipality of Újbuda decided to include active ageing within its strategic goals. The locally financed Újbuda 60+ Programme – supplemented by the Q-AGEING project -of diverse activities targets the elderly through volunteering and focuses on community development with the Újbuda 60+ Card being one of its key elements.

2_____ **Description of the pilot implementation**

The Újbuda 60+ Card may be applied for free of charge by everyone above the age of 60 with a permanent residency in the 11th district. The card enables its holder to enter sports and leisure events, other programmes organized by the municipality (e.g. courses, theatre visits, etc.) either free of charge or at a discount price. It also provides discounts in shops primarily owned by local entrepreneurs displaying the „Újbuda 60+ Elderly Friendly Enterprise" sticker. Currently more than 173 shops offer discounts for local elderly, their number is steadily growing. The card application form and the list of participating shops are available on the municipality's official website: http://www. ujbuda.hu/60plusz. So far more than 11,000 citizens have applied for and received their Újbuda 60+ cards therefore the initiative has proved to be successful.

3_____ **Required budget**

During the implementation of the project two different kinds of cost have occurred:
- ▪ the cost of designing the card's layout (it is basically a simple card)
- ▪ and the continuous production cost based on demand (ca. 60 Eurocents per card + VAT)

4_____ **Human resources and experts/ professionals involved**

The municipality's senior service manager and the company producing the cards have taken part in the implementation. Besides this, during the communication process of promoting the card the involvement of colleagues doing other activities was necessary (e.g. receptionists at the municipality, employees of the community centres) who inform the elderly about the card's features, ways of application, etc. It is important that all the relevant institutions of the district receive adequate information.

5____ **Time for realisation**

The implementation of the project as one of the key elements of a complex elderly-friendly programme is a continuous process. Introducing the card to the public has taken longer than expected.

6_____ **Success factors of the project**

- ▪ The adequate and continuous communication of the project is highly important. It can be achieved through direct communication (e.g. continuous advertisement in the local paper, promotion of the card at local events for the elderly). Due to the entry of new participating enterprises and the growing number of elderly-friendly program-

mes, the number of card applications has increased which proves the need for the initiative.

- In order to distribute the 60+ Cards among to the elderly, besides the appropriate communication channels (displaying posters, promoting the card at events for the elderly) it is important to inform all the relevant institutions (library, community centres, etc.).

7 _____How to do that

Considering the fact that drawing the elderly into community programmes is not an easy task it is highly recommended to put special emphasis on community development when creating a local, elderly-friendly programme. The 60+ Card is a special city discount card which can serve as a good basis and framework for an elderly-friendly programme on local level. The card is an ID-card sized plastic card containing the holder's name and a registration number, and can be applied for at the municipality. It is worth choosing the participant shops from those operating in the given city.

8 _____Benefits

- More and more elderly people get out of their homes and take part in „safe" programmes and therefore become more active which helps preserve their physical and mental health.
- The city will be viewed favourably (In 2009 Újbuda won the prize of Elderly-friendly Municipality).
- To a lesser extent but improves the livelihood of the elderly.
- Provides focused advertisement opportunities for entrepreneurs.
- The card also works as an effective means of communication for the elderly-friendly services and programmes organized by the city.
- The citizens' local identity will grow.

9 ___Risks and difficulties

- Involving the participating shops that accept the card may be time consuming and often difficult.
- Implementing the card in the above way is safe while misuse can not be excluded. For this reason, it is very important to include a photo on the card and think about ways to prevent misuse when developing the system related to the card. It is important that the relevant local institutions (community centres, libraries, etc.) receive adequate information.

10 ____Partner Contact

Mr Tamás Toldi (Municipality of Újbuda)
e-mail: toldi.tamas@ujbuda.hu

Social Security – Social Participation

Senior Community Development and Favour Bank
(Municipality of Újbuda, Hungary)

1_____Background

Considering the fact that attracting elderly people to participate in community programmes is not an easy task, it is highly recommended to put special emphasis on community development when setting up elderly-friendly initiatives. A locally initiated elderly-friendly project can only be successful if it pays attention to the needs of elderly from the beginning. Community development is an increasingly accepted method enhancing people's activities and to increase participation in public matters. Its goals include the strengthening of communities and improvement of the quality of life.

2____Description of the pilot implementation

The Senior Community Development Project related to different parts of Újbuda (district XI. of Budapest) was launched in 2008. The primary role of volunteers' communities is to maintain and create social relations - to reduce solitude among the elderly, moreover to demonstrate: With using their knowledge and experience elderly are able to help each other, the youth, the whole community. The task is to provide general assistance to the elderly with active and efficient participation in solving the problems of their community. Tools of the programme:

Over 60 and Neighbourhood Volunteers: the neighbourhood volunteers are elderly citizens that live in Újbuda who – voluntarily – want to take action for each other and for the local community. The Association of Community Development, working together with the municipality recruited and trained neighbourhood volunteers to operate efficiently and to include an increasing number of elderly people in local programmes while supporting their activities. The programme includes the aim of attracting more volunteers.

Media Workshop: the elderly volunteers in this workshop started writing, radioing and later on also photography in an organized way, while the municipality provides opportunities for their writings, thoughts, and works to be published in the local press or exhibitions.

Senior Art Camp: the Senior Art Camp realized within the Q-AGEING project enables Újbuda 60+ card holders to pursue self-improving and leisure activities. The one week boarding courses – with a considerable community development effect – offered introductions to the basics of several art forms (acting, painting, pottery, etc.). In the summer camp the participants prepared for their performances and exhibitions held later in the year.

Favour Bank: known as LETS (Local Exchange Trading System) in the international jargon, the local supply-demand fair, is a spontaneous exchange possibility built on the contact system of local communities. It is based on the fact that everyone has some skills as well as unused belongings others might need. The „transactions" make use of local resources thus stimulating the community (if you've brought me the drill, why not drink a cup of tea together) and building up social capital. The Favour Bank is a database and service accessible in the local institutions and on the 60+ service points operated by volunteers gathering the offers of all those who decide to share their knowledge and experience to help the elderly.

3   Required budget

In order to launch and implement the project primarily external consultants and training institutions were needed. The project budget spent on this was a total of HUF 5,500,000 (ca. EUR 20,370).

4   Human resources and experts involved

The senior service manager of the municipality cooperated with volunteers and community developers, but assistance from colleagues of the public relations unit was also needed as well as the involvement of further institutions, especially in the beginning of the project, when information was gathered.

5   Time for realisation

Community development is a long term process. Újbuda has been dealing with community development for over 2 years, currently there are neighbourhood volunteer groups in six parts of the district and there is a group of people only dealing with the media.

6   Success factors of the project

- The role of the municipality is of key importance and critical at the same time: it has an organizing and initiating role, it has to be able to control the process and to let go when needed (handing it over to NGOs).
- It is important to support and monitor the developments, in order to maintain good relations with the volunteers and to involve an adequate number of experts into the project.

7   How to do that

Senior community development is a long term task requiring a great deal of patience and active participation. In the case of elderly it is not sufficient to only consider the age characteristics, but their distrust must be overcome to achieve their participation and proactivity in community matters. For this, continuous support, motivation and infrastructure is needed. We highly recommend involving a community development professional.

8   Benefits

- It decreases the isolation of the elderly, and improves the quality of their lives and mood.
- The power within human relations supports maintaining elderly' physical and mental health and on the level of prevention relieves the burden of the social and health care system.

9   Risks and difficulties

- Senior community development requires increased attention in recruiting and following, supporting processes.
- Community development is a never ending process where results are often achieved over a longer period.

10   Partner Contact

Mr Tamás Toldi (Municipality of Újbuda)
e-mail: toldi.tamas@ujbuda.hu

Social Security – Social Participation

Solidarity Programme "New Age" (Municipality of Maribor, Slovenia)

1 _____ **Background**

Older people, especially when they lose their spouses, often feel lonely and useless at home. It is a challenge for the local community to develop innovative and sustainable ways to respond to the growing difficulties experienced by many older people and to promote a healthy lifestyle for all age-groups. It is a fundamental decision of a municipality to take steps towards creating an elderly-friendly community so that their oldest residents can feel sense of safety, belonging, and thus get motivated to become involved. It is assumed that a community that values its elderly will also be a strong community for all generations. The Solidarity Programme "New Age" is a best-practice for social inclusion, encouragement of knowledge transfer between generations, solidarity and cooperation as well as promotion of healthy ageing. Solidarity developed this way also contributes to prevention of burden resting entirely on the shoulders of families.

2 ____ **Description of the pilot implementation**

The age structure in local communities formed the base for the preparation for the Solidarity programme "New Age" with the aim of increasing the potential of older citizens to cooperate with the local community and to facilitate acceptance of dependency and the need for assistance. The programme was delivered for a group of older citizens in the outskirts of Maribor. During the regular weekly meetings they discussed topics related to healthy lifestyle and safety, environmental protection, solidarity between generations, and preservation of cultural heritage. Discussions were accompanied by training of skills, knowledge transfer to younger generations in schools, exchange of experiences and ideas with similar groups outside the community, presentation of activities and products at local fairs. In the frame of the programme participants also visited local organisations which provide help and support for the elderly and other vulnerable groups, as well as workshops organised by health and safety organisations. The solidarity model will be incorporated into the active ageing policy of Maribor Municipality and will be delivered in other districts.

3 ____ **Required budget**

For development and implementation of the Solidarity Programme New Age EUR 19,200 EUR were spent on external experts (organisation of trainings, programmes, mediation, etc.).

4 ____ **Human resources and experts involved**

To develop and implement such a solidarity programme you expert coordinators are needed an a and close cooperation with local organisations, action groups and elderly association(s). You also need cooperation of different experts from health, social and educational fields, probably as volunteers.

5 ____ **Time for realisation**

The best option is if your organisation is able to run such a project on a long-term basis. The Municipality of Maribor implemented the pilot project between March 2010 and April 2011.

6 Success factors of the project

- A good relationship with local NGOs (pensioners' associations) is a key in order to involve the local elderly efficiently.
- Open-minded local residents, who are willing to get involved.
- Good cooperation with experts and organisations from the field of health, social welfare and education.

7 How to do that

When you decide to implement such an awareness-raising project it is important to explore the living-conditions of elderly in your local community. With this starting point your local community can decide where to implement the programme. It is easier to start in districts with already have shown interest in activating their local citizens. A local programme should then be prepared in cooperation with local organisations, action groups and the elderly themselves. In this process cooperation with experts from the sectors of health (physical and mental), social welfare, social gerontology and local pensioners' organisations is crucial. After the development of a suitable programme it is important to involve a highly motivated and expert person as a coordinator and to involve local residents by different means of information, preferably personal contacts. During the programme implementation the coordinator should cooperate with and involve different organisations in order to safeguard professional input and to enable intergenerational exchange of knowledge.

There are numerous examples of how local communities can encourage intergenerational activities and develop a feeling of belonging to a community and solidarity between the members of that community. If you are interested in the details of the programme developed in the Municipality of Maribor, please contact us.

