DIGITAL GENERATIONS

GOOD PRACTICES REPORT

FIRST RESULT

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1. Introduction and Project Overview

1.1. Report's objectives

The retired population of the different European countries has always been a high-risk group which aggravated with the COVID-19 outbreak in February-March 2020, when self-isolation, curfews and lockdowns were set up in Europe and its member states. While youngsters embraced social media to show their creativity and young and middle-aged people kept in touch with all their relatives and friends via video-conferences and online messengers, the elderly people faced a lack of knowledge and skills to be able to communicate through digital technology.

This project was, therefore, created as an opportunity to empower our elder citizens by training them to acquire the skills to be creative on the web and to interact with their peers. Since the Digital Generations partners strongly believe that the younger generations are better placed to do so, this project aims to generate the tools needed for young people to be able to train the elderly population on how they can be creative, share their knowledge and interact with their peers in an online environment.

The aim of this work is therefore to analyse the skills that are needed by the target group, i.e. retired and above 62-aged people, to create a framework of evaluation of the digital skills of the target group and to investigate the good practices to close that gap which are already in place.

It consists of:

- An introduction
- An analysis of the impact isolation can have on the elder population
- An analysis of the communication and creative needs of the target group
- A report collecting good practices from the different countries of the consortium and at the European level

This part focuses on the report collecting good practices from the different countries of the consortium. This report is a support for the Digital Generations project and its member partners as it details practices already in place at the local and European levels that meet the same objectives and values detailed in the following.

It contributes to the development of the guide to enable it to be used:

- As an inspiration to implement activities to train the elder population in ITC skills;
- To better understand the needs of this vulnerable target group;
- To raise awareness on the mental health issues that arise from isolation in the elder population.

2. Good Practices analysis

To better achieve the project's objectives, the Digital Generations' partners conducted the state-of-the-art analysis in their countries and at the European level to select the best intergenerational initiatives that promote creativity & digital skills. The respective good practices report is to permit the partners to investigate the national and European-wide best practices to bring added value to the Digital Generations project and to define the key success criteria to consider in the future steps of the project implementation.

2.1. Methodology

The project consortium carefully selected 25 Good Practices applied at the European and national levels. Having identified the seniors' needs, the partners made a state-of-the-art analysis and selected the European and national initiatives that had the highest added value to seniors. Subsequently, E-Seniors has chosen 2 national practices per each country and 2 European ones submitted by the partners. The main selection criterion was the practices' coherence with the Digital Generations project's objectives and their complementarity to each other.

The selected European and national practices target intergenerational initiatives that promote creativity and digital skills. These Good Practices, in addition, address such cross-cutting themes as ICT learning for seniors, fighting loneliness among seniors and well-being activities for seniors.

The identified Good Practices take the form of different initiatives, e. g. programs, organizations, projects, tools, etc. implemented at the European and national levels.

Each good practice presented in this report was detailed by each partner based on the table provided by E-Seniors. Different information about the good practices has been identified: name, duration, location, and level of intervention (national or local), short description, main objectives, value for the project, and contact. Subsequently, E-Seniors deepened this analysis to identify the key success factors that could be beneficial and important to consider for the Digital Generations project.

3. Good Practices at the European level

The European Union, whose aim is to promote peace, its values and the well-being of its peoples, embraces the cooperation of the European nations at the political, social and economic levels. Collaboration of its various actors is embedded into the EU functioning and reflected in its policies supported by the EU programmes to promote social welfare and to build a society in which nobody is left behind.

The Erasmus+ programme, the EU's programme to support education, training, youth and sport in Europe, places a strong focus on social inclusion, the green and digital transitions engaging young people to participate in democratic life.

3.1. Traceus

The Erasmus+ Traceus project (2020-1-1E01-KA204-66037), which started in September 2020 and will last until December 2022, has been selected by the Digital Generations partners as a good example of the EU-funded project which is being implemented at the European level.

