



Q-AGEING: Quality Ageing in Urban Environment

# **Q-Ageing Interim AEP Report**

## **1.3.11**

**Prepared by**

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### ***Introduction on the structure of the overview***

The present paper is – as an interim AEP report of the Pilot Programs of the Q-Ageing Project – a global overview compiled to show programs which have been worked out in various places for similar aims as the program *Q-Ageing: Quality Ageing in Urban Environment*, a project lead by the Municipality of Újbuda, Budapest, Hungary. In the pages below we

- enlist the individual pilots of the above Q-Ageing project in short descriptions (summaries)
- have added five similar practices/websites
- have given remarks and proposals for further steps.

The major part of this overview is the 20 times 5 selected sample of similar projects and websites which follow the summaries of the individual Q-Ageing projects as comparable programs. 101 similar initiatives and programs from 18 countries plus some EU bodies were selected from the world wide web. Thus this overview features a fair range of senior-targeted programs from *Australia, Austria, Belgium, Canada, Czech Republic, Denmark, Germany, Hong Kong, Hungary, India, Italy, Jamaica, New Zealand, South Africa, Switzerland, Thailand, the United Kingdom and the USA*. The additional +1 over the 100 ‘twins’ is a web-based database EU project, which is also referred to, to be compared with the forming Ageing Resource Center.

The source websites, characteristically, are dedicated to an audience of locals, especially to local seniors, therefore the service providers and the program designers do not feel it necessary to create English language options for their website in case the target groups mother tongue would be some other language. Key sentences, statements and idea have been translated from German by the author of this compilation, but some texts were left in the original language, illustrated with visual images and photographs.

The links to each website are enclosed, more links in cases of rich, multiple level websites.

This overview wishes to support the creation of the Toolbox of the project with the 101 samples as well as with the short Remarks and Proposals attached after each of the 21 project summaries. The website of the Q-Ageing project can be found at <http://www.qageing.eu/>.

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## Projects for Security and Community Development

Újbuda 60+ Card (Municipality of Újbuda, Hungary)  
Senior Community Development and Favour Bank (Municipality of Újbuda, Hungary)  
Solidarity Program “New Age” (Municipality of Maribor, Slovenia)  
Cafe Oz – a community space for people coping with dementia and Alzheimer’s disease  
(Municipality of Genoa, Italy)  
Lifestyle Coach Senior Platform (National Academy of Medicine, Genoa, Italy)  
Survey on elderly’ quality of life (Centre for Developments in Civil Society, Freiburg,  
Germany)

### *Újbuda 60+ Card, Municipality of Újbuda, Hungary*

The Újbuda 50+ Card has been launched as one of the breakthrough initiative of the Újbuda Municipality. Recognizing 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 project organizers set the aim, that the “senior Card (Promotion name 60+ Card) would cover preference for different cultural, life long learning and sport programs especially for elderly people. At the same time those local enterprises (shops, comestibles and other services) which partake in this pilot also insure preferences people over 60 who live in Újbuda. With the help of this card they can buy cheaper in these stores.

The main aim of the project is to facilitate the urban living for elderly people. Senior Card is an innovative solution to bring local services closer to the card users and it also help to activate senior citizens, because by means of this card they can partake in programs addressed to them.”

They set the goals of:

- design and development of the card
- attainment of 24.000 elderly people
- production of 60+ cards
- expansion of partaking enterprises.

As a result, the Újbuda 60+ Card may be applied for free of charge by everyone over the age of 60 with a permanent residency in the 11th district. The card enables the holder to enter sports and leisure events, other programs organized by the municipality (e.g. courses, theatre going program, etc.) for free of charge or at a discount price. Also provides discounts in shops primarily owned by local entrepreneurs displaying the „Újbuda 60+ Elderly Friendly Enterprise” sticker. Currently more than 173 shops provide discounts for local elderly, their number is steadily growing. The municipality’s senior service manager and the company producing the cards took 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 centers) who inform the elderly about the card’s features, ways of application, etc. It is important that all the relevant institutions of the district get adequate information.



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### *Similar practices, websites*

A wide range of Senior Cards are issued by governments, regions, local municipalities and institutions all over the world. They offer general or special allowances, and may have sophisticated supporting information system behind about their validity and advantages.

#### **1. aktiv-plus-Karte, Niederösterreich, Austria**



In the Niederösterreich citizens of Austria or of the EU may purchase an Aktiv-plus-Karte for Euro 7, which gives them allowances and deductions up to 50 percent as well as a wide scope of information and insurance services. It can be purchased by women above the age of 55 and by men above 60, regardless of being an active worker or in pension. Yet those, who have not reached this age limit, but retired, may also get this card. The allowances include:

- free accident-insurance – covered by the Niederösterreich Insurance scheme
- special treatment after an accident at the contracted hospitals of the Allianz Elementar
- special insurance scheme at the Uniqua Ins. Co.
- free account at the Hypo-Bank
- free subscription to the active-plus Magazines
- allowances to the ÖBB – Austrian Railroad Company
- etc.

Website:

<http://www.noel.gv.at/Gesellschaft-Soziales/Senioren/aktiv-plus-Karte/aktivplusKarte.wai.html>

#### **2. Senior Card of the Munich Folk Highschool, Germany**



The Senior Card gives 20 percent allowance for all courses of the Folk Highschool, under the criteria, that the senior takes more than one course. It costs Euro 30 and it is valid for one academic year. The price tag of the course is to be over Euro 20. Other allowances are also available, but only one deduction can be taken into account per occasion.

Website:

<http://www.mvhs.de/Senior-Card--8692.htm>



### 3. Senior Citizen Card Scheme, Hong Kong



The Senior Citizen Card provides a generally recognized proof of age to elders so as to facilitate their access to concessions, discounts or priority services offered by Government departments, public companies, private and commercial establishments. The Scheme aims at promoting a spirit of respect for the senior citizens

Hong Kong residents aged 65 or over are eligible for the Card. Issue of the first Card is free. However, a nominal fee will be charged for replacement. The current fee is \$22.

Website:

[http://www.swd.gov.hk/en/index/site\\_pubsvc/page\\_elderly/sub\\_csselderly/id\\_seniorciti/](http://www.swd.gov.hk/en/index/site_pubsvc/page_elderly/sub_csselderly/id_seniorciti/)

Guidelines on concessions are available at:

[http://www.swd.gov.hk/doc/elderly/HP\\_SCCS%20Apr%202011%20preface%20eng.pdf](http://www.swd.gov.hk/doc/elderly/HP_SCCS%20Apr%202011%20preface%20eng.pdf)

Concessions differ by Cantons, details are available at:

[http://www.swd.gov.hk/en/index/site\\_sccs/cat\\_district/](http://www.swd.gov.hk/en/index/site_sccs/cat_district/)

A sample from commercial discounts:

- Canaan Optical Company Limited G/F, 18 Stanley Street, Central, Hong Kong 2522 6964  
40% discount. Not applicable during sale period.  
Discounted/Fixed price items not included.
- Catering by VivianShop G, G/F, 126 Second Street, Sai Ying Pun, Hong Kong 2559 2800  
15% discount on spaghetti and health food
- Cheung Kee Sport Goods Company G/F, 35 Hillier Street, Sheung Wan, Hong Kong 2543 8323  
10% discount. Discounted/Fixed price items not included.
- Cing Fung Medicine Company G/F, 287 Queen's Road West, Sai Ying Pun, Hong Kong 2540 7812  
10% discount on selected items. Please call for details.



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- Crown Professional Optical Room 310, 3/F, New World Tower 1, 16-18 Queen's Road Central, Central, Hong Kong 2905 1415 50% discount
- Dai Fat Swallow's Nest Trading Limited Shop B, G/F, 78 Bonham Strand, Sheung Wan, Hong Kong 2581 0649 /2854 9998 15% discount
- Fine Arts Shop 19, G/F, Western Market, Sheung Wan, Hong Kong 2850 7187 20% - 50% discount.

Companies, who wish to join the Senior Citizen Card Scheme my join at:

[http://www.swd.gov.hk/doc/elderly/SCC\\_Org\\_Application.pdf](http://www.swd.gov.hk/doc/elderly/SCC_Org_Application.pdf)

#### 4. Senior Card New Zealand



Their slogan is: „One card. Thousands of benefits.”

The website informs the seniors, that „the Seniors Card is the card of choice for New Zealanders aged 55 and over. Since 2003, we’ve brought you more and more savings, rewards, deals and benefits. You decide where to shop, what to buy and which discounts are best for you!”

Website:

<http://www.seniorscard.co.nz/Seniors-Card/About-Seniors-Card.aspx>

#### 5. Various senior allowance schemes, U.S.A.

In the U.S.A. there are different ways seniors may get allowances. As Senior Citizens they may get discounts just on the basis of age. Towns may give special allowances and public transportation companies issue Senior Cards, as the Metropolitan Transportation Authority in New York City:

<http://www.mta.info/nyct/fare/pdf/seniors.pdf>

### Application for MTA Reduced-Fare MetroCard for Senior Citizens (65 years or older)

ALL INFORMATION WILL BE KEPT STRICTLY CONFIDENTIAL





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An 'ehow' website gives an overall view on discounts for seniors:

### **AARP**

Perhaps the most valuable way of finding senior citizen discounts is membership in the American Association of Retired Persons, which individuals can join for less than \$20 a year. AARP compiles a huge list of discounts for those ages 50 and older.

### **Restaurants**

Even without AARP, many senior citizen discounts can be found simply by asking. Many restaurants---and fast food restaurants in particular---offer savings for senior citizens. Often, the discount is in the cash price, with 10 percent off being a typical offering; other locations may offer portions smaller in size---and lower in price---to older people with smaller appetites.

### **Lodging and Travel**

Many motels and hotels---not only popular chains, but also independently owned establishments---offer cut-rate prices for older visitors. Discounts also can be found on flights and car rentals, and in some cases, savings can be combined; for instance, hotels from time to time offer double and triple frequent flyer miles to senior citizens. Those who are 62 and older who enjoy visiting America's national parks, monuments, forests and recreational locations can purchase lifetimes passes for just \$10, which give them, as well as anybody in their vehicle, free admission to such facilities.

### **Shopping and Medical**

Retailers also are doing their part to entice senior citizens to visit them. Some stores offer daily discounts, while others offer everyday lower prices to senior citizens. Also available are lower prices on eyewear and prescription drugs, particularly online---although seniors should always use caution in using such sites for their drugs, and check the distributor's reputability first.

### **Other Discounts**

There are a plethora of other savings available for senior citizens, in a wide range of areas. Movie theaters, for instance, may discount tickets; oil changes may be offered at slashed rates; and banks may offer reduced or no fees for some of their services. Additionally, grocery stores often have a senior citizen day where bargains abound. Discounts may also be found at fitness clubs, garages, museums and many other places. The mantra, which cannot be emphasized enough, is: If you want a senior citizens' discount, ask!

Website:

[http://www.ehow.com/info\\_8231401\\_list-discounts-senior-citizens.html](http://www.ehow.com/info_8231401_list-discounts-senior-citizens.html)



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### ***Remarks and proposals***

The Újbuda 60+ Card is a breakthrough in providing allowances and discounts for the elderly via the initiative and organizing efforts of a local municipality.

It is a result of a considerable campaign, and it should be carried on and advertized for other municipalities as well as a true best practice. The global overview clearly shows, that from the U.S.A. to Hong Kong and New Zealand commercial companies and public service providers appreciate senior customers and are willing to give discounts and allowances to attract them – which, on the other hand may raise the purchase power and the intensity of social engagement of the senior citizens.



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***Senior Community Development and Favour Bank  
Municipality of Újbuda, Hungary***

This program of the Újbuda Municipality is the most complex initiative of the Q-Ageing project. It has its roots in 2008, when the municipality launched a variety of community development programs to tackle solitude, to maintain and improve old-age human relations with volunteers and experts of non-profit organizations. These programs require active participation from the elderly and lay an emphasis on reaching out for more and more senior volunteers to strengthen the community.

The four basic tools of the project were (1) community development activities with and for the elderly (2) a media workshop, where the elderly may engage themselves in writing, radio-programming and photography, while the municipality ensures publicity for their works, (3) a senior art summer camps, where elderly could enjoy the opportunities of creative activities as acting, painting and pottery – all within the context of community development and participative co-operation and finally (4) the favor bank, an initiative building on the valuable personal skills and knowledge of the elderly, which can be ‘traded in’ for an exchange of other expertise, just as well as offering for each others unused belongings – to form a so-called formal exchange system.

Community development among the elderly is not an easy task considering these seniors carry the discouraging memories of a totalitarian past, where the idea of volunteering was corrupted by unwilling ‘communist shifts’ and similarly unwilling ‘productivity offers’ while creative individual initiatives were paternalistically put down.

No wonder, the organizers have noted, that the “facilitation of self-organization and independent acting has proved to be more difficult than we expected; all the seniors who were involved in community development have demand for care and control. It was difficult to make it clear to them what would be the aim of these small community groups.”

It seems, nevertheless, that this multitask-project has overcome these difficulties and Újbuda gained a leading role in Budapest in senior community development.

***Similar practices, websites***

**1. LETS that is how we help ourselves**

Students’ scientific competition paper deals with Favor Banks. Tamas Slonszki’s study is an excellent source on the issue.

Website:

<http://www.scribd.com/doc/59757522/Slonszki-Tamas-Szivessegbankok-Hogyan-Segitsunk-Egyason>

**2. LETS System Design Manual**

Another source could be of youth: the LETS System Design Manual. Available on the web at:

<http://www.levelbusiness.com/doc/company/uk/06102407>

### 3. ArtAge Senior Theatre Resource Center Website, Portland, region, U.S.A.

This database provides practical all necessary information on putting a live performance together. Technically it could also be helpful for ARC.

#### The Senior Theatre Resource Center



Click on [catalog](#) to open the catalog. Check out all of our new plays, books, and materials!

The catalog is in PDF format, which allows you to view it electronically on most computers. The [no charge, readily available Acrobat Reader](#) is required to view and print PDF files.

You can also [contact us](#) and we'll mail you a copy!

[EASY FIND](#) has links to all of the plays, books and materials in the catalog. [Click here to find things easily!](#)

Website:

<http://www.seniortheatre.com/html/catalog.html>

### 4. The Favourbank

A kind of a matchmaking project, the Favourbank offers a portal for registering oneself to enter the reciprocity of a favourbank. Their motto is:

MOST PEOPLE GIVEN THE OPPORTUNITY WOULD HELP SOMEONE.  
WE ARE HERE TO HELP THAT PROCESS, SO THAT ORDINARY  
PEOPLE CAN DO EXTRAORDINARY THINGS.

Website:

<http://www.favourbank.com/home.html>

### 5. The Connectives

This civil initiative offer similar services, yet they are more straightforward in laying down their definition:

„We believe that many of us have the skills, knowledge, time and experience that could benefit others. We know of people all over the world who need to tap in to pools of expertise in order to take the next step in their personal or business journey.



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At The Connectives we know there is a global favour bank and we can make using it easy by acting as a brokerage that brings together people who have particular skills, knowledge or resources and people or organizations that need such support. We are always eager to spot the next connection to a resource, idea, person or company that might just make all the difference.”

Website:

<http://www.theconnectives.com/favour-bank.html>

### ***Remarks and proposals***

Based on the experiences accumulated through co-operating with elderly and involving community developing experts, the Municipality of Újbuda gain a rather considerable enterprise on community development for and with elderly

The multiplicatory nature of this project seems to be the key issue at stake: with an ever-growing number of retirees in Újbuda, it seems to be a must to increase activities in this field.

The Favour Bank itself seems to have its own life-course in Hungary, taxation circumstances are rather disadvantages and they will be even more so from the introduction of the new system in 2012.



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***Solidarity Program “New Age”,  
Municipality of Maribor, Slovenia***

According to the original notion of the organizers, „the pilot will support elderly in the process of retirement by offering different opportunities to stay active (voluntarism) and to get support at home and in this way enable them to live independent and self-responsible. It will also enable them to take responsibility for community as voluntary workers. On the other hand it will also support caregivers - family members support when taking care of elderly and with promotional activities influence individual and societal acceptance of the need for support for dependent people in dignity.

Within the pilot project we intend to develop solidarity program related to the voluntarism and solidarity issues. This should involve set of activities targeted at easing the process of retirement, providing different types of support for family members caring for elderly, linking elderly and young through voluntary activities and support voluntarism in general.

The goals set were:

- to ease the process of retirement
- to promote voluntarism and solidarity
- to support carers of elderly
- developed solidarity program including voluntarism, support for caregivers/families, emergency call for elderly, etc.)
- prepared materials to promote and inform about program topics

The results of the pilot project should be higher level of social inclusion of elderly in society, elderly will become more active in the society - consequently their image in society will rebranded to as active members of society, also with raised awareness on importance of activate elderly in society.”

They planned to work closely with the Centre for Developments in Civil Society (Karlsruhe) especially in the preparation of procurement documentation (description of the expected content), promotion and testing/evaluation phase.

They hoped that the result of the pilot New Age in Maribor is that with a systematic work with the elderly in local community a new way and quality of life is possible to achieve for elderly population.





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## *New Age - Similar practices, websites*

In most countries of the developed world retirees are cared for by professional service providers and represented by associations. In well off regions full communities are established for and by seniors, while in other places one may find more voluntary activities.

### **1. Williamsburg Landing, U.S.A.**

#### **Lifestyle**

Williamsburg Landing is a place where cultural excursions are the norm, neighbors become friends, life experiences are shared over coffee, and evenings are filled with a wide array of events and activities. Casual and club-style fine dining in an inviting atmosphere provide an opportunity to take a daily reprieve from the kitchen, or a chance to entertain family and friends with tasty delights prepared by our chef and his staff.

Never enough time? With exterior and interior home maintenance, landscaping, and housekeeping services handled by our responsive, professional staff, there is more time to pursue those activities or hobbies you have set aside over the years—you could even start that second career!



#### **Wellness**



Our state-of-the-art Health Club and Spa provides a resort setting for a variety of activities that focus on fitness and health. Personal trainers, an exercise studio, an indoor pool, a whirlpool, and massage therapy suites are just a few of the amenities that you can enjoy as you focus on reaching your fitness goals—or as you spend a day being pampered.

#### **Community**

Walking trails, tennis court, concerts, art classes, club meetings, and neighbors with truly diverse backgrounds—in areas such as science, art, teaching, and government—provide the catalyst for a dynamic community. Add in opportunities for community involvement, continuing education, events, and recreation in the surrounding localities, and the boundaries of community expand.

#### **Peace of Mind**

Preparing for the future is an important part of personal and financial planning. As a Continuing Care Retirement Community our residents have the security of knowing that, should their needs change, quality health care is available on-site. Williamsburg Landing offers a full-time on-site Medical Director, primary care





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clinic, home health care, assisted living apartments, skilled nursing care and a complete health care complex where care is personalized and the staff is committed to excellence.



The services and the nearby facilities offered are the following:

„With a vast array of cultural, educational and recreational events and activities available, ours is a community that strives to enrich the body, mind, and spirit.

Join your neighbors and friends for wine tasting parties, concerts or an evening at the theatre. The choice is yours, and no matter what your interests, you will find plenty of options to enrich your retirement.

## Arts

- Art exhibits by residents and staff
- Art classes This Century Art Gallery
- Author presentations—Landing writers, poets, Williamsburg-area writers
- Chamber Music Society Concerts
- Chickahominy Riverfront Park Concerts
- Concerts in the Landing Auditorium
- Dinner theaters
- First Pointe Players Ballet (twice a year)
- Lively Arts Series, William and Mary
- Museum trips
- Music Under the Stars at Fort Monroe
- Occasion for the Arts
- Opera at Harrison Opera House in Norfolk
- Opera night at The Landing
- Plays at local high schools
- Pottery classes by This Century Art Gallery
- Summer Breeze Concerts at Merchants Square
- Todi Music Festival
- Virginia Arts Festival (April, May, June)
- Virginia Opera
- Virginia Shakespeare Festival
- Virginia Symphony Concerts at St. Bede and Ferguson Center for the Arts
- William and Mary Botetourt Chamber Singers Concerts
- William and Mary Theatre
- Williamsburg Choral Guild
- Williamsburg Players Playhouse
- Williamsburg Symphonia



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## Education

- AARP Driver Safety Course
- Around the Water Cooler (Discussion Group)
- Book club
- Christopher Wren Association Classes at Landing Auditorium
- Culture Series
- Estate planning with Chesapeake Bank
- Financial seminars
- Fun French class
- Historic Virginia Garden Week in Williamsburg
- Lunch and Learn Series
- Minds Alive
- Trips to in-state and out-of-state places of interest
- W.A.L.T. classes (Williamsburg Area Learning Tree)
- Great Decisions lectures by League of Women Voters

## Service Groups

- Charity functions—Colonial Polo Cup, Shrimp Feast, Local Organizational Benefits
- Community Service Projects, Dress-a Bear, Angel Tree, Toys for Tots
- Flea Market Sales and Committees
- Rawls Byrd Elementary School Mentoring
- Red Cross Blood Drive
- United Way Campaign Mail Out Project (September)
- Woodhaven volunteering

## Spiritual

- Bible study
- Christian Women United
- Church Circles from various local churches
- Communion
- United Women's Day of Prayer
- Vespers

## Physical

- Baseball games in season
- Gardening
- Kayaking
- Tennis
- William and Mary home basketball games
- William and Mary home football games

## Support Groups

- Bereavement group
- Caregivers support group
- Memory support group



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- Parkinson's support group

## Clubs

- Computer club
- Men's club
- Wine club

## Social Activities

- Bingo
- Bridge
- Bridge lessons
- Bridge-a-Rama
- Chess
- Cinema Cafe'
- Coffee Hour Sing-Alongs
- Colonial Downs horse track
- Colonial Williamsburg Good Neighbor Pass
- Cruises on local ships – American Rover Sunset Cruise, Tangier Island Cruise, Spirit of Norfolk Cruise
- Cruise Line cruises
- Deep sea fishing
- Dine around to restaurants
- Duplicate Bridge
- Farmers Market at Merchants Square
- Holiday Market Day
- Ice cream socials
- Market Days – goods, crafts, art by residents
- Monthly happy hour
- New resident Welcome dinners
- Parasailing/Sky diving
- Piano bar
- Pub night at the cove
- Puzzle-table—ongoing
- Rummy
- Saturday night movies—vintage
- Shopping circuit to Colony Square, Williamsburg Crossing, Farm Fresh
- Shopping circuit to New Town, Prime Outlets, local areas
- Shopping circuit to Farm Fresh, Bloom, ABC Store, Target
- Shopping circuit to Wal-Mart
- Sunday movie matinees at New Town Cinema 12
- Tea in the Cove
- Theme parties with entertainment and open bar
- Wednesday night movies—contemporary

Winter socials”

Website:

<http://www.williamsburglanding.com/index.html>



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## 2. Alliance for Retired Americans, Washington D.C., U.S.A.

Website:

<http://www.retiredamericans.org/about/mission-statement>

An Alliance operating in 29 States of the US, the association set the following goals in its mission statement:

„The mission of the Alliance for Retired Americans is to ensure social and economic justice and full civil rights for all citizens so that they may enjoy lives of dignity, personal and family fulfillment and security. The Alliance believes that all older and retired persons have a responsibility to strive to create a society that incorporates these goals and rights and that retirement provides them with opportunities to pursue new and expanded activities with their unions, civic organizations and their communities.

A primary objective of the Alliance is to enroll and mobilize retired union members and other senior and community activists into a nationwide grassroots movement advocating a progressive political and social agenda-one that respects work and strengthens families. The long-term goal of the Alliance is to become the voice for all older Americans. By engaging in important political battles to protect and preserve programs vital to the health and economic security of older Americans, the Alliance will gain recognition as the country's leading progressive grassroots senior organization.

In pursuit of these values, the Alliance will:

- Build a strong organization of seniors with a viable structure, ample resources and clear objectives - a structure compatible with that of the labor movement and community-based groups at local, state and national levels.
- Create programs and membership organizations designed to promote a commitment by retired workers and older persons to the concept of lifelong participation in their unions, and in their community, political and civic organizations.
- Encourage all segments of the senior population to act with unity on legislative, political and policy issues of importance to retirees and their families in order to maximize their influence on federal, state and local governments and on private organizations that affect their interests.

The Alliance for Retired Americans is a nonprofit organization of retired trade union members. In actual daily basis they act as a strong lobby for the retired, especially for social benefits and security. Their strength is advocacy. It has more than 3 million senior members.

## 3. Community of Retired Persons, Jamaica

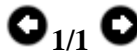
At lower end income communities, a sin Jamaica, the self-help non-profit methods are still so new and moderate, that the initiative does not even have a website. The local paper – The Jamaica Observer – reports on the Caribbean Community of Retired Persons on April 18, 2011:

„The Caribbean Community of Retired Persons (CCRP) celebrated its first anniversary last Thursday amidst the success of a number of initiatives embarked on during its first year.

The CCRP is a non-profit membership organization that allows retired persons to continue contributing to national and regional development.



x



Through a number of committed sponsors, the organization has been able to host major seminars addressing wellness, financial planning and retirement and personal safety as well as a number of social activities for its members, two of whom are 93 and 91 years old.

Founder and CEO of the 470 member strong organization Jean Lowrie-Chin said she was led to create the CCRP in recognition of the wealth of experience and vast talents of the region's seniors.

Lowrie-Chin, who was speaking at a function at the Little Theatre in Kingston last Thursday to mark the organization's first anniversary, outlined a number of initiatives that the organization will be embarking on as it goes into another year.

She explained that the CCRP is currently in dialogue with Kingston and St Andrew Parish Library to set up a reading area exclusively for seniors.

"We have a number of books, both visual and audio publications which we are planning to donate to the library to facilitate the new senior's corner," she announced. She said they are also examining the possibility of partnering with COK to utilize that ambulance service for its members.

In keeping with its vision of establishing an organization representing the region, Lowrie-Chin said they are seeking to establish links with similar organizations in the Caribbean and dialogue has already begun with the Trinidad and Tobago Association of Retired Persons.



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As the membership continues to grow, Lowrie-Chin urged persons to invite friends and relatives including those in the pre-retirement years of ages 50 to 60 to become members.

Lascelles Chin, chairman of the CCRP, expressed a desire to see the wisdom, experience, compassion and energy of fellow Caribbean citizens over age 50 harnessed in furthering the development of the region.

"... While we acknowledge that this is a time of great difficulty for our country and the region, we are equally acknowledging that we have a tremendous pool of resources to draw on in solving our pressing problems," he said.

The CCRP, he said, empowers seniors to continue making their contribution and serving in well-needed areas of society.

Head of the Department of Community Health and Psychiatry at the University of the West Indies, Professor Denise Eldemir-Shearer who presented a lecture with the topic "Life to the Fullest -Your Golden Years" sought to dispel a number of myths surrounding the elderly and the ageing process. Among the myths she sought to dispel was that most elderly persons will need physical assistance and were no longer interested in sex.

Pointing to statistics, she said 80 per cent of the Jamaican elderly do not need physical assistance and only two per cent are required to be institutionalized. Of this figure only 2,000 persons are in infirmaries and golden age homes and the others in private institutions.

She urged the members to think of retirement as the start of a new life and to view it as another stage of life.

"As work follows school let retirement follow work," she said as she presented various tips on how to enjoy life as a senior citizen.

"Youth is a gift of nature but age is a work of art so enjoy," she said, to applause.

Website (link to the news):

[http://www.jamaicaobserver.com/news/Community-of-Retired-Persons-celebrates-first-anniversary\\_8671415#ixzz1gJLGeHUp](http://www.jamaicaobserver.com/news/Community-of-Retired-Persons-celebrates-first-anniversary_8671415#ixzz1gJLGeHUp)



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#### 4. Association of the retired, Thurgau, Switzerland



It is an association without membership fee, offering social and cultural programs for the members as well as represents them at the former employer and safeguards the interest of the pensioners in the kanton.

#### Pensionierten-Vereinigung (PSSL Thurgau = Pensionierte Staat, Spital TG und Lehrkräfte)

##### Vorstand

[Vorstandsmitglieder der Pensionierten-Vereinigung](#)

##### Berichte

momentan keine aktuellen Berichte publiziert

##### Einladung für Anlässe

keine Anlässe zur Zeit geplant

##### Mitgliedschaft

Diese ist offen für die Pensionierten der Zentralverwaltung, der kantonalen Anstalten und Betriebe sowie der Bezirks- und Kreisverwaltungen. Zur Teilnahme an allen Anlässen sind auch die Ehe- oder Lebenspartner eingeladen.

##### Ziele der Vereinigung

- **Pflege des Kontaktes unter den Pensionierten**
- **Gemeinsame Freizeitgestaltung**
- **Aufrechterhaltung des Kontaktes mit dem seinerzeitigen Arbeitgeber**
- **Vertritt die Interessen der Pensionierten**

##### Pflege des Kontaktes unter den Pensionierten

##### Aktivitäten

Zur Zeit bestehen folgende Gruppen:

- **1 Gesellige Anlässe**  
Kegeln: jeden zweiten Freitag im Monat, Rest. Wiesental, Niederwil  
Jassen: jeden Freitagnachmittag, Alters- und Pflegeheim, Zürcherstrasse, Frauenfeld
- **2 Wanderungen**  
Ganz- und Halbtageswanderungen mit variierenden Anforderungen
- **3 Besichtigungen**  
Geführte Besichtigung von Museen, historischen Sehenswürdigkeiten, Ausstellungen, Betrieben usw., oft verbunden mit einer schönen Ausflugsfahrt
- **4 Kulturelles**  
Vorträge aus dem Kultur- und Sozialbereich





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- **5 Seeregion**

Zusätzliche Kontaktpflege der Pensionierten aus der Seegegend, besonders des ehemaligen Personals der Krankenanstalten Münsterlingen und St. Katharinental

### **Einladungen und Termine**

Mit dem Beitritt zur Vereinigung können die Mitglieder bestimmen, an welchen Gruppen sie grundsätzlich interessiert sind. Sie werden dann zu den entsprechenden Anlässen eingeladen. Bei später verändertem Interesse können jederzeit Einladungen von weiteren Gruppen gewünscht werden. Die Teilnahme an den einzelnen Anlässen ist freiwillig.

### **Als feste Termine sind zur Zeit vorgemerkt:**

#### **Gruppe 1:**

Jassen, am 1., 3., 4. und evtl. 5. Freitag des Monats ab 13.45 Uhr im Alters- und Pflegeheim der Stadt Frauenfeld,

Zürcherstrasse 84, Frauenfeld

Kegeln, am 2. Freitag des Monats ab 14.30 Uhr im Restaurant „Wiesental“ in Niederwil bei Frauenfeld

#### **Gruppe 5:**

Seeregion, jeden 1. Donnerstag des Monats, 14.15 Uhr gemütlicher Hock im „Restaurant Hecht“ Münsterlingen

Jeden letzten Donnerstag des Monats ab 14.00 Uhr Kegeln in der Psychiatrischen Klinik Münsterlingen

#### **Mitgliederversammlung**

Zur Jahresversammlung mit abwechslungsreichem Programm werden alle Mitglieder eingeladen. Der Regierungsrat offeriert regelmässig ein Essen und gelegentlich zudem einen Ausflug.

#### **Finanzielles**

Kein jährlicher Mitgliederbeitrag. Dank der Unterstützung durch die Staatskasse und des Personalamtes, ist die finanzielle Belastung der Mitglieder bescheiden. Bei den Gruppenanlässen bezahlt jedes Mitglied die Kosten selbst.

#### **Vorstand**

Die Mitgliederversammlung wählt zur Leitung der Vereinigung einen Vorstand und den Präsidenten.

Der Vorstand will

Ihnen viel anbieten und Sie zu nichts verpflichten!

Website:

[http://www.personalamt.tg.ch/xml\\_49/internet/de/application/f4737.cfm](http://www.personalamt.tg.ch/xml_49/internet/de/application/f4737.cfm)

### **5. „Fill Years with Life” Hungarian Association of Pensioners’ Clubs and of Elderly People, Hungary**

The Association introduces itself the following way: in 1989 “a group of friends was transformed into a civil organization called “Fill Years with Life” Hungarian Association of Pensioners’ Clubs and of Elderly People. This happened on 29 March 1989 with the participation of 139 clubs. ... The number of members has steadily increased: almost 1200 clubs with over 120 thousand members have joined the Association from the

19 counties and from Budapest. According to our Statutes the object of the Association is to engage in the following activities:

- Social activities including family support and care for the elderly;
- Cultural activities;
- Protection of human rights and the rights of the citizen;
- Advocacy and representation of the elderly;
- Health promotion and recreation for the elderly.



The basic units and pillars of the Association are the societies, associations and clubs for elderly people. The clubs work fully independently according to their respective statutes and annual programs. Members pay a membership fee whose amount is determined by the community. Most clubs are situated in cultural centers or village halls. They carry out their programs with the professional and financial support of these institutions as well as of the local authorities and entrepreneurs. The clubs pay the Association membership fees of differing amounts. The membership fees are determined annually by the Assembly of Delegates. The goals of the Association have essentially remained unchanged over the years. In more general terms, we seek to represent and enforce the interests of elderly people. We work to achieve this with our special means: we endeavour to shape and strengthen the cooperation between pensioners' clubs and associations; we lay special emphasis on the preservation, promotion and transfer of cultural values; we advocate for a wider access to social-based wellness recreation.