8 Benefits

- Improved image of ageing and older people
- Increased civic participation and volunteering of older people
- Increased intergenerational mixing and learning
- Enhanced older people's mental and physical health
- Enhanced quality of life of elderly

9 Risks and difficulties

- Providing sufficient encouragement for local elderly
- Local environment willing to accept and support the programme implementation

10 Partner Contact

Ms Lilijana Zorko (Municipality of Maribor)
e-mail: lilijana.zorko@maribor.si

Social Security – Social Participation

Café Oz – a community space for people coping with dementia and Alzheimer's disease (Municipality of Genoa, Italy)

1_____Background

A longer life-expectancy does not imply better quality of life or increased well-being, especially for those elderly who face illness or dementia. These people often have to cope with feelings of solitude, helplessness or low self-esteem and can easily be isolated from their local community. In this kind of situation people need support from family, friends or local communities. Unfortunately families and friends are not always available in modern life, therefore the NGOs and the local municipality's role in building local communities are crucial. They are the best positioned to act as facilitators. Helping these elderly and their relatives by placing them to an active community is often more efficient than medical treatment. The above situation is extremely relevant for dementia and for people suffering from Alzheimer's disease and their relatives, since very often these patients live with their families for years, and they have to cope with these illnesses and its progression - very often without professional help.

2_____Description of the pilot implementation

The Café Oz, named after the famous tale "The Wizard of Oz" and established by the Municipality of Genoa, is an open meeting place for anyone suffering from dementia or Alzheimer's disease and her/his family. The aim of the café is to decrease these people's isolation and to create a community of people facing similar challenges. It is a real café, where patients and relatives can drink and eat something together and meanwhile caregivers organise simple activities for them such as relaxation exercises, guided walks, etc. Special meetings are also organised by the caregivers: helping relatives and the patients themselves to cope with everyday problem they face, music therapy, physical activities, etc. In the café caregivers also can receive training from experts. The café is not a rehabilitation centre, but a lively place to meet, mutual support and provision of information dedicated to dementia and Alzheimer's.

3_____Human resources and experts involved

The Café Oz is a normal café, so there was no need for infrastructural inventions. One dedicated officer of the municipality organised the project in close cooperation with relevant NGOs and experts.

4_____Required budget

In line with the above mentioned, mainly staff time by the municipality or by an NGO is needed. Café Oz uses experts as volunteers, or based on different contacts between the café or the municipality and relevant institutions, thus experts do their everyday work in the café. Some new furniture was provided by a social co-operative that carries out activities for the elderly in the historical centre of Genoa. The municipality financed only the special courses, such as the music therapy, which was for instance 1,200 EUR (two classes per month for the duration of eight months).

5___Time for realisation

If your organisation has decided to begin such a project together with one popular café and with strong involvement of relevant NGOs, you may plan the project on a long-term basis. In the frame of the Q-AGEING project, the Municipality of Genoa has carried out the pilot project for two years.

6 Success factors of the project

- Good location and strong involvement of stakeholders (NGOs and experts)
- Try to establish innovative activities for patients, such as music therapy
- Capable to reinforce the local social and health policies, since this is a new approach

7 How to do that

Firstly you have to find a suitable location, which should be a popular place with easy access for elderly. It is strongly recommended to discuss the possible locations with the potential target group and to decide according to their needs and interests. Secondly you have to involve experts by explaining them or their institutions that they should provide their expertise in the café, since it is a community space, open for targeted elderly and their families. After opening the café, you have to provide good opportunities for dissemination among beneficiaries.

The important experience of setting up the Café Oz of Municipality of Genoa could be easily adapted in other cities, therefore please feel free to contact the given address below.

This action could be efficiently combined with other senior community actions.

8 Benefits

- Increased quality of life of the target group
- New interactions between the community members and with experts
- Better access of elderly to suitable services
- Efficient non-formal modes of learning in a pleasant atmosphere
- Effective help for those families who live together with elderly suffering from dementia or Alzheimer's disease

9 Risks and difficulties

- It is difficult to establish a wide and efficient network of experts in order to enable them to work in the café as a part of their job (institutional barrier).
- Do not expect results quickly! They will be visible in the long run only.

10 How to continue?

The Municipality of Genoa intends to spread the model in other parts of the city and the region, by organising information days for health workers and relatives of patients. Also, based on the experience of the pilot project, the municipality has decided to include these activities into its social and health policies.

11 Partner Contact

Ms Maria Grazia Costa (Municipality of Genoa)
e-mail: mgcosta@comune.genova.it

Social Security – Social Participation

Lifestyle Coach Senior Platform
(National Academy of Medicine, Genoa, Italy)

1   **Background**

The analysis carried out by the Municipality of Genoa on the situation of elderly people in society has shown 4 areas of demand to be catered for by public services more intensely: 1. animation (recreation activities to strengthen the social integration of elderly); 2. prevention (activities helping elderly to prevent illness and social isolation); 3. support (activities aiming to support elderly people in facing the changes in their living conditions); 4. care (activities aiming at helping elderly people's physical, economic and social life conditions).

The platform (a website) has been developed by the National Academy of Medicine in collaboration with the Municipality of Genoa. It is designed for elderly, caregivers, families and voluntary associations, in order to provide updated information on animation services, prevention, support and assistance regarding active ageing. The website is available at: http://3eta.accmed.org. The platform aims at taking advantage of the potentials offered by modern tools of communication by creating virtual communities, data sharing areas, updated information in real-time, etc. in order to support elderly as well as groups of caregivers, families and volunteers dealing with active ageing.

2   **Description of the pilot implementation**

Before creating the website a test was performed among final beneficiaries, which helped to decide upon suitable content. In particular, the platform is a caregiver-oriented website whose main objective is to support mutual learning about active ageing in the local community. Users can find daily news, free time activities, best practice manuals, guidelines, information from experts, as well as discussion forums, links to institutional websites, schedules and useful telephone numbers about hospitals, doctors etc. The website also contains e-learning modules, dedicated to families and caregivers (giving help in the management of potential problem situations, correct behaviours, suggestions and advice by experienced professionals). Tools and content have been designed and implemented with particular attention to the special needs of elderly (e.g. language, accessibility, usability).

3   **Required budget**

It is possible for anybody to use the platform developed by the Q-AGEING partners. The required budget for adapting the existing profile to your local circumstances and build up a lively, updated website ranges between 50,000 and 100,000 EUR, depending on how much the existing platform has to be customized. An additional budget (between 30,000 and 60,000 EUR per year) is required, depending on how many people are involved in its maintenance.

4   **Human resources and experts involved**

From the technical point of view, you need a webmaster and at least one web-based software developer to install, configure, customize, use and maintain the platform and at least one person in the back-office to update the contents. Regarding the development of the content, you need a close cooperation with local elderly associations and the social department of the municipality.

5 ___ Time for realisation

Developing and maintaining a website for the local community is a continuous task. The National Academy of Medicine implemented the pilot project between December 2008 and October 2011. If your organisation would like to install, configure, translate and use the platform without a large amount of customizations, you need about one or two months only.

6 _____ Success factors of the project

■ The most important factor is the good relation with local elderly' associations and the social department of the municipality for content retrieval and updating.

7 _____ How to do that

Detailed technical requirements and instructions can be provided by the webmaster of the National Academy of Medicine. As a reference, the Polish Q-AGEING partner installed and customized a website based on our template, so, for technical questions, please contact the given contact person. If you want to create your senior oriented local webpage, you have to involve as many relevant units of your municipality and local elderly' associations as possible, in all stages of the development.

8 _____ Benefits

■ Preventing social isolation of elderly
■ Improving support and assistance for caregivers and family members
■ Fostering solidarity between generations
■ Increasing elderly' quality of life
■ Promoting active and healthy ageing
■ Improving entertainment activities for elderly
■ Improved image of older people
■ Enhancing seniors' involvement in knowledge society and helping them to use IT tools

9 ___ Risks and difficulties

■ Providing continuously updated contents and information for local elderly and family members, you need a good and large network with relevant stakeholders.

10 ____ How to continue?

■ Extending the platform with training sessions held by the elderly with work experience for young unemployed people.
■ Creating tools and services for the elderly to be re-employed in the labour market and/or as volunteers.

11 _____ Partner Contact

Mr Ivano Arena (National Academy of Medicine)
e-mail: arena@accmed.org

Survey on elderly' quality of life
(Centre for Developments in Civil Society, Freiburg, Germany)

1 _____ Background

How do the elderly think about their quality of life? What about their feelings connected to personal images of age, the respective health, financial situation and volunteering? Since the connection between these topics has not really been investigated yet, we wanted to shed some light on the interrelation between these aspects. One reason for that is that very often it is proclaimed that volunteering raises the quality of life and that it improves general health conditions. If that is the case, volunteering would have yet another benefit. And support for volunteering infrastructure would also have a far wider importance: of creating health benefits and a better quality of life. We wanted to find out more about the lives of people aged 65+ in a city district in Karlsruhe that has a high percentage of older inhabitants, a high rate of unemployment and a big proportion of citizens with a migratory background.

2 _____ Description of the pilot implementation

After a desk research on the status quo of findings concerning the relationship of volunteering - health – quality of life and images of age, we discovered that there was no reliable data. Therefore we wanted to take a closer look into that relationship. Staff from the senior citizens office and the urban planning office in Karlsruhe was interested in the results. Therefore they provided a representative sample of citizens aged over 65 that we then contacted. They received a letter signed by the head of the senior citizens department in order to emphasise that this was a serious cause and which explained to purpose of the questionnaire and the questions themselves. In the letter it was announced, that the filled in questionnaires would be collected by zze staff approximately ten days later. The filled in questionnaires were checked and then the data was analysed.

3 _____ Required budget

It was a relatively cheap initiative. Budget mainly was required for printing the questionnaires and postage for sending them by mail.

4 _____ Human resources and experts involved

You may need staff for developing the questionnaires (please consider the possibility to involve university students), testing of it, and then collecting the questionnaires and analysing the data.

5 _____ Time for realisation

- We needed approximately 1 month for desk research and preparation of the questionnaire,
- a few days for negotiating our interest with city representatives,
- 1 week where 6 members of staff collected questionnaires,
- two weeks for data processing,
- vand one month for analysis and reporting the results.

6 _____ Success factors of the project

- The questionnaire has to be comprehensible since older people have to fill in them.
- City representatives have to support the research.

| **7** _____ **How to do that** | Find a municipality that would like to gain insights on their elderly inhabitants, set up questionnaires (or ask for/use ours), prepare the distribution of questionnaires and get researchers (university students) to process and analyse the data. |

8 _____ **Benefits**

- Some new research findings could be made, which can help city representatives argue their case for volunteering support e.g. when it comes to negotiating budgets for volunteering in the city hall.
- The questionnaires can be used for further investigation as well.

9 __ **Risks and difficulties**

- Not enough elderly willing to fill in questionnaires may risk failure of the project.
- City representatives may not be interested in outcomes, since it might show needs for taking concrete actions.