The project takes place in six European countries, namely France, Ireland, Cyprus, Bulgaria, Belgium and Spain, and aims to achieve the following goals:

- ➢ To increase the learner's competencies in new technologies, recovering and sharing traditional cuisine recipes via YouTube in cooperation with adult learners from partner countries;
- ➢ To acquire new intercultural knowledge by organizing workshops in partner countries to share cuisines through the use of mobile technology as a learning tool.

This Erasmus+ project is described as a living laboratory of social and technological activities promoting knowledge on new technology skills through culinary traditions and adult-learning processes. It is a collaboration of different European partners which include community actors, e.g. residents' associations, specialists in migration and ICT skills, research institutions, including universities, in particular in Spain and Ireland, and specialists in new technologies which include older people in university programs. The recipients of this project are older people (50+) in the partner countries and migrants in Belgium.

This project uses food as a bridge between the different cultures and the complexity of the new technologies and proposes adult learners film a recipe and its story with a smartphone. The mentors, frequently representing a younger generation, teach the seniors and migrants filming and editing skills, as well as some cultural and historical aspects of European cuisines, whereas the participants share their knowledge of their national cuisines and cultures.

By supporting adult learners in improving ICT skills through culinary traditions and developing a training curriculum for mentors, the project aims to rediscover the value of food as a means of achieving a fertile relationship across the generations and communities and the simplicity/clarity of its benefits. The adult learners frequently see the benefits of this project in the developed capacity to put these skills to practice for example for editing and filming the videos with their grandchildren and sharing & publishing them via social

networks or just by showing them to their loved ones. In addition, in the framework of this project, many learners have a possibility to acquire some skills and knowledge on YouTube which they can consequently use for numerous purposes.

Ideas for the Digital Generations project

Talking about cuisine and acquiring, first of all, some skills and knowledge in an interesting and nostalgia-provoking manner (the participants were showed the old TV cuisine shows that they used to watch decades ago in their counties) permitted the participants to overcome the widespread digi-fear and made them feel at ease at the further steps of the project. Discovering the cuisines of the partner countries and sharing their favorite recipes created the inner motivation for the participants to move forward and get further engaged into the project despite seemingly at first incredibly complicated new technologies. The Digital Generations project should include this physiological component into the development of the Digital tools Handbook and the mentoring methodology designed at the subsequent stages of the project to get more seniors interested in the training process.

In addition, the Traceus project might be also seen as an example of an interesting dissemination strategy which might be further improved and elaborated by the Digital Generations project. In addition to the colorful dissemination materials used for the project's communication, the Traceus partners include various quizzes and other tools to increase the engagement rates on the Facebook page. The use of some more interactive platforms and features could potentially help the Digital Generations project to better disseminate the project's results and boost its communication strategy to reach more stakeholders.

Traceus contact & website details

https://traceus.eu/ & Please use the "Contact Us" box on the bottom of the website page

3.2. Adopt a Grandparent (adopta un abuelo)

Adopt a grandparent is an international initiative based in Spain that aims to connect young volunteers and older people through new technologies and to create transformative experiences that make a difference in people's lives. Adopt a grandparent team has developed an app, which is available on the App store and Google Play, aiming to connect youngsters with the elderly (Adopt a grandparent) and to facilitate the exchange experience.

Adopt a Grandparent is an intergenerational companionship program for the elderly with the objective of making the elders feel listened to, accompanied and loved, while the

young participants learn the experience and values of the seniors during their visits. Throughout its lifetime, the initiative has gotten more than 3.500 seniors "adopted", around 6.200 volunteers and 45.700 hours of company.

Adopt a Grandparent stands out by offering a variety of its activities, e.g. cooking shows, elderly influencers initiatives, letters to seniors program, after-work drink with seniors, to name but a few. Such a wide offer of possible activities makes engagement into the association easier and more attractive. Starting with little steps which make the difference, e.g. sending a letter to a senior, may transfer into bigger and more active engagement in the Adopt a Grandparent initiative.