A priority task is to **preserve folk traditions and pass them on to younger generations.**

Numerous clubs boast amateur ensembles and groups. We stage county, regional and nationwide competitions, where the ensembles and soloist display their art. Regional art festivals have for some years become a tradition.

Another priority task is **to seek and provide wellness recreation opportunities at an affordable price** to our members. Every year we organize holidays for about four thousand elderly members and their families. We are looking for new recreational opportunities that meet all demands.

Recreation is instrumental for the preservation of health. But in addition to organizing holidays **we offer a number of other schemes and programs.** We have made a tradition of staging **open university courses and lifestyle camps** promoting a healthy lifestyle and addressing a variety of other social, health and welfare policy issues.



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Elderly and lonely people often have difficulties in finding their way about the maze of complex problems they encounter in their daily life. **The Association has set up specialized committees to help find a solution to the individual problems of our members seeking assistance.** It is also their job to accumulate the experience from individual problems and pass on cases that are beyond their scope to competent authorities and bodies.

Besides pensioners' clubs our members include clubs for the elderly, residential homes and care centers for elderly people as well as sheltered houses for the elderly. The Association offers **in-service training courses** led by recognized professionals for their managers and staff.

We are looking for communities to join us that

- embrace our core values and adopt them as their own;
- undertake our goals set forth in the Statute of the Association;
- respect and accept the religious and ethnic beliefs of others;
- advocate for the cooperation between generations;
- are prepared to harmonize individual and community interests.”

Website:

[http://www.eletetazeveknek.hu/?page\\_id=31](http://www.eletetazeveknek.hu/?page_id=31)

### ***Remarks and proposals***

The New Age projects seems to be a daring but rewarding initiative, To launch a community for and with elderly requires energy, attention, empathy and most of all stamina for continuity. The Slovenian projects seem to have this attribute, so there is strong hope, that they will have success. In case they would get into contact with the non-profit network of seniors as well as with the community municipalities, they may acquire long term results. This activity then is one of the most rewarding, as the trust built is one of the most solid constituents of social cohesion.

They are to attain some long term founding as well on contractual basis, as stability and accountability are the key issues in the life of elderly.



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### ***Café Oz - a community space for people coping with dementia and Alzheimer's Disease, Genoa, Italy***

The original pilot project expressed the notion of creating a network for the frail. The idea is to emanate a co-operation between commercial enterprises and the service providing authorities. As the project initiators put it: „Several care givers involved in the frail old people's training joined the care givers' project and the project of therapy by music realized at the Café Oz. The getting out from the isolation due to the fact of being care givers of not self-sufficient persons; the interest of other services' operators, who will organize care givers' groups.” These people often feel solitude, powerlessness, helplessness or low self-esteem and could be isolated from their local community quickly. In this kind of situation people need support from family, friends or local communities. This situation is extremely true 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 sorrowful illnesses step by step, and very often without professional help.

“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 with people facing similar problems. The café is not a rehabilitation centre, but a lively place to meet, exchange support and information dedicated to dementia and Alzheimer's.”

The idea and the notion are similar to the Memory Gardens project of the same municipality (Genoa). The same specialized musician was hired both at the Oz Café and at the Memory Gardens projects. One could say that the Café Oz is the indoors twin of Memory Gardens.

#### ***Similar projects and websites***

As Café Oz and Memory Gardens are twin projects in helping elderly people with Alzheimer's disease and other forms of dementia, the five websites/projects listed at the Memory Gardens entry are of the same relevance in the case of Café Oz as well.

Most of all The Hearthstone Institute – see <http://www.thehearth.org/index.html> – is operating on the base of the same principles: inclusion, participation, fighting isolation and apathy.

There are, however projects and websites which are yet closer to the Café Oz.

#### **1. Memory Café, Falmouth, U.K.**

Rotary Clubs in England have established a project to tackle the hardships of elderly with the name 'Rotarians Easing the Problems of Dementia' (REPoD). One of the actual outcomes is a Memory Café in Falmouth, U.K.

<http://agingtogether.blogspot.com/2011/07/memory-cafe-meets-here-today.html>

In the Café guests may enjoy “the participation of a local geriatric psychiatrist who treats many of the persons with dementia who come to the café...many participants seemed to know her. She had trained the volunteers, giving them information about forms and symptoms of dementia.”

The Memory Café is a rather similar initiative to the Café Oz, Genoa.



“Memory Café Meets Here Today”

## 2. Design of public space in the city of the elderly, Switzerland

Enrico Sassi and Elena Morteni published a study on “Design of public space in the city of the elderly” at [http://www.arc.usi.ch/ris\\_ist\\_icup\\_pub\\_urbaging\\_01.pdf](http://www.arc.usi.ch/ris_ist_icup_pub_urbaging_01.pdf) .

**Abstract:** The Research “*UrbAging - Designing urban space for an aging society*” has investigated the needs of the elderly in relation to public space in two case studies, Lugano (TI) and Uster (ZH). Its objective was to assess the suitability of public space - understood as an event-structuring of urban form - in relation to the needs of the elderly population; and to develop strategies for the integration of these needs at the level of urban design.

## 3. The Myth of Alzheimer’s

A book has been published in 2008 with a different view on dementia. “The treatment lies in human relationship, in human communities... it is up to us, human beings collectively ... We are looking to re-design communities.” dr. Peter Whitehouse, Professor of Neurology at the Case Western Reserve University, Cleveland – interview, ABC Radio National

[http://www.youtube.com/watch?v=FkHBDCpVixI&feature=iv&annotation\\_id=annotation\\_60833](http://www.youtube.com/watch?v=FkHBDCpVixI&feature=iv&annotation_id=annotation_60833) at 4:39 minutes.

## 4. African Caribbean Care Group for the Elderly, Manchester, U.K.

According to their webpage “the African Caribbean Care Group for the Elderly (ACCG) was founded in January 1983 to look after the needs and care of African Caribbean elderly people in and around the predominately South Manchester area, including Trafford... A number of concerned people began to explore the possibility of a Care Group for their elderly colleagues. They articulated and highlighted the special needs of the African Caribbean elderly to a number of statutory and non statutory bodies.”

See: <http://www.accg.org.uk/about.html>



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The aims of the Care Group are the following:

- (1) *“To provide a caring and supportive service for the elderly of African Caribbean descent who are inhabitants of Central/South Manchester and Trafford and the neighborhoods thereof.*
- (2) *To provide a meeting place for elderly African Caribbean people. To enable those who are infirm and disabled to meet with others and keep in touch with their local community.*
- (3) *To provide culturally appropriate activities and food and to promote living in the community.*
- (4) *To develop community care services which can be delivered to people in their own home and thus provide a range of services to elderly and disabled African Caribbean people to have a better quality of life.*
- (5) *To work in conjunction with health services to promote health and social welfare initiatives and offer a local venue for clinics and other health activities to enable African Caribbean people to have a better quality of life.*
- (6) *To promote the health of such people and to relieve those who are infirm and sick.*
- (7) *To assist in the provision and delivery of better housing conditions for African Caribbean elderly people.”*

## **5. An educational initiative – Dementia Education Online, Australia**

The Government of Australia initiated a training program on problems of old age dementia at: <http://dementia.uow.edu.au/understandingdementiacare/module6/index.html>

The Government set the task of tackling the problem by preparing the population to face the issue of elderly who “come from Culturally and Linguistically Diverse (CALD) backgrounds.”

The training program intends to

- „Raise awareness of how culture may impact on the experience of dementia within an overall person-centered approach
- Present a set of principles for communicating effectively with people with dementia, their carers and family from CALD backgrounds
- Provide an overview of culturally appropriate assessment, including screening for dementia
- Introduce a range of resources that learners can use to increase their knowledge and skills in providing dementia care to people from CALD backgrounds.”

Dementia Education Online is a free interactive study program, which intends to activate participants to go to their own communities and participate in tackling the problem:

- „Use informal networks of friends and acquaintances from different cultures to find out about beliefs and practices within that community
- Seek out workers within your own organization or other local organizations that work with specific cultural groups and explore ways you might be able to work together
- Ask the client and their family about cultural beliefs and practices. Check with them whether your understanding of their culture is the same as theirs
- Attend courses on cross-cultural communication and diversity training
- Invite members of local CALD community organizations to your workplace to share information about their community and its needs
- Explore the Internet for information, training programs and translated resources that could be provided to clients and their families.”



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### ***Remarks and proposals***

Café Oz – together with Memory Gardens – is an excellent example of fighting the psychosocial isolation of elderly. Local municipalities – especially with the support of civil organizations and professionals – may catalyze local entrepreneurs to open up to receive elderly and have them mix with the local community. Psychotherapists, psychologists and facilitators may offer professional aid in re-integrating the seniors into the community and may contribute to their more self supporting lifestyle.

Yet we would propose – as old people have difficulties in moving around, so they would need a meeting place close to their home – to have this program widened to many-a-place in the urban scenario, to make it an accepted practice, not a unique legend.



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### *Lifestyle Coach Senior Platform, Genoa, Italy*

The initiative aimed at establishing and running a web portal for the elderly. The organizers state:

“This project has a positive impact on the city because it tries to get elderly people out from their social isolation; it spreads healthy lifestyles thus having a preventive value. For the local political levels, this theme of attention to old population seems strategic both for the preventive objectives, and thus of savings as regards the social and health future costs, and for the opportunity to show, by means of an innovative tool, the support ways in the framework of the social and health services' networks addressing frail old people and their families, often confused and misinformed upon their rights.”

Before constructing the portal, an analysis was prepared. The analysis carried out by the Municipality of Genoa on the situation of elderly people in the society has showed 4 areas of services to be answered by public services on a more sophisticated way: 1. animation (recreation activities to strengthen the social integration of elderly); 2. prevention (activities helping elderly to prevent illnesses and isolation); 3. support (activities aiming to support elderly people in facing the changes in their life conditions); 4. care (activities aiming to help elderly people' physical, economic and social life conditions).

The platform aims to take 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.

„The portal has been shown to the elderly and to care giver throughout the direct presentation in several ICT Courses with a special section dedicated to internet in the municipality 's free age network CARIGE made by associations, social elderly centers. Some information and promotion material by using the portal have been left to the elderly and to the associations.”

### *Similar practices, websites*

#### **1. Elderly Homepage, Hong Kong**

Recently a dedicated website has been established for the elderly in Hong Kong. It is available in English as well at:

<http://www.e123.hk/en>

The website has 6 basic entries: health, privileges, services, life, learning and the news.

We would indicate the richness of information in the page by quoting the page on dementia:

The web portal is well designed and rich in information, the project background and the policy are well described on the page explaining its background:

#### **“Program Background**

In June 2009, the Office of the Government Chief Information Officer (OGCIO), planned to launch a “Dedicated Portal for the Elderly” to encourage more elderly people to make the better use of IT technologies to improve their lives and actively participate in social activities on the Internet, so as to expand





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their social circle. Finally, the Hong Kong Society for the Aged (abbreviated as SAGE hereafter) was awarded to develop the project, responsible for building, managing and promoting the dedicated portal for the elderly. SAGE named the portal the “eElderly” and worked with other elder services organizations, government departments and corporations to custom-make an elder-friendly, easy-to-use and secure one-stop dedicated interactive online portal for the elderly and their families that incorporates information, social networking and elder services, aiming at bridging the gap across the “digital divide” so that elders can obtain necessary information with ease in relaxed and safe manner. More importantly, after signing up for the service, each user can, by employing their own innovative ideas, actively participate in online social activities via such tools as social network groups, online photo albums, online discussion, etc., so as to get connected with distant relatives or more friends as well as sharing community and life information, thereby enjoying the benefits that IT technologies offer to improve the quality of life.

eElderly will be the fruit of cooperation and exchanges amongst many industries and professions. In addition to serving elderly people and caregivers in Hong Kong, the portal will also benefit elder services organizations and the silver-hair market. To make the best use of information resources, the portal maintains a big data bank to store service and product information of services organizations and the silver-hair market, which will be extracted and provided for users based on the search criteria they enter into a specially designed search engine device on a webpage. From this, it is apparent that the development of the eElderly portal is bringing to reality the government’s drive toward Active Ageing and a harmonious society.

### Features of the eElderly portal

1. The fonts and colors used and the manner in which information is displayed on the portal were custom-designed for the elderly users to ensure that they can use the portal with ease.
2. The portal has a Simplified Chinese and a traditional Chinese version, taking care of needs of different users.
3. The portal has diversified themes covering life and interest of elders, which include all kinds of elder services, health and healthcare, sharing of life information, guide to food and drink, elder discounts, recreation and entertainment, social networking, learning, economics and finance, etc.
4. Introducing a smart card and touch screen functionality to facilitate elderly users’ learning of computer operations.
5. Developing the largest databank for storing the most comprehensive information for elders that covers elder activities, services and products; and a “super search engine” that helps elders to search for information on the Internet and the databank at the fastest speed with the simplest procedures.
6. Setting up a bonus point incentive scheme to encourage elders and elderly service organizations to participate.
7. Offering free IT courses and classes to teach elders to use online social networking programs and websites so as to expand their social circle and enhance their social life.
8. Establishing an interconnecting platform with websites of the government and other public utilities so as to simplify the procedures for login and for using programs.”



## 2. Seniors Website, Australia

Run by the Government of Australia at <http://www.seniors.gov.au/>. The website is similarly comprehensive, but it is far more interactive, than the Hong Kong site, and much richer in search opportunities.

Once the home location is given, the website offers programs in the locality.

Australians may send stories on Australian history:

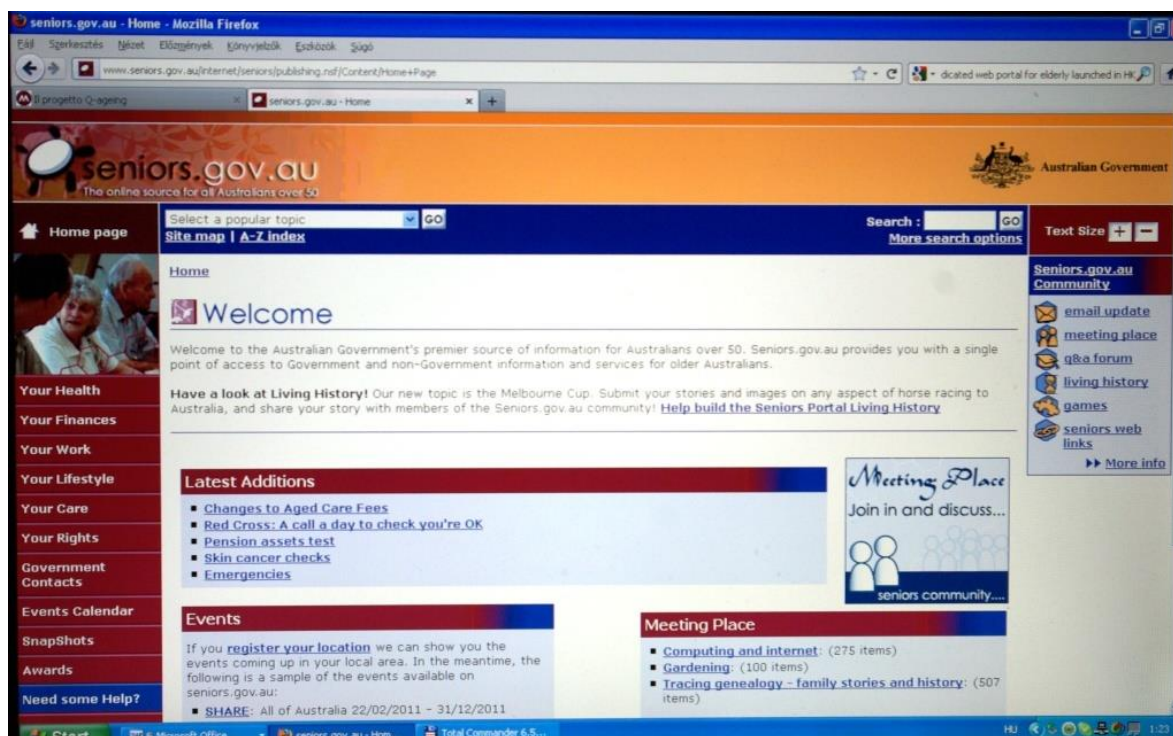
„Living History is the story telling of Australian history by the Australian community. It is a chance to reflect on the events that shaped our nation or to recount the way Australians lived at that time. This section contains the memories of famous and ordinary Australians.”

The website offers links to other senior websites, as well as to a number of informative pages.

It has a 'Healthy Ageing' sub-page:

„Healthy ageing describes the ongoing activities and behaviors you undertake to reduce the risk of illness and disease and increase your physical, emotional and mental health. It also means combating illness and disease with some basic lifestyle realignment that can result in a faster and more enduring recovery.”

The website is official and personal at the same time, seems to be a rather well organized source of focused information.



### 3. Friends of the Elderly, London, U.K.

A website of a civil organization established in 1905 as The Church Army League of Friends of the Poor, which „was founded by a group of volunteers following an appeal by Wilson Carlisle. In 1911 Friends of the Poor became an independent organization and we changed to our current name in 1972.

For over 100 years Friends of the Elderly has responded to the changing needs of people and society. We are committed to providing excellent care and support for older people and meeting their needs wherever we can.”

Their motto is:

„We aspire to a society where all *older people* are treated with *respect* and live *fulfilled* lives.”

The informative website but also actual services: „We offer a wide variety of services including residential care homes, nursing care homes and dementia care homes.”





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Our day clubs, home support, home visiting, telephone befriending and grant- giving services help older people to stay in their own homes and remain active in their local communities.



### [Residential care homes](#)

All our residential care homes provide the highest quality care in unique surroundings

### [Find out more](#)



### [Day clubs](#)

Our day clubs are great places to meet new friends

### [Among Friends](#)

They employ elderly and hire volunteers and publish volumes on their activities as well as information booklets.

### **4.-5. Seniorweb, Switzerland and the U.S.A.**

As listed above at the Sopot E-senior project, the website of Switzerland and that of the U.S.A. serve rather similar purposes.

### ***Remarks and proposals***

As a twin project of the Sopot E-senior, one could but support the further development of the Lifestyle Coach Senior Platform. One must appreciate the multilingual nature of the website, but we would propose on develop it as a more interactive site with added on forum-opportunities.



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

The project designers summarized their project the following way:

“How do the elderly think about their quality of life? What about their feelings connected to personal imaginaries of age, the respective health, financial situation and volunteering? Since the connection between these topics has not really been investigated so far, we wanted to shed some light on the interrelation between these aspects. One reason for that is very often it is proclaimed that volunteering raises the quality of life and that it improves general health conditions. If that really 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 over 65 in a city district in Karlsruhe that has a high percentage of older inhabitants, high rates of unemployment and a big proportion of citizens with a migratory background.

After a desk research on the status quo of findings concerning the relationship of volunteering – health – quality of life and images of age, we found that there was no reliable data, so we wanted to take a closer look into that relationship. Staff from senior citizens office and the urban planning office in Karlsruhe was interested in the results.”

They intended to have the benefits of the followings:

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

*Similar practices, websites*

Most of all central and local governments, health and social authorities execute surveys into the quality of life of the elderly. Most of them call for holistic approaches and respect to human individuals, dignity and empathy.

**1. Governmental survey on quality of life of elderly, Thailand**

A nationwide survey of the health status and quality of life of elderly Thais attending clubs for the elderly.

General findings:

„Thailand is seen as a developing Southeast Asian country with a fast-growing number of senior citizens. Meanwhile, they are also encouraged to attend a local club for the elderly for the sake of health promotion and disease prevention. Knowledge of the quality of life as well as the health status of elderly people in this setting would be invaluable for further planning. 1811 individuals from 66 provinces, who attended clubs for the elderly were recruited. Structured questionnaires with detailed instructions were distributed to clubs for the elderly nationwide. 61.4 per cent had a good quality of life. The independent factors determining poor quality of life were as follows: not living with a spouse, poor financial status, no regular exercise, sleeping or hearing difficulty, not taking milk regularly, suffering from joint pain or diabetes mellitus, history of a fall within the last 6 months and a poor mobility score and score of instrumental activities of daily living. No regular exercise had the highest adjusted odds ratio (2.38: 95% CI: 1.61-3.51). The main factors determining a poor quality of life in any region of the country were socioeconomic background in the northern region,



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having less exercise and joint pain in the eastern part and diabetes mellitus in the western region. Conclusion: All these factors should be part of the geriatric assessment among elderly Thais. Socioeconomic factors could be employed to screen for those who are at risk while the other reversible factors should be highlighted and treated properly in order to reduce the outcomes of poor quality of life in those attending clubs for the elderly.”

The 2003 survey was executed by Assantachai Pand Maranetra N. , Department of Preventive and Social Medicine, Faculty of Medicine Siriraj Hospital, Mahidol University, Bangkok 10700, Thailand.

Website:

<http://www.ncbi.nlm.nih.gov/pubmed/14650706>

## 2. Survey of the National University of Ireland (NUI), Galway, Republic of Ireland

Choice, privacy and a sense of identity are just some of the things that older people living in residential care need to maintain a good quality of life, according to research in the May issue of the *Journal of Advanced Nursing*. Researchers from the National University of Ireland (NUI), Galway, spoke to 101 older people living in 12 long-stay care homes, including small and large facilities, well-established and recently built homes and those provided by the public, private and voluntary sectors.

They found that four key themes had an impact on the subjects' quality of life: the ethos of care provided by the home, the residents' sense of self and identity, how connected they felt and the activities and therapies they got involved in.

"It was clear from our research that practitioners and policy makers need to take all these factors into account if they are to provide older people with the sort of residential care that enhances their quality of life" says lead author Dr Adeline Cooney, from the School of Nursing and Midwifery at the University.

"We also found that residents tended to be happier if they had been involved in the decision to move into residential care, as they were more likely to make the best of it, getting involved in activities and making friends. People who were not involved in the decision tended to withdraw into themselves and were more likely to be lonely, unhappy and keen to return home."

Two-thirds of the residents who took part in the study were male. All were 65 or over and the majority of residents (45 per cent) fell into the 75-84 age group and had been in residential care for two to four years (37 per cent).

Key findings included:

- Participants said choice was important when it came to their daily routine. "I can go to bed anytime I like" one said positively, while another complained that "you're woken at six and breakfast isn't until ten past eight."
- People valued the opportunity to make their surroundings more familiar. "This is my own furniture" said one, while another complained she was unable to have her computer with her because "there is no space".
- Privacy was also important and even people who had their own rooms said staff tended to barge in without knocking. Others felt it even more acutely. "There's nowhere to get away on your own" said a resident in a shared room.



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- Residents liked it when they felt valued by staff and their expertise or skills were drawn on. Some facilities formally involved residents in collective decision making, but not all. One resident spoke about how she loved gardening and had joined the committee to set one up at her residential home.
- Feeling connected to family, the community and the outside world was also important. "If I couldn't keep in contact with the outside world where would I be?" said one participant, while another said of fellow residents "it's not like your family, but you make them your family."
- Residents who were not provided with regular and varied activities often felt frustrated and disengaged. One resident said it was "just the same thing, the same day in and day out...it's boring".
- Residents valued the chance to get out and keep in touch. This could be a simple shopping trip, a visit to family or an event such as a day trip or barbecue. But lack of independence and mobility often restricted how often they were able to get out.
- Previous life experiences also shaped how well people settled in. For example, one resident didn't want to make friends because the other residents were from a "poorer class" and regarded her as too "swanky" for them.
- Health status also had an important effect on quality of life and some residents said their health had deteriorated since they moved in. Important therapies were not always available. "The physiotherapy I was getting just stopped" said one participant.
- Other factors that affected quality of life included the physical condition and homeliness of the facility, the friendliness of the staff, the openness of the visiting policy and strong links with the local community.

"This study highlights the importance of providing a holistic, person-centred approach that goes beyond satisfying the technical and procedural aspects of care" concludes Dr Cooney.

"Care staff should regard the quality of life of residents as an integral part of their role and residents and their families should have significant input into how services are structured and delivered.

"Although this study was carried out in Ireland, the basic principles of how the quality of life of older people in residential care can be enhanced are universal."

### **3. National Health and Ageing Trends Study, the Johns Hopkins Bloomberg School of Public Health**

#### **Ageing-population study aims to improve quality of life for elderly**

**Hopkins Bloomberg School of Public Health**, will begin enrolling study participants to examine how current and future aging populations can lead fuller, healthier lives. The study, which begins data collection on May 1, 2011, is supported by the National Institute on Aging and is designed to help researchers understand changes in health and functioning among seniors, as well as the social and economic consequences of health and aging for individuals, families and society.

"By 2030 the population of Americans age 65 and older is projected to reach well over 70 million," said [Judith Kasper](#), PhD, principal investigator of the study and a professor with the Bloomberg School's Department of Health Policy and Management. "The National Health and Aging Trends Study grew out of the need for a database to monitor the shifting landscape of late-life and support the scientific study of how daily life changes as we age. The study is intended as the primary platform for scientific inquiry to guide efforts to reduce disability, maximize functioning, and enhance the quality of life among older Americans."



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Nearly 9,000 men and women ages 65 and older who are currently enrolled in Medicare will be invited to participate in the long-term study. Scientific sampling was used to determine a representative group of people throughout the U.S. Enrollment in the study is voluntary, and participants will be asked questions in person by trained and easily identified interviewers from Westat, a national research firm that conducts some of the most important health surveys in the U.S. Participants will be surveyed about their health, family, ability to accomplish tasks and their ability to get around their home and community. Data collectors will follow up with participants annually. More information about NHATS and its goals can be found at the study's website [www.nhats.org](http://www.nhats.org). National Health and Aging Trends Study participants will be paid \$40 for their contributions.

“The recently observed trend toward decreasing rates of disability identified by the National Long Term Care Survey and other national surveys may have leveled off, and this has serious implications,” said Richard Suzman, PhD, director of the National Institute of Aging’s Division of Behavioral and Social Research. “Inability to live independently will add to costs for long-term care and nursing home stays, and reduce well-being among older people. This poses additional challenges for the aging of the baby boom. It’s critical to track the trend and understand its dynamics.”

“Participation is very important for the success of this study and each person invited to be in the study represents thousands of others and cannot be replaced. We hope that the people we ask to participate will be able to join and contribute to this important study,” Kasper adds.

Website:

[http://www.jhsph.edu/publichealthnews/press\\_releases/2011/kasper\\_aging\\_study.html](http://www.jhsph.edu/publichealthnews/press_releases/2011/kasper_aging_study.html)

#### **4. Effects of Activity Participation of the Elderly on Quality of Life, Japan**

Miyoko Matsuo, Junko Nagasawa, Akiko Yoshino, Kimiko Hiramatsu and Keiko Kurashiki, Department of Adult and Elderly Nursing, School of Health Sciences, Tottori University Faculty of Medicine, Yonago, Japan executed a survey on the effects of participation of elderly on quality of life. Their findings summary is the following.

“Quality of life (QOL) and personality were examined in 2 groups of elderly subjects with and without activity participation (AP). A survey was conducted with 321 elderly subjects over 65 years of age using a 24-item questionnaire regarding personality and depressive inclination and the visual analogue scale-happiness to measure QOL. The AP group was involved in 5 types of activity: community center activity course, learning and lecture participation, club activity, elderly manpower service activity and other activities.

The QOL of the AP group was significantly higher than the non-AP group as expected. The perceptual difference between the 2 groups obtained by the correspondence and cluster analyses was that although the elderly of the AP group were satisfied and not bored with their current life, this trend was not clear for the non-AP group. Among the 5 activity types, other activities, characterized as activities adhered to by participants over a long period, showed the highest QOL compared with the 4 other types. In conclusion, the AP of the elderly should be encouraged, and continuing AP might be an important factor in improving QOL of the elderly.”



## The 24 questions of the survey deserve attention:

M. Masuo et al.

**Table 1. Twenty-four question items regarding the psychosocial condition of the elderly**

1	Do you prefer to do things in an exact manner?
2	Do you push yourself to your idea without compromising others?
3	Do you like taking care of others?
4	Do you look at the good point of the person rather than the bad point?
5	Do you frequently suppress yourself without saying "no"?
6	Are you influenced by family members or others rather than sticking at your idea?
7	Do you prefer social gatherings?
8	Do you frequently get upset over little things?
9	Do you ask or talk to someone when you are puzzled?
10	Are you basically satisfied with your life?
11	Have you dropped many of your activities and interests?
12	Do you feel that your life is empty?
13	Do you often get bored?
14	Are you in good spirits most of the time?
15	Are you afraid that something bad is going to happen to you?
16	Do you feel happy most of the time?
17	Do you often feel helpless?
18	Do you prefer to stay at home, rather than going out?
19	Do you feel you have more problems with memory than most?
20	Do you think that it is wonderful to be alive now?
21	Do you feel pretty worthless the way you are now?
22	Do you feel full of energy?
23	Do you feel that your situation is hopeless?
24	Do you think that most people are better off than you are?

Cited from Yesavage and Brink (1983) and Sugita (1985).

ing their QOL or psychosocial condition and whether the type of AP was associated with their QOL or psychosocial condition.

### Subjects and Methods

In Yonago City, a survey was conducted in all 26 districts on 321 elderly persons, over 65 years of age and able to respond to a questionnaire. The welfare commissioner of each district was asked to

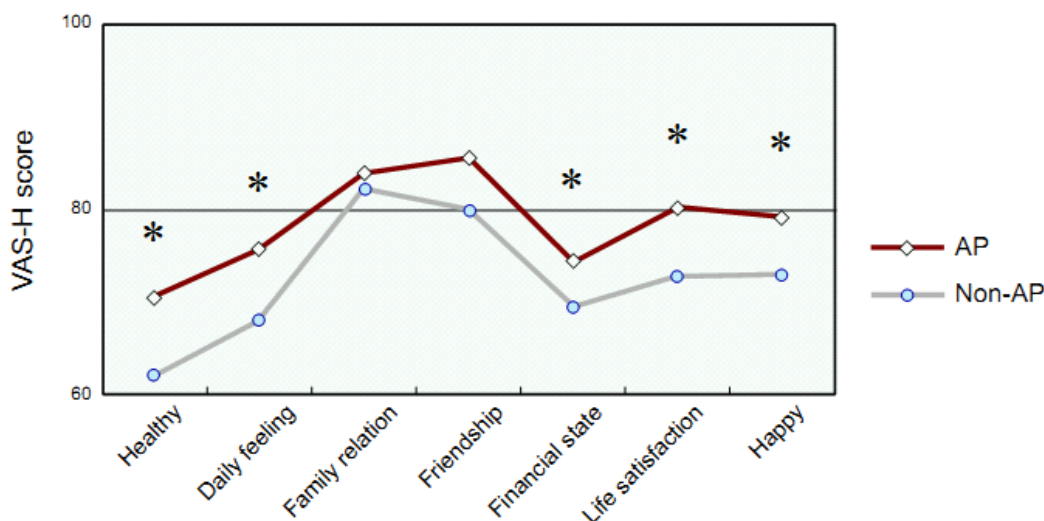
carry out the survey because of his/her familiarity with the elderly in his/her area. Because a lower reply rate was anticipated when the questionnaire was mailed, a home visit survey was used. A total stranger visiting a home more or less makes people take precaution against the visitor; thus, we thought a better method was to use a home visit survey done by a familiar person like a welfare commissioner who periodically visited the residents of his/her district. The questionnaire was delivered and collected by the welfare commissioner, and the elderly subjects responded to the questionnaire anonymously. Before starting the survey, written informed consent for conducting the survey was obtained, and the questionnaire was given only to the persons who agreed to the study.

The questionnaire consisted of question items on i) family make-up, that is, living with family or alone; ii) types of AP: community center activity, learning and lecture participation (*jinside daigaku*), club activity, elderly manpower service activity (silver *jinzai haken* center) and other activities which were not included in the other 4 types of activity; iii) psychosocial condition and iv) QOL. For assessing the psychosocial condition of these elderly subjects, the 9 items of the ego-gram (Sugita, 1985) and the 15 geriatric depression scale (GDS-15) items (Yesavage et al., 1983) were used. In order to lighten the subjects' burden of having to answer so many questions, the 9 ego-gram items were selected from a total of 50 original ego-gram items by eliminating similar items. This item reduction was done with another 120 elderly who were not subjects for the present study but performed the ego-gram test. The total of 24 items, a combination of the 9 ego-gram items plus the GDS-15 items (Table 1), were answered by choosing one of 3 possible answers: "yes," "neither yes or no" and "no." The QOL of our elderly subjects was examined with the visual analogue scale-happiness (VAS-H) developed by Matsubayashi et al. (1992) as a QOL measure. The VAS-H is portrayed as a 100-mm horizontal line with "lowest QOL" on the left and "highest QOL" on the right. Elderly subjects were asked to mark an X on the line in response to each of the 7 VAS-H items: "Mark the degree you

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feel i) you are healthy; ii) your feeling about life is good; iii) your family relations are going on nicely; iv) your friendships are going on nicely, v) your financial state is OK; vi) you are satisfied with your life and vii) you are happy. In the present study, AP was defined as the activity in which the subject was participating at the time of the survey.

The results show, that participation gives much more happiness and satisfaction:



**Fig. 1.** The visual analogue scale-happiness scores analyzed by group with or without activity participation (AP).  
\* $P < 0.05$ .

## 5. Wellbeing and dependency among the European elderly – the role of social integration (ENEPRI Research Report No.12, 2005)

From CORINNE METTE

The European Network of Economic Policy Research Institutes executed a European scale research on the elderly in 2005.