10 ____ **How to continue?**

- Collecting more data for being able to compare the results and make them more reliable.

11 _____ **Partner Contact**

Ms Silke Marzluff (Centre for Developments in Civil Society)
e-mail: marzluff@zze-freiburg.de

How to improve elderly friendly public spaces and mobility?

Homes and local environment, including public transport and public spaces, shall be adapted to the needs of elderly in order to maintain their social contacts and activities. The ageing of the population emphasises the need to assess the vulnerability of older and disabled people in traffic and public spaces. Knowledge is still very limited in this field (based on: *Commission staff working document decision of the European Parliament and of the Council on the European Year for Active Ageing*).

The Commission's Action Plan on Urban Mobility *(COM(2009)490)* states that "persons with disabilities have the right of access to urban transport (and public spaces) on equal terms with the rest of the population but in reality access often is insufficient and sometimes non-existent. Considerable achievements have been made, for example on the use of low platform buses. Other modes of public transport such as subways remain often largely inaccessible."

© aspen rock - fotolia.com

To change the local environment requires serious effort and significant budget from developing bodies, mainly municipalities. However there are some "soft" actions (requiring small scale investment only) which foster elderly' mobility and help maintain their social contacts and activities. While improving public space and bringing mobility closer to elderly' needs we take younger families' and disabled people's needs into account as well (e.g. regarding public spaces and transport, women with baby chairs need almost the same as elderly). Regarding mobility, in this chapter we will present you two new transport-related options *(Bicycle for elderly, Bus for elderly).*

There are so many creative ideas on how to adapt public space (streets, squares, etc.) to become more elderly friendly (zebra crossing instead of pedestrian underpass, improvement of the walking surface, building low kerbs, better drains for sidewalks, handrails on steep gradients, improvement of public lighting, placing more street furniture, seating places, etc.), but most of them need infrastructural investment. Senior Urban Map explained in this chapter is a good method to take these new ideas into consideration while preparing any local infrastructural projects.

The two last innovative projects listed in this chapter *(Senior Recreation Park and Memory Garden)* need small-scale investment only, but they communicate efficiently the importance of active ageing by their high visibility.

Bicycle for elderly (Province of Treviso, Italy)

1_____Background

Homes and local environment shall be adapted to the needs of elderly in order to maintain their social contacts and activities. This refers mainly to public transport and public space, but it also affects retirement houses, where there are several attempts to organise outdoor activities for elderly living there. The bicycle, developed by Province of Treviso offers a useful and ecological solution especially for homes for the aged to activate those elderly who cannot ride a bicycle on their own. This tool could be used in community centres caring for disabled people as well.

There are several mobility tools available on the market, especially developed for elderly, helping their mobility (shopping, etc.). A municipality can play a facilitative role in both processes for instance by buying some elderly friendly bicycles (for elderly who can ride as well as those who cannot) and promoting them at different occasions.

2_____Description of the pilot implementation

During the Q-AGEING project the Province of Treviso had to create a "specific transport tool" for elderly people ensuring their physical activity and independence in terms of mobility. Since many other tools are available on the market (e.g. Pedelec), special transport tools for those elderly who can still drive such a means of transport, Province of Treviso developed a bike (ELDbicycle), which aimed to mobilise those elderly (e.g. living in elderly hoses) who cannot ride a bicycle anymore, and thus to improve their quality of life by spending more time outdoors. Therefore it is more a 'wellness' tool, than a means of transport used by an older person. The ELDbicycle is an electric bicycle pulling a kind of rickshaw, which has two seats. The rickshaw is covered and on the top there is a solar cell providing energy to the battery. ELDbicycle is developed for street use. These were the development stages for the bike:

- joint project planning together with technicians and final users;
- clarifying and getting intellectual property rights over the bicycle in order to enable local municipalities to have the bicycle;
- feasibility study;
- creation and testing of the prototypes;
- efficient promotion among municipalities and elderly associations.

3_____Required budget

The prototype costs ca. EUR 8,000. If you can purchase a significant number, the cost may decrease by 50% (around 4,000 EUR). On the market several elderly-friendly bicycles are available.

4_____Human resources and experts involved

The development of such a new tool requires special technical knowledge of course. If your organisation intends to buy this or a similar tool, you will need representatives of elderly (stakeholders) to select the most suitable tool from the market and to test them. Testing phase definitely needs medical staff. You shall promote the purchased bicycle with a well defined dissemination strategy, so you may contact your PR department.

5_____Time for realisation

It took almost 14 months for Province of Treviso to implement this pilot (between March, 2010 and May, 2011). However if your organisation intends to buy this or a similar bicycle, you need less time for realisation.

6   Success factors of the project

If your organisation has decided to purchase such a mobility tool, you should involve representatives of elderly in the selection, testing and promotion of the tool. The other key element of the process is the proper dissemination.

7   How to do that

It is very important to promote safe mobility tools for elderly and to support "active" life for them via these means. A municipality can play a facilitating role in this process for instance by buying some elderly friendly bicycles and promoting them on different occasions (local festivals, fairs, campaigns, etc.). It is not necessary to develop an own bicycle, of course, but if you have decided to purchase such a mobility tool, you have to:

- analyse the market quite carefully, together with the representatives of elderly/ disabled people as well as technicians (available tools on the market, costs analysis);
- test the selected tool also in cooperation with elderly and their representatives, but also with medical staff;
- after testing, you have to introduce and promote the tools through open local events as well as targeted meetings in elderly houses;
- finally long term promotion is useful for instance by websites or by establishing a kind of "free bicycle point" in the building of the municipality.

*Eld-bicycle –
a kind of motorised Riksha*

8   Benefits

- Access to outdoor recreation for elderly
- Improvement of physical activities of elderly
- Efficient and visible promotion of active ageing
- Enhancing quality of life of elderly

9   Risks and difficulties

- Low participation rate may risk failure of the project: therefore you have to convince local stakeholders and make them capable to reach and involve the final users.
- High costs of the action: the development of a new prototype is expensive and probably not necessary. Anyway, if you intend to develop a new mobility tool, cooperate with a university. If you only purchase such a tool, select the most suitable one with stakeholders.
- If you purchase bicycles for those elderly who can ride by their own, you have to take the general condition of the infrastructural environment (local roads, cycling paths, etc.) into account as well.

10   How to continue?

The ELDbicycle is considered as a "tool" for promoting outdoor activities among older people. Additionally it is an alternative and ecological solution for the mobility of the elderly.

11   Partner Contact

*Ms Diana Melocco (Province of Treviso)
e-mail: sociale@provincia.treviso.it*

Public Spaces and Mobility

Bus for elderly (Province of Treviso, Italy)

1 _____ Background

Difficult access to public transport (distant bus stops, high platform buses/trams, etc.) poses a real obstacle for elderly to conduct their everyday life and to maintain their social contacts and activities. This problem occurs in urban as well as in rural areas.

2 _____ Description of the pilot implementation

During the Q-AGEING project Province of Treviso has run an elderly friendly, on-call bus service (TVBus) for those elderly (over 65) who suffer from social or health disadvantages. This service, operated by two minibuses, was available in rural areas with little public transport, for the period of four months. The free service was used by 276 elderly. Also calling a 'green number' to order the service was free. Although the target group did not trust in the service firstly, later the pilot project had a significant success.

3 _____ Required budget

The service has cost ca. 40,000 EUR for four months in total.

4 _____ Human resources and experts involved

To run such a service you probably will need a local service provider with call-centre, suitable buses and drivers.

5 _____ Time for realisation

The preparation of the service took one month for Province of Treviso, and they run the service as a test for four months. Of course the best solution is to run such a service on a long term basis, if your municipality has sufficient financial resources.

6 _____ Success factors of the project

In order to establish such a service in your city, you may need:
preparation of the service together with a service provider,
costumized promotion of the service.

7 _____ How to do that

- In order to thoroughly develop such a service, all components listed below, especially the cost-effectiveness shall be analysed.
- Needs analysis of local elderly' travelling routes and customs, and also available public transport means.
- Identification and involvement of a transportation company (call centre, professional drivers, buses).
- A network to be established with key stakeholders in order to define routes (whether it is an entirely new route or a complementary one).
- Financial plan (Public Private Partnerships may be an interesting option).
- Dissemination plan in order to involve as many elderly as possible.

In order to ensure the effectiveness of such a service, the best solution is to include it into a wider elderly friendly policy: for instance establishing a local elderly friendly card (see Municipality of Újbuda' experience on this field) and free of charge bus service could be available for card users only. You should try to involve the representatives of elderly while preparing the service, especially when you choose the locations and with regards to PR activities.

8 Benefits

Although this tool is not cheap, it is an efficient method to avoid isolation of elderly of the target area and to provide a better quality of life for them.

9 Risks and difficulties

- During the testing phase of the pilot, Province of Treviso realised that traditional promotional materials hardly work in this case; therefore they had to focus on face to face information of the service.
- In the target area probably there are for-profit companies offering similar services, and they, as competitors, will probably not welcome a free service.

10 How to continue?

The future of the TVBus is based on establishing a public-private partnership (PPP) in order to reduce costs. Agreements with volunteering associations could be an approach to ensure sustainability of the service, by linking the methodology (call centre/free call) and the human capital available through volunteers.

11 Partner Contact

Ms Diana Melocco (Province of Treviso)
e-mail: sociale@provincia.treviso.it

Public Spaces and Mobility

Urban Barrier Map (Municipality of Sopot, Poland)

1 _____ **Background**

Homes and local environment, including public transport and public spaces, shall be adapted to the needs of elderly in order to maintain their social contacts and activities. The ageing of the population emphasises the need to assess the vulnerability of older and disabled people in traffic and public space.

To transform the local infrastructure to suit elderly' needs requires serious effort and a significant budget from developing bodies, mainly municipalities. Planning on a long-term basis should be crucial, but urban policies have not yet acknowledged that everywhere. The Urban Barrier Map developed by Municipality of Sopot is a strategic approach to document urban barriers and to take them into consideration when infrastructural developments are made in future.

2 _____ **Description of the pilot implementation**

The Municipality of Sopot firstly developed a survey, as a basis of the mapping procedure, then organised a preparatory training for city markers (those who mapped the different locations of the city with the survey). On one hand, the Urban Barrier Map is a digital database, containing information about the architectural barriers of the city (or one specific area). Secondly, it is a real map, with a photo-documentation about the barriers. It is editable, so the municipality can add new records in case new barriers are identified in future or to delete barriers that have been removed. For the municipality, the Urban Barrier Map can be used infrastructural projects are developed.

3 _____ **Required budget**

In Sopot approximately 46,000 EUR were spent for the city district survey and the creation of the database with a user-friendly interface.

4 _____ **Human resources and experts involved**

To create such a strategic planning tool, you may need to cooperate with local schools (universities preferably). Students can easily map the city and it is an interesting task for them. Do not forget: improving public space to cater for elderly' needs also means that you improve mobility for young families' that push a pram or people in a wheelchair.

5 _____ **Time for realisation**

The Municipality of Sopot implemented the pilot project between April/May 2010 and September 2011. Once the database/map is set up, it can be used on a long-term basis.