The outstanding communication strategy, which is characterized by hilarious and interactive content, attracts more volunteers to the organization and spreads the results of their actions making more people benefit from it. Creating fun and trendy videos with seniors published on Instagram (42,1K subscribers) and YouTube, Adopt a Grandparent truly closes the generation gap and narrows the age divide helping seniors to feel better integrated in the modern world while getting youngsters sincerely interested in such social and volunteering activities.

The initiative has been endorsed by numerous worldwide known actors and companies, e.g. Forbes, Santander, Deloitte, which inevitably makes it more prestigious and trustworthy for future volunteers to embark on such activities.

Ideas for the Digital Generations project

To attract more volunteers, the Digital Generations project should promote its activities in a way which makes them look beneficial for both seniors and youngsters. Using various dissemination channels and tailoring the training content both to seniors and young people's needs will increase the chances of the project's success. If the interests of any group seem to be even partly ignored, the engagement rate will undoubtedly go down causing the low impact of the project. The project's activities may and should go beyond its educational goals, embracing, in addition, some digital tools which may exist and be exploited after the end of the project.

The Digital Generations project's presence in different communication channels (with tailored, diverse and interactive content) will help to promote the dissemination further and multiply the results of the project. Although, it is worth noting one more time, just as it is done by the Adopt a Grandparent initiative, the content must correspond to the social network objectives, i.e. video interviews for YouTube, hilarious trendy short videos & interactive stories on Instagram, etc., and not be repetitive with the different communication channels.

Adopt a Grandparent contact & website: https://adoptaunabuelo.org/

4. Country-based results

4.1. Slovenia

4.1.1. Zavod Oreli (The Oreli Institute)

The Slovenian partner, RAZVOJNI CENTER SRCA SLOVENIJE, d.o.o., selected the Zavod Oreli (The Oreli institute) as an example of a national Good practice useful to consider for the Digital Generations project.

The Oreli Institute is a NGO, well recognized in Slovenia and abroad for its innovative and comprehensive services for the elderly, supported by the latest ICT solutions, education, volunteer groups and intergenerational cooperation. It connects and coordinates assistance for the elderly in the local community of Kamnik Municipality. Since 2010, it develops new ideas and connects regional and national levels with universities and other related non-governmental organizations and provides internships to students of various faculties. The institute has developed a volunteer-equipment program with its own software named "Prostovoljec" ("Volunteer"), which is unified for accepting orders, assistance, coordination and execution of works.

Institute's members also provide training for the elderly on the use of digital tools. They also participate in the project "Multigenerational center", which was launched in 2017 with the aim of developing innovative models of integrated, accessible and high-quality implementation of preventive content to activate social inclusion and integration of vulnerable target groups, especially the elderly, and to build synergies between young and older citizens.

The model of uniform assistance to the elderly has been operating for several years and it includes an information point for the elderly, with support modules, counselling offices, education and coordination of institutions and leaders of volunteer groups.

Name	Location & Level	Objectives	Contact
Zavod Oreli (The Oreli institute)	Local, national and international level. Located in city of Kamnik, Slovenia	➔ To promote and professionalize the development of voluntary and self-help groups ➔ To develop the new forms of assistance for the elderly and disabled ➔ To develop the new forms of coexistence and education for intergenerational coexistence and assistance	Link: https://www.kamnik-starejsi.si/ E-mail: info@kamnik-starejsi.si Tel.: +386 31 395 400 Address: Svetovalna pisarna Zavod Oreli, Tomšičeva ulica 23, 1240 Kamnik

According to Razvojni center Srca Slovenije, Zavod Oreli brings added value to its community thanks to intergenerational cooperation and support for the elderly in dealing with loneliness and personal distress. The NGO provides assistance in administration, administrative procedures and finding the most optimal solutions for a better life for the elderly.