"The major results of this analysis are: health perception is strongly and positively correlated with satisfaction with one's main activity. The importance of the correlation decreases somewhat, however, when social integration variables are included in the model. Except for 'owning a telephone', these latter variables have equally significant effects on satisfaction with the main activity. Dependent elderly persons who are members of a club, those who often meet their friends and relatives and those who often talk with their neighbors declare a higher satisfaction level than the rest. Satisfaction is largely correlated with the country of residence. Dependent elderly persons from southern countries and from Ireland are less satisfied with their main activity than those from northern or Central Europe. In terms of housing, having a comfortable dwelling leads to higher satisfaction while living in a household consisting of several persons leads to less satisfaction. The standard of living is also linked with satisfaction: both household and personal income have a positive effect. Lastly, dependency-related social benefits have no effect on satisfaction with the main activity."

Website:

<http://www.enepri.org/files/Reviser/enepri-corinne.pdf>



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### *Remarks and proposals*

Surveys are highly useful preliminary tools for policy-makers. Methods may vary, sociological and psychological ways are equally accepted.

The Freiburg survey may well support local decision makers, but most of all it gives the rather positive example, that decisions are to be prepared upon the outcomes and findings of surveys and research.

Therefore the Freiburg project is worth following at local municipality levels as well.



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## Elderly Friendly Public Spaces and Mobility

Bicycle for elderly (Province of Treviso, Italy)  
Bus for elderly (Province of Treviso, Italy)  
Urban Barrier Map (Municipality of Sopot, Poland)  
Senior Recreation Park (Municipality of Maribor, Slovenia)  
Memory Garden (Municipality of Genoa, Italy)  
Senior Friendly Services (Municipality of Újbuda, Hungary)  
Senior Art Recreation Center (Municipality of Újbuda, Hungary)

### *Bicycle for elderly Province of Treviso, Italy*

The original plan of the “Bicycle for the elderly” pilot project had to be changed:

“Initially, the idea of the Treviso Province Social Policy Unit was to realize a bicycle for elderly, specifically designed in order to meet the elderly needs both in terms of "physical activity implementation" and in terms of "suitability and comfortability". An elderly-friendly bicycle to be used for keeping elderly people physically active, but also to be considered an useful alternative mean of transport. After a preliminar feasibility study, and due to the problems emerged (see next session), the Province decided for a different output, similar but not the one initially planned: a rischi...

...in order to reduce the costs, the prototype was based on something already existing, so the original idea had been deeply modified. Together with the idea, also the pilot implementation changed a little: the pilot project involved not only the production of the prototype, but also the testing in two rest houses for 4 months.”

ELDBicycle is innovative for several reasons, one of which is, as the designers state, that the passengers are seated one in front of the other and this favors the socialization and the communication. The other advantage is that it can be used within the premises of resthouses just as well as on public bicycle pathways.

### *Similar practices, websites*

#### **1. The Tricycle for the elderly, Germany**

One can purchase even online tricycles for the elderly, described in detail at:

<http://www.dreirad.org/seniorendreirad.html>

It is labeled and advertised as ‘senior tricycle’. Compared to the Treviso Project, however, it is suitable only for carrying one person.

#### **„Seniorendreirad**

Ein **Seniorendreirad** ist ideal für ältere Menschen, die zwar nicht mehr so gut laufen können, aber trotzdem noch mobil unterwegs sein wollen. Auch wenn das Heben der Beine bereits schmerzt, ist doch oft die schonende Bewegung, beim Fahrrad fahren, noch möglich. Auf einem speziell

entwickelten **Seniorendreirad** sitzen Sie sehr bequem und verfügen über hervorragende Fahreigenschaften.

Mit dem sehr tiefen Einstieg ist ein [Seniorendreirad](#) perfekt für ältere Menschen geeignet. Durch seine drei Räder ist ein Seniorendreirad noch dazu enorm kippstabil. So können Sie bei einem Plausch einfach auf dem [Dreirad](#) sitzen bleiben, ohne das Gleichgewicht zu verlieren. Wie gesagt, eben äußerst bequem. Mit dem praktischen Transportkorb können Sie auch mal größere Besorgungen erledigen, denn hier paßt eine Menge rein. Ein **Seniorendreirad** eignet sich somit perfekt als Einkaufsrad, aber auch, um einfach nur mobil zu sein.

### **Dreiräder für Senioren**

Haben Sie sich dann ersteinmal für solch ein **Seniorendreirad** entschieden, stellt sich die nächste Frage. Worauf ist beim Kauf zu achten? Dabei sollten Sie nicht unbedingt den Preis in den Vordergrund stellen, sondern was Sie mit dem Seniorendreirad anfangen wollen. Auch ihre Größe und Statur spielen hier eine entscheidende Rolle. Meistens paßt die normale Rahmen- und Radgröße. Also ein 24 Zoll **Seniorendreirad** mit Rahmengröße 4. Sind sie allerdings größer als 1,90 m, sollten Sie über ein Dreirad nachdenken, das für ihre Größe angemessen und dementsprechend auch bequemer ist.

Das Gleiche gilt natürlich auch für sehr kleine Menschen. Wenn Sie die richtige Größe für sich gefunden haben, dann nehmen Sie automatisch eine knie- und rüchenschonende Haltung von ganz allein ein. Es gibt heutzutage bereits eine sehr große Auswahl an **Seniorendreirädern** und garantiert werden auch Sie das Richtige für sich finden, um dann wieder ihre eigene Freiheit und Mobilität genießen zu können. Schauen Sie sich also mal im Shop um und suchen sich in Ruhe ihr **Seniorendreirad** aus.“

Seniorendreirad online kaufen

» [Zum Online-Shop](#)

© [Dreirad](#) - Template by: [Ihr-Onlineauftritt.de](#)



[Dreirad für Erwachsene LanzTec Therapie- und Seniorendreirad Anthrazit 7 Gang Shimano Nabenschaltung mit Rücktrittbremse](#)  
[Neu kaufen: EUR 899,00](#)

## 2. Seniorenfahrrad Elektrofahrrad - Elektro Bike, Germany

The other senior-bicycle available is the electric bike, which enables the elderly to ride with much less effort at:

<http://www.seniorenfahrrad.com/>

It increases mobility, but also carries only one person, and it is less safe for the old and disabled.

## Seniorenfahrrad.com

*www.Seniorenfahrrad.com*



Sie sind hier: [Startseite](#)

### Seniorenfahrrad Elektrofahrrad Elektro Bike

#### Willkommen bei Seniorenfahrrad.com

Viele [Menschen](#), Senioren mit und ohne [Handicap](#) beschäftigen sich mit der Situation ihrer veränderten Mobilität. Das höchste Gut für Menschen, ist sich ihre Selbständigkeit zu bewahren. Ein Fahrrad mit Motor ( auch Pedelec, Elektro Bike genannt ) eignet sich hervorragend um die Selbstständigkeit, [Mobilität](#) zu erhalten. Sie können mit unseren Elektrofahrrädern mühelos jede Steigung hochradeln, lächeln Sie trotz Gegenwind. Mit einem verstärkten Augenmerk unserer Gesellschaft bezogen auf grüne Energie und Gesundheit, ist ein Elektrorad eine gute Alternative zum Auto. Mit Ihrem neuen Elektrobike ist all dies möglich.



## 3. Elderly Alternatives to Cycling in Copenhagen, Denmark

The Copenhagen version comes quite close to the Treviso Project. It is available at:

<http://www.copenhagenize.com/2007/11/elderly-alternatives-to-cycling.html>



**Photo taken by: Mikael Colville-Andersen, All rights reserved**

The post says:

„When our elderly citizens reach the point when they can no longer cycle, we equip them with alternatives, so they can get around town.

The last thing we want is for them to be restricted in their mobility. They have a better quality of life if they can still get out and around and shop and visit friends.

We saw this funky version of one of the many alternative transport forms down by the harbor in Copenhagen. It's the coolest little motor we've seen in a long time. Electric, of course - this is Denmark, after all.

Nice and narrow so he doesn't take up too much space on the bike lanes - which is where he zips along - and stylish to boot.

What a wicked ride. He was hanging out watching the construction on the other side of the harbor and loved the fact that we asked to take a photo.”

#### **4. Tandem cycle, Germany**

The one which come the closest to the Treviso elderly cycle is the product offered by the Dietmar Hopp Foundation, advertised at:

[http://www.dietmar-hopp-stiftung.de/s72\\_aktuelles-stiftung/2010/freie-fahrt-fuer-senioren/](http://www.dietmar-hopp-stiftung.de/s72_aktuelles-stiftung/2010/freie-fahrt-fuer-senioren/)

as Free Ride for the Elderly. The website introduces the vehicle in the following way, giving it the name “Fun2go”. We got to note, that this vehicle was also connected to housing development, as it is provided for the customers-dwellers of the “Malscher Hof”, a housing development of the founder-entrepreneur.

*„Neues Tandemfahrrad an Senioren im „Malscher Hof“ übergeben*

Eine Fahrradtour durch die Weinberge rund um Malsch ist nicht nur im Frühling eine schöne Gelegenheit, die Sonne zu genießen und an die frische Luft zu kommen. Aufgrund fehlender Mobilität ist ein Ausflug für ältere Menschen oft nicht mehr alleine zu bewerkstelligen. Das Seniorenpflegeheim „Malscher Hof“ bietet seinen unternehmungslustigen Bewohnern nun eine tolle Alternative. Mit dem Tandemfahrrad „Fun2go“ kann ein Senior in Begleitung einer Pflegekraft oder eines Familienmitglieds sicher auf Tour gehen. Das Mobil erinnert an eine Rikscha und ist mit zwei drehbaren Sitzen für einen einfachen Einstieg und Armlehnen für einen sicheren Halt ausgestattet. Wenn gewünscht, können Senior und Begleiter gemeinsam in die Pedale treten. Zusätzlich besitzt das „Fun2go“ einen

Elektromotor, so dass auch weniger bewegungsfähige Senioren auf Ausfahrt gehen können, ohne treten zu müssen. Der Gepäckträger ist so konzipiert, dass ein Rollator oder ein Rollstuhl mitgenommen werden kann.

Am 17. April 2010 übergab der Förderverein „Quelle für Senioren e.V.“ das „Fun2go“ im Rahmen des Tags der offenen Tür in der Seniorenpflege „Malscher Hof“ an die begeisterten Senioren. Erste Probefahrten von Alt und Jung fanden gleich im Anschluss daran statt. Auch eine Teilnahme an der SWR „Tour de Ländle“ im August ist bereits in Planung.

Die **Dietmar Hopp Stiftung** unterstützte die Anschaffung des „Fun2go“ für Senioren mit einem Betrag in Höhe von **3.500 €**.



Erste Probefahrt mit dem "Fun2go": Ein rüstiger Senior der Seniorenpflege "Malscher Hof" und Meike Leupold, Dietmar Hopp Stiftung, treten in die Pedale."

## 5. Commercial sites of tricycles (trikes), U.S.A

The overseas market of tricycles seems to be overwhelming, which one may see at sites like:

[http://www.industrialbicycles.com/Adult\\_Tricycles.htm](http://www.industrialbicycles.com/Adult_Tricycles.htm)

The "Team dual trike" comes again the closest:







### **Team Dual Trike**

„On the Team Dual Trike, the possibilities are endless and the feedback we receive is amazing. While this unique cycle was originally designed for the Adult Recreation and Resort Rental market, the special needs market has really picked up on this two rider cycle.

- Many sight- impaired people are able to ride side by side with a companion side by side.
- A person with little ability to pedal can go for a ride with their able bodied partner.
- Therapists can ride side by side with patients to teach and develop motor skills
- Grandparents can share an activity with their grandchildren
- Parents of special needs adolescents can enjoy a safe and enjoyable wholesome activity together
- With the many options we offer, our Side by Side Team Dual Trike is the right choice for so many families.”

Please note that the above reasoning is close to the set aims of the Treviso vehicle.

### ***Remarks and proposals***

It seems it can be highly appreciated that an original transport device came out as a result of the Q-Ageing Project. More than the originally planned ‘elderly bicycle’, the new vehicle is safer and gives more opportunity for the elderly to become more mobile again and to socialize.

It may have a multipicture effect as they rightly state, that more and more bicycle pathways are opened in e.g. Central Europe. One could even consider services for the elderly on housing estates to go shopping or just going around or to the nearest park.

Much depends though on manufacturing, sales, maintenance and storage issues, which may limit the usage of ‘elderly bicycle’ to the better of social strata.



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### ***Bus for the elderly Province of Treviso, Italy***

The original notion of this project has been to provide bus services for the elderly on on-call bases for areas without regular public transportation. It was a free service with a green number. The service aimed at fighting the isolation of the elderly.

According to the reports the project was to face numerous difficulties. First of all, its scope was to reach 15 municipalities, which proved to be too many. Secondly, the pilot project limited the service to a 4 months period; therefore local municipalities did not promote it as if it would have been a long-term solution for the transportation of the elderly. Finally the potential passengers did not trust the service for awhile, it took time for them to see that it can be a reliable service.

### ***Similar practices, websites***

Special bus services for the elderly in most cases are limited to special fares and special access opportunities. There are, however some specialized bus services in certain urban settings.

#### **1. Davis, California, U.S.A.**

<http://cityofdavis.org/cs/seniors/transportation.cfm>

#### **Transportation Services**

- [Senior Services Home](#)
  - [Senior Scene Newsletter](#)
- [Information & Assistance](#)
  - [Assistance Programs](#)
  - [Referral Services](#)
  - [Respite Services](#)
  - [Support Groups](#)
  - [Caregiver Resources](#) PDF 40KB
  - [Senior Resource Guide](#) PDF 120KB
- [Support Opportunities](#)
  - Senior Citizens of Davis, Inc.

#### **Davis Community Transit (DCT)**

Davis Community Transit (DCT) is a service of the City of Davis and provides origin to destination service for eligible Davis residents. DCT service meets the requirements of the Americans with Disabilities Act (ADA) of 1990, which is a law passed to ensure that persons with disabilities have access to a variety of services, including local transportation.

Disabled riders may be accompanied by a personal care attendant, if their registration form identifies this need. A personal care attendant is not required to pay a fare as long as they are riding with the registered



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rider. One unregistered companion, who pays the regular fare, may also accompany any registered rider on any trip.

For detailed information on applying for eligibility, making ride reservations, hours of operation, DCT fares, connections to other transportation services, or other miscellaneous program information, please visit the [Davis Community Transit](#) webpage.

### Unitrans

Senior Davis residents (age 60+) may obtain a free bus pass, allowing them unlimited travel on the "red" busses. Pick up a schedule at the Senior Center at the same time you get your pass. You can learn more at the [Unitrans webpage](#).

### Yolo Bus

Periodically the Senior Center hosts a representative from Yolo Bus for presentations on frequently used routes, *Yolo Bus Special*, and to provide senior riders with the photo ID card for the lower fare available to seniors. Many Yolobus schedules are available at the Senior Center. Call (530) 757-5696 to determine when Yolo Bus will next visit the Davis Senior Center. You can learn more at the [Yolobus website](#).

Davis Senior Transportation Resources				
Service	Service Area	Service Type	Contact Number	Cost*
<a href="#">Davis Community Transit</a> (disabled & seniors) reservations required	Davis	origin to destination	747-8240	\$2.00 each way, \$4.00 each way during premium times .
<a href="#">Unitrans</a>	Davis & UC Davis	Fixed Routes	752-2877	Free for seniors 60+ (passes at Sen.Ctr); Free for Medicare & Disabled (passes only at Unitrans).
<a href="#">Yolobus</a>	Yolo County, Sacramento Airport & Downtown area, Rural Yolo County area, connections to Dixon, Vacaville, and Fairfield	Fixed Routes	666-2877 or 800-371-2877	\$1.00 one-way (age 62+) regular, \$1.50 express.
<a href="#">Yolobus Special</a> (disabled) reservations required 5 days prior	Woodland, Davis, West Sacramento, Sacramento International Airport,	Door-to-door service	666-2877 or 800-371-2877	\$3.00 to \$5.00 one-way, no discounts.

	and portions of the City & County of Sacramento.			
<b>Road to Recovery</b> (American Cancer Society) reservations required	Sacramento & Yolo County, San Francisco, or by arrangement	Cancer patients only	662-3464	Free.
<b>Veteran's Van</b> (Yolo Co. Veteran's Coalition) reservations required	Northern California V.A. facilities	Veterans only	406-4850	Free by arrangement.
<a href="#"><u>UCDMC Shuttle</u></a>	UCD campus to UCD Medical Center in Sacramento	Fixed Routes	752-8277	No charge to patients or visitors.
<a href="#"><u>Amtrak Rail Services</u></a> reservations suggested	Regional & National	Fixed Routes	800-872-7245 758-4220	Varied, 15% discount for 62 & over, reservations suggested.

\* Service costs are subject to change. Contact the service provider for the most current charges.

## 2. Vancouver, Canada

Shuttle service has been introduced for the elderly in cities of considerable distances, see at:

<http://westvancouver.ca/Level3.aspx?id=6258>

### *Seniors' Shuttle Bus Service*

#### **The Seniors' Activity Centre Shuttle:**

- Operates Monday - Friday from 8:45am - 3:45pm
- NEW stops have been added for the 2010-2011 schedules. This route is in effect until revised 2011/2012 timetable released.
- Covers two routes, Ambleside/Park Royal & Dunderave
- Offers an opportunity for seniors to easily access the Seniors' Activity Centre and local businesses

The Seniors' Shuttle Service is provided on a donation basis. Funding was originally provided by the District to operate the shuttle service through to the construction phase of the new Community Centre. Donations are helping to keep this service operating and are welcomed.

#### **The West Vancouver Seniors' Activity Centre gratefully acknowledges the financial support of:**

- District of West Vancouver
- [Amica at West Vancouver](#)



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- [The West Vancouver Community Foundation](#)
- The Charros Foundation
- Kiwanis
- Seniors' Activity Centre Members and Trust Clubs

View the 2010-2011 timetable and route. This route is in effect until revised timetable released:

[Seniors' Shuttle Service Schedule \(PDF, 10 KB\)](#)

### 3. Private senior-bus services, Germany

To meet the special need of seniors, who might not wish to travel in their own car, neither in public transportation, commercial small enterprises are also available. One of the examples in Germany:

<http://www.seniorenbus.de/wir.htm>

***www.Seniorenbus.de***

Sehr geehrte Seniorinnen,  
Sehr geehrte Senioren,

wir betreuen selbstständig

-SENIORENWOHNHÄUSER,

-SENIORENWOHNHEIME,

-SENIORENRESIDENZEN,

-SENIOREN-CLUB'S und

-BLINDEN- und SEHSCHWACHEN-VERBÄNDE

in BERLIN und im LAND BRANDENBURG als

Senioren-Personen-SERVICE in Bezug

auf RUNDUMBETREUUNG und ORGANISATION  
von KURZ- und TAGESFAHRTEN

im KLEINBUS bis max. 8 PERSONEN.

Wir, das sind das FAMILIENUNTERNEHMEN  
Birgit und Matthias Merten.



#### 4. Senior bus service, Weiterstadt, Germany

In this small town near Darmstadt the local municipality offers a similar – free! – senior bus service, the closest to the one introduced in Treviso Province:

<http://www.weierstadt.de/deutsch/stadinfo/ffsb/seniorenbus.php>

These services, however, run on definite routes, have special white ‘S’ signs at the bus stops and have a definite schedule (not on call bases).

##### **Fahrtzeiten + Haltestellen**

**Alle Fahrten sind kostenlos.**

**Die Haltestellen sind mit einem weißen S gekennzeichnet.**

##### **NEU:**

Der Seniorenbus fährt ab 1. August 2010 außer den Einkaufsfahrten auch an zwei Wochentagen die Naherholungsgebiete „Steinrodsee“ und „Braunshardter Tännchen“ an.

Sie haben somit die Möglichkeit, schnell und kostenfrei diese kommunalen Freizeiteinrichtungen zu erreichen.

---

##### **Dienstag-Route:**

Gräfenhausen - Riedbahn - Weiterstadt

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##### **Donnerstag-Route:**

Schneppenhausen - Braunshardt - Weiterstadt - Riedbahn - Weiterstadt

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Die genauen Fahrtzeiten können Sie dem aktuellen "[Fahrplan](#)" entnehmen.



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## **5. Trimet Service for the elderly, Portland, Oregon, U.S.A.**

For the special bus services see above at the Barrier Map, Sopot project chapter.

### ***Remarks and proposals***

The Treviso Province senior bus service has been a real pilot project. It tested the need of potential senior commuters, but failed to have assessed the travel needs and customs of the potential users. The organizers have experienced their own propaganda-deficiency, saying that the best way of letting the project known was the word-by-mouth.

Nevertheless in given urban settings – as the good practices listed above seem to prove – specialized senior shuttle services and other dedicated bus-ride opportunities may have their role.

The Treviso Province project designers rightly quote EU guidelines, which state, that the mobility of elderly is on the growth, thus in small and middle size towns urban planning municipalities are going to face this phenomenon in most places of Europe as well.



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### ***Urban Barrier Map Municipality of Sopot, Poland***

The original plans and ideas of the Urban Barrier Map pilot, together with the expected result were the followings:

“Until Q-AGEING in Sopot there was no comprehensive registry of public buildings and spaces with their description in terms of accessibility for elderly or disabled persons or even the tool for obtaining such data. Analysis taken during the process of working out the City Area Survey questionnaire showed that this kind of survey hasn't been run in most of Polish municipalities. Now we have the tool and the Architecture Barrier Map digital data-base can be used in the future as the basis for taking decisions concerning urban infrastructure improvements.

If you want to survey not only municipality-owned areas, but also private-owned buildings (e.g. restaurant, cafes etc.) you should firstly run wide information campaign just to prepare them for city-markers visits. However, even doing so, it does not guarantee the success in contacts with private owners.

The main result of the pilot is the Architecture Barrier Map digital data-base, consisting information about the architecture barriers present in the city area. It gives a clear picture of the present situation, but it is also editable, so you can add new records in case you meet new barriers in the future, or delete ones that will be eliminated. For the municipality, Architecture Barrier Map can be used in the future for creating the city strategic document for planned works on urban infrastructure. Also, the concept study with visualizations was created for the future project of senior-friendly space for the garden neighbouring one of the municipal estate buildings.”

For the municipality, Urban Barrier Map could be used in the future continuously when they develop infrastructural projects.

### ***Similar practices, websites***

Quite a number of similar projects can be found worldwide. Some local municipalities, companies and non-profit agencies seem to pay close attention on supporting the elderly as well as the physically disabled population. Although the example are not solely map-type, but rather network-based, the Sopot Pilot seems to be an initiative worth to learn from and to follow.

#### **1. Freiburg, Germany To be older in Freiburg – services and a website**

The Municipality of Freiburg (Germany), runs a website for seniors at

[http://www.freiburg.de/servlet/PB/menu/1147328\\_11/index.html](http://www.freiburg.de/servlet/PB/menu/1147328_11/index.html)

with all the services available for them in the Town. The website includes an excellent booklet ‘To be older in Freiburg’ (*Älter werden in Freiburg*) in normal size letters:

[http://www.freiburg.de/servlet/PB/show/1147326\\_11/Wegweiser2011\\_2012.pdf](http://www.freiburg.de/servlet/PB/show/1147326_11/Wegweiser2011_2012.pdf)



and with enlarged letters:

[http://www.freiburg.de/servlet/PB/show/1147327\\_11/Wegweiser2011\\_2012\\_GR.pdf](http://www.freiburg.de/servlet/PB/show/1147327_11/Wegweiser2011_2012_GR.pdf)

both of which include on the last pages a map of the town with wheelchair access opportunities.



The Map of Freiburg

## 2. An accessibility service for seniors and disabled with a website in Portland, Oregon, USA

Unlike in other cases, in Portland, Oregon it is not the local municipality, but the overall public transportation company, TriMet provides special services and a dedicated website for the elderly and for the physically disabled. Considering the fact that in most 21st century cities transportation is relying more on the individual, the Portland example is rather considerable.

The website is available at:

<http://trimet.org/access/index.htm>

[Home](#) : Accessibility

### Accessibility

TriMet is accessible to seniors and people with disabilities



### Accessibility features

- [Limited mobility](#)
- [Blind or low vision](#)
- [Deaf or hard of hearing](#)

Senior citizens and people with disabilities readily use TriMet to get around. Our stops, stations and vehicles have accessibility features that help make it easier. Travel training is available, and we offer special services for those who can't use regular buses and trains.

### Reduced fares for seniors and people with disabilities

"Honored Citizen" fares are reduced fares for seniors age 65 or older, people on Medicare and people with a mental or physical disability.

- [Learn more about reduced fares and find out if you are eligible](#)

### Travel training is available

Learn how to use public transportation to travel independently. Ride Connection, a non-profit community service organization, provides individual and group travel training for seniors and people with disabilities through their RideWise program.

- [Learn more about travel training through RideWise](#) rideconnection.org

### Other services

#### Neighborhood shuttles

A door-to-door shuttle service, provided through Ride Connection's transportation network, is available for seniors and people with disabilities.

- [Learn more about Ride Connection's neighborhood shuttles](#) rideconnection.org



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## Medical transportation

TriMet coordinates transportation for low-income Oregon Health Plan Plus members who need rides to medical appointments and have no other transportation options available.

- [Learn more about our Medical Transportation Program](#)

## LIFT Paratransit Service

TriMet's LIFT paratransit service is for people who are not able to ride regular buses and trains due to a disability or disabling health condition.

- [Learn more about our LIFT Paratransit Service](#)

## Related

- [Bus accessibility features](#)
- [MAX accessibility features](#)
- [WES accessibility features](#)
- [Streetcar accessibility features](#)
- [Service animals on TriMet](#)
- [Committee on Accessible Transportation](#)
- [ADA policy and grievance procedure](#)

## For more information

**Phone:** 503-962-2455

**TTY:** 503-962-5811

**Fax:** 503-962-2370

**Email:** [accessible@trimet.org](mailto:accessible@trimet.org)

**Hours:** 8:30 a.m.–5:30 p.m. weekdays

## 3. ÖBB in Austria

The Austrian Railway Company, the Österreichische Bundesbahn itself provides special 'accessible' – 'erreichbar' – services for the elderly. In each and every region and in every medium or bigger size town special information services are available to increase and maintain the mobility of the elderly.

[http://www.oebb.at/de/Reisen\\_in\\_Oesterreich/Steiermark/Angebote\\_u.\\_Produkte/Senior\\_Mobil/Seniormobil\\_Folder\\_2011.pdf](http://www.oebb.at/de/Reisen_in_Oesterreich/Steiermark/Angebote_u._Produkte/Senior_Mobil/Seniormobil_Folder_2011.pdf)



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Frau Marianne Rauch



**Im Bezirk Liezen:**

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Herr Herbert Traisch  
E-Mail: h.traisch@gmx.at  
☎ 0676-86643776  
Erreichbar: Di 9-12, Do 16-18



Informationen zu den ÖBB erhalten Sie auf [steiermark.oebb.at](http://steiermark.oebb.at) und im CallCenter 05-1717.



‘Accessible’ services by the ÖBB

The above is but one website, yet it is remarkable, that the main website of the ÖBB provides 75 dedicated entries for ‘seniors’, with special ‘senior-help lines’ – ‘Seniorberatung’ – opportunities in each and every location.

Thus the ÖBB solution relies very much on personal networking, a web of senior-supporting advisors.



- [Home](#)
- Senior Mobil

**Senior Mobil - die ÖBB-Seniorenberatung**



Immer für Sie da!



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## Für alle SeniorInnen im Einsatz

In die Jahre zu kommen heißt noch lange nicht, auf Reisen verzichten zu müssen. Ältere Menschen sind eine wichtige Kundengruppe für Verkehrsunternehmen. Deshalb bilden die ÖBB und die Landentwicklung Steiermark (Lokale Agenda 21) spezielle ÖBB-SeniorenberaterInnen aus.

- Sie benötigen Informationen zum Reisen mit den ÖBB?
- Sie möchten wissen, wie Sie zu Ihrer Fahrkarte kommen?
- Sie suchen Ihre persönliche Verkehrsverbindung im Internet?
- Sie brauchen Hilfe beim Fahrkartenautomaten?
- Sie sind schon länger nicht mehr mit der Bahn gefahren und möchten das jetzt ändern?

Die ÖBB-SeniorenberaterInnen stehen Ihnen mit Rat und Tat zur Seite und organisieren Informationsveranstaltungen, auch zum ÖBB-Fahrkartenautomaten (für Gruppen nach Vereinbarung)!

<b>Region</b>	<b>ÖBB-SeniorenberaterInnen Kontaktdaten</b>
Bruck/Mur, Mürzzuschlag	Herr Michael Krammer Tel.: +43 (0)676 86643768 Erreichbar: Dienstag 09-12 Uhr, Donnerstag 16-18 Uhr <a href="#">E-Mail senden</a> Herr Peter Reichebner Tel.: +43 (0)676 86643779 Erreichbar: Dienstag 09-12 Uhr, Donnerstag 16-18 Uhr <a href="#">E-Mail senden</a>
Feldbach	Herr Harald Trummer Tel.: +43 (0)676 86643765 Erreichbar: Dienstag 09-12 Uhr, Donnerstag 16-18 Uhr <a href="#">E-Mail senden</a> Herr Robert Hasler Tel.: +43 (0)676 86643766 Erreichbar: Dienstag 09-12 Uhr, Donnerstag 16-18 Uhr <a href="#">E-Mail senden</a>
Fehring - Südburgenland	Herr Gerhard Demmel Tel.: +43 (0)664 1447640 Erreichbar: Dienstag 09-12 Uhr, Donnerstag 16-18 Uhr <a href="#">E-Mail senden</a>
Fürstenfeld	Herr Franz Jonser Tel.: +43 (0)664 8216937 Erreichbar: Dienstag 09-12 Uhr, Donnerstag 16-18 Uhr <a href="#">E-mail senden</a>
Gleisdorf - Laßnitzhöhe	Frau Ursula Hörner Tel.: +43 (0)676 86643767 Erreichbar: Dienstag 09-12 Uhr, Donnerstag 16-18 Uhr <a href="#">E-Mail senden</a> Herr Hubert Steinhöfler Tel.: +43 (0)676 9079004 Erreichbar: Dienstag 09-12 Uhr, Donnerstag 16-18 Uhr <a href="#">E-Mail senden</a>
Graz Stadt	Herr Mag. Rupert Maderbacher



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- **Downloads/Links**

- [Senioren MobilitätsberaterInnen \(PDF; 385 KB\)](#)
- [Landentwicklung Steiermark](#)

[Hilfe & FAQ](#)

#### 4. Westside MAPS, Los Angeles, California, USA

The Westside M.A.P.S stands for Westside Marketing & Admissions Professionals for Seniors and, as they state, they are „a non-profit networking organization dedicated to bringing individuals together that serve the senior community.” Or, as they say, “LA’s most outstanding networking opportunity for the geriatric care community”.

It is a full-spectrum resource initiative, again based much on networking.



Marketing & Admissions Professionals for Seniors

- [Join Now](#)
- [Login](#)
- |
- [Contact Us](#)

#### What's New:

[Holiday Party](#)

12-21-2011 ▶

[Home](#) / Welcome to Westside MAPS

#### Instant Access to Los Angeles Area Senior Resources

WESTSIDE MAPS is a most exceptional organization dedicated to building important and lasting relationships among all geriatric professionals in the Los Angeles community, in order to provide the best possible resources and services to the senior community.

#### Monthly Marketing Meetings

Monthly, providers from all walks of elder care gather to exchange ideas, learn from each other and about each other in the attempt to come together as a multilevel resource for the elder community and their caregivers.



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Open networking events occur alternately with months that focus on unique speaker programs.

- Westside M.A.P.S. (Marketing and Admissions Professionals for Seniors) is a non-profit networking organization dedicated to bringing individuals together that serve the senior community.

### More than Just Marketing

MAPS has been designed to promote and stimulate interest and new ideas, expand knowledge in both geriatric and related fields and other "fun" fields that give all of us some light and laughter before embarking on our busy days.

### Diverse Spectrum of Senior Agencies

By attending MAPS, you will be exposed to a diverse group of caring professionals dedicated to providing a high-level of quality services to seniors.

Many of our members can be grouped into the following categories:

- Assisted Living
- Caregiver Agencies
- Legal and Financial Resources
- Home Health
- Hospice
- Non-Profit Community Resources
- Nursing Facilities
- Physicians and Dentists
- Residential Placement Services
- Senior Care Management

We encourage anyone interested to attend and get to know THE number one organization in LA designed for anyone and everyone related to the senior field. The warmest welcome is waiting for you, always.

◀◀	S	M	T	W	T	F	S	▶▶
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	4	5	6	7	8	9	10	
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### Success Stories:

Westside MAPS offers the perfect blend for a professional organization! The key to success for an industry networking group can be broken down into a few major components:

### Community Resources:

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## 5. Ottawa, Canada

The Capitol City of Ottawa dedicates a ‘municipality Accessibility Plan’ available at the ‘Accessibility Services’ of their website at

[http://www.ottawa.ca/residents/accessibility/index\\_en.html](http://www.ottawa.ca/residents/accessibility/index_en.html)

where one can see, that the municipality issues annual ‘COMAP’s, which are the City of Ottawa Municipal Accessibility Plans, for the last 9 consecutive years. They declare:

„The plan describes the status of work to identify, remove and prevent barriers that limit the participation of residents and visitors who have disabilities. COMAP also describes upcoming projects and multi-year initiatives that will help to bring the City of Ottawa closer to its goals of being inclusive and fully accessible.”