6 _____ **Success factors of the project**

■ Good relationship with local schools as well as with elderly' associations
■ Identification of the target area (the whole city is probably too big)

7 _____ **How to do that**

Firstly define the target area. You may involve local elderly or their associations into this process. On the other hand, the whole city is probably too big to be mapped, and perhaps it neither is necessary. Cooperate with local universities: students can easily map the city and it is an interesting task for them. But a university also can help you preparing the survey. Check our survey template whether it works well or not. Revise the template if necessary. If you want to map not only municipality owned sites, but also privately owned buildings (e.g. restaurant, cafes etc.) you should firstly run an

Extract from the urban barrier map on the pier of Sopot
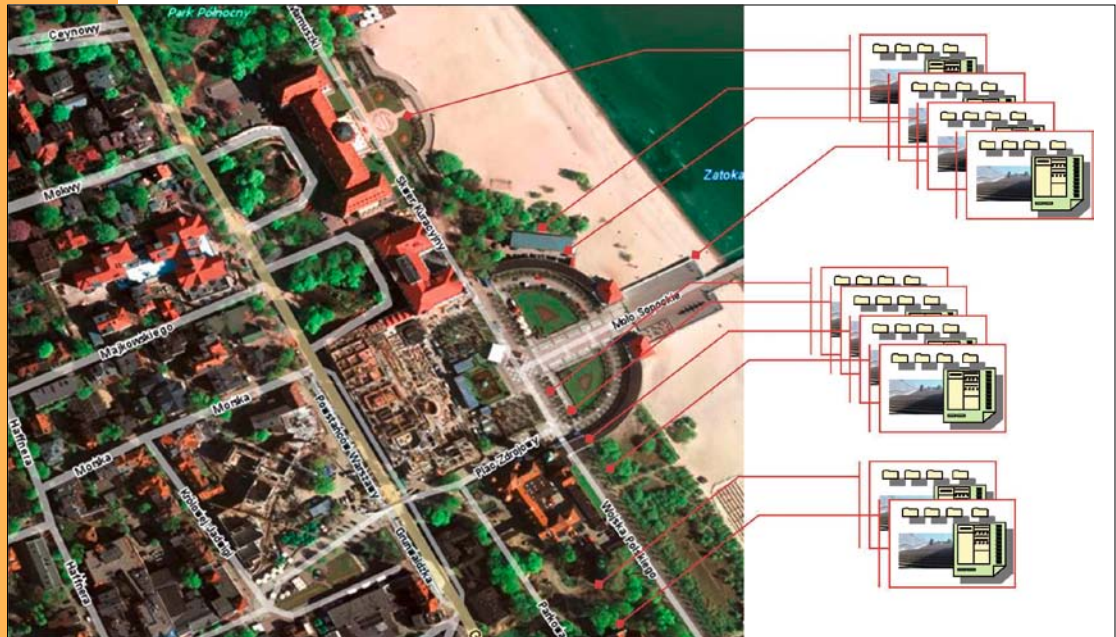
information campaign to prepare the public for the mapping. Once you have mapped the area, and created the map, publish it on your website and also get the general assembly of your city to acknowledge it.

The Urban Barrier Map could be used as a universal tool for your city, for creating a comprehensive registry of public buildings and spaces with their description in terms of accessibility for elderly or disabled people. In the future it can be used as the base for decision making processes concerning urban infrastructure development.

8 Benefits

- Long-term strategy taking elderly' needs into account
- A good policy tool to communicate the importance of ageing initiatives
- Improved image of ageing and older people

9 Risks and difficulties

- It is time consuming to properly prepare the city area survey template, which is the main tool for obtaining information about architectural barriers of the urban space.
- It is difficult for the city markers to map privately owned buildings for survey purposes.
- The structure of the database shall be coherent with the structure of the questionnaire.

10 How to continue?

- Municipality of Sopot has already discussed to give priority to some barriers and to reduce them.

11 Partner Contact

Mr Maciej Kochanowski (Municipality of Sopot)
e-mail: maciej.kochanowski@um.sopot.pl

Public Spaces and Mobility

Senior Recreation Park
(Municipality of Maribor, Slovenia)

1_____Background

The Senior Recreation Park of Maribor, which is one of the first, newly developed elderly-friendly parks in Central Europe, is a tool to cater for needs of older people. It does need a small-scale investment, but can communicate the importance of active ageing in a city significantly by its high visibility. These kinds of parks are already better known in the UK and Asian countries.

2_____Description of the pilot implementation

The Senior Recreation Park is located in front of a newly built home for elderly on the outskirts of Maribor, Slovenia. The equipment is designed to provide gentle stimulation to ageing bodies, and is supported by a specially developed training programme. Training tutors are available for some time. The 'gym equipment' is equipped with instructions for use and descriptions of exercises' effects. A promotional event including a demonstration of exercises for the elderly was organised. The Association of Pensioners in Maribor promoted the use of the park's facilities among its members. Based on an agreement with the elderly home, they regularly monitor the facility and provide information to interested visitors. Also promotion of exercising in the park by residents of the elderly home was agreed on. On average 20 people use the equipments every day.

3_____Required budget

For purchase and installation of the recreation park a total of 34,000 EUR was invested. This includes the purchase and installation of ten training devices.

4_____Human resources and experts involved

To establish a senior recreation park you need a service provider to set up the different training devices, and support by local elderly associations. The trainer's role is important. He or she can be a paid employee or a volunteer. Depending on the location, the home for elderly (or the municipality) can also be a key actor since for safeguarding maintenance of the site.

5_____Time for realisation

The Municipality of Maribor implemented the pilot project between June and October 2010. This time covers the period from release of the public procurement for the purchase to the first testing of the training devices.

6_____Success factors of the project

- Good relationship with local NGOs (pensioners' associations) in order to involve local elderly efficiently
- Finding suitable location and equipments
- Comprehensible signs on the equipment explaining how to use the training devices

7_____How to do that

Firstly, together with local NGOs you have to find a suitable location for the park, which can be in a normal playground separated by a fence from children's devices or next to a home for elderly. It is recommended to decide upon the best location with the potential target group and to choose it according to their needs and interests. Secondly

Training Device in front of home for elderly – an opportunity for physical exercising

you have to check the market regarding the different equipment available. In this process you may need help from experts (physiotherapists) and representatives of local pensioners' organisations. After setting up the park, finally, you have to provide good opportunities - supported by training programs developed especially for this purpose – for dissemination frequently among final beneficiaries.

The setting up of the senior recreation park of Municipality of Maribor could be easily adapted to other cities, therefore please feel free to contact the given address below. This action could be developed efficiently together with a memory garden (also presented in this Toolbox).

8 Benefits

- Access to recreation for the elderly
- Improving physical and health conditions of the elderly
- Enhancing older people's mental and physical health
- Enhancing quality of life of the elderly
- Creating senior sport communities

9 Risks and difficulties

- Finding a suitable location
- Providing enough encouragement for local elderly
- If the park is accessible for everybody maintenance of the tools has to be taken care of somehow in order to avoid the demolition of tools

10 Partner Contact

Ms Lilijana Zorko (Municipality of Maribor)
e-mail: lilijana.zorko@maribor.si

Memory Garden
(Municipality of Genoa, Italy)

1 _____ Background

The Memory Garden developed by the Municipality of Genoa is an innovative approach to interlink physical and mental training of elderly in one of the city parks. It needs small-scale investment only, but can communicate the opportunities to be exploited by active ageing especially through its high visibility.

2 _____ Description of the pilot implementation

The Memory Garden is located in one of the parks in Genoa. In the frame of Q-AGEING the Municipality has developed several signs which contain both mental and physical exercises for the visitors. These boards are placed in the park and visitors can walk along the "thematic" track and do the exercises without time limit. Municipality of Genoa also organised training courses for final beneficiaries as well as for trainers.
A promotional event with demonstration of exercises for elderly was also organised. The Municipality of Genoa worked together with relevant local NGOs in order to promote the memory garden for local elderly.

3 _____ Required budget

The total budget comprised 19,900 EUR. This amount contains the purchase and preparation of the boards and the guidebook, several trainings, taking care of copy rights.

4 _____ Human resources and experts involved

To establish a memory garden you need a service provider preparing and setting up the different boards. You also need strong cooperation with local elderly association(s) and probably physiotherapists in order to find suitable exercises. The trainer's role is important. Depending on the location, the municipality is also a key actor on long-term basis since probably it has to maintain the site.

5 _____ Time for realisation

Municipality of Genoa implemented the pilot project between September 2010 and July 2011.

6 _____ Success factors of the project

- Good relationship with local NGOs (pensioners' associations) in order to involve local elderly efficiently
- Finding a suitable location and finding suitable exercises
- Clear boards on the equipment explaining their use

7 _____ How to do that

Firstly, together with local NGOs you have to find a suitable location for the memory garden. Secondly you have to develop the exercises. In this process you may need help from experts (physiotherapists) and representatives of local pensioners' organisation. Finally, you have to find the most suitable means - supported by training programmes developed especially for this purpose – for dissemination among final beneficiaries.
The Memory Garden of Municipality could be easily adapted to other cities, therefore please feel free to contact the given address below. This action could be developed efficiently together with a senior recreation park (see this tool also in the recent Toolbox).

Information boards in the memory-garden – exercising for mind and body

8   **Benefits**

- Access to recreation for elderly
- Reducing the risk of dementia
- Improving self-esteem of elderly
- Improving physical and health conditions of elderly
- Enhancing older people's mental and physical health
- Enhancing quality of life of elderly

9   **Risks and difficulties**

- Finding suitable location
- Providing enough encouragement for local elderly
- The lack of public safety means a risk for the maintenance of the park

10   **How to continue?**

Municipality of Genoa intends to organise awareness raising workshops in the future to disseminate the pilot project. Preparation of other memory gardens is also planned.

11   **Partner Contact**

Ms Maria-Grazia Costa (Municipality of Genoa)
e-mail: mgcosta@comune.genova.it

Dr. Alessandra Cardosi (Themis s.r.l.)
e-mail: cardosi@themisnet.it

How to foster senior economy and promote age-management?

Based on Eurostat's figures the working-age population will decrease by about 50 million people between 2008 and 2060, which could produce a serious decline in GDP growth *(Eurostat 2008 Statistics in Focus: Population and social conditions, 72, p7)*. A significant part of this decrease will be caused by members of the large baby-boom cohorts retiring (now in their 50s and 60s and making up a major share of Europe's labour force). Enabling this generation to stay in employment longer requires removal of obstacles to employment and the introduction of flexible retirement schemes. First of all, more flexible working time and better work organisation is needed, in order to foster full-time and part-time working as an alternative to retirement, and to improve access to lifelong-learning for older workers. Health promotion throughout working life is also crucial as well as efficient health services, because health problems are the key reasons for early retirement. In the current economic crisis, it is also essential to ensure that dismissed older employees can return to employment when the labour market situation stabilizes and this way fight against age discrimination.