Ideas for the Digital Generations project

Zavod Oreli is supported by the Municipality of Kamnik which apparently creates valuable synergies between non-for-profit and public sectors. The Digital Generations partners could further consider the possible cooperation with the public bodies, especially the ones working in education, to enhance their activities and extend the number of participants. Furthermore, as it is already foreseen in the application form, such efforts made at the first steps of the project will bring high added value while promoting the Guideline for other municipalities and interested organizations across Europe (Project result 5).

As mentioned previously, Zavod Oreli offers internships for students coming from different faculties. Decent and well-organized internships are an excellent mutually-beneficial tool both for a hosting organization and for an intern. As for the Digital Generations project, such a form of cooperation could be considered either in the framework of the partner organizations for the work on the project or directly for the project, to embrace the intergenerational aspect of the initiative and bring some extra value to volunteers and potential participants of the project.

In addition, Zavod Oreli stands out from other initiatives thanks to the comprehensiveness of its service. As highlighted by some of the participants, the fact that Zavod Oreli covers a multitude of different activities and requests makes it a one-in-all valuable solution for the seniors. Digital Generations partners should consider this comprehensiveness component in the design of its offer at the subsequent stages of the project implementation.

4.1.2. Simbioza Genesis

Simbioza Genesis is an NGO with the status of a social enterprise. Their mission is intergenerational cooperation, volunteering and lifelong learning together with social responsibility and social/ethical action.

Simbioza Genesis started its activities in 2011 with the implementation of the first pan-Slovenian voluntary campaign of intergenerational cooperation in the field of ICT skills "Simbioza e-literate Slovenia", where young volunteers taught older generations computer and internet use in the form of free workshops across Slovenia.

For many years, Simbioza has been striving for an inclusive society that puts social cohesion and sustainable development at the forefront. Simbioza believes that intergenerational cooperation is the right form for a sustainable vision for the future social development that will be long-lived. Throughout its existence, the NGO has formed a Simbioza community, which is a common name for participation in various projects that support the fundamental values of their institute: intergenerational cooperation, volunteering and lifelong learning.

Simbioza Genesis has created many cross-sectoral, collaborative, national and sustainable projects, such as:

- Simbioza Digital academy (e-Simbioza), in which they conduct various ICT educational workshops for different kinds of projects in the field of ICT, which are intended for different age and target groups;
- Simbioza BTC City Lab, which is an innovative center of smart technologies, innovative solutions, knowledge, lifelong learning, cooperation and socializing for adults and older users. It offers adults and the elderly various education and appropriate support, especially in the field of information and communication technologies;
- Digital solutions for elderly:
    - ČVEKIFON – free phone line for elderly
    - MAGDA – a mobile app for elderly

Simbioza Giba, which involves intergenerational cooperation, volunteering and physical activity – a movement whose primary purpose is animation and promotion of active healthy and quality lifestyles of all generations at all stages of life.

Name	Location & Level	Objectives	Contact
Simbioza Genesis	National and international level	➔ Strengthening equal access to lifelong learning with an emphasis on learning digital skills and competencies for all age groups in a non-formal or informal learning environment; ➔ Improving the digital skills and competencies of the workforce and promoting flexible learning opportunities, with special efforts to improve the competencies of less involved groups.	Link: https://simbioza.eu/ E-mail: info@simbioza.eu Tel: +386 40 336 311 Address: Latinski trg 6, 1000 Ljubljana

Ideas for the Digital Generations project

Simbioza Genesis demonstrates a great example of activities' extension which should be done progressively in companies to stay up-to-date, competitive and informed about the clients' & participants' needs. Currently, Simbioza Genesis has a great variety of face-to-face activities with a strong digital presence in various forms: social networks, Magda application, etc. The Digital Generations project could use this Good practice example to successfully improve its offer, organizing numerous onsite events in partners' countries to stay connected with the participants and to keep informed about their requests. As an example, Simbioza Genesis provides an interactive calendar on its website to centralize the information about the coming events and to efficiently inform potential participants. The Digital Generations could consider such a communication channel for future trainers, volunteers and adult learners.