[http://www.ottawa.ca/residents/accessibility/comap\\_programs/index\\_en.html](http://www.ottawa.ca/residents/accessibility/comap_programs/index_en.html)

The program is detailed and straightforward, stating, that the

“government has identified five key areas for the development of “common” accessibility standards intended to set requirements across all organizations and sectors:

1. Customer service (direct services and policies)
2. Information and communications (public-facing, written and electronic)
3. Built environment (new construction and major renovations)
4. Employment (recruitment, retention and succession planning)
5. Transportation (provincially mandated, and taxis)”

Without going to details here, we would propose to see the 2011 Annual Report on COMAP at their website:

[http://www.ottawa.ca/calendar/ottawa/citycouncil/csedc/2011/04-05/18%20-%20ACS%202011-COS-ODP-0004\\_COMAP%202010-11\\_FINAL.htm](http://www.ottawa.ca/calendar/ottawa/citycouncil/csedc/2011/04-05/18%20-%20ACS%202011-COS-ODP-0004_COMAP%202010-11_FINAL.htm)

The program seems to be the one of the outstanding ‘best practices’ available. See:



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- [Municipal accessibility plan, policies and programs](#)
- [Accessibility for Ontarians with Disabilities Act \(AODA\)](#)
- [Accessibility Services](#)
- [City Policies Related to Accessibility](#)
- [COMAP Highlights 2010-11](#)

### **Municipal Accessibility Plan and policies**

Each year, the City of Ottawa publishes the City of Ottawa Municipal Accessibility Plan (COMAP). The plan describes the status of work to identify, remove and prevent barriers that limit the participation of residents and visitors who have disabilities. COMAP also describes upcoming projects and multi-year initiatives that will help to bring the City of Ottawa closer to its goals of being inclusive and fully accessible.

2011 Municipal Accessibility Plan – [Full Report](#)

2010 Municipal Accessibility Plan – [Full Report](#)

2009 Municipal Accessibility Plan – [Full Report](#)

2008 Municipal Accessibility Plan – [Full Report](#)

2007 Municipal Accessibility Plan – [Full Report](#)

2006 Achievements and 2007 Initiatives – [Full Report](#)

2006 Municipal Accessibility Plan – [Full Report](#)

2004-2005 Municipal Accessibility Plan – [Full Report](#)

### **E-text for the visually impaired**

2010 Report

Report to Committee(s) of Council – [text version](#)

2009 Report

Report to Committee(s) of Council – [text version](#)

2008 Report

Report to Committee(s) of Council – [text version](#)

2007 Report

Report to Committee(s) of Council – [text version](#)

2006 Report

Report to Committee(s) of Council – [text version](#)



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2004-2005 Report

Report to Committee(s) of Council - [text version](#) | [Word version](#)

Appendix 1 - [text version](#) | [Word version](#)

Attachment no. 1 - [text version](#) | [Word version](#)

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### ***Remarks and proposals***

For the municipality, Urban Barrier Map could be used in the future continuously when they develop infrastructural projects. The Urban Barrier Map developed by Municipality of Sopot is a strategic approach to map the urban barriers and to take them into consideration when develop the infrastructure in the future.

Similar project show, that public transportation companies and non-profit organizations may contribute with their share to such an initiative.

The Urban Barrier Map pilot is a well-designed and thoughtful initiative. As we may see it from other examples – as some of those quoted above – such a development may transform the image of a city to make it hospitable for the elderly and other physically disadvantaged social groups. It is important that it should be implemented and put into practical use in the urban development of Sopot. This seems to be guaranteed by the fact, that the town municipality considers implementing the findings and the proposals of this project.

“The mission of Sopot written in the City Development Strategy is to be safe spa resort of high quality standard of tourist, recreational, cultural and congressional services and one of the main objectives of this document is: safe and friendly town caring for life, health and prosperity of citizens and tourists. Concerning our demographic structure (one of the “oldest” populations in Polish cities, almost 25% citizens over 60 years old) and needs of the tourists visiting our town we want to improve our public infrastructure and services addressed to older and disabled persons. ...

Sopot Pilot-Project-investment will state as the result of previous work on surveying local society in the field of elderly and disabled people needs and expectations towards urban planning and public infrastructure. Based on mentioned survey the map of local architectural barriers will be developed, as well as the strategic document setting the priorities, guidelines, schedule and estimated costs of eliminating those barriers. The Pilot-Project-investment will be the one chosen out of the highest-priority investments indicated in the document.“

The Sopot Urban Barrier Map may be surely quoted as one of the best practices of the Q-Ageing Project, worth to be continued and set as a ‘best practice’ example.



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### ***Senior Recreation Park Maribor, Slovenia***

The original aims and plans regarding the Senior's Park pilot:

“The aim of this project is:

- to enable elderly access to recreation
- to improve physical and health condition of elderly
- to improve social inclusion of elderly.

We believe that with the recreation facilities we can influence or reinforce one's lifestyle (being physically active and socializing) and support their self-responsibility about the physical condition.

In order to enable elderly access to recreation with the equipment that is designed to provide gentle stimulation to ageing bodies the recreation park for seniors will be set-up. It will be placed near the facilities for elderly so that the guardianship over the park will be provided and the users will be nearby. The exercise equipment will be supported by the specially developed training program and training tutors available for certain time. The individual devices will be equipped with the boards containing instructions for use and description of exercises effects. Such outdoor environment will contribute to the better physical and health condition and social inclusion of older people.”

Owing to a long period of unfavorable weather condition the various recreational equipment of the Park were fixed to their place later than expected. The Senior Recreation Park, nevertheless, seems to having caught up with that delay.

The location of the Park was well chosen – away from urbanized and maybe polluted parts and just at the foot of a new housing development for elderly. The equipment seemed to be strong and durable, and the variety of training opportunities seemed to be satisfactory both in terms of types and in terms of training levels.

The facilities are well-designed for the purpose. The original plans seemed to be well established regarding the necessity of instructions, written and personal as well. Tutors seem to be present during regular use by elderly to avoid safety hazards, i.e. physical accidents. A combination of trained tutors and more experienced users may be sufficient for safe use. Sun shades may be necessary to be set up to avoid exposure to direct sunshine in the summers.

Safety hazards should be clearly avoided by the presence of well trained tutors – local municipalities could worry about their responsibilities for accidents in Senior's Parks, in case they are built in public space. Senior Parks could be envisaged more in private space or in institutions which take the responsibility.

The Senior's Park pilot may raise the awareness of local municipalities for providing special spaces for the elderly in towns and regions where earlier civil engineering has not been aware of the need of older generations. Park planning and landscape design can be influenced with its example, as well as local and regional real estate development policies, where preferences can be given to development, which include Senior's Parks.

### *Similar practices, websites*

There are not too many sparks dedicated for the elderly. Of the few one could compare the Maribor initiative to the followings.

#### **1. Culm Valley village of Uffculme, U.K.**

This park is „specially designed so that it appeals to elderly villagers as well as children. The outside fitness area, on the Highland Terrace estate, was designed by Wicksteed Leisure in conjunction with students and staff at Staffordshire University...The park includes play equipment for young and exercise equipment for elderly” In a fairly remote location halfway between Bristol and Plymouth, near Exeter one may find the above park, described on the website at:

<http://www.thisisplymouth.co.uk/news/New-play-park-includes-exercise-area-elderly/article-588331-detail/article.html>

#### **„New play park includes exercise area for elderly**

Wednesday, January 07, 2009

A NEW £85,000 play park in the Culm Valley village of Uffculme has been specially designed so that it appeals to elderly villagers as well as children.

The outside fitness area, on the Highland Terrace estate, was designed by Wicksteed Leisure in conjunction with students and staff at Staffordshire University.



The park includes play equipment for young and exercise equipment for elderly

The area is split by a central path and features outdoor exercise equipment on one side and conventional play equipment on the other.



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Parish councillor Mike Hilson said: "It is designed especially for the young at heart."

Uffculme Environmental and Barratt Homes provided most of the funds, which will also provide new public toilets and improve the village bowls club.

The project to provide new equipment has taken more than 10 years to come about.

Uffculme Parish Council held a ceremony at the park on Saturday to thank designers, contractors, and the companies who provided the funding."



A view of the Park

## 2. Self made park for elderly, Rimini, Italy

Described by a blogger with the alias Sunil, we could find an Italian initiative „in the park where the elderly persons' cooperative had organized a "crescentine" fair. Elderly persons manage small kitchen gardens in the park and are very well organised. Crescentine, the local fried bread, eaten with cold meats like ham or salami, is the staple food for their summer fairs. Some old Italian songs, glasses of wine, hot crescentine and long discussions..."

Information on this civil initiative can be found at:

[http://www.kalpana.it/eng/blog/2005\\_05\\_01\\_archive.html](http://www.kalpana.it/eng/blog/2005_05_01_archive.html)



### 3. Enterprise for active parks, Generational Aktiv-Park®, Germany

The other end of the park 'production line' a company for „zero barrier” park construction can be found in Germany at:

<http://nullbarriere.de/fitness-generationenpark.htm>

#### Generationen Aktiv-Park®

*Innovativer Freiraum für Jung und Alt*

#### Ein Konzept zur generationen-übergreifenden Gesundheitsförderung im öffentlichen Freiraum.

Die Kommunen, Gemeinden, Vereine und Sponsoren müssen umdenken, dass öffentliche Grünflächen nicht nur für Kinderspielplätze zur Verfügung gestellt werden, sondern auch Angebote für Senioren 50+ ein Thema sind.

Der Generationen-Aktiv-Park® bietet eine optimale Lösung zur Generationen übergreifenden Freiraumgestaltung auch in Freizeitparks, Seniorenheimen, Hotels.

Das Ziel besteht in der nachhaltigen Verbesserung der Lebensqualität seiner Besucherinnen und Besucher. Hierfür ist dieser Freiraum gleichermaßen auf die Bedürfnisse älterer und jüngerer Menschen abgestimmt. Ähnlich einem öffentlichen "Spielplatz für alle" bietet er die altersunabhängige Möglichkeit, die Freizeit alleine oder gemeinsam sinnvoll zu verbringen.



*Stationen des Parks*

#### Verbesserung der Geschicklichkeit und Koordination



Alle noch so einfachen Bewegungen, wie beispielsweise Gehen, Stehen und Greifen, fordern den menschlichen Körper im höchsten Maße. In komplizierten Wechselwirkungen zwischen den Sinnesorganen, dem Gehirn und der Muskulatur werden Millionen von Reizen pro Sekunde aufeinander abgestimmt.

Je besser dieses Abstimmen funktioniert, umso leichter fällt das alltägliche Leben. Mit Spaß und Freude beim gemeinsamen Herumprobieren und Üben werden Augen, Ohren, Arme und Beine gleichermaßen gefordert und die Geschicklichkeit verbessert.



Kugelspiel



Kling-Klang



Straßenbahn



Balancierpfad

## Stärkung der körperlichen Gesundheit

Der menschliche Körper besitzt über 400 Muskeln. Ausreichende und richtige Bewegung hält diese gesund und leistungsfähig.

Mithilfe zweckmäßiger Übungen können die wichtigsten Muskeln gezielt gekräftigt werden. Für jüngere Menschen ist dies ein wichtiger Ausgleich zum vorherrschenden Bewegungsmangel. Weiters stellen gezielte Bewegungen die entscheidende Grundlage zum Erhalt der Mobilität und der Lebensqualität älterer Menschen dar. Das Prinzip der optimalen Forderung ist dabei von entscheidender Bedeutung.



Beinpresse



Ruderggerät



Boxerrad



Bauch-Rücken-Trainer

## Verbesserung der Denk- und Merkfähigkeit

"Ein gesunder Geist in einem gesunden Körper", das wussten schon die antiken Römer. Das Gehirn muss deshalb ebenso wie der Körper gefordert werden, um gesund und leistungsfähig zu bleiben. In einer Welt zunehmender Geschwindigkeit und steigender Komplexität ist die Förderung der geistigen Gesundheit für Jung und Alt im gleichen Maße wichtig.



*Kopftraining – Informationstafel*

The exclusively German language website and the illustration show a highly developed technology of senior-parks, from complex exercise-equipment to ‘head-training’.

### 4. Senior Park , ul. Na Březinu 353 Sokoleč, 290 01 Poděbrady, Czech Republic

A fully private enterprise in the Czech Republic is more of a real-estate agency, yet they offer recreational opportunities within the premises, “open air park facilities” as they say. Their website can be found at:

<http://www.senior-park.cz/>

### 5. Adult Exercise Park, Hyde Park, London, U.K.

In the most traditional and probably the best known park of Europe a section has been opened for the elderly as adult exercise park:

<http://www.happynews.com/news/612010/london-launches-senior-adult-exercise-park.htm>

The article is worth quoting, as it covers the full story of this municipal/council initiative:



„(Kirsty Wigglesworth / AP) Pensioners Winston Fletcher, right, and Frances Blois enjoy equipment in London's first playground designed for seniors in Hyde Park, London. The outdoor facility features keep-fit equipment to help adults in their later years to keep fit and improve strength and flexibility.

### London Launches Senior Adult Exercise Park

**JUNE 01, 2010**

A free outdoor playground is now open in London's Hyde Park.

The new facility includes six pieces of exercise equipment to help users improve core strength, flexibility and balance. Equipment has been selected to ensure that a high level of accessibility, ease of use and enjoyment can be ensured for all users.

The playground is open to all the public, but has been especially designed for older people to enjoy and is not suitable for use by children. It is located within the Hyde Park Bowls and Tennis Centre enclosure.

#### **Background**

Two years ago, the Royal Parks program was approached by the Knightsbridge Association to provide an Older People's Play Area in Hyde Park, funded by Westminster City Council's neighborhood budget scheme.

The Royal Parks then commissioned a feasibility study to explore the idea further and consulted with a number of local and special interest groups.

Similar projects have been successfully installed at Dam Head Park (Manchester), Heathfield Recreation Ground (Whitton) and Hampton Common (Richmond).

As part of the project, The Royal Parks are also working with older people to explore ways to encourage them to visit the park and to keep potential user groups informed of project.”



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### ***Remarks and proposals***

The pilot Senior Park is definitely a novelty in Central Europe, as outdoor senior recreational facilities are not traditional here, except for some hot baths opportunities elsewhere. Active exercise for seniors is a relatively new concept here, and the Maribor Senior Park pilot can be a good example of this new thinking.

This pilot is directly aiming at active ageing is – Senior’s Parks could be set up in corners of customary parks as well as in inner yards of condominiums and housing estates in any European city. It provides opportunities of gentle training, it is a good tool against obesity and inactive life. Trainers may give further advice on more physical exercise, contributing to achieve another EU aim, improved self-sufficiency of the seniors.

The Maribor Senior’s Park may spark similar ideas in Central and East European cities, where urbanization did not leave much open air space for the elderly besides the banks and chairs of public parks. The idea of open air activities for the elderly is usually restricted to excursions, which takes more time and more arrangement to organize.

As the Senior’s Park is a good example of active ageing pilots, a short spot (25-40 second video recording) could be the best media for introducing the advantages of a Senior’s Park – which than could be put on the website of Q-Ageing partners.



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### ***Memory Garden, Municipality of Genoa, Italy***

The Memory Gardens project aimed at re-integrated the elderly and helping them with courses and a physical environment – a garden – which would support them in improving their mental condition as well as their socialization. They state in their report: “This pilot's main result is the prevention: in fact the mental capabilities' training is able to slacken the getting old and to reduce the risk of dementia, by improving a person's well being and self-esteem and, consequently, his/her quality of life. Moreover, the course is an excellent opportunity of socialisation among the involved persons.”

The Memory Garden is located in one of the parks of Genoa. In the frame of the QAGEING project Municipality of Genoa developed several boards 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 organized training courses for final beneficiaries as well as for trainers.

The pilot project has been theoretically well established, as a complexity of mental, physical, psychological, spacial and social aspects were all taken into consideration: „The collaboration among the several involved persons allowed to obtain a good social and health integration, including the territorial associations. This pilot is an example of innovative instrument of cognitive worsening' prevention, of memory's improvement through a structured training that includes both learning moments and amusement moments outdoor, into the park, in order to take a walk and make not only physical but also mental exercise.”

The idea and the notion are similar to the Oz Café project of the same municipality (Genoa). The same specialized musician was hired both at the Oz Café and at the Memory Gardens projects. One could say that the Memory Gardens is the open air twin of the Oz Café.

### ***Similar practices, websites***

Some projects similar to Memory Garden have been developed for fighting dementia and Alzheimer disease. Hereby I enlist some.

#### **1. Portland Memory Garden U.S.A.**

The website of the Portland Memory Garden is available at:

<http://www.portlandmemorygarden.org/>

yet it is available from the website of the local municipality:

<http://www.portlandonline.com/parks/finder/index.cfm?PropertyID=1202&action=ViewPark>

Historical information is given on the park, from where one can learn, that the project is a joint enterprise of the civil sector and professionals. One may also learn that there are 8 gardens of the like in the U.S.A.

The maintenance of the park is delegated to the Friends of the Portland Memory Garden, who give more details on the purpose.



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„The Portland Memory Garden is located in Portland, Oregon off SE Powell at 104th Avenue in the southeast corner of Ed Benedict Park. This very special garden is open to the entire community, but was designed to meet the special needs of those with memory disorders (such as Alzheimer’s disease) and to provide respite for their caregivers. The garden was dedicated in May 2002 and is one of eight memory gardens in the U.S., and one of only two built on public land.

This project was a collaborative effort of the Oregon-Greater Idaho Chapter of the Alzheimer's Association, American Society of Landscape Architects, Center of Design for an Aging Society, Portland State University/School of Urban Studies & Planning, Legacy Health Systems, and Portland Parks & Recreation.

The garden includes four seasons of plants and flowers in raised beds that have been chosen to stimulate the senses and to spark past memories, as well as provide a totally accessible circular pathway and visual landmarks. The fenced garden offers security and comfort for families as well as a restroom and drinking fountains. It is open all year long from 8:00 am to dusk and is free of charge.

The Friends of the Portland Memory Garden is proud to be the steward organization of this unique and remarkable resource for those living with memory loss, their families and caregivers, and anyone who chooses to visit, enjoy, and be restored.”

The civil association describes itself as:

„Friends of the Portland Memory Garden was informally founded in 2001 as a small group of volunteers and was incorporated as a non-profit organization in 2008. During the interim years, our web site was maintained through the kind efforts of the Center of Design for an Aging Society. We extend our special thanks to them and encourage you to visit their site at [www.centerofdesign.org](http://www.centerofdesign.org).”



Visitors and map of the Portland Memory Garden

## **2. A private and personal initiative – The Memory Gardens Retreat, Owen Sound, Ontario, Canada**

A private person, Mrs. Jan Chamberlain, a former teacher, instructor, workshop leader and facilitator dedicated a Garden Retreat for the memory and based on the memory of her late husband, George with the motto: „We never walk alone, for memories travel with us.”

The Memory Gardens Retreat is a pension as well as a training center, which has educational training programs as listed on their site:

„Some examples of recent customized programs:

- walk to local food market,
- walk the healing labyrinth,
- attend a private Nia exercise class for the morning,
- create a healing bead bracelet,
- have a personal reiki treatment,
- walking the Bruce Trail and returning for supper,
- meditation workshop,
- talk on gardening. „



The Memory Gardens Retreat has a team of three, including a psychotherapist and a facilitator – adult educator.

## **3. The Hearthstone Institute, Woburn, Massachusetts, U.S.A.**

A major initiative in handling Alzheimer disease in a new way, The Hearthstone Institute seems to be the leading enterprise in the field of dealing with dementia in no-medical ways.





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The website gives detailed information about their theoretical grounds as well as on their programs at:

<http://www.thehearth.org/index.html>

The co-founder-president, sociologist Prof. John Zeisel has published several books on their program. The motto of their programs' motto is close to the notions of the Genoa Memory Gardens:

At Hearthstone  
we put our mission first,  
creating environments  
where people living  
with Alzheimer's  
can truly flourish.

or as Prof Zeisel put it: „everything we've got to do is to get them back access to time. To the story, their own story and others' story as well.”

Art therapy is an integral constituent part of their program, yet they do have a special Healing Garden project as well, available at:

<http://www.healthymagination.com/stories/the-art-of-therapy/>

„Hearthstone has created what they call Healing Gardens, physical pathways for patients to plant flowers, socialize and reminisce. According to Zeisel, these gardens decrease aggression and wandering and help patients maintain a sense of independence.

For the past 15 years, Zeisel has been crafting an innovative approach to the disease – one centered on the amygdala, the brain's emotional core. This part of the brain remains untouched by the effects of Alzheimer's, according to therapists working in the field.

'The reason gardens really work is they help our brains function better and give us memories and give us experiences,' Zeisel says. Each Hearthstone Healing Garden is designed with a back patio, a lawn, a circular path, and even a mailbox. Every detail is in place to either elicit memories or give residents simple moments that require little thought.



Dr. John Zeisel, co-founder of Hearthstone Alzheimer Care, discusses how Alzheimer's affects the brain and why Healing Gardens and other holistic approaches are transformative in treating the disease.

Time outdoors, an essential aspect of these gardens, affects the chiasmatic nuclei—the region of the brain that keeps time and regulates the body's circadian rhythm, according to Zeisel. He says sunlight affects the nuclei, helping patients capture a sense of season and time.

In addition to helping regulate mood and sleep cycles, the gardens extend into daily life at Hearthstone. Staff members incorporate garden produce into cooking classes, and patients use flowers as props and inspiration in writing and painting classes.



Art therapy at Hearthstone extends into Alzheimer's programs at cultural institutions throughout the world. Hearthstone is currently collaborating with the Louvre and a French hospital on a tour-based project that studies participant behavior over time.

Hearthstone's research influenced early pilot programs at the Museum of Modern Art, which has since developed its own programs and outreach efforts."



Dementia treated with Art by Hearthstone Institute

#### 4. Memory Garden, the Residence, Jamestown, NY, U.S.A.

Memory Garden's owner Nicholas Ferreri was inspired to build an Alzheimer care community environmentally designed to offer specialty care for memory impaired individuals after his father suffered and subsequently passed away with Alzheimer's disease. Its webpage can be found at:

<http://www.memorygarden.org/>

and the sub-page at <http://www.memorygarden.org/why-memory-garden.aspx> explains the notion and the actual project:



„An emotional and personal approach was taken throughout the phases of design, development, building and completion of our physically supportive environment. Our memory care community protects residents from their own cognitively poor judgment while helping them to remain functional. As

contributors in the upkeep of their household, they are encouraged to participate in gender specific activities, and therefore a sense of purpose and well-being remains in their lives.

Caring for a memory impaired loved one at home is at best, frightening, painful and exhausting. The overwhelming stress on the caregiver is so often reflected in the behaviors of the memory impaired individual. Our life's work is to alleviate both.

Memory Garden provides the most advanced care, yet looks and feels like home. Five households of ten residents together create a "neighborhood." Each household is made up of nine residential suites, distinguished by floral themes, special colors, and other thoughtful details that help residents become oriented to their surroundings and feel comfortable. Memory Garden is full of environmental characteristics that ease the challenge of living day to day with memory impairment."



The premises are designed and used the following way:

„Each household is made up of nine residential suites, distinguished by floral themes, special colors, and other thoughtful details that help residents become oriented to their surroundings and feel comfortable. Memory Garden is full of environmental characteristics that ease the challenge of living day to day with memory impairment:

- Enclosed courtyards for gardening, picnicking, and strolling
- Spacious suites, a private area to personalize
- Households that provide an intimate atmosphere
- Memory boxes that help identify suite entrance
- Country kitchens for dining and socializing
- Hair care salon for improving self-esteem
- Soda Shop for socializing and activities
- Elegant private dining rooms for family dinners and special occasions
- Activity lounges, parlors and sun rooms encourage socialization and creativity
- Fitness room for maintaining physical strength and mobility
- Secured exits for safety
- Outdoor recreation areas for fresh air, meditation, and enjoyment

- Park
- Picnic Pavilion
- Fenced Fishing Ponds
- Nature Walking Trails”

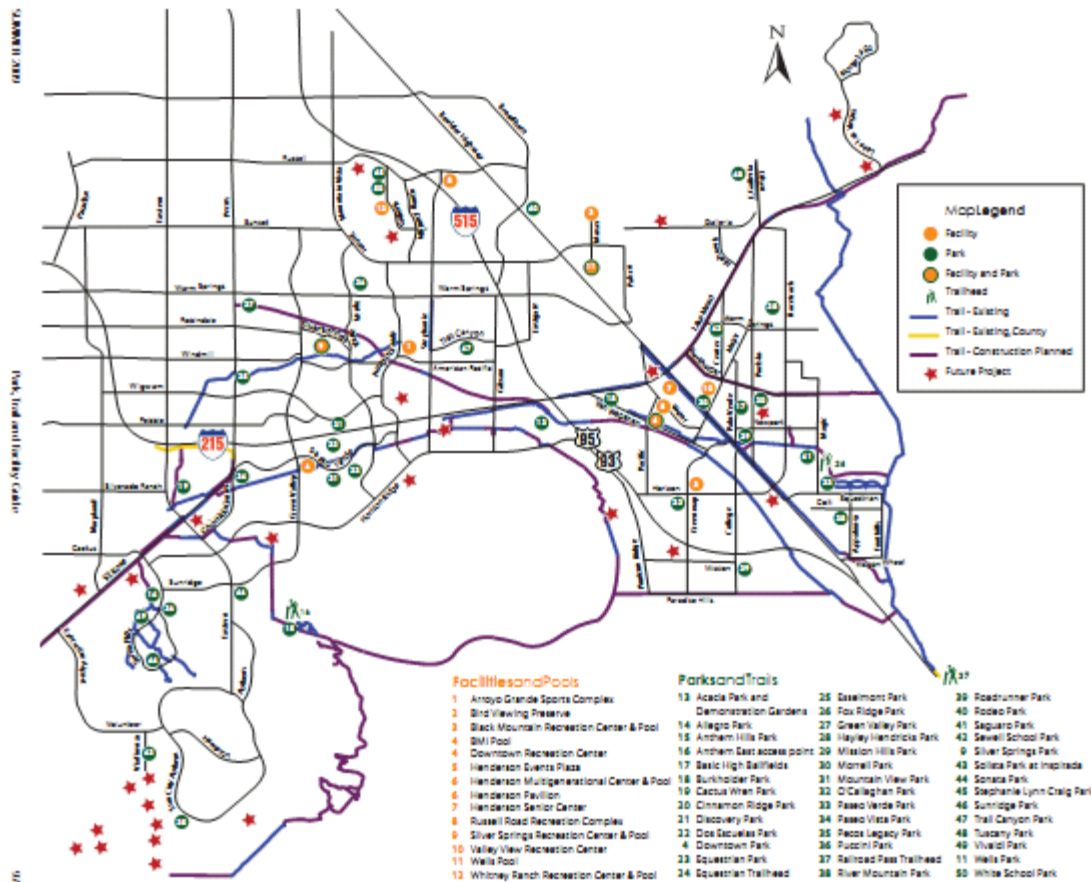
### 5. Heritage Park Senior Facility (50+), Henderson, Nevada. U.S.A.

A large-scale municipality-initiated enterprise in Henderson, Nevada to provide leisure time and educational facilities for the elderly. The website can be found at:

[http://www.cityofhenderson.com/parks/recreation\\_centers/heritage\\_park\\_senior\\_facility.php](http://www.cityofhenderson.com/parks/recreation_centers/heritage_park_senior_facility.php)

„Heritage Park offers a wide variety of programming, ranging from art and cooking classes to exercise and dance programs, in addition to social and wellness services designed to meet the needs of Henderson's active 50+ population.”

It is a part of a network invested into health, sports and social facilities at an impressive scale:





Q-AGEING: Quality Ageing in Urban Environment

The City of Henderson is proud of providing a wide choice of services to its population, including the 50+ residents:

„As the largest full-service city in the state of Nevada, Henderson is nationally recognized for accredited departments – [Building & Fire Safety](#), [Fire](#), [Police](#), and [Parks and Recreation](#) – and award winning services including the [Development Services Center](#).”

### ***Remarks and proposals***

I would highly esteem the “Memory Gardens” project for the complexity and simplicity of their approach toward elderly as social group and as individuals, for the notion of handling mental, physical and social conditions together.

I would quote a few lines from the poem “Memory Gardens” of Allen Ginsberg

„Well, while I’m here I’ll  
do the work –  
and what’s the Work?  
To ease the pain of the living.”  
(1969)

One of the chief tasks of the Q-Ageing project is to ease difficulties of ageing, and Memory Gardens does this with allowing personal privacy and the security of a learning community.

I am convinced that memory Gardens could be introduced with low costs and could have comforting affects on many ageing one. The courses may involve younger generation (students) and co-habitants of the neighborhood, further strengthening the social cohesion of give localities. Information boards may be designed by senior associations and local artist as well – the very idea of a Memory Garden may mobilize creative energies from a variety of actors, further raising the social embeddings of such a project.



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***Senior friendly services,  
Municipality of Újbuda, Hungary***

According to the plans “the main aims of ‘Senior Age Program’ were the development and testing of innovative services (e.g. Senior Theatre Program - special season ticket which includes performances) which conduce to the senior citizens integration to the (cultural) society and to bring closer new technologies (e.g. email system, senior friendly mobile phone), to abolish the digital illiteracy. We managed to implement both goals. The main results were the followings:

- municipality can provide a qualitative, cultural service cheaper than it is in reality
- municipality can ensure the involvement of senior volunteers .”

In the process of the project, the organizers noted, that the “(a) activation of seniors has proved to be more difficult and mainly time-consuming than expected, (b) in case of senior theatre programme, which is one of the community services developed for citizens over 60, distribution of tickets was hectic and difficult and finally (c) the cooperation with theatres was difficult.

The program was targeted at the age group over 60, and several volunteers joined it.

The senior friendly mobile phone part of the project seems to be underway, its popularity is still has to be seen.

***Similar practices, websites***

**1. Art Age Senior Theatre Resource Center, Portland, Oregon, U.S.A.**

According to their own mission statement, The Art Age Senior Resource Center „For over 13 years, older performers and their directors have turned to the Senior Theatre Resource Center for plays, books, materials, and workshops that charm audiences. Whether you are an amateur or skilled professional, we have something for you. Like our customers around the world, you’ll appreciate our personalized, prompt service. We never forget that our mission is to help older performers fulfill their theatrical dreams.”



Their articulated goal is: „to deliver personalized service to encourage more work in Senior Theatre. We are rewarded with thousands of satisfied customers in a field that continues to grow.” They offer programs, participation, workshops and conferences for the elderly.



As they put it on their website:

„ArtAge’s Senior Theatre Resource Center provides service to the field with:

- The largest selection of Senior Theatre plays, books and information
- Arts and Aging materials—dance, intergeneration work, oral history performance and more.
- Centralizing information into one place so that it’s quick and easy to find materials.
- Dependable, personalized, quick service
- Marketing campaigns and promotions for productions, arts and aging projects, companies, casting calls, and other projects.
- Personalized consultations to help with your most difficult problems. Whatever your concern, we can guide you, idea share and more. We build the consultation around your needs, discussing topics by phone and email, working quickly and efficiently to meet your needs. We have helped with:
  - Successful grant applications
  - Publicity and marketing
  - Production design
  - Management structure
  - Other topics that concern you.
- Marketing assistance. Turn to our data base, the largest in the field, to help get the word out about your work.
- Workshops, keynote addresses, private consultations.”

Website:

<http://www.seniortheatre.com/>



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## 2. Senior Friendly Theatre Policy, Saarbrücken, Germany

The Saarbrücken Staatstheatre offers a special program of six performances for seniors: performances at 2:30 pm Sunday afternoon. It is a selection of an opera, a theatre play and a ballet. They offer the opportunity to meet and talk with the actors as well.

### „Senioren-Abo

Das Saarländische Staatstheater hat für theaterbegeisterte Senioren ein attraktives Abo-Paket geschnürt. Sechs Vorstellungen enthält dieses Paket, Produktionen der Sparten Oper, Schauspiel und Ballett.

Seniorenfreundlich finden die Vorstellungen sonntags nachmittags statt und beginnen um jeweils 14.30 Uhr.

### Senioreninitiative Theatertreff

An drei Terminen lädt das SST nach der Vorstellung am Sonntagnachmittag zum geselligen Beisammensein ins Mittelfoyer des Staatstheaters ein. Hier bietet sich Gelegenheit zu Gesprächen und Diskussionen mit den Künstlern sowie zum Austausch mit anderen Zuschauern.

Die Senioreninitiative wird unterstützt von Saarland Versicherungen Saarbrücken und Homborg, RWV Versicherungsmakler Walter Grünewald sowie der Theatergastronomie »finetime«.

### Die Termine in der Spielzeit 2011/2012:

- »Turandot« am 22. September 2011
- »Madama Butterfly« am 18. Dezember 2011
- »Die Räuber« am 29. April 2012”

Website:

<http://www.theater-saarbruecken.de/karten/abonnements-1112/senioren-abo.html>

## 3. Treffpunkt Theater 50plus, Nurnberg, Germany

The project is a joint initiative of the Senior Board and of the Municipality of Nurnberg within the frameworks of the SIN, the Senior Initiative Nurnberg, a non-profit civil organization.