Apart from lifelong-learning projects, which will be discussed in chapter 4, municipalities and NGOs may play a crucial role in the implementation of the above strategies by:
1. supporting and developing local communities;
2. fostering exchange of experience among stakeholders on how to implement active ageing strategies in employment;
3. awareness raising (among the general public, policy makers and other stakeholders) regarding the economic and social potential of older workers.

Older workers face a number of difficulties maintaining their jobs: Based on the OECD, on the employers' side, these factors include: negative perceptions about their capabilities to adapt to technological and organisational changes; wages and other labour costs that rise more with age than productivity; and the difficulties firms may face in adjusting employment as a result of employment protection rules.

On the other hand, older workers may experience a depreciation of their human capital and in the meantime there is a lack of opportunity to upgrade their skills and to make use of available training opportunities. Bad health-status and difficult working conditions may also play a role – it is known that blue-collar workers and less-qualified workers are more likely to retire earlier than white-collar and more highly-qualified ones. Constraints on changing working hours may also be "pushing" workers into retirement.

Employers are pioneers of this reform process as they play a crucial role in shaping the employment prospects of older workers.

Several approaches on this field have been tested in general. OECD offers three for employers: firstly, there should be increased investment in lifelong-learning at mid-career. Secondly, the

© contrastwerkstatt - fotolia.com

attractiveness of training and its potential profit for older workers can be improved by adapting the teaching methods and content to their needs, by the provision of short, modular courses and through the recognition of prior learning and experience. Third, promoting later retirement will itself encourage greater investment in training of older workers by raising the potential return on this investment through longer expected pay-off times.

At first sight, local municipalities have few opportunities to intervene in this process. On the other hand they can act as facilitators among local companies by organising awareness raising actions, like some partners did within Q-AGEING. Two of these actions are described in this chapter: *Age Positive Campaign* and *Market Place of Good Businesses.* These events could be carried out in your munucipality and potential employers could be convinced by presenting statistics, case studies or best practices from the business world of other cities. The *Case study on age-management in an enterprise* by the German partner could be a good basis to start with.

It is also important to outline that local municipalities, as facilitators of dialogue among employers, training institutions and NGOs, could play a significant role in supporting innovative employment strategies like Territorial Employment Pacts (for further details please see TEPs as EU best practices on http://www.forumpartnerships.zsi.at/).

Senior Economy and Age-Management

Age Positive Campaign
(Economic Institute Maribor, Human Resource Development Centre, Slovenia)

1_____Background

Older workers face a number of difficulties remaining in their jobs, as it is explained in detail in the introductory section of this thematic area. Research shows that many SME have not yet developed concepts for dealing with their ageing workforce and with thinking into the future in terms of development of staff. However, the whole company would benefit from an efficient age-management system as a part of the HR strategy (e.g. older employees could use their experience by training younger people in the company, the company would save money and build a strong team). An opportunity for tackling the challenge of demographic ageing and preserving intergenerational solidarity consists in ensuring that the elderly stay longer in the labour market and remain healthy, active and autonomous even after retirement. Local municipalities have few occasions to intervene in this process. They can act as facilitators among local companies by organising awareness raising actions, like the Slovenian Q-AGEING project partner did through the Age Positive Campaign.

2_____Description of the pilot implementation

In the frame of the Age Positive Campaign we organised a round table discussion with employers and stakeholders, workshops for entering into and living active retirement and a conference called Age Friendly Employer, attended by employers, older job seekers, and stakeholders. We published three brochures covering issues of volunteering, job seeking and lifelong-learning after 50. Finally we drafted a proposal on improvement of active ageing activities and employment measures, and a guidebook on age-management.
During preparation and implementation of the activities a sound and strategic relationship with the one of the pensioners' organisation was established and future cooperation agreed upon.

3_____Required budget

For the development and implementation of the Age Positive Campaign ca. 32,000 EUR were invested, including external experts (delivery of workshops and conference, design and printing, etc.).

4_____Human resources and experts involved

To develop and implement such a campaign you need knowledge on active ageing in a local context (knowledge of the target group, local experts, employers, NGOs, etc.) and event organisation and communication experts. The campaign doesn't require special infrastructure or technical equipment. It is important to knowledge about and understand the employment and labour market situation as well as lifelong-learning and active ageing.

5____Time for realisation

The best option if your organisation can run such a project on a long-term basis. Economic Institute Maribor implemented the pilot project between March 2010 and April 2011.

6   Success factors of the project

- Support by the mayor and key representatives of enterprises and NGOs (find the "face" of the campaign).
- Well-functioning stakeholder support group with representatives from economy and non-profit sector in order to gain participants for the events.
- Good PR and training materials in order to involve participants efficiently.
- Good relationship with local NGOs (pensioners' associations) and employees.

7   How to do that

While preparing a well targeted campaign in order to raise awareness to the employment of elderly and age-management, firstly you have to create up a strong stakeholder group, and with its help you can define the appropriate measures (elements of the communication campaign, workshops, trainings, conference, etc.) and their content in detail. Local programmes should be prepared in close cooperation with local organisations, action groups, association of companies and elderly themselves.

8   Benefits

The main beneficiaries are the elderly with the useful information and orientation for job seeking, lifelong learning, healthy lifestyle and active involvement into society. On the other hand the employers are beneficiaries, with useful information and orientation on how to manage the diverse workforce.

Hopefully these awareness raising actions will contribute to the creation of a positive attitude toward elderly in the local society, to increased motivation of older people for active participation in the labour market and in social life, and to better employment opportunities.

- Improved image of ageing and older people
- Increased civic participation and volunteering of older people
- Enhanced older people's mental and physical health
- Enhanced quality of life of elderly

9   Risks and difficulties

- Not finding enough participants
- Lack of time for organisation – you need lots of time and effort to involve key people.

10   Partner Contact

Ms Mateja Karničnik
(Economic Institute Maribor, Human Resource Development Centre)
e-mail: m.karnicnik@center-rcv.org

Senior Economy and Age-Management

Case study on age-management in an enterprise
(Centre for Developments in Civil Society, Freiburg, Germany)

1 Background

The average age of employees in German enterprises has risen in recent years and will continue to do so in the coming years. However, enterprises still struggle with acknowledging this new trend and with starting to take measures to deal actively with trends evolving from demographic change. Many SME have not developed any concepts for dealing with their ageing workforce and with thinking ahead in terms of development of the staff. Therefore, in the frame of the Q-AGEING project the idea was developed to take a closer look into one enterprise in order to find out more about how the topic of elderly employees is dealt with – or not. Contacting owners or HR managers of an enterprise to think about the above topic while being interviewed or by answering a questionnaire may help raise awareness on the topic and also leads to ideas of which measures could be taken to deal with upcoming challenges.

2 Description of the pilot implementation

In order to adjust the questionnaire and the structure of oral interviews to the enterprise, first of all an enterprise had to be found that was willing to participate in the case-study. This proved to be rather difficult and time consuming. Then the methodology was prepared and implemented: all three owners of the company were interviewed, all employees were asked to fill in a written questionnaire, and some more oral interviews were conducted with responsible employees. After that we analysed the data, drafted recommendations for actions developed and finally the results were presented to the owners of the company.

3 Required budget

If your organisation is capable to implement such a case study, you need travel expenses in case the company is located in a different place, and small budget for staff-time. If not, you may need external expertise for this purpose, or as a cheaper option, you can involve university students.

4 Human resources and experts involved

Experienced researchers from zze consulted the students who implemented the case study and who also used it for their BA thesis. The costs were quite modest, because the students invested their time as part of their studies and only received some compensation for the extra-efforts of doing such a large-scale thesis.

5 Time for realisation

It has taken about three months for the acquisition of an enterprise - it needs a lot of patience. About one month was spent for the development of the methodology and another one for the implementation. And finally you need two months to carry out the data analysis, to develop recommendations for actions and to write the report.

6 Success factors of the project

- Finding a suitable company that is willing to participate.
- Well defined and structured methodology and knowledge about the topics.

Working group at the transition conference

7   How to do that

If the decision has been made that for some reasons it would be useful to gain some data and insights enterprises have to be contacted. It is helpful to get in touch with stakeholders that know many owners or managers of enterprises to help get access to decision-makers. Then time has to be invested in order to thoroughly prepare the methodology and to implement it.

8   Benefits

- Better knowledge as a base for further activities (e.g. in our first case study in the baking-trade. It can serve as the basis for investigating other sectors or for comparing other bakeries/baking factories).
- We know more about attitudes of employers and employees and subsequently new offers e.g. in terms of training can be made that are meant to improve dealing with demographic change.
- Questionnaires may be used for further research.
- A case study is something concrete. You can present the results efficiently for other companies in the frame of awareness-raising events and a case study helps to convince them to establish age-management strategies.

9   Risks and difficulties

- Finding and involving an enterprise may be very time consuming.
- Getting the trust and openness of employers and employees alike.

10   How to continue?

- We intend to carry out more research in other fields.
- Report findings and conclusions for policy makers, employers' associations etc.

11   Partner Contact

Ms Silke Marzluff (Centre for Developments in Civil Society)
e-mail: marzluff@zze-freiburg.de

Senior Economy and Age-Management

Marketplace of Good Businesses
(Centre for Developments in Civil Society, Freiburg, Germany)

1 _____ Background

In order to involve enterprises to a larger extent into local communities and to raise their awareness for needs (e.g. of the elderly), Market Places of Good Businesses can be a useful approach to start new interactions. The setting of a Marketplace of Good Businesses bares similarities to a stock exchange: for the set time of about two hours the Marketplace opens and a facilitator guides the participants through the event. During such a Market Place representatives or owners of enterprises get together with representatives from NGOs (in this case focusing on active ageing) and they "do business". There is one important rule to the kind of business that shall be considered: everything but money can be dealt. This means, that for example a senior education centre needs tables and an enterprise has spare ones that it offers to the senior education centre. In order to set a business case, the senior education centre does not receive the tables as a donation, but has to offer something in exchange (e.g. an English language class by one of its volunteer teachers for the employees of the company). This illustrates another key feature of the method of the Marketplace of Good Businesses: a non-profit organization can change its role since it does not have to ask for a donation, but is aware of its strengths and offers a deal to a company. Practice has shown that this is of importance for non-profit representatives, because it raises their self-esteem. Besides including means of infrastructure into deals and know-how, "manpower" can also be offered.

2 ____ Description of the pilot implementation

Before the decision to host the first Marketplace of Good Businesses in Karlsruhe (in Mühlburg district) was taken, stakeholders in the district were contacted in order to find out whether they were interested participating in such an event. In Germany the method of Marketplace of Good Businesses has spread in the past years and more than 50 cities have held one or even several of these events. Once it was decided upon to implement the Marketplace the Mayor was asked to become the patron of the event and a group of stakeholders from enterprises and non-profit organizations was formed in order to help the preparation of the event and to convince enterprises and non-profit organizations to participate. External experts helped us prepare the event and trained us on how to conduct the preparatory workshops. Apart from several meetings of the stakeholder group we held two information workshops for anybody interested to learn more about the method before deciding to take part. Additionally two preparation seminars for enterprises and two for NGOS were held.