It is worth mentioning that when it comes to the dissemination and communication strategy, Simbioza Genesis seems not to have been actively using two communication channels, namely YouTube and Twitter, in the last two years. Whereas the company still communicates actively on the other social networks, such low activity in some of their pages may create an impression for potential users that the NGO is no longer active. The Digital Generations partners should keep their communication channels active to create a good digital image for the potential and current users.

4.2. Spain

4.2.1. Aula móvil Rural TIC project

Aula móvil Rural ICT project is an ICT programme for the elderly people living in the rural areas, supported by the Foundation Vodafone España, a non-profit organization whose objectives include the promotion of the use of ICTs among the elderly. The Aula Móvil Rural ICT programme is taught by a specialized team of educators to train elderly people in the use of new cell phones and the Internet in rural areas of Spain. This project was born as a complement to the activity carried out by the ICT centers in rural areas and is supported by the different provincial councils and town halls of each region.

Name	Location & Level	Objectives	Contact
Aula móvil Rural TIC project	Local level (Seville-Huelva) Rural areas	➜ Promote the digital literacy of adults to reduce the generational digital gap, raising awareness on the use of the Internet; ➜ Strengthen the meeting spaces where adults can communicate with other entities or people who share the same situation in the different dispersed localities of the rural territories in which they operate; ➜ Promote the integration of retired people and adults as active actors within the digital community; ➜ Work on social skills of motivation and self-esteem to facilitate the opening of rural adult collectives in the active participation of the new digital society.	info@almanatura.com Web: https://almanatura.com/2013/04/alfabetizacion-digital-entornos-rurales/?wpo_single_page_cache_purged=1

The programme has been running since 2013 and until April 2016, 2,232 seniors had participated in RuralTIC, 171 digital literacy sessions in 85 municipalities (Huelva-Seville) had been organized, +500 phone calls had been made to establish contact with municipalities, +700 emails to manage the groups and organize the workshops had been sent, +15.281 Km of carbon footprint offset through zero CO_2 had been counted. Probably, the most important success criterion would be the fact that *98% of users confirm that they had learned to use ICTs in their daily lives thanks to this programme*.

Ideas for the Digital Generations project

The Aula móvil Rural ICT programme shares some of the most important lessons they have learnt which may be also beneficial for the Digital Generations project. First, they proclaim that it is essential to boost awareness of ICT use because many older people easily get distracted with the technology. Secondly, the training should be adapted to seniors' real needs, e.g. taking a medical appointment, listening to music, using Google tools such as Street View, watching videos, etc. Third, they believe that no curriculum should be stagnant: a user should be in the center of the programme and only learners should decide what they want to learn, so the schedule is faithfully tailored to their needs. Fourth, they declare that trainers are a fundamental part of the initiative, "empathy is the driver of change, so the significant results from the assistance are seen where users are openly telling their needs".

In addition, the very idea of supporting the learners living in the rural areas could be further considered at the subsequent steps of the project.

4.2.2. Madrid te acompaña

Madrid te Acompaña is a project aimed at all people over the age of 65 registered in the city of Madrid. The elderly people can connect with the volunteers of the municipal volunteer programme of Madrid (Volunteers for Madrid) through a simple app developed for the project, and request a company to carry out different activities: go to the theater, help with administrative tasks or go for a walk.

Name	Location & Level	Objectives	Contact
Madrid te acompaña	Local level (Madrid)	➔ To promote intergenerationality and neighborliness in the city of Madrid ➔ Fight social isolation of the elderly ➔ Be aware of situations that need public resources such as home care, aid, etc.	Municipality of Madrid: Web: Madrid te Acompaña - Ayuntamiento de Madrid Voluntarios por Madrid Web: Voluntariado (madrid.es) Telf:. +(34) 900 777 888 / +(34) 914 801 466 C/ Alcalá, 45, planta baja. 28045 Madrid comunidadvoluntariad@madrid.es

Ideas for the Digital Generations project

The project is strongly supported by the local municipalities and local enterprises which undoubtedly makes it more successful and known among the local residents. As mentioned previously, cooperation and networking with public bodies is a good way to boost the project results and attract more participants.