... eine Brücke zum Stadtseniorenrat der Stadt Nürnberg



They offer theatre visits, discussions with artists and critiques for seniors over 50. They have regular discussions on the world of theatre at the city library, and the meetings are free:

Start ▶ *Treffpunkt Theater 50plus*

*Treffpunkt Theater 50plus* 🖨

*Beim 'Treffpunkt Theater 50plus', einer Initiative des Seniorenamtes und des Stadtseniorenrates, treffen sich am Theater Interessierte der Generation 50plus zu Gesprächen mit Künstlern, Lesungen und Diskussionen mit Kritikern.*

*Gemeinsame Theaterbesuche sowie Exkursionen zu verschiedenen Bühnen in Nürnberg und Umgebung runden das Programm ab.*

*Der Eintritt ist frei. SIN-Mitglieder sind herzlich dazu eingeladen.*

*Treffpunkt: Jeden 4. Mittwoch im Monat um 14.30 Uhr (außer bei Sondervorstellungen) im Zeitungscafé in der Stadtbibliothek, Eingang Peter-Vischer-Straße*

*An den Veranstaltungsterminen hält das Zeitungscafé ab 13.30 Uhr kleine, auch warme, Speisen bereit.*

◆ **Wann**

◆ **Was**

◆ **Wer**

*Mittwoch,  
28.09.2011  
14.30 Uhr*

*"35 Jahre Kunst zum Anfassen"  
im Dehnberger Hof Theater*

*Wolfgang Riedelbauch,  
Theatergründer und Theaterleiter*

*Mittwoch,  
26.10.2011  
14.30 Uhr*

*Staatstheater Nürnberg*

*Peter Theiler,  
Staatsintendant*

*Mittwoch,  
23.11.2011  
14.30 Uhr*

*Der Arbeitsalltag im Leben ein Opersouffleuse*

*Brigitte Christine Tretter,  
Staatstheater Nürnberg*

*Mittwoch,  
23.01.2012  
14.30 Uhr*

*"Der private Generalintendant"*

*Gerd Fischer,  
Tassilo- und Mühlentheater*

*Mittwoch,  
22.02.2012  
14.30 Uhr*

*Der Weg zur klangvollen Stimme*

*Klaus-Heinz Poßner,  
Stimmbildner*

Website:

[http://www.sin-nuernberg.de/joomla/index.php?option=com\\_eventtableedit&view=default&Itemid=68](http://www.sin-nuernberg.de/joomla/index.php?option=com_eventtableedit&view=default&Itemid=68)

#### 4. Senior Mobile with Emergency Key, Berlin, Germany

Since 2000 this enterprise developed projects for the seniors to offer practical mobile phones to fit the elderly.



Website:

<http://www.euronotruf.de/Seniorenhandy/euplus/euplus.htm>

The services include a one-button emergency helpline to the police, fire brigade, emergency medical care, ambulance and helicopter lift. The phone makes special emergency devices unnecessary.

„**Eine Notruf-Taste für alle Helfer:** Polizei, Feuerwehr, Notarzt, Rettung oder Rettungshubschrauber.

- ✓ Sie müssen nie mehr ein Nottelefon suchen.
- ✓ Auf Wunsch kann über die Notruftaste auch ein beliebiger privater Helfer alarmiert werden, z.B. Verwandte, Nachbarn, Pflegedienst.
- ✓ Gegen Aufpreis von mtl. 7,50 können Sie auch eine 24h-Notruf-Unterwegs-Service-Zentrale buchen. Dort können Sie eine Krankenakte sowie eine Liste von Rufnummern hinterlegen, die im Notfall angerufen werden sollen.“

#### 5. Cell phones for the Elderly, U.S.A.

In the United States of America, whole business sites are dedicated to mobiles (cell phones) for the elderly. It is a successful field in communications, based on the consumer demand of the multi-ten millions of American seniors.

„There are tremendous opportunities to really expand the benefits of cell phones for seniors. According to the AARP, people age 50 and older are as likely as younger people to have cell phones while most people age 65 and older buy them for security in an emergency. [[MORE...](#)]

Also note that throughout the U.S., many state agencies and local community charities have programs that offer refurbished or recycled cell phones for seniors.

Efforts to design phones for the elderly and aging continue especially in Asia and Europe. The solutions range from full-blown cell phones to emergency mobile phones.”



Website:

<http://www.info4cellphones.com/cell-phones-for-seniors.html>

### ***Remarks and proposals***

Organizing theatre and other arts program for seniors may be a rewarding enterprise, but always takes double efforts, care and responsibility. The so called Maslow-pyramid of needs is especially valid for the old: they are more sensible to disturbances and require more attention and affinity than the younger ones.

Organized theatre visits and time spent at the theater with artist have to be well taken prepared and cared for all through. Professional help from associations of the elderly is always advisable. Transportation is a special issue for the elderly, the Újbuda initiative can go for success, if that is well organized, and though the size of the district is overwhelming, so good itineraries will be essential.

Mobile phones for the elderly are not a mere technological question. One may offer a device, which is easy to use, but still the key question is, whether there would be someone to answer the call. Emergency services for the elderly are to be 24/7 and always on a red alert. The Municipality of Újbuda is likely to co-operate with the local emergency services, hospitals and police stations well, so there is strong hope that this project is going to be successful.



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***Senior Art Recreation Center  
Municipality of Újbuda, Hungary***

According to the organizers' plan, the Senior Art Recreation Center will enable elderly to learn and practice a whole range of artistic activities, including painting, textile work and pottery.

The notion is to engage seniors in creative handicraft and art activities and to improve the quality of their leisure time.

***Similar practices, websites***

Senior art recreation facilities are very popular in the U.S. Of the dozens of websites we have chosen those which are comparable to the notions of the Újbuda Municipality.

**1. The Tallahassee Senior Center for the Arts, U.S.A.**



Founded in 1980, the Tallahassee Senior Center for the Arts offers a supportive environment for both beginning and advanced artists to receive guidance from experienced instructors. Students also benefit from ongoing art exhibits, special classes, and opportunities to display and sell their art.

**Upcoming Art Workshops**

Learn something new or sharpen up old skills through a short-term special topic art class. Students are responsible for providing their own art supplies and the lists for each class are available now. Registration required at least one week prior to class. Art workshops are taught at the Tallahassee Senior Center unless otherwise indicated. Call 891-4016 for details and registration.

**Make a Polyhedron Ornament  
Thursday, December 6, 1:00 - 3:30pm**

Instructor: Judith Ehrhardt

Make a gorgeous and unusual ornament with some card stock, ribbon and a dab of glue. In one afternoon you will finish this simple and clever ornament that has endless possible variations. Skill Level: Beginner \$10

**Art Workshops will enjoy a holiday break.** The January 8 edition of Golden Review will have the complete list of upcoming art workshops. 2012 begins with a full slate of drawing, pastel, watercolor, oil and acrylic painting classes. A gift certificate for classes and art supplies could be the perfect holiday gift. To purchase one, phone 891-4016.



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For more information on these workshops, call 891-4016.

### Weekly Studio Labs

These labs are open studio times that provide participants an opportunity to practice their art with the camaraderie of other students. No instructor; cost is a \$4 lab fee plus shared cost of a model.

- Portraiture, Mondays, 9:00am - 12:00n
- Figure Painting Practice Group, Fridays, 1:00 - 4:00pm



### Ongoing Art Classes

On-going Studio Classes are available for all levels of artists from beginners to professionals. Instructors work with individual students who assist and critique one another in an exciting, collaborative environment. No pre-registration required. It is recommended that you visit the class and talk to the instructor before joining the class; the instructor will provide you with an individualized supply list. All classes are located at the Senior Center unless otherwise noted. Fee per class \$8 adults 55+; \$10 others.

#### Artistry in Clay: Handbuilding

Mondays, 10:00am - 12:00n

Students learn basic hand building techniques such as coiling, pinching, and slab building to build or sculpt objects of their choice. Basic wheel throwing with a kick wheel is available. All levels of students are welcome.

#### Beginning Art

Thursdays, 2:00 - 4:30pm

All Media Art at Heritage Oaks

Tuesdays, 6:00 - 9:00pm

#### Oil and Acrylics

Beginning: Wednesdays, 9:30am - 12:00n

Intermediate: Wednesdays, 1:00 - 4:00pm

A small class with individualized instruction allows students to work at their own pace in representational or abstract painting, either in oil or acrylic. Whether a beginner or returning artist, you gain experience in composition, use of color and value in your paintings. Come by class to meet the instructor, discuss the difference between oil and acrylic painting and learn what art supplies you'll need for class. Students of all skill levels welcome.

#### Watercolor

Tuesdays & Thursdays, 9:00am - 12:00n

Covers all techniques of watercolor with beginning and advanced students painting side by side.

Website:

<http://www.talgov.com/seniors/art.cfm>

## 2. Senior Activity Centers, Oklahoma, U.S.A.

Senior Activity Centers  
Parks & Recreation



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**Citizens aged 55 and older are encouraged to get out and play at our two senior activity centers.**

Our friendly, caring staff is always on hand to assist with a wide variety of exciting and engaging programs and activities designed specifically with seniors in mind. We offer a wide variety of classes to suit all ages and activity levels, including:



- Art Classes (drawing, painting, sculpting and more)
- Athletic Games & Competitions
- Card Games
- Dance (tap, ballroom, square dance)
- Dog Obedience
- Exercise (moderate to heavy impact activities)
- History Discussions
- Language Learning
- Poetry & Creative Writing
- Sewing & Quilting
- Social & Leisure Gatherings
- Travel & Field Trips
- Yoga & Meditation

Specialty programs related to Senior health issues and financial planning are also available.

In addition to our two dedicated senior centers, the Parks Department offers a wide array of senior-oriented programs at several of our individual [Recreation Centers](#).

**Will Rogers Senior Citizens Center**

**Hours:** Monday-Friday 8 a.m. - 5 p.m.  
3501 Pat Murphy Drive (in Will Rogers Park)  
Phone: 405 942-4339  
[Download](#) our **Summer 2011** Activities Guide

**Woodson Park Senior Activity Center**

**Hours:** Monday-Friday 8 a.m. - 4 p.m.  
3401 S. May Avenue (in Woodson Park)  
Phone: 405 681-3266  
[Download](#) our **Summer 2011** Activities Guide



Website:

[http://www.okc.gov/parks/senior\\_centers/index2.html](http://www.okc.gov/parks/senior_centers/index2.html)

### 3. The Folk High school of Leipzig, Germany

As most other creative and study opportunities, in Germany the folk high schools offer opportunities for the elderly as well in these fields. The below example is from Leipzig.



#### Kunst und Kreativität

##### **Malen, Zeichnen, Drucken**

Für die Kursarbeit in allen Mal- und Zeichenkursen wird zusätzliches Material benötigt. Die Kosten sind von den Teilnehmer/innen selbst zusätzlich zu tragen. Wird Material gegen Kostenerstattung zur Verfügung gestellt, so wird in der Kursankündigung darauf hingewiesen. Diese Kosten sind zum Kurstermin an den/die Kursleiter/in zu entrichten. Dies trifft ebenfalls für eventuell entstehende zusätzliche Modellkosten und/oder Eintrittsgelder zu.

Seite 1 von 5 [nächste Seite ▶](#)

[E22001W](#) [02.09.2011](#)  
[Schnuppertag: Blumenmalerei in Acryl](#)

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[E22003W](#) [07.09.2011 - 04.01.2012](#)  
[Malen und Zeichnen für Senior/-innen](#)

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[E22005W](#) [14.09.2011 - 11.01.2012](#)  
[Malen und Zeichnen für Senior/-innen](#)

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[E22007W](#) [12.09.2011 - 02.01.2012](#)  
[Malen und Zeichnen für Senior/-innen](#)

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[E22013W](#) [08.11.2011 - 07.02.2012](#)  
[Bildnerisches Gestalten für Senior/-innen](#)

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[E22015W](#) [10.11.2011 - 09.02.2012](#)  
[Bildnerisches Gestalten für Senior/-innen](#)

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[E22017W](#) [10.11.2011 - 09.02.2012](#)  
[Bildnerisches Gestalten für Senior/-innen](#)

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[E22019W](#) [22.09.2011 - 03.11.2011](#)

[Zeichnen und Malen am Vormittag - Schritt für Schritt zu guten Bildern](#)

[E22021W](#) [08.11.2011 - 31.01.2012](#)

[Malen am Vormittag - Aquarell und Acryl](#)

[E22025W](#) [15.09.2011 - 01.03.2012](#)

[Mappen-Vorbereitungskurs für künstlerische Ausbildungsgänge Mindestalter 16 Jahre](#)

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Suche

Einzelveranstaltungen

[◀](#) Dezember 2011 [▶](#)

**Mo. Di. Mi. Do. Fr. Sa. So.**

1 2 3 4  
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26 27 28 29 30 31

VHS ist zertifiziert



Semesterprogramm

Das **aktuelle Semesterprogramm** gibts hier zum Downloaden.





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Stadt Leipzig  
Stadtbibliothek  
Sächsischer Volkshochschulverband e.V.  
Deutscher Volkshochschulverband

Website:

<http://www.vhs-leipzig.de/index.php?id=59&kathaupt=1&katid=163&katvaterid=160&katname=Malen%2C+Zeichnen%2C+Drucken>

#### 4. Pensioners' Club, Győr, Hungary

Although it is not an institution or definite place to get together, several Pensioners' Clubs co-operate in creative activities and organize their own exhibitions in Győr, Western Hungary. One of the exhibitions was held in the Gallery of the local Erzsébet Galgóczy Public Library. Painting, graphic art and patchwork are the most popular creative activities of the senior club members.

Website:

[http://www.gevk.hu/galeria/gallery2/main.php?g2\\_itemId=21822](http://www.gevk.hu/galeria/gallery2/main.php?g2_itemId=21822)





## 5. Senior gay art club Frederik Esquire, Denmark

Organized as a creative arts club for senior gay men, the Frederikklubben2 offers opportunities in painting, sculpturing but it is open for literature and theatre activities:

„[Frederiksklubben2](#) har mange forskellige kulturelle arrangementer, lige fra biograte, teaterure, til kunstbesøg.

Selvom vi har en studiekreds for kunst interesserede, som vi kalder [Frederik Esquire](#), afholder [Frederiksklubben2](#) stadigvæk kunstbesøg forskellige steder.

[Frederik Esquire](#) er en studiekreds, for dem som vil koncentrere sig om billedkunst og skulptur kunst, hvor medlemmer har studeret eller læst om en enkelt kunstner, eller kunstsamling, inden vi tar` på udflugt sammen, for en diskussion i planum.

Du kan melde dig ind i vores senior klub, [Frederik Esquire](#), hvor du her vil få` nyhedsbrev om kun kunstbesøg.

Hvis du er medlem, og har været medlem i [Frederiksklubben2](#) i mere end 5 år, er over 35 år, har e-mail adr., kan du gratis melde dig ind i vores senior klub, som kun tar` på kunst udstillingere, som fx museum og galleri besøg.

Arrangementer, invitationer sendes direkte til medlemmer, kun via e-mail, som er en nødvendighed for at



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deltage.

Udover vores arrangementer og udflygter, har vi en årlig Gallamiddag, hvor dress code er; Jakkesæt og slips.

Tilmeld dig via vores e-mail adr.: [frederiksklub2@hotmail.dk](mailto:frederiksklub2@hotmail.dk), eller under faneblad kontakt.

[Frederik Esquire](#) er en underafdel. af [Frederiksklubben2](#), med samme bestyrelse, og formand.



Spansk kunst - 2007. .,

Website:

<http://www.frederiksklubben2.dk/48675971>

### ***Remarks and proposals***

As most pensioners and other seniors tend to lead an isolated, solitary private life, the Újbuda Municipality initiative for a Senior Art Recreation Center could be a real success. Home opportunities for creative arts are rather limited, elderly may find it very expensive and also tiresome to put together the necessities of painting or clay work.

Whereas in well off countries elderly represent a strong purchase power for senior homes and real estate development and may form full communities on their own, in regions as Central Europe they are far less self supportive and need social and financial care. The organizers could surely find volunteers and partners, especially students in higher education for managing the courses and the exhibition and publicity for the senior creative center.

On the long run the Újbuda Senior Art Recreation Center could become a model for active seniors and their communities in the region.



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## Senior Economy and Age Management

- Age Positive Campaign (Economic Institute Maribor,  
Human Resource Development Centre, Slovenia)
- Case study on age-management in an enterprise  
(Centre for Developments in Civil Society, Freiburg, Germany)
- Marketplace of Good Businesses  
(Centre for Developments in Civil Society, Freiburg, Germany)

### *Age Positive Campaign, Maribor, Slovenia*

The original plans of the Age Positive Campaign pilot were the followings:

“The pilot action will engage Age positive campaign that will tackle the issues of employability among the elderly. The campaign will offer training and motivation support to elderly in order to improve their competitiveness in the job market and to motivate them to participate as active members of society. On the other hand, it would also advise the companies how to use the expertise of their older workers or adjust the job responsibilities and characteristics to ensure that older workers are still a valuable asset to the company.

Pilot plans following activities: development and publishing of guides, brochures and other educational, informative and promotional materials to change attitude to age diversity and create inclusive society and improve quality of life 50+. As supplement to the guides workshops for elderly and employers will be implemented. Further, also round tables and conference for constructive discussions between elderly, employers and stakeholders will be implemented. The whole pilot will be supported by positive campaign with promotional materials. All mentioned activities will also represent the input for the final action - preparation of proposal on employment measures for people over 50 that will be presented to the policy makers (lobbying).”

Considering the nature of campaigns, it takes a complex and long term monitoring and evaluation process to assess the effectivity of a campaign. The Campaign was well represented at the Ageing Expo in Ljubljana, and most of all by the Ageing and Employment conference on 1 October, 2010.

The Conference was well organized and well attended, professionally interpreted for foreign participants. Q-Ageing partners had the opportunity to report on their own experiences in the field (Age Management – Experiences from Germany, by Silke Marzluff and Katharina Plutta), making the conference a real international exchange of experiences.

Age management is definitely on the EU agenda, yet its execution should not remain at the level of discussions, conferences and information leaflets, as Central Europe is struggling with the problem of higher unskilled workforce and early retirees, so the initiative is definitely valid and of high importance, but again, it needs co-ordinate actions between the business sector and the governments (central and local). It is, as said above, not only a matter of campaigns. Still, a campaign of similar nature could be envisaged in any country of the region, though due to recent economic difficulties local reception may vary, as this pilot in itself does not seem to be enough powerful to have considerable impact on local/regional policies. It is instrumental, however, to follow up EU suggestions and to enter discussion directly with representatives of the labor market (potential employers) and the adult education/training sector.

*Similar practices, websites*

As the Age Positive Campaign is a parallel program with some EU age management programs, one could compare it to two major publications of examples:

**1. European Age Management Network: The Way Forward?**

An overall paper to be found at

[http://ec.europa.eu/employment\\_social/equal/data/document/0706-got-agemanet.pdf](http://ec.europa.eu/employment_social/equal/data/document/0706-got-agemanet.pdf)

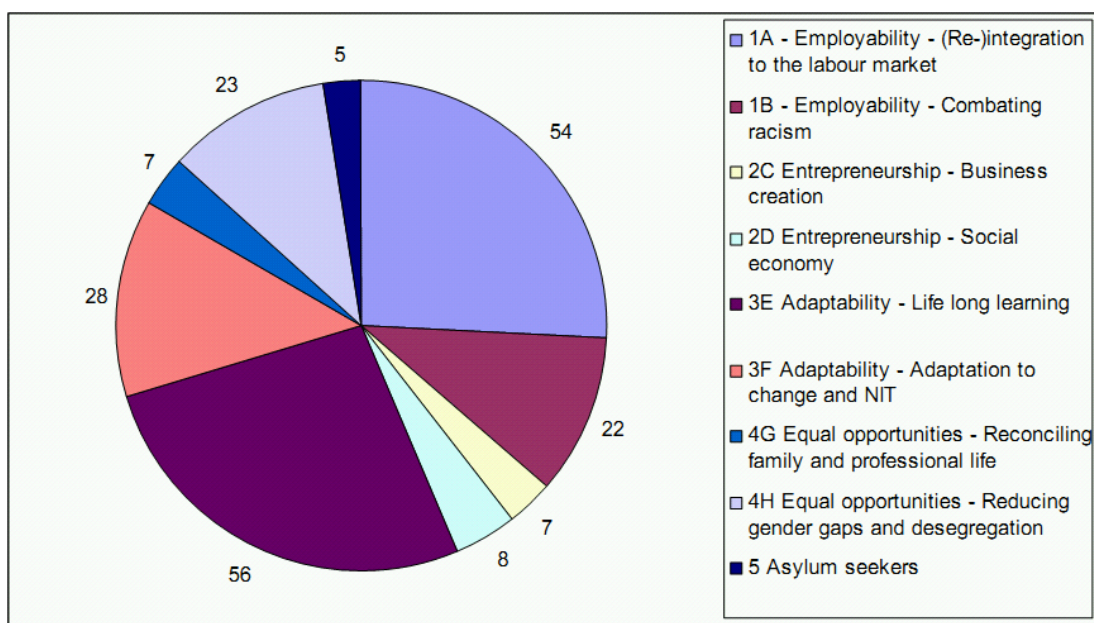
which has been prepared and published by EQUAL - European Social Fund of the European Commission. (2007)

Here we would quote the relevant definition/requirement of the six activities the document enlists concerning campaigns similar to 'Age Positive', whereas:

- Sharing information, experience and knowledge
- Developing knowledge and expertise
- Promoting cooperation between the network members, and between the network members and other actors and stakeholders
- Dissemination and awareness-raising
- Policy-influencing and lobbying
- Advisory and humanitarian assistance (Page 31)

The 72 page document includes some useful data. We wish to indicate by the diagram 3.2 of the document the quantity of the 'development partnerships' launched on Age Management in Europe, together with the nine thematic fields they operate in.

**Diagram 3.2 – Number of age management DPs across the nine thematic fields**





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## 2. National reports on ‘Employment initiatives for an ageing workforce’

The second document of matching approach of the above title is available at

<http://www.eurofound.europa.eu/research/0296.htm>

of the Eurofund. (2009)

The document states: “The following overview country reports look at the evolution of initiatives related to older employees undertaken by selected organizations over the last decade: [Austria](#), [Belgium](#), [Denmark](#), [Finland](#), [France](#), [Germany](#), [Greece](#), [Ireland](#), [Italy](#), [Luxembourg](#), [Netherlands](#), [Portugal](#), [Spain](#), [Sweden](#), [UK](#).

The data collection has been extended to include cases from the new Member States: [Bulgaria](#), [Cyprus](#), [Czech Republic](#), [Estonia](#), [Hungary](#), [Latvia](#), [Lithuania](#), [Malta](#), [Poland](#), [Romania](#), [Slovakia](#), [Slovenia](#).

A set of guidelines for [good practice in age management](#) has been published together with analytical reports on developments in [employment initiatives for an ageing workforce in the EU15](#) and [age and employment in the new Member States](#).”

## 3. Comparative British and German analysis

Unlike the above EU documents, a comparative study executed in the UK and Germany raises the issue of national differences in age management initiatives:

<http://hum.sagepub.com/content/early/2011/02/17/0018726710396246>

They state: “We pursue a comparative analysis of employers’ age management practices in Britain and Germany, asking how valid ‘convergence’ and ‘Varieties of Capitalism’ theories are. After rejecting the convergence verdict, we proceed to ask how far ‘path dependence’ helps explain inter-country differences. Through 19 interviews with British and German experts, we find that firms have reacted in different ways to promptings from the EU and the two states. Change has been modest and a rhetoric-reality gap exists in firms as they seek to hedge. We point to continuities in German institutional methods of developing new initiatives, and the emerging role of British NGOs in helping firms and the state develop new options. We argue that ‘path dependence’ offers insight into the national comparison, but also advance the idea of national modes of firm option-exploration as an important way of conceptualizing the processes involved.”  
(*Abstract*)

## 4. French research campaign on age management

A research campaign on age management in France is available at

<http://esfage.isfol.it/pg/file/jzinsmeester/read/1368/age-management-situation-and-policy-measures-in-france>

under „Age management situation and policy measures in France” by Jan Zinsmeester. They publish a draft questionnaire on „Active Ageing” to be researched in the member states:

“Questionnaire on “Active Ageing” situation per member state and/or region



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The aim of this questionnaire is to provide information to the authors ... of the baseline study on the state of the art regarding “Active Ageing” in the member states or regions of the ESF Age Network’s partners. Completed questionnaires will:

- provide information for the baseline study which would then help us to understand the context of the good practice examples we want to use as well as their transferability;
- be helpful as an additional source of information for the baseline study on established good practice examples within the scope of the learning domain of the two working groups in the ESF Age network. This is the opportunity for you to put forward your own established good practice examples;
- provide a source on the website for mutual information and learning. If you are preparing for instance an awareness raising campaign and you are looking for other members who have experience with active ageing campaigns in their state or region, it will be easy to find out where to look;
- be helpful for the members as a first exercise, while drafting or further developing their own national or regional Active Ageing programs.

The questionnaire is quite exhaustive. It is intended to cover the wide variety of situations all over Europe.”

The 15 page document may be of good use for active ageing assessment campaigns.

## 5. Overall webpage on European Age Management research

Finally the dedicated webpage of the website of the European Social Fund is to be enlisted, to be found at:

<http://esfage.isfol.it/>

The website is up to that on European issues and policies. The latest document of this organization gives opportunities to look for further good practices in the field:

- **8+8+8**, a Finnish project focusing on work-life balance enhancement as a means of postponing retirement. The scope of the **project** was limited to employees within the Ministry of Employment and the Economy.
- **Multiplica**, a Spanish project, provided training courses in basic e-business skills for young, less skilled and older workers vulnerable to job loss in the rural region of Asturias. Helping businesses, particularly SMEs, become more competitive through the application of ICT was another aim. Many of Multiplica's ideas and practices have been taken up by the regional government and local business community.
- **Idea for Success** was a Polish project which developed e-learning tools and materials for 50+ workers in Western Silesia threatened with redundancy. Basic English language and IT courses were the main outputs. Many employers participating in the project agreed to reduce working hours to give their employees time to learn. Although the project was judged to be a success, its scope was very small (covering only 70 employees).
- **Agefos**, a two-year project based in the Auvergne region, provided consultancy and finance for training to SMEs and their older employees to encourage job retention and late career professional development. Agefos had the power to levy training taxes from employers. Following legislation passed in July 2009 requiring employers to adopt senior workers plans, Agefos has had more influence over employers on these issues.
- **Entreprendre pour la Cité**, a French project in the Ile de France, aimed to change both practices and perceptions relating to older workers within companies. Its focus on strategic workplace planning based on career paths and integrating all phases of a career seems particularly interesting. An e-learning module on age management was developed for use by businesses.
- **Aware** was an Italian project based in the autonomous province of Trento. It aimed to develop the employability and career prospects of workers aged 45+ through increased access to training opportunities. It developed a wide range of innovative learning approaches. Much of its work related to raising awareness of the issues (the employment rate of the 45+ was lower in Trento than in other parts of Italy). As a result, 50+ workers were included as a target group in the province's ESF programme.

(Page 6)

Organizers of active ageing and age management campaigns may find ideas and partners for networking at this website.





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### *Remarks and proposals*

The Age Positive Campaign of Maribor has strong policy-based backing from the EU, and it is likely to remain to be so.

It is not easy to assess the impact of knowledge exchange on such a short run. One can but trust the participants of the conference and the target group of the campaign, that they utilize the information and ideas they received.

As for the effect of such a campaign on the labour market, one can not really envisage real effects through any persuasion amidst hard economic circumstances without some catalyzing interference of potential actors (e.g. governmental tax deduction initiatives).

Still one could state, that that the Age Positive Campaign is and innovative initiative. It is a professionally exercised operation of talks, conferences and dissemination materials, which is likely to be well established to proceed.



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

According to the original notions, the project organizers planned „to carry out an in-depth analysis about views on age of employers concerning themselves and elderly employees in general and human resource managers' view concerning their elderly employees. Furthermore, „to gain knowledge on the view concerning age within one enterprise. As a consequence, to develop approaches in which the results of this case-study can be included in age-management measures within the enterprise. The overall results shall also be disseminated and function as best-practice that may be implemented in other companies as well.”

They have set up the following work plan:

- identification of the enterprise that will be the partner in the case-study
- development of the questionnaires and of the set of question for interviews
- implementation of case-study
- analysis of outcomes of case-study
- development of recommendations for action
- discussion of recommendations for action with HR managers and development of measures for implementation
- dissemination of outcomes
- further implementation of pilot, e.g. in partner countries

They admitted, that the first step was the hardest, i.e. „to find an enterprise that was prepared to take part in the case study”.

When finding the enterprise, they prepared interviews with 23 people. As a result, they concluded, that „elderly employees were not considered as a 'difficult' group within the company. Concerning age-management no specific official measures were taken, and if, then in the field of health prevention.”

This result may seem striking, especially in view, that the average age of employees in German enterprises has risen in recent years and will do so in the coming years. It seem though, that enterprises still struggle with acknowledging this new trend and with starting to take measures to deal actively with trends evolving from demographic change. Therefore, in the 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 and managers of an enterprise may help raise awareness on the topic and also leads to ideas of which measures could be taken to deal with upcoming challenges.



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### *Similar practices, websites*

Numerous surveys and studies, research findings and pamphlets have been published on entrepreneurial age management. We quote here some for further use. As case studies and papers are executed by researchers and specialized journalists, here we always refer to them by their name,

#### **1. F. John Reh, management guide's findings, New York, U.S.A.**

John Reh is a senior business executive whose broad management experience encompasses managing projects up to \$125 million and business units including up to 200-plus people.

A published author, most recently as a contributing author to [\*Business: The Ultimate Resource\*](#), John Reh has set aside time throughout his career to mentor newer managers, often women and minorities, in the art and science of management: a skill that can be taught and learned. During a 30-year career, from project manager to vice president, he has worked in the fields of engineering and construction, applied scientific research, design and architecture, ecommerce, and small business consulting. His proposals on age management:

1. **Throw out all your assumptions.**

You may think older workers are harder workers or that they are difficult to train. Get rid of your stereotypes. Your older workers are individuals just like everyone else in your group. Treat them as such.

2. **Remember the range of ages.**

You wouldn't treat a seasoned manager of 35 the same as a 21-year old right out of college. Don't think the 15 year gap is any less in your older workers. A worker at 55 and a worker at 70 have different goals and needs. As a manager, you may need to look at groups getting ready to retire (55-62), retirement age and still working (62-70), and older worker who want to keep active or who need to work (70+). Each group presents different management challenges.

3. **Communicate, communicate, communicate**

Don't assume that the older worker knows what you expect of them. They don't have the same background as you. Be very clear what you want done and what the measurements of completion and of success will be. "Bill, take care of that for me" is not enough. Try "Bill, I need you to prepare the department's budget for the next fiscal year. Use the numbers from last year and add 10% on everything except training which should go up 15%. I need it by Tuesday".

4. **Value their life experience.**

Your older workers have been around. They have seen a lot. They have done a lot. Recognize the value of this experience. Learn from it. Encourage the younger members of your team to learn from it. The lessons from the "school of hard knocks" are invaluable.

5. **Train them.**

Older workers need training as much as younger workers - just as much, just as often. The subject of the training may be different, but the need is the same. And don't believe that older workers can't be trained. They are just as receptive as their younger peers.

6. **Meet their security needs.**

Older workers probably need benefits more than the younger workers. They need medical coverage, vision care, and financial planning. Make sure your company's benefits plan meets their needs too.

7. **Motivate them.**

Any manager's key job is to motivate their employees. Older workers have different motivational "hot buttons" than their younger counterparts. Opportunity for advancement is probably less important than the recognition of a job well done, but see step #1 above.

8. **You don't have to "be the boss".**

The older workers grew up in a hierarchical society. They know you are the boss. Most of them were bosses at some point too. Get on with leading the department and don't waste time posturing. It won't impress them anyway. They've seen it all before.

9. **Be flexible.**

Your older workers, depending on age group (see #2 above) may want flexible hours or a shorter work week. For those of them that need that, be willing to be flexible. You need their talent and technical skill so do what you need to keep it available. Do not, however, assume that all older workers want to go home early. Some may be motivated by working the same long, hard hours that they have always done.

10. **Use them as mentors.**

Let them coach and encourage the younger workers. Most older workers have a wealth of knowledge and experience that they would love to pass on. Give them the opportunity to do so and your entire organization will benefit.

**2. Aging Germany must keep older workers healthy and happy,  
John Blau, Germany**

Website:

<http://www.dw-world.de/dw/article/0,,14801692,00.html>



*[Older workers won't be a rarity on German assembly lines](#)*

„Germany needs older workers more than ever to keep its industry humming and pension system financed. But there's one problem: employees aged 55 and older often miss work for longer periods of time due to illness.

People in Germany are living longer. But with a declining birth rate and a pension system under severe strain, Germany's government and industry also need people to work longer.

Problem is, many employees begin to suffer from chronic aches and pains in their mid-50s and, increasingly, from mental fatigue. As a result, they miss more days of work per year than their younger colleagues.

The days of allowing workers in Germany to retire as early as age 55 are long gone. According to the German Federation of Health Insurance Companies (BKK), the number of employees aged 55 and older increased 49 percent from 2000 to 2010, and continues to rise.

**Fewer young people, more older people**

There are a number of reasons why. First, with fewer young people entering the workforce, companies now need to retain skilled workers longer. Second, with people in general living longer, the government needs the workforce to contribute longer to the pension system - the official retirement age already has been bumped up to 67, with some groups pushing for 70. And, finally, many older people simply need to work well into their sixties and beyond to make ends meet.