3 ____ Required budget

Depends on what costs arise: e.g. rent for rooms for preparation seminars, large hall for the marketplace event, materials for the preparation seminars and the event itself, maybe some catering for the event and seminars. Sometimes, for instance, the entrance hall of a large company can be used for free or material is being donated. So it is difficult to estimate costs. Involve companies as much as possible!

4 ____ Human resources and experts involved

To be realistic, staff time amounting to 25% of a full-time job for the duration of half a year should be provided. It can be less if a good stakeholder group supports the preparations to a large extent.

Participants of marketplace of good business at opening speech

5 **Time for realisation**	Half a year for preparation should be planned, then one day for the event itself. zze implemented the pilot between January 2010 and October 2010 with the support of an external expert.
6 **Success factors of the project**	■ Support of the mayor and key representatives of enterprises and non-profit organizations is essential. ■ Well-functioning stakeholder support group with representatives from the business and non-profit sector in order to gain participants for the event. ■ Good PR and training material in order to explain the method to people interested.
7 **How to do that**	Get an information package on the Marketplace Method and talk to people who have already implemented such an event. Make sure that the city/district is interested in hosting such an event. Find partners from different sectors – economic and non-profit organizations - that form a stakeholder group. Sufficient staff time or (external) supporters to organize everything is needed. Involve companies as deeply as possible!
8 **Benefits**	With a Marketplace of Good Businesses several goals can be achieved: ■ New contacts between enterprises and NGOs evolve that may result in long-term cooperation as well. ■ Raising awareness on certain topics, e.g. elderly people, among enterprises. ■ Initiation of local networks through participation at separate preparation workshops for enterprises and non-profit organizations and their meeting at the Marketplace event. ■ Innovative event with a great atmosphere.

- New forms of cooperation between enterprises and non-profit organizations help change images about either of them and they may form the base of long-term co-operation once the initial deal is implemented and cooperation works well.
- Direct profits through implementation of the deal: receiving of material/infrastructure, know-how and/or manpower.

New tools of involving enterprises efficiently can help the situation of older people.

9___Risks and difficulties

- Not enough time for preparation or starting the preparation too late may jeopardize the main event.
- Not enough participants (15 enterprises and 15 NGOs are short of the minimum amount of participants).

10___How to continue?

- After one or two years: we intend to host the next Marketplace of Good Businesses. The second one is always easier to implement because people have already had their first experience and that makes it easier to win new participants through mouth-to-mouth information.
- Follow up the deals: finding out whether they were one time deals – which is fair enough – or whether continuous cooperation has begun.

11____Partner Contact

Ms Silke Marzluff (Centre for Developments in Civil Society)
e-mail: marzluff@zze-freiburg.de

How to provide better access to life long learning and promote voluntarism for elderly

Supporting voluntarism among elderly is a popular and efficient tool all over Europe, and municipalities may take on a role in this area, in cooperation with local NGOs of course. These actions are efficient since active participation in voluntary activities following active years of employment help reduce the isolation of elderly as well as help develop intergenerational solidarity. These actions are popular since volunteering of elderly is a means to maintain and use their skills and knowledge, and thus the whole society as well as the volunteers themselves may profit. Promoting voluntarism among elderly can partly be related to employment questions as well.

Supporting voluntarism and education among elderly is an efficient tool on the level of the whole society, since these actions enhance older people's mental and physical health and reduce mortality rates, perhaps by generating social capital, enhancing quality of life and greater social support.

A recent survey found that older people are willing to participate in volunteering. Nearly half of those who had retired stated that they had already volunteered or that they planned to do so *(Flash Eurobarometer n° 247, 2008).* Community work can be one of the most useful approaches to change old people from passive clients into active and empowered individuals with a positive self-image of being useful member of the society.

The Commission's public consultation respondents *(European Commission – 2009; Public consultation on a possible designation of 2012 as European Year of active ageing and intergenerational solidarity)* described the important task of reducing the isolation of older people by developing neighbourhood and local solidarity through initiatives such as volunteering.

Also in line with the Lisbon Strategy, it is important to develop the potential of older people as volunteers on municipal level in order:
- to raise awareness of the potential contribution of senior citizens to society through volunteering;
- to support local stakeholders to develop specific and concrete activities and to show commitment to objectives related to senior volunteering.

This chapter describes the important experience on elderly voluntarism of Treviso Province (Training and recruitment of elderly volunteers), which could be easily adapted in other cities.

Increasing the employment rate of older workers has been set as a traget in several EU strategies. Besides the improvement of working conditions and their adaptation

to the health status and needs of older workers, a key factor is the provision of better access to training and lifelong learning, better access to information and communication technologies (ICT), as mentioned in Chapter 3.

Municipalities may play a significant role at this point. Local authorities have the necessary financial means and HR capacities to launch awareness raising campaigns on training and lifelong-learning opportunities, and together with local NGOs, they can offer a wide range of formal or non-formal courses adapted to the needs of their elderly. In this chapter we present three approaches Q-AGEING partners implemented successfully:

- Tailor-made courses for elderly organised by municipalities with support of local NGOs *(Újbuda Academy of the Elderly and Silver Age Centre);*
- A small-scale investment action implemented by Sopot (E-Senior), which aimed to transform local libraries to venues of elderly-friendly courses.

However, it is important to highlight that the EU makes serious efforts to promote an ICT based development in all key areas regarding elderly. The Commission adopted a communication on *"Ageing Well in the Information Society",* which presents an action plan to accelerate the introduction of new technology-based solutions for ageing well at home, in the community and at work.

The objective of different EU action plans and programmes (e.g. AAL Joint Programme or ICT PSP Programme) is to enhance the quality of life of older people and to strengthen the industrial base in Europe through the use of Information and Communication Technologies (ICT). According to this strategy the demographic change and ageing in Europe implies not only challenges but also opportunities for the citizens and creates a new market for the social and healthcare systems as well as for the industry on European level. More specifically by ICT tools the EU intends:

- to extend the time people can live in their preferred environment by increasing their autonomy, self-confidence and mobility,
- to support maintaining health and functional capabilities of the elderly,
- to promote a better and healthier lifestyle for persons at risk,
- to enhance security, to prevent social isolation and to support maintaining the multi-functional network around the individual,
- to support carers, families and care organisations.
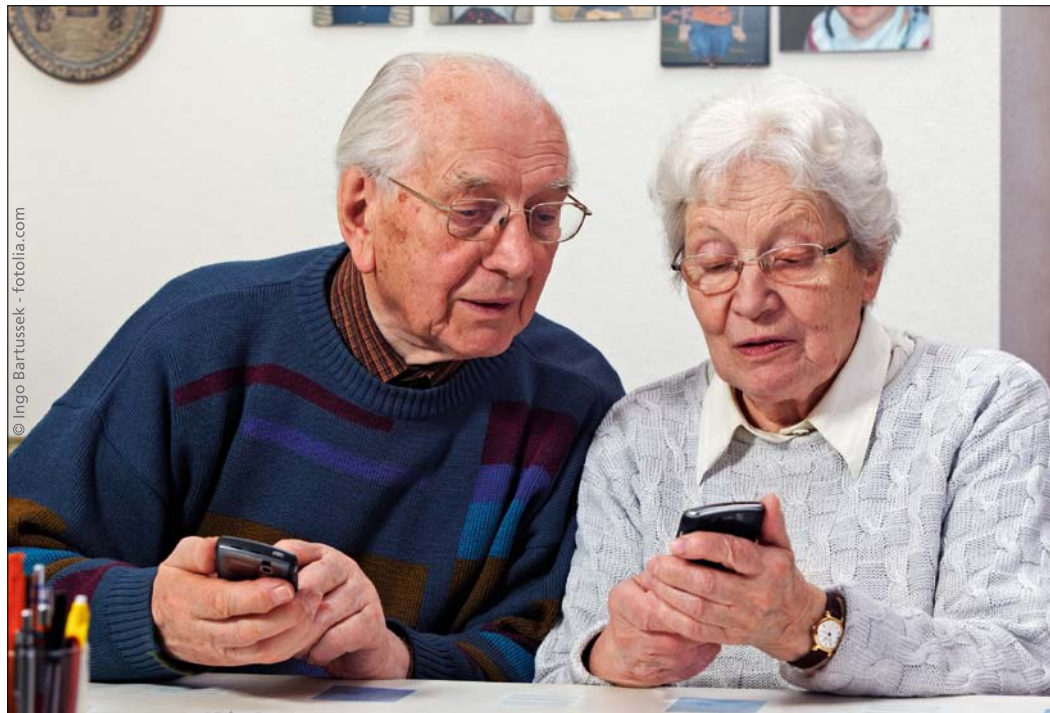
Lifelong Learning and Voluntarism

Újbuda Academy of the Elderly
(Municipality of Újbuda, Hungary)

1   **Background**

In 1973 an international organization (AIUTA) was formed in France which organises study programmes for the elderly in a variety of topics in several countries. The British University of the Third Age was founded in 1982, within which over 100 organizations operate and several thousands of elderly people study in different fields.

In the past decades adult education in Hungary has received increasing attention but it still concentrates primarily on the under 50 age group. While in several countries „the university of the elderly" is organized at national or regional level or NGOs are able to establish a comprehensive system, in Hungary there is no organized education framework for elderly. Certain municipalities and NGOs deal with this issue in the form of lectures, clubs, special events, free universities (Újbuda Municipality for instance). It would be important, however, to establish an organized framework.

2   **Description of the pilot implementation**

The Újbuda Academy of the Elderly, taking into consideration the demands of the older people, was founded to provide an opportunity for lifelong learning, acquire new knowledge and to reduce „digital illiteracy". The district's older citizens – who are Újbuda 60+ Card holders as well – can attend a number of courses: Internet, English, German language studies, bank administration, crime prevention, first aid, healthy lifestyle, mobile phones, etc. A course on environmental protection was launched in 2011.

3   **Required budget**

Újbuda Academy of the Elderly was realised for ca. 90,000 EUR. Keeping the costs low was made possible by the Újbuda districts schools providing the location, technical background and the teachers. In 2010 we organized 53 courses in the subjects of Internet, English and German in a total of 15 locations with 900 students. 2011 saw a decrease in the number of applicants, seven courses (in the subjects mentioned above) were available on four locations and 95 people completed them.

4   **Human resources and experts involved**

A contact person at the municipality continuously helped realise the pilot. District schools took part in the programme providing the teacher base with ca. 20 teachers.

5   **Time for realisation**

The project is implemented continuously. The Újbuda Academy of the Elderly has been operating since 2010. In that time-span 60 different courses were completed in the district.

6   **Success factors of the project**

- The most popular subjects (internet, languages) should be included in the list, as they make up a large portion of the demand. At the same time it is also important to teach the subjects in an elderly-friendly way, and to keep expanding the range of subjects (in Újbuda, the most successful course was crime prevention)
- Synergy effects can be reached by involving different groups: the teachers can be e.g. university students who teach the elderly as a part of their teaching practice.
- Cooperation with local education institutes is a key factor in the success of the project.