4.3. France

4.3.1. Digital Treasure Hunt

The M3Cube association, based in Paris, sets up several workshops in the French capital to promote digitalization among all segments of the population, including seniors.

The association aims to promote intergenerational and intercultural communication and presents itself as a laboratory for conceptualising new ideas for the implementation of technological developments for progress in the societal field.

To promote intergenerational dialogue, ICT skills and well-being among seniors, the association has set up an activity that has been very well received by those who have tried it: The Digital Treasure Hunt.

It covered half a day in Paris on 22 March 2022. Members of the association spent a whole afternoon with a dozen seniors on a treasure hunt in the Louvre district of Paris. The seniors had to follow a digital map using QR codes to be scanned, follow clues and answer riddles. They were accompanied by young people from the association to help them.

Name	Location & Level	Objectives	Contact
Digital Treasure Hunt	Paris, France. Local Event	➔ Promoting walking and physical activity ➔ Promote the use of digital tools ➔ Promote intergenerational activities	Web: https://www.e-seniors.asso.fr/m3cube/index.php?langue=fr Facebook Page: https://www.facebook.com/M3CubeAsso

Ideas for the Digital Generations project

This activity set up by the Parisian association is interesting for the Digital Generations project because it combines several values shared by the project and its objectives: Values of intergenerational cooperation and well-being of seniors with digital learning.

The work of this association is based on digital skills, especially among seniors. But they also seek to make life better for seniors in other ways, by seeking to improve their physical and mental well-being and by fighting loneliness, through intergenerational exchanges and physical activities. The interest of this type of project is the multiplicity of combined benefits.

4.3.2. Intergenerational Mapathon

The association CartONG, in France, helps humanitarian organisations around the world by providing them with many innovative information management, analysis and communication tools.

On Thursday 29 March 2018, students from the High School Louise Michel, in Grenoble, organised an Intergenerational Mapathon with the association l'Age d'Or and CartONG.

About twenty members of Age d'Or, which helps people over 50 years old in the use of digital technology in Grenoble, responded to the invitation of the high school students.

The students introduced them to participatory mapping on the free OpenStreetMap map base. In pairs, young and not so young people mapped the east coast of the island of Madagascar, where many NGOs were intervening at the time to repair the damage caused by the recurrent cyclones that have crossed the island in recent months.

The results of the action were very positive. During the morning, the group mapped 400 buildings and 100 km of roads in Madagascar. This data will be verified by professional cartographers and will then be used directly by the NGOs in Madagascar. These few clicks made by the intergenerational duos will be a real help in the field.

Name	Location & Level	Objectives	Contact
Mapathon intergénérationnel	Local level, City of Grenoble	➔ To set up a joint activity between high school students and senior citizens. ➔ To promote intergenerational work ➔ To fight loneliness	Mail: info@cartong.org Web: https://www.arcgis.com/apps/Cascade/index.html?appid=a18ea9d12b87447da3f8c5de14699ce6

		➔ To work on digital devices.	

Ideas for the Digital Generations project

This type of project presents values of intergenerational work in a playful atmosphere but with a real stake. Young people can learn from seniors and vice versa. Young people remain the best teachers in the digital field vis-à-vis the seniors.

The feedback from the high schools and the seniors shows that this project has been very well received and that it has served the interests of both groups.

The Golden Age members were delighted with the meeting and appreciated the professionalism and dynamism of the students. They congratulated the students and their teachers for organising this event in their school. For their part, the students were impressed by the energy and enthusiasm of the seniors, who were delighted to return to school. This project is part of the training of high school students who are heading towards social professions.