[Fewer babies are being born in Germany, creating problems for the government and industry](#)

But as the age of retirement goes up, so, too, does the number of sick days in an older workforce. Every eighth male engineer over 55 years old, for instance, missed an average 18 days of work in 2009 due to illness - twice as often as the year before, according to BKK. Skilled personnel in finance and IT departments missed even more - 19.4 days, up four days over the previous year.

In 2009, employees aged 20 to 34 missed an average 10 days of work, compared to 26 days in the 55-plus age group, according to BKK.

Traditionally, blue-collar workers in the physically straining construction and heavy metal industries are more often ill or injured than their white-collar counterparts. Yet office workers, engineers and managers show rising levels of back problems, due less to overexertion than to lack of exercise. Even more concerning, experts say, is the rise of psychological problems, such as stress and burn-out.

"Speaking for my practice, I haven't noticed any unusual rise in illness per se among patients 55 and over, although many of them, of course, have some sort of chronic problem at that age," said Heinz Siemons, a general practitioner in Düsseldorf. "But what I have noticed is that many patients in this age bracket feel stressed and want to quit at 62 to enjoy life more."

### **Win-win situation**

If companies need employees to work longer, they must do more to retain them and keep them productive on the job, according to Michael Stolpe from the Kiel Institute for World Economy. "Companies in Germany will need once again to invest more in the healthcare of their employees, as they used to do before competition forced some big changes in the labor market," he told Deutsche Welle. "Back then, employees stayed longer with companies - sometimes their entire career - and employers, in turn, took good care of them. It was a win-win situation."



*Still in demand: Older people in Germany will find many chances to work longer, if they want to do so*

To compete for skilled people 55 and older in the years ahead, companies will need to offer them an appealing work environment, according to Stolpe. "These people will be more interested in a healthy workplace than in money, although compensation, of course, will still play a role."

Christiane Flüter-Hoffmann from the Cologne Institute for Economic Research agrees. In the war for talent, young and old, companies will need to become "more attractive" to employees and potential hires, she told Deutsche Welle.

### **Life-long training**

"This begins with managers who can motivate and ease stress," Flüter-Hoffmann said, also pointing to the need for human resource development strategies tailored to an older workforce. "In many companies, training ends at age 45."

Corporate health management and continuing training programs are also high on the agenda. A number of blue chip German companies, including BASF, Daimler and EON as well as scores of midsize enterprises, have launched various initiatives.



[BASF in Ludwigshafen expects every tenth worker to be over 50 years old within a decade](#)

"Generations@Work" is a BASF initiative focused largely on the changing demographics at its main production facility in Ludwigshafen where, in 10 years, the company expects every tenth worker to be over 50 years old. The program includes life-long training, human resource development, health management, ergonomics, work-life balance, flexible working hours and retirement funds.



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German hospitals, too, may need to pursue new human resource strategies for recruiting and retaining personnel if they hope to master the growing number of elderly people requiring care in the coming years.

"It's tough work – around 30 percent of our staff are on sick leave," said Olaf Hagen, chief physician at the Bochum-based Augusta Hospital, which specializes in geriatric medicine. "It's not only hard to find nurses but also doctors. We're unable to fill four jobs right now. Many younger doctors aren't particularly interested in hospital work and many older colleagues want to retire. This is a problem for hospitals."

And that could be a huge problem someday for many older people in Germany as well."

### 3. SISC – an EU project on age management

In three years the “over 50” employees will be the largest age group in companies. “How productive are these employees?” ask many human resources directors. The EU Project “SISC” (*Senior Intergenerational Social Capital*) presents the actual research results and gives recommendations, based on this research. SISC has been funded with support from the European Commission in the framework of Grundtvig Multilateral program. Grundtvig priorities focused equipping senior citizens with the skills that they need in order to cope with change and remain active in society, and strengthening the contribution of older people to learning of others

SISC main aims were to:

- Make seniors acquainted with their own “shadow competencies”
- Provide tools for properly transferring know how to new generations of workers
- Enhance senior workers willingness to contribute to intergenerational learning
- Convince entrepreneurs about the importance of exploiting senior workers’ know how

The project objectives were:

- Fostering know how transmission towards new generations of workers through the implementation of wise mentoring
- Avoid pre-retirement
- Make seniors useful for the development of new generations of workers

Website:

[http://www.sisc-project.eu/index.php?option=com\\_content&view=article&id=61%3Ahow-productive-are-elderly-employees-4-sisc-newsletter-&catid=25%3Anewsletters&Itemid=54&lang=en](http://www.sisc-project.eu/index.php?option=com_content&view=article&id=61%3Ahow-productive-are-elderly-employees-4-sisc-newsletter-&catid=25%3Anewsletters&Itemid=54&lang=en)

We quote their main questions and findings.

#### 1. How productive are elderly employees?

Bodily “abrasion”, less visual acuity and slower learning speed - these have been often highlighted as deficits which elderly workers have.



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Today we know: These results count especially for “maximal productivity” which is rarely important for the daily work schedule. This has been proven by an American research group led by Paul Baltes. It was demonstrated that actually productive ability is not dependant on the age in years. More important factors than age are factors such as:

- Personal lifestyle (sports, nutrition, drugs)
- The kind of stresses and environment within the workplace
- Social environment
- Education and training
- Productivity/performance demands at work and in leisure as well as
- Continual learning

These aspects have a strong influence on elderly employees. With increasing age, the distribution of productivity is more widely arrayed. While some employees stay at the same level as their younger counterparts, others’ abilities drop off quickly. The Finnish researcher Ilmarinen made this same conclusion. He could demonstrate that the productive ability of employees remained constant when organizations supported individual workplace health promotion, ergonomic measures as well as investing in good leadership behavior.

How about with mental productive capacity? It is true that the speed at which people process information is reduced over time, but the ability to connect general knowledge which a person has amassed over a lifetime with new information remains and even increases over time. For example, for problem solving, older people can compensate their reduced learning speed in this way and are able to thus achieve a relatively constant mental productive capacity.

This statement has also been demonstrated by a study from Riehenhagen, who showed a group of employment specialists in Aachen, that countries with the highest proportion of fully employed elderly people also were the most internationally competitive countries.

***The bottom line for organizations:** It is very valuable for every company to invest in life-long learning (as long term “brain-training”), physically supportive workspaces and to provide for physical activities such as stamina training – and all of this with all employees, including the younger ones!*

## **2. Are Older Employees more often sick?**

Many companies observe increased absences among their older employees. In fact the statistics vary, depending on working area. While in classical service-oriented professions, during the entire working life, actually the same sick day rates are found. In physically challenging professions, e.g., construction workers, tile layers, etc., the absence rates clearly climb after the age of 50.

As a general rule one can say: The number of illness cases declines with age, actually from around 2.3 for “under 25 year-olds” to 1.4 cases for over 50 year old employees. Nonetheless, absence days can climb per case. Because of this, employees over 50 show approximately double so many sick days as





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employees under 50. The main sources are illnesses, which have become “chronic” over the entire course of an employee’s working years.

***In summary for companies:** The earlier companies begin to invest in the health of their employees for example health promoting, age appropriate working areas, the sooner they can begin to avoid chronic illnesses, which lead to employees’ over 50 increased absences due to illnesses.*

### **3. Which advantages do older employees have, over younger ones and the other way around?**

This question was answered in almost the same way by both employment researchers and employees.

Marschall reported how older employees profit from their experience: Both from their general knowledge but also in their management of emergencies and other critical situations. In addition, verbal abilities increase among older employees and with this, the opportunity to direct discussions more positively. Older employees are more reliable as well as being more loyal to their companies. Career professionals validate the experiential knowledge, excellent working morale, quality awareness and loyalty of their older colleagues; and this much more than among younger colleagues. The younger colleagues rate better when it comes to their learning ability, physical stamina and flexibility. Studies demonstrate that older employees always do less well when they are given assignments where fast reaction time or high levels of physical stamina are required.

***Please Note:** Older employees have abilities which are very valuable to companies. This includes high quality standards, notable knowledge and experience and the ability to lead discussions successfully. For older workers, it is therefore sensible to assign them tasks which require more social competence and experiential knowledge, as well as company internal knowledge. Younger workers can handle hard physical labor, extreme time pressure and less independence at work much better than older workers can.*

### **4. The Value of Mentoring within Organizations**

Mentoring is a very individual and flexible form of supporting new employees, who want to quickly and comprehensively get integrated into a new working area or project. Together, arm in arm with their experienced mentor, they can adjust to the new work area much more successfully than if they were not accompanied by a mentor.

Companies can really profit from the competence of their older employees (as mentioned above) with mentoring: Mentors are loyal, knowledgeable about the company and offer a sound foundation of life and work experience. Their abilities in leading discussions are mature and this can really be utilized in mentoring.

A company with a mentoring program motivates their older, loyal employees, because through this it is made known that they are deeply appreciated within the enterprise. At the same time, this makes the company more attractive to potential applicants.

The RKW Hessen can support you with the implementation of a mentoring program within your company. This involves a discussion about your individual implementation plan and starting this summer, an individualized computer based training program for your future mentors. The program is simple, easy to understand and correspondingly structured into training entities where the most important mentoring skills can be easily learned.



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*The bottom line for companies: Older employees have skills and abilities which can, within the framework of a mentoring program, be systematically used for the benefit of the company. A mentoring program should be well planned.*

#### **4. Older Workers Are a Unique Resource - Professor Richard Ennals, Kingston University, Kingston, U.K.**

Website:

<http://www.sciencedaily.com/releases/2011/04/110421130314.htm>

Older workers could prove to be a new and unique resource but risk being squeezed by pressures from their children, their parents and their employers, according to new research from Kingston University.

Kingston University's Professor of Corporate Responsibility and Working Life Richard Ennals sees this as a potentially exciting development. "For many companies this will be the first time they have ever had employees who have working lives stretching back fifty years or more. If handled properly, they could be invaluable," Professor Richard Ennals said.

Professor Ennals also warned about new pressures being exerted on the age-group he terms the jam sandwich generation. "Many former baby boomers now find themselves having to care for their parents who are now living longer, as well as supporting their children who are now finding it harder to achieve economic independence," Professor Ennals said. He has just published *Older Workers in a Sustainable Society*, drawing on research by academics all over the world into the impact of an aging workforce. "In some cases they are even having to combine work with looking after grandchildren. They are the jam in the inter-generational sandwich."

The research was carried out in partnership with the Centre for Senior Policy in Oslo which is funded by the Norwegian Government. It also examined the impact of recession on older workers. "Trying to reshape the pension system in light of an aging population was always going to prove a challenge for policy makers," Professor Ennals said. "But in political and economic circumstances which have been described as a 'perfect storm', linked to the credit crunch and global economic crisis, it is bound to put even more of a squeeze on the jam sandwich generation."

Up to now, employers could dismiss employees when they reached 65, provided they had written to inform them six months beforehand. From April 6 this year, however, employers will no longer be allowed to send these letters. Professor Ennals proposes that businesses should regard their older workers as a valuable resource, rather than assuming that age necessarily implies medical problems.

On the prospect of people working into their seventies Professor Ennals said that automation, down-sizing and early retirement often led to loss of workers whose knowledge was vital to the smooth-running of an organisation. "Unfortunately, this is often not realised until after they've gone but if handled properly, these older workers amount to a new and unique resource," he explained. "Today, though, many older workers feel the world changing around them, without being able to participate in decision making."

*Older Workers in a Sustainable Society* showed how almost all developed countries were facing similar problems. It looked at experiments designed to address them, such as moving older workers away from the most stressful front-line roles or offering workers paid leave of absence to care for elderly sick parents. "In the UK, governments of all colours have long been reluctant to ask the necessary questions, and to commission research which might expose problems whose solution would require considerable expense," Professor Ennals said. "But they can't keep putting it off any longer."

## 5. Manufacturing companies show positive attitude towards older workers – Oliver Stettes, Cologne Institute for Economic Research, Köln, Germany

Website:

<http://www.iwkoeln.de/Infodienste/EIROEWCOinEnglisch/Archiv/tabid/238/articleid/30136/Default.aspx>

A survey of manufacturing and affiliated industries shows that companies cultivate a favorable attitude towards their older workers, which improves as the number of workers aged 50 years and over rises. However, where companies question older workers' performance, employment protection legislation is likely to discourage their recruitment. At present, human resources policies for elderly employees aim to ensure the knowledge transfer between older and younger workers.

On 24 November 2009, the Cologne Institute for Economic Research (Institut der deutschen Wirtschaft Köln, IW Köln) published the findings of a representative survey among more than 1,300 companies in manufacturing and its affiliated industries on the image of older workers. According to the study, the majority of companies cultivate a favorable attitude towards their older employees and their appreciation increases with the proportion of older workers in the workforce.

### Image of older workers in German companies

Table 1 reveals that at most a quarter of the companies surveyed fully or partly believe that older workers are less productive than their younger colleagues. For instance, 27% of employers agreed with the statement that older workers perform worse than younger employees as a result of not being able to keep up with the pace of work. The proportion of companies agreeing with other reasons is very small. Overall, only a minority of employers have prejudices towards older workers.

The generally favorable attitude of companies towards their older workers is also revealed by the responses to items which may have an indirect adverse impact on the performance of older employees. Only one quarter of employers stated that continuous training did not pay off either for the company or for the older workers. In addition, no more than one third of the companies responded that older employees were less innovative and less committed to their work than their younger colleagues. Interestingly, a higher proportion of companies blame such a lack of innovative spirit or commitment to work on the company itself than on the older workers' own lack of cooperation.

Table 1 also shows that companies' expectations with respect to sick leave by and large conform with empirical data from health insurance statistics. Further analyses reveal that the likelihood of having a positive attitude towards older workers is higher in companies with a large proportion of older workers in the workforce.

<b>Table 1: Image of older workers, proportion of companies that fully or partly agree with certain statements (%)</b>		
Statements	Fully agree	Partly agree
Older workers are less productive than their younger colleagues because they do less than younger colleagues can do	0.6	6.9
Older workers are less productive than their younger colleagues because they are not	0.6	10.0

interested in their tasks		
Older workers are less productive than their younger colleagues because they do not fully exploit their work experience	3.0	9.0
Continuous training for older workers does not pay off for the workers themselves	2.5	21.1
Older workers are less committed to their work than younger ones due to a lack of motivation	2.3	22.2
Continuous training for older workers does not pay off for the company	3.4	22.3
Older workers are less productive than their younger colleagues because they are not able to keep up with the pace of work	5.0	22.0
Older workers are less innovative than younger colleagues because they do not keep their knowledge up to date	5.0	22.0
Older workers are less innovative than younger colleagues because their employers do not update their knowledge	7.3	26.4
Older workers are less committed to their work than younger ones because their employers do nothing to motivate them	7.5	27.4
Older workers are absent from work for longer periods due to sickness	6.2	38.0
Older workers are less frequently absent from work due to sickness	18.2	31.1

Source: IW-Zukunftspanel 2008

### Human resource policies targeting older employees

Positive and negative attitudes of employers towards older employees have a significant impact on companies' human resources (HR) policies. While expectations of older workers' performance strongly influence recruitment decisions, the involvement of older employees in internal procedures depends rather on expectations of their motivation and willingness. For example, the likelihood of recruiting older applicants if employment protection legislation were less strict is 2.1 times higher if the company believes that older workers are on sick leave for longer periods, 1.5 times higher if they question the return gained on training older workers and 1.6 times higher if they believe that older employees cannot keep up with the pace of work.

**Table 2: HR policies for employees aged 50 years and over (% of companies with older workers)**

	Implemented	Planned
Working groups composed of older and younger team members	56.3	5.3
Employing older workers as trainers, mentors etc.	35.1	10.4

Deliberately assigning older workers to projects at varying locations and abroad	28.0	15.1
Regular interviews concerning motivation, job satisfaction, commitment	24.5	12.9
Health promotion and preventive medicine programmes	20.6	17.6
Lowering job specifications	17.3	11.1
Job rotation	16.7	6.3
Specific training programmes	16.6	12.8
Deploying older workers specifically for research and development activities	13.1	2.9
Seniority-based or age-based career track	13.0	6.7
Partial retirement schemes	12.3	13.9

Source: IW-Zukunftspanel 2008

Table 2 reveals that the most significant human resources policies are those which focus mainly on the transfer of know-how between older and younger employees (Table 2).

The majority of companies (56.3%) have already implemented working teams composed of older and younger workers, and a further 5.3% intend to do so. In addition, more than a third of companies (35.1%) already employ older workers as trainers or mentors for junior workers, and a further 10% plan to deploy experienced older colleagues to training younger ones. The companies' specific appreciation of the knowledge and experience of older workers is also shown by the relatively high incidence of older workers being deployed in projects at varying locations and abroad. About 43% of the companies have already assigned older workers to these tasks or intend to do so.

### ***Remarks and proposals***

Case studies and surveys are of high importance to raise awareness for social issues. As ageing is one of the key issues of 21 century Europe, more or less each enterprise and institution should execute a self reflecting case study on its own age management situation and should develop its own age management policy. The quoted surveys show increasing interest in understanding and improving employability of the elderly.

The Freiburg case study draws the attention to the fact, that these policies seem to be missing, and this may not be only a local phenomenon. The conclusions of this pilot project are therefore worth to be published for wider public to raise more attention to age management awareness.



Q-AGEING: Quality Ageing in Urban Environment

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

The organizers of the pilot project describe their initiative the following way. “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 businesses. There is one important rule to the kind of business that shall be taken into account: 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 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.”

Such an exchange of services could be extremely useful in the non-profit sector, and between the non-profit and the business sectors. They need, however, mediators and patrons, and this was the case in Karlsruhe as well. “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 taught us how to implement the preparation workshops.” So this project could become one of the fifty similar practices in Germany.

***Similar practices, websites***

**1. Good business – A marketplace for companies and nonprofit organizations –  
Handbook, Bertelmans Foundation, Güntersloh, Germany**

Website:

[http://www.csr-weltweit.de/uploads/tx\\_jpdownloads/Good\\_business\\_marketplace.pdf](http://www.csr-weltweit.de/uploads/tx_jpdownloads/Good_business_marketplace.pdf)

A full nine-page handbook is dedicated to the Good Business marketplace at the Bertelmans Foundation website. It is a part of their Corporate Social Partnership policy to deal with issues of Good Business practices.

„Companies are faced with the challenge of expanding their reporting to include the social and ecological effects of their business activities. This involves, in particular, maintaining international standards and norms with respect to CSR topics. More and more, however, even socially relevant CSR projects and their effects are being carefully scrutinized. It is no longer enough simply to assert that a project is doing something positive for society.”

Their description of the marketplaces is the following:

„The scene: an event venue in the middle of town. Representatives of nonprofit organizations and business enterprises are gathered, waiting expectantly.



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After a few words of welcome, the organizer of the event strikes a gong to signal that negotiations regarding charitable initiatives can begin.

Providers and customers rush into the marketplace venue and make their way to the trading areas marked “getting started,” “concept/advice” and “networking.” Representatives of companies and nonprofits start their conversations. The first agreements are finalized: Companies donate their skills, employee hours and/or material resources to help their partners achieve their charitable objectives. Some of these nonprofits return the favor by offering companies their assistance.

Several providers and customers have not yet found suitable partners. Now the intermediaries step in and help bring participants together for their mutual benefit. If they are unsuccessful, the moderator calls out offers from either side in another attempt to establish connections between the two sides.

The trading session is nearing its end. The moderator announces that it is time for participants to wrap up their negotiations.

After an hour and a half the gong sounds again, signaling that trading is over. An announcement is made indicating the number and monetary value of the charitable projects that have been negotiated.

The participants take a break to relax and have a snack. Some of them are still busy working out a “post-trading” deal and arranging to cooperate on additional projects.

Finally, they all file out of the venue, euphoric and inspired. As they leave the hall, their comments make it clear that their expectations have been exceeded. For many of these companies and nonprofit organizations, the groundwork for a possible long-term partnership has now been laid. Certainly all of the participants are planning to return next year!

## **2. A marketplace for good: Social Enterprise Zealous Good changes how goods and services are donated., Chicago, U.S.A.**



Launched by Brittany Lin Martin , Zealous Good is a service helps non-profits and donors connect with each other in order to help non-profits find goods and services they need donated and businesses and individuals find non-profits to donate excess goods or services to.

Zealous Good does this via a simple and effective online local marketplace. This results in non-profits having increased access to donated goods and services and businesses and individuals receiving recognition for donations, tax incentives, and a simple way of donating goods and services.

A quick example would be how Zealous Good would help a homeless shelter match with a local dry cleaner to get the dry cleaning of their client’s interview suits donated.

Zealous Good became an LLC on January 18, 2011. But we are in a pilot mode of matching goods and services manually as compared to via online platform. The official online product will launch later this year.

This venture was created to simply make it easier for people to “do good”. People want to donate but sometimes the process is so difficult that “doing good” comes with a significant inconvenience. We want to make the whole process easier and better. Another critical aspect of the work we are doing is bringing in the technology component that provides a scalable solution.

Website:



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<http://zealousgood.com/>

### 3. Marktplatz der guten Geschäfte, Austria

An initiative of the Fundraising Association of Austria, within the European Year of Volunteering, they report on more than 130 Marketplaces of Good Business in the German speaking part of Europe:

„Insgesamt haben im deutschsprachigen Raum bereits über 130 Marktplätze stattgefunden, bei denen ca. 6.000 Kooperationen zwischen Wirtschaft und Zivilgesellschaft geschlossen wurden. In Österreich ist dies der fünfte Marktplatz, der von dem Unternehmensnetzwerk respACT und der NGO-Plattform Fundraising Verband Austria gemeinsam organisiert wurde. Die beiden Initiatoren Günther Lutschinger, Geschäftsführer Fundraising Verband Austria und Daniela Knieling, Geschäftsführerin der Unternehmensplattform respACT, möchten auch im nächsten Jahr wieder die Möglichkeit der unkonventionellen Tauschbörse schaffen: „Die Marktplatz-Methode leistet einen wichtigen Beitrag zur Zusammenarbeit von Wirtschaft und Zivilgesellschaft. 2012 soll es daher weitere Marktplätze der Guten Geschäfte in der Steiermark und Vorarlberg geben.“



Website:

<http://www.fundraising.at/VERANSTALTUNGEN/Marktplatz/tabid/352/language/de-DE/Default.aspx>

### 4. Marktplatz "Gute Geschäfte", Neu-Anspach, Germany



**Gute Geschäfte**

Marktplatz für Unternehmen  
und Gemeinnützige

**Neu-Anspach**

One of those 130 projects of the kind in the German speaking region, the Neu-Anspach initiative introduces itself with the following motto:

**„Time and Social Participation – instead of money!“**

**Zeit und Soziales Engagement - statt "Geld"!**





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Supported by the Bertelsman Foundation, they follow the patterns of the Handbook quoted above.

Website:

<http://www.neu-anspach.de/marktplatz.html>

## 5. Summa Artium – business-artist matching in Hungary



Summa Artium is a not-for profit business consultancy. However, in the case of arts and business, profit earning and serving our mission are in most cases very closely interlinked. We work with businesses and individual donors to serve the arts world in a way that will make businesses and donors happy.

By support we mean all forms of support to and investment into the arts from private sources, and business partnership with the arts, including sponsorship and support given in return for services and communications and sales promotion aims, cultural events organized for business partners and colleagues, establishing art collections, and mecenature (donation) without compensation as well as the help of experts who spend their time and expertise on culture. The main aim is to help culture and the arts by the creation of mutually beneficial arts and business partnerships, which result in additional revenues for the arts and success in business goals. We also work with individuals who provide financial or expert support for the arts.

### Main activity areas

- 1) Advice, expert and financial services to businesses that partner with, or individuals who support the arts.
- 2) Programs and publications to promote the case of arts and business partnerships.
- 3) Maecenas Day Gala and Auction — an annual event, with an award giving gala evening, an auction of arts projects, and an experts' roundtable. [You can download the booklet of last year's event, with an English summary on pages 27-29.](#) and the [Photo gallery](#).
- 4) Within the frames of our Fundus Program we operate private founded designated funds and foundations. Such are the [Krisztina Polgár Memorial Fund](#) that supports theatre innovation and arts related equal chances



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projects, and the [Bartók New Series Foundation](#) that funds, coordinates and supervises the publication of the 31 CD series.

### **Main results**

Since we started operations early 2004, we have been involved in nearly 200 projects, resulting more than HUF 337 million ( ~ EUR 1,182,000) income for the arts until December 2008.

Summa Artium is a member of [CEREC \(Comité Européen pour le Rapprochement de l'Economie et de la Culture\)](#), the Brussels-based umbrella organization for “arts and business” NGOs, the [American Chamber of Commerce in Hungary](#), and founding member of the [Sponsorship Roundtable](#), an association seeking to make sponsorship a widely and expertly used tool for marketing purposes. Summa Artium sees its role in the association to further propagate culture and the arts as an area that can partner with businesses in mutually beneficial projects.

Website:

<http://www.summa-artium.hu/content/index.php/29>

### **Remarks and proposals**

Having looked at the available „twin” initiatives, one may surely say, that the Good Business marketplace is definitely a well developed and popular project idea, but not an original and innovative initiative in Karlsruhe, The organizers themselves note, that there are 50 similar ones in Germany.

Yet it could be popular in other regions and countries as well, so it is well worth publishing and proliferating information on it in electronic and printed ways. It could be a useful part of the database of the Ageing Resource Center, as one of the successful methods of finding social partners for the elderly.

## Life long learning and Volunteering

Újbuda Academy of the Elderly (Municipality of Újbuda, Hungary)  
 Silver Age Centre (Municipality of Slovenska Bistrica, Slovenia)  
 Training and recruitment of elderly volunteers (Province of Treviso, Italy)  
 E-Senior (Municipality of Sopot, Poland)

### *Újbuda Academy of the Elderly, Municipality of Újbuda, Hungary*

The original plans described an Academy for aged people, which would be a training-series (lifelong learning program) on various themes such as crime prevention, self-sufficiently, info-communication and language courses etc. The reason behind is the conviction, that “attainment of new knowledge is essential for everyday life”.

The plans included the following steps:

- “- admission of teachers
- development of training curricula
- promotion of courses
- test of training
- summary of results”

The model came from the SESAM Academy (Seniors and Society) form North Europe, which aimed at “the development of a training system dedicated to aged people (e.g. teachers, curricula, thematic learning materials)”. It has been envisaged, that “senior citizens of Újbuda will developed their talent by partaking in life long learning program”. The only obstacles the perceived have been the willingness of potential participants.

The project could consider the fact that the Municipality of Újbuda offers a wide range of educational and leisure time programs for the elderly, which can be found on their website:

[http://www.ujbuda.hu/ujbuda\\_60\\_program\\_2011\\_december.php](http://www.ujbuda.hu/ujbuda_60_program_2011_december.php)

Hónap	Nap	Idő	Rövid leírás	Helyszín
December	1.	15.20-16.45	Etka jóga: egészségmegőrző mozgás a test és a lélek harmóniájáért	Albertfalvi Községi Ház, Gyékényes u. 45-47.
December	1.	9-10	Izületi torna Horváth Péter tanár vezetésével	Csíki-hegyek u. 13-15, Általános Iskola
December	2	18-21	AKH Festő- és Rajzstúdió: grafikai és festészeti technikák tanulása, készség fejlesztés	Albertfalvi Községi Ház, Gyékényes u. 45-47.
December	2.	15.00	Irodalmi teadélután: válogatás a 60+ Vers és prózairó pályázatra érkezett művekből	Gazdagréti Községi Ház, Törökugrató utca 9.
December	2.	18 00	Werner Stöckl grafikai kiállításának megnyitója	a Rét Galéria
December	2.	14.30	Gerinc és ízületi torna: gerinc és ízületi torna szakképzett gyógytornász vezetésével.	Gazdagréti Községi Ház, Törökugrató utca 9.
December	3.	10.00	Természetjárás: könnyű séta a Budai hegységben (Irhásárok - Kakukk hegy), érde: Mógor Gabriella, (70)	találkozás: Ferenciek tere (Jégbüfé) 8-as busz

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December	3.	10 00	"Mikulás túra"- természetjárás, érd: Szőnyi Ildikó, 3723 483	találkozás: Pálvölgyi cseppkőbarlang
December	5.	15 00	Szeretettelvendégség Gazdagréten: az Újbuda 60+ Vers és próza kötet bemutatója (Közreműködik az MKM Kelenvölgyi Férfikórus)	Gazdagréti Községi Ház, Törökugrató utca 9.
December	5.	15.00	Gazdagréti "Őszikék" Nyugdíjas Klub: kártyázás, társasjáték, beszélgetés...	Gazdagréti Községi Ház, Törökugrató utca 9.
December	5.	15.00	60+ Szabadidő és kártyaklub: kártyázás, társasjáték, beszélgetés...	Gazdagréti Községi Ház, Törökugrató utca 9.
December	5.	18 00	Versbarátok összejövedele	Gazdagréti Községi Ház, Törökugrató utca 9.
December	5.	14-16	Albertfalvi Vöröskeresztes Csoport és Életet az Éveknek klub: beszélgetés, egészségnevelés, társasélet, programok	Albertfalvi Községi Ház, Gyékényes u. 45-47.
December	5.	17.00	Szendrei Judit tűzzománc művész kiállításának megnyitója. Közreműködnek a Weiner leo Zeneiskola növendékei	Albertfalvi Községi Ház, Gyékényes u. 45-47.
December	6.	9-10	Izületi torna Horváth Péter tanár vezetésével	Csíki-hegyek u. 13-15, Általános Iskola
December	6.	9-10	Eszperantó tanfolyam: ingyenes alapfokú nyelvtanfolyam	Albertfalvi Községi Ház, Gyékényes u. 45-47.
December	6.	10-12	60+ Taníthat és Tanulhat Kézimunka Kör: szövés, horgolás, kötés és más kézimunka technikák	Albertfalvi Községi Ház, Gyékényes u. 45-47.
December	6.	13-14	60+ Gyógytorna haladó: 10 alkalmas kurzus reumatikus megbetegedésekre	Albertfalvi Községi Ház, Gyékényes u. 45-47.
December	6.	14-15	60+ Gyógytorna kezdő 10 alkalmas kurzus reumatikus megbetegedésekre	Albertfalvi Községi Ház, Gyékényes u. 45-47.
December	6.	14.30-16	Albertfalvi Keresztény Társaskör Döngicselő Nyugdíjas Klub: beszélgetés a bibliáról, filmvetítések, ünnepekről megemlékezés	Albertfalvi Községi Ház, Gyékényes u. 45-47.
December	6.	9.45	városnéző séta: Dunapart és Belváros, érd: Domoszlai Erzsébet, (30)8628185	találkozás: Jászai Mari tér, 2-es villamos
December	6.	15.00	Gazdagréti Sakk Klub: sakkozási lehetőség korra és nemre való tekintet nélkül	Gazdagréti Községi Ház, Törökugrató utca 9.
December	7.	14.30	Gerinc és ízületi torna: gerinc és ízületi torna szakképzett gyógytornász vezetésével.	Gazdagréti Községi Ház, Törökugrató utca 9.
December	7.	8.50	Természetjárás: könnyű séta a Budai hegységben, érd: Somóczy Szilvia, (70)2075374 és 316-7423	találkozás: Széll Kálmán tér, az óra alatt
December	7.	7.20	Természetjárás: séta a Budai hegységben, érd: Kremser Ferenc, (30)5608042	találkozás: Széll Kálmán tér, az óra alatt
December	7.	16-17.45	Albertfalvai Polgárok Köre: társasélet, programok, kirándulások szervezése, önálló egyesület	Albertfalvi Községi Ház, Gyékényes u. 45-47.
December	7.	19.15-22	Nem tanítás, zenés program tánckedvelőknek, gyakorlási és barátkozási lehetőség	Albertfalvi Községi Ház, Gyékényes u. 45-47.
December	8.	9-10	Izületi torna Horváth Péter tanár vezetésével	Csíki-hegyek u. 13-15, Általános Iskola