7   How to do that

It is important to note when citing foreign examples that the funding of universities for the elderly varies form country to country. Thus, while in France they are state financed, in the UK they operate solely on a voluntary and self funding basis. In Slovenia, the teachers' salaries are state funded and in Poland the municipalities are responsible for providing locations for the universities of the third age. Partnership with the training institutions is essential when setting up an academy for the elderly. Adequate communication and involvement of the local community centres and schools is also crucial. Considerable synergy effects can be achieved by involving different target groups: the teachers for instance can be students teaching the elderly as a part of their training. Another example is also known where disadvantaged youth teach the elderly basic digital studies with the help of a mentor.

Participants at computing course

Based on experiences it is not necessary to have special qualifications to teach elderly people but more repetition, attention and patience is required. Experienced teachers with positive attitudes can easily establish good rapport with students over 60. For the elderly a good teacher is regarded as a role model, they pay attention to them and they are more inclined to e.g. sign up for an advanced course if it is held by a teacher they know.

8   Benefits

- Digital illiteracy among the elderly can be reduced considerably.
- The participants gain new experiences and opportunities, the courses may as well contribute to preserving their jobs or to find a new job.
- With the help of demand-based courses the lives of elderly will become more convenient (e.g. digital administration).
- It fosters solidarity between generations.

9   Risks and difficulties

- While it is not particularly necessary to involve adult education experts, the qualified teachers' knowledge, experience and empathy, etc. are essential factors.
- When planning the teaching process the special needs of the elderly should be considered (e.g. the course should not be held on the third floor if lifts are not available).
- Post curricular activities are of high importance where those completing the basic courses can ask questions, revise the material and practice.

10   Partner Contact

Mr Tamás Toldi (Municipality of Újbuda)
e-mail: toldi.tamas@ujbuda.hu

Lifelong Learning and Voluntarism

Silver Age Centre
(Municipality of Slovenska Bistrica, Slovenia)

1 _____ **Background**

Older people often face barriers which do not allow them to participate in the society as active members of it. Local authorities should develop measures aiming to ensure equal opportunities to everyone, including older people in their communities.
Silver Age Centre Butterfly is a joint initiative of the Municipality of Slovenska Bistrica, social care organizations and older citizens to provide space and opportunity for active ageing in local community with the emphasis on lifelong learning.

2 _____ **Description of the pilot implementation**

The municipality provided the infrastructure for the elderly centre while the content was discussed with the local citizens and representatives of the different stakeholder groups. Based on the needs, wishes and proposals of all involved parties the programme for involvement of seniors into knowledge based society was developed in order to promote life-long learning and active participation of seniors to the society. Elderly themselves were also strongly involved in the process of designing the centre in order to find the best location of the centre. With the support of two co-ordinators, a promotion campaign was delivered to inform and attract local citizens, but personal contacts were important as well. From the very beginning a weekly programme was offered to locals with the open access. It included the promotion of healthy living (bowling, belly dancing, swimming, exercises, running, Nordic walking, healthy eating seminars, etc.), consolidation of existing and learning of new skills (baking, knitting, gardening, creative workshops, computer literacy, etc.) and promotion of social inclusion (visits to home for elderly and intergenerational centre, holidays at the seaside, intergenerational celebrations, etc.). The programme was continuously updated according to the identified needs. During these activities also events for and with different target groups were organised in order to promote exchange of knowledge and experiences as well as to strengthen links between generations and between elderly and local community.

3 _____ **Required budget**

For the development and implementation of the Silver Age Centre 20,000 EUR were spent for external experts and staff costs.

4 _____ **Human resources and experts involved**

During the implementation of the project two employees were involved permanently and cooperated closely with local organisations, action groups and elderly association(s).

5 _____ **Time for realisation**

Municipality of Slovenska Bistrica implemented the pilot project between March 2010 and January 2011.

6 Success factors of the project

- Good relationship with local NGOs (pensioners' associations) in order to involve local elderly efficiently
- Open-minded local residents willing to get involved
- Good cooperation with local organisations from the field of health, social welfare and education

7 How to do that

In order to develop such a specialised community centre, it is important to take elderly' needs and interests into account. Therefore open discussions are important from the beginning. In this process also cooperation with local organisations from the field of social welfare, volunteering and education is crucial. To make local older people feel as a part of the project it is important to include them also in the creation of the image of the centre as they will act like spokesmen in local community. The promotion campaign should be carried out from the start to inform local citizens about the project and to attract potential participants and later on to share lifelong-learning spirit and an image of seniors as active members of society. It is also important that senior participants themselves share their experience and stories with the public in order to strengthen the message of active ageing. Activities within the project should reflect the needs and wishes of local older people and should be updated regularly during the implementation.

There are numerous examples of how local communities can encourage lifelong learning activities and develop the image of seniors as active members of society. If you are interested in more details about the project developed by Municipality of Slovenska Bistrica, please feel free to contact the given address below.

8 Benefits

- Improved confidence of older people and better images of ageing
- Increased social inclusion of local citizens
- Improved skills and knowledge of elderly
- Enhanced older people's mental and physical health
- Enhanced quality of life of elderly

9 Risks and difficulties

- Providing enough encouragement for the local elderly
- Local environment willing to accept and support the project

10 Partner Contact

Ms Irena Jereb (Municipality of Slovenska Bistrica)
e-mail: Irena.Jereb@slov-bistrica.si

Lifelong Learning and Voluntarism

Training and recruitment of elderly volunteers
(Province of Treviso, Italy)

1 _____ Background

Recruitment refers to the process of attracting, screening, and selecting qualified people for a job. Supporting voluntarism among elderly is an efficient tool on the level of the whole society, since these actions enhance older people's mental and physical health and reduce mortality rates, perhaps by generating social capital, enhancing quality of life and greater social support. In the frame of the Q-AGEING the Province of Treviso provided training for active, highly qualified elderly on how to communicate and share their experiences and skills within the local community. In addition to this, participants created an info point at the headquarters of Province of Treviso, which works as a recruitment centre for elderly (60+) volunteers.

2 _____ Description of the pilot implementation

The Province of Treviso launched several training courses focused on mainly highly qualified older people who were willing to transfer and exchange their professional knowledge, experience and skills within the local community. The courses consisted of three main elements: 1. how to use and transfer their skills; 2. communication exercises; 3. project planning and organisation of trainings. The aim of the trainings was to gain active older people who can teach other elderly about how and where to make use of their experience and skills within the local community. After the trainings participants continued the pilot project: they organised new trainings, created a "Bank of Competences" of local 60+ people and opened the so called Q-AGEING Front Office (info point) in the headquarters of Province of Treviso.

Within the above database (Bank of Competences), older volunteers finished the training successfully, collect those local older citizens' CVs who are willing to share their experience and skills. This database is available for local institutions and associations in order to find potential volunteers for their activities. The Front Office works as a recruitment office for elderly volunteers, and operated by the first participants of the training in the headquarters of Province of Treviso.

3 _____ Required budget

The whole service (preparation of the methodology and elaboration of trainings) costs ca. 22,000 EUR. The start up of the first 60+ group (location and tutor) costs around 5,000 EUR in the first year. It is supposed to be sustainable after the start-up phase.

4 _____ Human resources and experts involved

To implement such actions you need strong cooperation with local NGOs dealing with voluntarism: they can provide trainers as well as sufficient background knowledge. You need also a suitable and committed trainer.

5 _____ Time for realisation

Province of Treviso implemented the pilot project between October, 2010 and March, 2011. The training itself was 64 hour long. We needed about two months to prepare the methodology and the trainings.

Enjoying their voluntary involvement: the first group of participants in Treviso

6 _____ **Success factors of the project**

- ■ Good relationship with local NGOs dealing with voluntarism.
- ■ Identification of the best target group to be trained.
- ■ Identification of the right technical service provider (expert in trainings for elderly)

7 _____ **How to do that**

Besides providing the necessary background and acting as facilitator, the municipality has to raise awareness of the potential contribution of senior citizens to society through volunteering with a well-defined dissemination plan.

The experience on elderly voluntarism of Province of Treviso could be easily adapted in other cities.

8 _____ **Benefits**

- ■ Reducing the isolation of elderly
- ■ Developing intergenerational solidarities
- ■ Enhancing older people's mental and physical health
- ■ Reducing mortality rates as well as dependency on the social care system
- ■ Generating social capital
- ■ Enhancing quality of life

9 _____ **Risks and difficulties**

- ■ Do not implement such trainings without the involvement of relevant NGOs and without the identification of an appropriate training centre. They have direct and good relationship with the target group. It is important to find the most appropriate target group for the first trainings.

10 _____ **How to continue?**

The objective for the next two years is to enlarge the number of participants willing to join to the trainings. The initiative will be promoted in other municipalities in the province in order to recruit new older people and, if possible, to create local 60+ info points. The database of the Competence Bank will be improved as well.

11 _____ **Partner Contact**

Ms Diana Melocco (Province of Treviso)
e-mail: sociale@provincia.treviso.it

53

Lifelong Learning and Voluntarism

E-Senior
(Municipality of Sopot, Poland)

1 Background

In Poland third age universities (schools offering courses especially for elderly) have a national network, and local municipalities have to provide locations for such organisations. Due to its geographical situation and demographical characteristics Sopot intends to be a senior-friendly city and this is approved by urban development strategies as well. The municipality has a good relationship with the local 3rd age university, but in addition to its flourishing activities by organising several courses for elderly, in the frame of this pilot project Municipality of Sopot created the Sopot Seniors' Webpage by using the National Academy of Medicine' webpage template (see this pilot in the Toolbox) and transformed some local libraries to venues of elderly-friendly courses.

2 Description of the pilot implementation

In cooperation with the local 3rd Age University we firstly selected two libraries to create the so called "Senior Corners". Our aim was to extend the activities of the 3rd age university to public spaces used by elderly. Public libraries are ideal locations for that since many elderly visit them regularly. Then we modernized the venues of the Senior Corners and installed computers and furniture. In total we created two Senior Corners (each of them with two computer stations and relevant furniture) and right now we are looking for the location for the third one. Trainings for elderly (students of Sopot Third Age University and students of library computer courses) are organised twice a week with about 20 people in general.

The other activity we implemented within this pilot, was the creation of the Sopot Seniors' Webpage, by using the National Academy of Medicine' webpage template (see this pilot in the Toolbox). It is designed for elderly, caregivers, families and voluntary associations, in order to provide updated information on animation services, prevention, support and assistance regarding active ageing. The website is available at: www.SENIORZY.SOPOT.PL The website aims at taking advantage of the potentials offered by modern means of communication by creating virtual communities, data sharing areas, updated information in real-time, etc. in order to support elderly as well as groups of caregivers, families and volunteers dealing with active ageing.

3 Required budget

Municipality of Sopot spent 14,500 EUR in total. If there is no need to modernise the venues, the initiative is cheaper. As for developing a website using the existing template, please check Lifestyle Coach Senior Platform description in the recent Toolbox. Municipality of Sopot prepared and customised the website by using ca. 2,500 EUR.