4.4. Bulgaria

4.4.1. Accept me in the village

Year after year, the number of rural inhabitants is decreasing and many small villages are being erased from the map of Bulgaria. One of the latest statistics shows that for the first time in many years the rural population has fallen below two million. There are almost no children and young people. Many of them have gone abroad and rarely return to the countryside. The villages are deserted, and with them the rich cultural heritage that is preserved in its most authentic form will be gradually forgotten and erased.

Accept me in the village was initiated with a goal to fight against the depopulation of the villages and the consequent loss of numerous traditions which have been preserved by the older people living in the countryside.

Older people participating in "Accept me in the village" receive one or more young people in their homes, depending on their accommodation possibilities. The hosting grandparents commit themselves to provide a place to sleep and prepare food for their accepted

grandchildren within 7 days. At the same time, they have to show them and actively involve them in their daily activities - watching animals, preparing winter food, working in the garden or in the fields, cooking and more.

Name	Location & Level	Objectives	Contact
Accept me in the village	Regional level – Gabrovo District	➔ Young people aged 15-29 to live in the countryside with their "grandparents for rent".	Web: https://www.priemimenaselo.eu/

Ideas for the Digital Generations project

This good practice is essentially based on intergenerational exchange and offers solutions without sacrifice.

"Accept me in the village" has created a sustainable and locally adapted model for the preservation and revitalisation of cultural heritage, based on voluntary participation and partnership between generations.

The initiative can also be an example of good practice in youth volunteering as an untapped resource for the study and preservation of local cultural heritage.

4.4.2. Grandchildren for rent

The second good practice presented by the Bulgarian partner highlights a project that has been running since 2020 and is still in progress.

The aim of the project is to solve two problems in our society, on the one hand - the care of the elderly, on the other hand - overcoming youth unemployment and especially that of young people with special needs. The initiative "On the Square" is also part of the project, in which young people teach older people to work with social networks.

Name	Location & Level	Objectives	Contact

			https://www.facebook.com/%D0%94%D0%B5%D1%86%D0%B0-%D1%81%D1%8A%D1%81-%D1%81%D0%BF%D0%B5%D1%86%D0%B8%D0%B0%D0%BB%D0%BD%D0%B8-%D0%BF%D0%BE%D1%82%D1%80%D0%B5%D0%B1%D0%BD%D0%BE%D1%81%D1%82%D0%B8-1784351721801148/?_rdr
Grandchildren for rent	Regional level - Madan	➜ Benefits for both countries ➜ For young people to start working together ➜ For older people to find themselves still useful	

Ideas for the Digital Generations project

This is an ambitious project, which currently involves 60 young people, 10 villages and 120 older people. It is a good opportunity to introduce the values of teaching young people to their elders in an intergenerational and digital learning practice.

4.5. Greece

4.5.1 Friendship in every age

The Prolepsis Institute for Preventive, Environmental and Occupational Medicine is a non-profit scientific organisation active in the field of medical research, health promotion, environmental and occupational medicine since 1990.

The management team of the Friendship at All Ages programme consists of the scientific and administrative staff of the Prolepsis Institute, external scientific collaborators and a large group of volunteers. On the occasion of the World Day of Older People, Prolepsis Institute invites people to experience the Friendship at Every Age programme and get closer to our elderly fellow human beings who are experiencing loneliness. The

programme is a comprehensive initiative that works in support of the particularly vulnerable social group of older people and is based on volunteering.

The elderly has been significantly burdened in the last two years due to the pandemic. Their social interactions have been reduced and their sense of loneliness/social isolation has increased. In addition, according to World Health Organisation data, the pandemic has taken a toll on their mental health, has reduced the care and support they receive and has reduced their social role.

Name	Location & Level	Objectives	Contact
Friendship in every age	Local and National	➔ Combating loneliness/social isolation and marginalisation, through human contact and the establishment of long-term friendships and social ties ➔ Highlighting the needs of the elderly	Web: www.filiasekatheilikia.gr Phone number: 2106101300

Ideas for the Digital Generations project

The programme has connected a triple-digit number of elderly people with volunteers who, through regular phone calls, keep lonely elderly people company, empower them mentally and emotionally and create friendships. At the same time, the Loneliness Helpline for the Elderly also operates as part of the programme.