December	8.	9-10	Eszperantó tanfolyam: ingyenes alapfokú nyelvtanfolyam	Albertfalvi Községi Ház, Gyékényes u. 45-47.
December	8.	15.20-16.45	Étka jóga: egészségmegőrző mozgás a test és a lélek harmóniájáért	Albertfalvi Községi Ház, Gyékényes u. 45-47.
December	8.	15.00	Gazdagréti Sakk Klub: sakkozási lehetőség korra és nemre való tekintet nélkül	Gazdagréti Községi Ház, Törökugrató utca 9.
December	9.	14.30	Gerinc és ízületi torna: gerinc és ízületi torna szakképzett gyógytornász vezetésével.	Gazdagréti Községi Ház, Törökugrató utca 9.
December	9.	18-21	AKH Festő- és Rajzstúdió: grafikai és festészeti technikák tanulása, készség fejlesztés	Albertfalvi Községi Ház, Gyékényes u. 45-47.
December	11.	7.20	Természetjárás: séta a Budai hegységben, érd: Kremser Ferenc, (30)5608042	találkozás: Széll Kálmán tér, az óra alatt
December	11.	9.00	Budai hegység (Solymár- Jegenye vgy. - Gercsei templom - Boróka csárda), érd: Somóczy Szilvia, (70)2075374 és 316-7423	találkozás: Széll Kálmán tér, az óra alatt
December	11.	14.okt	A 60+ kézimunkakör és a Down napközitthon lakói által készített kézműves ajándéktárgyak és használt könyvek árusítása	Albertfalvi Községi Ház, Gyékényes u. 45-47.
December	12.	16-18	Kelenvölgyi Férfikórus: kórusművek gyakorlása	Kelenvölgyi Községi Ház Kardhegy u. 2.
December	12.	18 15-20	Kertbarát kör: tapasztalatsere	Kelenvölgyi Községi Ház Kardhegy u. 2.
December	12.	16 00	Filmvetítés: a száztornyú minarett városa: Istanbul. Valentin Ferencné vezetésével	VI. sz. INO, Gazdagréti tér 1.
December	12.	15.00	60+ Szabadidő és kártyaklub: kártyázás, társasjáték, beszélgetés...	Gazdagréti Községi Ház, Törökugrató utca 9.
December	12	14-16	Albertfalvi Vöröskeresztes Csoport és Élet az Éveknek klub: beszélgetés, egészségnevelés, társasélet, programok	Albertfalvi Községi Ház, Gyékényes u. 45-47.
December	13.	15 00	Irodalmi teadélután: téli versek, felolvasó maraton	I. sz INO, Budafoki u.12.
December	13.	9-10	Ízületi torna Horváth Péter tanár vezetésével	Csíki-hegyek u. 13-15, Általános Iskola
December	13.	9-10	Eszperantó tanfolyam: ingyenes alapfokú nyelvtanfolyam	Albertfalvi Községi Ház, Gyékényes u. 45-47.
December	13.	10-12	60+ Taníthat és Tanulhat Kézimunka Kör: szövés, horgolás, kötés és más kézimunka technikák	Albertfalvi Községi Ház, Gyékényes u. 45-47.
December	13.	13-14	60+ Gyógytorna haladó: 10 alkalmas kurzus reumatikus megbetegedésekre	Albertfalvi Községi Ház, Gyékényes u. 45-47.
December	13.	14-15	60+ Gyógytorna kezdő 10 alkalmas kurzus reumatikus megbetegedésekre	Albertfalvi Községi Ház, Gyékényes u. 45-47.
December	13.	14.30-16	Albertfalvi Keresztény Társaskör Döngicsélő Nyugdíjas Klub: beszélgetés a bibliáról, filmvetítések, ünnepekről megemlékezés	Albertfalvi Községi Ház, Gyékényes u. 45-47.
December	13.	15.00	Gazdagréti Sakk Klub: sakkozási lehetőség korra és nemre való tekintet nélkül	Gazdagréti Községi Ház, Törökugrató utca 9.
December	14.	14.30	Ízületi torna szakképzett gyógytornász vezetésével.	Gazdagréti Községi Ház, Törökugrató utca 9.
December	14.	8.50	Természetjárás: könnyű séta a Budai hegységben	találkozás: Széll Kálmán tér, az

				óra alatt
December	14.	7.20	Természetjárás: séta a Budai hegységben	találkozás: Széll Kálmán tér, az óra alatt
December	14.	16-17.45	Albertfalvi Polgárok Köre: társasélet, programok, kirándulások szervezése, önálló egyesület	Albertfalvi Közösségi Ház, Gyékényes u. 45-47.
December	14.	19.15-22	Budapesti Táncrend Klub: nem tanítás, zenés program tánckedvelőknek, gyakorlási és barátkozási lehetőség	Albertfalvi Közösségi Ház, Gyékényes u. 45-47.
December	14	16-18	60+ Portré Pódium és teadélután: beszélgetés Szakonyi Károly drámaíróval	Albertfalvi Közösségi Ház, Gyékényes u. 45-47.
December	14.	9-10	Megelőző rekreációs (tartásjavító) torna	Őrmezei Közösségi Ház, Cirmos u. 8.
December	14.	11-11.30	3-1-2 Meridián torna: egészségmegőrző torna 20-30 perc	Őrmezei Közösségi Ház, Cirmos u. 8.
December	14.	14-18	Sakk és kártyajátékok tanulása, játék partnerekkel, kikapcsolódás	Őrmezei Közösségi Ház, Cirmos u. 8.
December	14.	19-22	Ping-pong klub: játék partnerekkel, kikapcsolódás	Őrmezei Közösségi Ház, Cirmos u. 8.
December	14.	9-12	a klubtagok beszélgetnek, énekelnek és megkóstolják a hozott süteményeket	Kelenvölgyi Közösségi Ház Kardhegy u. 2.
December	14.	17.20-19	CorRisus Club: egészségmegőrző kínai mozgásművészet	Kelenvölgyi Közösségi Ház Kardhegy u. 2.
December	14.	17-19	Jogi tanácsadás: ügyvéd bármilyen jogi problémában tanácsot ad	Kelenvölgyi Közösségi Ház Kardhegy u. 2.
December	15.	7-13	Piac: őstermelők árulják terményeiket	Kardhegy u. 4.a közösségi ház mellett
December	15.	16-18	Horgászklub: a Kéktó téri horgászto horgászainak klubja	Kelenvölgyi Közösségi Ház Kardhegy u. 2.
December	15	18-20	Kelenvölgyi festőiskola kezdőknek és haladóknak	Kelenvölgyi Közösségi Ház Kardhegy u. 2.
December	15.	10 30-13 30	Őrmezei Nyugdíjas Színpad, a társulat vár mindenkit, aki szereti a színházat akkor is, ha esetleg passzív részese kíván lenni.	Őrmezei Közösségi Ház, Cirmos u. 8.
December	15.	17-18	U + 1 Irodalmi Műhely: poetikai kurzus, a munkába folyamatosan be lehet kapcsolódni	Őrmezei Közösségi Ház, Cirmos u. 8.
December	15.	9.00-10.00	Kiscsoportos ingyenes alapfokú nyelvtanfolyam	Albertfalvi Közösségi Ház, Gyékényes u. 45-47.
December	15.	15.20-16.45	Egészségmegőrző mozgás a test és a lélek harmóniájáért	Albertfalvi Közösségi Ház, Gyékényes u. 45-47.
December	15.	15 00	Sakkozási lehetőség korra és nemre való tekintet nélkül	Gazdagréti Közösségi Ház, Törökugrató utca 9.
December	15.	14 00	Karácsonyi díszek készítése	III. sz. INO, Keveháza u. 6.
December	16.	15 00	Karácsonyi díszek készítése	IV. sz. INO, Kisújszállás u. 10.
December	16.	9-10	Megelőző rekreációs (tartásjavító) torna	Őrmezei Közösségi Ház, Cirmos u. 8.
December	16.	11-11.30	3-1-2 Meridián torna: egészségmegőrző torna 20-30 perc	Őrmezei Közösségi Ház, Cirmos u. 8.
December	16.	17.00	Szépkorúak karácsonya: közreműködik: Földi Melinda operaénekes, a Tarka Színpad művészei, Cavinton	Őrmezei Közösségi Ház, Cirmos u. 8.

			Néptáncgyűttes tagjai	
December	16.	14.30	Ízületi torna szakképzett gyógytornász vezetésével.	Gazdagréti Községi Ház, Törökugrató utca 9.
December	16.	18-20	Kelenvölgyi festőiskola kezdőknek és haladóknak	Kelenvölgyi Községi Ház Kardhegy u. 2.
December	16.	16-20	Jóga: relaxációk, testgyakorlatok a belső harmónia megőrzéséért	Kelenvölgyi Községi Ház Kardhegy u. 2.
December	17.	13.30	Gazdagréti Civilek Karácsonya: karácsonyi programok, játékok és vetélkedők, ételkóstoló	Gazdagréti Községi Ház, Törökugrató utca 9.
December	17.	18 00	A 60+ fotókör csoportos kiállítása: Évszakok	a Rét Galéria
December	17.	10.30	Múzeumlátogatás: Rádió-Televízió Múzeum	találkozás: Kálvin tér METRO kijárat
December	18.	9.00	Természetjárás: Budai hegység	találkozás: Széll Kálmán tér, az óra alatt
December	18.	7.20	Természetjárás: séta a Budai hegységben	találkozás: Széll Kálmán tér, az óra alatt
December	18.	8-9	Római Katolikus Szentmise: a Kelenföldi Szent Gellért plébánia felügyelete mellett	Órmezei Községi Ház, Cirmos u. 8.
December	19.	9-10	Megelőző rekreációs (tartásjavító) torna	Órmezei Községi Ház, Cirmos u. 8.
December	19.	11-11.30	3-1-2 Meridián torna: egészségmegőrző torna 20-30 perc	Órmezei Községi Ház, Cirmos u. 8.
December	19.	16-18	Klasszikus rajztanfolyam Kréher Péter festőművész vezetésével, korhatárra való tekintet nélkül.	Órmezei Községi Ház, Cirmos u. 8.
December	19.	17-18.30	A Bükköny utcai óvodások műsora és az AKH Opere- és Dalstúdió ünnepi koncertje az idősek karácsonya alkalmából	Albertfalvi Községi Ház, Gyékényes u. 45-47.
December	19.	15.00	Kártyázás, társasjáték, beszélgetés...	Gazdagréti Községi Ház, Törökugrató utca 9.
December	19.	18.00	Versbarátok összejövetele	Gazdagréti Községi Ház, Törökugrató utca 9.
December	19.	16-19	Rét Nyugdíjas Klub Karácsonyi klub délutánja. Szívárvány ovodások műsora	Gazdagréti tér 1.sz. VI.sz INO
December	19.	16-18	Kelenvölgyi Férfikórus: kórusművek gyakorlása	Kelenvölgyi Községi Ház Kardhegy u. 2.
December	20.	14-17	Kelenvölgyi Nótakör: dalok tanulása	Kelenvölgyi Községi Ház Kardhegy u. 2.
December	20.	15.00	Sakkozási lehetőség korra és nemre való tekintet nélkül	Gazdagréti Községi Ház, Törökugrató utca 9.
December	20.	14.30-16	Beszélgetés a bibliáról, filmvetítések, ünnepekről megemlékezés	Albertfalvi Községi Ház, Gyékényes u. 45-47.
December	20.	15.00	JÁSZOL, csacsi készítés :Körösi Józsefné vezetésével	I. sz INO, Budafoki u.12.
December	21.	15.00	Karácsonyi történetek, film, zene, vers, Csanády László főszerkesztő, producer vezetésével	VII. sz. INO, Bocskai út 43-45.
December				
December	21	16-17.45	Társasélet, programok, kirándulások szervezése, önálló egyesület	Albertfalvi Községi Ház, Gyékényes u. 45-47.
December	21.	14.30	Gerinc és ízületi torna szakképzett gyógytornász	Gazdagréti Községi Ház,

			vezetésével.	Törökugrató utca 9.
December	21.	8.50	könnyű séta a Budai hegységben	találkozás: Széll Kálmán tér, az óra alatt
December	21.	9-10	Megelőző rekreációs (tartásjavító) torna	Őrmezei Közösségi Ház, Cirmos u. 8.
December	21.	11-11.30	3-1-2 Meridián torna: egészségmegőrző torna 20-30 perc	Őrmezei Közösségi Ház, Cirmos u. 8.
December	21.	14-18	Sakk és kártyajátékok tanulása, játék partnerekkel, kikapcsolódás	Őrmezei Közösségi Ház, Cirmos u. 8.
December	21.	19-22	Ping-pong klub: játék partnerekkel, kikapcsolódás	Őrmezei Közösségi Ház, Cirmos u. 8.
December	21.	17.20-19	CorRisus Club: egészségmegőrző kínai mozgásművészet	Kelenvölgyi Közösségi Ház Kardhegy u. 2.
December	21.	17-19	Jogi tanácsadás: ügyvéd bármilyen jogi problémában tanácsot ad	Kelenvölgyi Közösségi Ház Kardhegy u. 2.
December	22.	7-13	Piac: őstermelők árulják terményeiket	Kardhegy u. 4.a közösségi ház mellett
December	22.	18-20	Kelenvölgyi festőiskola kezdőknek és haladóknak	Kelenvölgyi Közösségi Ház Kardhegy u. 2.
December	22.	17-18	U + 1 Irodalmi Műhely: poetikai kurzus, a munkába folyamatosan be lehet kapcsolódni	Őrmezei Közösségi Ház, Cirmos u. 8.
December	22.	15.00	Gazdagréti Sakk Klub: sakkozási lehetőség korra és nemre való tekintet nélkül	Gazdagréti Közösségi Ház, Törökugrató utca 9.
December	22.	14.00	Karácsonyi hangulatra hangolódva, vendégünk: Tornyné Makai Annamária	III. sz. INO, Keveháza u. 6.
December	23.	15.00	Vidám percek, zenehallgatás, beszélgetés	IV. sz. INO, Kisújszállás u. 10.
December	23.	9-10	Megelőző rekreációs (tartásjavító) torna	Őrmezei Közösségi Ház, Cirmos u. 8.
December	23.	11-11.30	3-1-2 Meridián torna: egészségmegőrző torna 20-30 perc	Őrmezei Közösségi Ház, Cirmos u. 8.
December	23.	16-20	Jóga: relaxációk, testgyakorlatok a belső harmónia megőrzéséért	Kelenvölgyi Közösségi Ház Kardhegy u. 2.
December	25.	8-9	Római Katolikus Szentmise: a Kelenföldi Szent Gellért plébánia felügyelete mellett	Őrmezei Közösségi Ház, Cirmos u. 8.
December	25.	11-11.30	3-1-2 Meridián torna: egészségmegőrző torna 20-30 perc	Őrmezei Közösségi Ház, Cirmos u. 8.
December	26.	7.20	Budai hegység	találkozás: Széll Kálmán tér, az óra alatt
December	27.	13.00	Év búcsúztató, Klub-búcsúztató! A jó hangulatról gondoskodik, Dévai Kati és barátai	I. sz INO, Budafoki u.12.
December	28.	15.00	Zenehallgatás, beszélgetés	VII. sz. INO, Bocskai út 43-45.
December	28.	8.50	Természetjárás: könnyű séta a Budai hegységben	találkozás: Széll Kálmán tér, az óra alatt
December	28.	7.20	Természetjárás: séta a Budai hegységben	találkozás: Széll Kálmán tér, az óra alatt
December	28.	9-10	Megelőző rekreációs (tartásjavító) torna	Őrmezei Közösségi Ház, Cirmos u. 8.
December	28.	11-11.30	3-1-2 Meridián torna: egészségmegőrző torna 20-30	Őrmezei Közösségi Ház,



			perc	Cirmos u. 8.
December	28.	17.20-19	CorRisus Club: egészségmegőrző kínai mozgásművészet	Kelenvölgyi Közösségi Ház Kardhegy u. 2.
December	28.	17-19	Jogi tanácsadás: ügyvéd bármilyen jogi problémában tanácsot ad	Kelenvölgyi Közösségi Ház Kardhegy u. 2.
December	30.	9-10	Megelőző rekreációs (tartásjavító) torna	Őrmezei Közösségi Ház, Cirmos u. 8.
December	30.	11-11.30	3-1-2 Meridián torna: egészségmegőrző torna 20-30 perc	Őrmezei Közösségi Ház, Cirmos u. 8.
December	29.	13.00	Ó év búcsúztató , Dévai Kati és barátaival	III. sz. INO, Keveháza u. 6.
December	30.	15.00	Vidám percek, zenehallgatás, beszélgetés	IV. sz. INO, Kisújszállás u. 10.

### *Similar practices, websites*

There are numerous Senior Academies operating around the world. Under various names and in various forms.

#### **1. The Arizona Senior Academy, U.S.A.**

This Senior Academy operates in Tucson, Arizona, introducing itself the following ways:

„The Arizona Senior Academy is a nonprofit, tax exempt 501(c)(3) corporation. Its support comes from:  
Membership dues  
Tax-deductible charitable donations

All residents of The Academy Village aged 60 or over are required to be members. These dues provide access to all the Academy's offerings.

Nearly all concerts, lectures, and DVD courses are open to the public at no charge as part of the Academy's charitable outreach program.

Some participatory courses, such as art, may have fees for texts or other supplies. Such courses are open to non-members if space is available. According to their mission statement:

- *A charitable organization that brings together professional retirees in an intellectual setting to stimulate and foster their continued productivity and creativity*
- *Provides those retirees with opportunities to pursue their interests and to contribute to the betterment of society*
- *Provides classes, lectures, concerts, and cultural programs of all kinds, some of which draw on the talents and interests of its members*
- *An affiliate of the University of Arizona*
- *An educational and cultural resource for neighbors in the Rincon Valley and Southeast Tucson*



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#### Facilities in the Arizona Senior Academy Building:

The Great Room is equipped with both wired and wireless microphones, four speakers, two LCD projectors to show both movies and computer driven displays (such as Powerpoint), a large, retractable projection screen, a large-screen TV monitor driven by either DVDs or VHS tapes, a camcorder, an FM transmitter to allow hard-of-hearing individuals to listen on their own receivers, and 35-mm slide projectors. For musical presentations there is a grand piano, a harpsichord and a 12-inch high performance platform. The room has excellent acoustics. Two Seminar or Class Rooms with chairs, work tables, and white boards. One has seating for 12, the other for 24. A partition between the two rooms can be opened for larger gatherings.

The Library has a collection of books, tapes, and DVDs. Because the Academy is an affiliate of the University of Arizona, members also have access to the University library, either in person or on line.

The computer room has two PCs and one Macintosh, both with internet access and linked printers. There are also a reader/enlarger for the visually handicapped and a scanner.

Wireless internet access is provided throughout the building.

The utility room provides a copier and a fax machine.

The Administrative office and a kitchenette for preparation of refreshments are also located in the building.

Website:

<http://www.arizonasenioracademy.org/>



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## **2. Macomb Senior Academy, California, U.S.A.**

In the Macomb Cultural Center, training courses are offered for the seniors – and put on to YouTube. One of the examples is the information course on security and safety by the local sheriff.

„The Macomb County Sheriff Department taught seniors about what the various bureaus of the control force do. Class members were given a chance to interact with officers and question a number of questions about law enforcement.”

Website:

<http://www.macombculturalcenter.com/senior-academy-macomb-county-sheriff-mark-hackel/>

## **3. The Adult and Community Education Center, School Board of Sarasota County, Florida, U.S.A.**

The Sarasota County Technical Institute runs an 'Adult and Community Enrichment' program, which offers a full scale of courses for adults, including elderly.

„The Adult and Community Education Center, School Board of Sarasota County, provides a wide variety of affordable adult enrichment classes throughout Sarasota County. Class subjects include Art Appreciation, Crafts, Dance, Drawing, Picture Matting and Framing, Music/Music Appreciation, Painting, Photography, Sculpture, Theater, Environmental, Self-Improvement, Cuisine, Sports, History, Literature, Foreign Language, Digital Photo, Ebay, and Computers.”

Senior classes are offered to groups of 10 or more adults, 55 years of age or better, in independent and assisted living facilities, nursing homes, adult community centers, churches, and other sites throughout the community. The classes offered vary according to the interest of the group served, but range in context from crafts to current events, including art appreciation, literature, technology skills, and many more. Some classes qualify for grant support, while others are fee supported.



Website:

[http://www.sarasotacountyschools.net/schools/ace/interior.aspx?id=25996&ekmense1=77901891\\_156\\_0\\_25996\\_5](http://www.sarasotacountyschools.net/schools/ace/interior.aspx?id=25996&ekmense1=77901891_156_0_25996_5)

#### 4. Senior Akademie, Brno, Czech Republic

Similarly to the American Senior Academy in Macomb, California, the Brno initiative also offers security courses for the elderly. Their program is closer to the French-Scandinavian type Third Age University programs.

## Senior akademie 2011/2012



V roce 2010 evidovala Policie České republiky 6 433 trestných činů spáchaných na osobách starších 60 let. V průměru to znamená, že každý den v roce se obětí stane téměř 18 seniorů. Z celkového počtu trestných činů spáchaných na seniorech bylo 1 162 krádeží a podvodů, při kterých se pachatelům podařilo připravit důchodce o více než 37 milionů korun. Tato trestná činnost se stává organizovanou a zvyšuje se i agresivita pachatelů. Kromě trestné činnosti, se stále více seniorů stává obětí nemravného a neetického jednání, při kterém pachatelé zneužívají přirozených handicapů stáří.

### ÚVODEM

Bezpečný senior rovná se aktivní a informovaný senior. Jsme přesvědčeni, že aktivita a informovanost jsou klíčem k bezpečnému stárnutí. Pokud společnost vytvoří dostatečný prostor pro aktivní život seniorů a vyplní jej odpovídajícími formáty pro příjem a zpracování informací, je to ten nejlepší základ pro bezpečný život. Samozřejmě je to „jen“ základ. Je důležitý stejně jako základy jakékoliv stavby, ale jen na základech se žít nedá. [...více](#)



### CO JE SENIOR AKADEMIE

Je speciální studijní program ve formátu celoživotního vzdělávání (obdoba Univerzity třetího věku – U3V) určený seniorům. Předměty studia jsou orientovány na témata kriminálních, pořádkových, dopravních nebo požárních rizik, která seniory v současné společnosti ohrožují. Studium se ale také orientuje na další témata, jakými jsou např. ochrana spotřebitele, pacienta a nájemníka.

[...více](#)



## KDO SE MŮŽE DO SENIOR AKADEMIE PŘIHLÁSIT

Tento studijní program je určen zejména seniorům z Brna, ale i z obcí a měst v Jihomoravském kraji. Do našeho studijního programu se mohou přihlásit všichni, kteří jsou již v důchodu (starobním nebo invalidním), a budou mít na své vzdělávání čas, ale i ti senioři, kteří ještě v důchodu nejsou a přesto si čas na studium najdou. [...více](#)



Website:

<http://www.mpb.cz/pro-seniory/senior-akademie-20112012/>

### **5. Johannesburg University for the Third Age, South Africa**

At the U3A in Johannesburg (which is a part of the South-African network of U3A-s) the following range of courses is available for senior citizens:

#### **U3A**

#### **Johannesburg - Course List**

**August - November 2011 Issued: 7 July 2011**

<b>MONDAYS</b>				
<a href="#">Art Appreciation</a>	Anneke Jansen	a.m.	011 880-3659	Parkhurst – course full
Walking group	Jill Gibson	a.m.	011 888-3249	In & around Johannesburg
Italian Conversation	Anna Masselli	a.m.	011 706-4226	Morningside
French Conversation	Enid Judge	a.m.	011 791-4982	Robin Hills
Reading Circle	Mary Rabinowitz	a.m.	011 883-2789	Morningside - one meeting per month
Moving to Ballroom and Latin dance music	Naomi van den Berg	a.m.	011 782-8755	Victory Park
Poetry	Marcia Leveson	noon	011 880-7174	<a href="#">Parkhurst</a>
Scrabble	Ziona Rosenthal	p.m.	082 680 1147	Sandringham

<b>TUESDAYS</b>				
Rangers walking group	Brian Gordon-Brown	a.m.	011 789-3431	Johannesburg environs
Art and artists in Johannesburg	Linky van der Merwe	a.m.	011 788-8444	Various galleries in Johannesburg
Journalling for mental and emotional health	Roy Dinsdale	a.m.	083 250 7478	Bryanston
Croquet	Jo Meintjes	a.m.	011 788-9443	Highlands North
A study of selected books from the Old Testament	Rabbi Ash	a.m.	011 646-6170	Parktown
Plato for everyday living	Andrew Domanski	a.m.	011 646-6566 (H) 011 717-8424 (O)	Parkview - course full
<a href="#">Music &amp; Art Videos</a>	Bea Katz	p.m.	011 884-3655	Sandton – alt. weeks.
<b>WEDNESDAYS</b>				
Living in the now - less stress more happiness	Jill Jacques	a.m.	011 447-2463	Craighall Park
King Lear	Stanley Peskin	a.m.	072 240 2997	Parkhurst
Paint and Learn	Joan Tatalias	a.m.	011 789-8992	Craighall Park

<b>THURSDAYS</b>				
The works of the great composers	Pat Fantl	a.m.	011 706-5439 082 336 6414	Bryanston
Creative writing	Lee Marcus	a.m.	011 485-2560	Parkview – course full
Simulated computer flying – Learn to fly (using your own computer)	Peter Hazelhurst	a.m.	011 883-2277	Glenadrienne - phone for a demonstration
Italian cooking	Anna Masselli	a.m.	011 706-4226	Morningside – last Thursday of the month
Old-time jazz and musicals	Brian Gordon-Brown	a.m.	011 789-3431	Blairgowrie
Fiction – Topics to be arranged with the group	Marcia Leveson	noon	011 880-7174	Parkhurst – alt. weeks
Film as narrative	Stanley Peskin	p.m.	072 240 2997	Parkhurst
Reading Circle – reviewing books you have read	Judy Stockill	p.m.	083 267 7070	Rosebank Library – 1 <sup>st</sup> Thursday every month
Reading Circle – reviewing books you have read	Wendy Pote	p.m.	011 888-5685	Linden Library – last Thursday every month Course full
<b>FRIDAYS</b>				
Shakespeare's Plays	Hilary Semple	a.m.	011 486-1785	Parkview - course full
Croquet	Jo Meintjes	a.m.	011 788-9443	Highlands North- also available Sundays
The 20 <sup>th</sup> Century in pictures	Ann Bourdin	a.m.	011 678-3435	Berario - Course full

#### MONTHLY MEETINGS FOR ALL MEMBERS

(Non-members R20.00)

Third Tuesday at Rosebank Union Church (Jerusalem Hall), Hurlingham

(Tea at 9:30 am, lecture at 10 am)

See newsletter for details of topics

Seniors Exercise Class - Lily Fisher Tuesdays and Fridays 10-11 a.m.

St. John the Evangelical Union Church, Morningside

(opposite Benmore Shopping Centre - good parking available)

Phone 011 444 3853 or 082 863 7283

Cost R15 per session

For any problems U3A Johannesburg - Phone Beryl 011 646-7020 or Margo 011 646-2053

Website:

[http://www.u3a.org.za/U3A\\_JNB/JNBCourses.html](http://www.u3a.org.za/U3A_JNB/JNBCourses.html)

#### **Remarks and proposals**

The Elderly Academy is a significant initiative in Újbuda. 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 reduce „digital illiteracy”. The district's older citizens – who are Újbuda 60+





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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. Considerable synergy effect can be achieved by involving different target groups: the teachers for instance can be students teaching the elderly as a part of their teaching practice but another example is also known where disadvantaged youth teach the elderly basic digital studies with the help of a mentor.

The Academy could develop further on by co-operating with departments of higher education and by joint efforts with community developers.



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*Silver age Centre,  
Slovenska Bistrica, Slovenia*

The original aims and plans regarding the Silver age Centre pilot:

“Social centre for elderly was established in year 2008 in Slovenska Bistrica. The technical conditions will be taken care of, but they will need some help in development and provision of modern social programs and services for the quality ageing.

The following activities are planned:

- introduction of day centre – a place where the elderly could spend a part of their day in the company of other people, get information they are interested in...)
- various entertaining or educational courses (computer skills, healthy lifestyle, sports...)
- information of intergenerational groups

Program of the centre would include a modern social programs network for quality ageing, various entertaining or educational courses, also some intergenerational groups could be formed.

Establishment of such centre would be a big step towards meeting the demands of older generations, especially in keeping social connectivity, raising the awareness of entire local population about quality ageing from all aspects and preparing the society for and extremely increased share of elderly among the entire population.”

Expected output:

“The age centre with lifelong learning and social integration programs

- ICT and Internet use
- Foreign languages
- Creative workshops for production of various items (souvenir, painting...)
- Cooking school/workshops
- Tailoring and knitting school/workshops
- Workshops/seminars for health prevention and treatment
- Workshop/seminar on healthy food and other health prevention issues
- Organized recreational activities (exercises, yoga, trekking, swimming...)
- Organization of literary evenings
- Organization of other cultural events”

The benchmark visit received a full spectrum of the activities of the Silver Age Centre. A packed house of app. 75 seniors showed the results of their creative activities. Artificial flowers, crochet, embroidery, table cloth, tea-cozy, oil paintings and freshly baked strudel with some exercise – practically all planned activities were introduced during the visit.

As active Citizenship policies of the EU target at all age groups, including seniors. Citizens – elderly – gathering regularly for active gatherings are much more likely to pay attention to each other and look after



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their communities, than those living in isolated manner. Health problems can be discussed – a whole specter of informal learning may and does go on in the course of these social occasions. Self help subgroups, regular volunteering is more likely to develop in circumstances seen at the Silver Age Centre – providing a valuable human resource added value to the primary tasks enlisted by the pilot program planners.

The pilot strengthens the Central-European tradition of community cultural spaces. Many of them were dismantled because of the lack of local resources – and in many cases social problems (youth crime, need for daycare for the elderly) soon arise in such places. The Silver Age Centre is one of the many important community institutions in Central Europe, which should be managed and operated on the long run.

These Community Centers for the elderly may play an important role in the life of local communities, thus ease the social and health responsibilities of the local/regional authorities in health prevention, social care and crime prevention as well.

Activities of institutions similar to the Silver Age Centre do not need much dissemination efforts, as their scope of activity is local, sometimes regional. Yet local/regional/national policy and decision makers are to be made more aware of the indispensable role of such community centers in maintaining and developing social cohesion, inclusion and inter-generational understanding and co-operation.

### *Similar practices, websites*

There are several thousands of senior centers in Europe, basically community centers focusing on the elderly as well:

#### **1. Inchgarth Community Center, Aberdeen, Scotland, U.K.**

<http://www.inchgarth.org/#/over-55s/4548463099>

“The great thing about our program is that people of all ages can participate in most of the sessions. Having said that there is a wide and varied range of activities that are designed and cater more specifically to the interests and needs of people over 55 and based on what people have said they want to see happening at the centre.

At Inchgarth we pride ourselves on the fact that our management board is a truly inclusive group that has 1/3 of its members over 55 ensuring we always have the interests and needs of retired and semi retired people at heart.

People over 55 are vital to the centers success with numerous people volunteering their time to pass on their skills, support our Peggy's tea room, run classes or general centre duties.

People from all over the city who are 55+ attend Inchgarth and enjoy our vibrant and exciting program.”



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Events at the Inchgarth Community Centre, Aberdeen, Scotland, U.K.

## 2. Elderly group of the London Camden Chinese Community Centre, U.K.

[http://www.camdenccc.co.uk/english/projects/elderly/elderly\\_activities.htm](http://www.camdenccc.co.uk/english/projects/elderly/elderly_activities.htm)

There are Chinese Community Centers in many towns of the U.K., most of them running Elderly Clubs. They offer programs like birthday and other holiday celebrations, sports and health, language courses and social care support.

### **Camden Chinese Community Centre**

9 Tavistock Place

London WC1H 9SN

Telephone: 020 7388 8883

Fax: 020 7383 2886

E-mail: [info@camdenccc.co.uk](mailto:info@camdenccc.co.uk)



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# 甘頓華人社區中心 Camden Chinese Community Centre

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中文

## Elderly Club

[Aims](#) | [Activities](#) | [Future Plans](#) | [Photo Album](#)

### Activities

#### Daily Luncheon Club

We continue to provide low cost freshly prepared nutritious hot meal for our low income elderly members.

#### Joint Birthday/Christmas/Easter Parties

Every year we organize four joint birthday parties for our elderly members. On average there are about 70 elderly who attend each time. We have Dim Sum lunch at China Town and there is also a raffle draw to mark the happy occasion. We also celebrate Christmas and Easter over a special lunch.

#### Exercise Classes



Aqua aerobics at the YMCA

**Service Hours:**  
Monday 10:00am - 2:00pm  
Friday 10:00am - 2:00pm

Date	Time	Activities	Venue
Monday	11.00-	Yoga	Mornington Sports



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	12.00am		Centre
Tuesday	12.00-12.00pm	Keep Fit	Mornington Sports Centre
Wednesday	10.30-11.00am	Aqua Aerobics	YMCA Tottenham Court Rd
Thursday	10.00-11.00am	Tai Chi	Mornington Sports Centre

### Eye Tests

Every month our Centre arranges one session of eye test service for the elderly. The service and prescriptions are free of charge for any elderly who is 60 and over, but frames and lenses are free to those who are on income support.

### 3. Senior Folk High School, Frankfurt am Main, Germany

According to the German post-war period, community cultural programs are hosted by the Folk High Schools. Most of them offer programs for the elderly. As the Folk High Schools are adult educational organizations as well, again most of these institutions offer educational-training programs (Bildungs-program) for the elderly. Here below one may find the link and the first page of the Frankfurt Folk High School, offering a variety of senior programs.

[https://www.vhs.frankfurt.de/DesktopDefault.aspx/tabid-105/192\\_read-220/](https://www.vhs.frankfurt.de/DesktopDefault.aspx/tabid-105/192_read-220/)



#### Seniorinnen und Senioren :

#### Aktive Seniorinnen und Senioren

Älteren Menschen bietet die Volkshochschule Frankfurt ein eigenes Seniorenbildungsprogramm. In diesen Kursen lernen Sie Menschen mit gleichen Interessen und ähnlichen Lebenssituationen kennen. Ein umfangreiches und anregendes Programm erwartet Sie.

Wir bieten Ihnen die Möglichkeit, Neues zu lernen, Vergangenes aufzuarbeiten, praktische Kenntnisse aufzufrischen oder neue zu erwerben.