4 Human resources and experts involved

To establish senior corners in public libraries you probably have to launch public procurement in order to purchase the different equipments. You have to establish a strong cooperation with local elderly association(s). The trainer's role is important. As for the website, you need a webmaster and at least one web-based software developer to install, configure, customize, use and maintain the website and at least one back-office user to update the contents. Regarding the development of the content, you need a strong cooperation with local elderly associations as well.

5   Time for realisation

Of course this is a long-term project. The preparation of the small-scale investment could be quick: Municipality of Sopot implemented the pilot project between February-September 2011 (including administrative preparation).

6   Success factors of the project

- Good relationship with specialised training institutions as well as with elderly' associations.
- In connection with the website: good relationship with local elderly' associations and the social department of the municipality for contents retrieval and updating.

7   How to do that

If you want to create Senior Corners you just need to find a place for it and purchase the equipment. Based on our opinion, public libraries are prefect locations, but if you have 60+ centres for instance in your community centres, they are also good venues. It is useful to have some assistants from the library/community centre who are able and willing to help the elderly working with the computers, but you can also establish cooperation with students or volunteers regarding this issue. If you want to create your senior oriented local webpage, you have to involve as many relevant units of your municipality as possible.

8   Benefits

- Enhancing seniors' involvement in knowledge society and helping them to use IT tools
- Decreasing digital illiteracy of elderly
- Preventing social isolation of elderly
- Improved image of older people
- Fostering solidarity between generations
- Increasing elderly' quality of life

9   Risks and difficulties

- You do not have to involve specialist teachers for teaching elderly, but you probably need an andragogist to support the whole project (senior corners)
- While teaching elderly, you have to take their special needs into account (senior corners)
- As for the website: providing continuously updated contents and information for local elderly and family members, you need a good and wide partnership with relevant NGOs.

10   How to continue?

- Municipality of Sopot intends to establish new senior corners in the city and to increase the numbers of trainings for elderly taken in the senior corners.

11   Partner Contact

Mr Maciej Kochanowski (Municipality of Sopot)
e-mail: maciej.kochanowski@um.sopot.pl

AGEING RESOURCE CENTRE (ARC)
www.q-arc.eu

The basic structure of the Ageing Resource Centre, developed by Economic Institute Maribor in the frame of the Q-AGEING project, presents a pro-active, virtual methodological centre for community initiatives mainly at municipal and regional level related to elderly and active ageing, but also contains links on national and EU level. Through the ARC, Q-AGEING partnership presents an ageing observatory and contributes efficiently to an existing think tank on ageing in the EU.

Provision of the Ageing Resource Centre

■ Sharing high quality knowledge and experience is a key ingredient in the shaping and determination of effective ageing policies at municipal level. The ARC's primary aim is to connect European cities/municipalities and to facilitate the provision of knowledge at all levels. The added value of exchanging ageing expertise and stimulating cooperation within Europe is of great importance. It strengthens local communities and enables them to make a sustained and powerful contribution to the economic, environmental and social success of Europe as a whole.

■ Through the ARC, a sustainable and effective knowledge network on ageing policies will be created. The ARC will connect existing networks to offer multi-level access and the sharing of knowledge. It does so by providing stakeholders and end users with high quality knowledge on ageing at municipal, regional, national and European level that is universally reliable, relevant and of practical use.

■ The Ageing Resource Centre will facilitate the exchange of demand-driven knowledge and experience on ageing issues. It supports policy makers and practitioners across Europe in developing effective ageing policy tools and to promote the vitality of Europe's cities and other local communities.

■ The main component of ARC is its on-line database, the European ageing e-library at local, national and European level. ARC will also be connected with different European networks, observatories, centres of related framework programmes.

■ The ARC e-library provides knowledge on several ageing policy areas such as active ageing, community building, social inclusion & integration, housing, urban environment, employment, security & crime prevention, skills and other.

- The e-library contains the following types of documents: descriptions of policies and regulations, descriptions of research documents, descriptions of best practices and tools and descriptions of relevant networks and links.

- ARC will provide the sustainability and preferable upgrade of the project results after the project closure. Further, it ensures long term (beyond project lifetime) implementation of strategies on ageing & durable transnational cooperation of different organisations in the network.

- ARC Secretariat will be responsible for the day-to-day management of ARC and the maintenance of the ARC website. The ARC Secretariat will be provided by the Economic Institute Maribor, Slovenia.

- The ARC is available at: www.q-arc.eu

The Q-Ageing Partners

Budapest Föváros XI. Kerület Újbuda Önkormányzata (Municipality of Újbuda)
www.ujbuda.hu

Újbuda, the 11th district of Budapest, is one of the most diverse quarters of the Hungarian capital. Knowing the demographic trends and recognizing the fact that beyond its obligatory duties a municipality could also do a lot in order to increase the activity of the elderly, Municipality of Újbuda has decided, that it will treat the issue of active ageing as a strategic goal of its own. Firstly it has announced the locally financed Újbuda 60+ Programme (www.ujbuda.hu/60plusz), which is focusing on elderly through voluntary initiatives and on the creation of community networks. Later on, in order to collect good practices, the municipality started to organize the „Q-AGEING – quality ageing in urban environment" CENTRAL EUROPE project as the lead partner. With the above mentioned targeted activities Újbuda became a leading „flagship" in Hungary in the issue of active ageing. Nevertheless we still have to learn and grab on new possibilities. Among others, with the partnership of the Q-AGEING, we are creating a new CENTRAL EUROPE project which would focus on the education of the elderly.
In the frame of the Q-AGEING project we dealt mainly with pilot projects focusing on community development.

Mestna občina Maribor (Municipality of Maribor)
www.maribor.si

With its population exceeding 130,000 people, Maribor is the second largest city of Slovenia. Maribor is an important regional centre and a university city. The population of Maribor is increasing faster than in any other parts of the country. This is one of the reasons why the town participated in the Q-AGEING project. The leaders of the city welcomed the participation in this European project because it allows Maribor to become familiar with the initiatives of the partners. As a result of the cooperation, Maribor implemented interesting and visible pilot projects, and based on them, the Municipality is keen on giving priority to actions dealing with active ageing.

Mestna občina Slovenska Bistrica (Municipality of Slovenska Bistrica)
www.slovenska-bistrica.si

Slovenska Bistrica is a small town in the northeast of Slovenia, 100 km away from the capital, Ljubljana and 14 percent of its 24,500 inhabitants are already over the age of 65. The support of the elderly has partly been implemented in Slovenska Bistrica by the establishment of the Centre for the Elderly in 2008. In the frame of the Q-AGEING project a community development based pilot project has been implemented in cooperation with the above elderly centre.

Ekonomski Institut Maribor, Center Razvoja Cloveskih Virov (Institute of Economy, Maribor), EIM | Human Resources Development Centre (HRDC)

www.center-rcv.org

EIM | HRDC is non profit organisation aiming to support employment growth, competitiveness and development of human resources, especially at regional level. As an expert institution for development and training of human resources on the regional level, eim, HRDC contributes to the achievement of strategic goals of labour market and Employment policy in Slovenia and Podravje region by development of strong regional social partnership supporting employment growth and increasing investments in life-long learning and human resources development at the local level. With the project implementation we participated to the improvement of quality of life for elderly by taking various actions tailored to their needs and on the other side we raised the awareness of the society about the wealth in knowledge and experience those older generations' posses in order to achieve progress for a society as whole.

Provincia di Treviso (Province of Treviso)

www.provincia.treviso.it

Treviso is one of the provinces of the Veneto Region in Italy the capital of which is the city of Treviso. The province has a total number of 95 local governments. 24 percent of its total population is aged over 60 counting 208,357 citizens altogether. Province of Treviso implemented a wide range of activities in the frame of the Q-AGEING project. Probably the most successful was the implementation of the training and recruitment of elderly volunteers, since participants initiated to establish info point at the headquarters of Province of Treviso, which works as a recruitment centre for elderly (60+) volunteers.

Gmina Miasta Sopotu (Municipality of Sopot)

www.sopot.pl

Sopot is a little town between Gdansk and Gdynia, in the middle of the agglomeration with almost one million inhabitants. The town is also well-known as the "summer capital of Poland". 23.1 percent of the population is elderly in Sopot, which means that Sopot is a town with the most ageing population in Poland. In the frame of the Q-AGEING project, among others, the town developed an urban barrier map, which allows the municipality to take elderly' needs into account while developing the infrastructure of the city.

Comune di Genova (Municipality of Genoa)

www.comune.genova.it

Genoa is a large Italian city most densely populated by elderly people. In January 2008, the ratio of population over the age of 65 reached 26.92 percent while the national average was only 19.94 percent. For this reason Genoa serves as an experimental field as the demographic ratios projected by the statistics for the whole Italy by 2030 are already reality in Genoa. Within the Q-AGEING project Genoa implemented interesting pilot projects, such as the Memory Garden or the Café Oz, but in cooperation with the National Academy of Medicine also created a local website aiming elderly, caregivers, families and voluntary associations.

Accademia Nazionale di Medicina (National Academy of Medicine)
www.accmed.org

ANM is a non-profit scientific association, active in the field of continuous education in medicine, public health and biological sciences. ANM was founded in 1991 on the basis of professional experiences which date back to 1980. ANM's headquarter is in Genoa, two other offices are located in Rome and Bologna. Until Oct. 2011, ANM has organized about 2500 updating and training courses with 150.000 registered attendances (speakers and learners). Moreover, ANM has printed roughly 650 publications which account for more than 3.500.000 copies. For all these reasons, ANM has to be regarded as a very peculiar organization, somehow unique in Italy. In the last years ANM has realized significant results on: 1. training and updating courses; 2. workshops, congresses, meetings, conferences, scientific discussions; 3. books, manuals, monographs; 3. scientific magazines, newsletters; 4. multimedia educational projects (audio-video-software), edutainment projects; 5. e-learning projects; 6. management of scholarships/grants for researchers; 7. "ad hoc" EU education projects.

zze | Zentrum für zivilgesellschaftliche Entwicklung
(Centre for Developments in Civil Society)
www.zze-freiburg.de

The Zentrum für zivilgesellschaftliche Entwicklung (zze) is located in the city of Freiburg (approx. 200,000 inhabitants) in Baden-Wurttemberg, Germany. The zze is a centre of excellence for topics like voluntary involvement, good governance, and corporate responsibility. Independent research, scientific policy advice and qualification are the services we offer to support the federal government as well as individual state governments, regions, local communities, the third sector and other organisations. It is our common goal to guide and support processes in the realm of civil society in Germany and Europe. We carry out research and practical activities on different topics in the context of demographic change. Within Q-AGEING, among others we have conducted a case-study on elderly employees and research on attitudes towards ageing in one city-district of Karlsruhe. Besides we have hosted a series of events, initiated a photo-competition on images of age, organised a conference on the transition of professional to post-professional life and a "Marketplace of Good Businesses".