The programme follows the values shared by the Digital Generations project partners and by the objectives of the project itself. The use of digital means of communication is promoted as well as the fight against the loneliness of seniors.

4.5.2. Digital Literacy in old age

The Digital Literacy for the Elderly program, a collaboration of NOISIS with the Independent Directorate of Innovation and Entrepreneurship Support of the Region of Central Macedonia, in an easy, understandable and entertaining way acquaints the trainees over 65 years old in basic processes. and other digital applications.

During the course, basic tasks performed electronically using a computer or other compatible mobile device (eg mobile phone, tablet) will be analyzed.

Participants will learn, among other things, to issue responsible statements, and authorizations, activate the possibility of intangible prescribing or issue municipal certificates or deeds. Also, the way of processing requests through a teleconference with a representative of KEP (MyKEPLive) will be presented.

This project has been going on since last summer (2021) and is still ongoing.

Name	Location & Level	Objectives	Contact
Digital literacy in old age	Local	➔ To become familiar with electronic media ➔ To be able to use them to communicate via the internet with both services and organizations, as well as with their relatives, or their doctor	Web: https://www.noesis.edu.gr/en/ Phone number: 2310 483 000

Ideas for the Digital Generations project

It analyses basic tasks performed electronically using a computer or other compatible mobile devices such as a phone or tablet. It provides very advanced digital skills for the over 65s.

5. Conclusions on Good Practices common features

The good practices presented by the partners are very varied and have very different impacts. Some of them affect a few people in a local context while others affect a very large number, whether at the local, national or European level.

The themes are very broad, from cooking to hiking, with a digital component, which remains the heart of the project. The main target group is still seniors, but the proposed intergenerational activities offer an interesting approach, that of a double valorization. Indeed, the intergenerational activities are beneficial for the seniors in the fight against their loneliness, their physical and mental well-being or in their learning of ICT skills, but they are also beneficial for the young people who meet them and exchange with them. Seniors also have knowledge to pass on and their life experience places them in a legitimate teaching position with a younger generation that interacts perfectly with them by having all the necessary codes. In the feedback that each good practice expresses, the young people are very happy to share these moments and benefit from them. This shows the value of intergenerational practices in society.

6. Recommendations and lessons to learn for the Digital Generations project

Undoubtedly, the project's idea, placed at the heart of any initiative at any scale, plays a very important role. Although, it is worth noting through the analysis of the good practices it was seen that most of the participants appreciate the comprehensiveness of the proposed actions. Therefore, the Digital Generations should ensure a permanent direct contact with the participants to keep updated on their needs and interests and to adapt its offer subsequently to attract more volunteers, trainers and other stakeholders to the project.

In addition, it is crucial to consider while proposing the intergenerational activities the interests of both groups. This will inevitably make the proposed activities more attractive and engaging for both generations. In particular, such an approach should be well considered in the communication online activities, which, especially for youngsters, play a crucial role while deciding to embark on such an initiative or not. The communication & dissemination channels should propose diverse and interactive content to promote the project results and get more people involved in the project activities. Whereas seniors should have an opportunity to be accompanied and assisted by telephone, via face-to-face or online activities with the clearly presented information.

Furthermore, it was clearly seen while analysing the national and European practices that cooperation with public bodies, e.g. municipalities, and the public sector, especially big and well-known companies, brings additional value and trust to any project. The networking activities should therefore start at the early stages of the project to ensure the support and consistent attention to the Digital Generations' outputs and their exploitation.

To sum up, there are a multitude of intergenerational initiatives existing at the national and European levels. To stand out, the Digital Generations project should finely fill in the gap in the market and satisfy efficiently and in an engaging manner the seniors' and younger generations' needs. The comprehensiveness of the proposed activities, as well as a consistent and successful communication and dissemination campaign supported by strong networking are the key to the successful implementation of the Digital Generations project.

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