Die Veranstaltungen finden vormittags und nachmittags statt. Die Veranstaltungsorte sind in der Regel wohnortnah. Es wird in kleinen Gruppen gearbeitet. Das Lerntempo richtet sich nach den Bedürfnissen und



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Fähigkeiten der jeweiligen Gruppe. Das Angebot fördert die geistige und körperliche Beweglichkeit, unterstützt Selbstbewusstsein und Selbstständigkeit und gibt Anregungen zur Alltagsbewältigung und zu unabhängiger Lebensgestaltung.

### **Inhaltliche Schwerpunkte:**

Lebensbilanz, Lebensplanung

Gedächtnistraining, Bridge

Kunst, Kultur, Literatur, Film

Bildnerisches Gestalten

Körpererfahrung, Entspannung, Gymnastik

Fremdsprachen Englisch, Französisch, Italienisch, Spanisch

Computer, Internet, Digitale Fotografie

### **Informationen**

**Gerhard Iske Tel. 069 212-37963**

**Jürgen Pfeiffer Tel. 069 212-41262**

Die Kurse finden Sie unter "Aktive Seniorinnen und Senioren" [hier](#).

Einen Auszug aus unserem Programm können Sie als PDF-Datei downloaden 

Anmeldeformular

**Anmeldeformular für einen Kurs / eine Veranstaltung:**  +49(0)69 212 71501

### **VHS Info-Telefon**

[Hier](#) können Sie sich anmelden und erhalten Informationen zu unserem Angebot.

Hessische Schulferien

[Hier](#) finden Sie die Hessischen Schulferien für 2011.

Haben Sie eine Anregung oder Beschwerde?

**Schreiben Sie uns hier Ihre Meinung...** [E-Mail-Formular](#)

## **4. Budapesti Művelődési Központ, Hungary**

In Hungary itself, more than 2500 community cultural centers and houses operate, most of them run by the local municipalities. Programs for the elderly are offered in most of these community centers, which may

include folkdance and choir-programs, pensioners clubs and a variety of courses. In the Capitol City of Budapest, the Budapesti Művelődési Központ offers a rich program for the seniors, including programs computing training as well reduction of learning barriers for the elderly programs. Their website is available at the following link:

[http://www.bmknnet.hu/pdf/szeniorok/bemutakozo\\_honlapra.pdf](http://www.bmknnet.hu/pdf/szeniorok/bemutakozo_honlapra.pdf)



*A Budapesti Művelődési Központ az időskorúak tanulásiért, művelődéséért*

*A BMK idősek tanulását támogató programjainak célja az életminőség javítása mellett a kulturális és információs esélyegyenlőség megteremtéséhez való hozzájárulás.*

*Az idős korosztálynak szóló programok, az idős korosztály csoportjai a BMK-ban az intézmény alapítása óta megvalósíthatók. Az Őszidő nyugdíjasklub 1979-től működik a XI. kerületben élő nyugdíjasok kedvelt és népszerű találkozóhelyeként. Heti rendszerességű klubnapjai az igényes ismeretterjesztés (zeneirodalom, művészetelmélet, divathíres újbeszámolók) jegyében zajlanak. Rendszeresen indulnak budapesti sétára, múzeumok időszakos kiállításainak megtekintésére, de gyakran mennek együtt kirándulni, sőt: időseket-közös túrákat is szerveznek.*

*A 80-as években működött nagy sikerrel a Nyugdíjasok Amater Szinghéz, az idősek dalköre pedig még ma is rendszeresen találkozik a Tájak-Körök-Múzeumok kelendő földi – döntően az idősebb korúakat tömörítő – 200 fős tagcsoportja is. A felsoroltak mindegyike szép és értékes, de inkább hagyományos jellegű program. Ezeket mind megmarva 2001-től már rendszeresítő programfejlesztésekké vágnunk bele, melynek fő elemei az alábbiak:*

<b>KÉPZÉSEK</b>	Nyugdíjasklubok vezetőinek képzése (2001.)
	Művelődési program az élet harmadik korszakában élő időskorúak számára (350 órák képzési program fejlesztése: 2001.)
	képzők képzése (2003. április – RoLBOP <sup>1</sup> keretében)
	„Kaminta rá, Nagy!” (képzési program fejlesztés, tanfolyamszervezés 2002-től)
	„Kaminta rá, Nagy!” tanár-továbbképzési program (2003. decemberétől)
	Képzők képzése: nemzetközi szakembercsoport továbbképzése Budapesten a RoLBOP projektben kifejlesztett képzési program alapján (2005. Grundtvig 3 kurzus)
	Angol nyelvtanfolyam időskorúaknak (2005.)
	PHD dolgozat (Az idősek erőforrásainak felhasználása a helyi közösség fejlesztésében) – 2003-2007 – szerző: a BMK munkatársa.
	Az időskorúak tanulási korlátainak mérséklése – Magyar képzők továbbképzése a RoLBOP projektben kifejlesztett képzési program adaptálásával 2007.

<sup>1</sup> RoLBOP – Reduction of learning barriers for older people - Az időskorúak tanulási korlátainak csökkentése



Educational courses and trainings at BMK, Budapest, Hungary



## 5. “Life for the Years” program in many Hungarian community centers: Székesfehérvár

As in many institutions of Hungary, community cultural centers co-operate with civil organizations of the elderly, including the “Life for the Years” Association. In the Fejér County region, in the town of Székesfehérvár a lively co-operation is to be observed, which can be followed on their website at:

<http://www.fejermmk.hu/site.cgi?a=cikk-1&cid=nyugdijas>



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### Együttműködés a megyei nyugdíjas szervezetekkel

2011. február 22., 12:24 | MMK | Reif Gáborné

**A Nyugdíjas Klubok és Idősek „Életet az éveknek” Fejér Megyei és Székesfehérvári Szervezete és a Megyei Művelődési Központ együttműködése már több sikeres évet tudhat magának. A szervezet február 15-én intézményünk színháztermében tartotta éves munkabeszámolóját.**



A Nyugdíjas Klubok és Idősek „Életet az éveknek” Országos Szövetség 22 évvel ezelőtt azzal a céllal alakult, hogy elősegítse az idősek, nyugdíjasok, baráti körök és klubok együttműködését, formálja, gazdagítsa a közösségek életét. Legkiemelkedőbb területük a kulturális, művészeti tevékenység, de az évek során más társadalmi szervezetekkel kialakított kapcsolataik révén az idősek érdekvédelmében is jelentős eredményeket értek el. A szövetséghez 1200 klub csatlakozott, közel 150000 tagja van, de nemzetközi kapcsolatokat is ápol – tagja az Idős Emberek Világszövetségének, és az Idősek Európai Szervezetei Szövetségének.

A Nyugdíjas Klubok és Idősek „Életet az éveknek” Fejér Megyei és Székesfehérvári Szervezete megalakulása óta aktív tagja a szövetségnek, mára Fejér megye 86 településéről 6200 fővel 105 klub tartozik a szervezethez. Szoros együttműködés alakult ki a szervezet és a művelődési intézmények között, hiszen

csaknem valamennyi klub valamely művelődési intézmény csoportjaként működik. Közös rendezvényeket szerveznek, részt vesznek olyan programokon is, melyeket intézmények, más szervezetek rendeznek idősök részére. A kistérségi hálózat kialakítása naprakész információáramlást, hatékonyabb munkát eredményezett.

Mint az Rubina Sándor, a megyei szervezet elnöke beszámolójából is kiderült, a szervezet tavaly is igen sokrétű és eredményes munkát végzett. A Megyei Művelődési Központban megvalósultak az évek óta hagyományos, műsorral egybekötött megyei nagyrendezvények: Anyák napja, Idősök világnapja, karácsonyi ünnepség, az éves megyei klubvezető tanácskozások, közös szervezésben egy ingyenes színházi előadás, egészségnap, s nem utolsó sorban az öt előadásból álló Idősök Akadémiája előadássorozat, valamennyi rendezvény több száz fős részvétellel.



Számos vidéki, kistérségi rendezvényen vettek részt – így a Magyar kultúra napja, a Költészet napja, különböző művészeti fesztiválok, kulturális események, hagyományőrző rendezvények résztvevői voltak a megye legkülönbözőbb településein. A rendezvényeken nemcsak látogatóként vannak jelen, hanem a műsorok aktív résztvevőiként is: verset mondanak, fellépnek énekesek, népdalkörök.

Gyűjtést szerveztek az iszapkárosultak megsegítésére, ajándékkal lepték meg a megyei kórház gyermekosztályát. A vezetőség folyamatosan tartott fórumokat a kistérségekben, valamint jogi- és betegjogi tanácsadásokat, fogyasztóvédelmi, bűnmegelőzési előadásokat szerveztek.

Bepillantva az idei munkatervbe, idén sem lesz ez másként, talán még színesebb, és gazdagabb programot tudhat magáénak a szervezet. Máris készülünk a Megyei Művelődési Központ és a Nyugdíjas Klubok és Idősök „Életet az éveknek” Fejér Megyei és Székesfehérvári Szervezetének legközelebbi közös rendezvényére, egy ingyenes színházi előadásra március 29-én, melyre a megyei nyugdíjas klubjaiból várjuk a vendégeket.

## **Programok**

### **„Szép jelen, szép csillag, szép napunk támadt”**

**2011. december 2.** (péntek) 17:00  
- **2012. január 6.**

Művészetek Háza, kiállítóterem

### **Adventi koszorú készítése, gyertyaöntés**

**2011. december 6.** (kedd) 10:00

Művészetek Háza, kiállítóterem



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## [A Derkovits Képzőművészeti Kör kiállításának megnyitója](#)

**2011. december 7.** (szerda) 17:00  
**- 2012. január 6.**

Művészetek Háza, Nagy Ottó Sándor Galéria

[További programok »](#)

Fejér Megyei Művelődési Központ Művészetek Háza

8000 Székesfehérvár  
III. Béla király tér 1.  
Tel.: (22) 313-175  
Fax: (22) 315-021

© Minden jog fenntartva.

### ***Remarks and proposals***

The Silver age Centre is an operating agent and actor for the elderly community around Slovenska Bistrica. Their programs seem to fulfill the aim of social inclusion through creative activities. The participating members of the centre were open and friendly, some of their children and grandchildren accompanied them, and thus there were clear signs of intergenerational contacts as well.

The Silver Age Centre seems to operate within the Central European tradition of local cultural community centers, where people meet and take part in leisure time cultural and amateur art activities - and in this field the Silver Age Centre seems to do its work very well. The Centre seemed to be well embedded into the life of the local community of Slovenska Bistrica. One can not see the frequency of participation in the course of a single visit, but the handicraft products were definitely signs and results of continuous activity.

From the conversations one could see, that the participants were looking for active and sensible programs as well as for community atmosphere, and the Silver Age Centre seemed to provide the opportunities for both.

The only missing aspect of the planned programs were the ones connected to modernity – foreign language capacities of the participants were restricted to those, who were former language teachers, and ICT and internet use programs were not clearly articulated.

The Silver Age Centre pilot is not aiming at innovation, but rather targeting on maintaining the social integration of the local senior citizens. Similar projects, on the other hand, can be innovative on places, where these traditional community activities are missing or began to fade away.



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### ***Training and recruitment of elderly volunteers - Trevor & Ermes, Province of Treviso, Italy***

The project designers state, that “the Trevor & Ermes project had been focused on a ‘Training course for over 60 elderly willing to transfer and exchange their professional competences to other subjects’: in order to do so, a first training course had been organized the first month of experimentation (learning how to teach), a second training course the second month (communication skills) and a third the last month (project planning and practice in teaching and organizing training sessions).” They admit that they were to accommodate the focus of the project:

“Province of Treviso launched several training courses focused on mainly highly qualified older people who are 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 organization of trainings. The aim of the trainings was to have active older people who can teach other elderly on how and where they can use their experience and skills within the local community. After the trainings participants continued the pilot project: they organized 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.”

It is a demanding task to envisage, plan and launch a training course which then carries on and builds itself.

### ***Similar practices, websites***

#### **1. Cross-Generational Knowledge Transfer, U.K.**

Allison Gordon shares the know-how of the Trevor and Ermes course on the net at:

<http://www.slideshare.net/allisong234/crossgenerational-knowledge-transfer>

1. He puts the issue the following way:

„Baby Boomers are not retiring at the rates that were anticipated by companies. These more senior workers possess the specific domain knowledge of the company. The more junior employees have technological knowledge that is unfamiliar to most senior employees. How can companies find ways for senior and junior knowledge workers to better share the insights that each group possesses?”

He favors the mentorship method, prefers partnership-building to technological knowledge:

„Best way to transfer tacit knowledge and create partnerships between senior and junior knowledge workers.

Two-way knowledge transfer can only be facilitated through a true partnership between senior and junior employees.



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Organizations must transform their culture from „knowledge hoarding” to make the business a learning organization.

The organization chart does not necessarily show where the knowledge is.

The technological knowledge sits at lower levels...

Knowledge capture is best accomplished through storytelling, conversations, and question and answer sessions.”

## **2. Industrial approach - the Junior-Senior Project, MAHLE Industry, Germany**

The Mahle Industry – a company operating in three different locations in Germany – launched a training program which is largely built on inter-generational knowledge transfer. Juniors learn from seniors and *vice versa*. The Junior-Senior Project seems to have a similar role, than the Trevor and Hermes program – to increase cohesion and motivation by participative and shared learning.

The description of the program is available at:

[http://www.dart-project.eu/fileadmin/OrdnerRedakteure/0103\\_Achievements/Prague\\_Conference/Junior\\_Senior\\_Project.pdf](http://www.dart-project.eu/fileadmin/OrdnerRedakteure/0103_Achievements/Prague_Conference/Junior_Senior_Project.pdf)

## **3. Active Ageing Workforce in Virtual Environment - Methodology and Innovation - eSangathan White Paper, India**

Although not a project itself, the 74 page Indian White Paper puts much emphasis on utilizing the knowledge of the elderly.

<http://www.scribd.com/doc/6121465/Active-Ageing-Workforce-in-Virtual-Environment-Methodology-and-Innovation-eSangathan-White-Pape>

In the Appendix they attach their own Pilot Project, which is comparable to the Treviso one:

„Indian Pilot by Consortium Members from Mahindra&Mahindra and TechMahindra

The following chapter brings out the experiences on the adoption of CWE by ageing workforce in corporate environment in Indian context.

The M&M Pilot

The eSangathan project started on October 1, 2006. On 1st April 2007, a pilot implementation of a collaborative working environment for ageing workforce started in India at Mahindra & Mahindra Group, one of the top 10 industrial houses in India. The main objective of the project is to see how innovative approaches based on use of ICT (Information and Communication Technology) and more specifically CWE (Collaborative Working Environments) can generate new ideas, models and work environment s for e-Inclusion of Ageing Workforce.

Tech Mahindra, a leading provider of IT solutions and Services Company, has created Web 2.0 collaborative portal with technical support for the pilot members. The collaborative solution is hosted and managed by



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Mahindra & Mahindra Corporation, helping the retiree experts and serving people to perform regular business activities and contributing knowledge to the organization.

The criterion used for selection of retiree experts was

- Location of work, age of retiree,
- Number of family members,
- Past grade at work place,
- Type of work (process / design / solution / consultancy oriented) and
- Computer proficiency”

The Indian pilot focuses on investigation the idea of Collaborative Work Environment with the involvement of participants over 55, using similar methods, than in the Trevor and Ermes Project.

### 3. Knowledge transfer from the retiring

Various papers and studies are available on the net on the issue of knowledge transfer from the elderly.

<http://apintalisayon.wordpress.com/2009/03/02/practical-hint-16-knowledge-transfer-from-retiring-senior-staff/>

From the point of view of Knowledge Management, they „suggests that we must pay attention to five areas:

#### 1. **Human capital:** Mentoring of understudy (over several months) on —

- How important decisions are made
- Practice in performing critical phases of a business process, problem solving
- “Tricks of the trade”
- “War stories” e.g. about how past crises were successfully handled

The understudy must be selected considering non-technical skills required of the job such as ability to communicate, people skills, team player, etc.

#### 2. **Structural capital:** Turnover of records such as —

- Work folders and work files, emails archive, Internet bookmarks
- Manuals, work templates and tools, problem-solution logbook
- Important information sources, etc.

#### 3. **Relationship capital:**

- The senior retiring staff introduces the junior understudy to important external business contacts and internal stakeholders especially through informal or social occasions; this process can be repeated over several months until the external or internal stakeholders accept and trust the junior understudy to an extent that the senior retiring staff judges as sufficient for the junior understudy to take over the performance of relevant functions.



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- Turnover of telephone directory
- Confidential briefing of understudy on personalities, strengths/weaknesses and relationship styles of key business, network and internal contacts
  - Membership in knowledge and other networks; log-in and password to company-owned subscriptions, networks, etc.

#### 4. Tangible assets:

- Company laptop or work station
- Books
- Company communication devices: mobile telephone, etc.

#### 5. Motivational factors:

- The understudy must be selected considering not only technical qualification factors but also personal interest or enthusiasm in the job, whether the job is along his chosen career path, whether the new boss and colleagues in the job are likely to support the understudy, and presence of a personal talent that will be better utilized in the new job.”

#### 4. Team Composition and Knowledge Transfer in an Ageing Workforce, Rostock, Germany

Michael Kuhn and Pascal Hetze published a mathematically based study at:

[http://www.rostockerzentrum.de/publikationen/rz\\_diskussionpapier\\_14.pdf](http://www.rostockerzentrum.de/publikationen/rz_diskussionpapier_14.pdf)

Without going into details, we give one of the concluding sentences:

We have studied private and social incentives to provide training within partnerships under the condition of a shrinking workforce. We show that population ageing reduces the total incidence of training (per capita) due to a demographic effect (a lower number of potential trainees per capita) and an economic effect (a lower rate of training). The reason is that the competition for young and/or unskilled partners becomes tougher within an ageing workforce. This tends to erode the returns to training whenever they include

/...the profit./

The paper aims at analyzing cost efficiency of knowledge transfer, and, as said, it has strong mathematical backing, which is difficult to comprehend – but it may give ideas to project planners.

#### 5. Knowledge Transfer Project, 2009-2010, Lingnan University, Hong Kong

The project paper executed by the Asia-Pacific Institute of Ageing Studies of the above university provides a 103 pages report on a five-focus project and research program at:

<http://www.ugc.edu.hk/eng/doc/ugc/activity/kt/LU09.pdf>



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It is to be emphasized, that the project was executed with the participation of 13 communities (page 7).

Here we quote the overall objectives of the project, as again, we find it similar to the Trevor and Ermes program.

## 1.2 Overall Objectives

1. To broaden knowledge for all stakeholders (i.e. Lingnan students, elderly, partners, etc.);
2. To enable acquisition and application of thematic knowledge / generic skills (i.e. communication, social competence and organization skills etc.);
3. To facilitate knowledge acquisition plus capacity enhancement through two-way communications (i.e. active interaction with the community), responsive and locality adoption (i.e. aware of knowledge needs and apply locally);
4. To sustain the knowledge transfer practice through services and / or research publications as in line with a "giving" (knowledge sharing and application) orientation as well as the "multiplying" effect of replication knowledge transfer process in the course of daily life interactions; and
5. To create a cross-disciplinary network within the community for facilitating on-going knowledge transfer.

### *Remarks and proposals*

It takes careful planning, preliminary research and assessment to launch and carry out training programs with sufficient number as well as motivated participants. In case of trainings directly attached to the labor market the target groups tend to be more motivated – so in case of the present project the Trevor and Ermes organizers did not have an easy task.

Such a project increases the cohesion of the given community as well as strengthens the self-esteem and the sovereignty of the individuals. The Trevor and Ermes project is a true pair of the Újbuda programs supporting community development – it is surely a project to be continued and learned from.





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### *E-Senior Project, Sopot, Poland*

According to the original pilot plan, the set aims of this pilot have been:

To create a "Sopot Seniors' Webpage, computer equipment and furnitures purchased for creating "Senior corners" in municipal library branches and modernized library branch no. 7 (replaced windows and door). Also the concept study for one of the library branches was made in terms of eliminating architecture barriers. In total we created 2 "Senior corners" (each with 2 computer stations and relevant furniture) and right now we are looking for the location for the third one.

Within this project "the Sopot Seniors' Webpage was created and is being administered and updated by the contracted IT specialist. All other actions are run by municipal officers."

The background of the pilot seemed to be well-established. Municipalities may have a significant role in developing better access of elderly to lifelong learning in general. They can either raise awareness on lifelong learning by public campaigns, but together with local NGOs, they can also offer a wide range of formal or non-formal courses, which adapt better teaching methods and content to the needs of local elderly. In Poland third age universities (schools offering courses especially for elderly) have a national network, and local municipalities have to provide locations for such organizations. 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 pilot initiators looked forward for the opportunities of practical, manageable solutions:

"If you want to create "Senior corners" you just need to find a place for it and buy the equipment. It is very good to have some person who is able and willing to help the elderly who works with the computer and sometime could need some help. If you want to create your Senior webpage it is very valuable to cooperate with as many local units/institutions acting in ageing society field as it is possible."

The organizers maintain well established contacts with the Third Age University of Sopot, so they based and designed their training program on and for their students.

As for the website, one may find it on the internet in Polish, with all entries uploaded and working:

<http://www.seniorzy.sopot.pl/>

The Senior Website of Sopot (which at the bottom includes all info and the logos of the Q-Ageing project):

- [Aktualności](#)
- [Do pobrania](#)
- [Galeria](#)
- [Przydatne adresy](#)
- [Napisz do nas](#)
- [Twórczy senior](#)
- [Zdrowie](#)
- [Aktywny senior](#)



•  
•  
Twórcze życie seniorów  
Twórcze życie seniorów  
Niechaj, kogo wiek zamroczy  
Chyląc ku ziemi poradlone czoło  
Takie widzi świata koło  
Jakie tępyimi zakreśla oczy.

Cytat ten wpisuje się w tradycyjną frazeologię polską dotyczącą starości (np. starość - młodość ): zamroczony wiek, poradlone czoło, oczy tępe, którymi stary człowiek widzi świat i in. pochodzą z "Ody do młodości" i młodość tę przywołują. Bo starość, jedna z pór życia, jest - jak się współcześnie uważa - okresem przeklętym. Bo komu jest potrzebny stary człowiek? To pytanie nie tylko retoryczne.

[Czytaj więcej...](#)

### **Witamy**

Niniejszy serwis internetowy powstał w ramach realizowanego przez Gminę Miasta Sopotu międzynarodowego projektu „Quality Ageing in an Urban Environment (Q-AGEING)”. Stanowi on przystosowaną do sopockich uwarunkowań polską wersję portalu opracowanego przez Partnerów Projektu: Accademia Nazionale di Medicina i Miasto Genua (Włochy).

[Czytaj więcej...](#)

Partnerzy projektu



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## Uniwersytet Trzeciego Wieku

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- [Projekty](#)
- [Działalność](#)
- [Plan zajęć](#)
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- [Komputery](#)

## Zdrowie

- [Stres - dobrze to, czy źle?](#)
- [Nieprzestrzeganie zaleceń terapeutycznych](#)
- [Witaminy](#)
- [Funkcjonowanie organizmu](#)
- [Nowoczesny sposób odżywiania](#)
- [Uwaga grypa!](#)

## Wydarzenia kulturalne

- [Kalendarz imprez](#)
- [Wydarzenia w mieście](#)
- [Wydarzenia w trójmieście](#)

## II Sopotkie Targi Seniora

Paź 28 |00:00



Zapraszamy mieszkańców Trójmiasta i całego Pomorza na II Sopotkie Targi Seniora, które odbędą się w sobotę 5 listopada w godz. 10.00 – 17.00 w Hali 100 – lecia Sopotu przy ul. Goyki 7.

[Więcej...](#)

## I Międzynarodowy Festiwal Sopot Classic

Sie 08 |00:00

Festiwal SOPOT CLASSIC ma na celu promocję i prezentację interesujących wykonań dzieł muzyki klasycznej z udziałem znanych solistów. W programie festiwalu znajdą się koncerty symfoniczne i kameralne, panel dyskusyjny pt. „Muzyka Naszych Czasów” oraz projekcje filmu pt.: „ Młodzi Kompozytorzy w hołdzie Chopinowi”.

[Więcej...](#)

## Zaproszenie na Sopotki Piknik Rodzinny - „Fotografia Rodzinna”



Q-AGEING: Quality Ageing in Urban Environment

Cze 10 |00:00



W sobotę 18 czerwca w godz. 11.00 – 15.00 zapraszamy całe rodziny do Parku Północnego (Plac Mancowy) na Sopotki Piknik Rodzinny, który jest elementem akcji „Sopot na 4 pory roku”.

[Więcej...](#)

### Zakończenie roku akademickiego na SUTW

Cze 08 |15:57



9 czerwca 2011 zakończył się kolejny rok akademicki Uniwersytetu Trzeciego Wieku w Sopocie. Uroczystość odbyła się w Zespole Szkół nr 1. Dyrektorka Uniwersytetu Aleksandra Cięglewicz - Wachowiak powitała zaproszonych gości:

Prezydenta Miasta Sopotu Pana **Jacka Karnowskiego**, naczelnika Wydziału Oświaty Pana **Piotra Plockiego** oraz przedstawicieli innych placówek współpracujących z UTW, wykładowców i słuchaczy.

[Więcej...](#)

**Przejdź do strony**



## Dom Pomocy Społecznej

### Quality Ageing in an Urban Environment (Q-AGEING)

Projekt współfinansowany ze środków Unii Europejskiej w ramach Programu dla Europy Środkowej.

#### Góra

#### *Similar practices, websites*

Most of the senior e-services are nationwide or at the European level, in case it is at the municipality level, it is just a section, according to the many tasks of the municipalities.

They also differ depending on the strength of the business sector of the given society. In weak economies the elderly represent costs and expenses, yet in well-off societies they represent one of the strongest purchase-power (target) groups. On the net one can find a variety of these approaches.

#### **1. Seniorweb, Switzerland**

One of the richest in services, the three-lingual Swiss website at <http://www.seniorweb.ch/> is covering all fields elderly can or may be involved. The roll-down headlines and the opening categories are detailed and impressive in content. One has to notice, that resources like 'Swiss Life' and 'Credit Suisse' appear in the corner as main sponsors, well established on Swiss pensioners.

There are 94 pages of photos on actual programs, each page containing more than 15 events – a scope of cc. 1500 running programs just at the 'Entertainment' (Unterhaltung) menu of the senior website.

Yet a noteworthy project is behind this phenomenon, the 'Free Ride on the Net' project:

#### **„freie fahrt ins internet**



Nur jeder Dritte ab 65 nutzt das Internet. Das ergab eine Erhebung von Bitkom und dem Meinungsforschungsinstitut Aris. Aber "wer einmal vernetzt ist, macht dabei in aller Regel hervorragende Erfahrungen", wird festgestellt. Die sogenannten "Silver Surfer" geben dem Internet Bestnoten: So sagen 95 Prozent, das Internet sei ein Gewinn durch nützliche Informationen, 90 Prozent betrachten das Netz als Plus an Flexibilität, und 86 Prozent sehen es als Gewinn für ihre Lebensqualität. Das Internet spielt für das soziale Leben älterer Nutzer eine wichtige Rolle. 82 Prozent der älteren Anwender machen nach eigenen Angaben nur positive Erfahrungen mit anderen Internetnutzern. Für ältere Nutzer werden Internet-Communities immer attraktiver.



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Das internationale Projekt **TAO ("Third Age Online")** hat sich zum Ziel gesetzt, älteren Menschen den Zugang zu den sozialen Netzwerken im Internet wie seniorweb.ch zu erleichtern. Als Partner in diesem Projekt unter Leitung der Berner Fachhochschule beteiligt sich seniorweb.ch mit zahlreichen Aktivitäten unter dem Slogan „**Freie Fahrt ins Internet**“. Mit einem Infostand in Coop-Einkaufszentren, günstigen Einführungskursen, Supportangeboten für seine Mitglieder und Unterstützung durch freiwillige Internethelfende sollen Ängste und Hemmungen abgebaut werden.

Der Testlauf ging in den Monaten Februar bis Mai 2011 im Berner Wankdorf Center mit grossen Erfolg über die Bühne. Die Aktivitäten werden ab September in Bern weitergeführt und auch neue Regionen übertragen, vorerst in Kreuzlingen.

### Kursgruppen

Zu jedem Kurzthema gibt es eine Gruppenseite für Interessenten und Kursteilnehmer mit zusätzlichen Unterlagen, weiterführenden Anleitungen und Hilfen zum Thema.”

- [Partnersuche ab51](#)
- [Magazin](#)
- [Club](#)
- [Dienste](#)
- [Unterhaltung](#)
- [Termine](#)
- [Sponsoren](#)

### Kategorien

- [Arbeit](#)
- [Bildung](#)
- [Elektronik](#)
- [Freizeit](#)
- [Gesellschaft](#)
- [Gesundheit](#)
- [Konsum](#)
- [Kultur](#)
- [Leben](#)
- [Partnerschaft](#)
- [Recht](#)
- [Umwelt](#)
- [Vorsorge](#)
- [Zum Testen](#)

### Spezielle Links

- 
- [Kursgruppen](#)
- [Ratgeber-Videos](#)
- [Club Nachrichten](#)

- [Expertenrat Gesundheitsfragen](#)
- [Foren](#)
- [Generationen im Dialog](#)
- [Gruppen](#)
- [Grusskarten](#)
- [Kleinanzeigen](#)
- [Regionalgruppen](#)
- [Spiele](#)
- [TAO Projekt](#)
- [Umfragen](#)
- [Vergünstigungen](#)
- ["Wiki loves monuments"](#)

- 
- [Die wichtigsten Themen](#)
  - [Sitemap Matrix](#)

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[Share](#) |

## Schaufenster

- [Olfaktorische Reise durch die Jahrhunderte](#)
- [Fertig lustig!](#)
- [«Die Kinder vom Napf» – einfach wunderbar!](#)
- [Erinnerungen für die Ewigkeit](#)
- [Als Helfer im Armenviertel von Lusaka](#)
- [d Zähler Wiehnacht - au für eus!](#)
- [Einen Samen für die Zukunft setzen](#)
- [Moosgrün gegen Nebelblues](#)
- [Partnerschaft und Stress im Alter](#)



• [Als Helfer im Armenviertel von Lusaka](#)

Der Schweizer Senior Ernst Wildi betreut Kranke und Sterbende. [Weiterlesen >>](#)

## Magazin

- [Artikel](#)
- [Kolumnen](#)

## Club

- [Blog](#)
- [Gruppen](#)
- [Forum](#)



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### [Die Weihnachtsaktion von Video-Internetkurse.de](#)

Die Weihnachtsaktion von Video-Internetkurse.de Der Weihnachtsmann ha... [Weiterlesen >>](#)

03.12.2011 - 20:59 |



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### [Rückblick: Datenschutz & Datensicherheit / PC & Internet](#)

Am Dienstag, 29.11.2011 führten wir den schon längst gewünschten Theme... [Weiterlesen >>](#)

03.12.2011 - 05:03 |



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### [Festtagsempfehlungen der "Projektgruppe Multimedia"](#)

Gefunden &. Empfohlen - Für Fotobegeisterte, welche sich für dieses Me... [Weiterlesen >>](#)

03.12.2011 - 02:42 |







### [Blicke von der Dachterrasse des Mailänder Doms](#)

Bei meinem letzten Besuch von Mailand / Italien bin ich auf die Dachte... [Weiterlesen >>](#)

02.12.2011 - 21:44 |



**tink.ch**

### [Vom heutigen Da-Sein ...](#)

Was beschäftigt auch die jungen Menschen in unserem Land ? In der n... [Weiterlesen >>](#)

02.12.2011 - 10:57 |



### [Saisonschluss für das Berner Wankdorf Team](#)

(Video) Nach grossem, erfolgreichem Einsatz im Berner Wankdorf Center ... [Weiterlesen >>](#)

01.12.2011 - 22:18 |



### [Der Bäre-Höck und der Umzug des "Lichtspiels"](#)

Inhalt des Blogs NEU 01.12.2011 : Bericht von den ersten Arbeiten... [Weiterlesen >>](#)

01.12.2011 - 15:48 |





(1)



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### [Tablet-Computer für Senioren?](#)

Im Swisscom Tower trafen sich am 24. November 2011 sechs terzScouts de... [Weiterlesen >>](#)

30.11.2011 - 11:39 |  |  (1)

### • [Umfrage zum Kommunikationsverhalten](#)

Die Umfrage wird für das Fach Statistik des Wirtschaftsinformatik-Studiums an der Hochschule Luzern verwe... [Weiterlesen >>](#)



30.11.2011 - 11:33 | |  (2)



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### [Einen gemütlichen Anlass zum Jahresende mit der RG Bodensee](#)

Freitag, 9.Dezember 15.15 bis 21.15 Warum nicht wieder ins ... [Weiterlesen >>](#)


27.11.2011 - 12:16 |  |  (2)



•

### [Zuständigkeiten und Aufgabenbeschreibungen bei Seniorweb](#)

Mit Links zu den Aufgabenbeschreibungen FT Geschäftsleiter/in ... [Weiterlesen >>](#)

25.11.2011 - 22:27 | 



### [Umfrage zur Internetnutzung](#)

Die Berner Fachhochschule erarbeitet in einem mit Seniorweb und andere... [Weiterlesen >>](#)

25.11.2011 - 18:58 |



### [Die letzten Novembertage 2011](#)

Liebe Kommentatoren An Alle, die mir Tipps und Vorschläge unterbreite... [Weiterlesen >>](#)

25.11.2011 - 16:12 |



### [Lust auf Weihnachtsguetzli???](#)

Lust auf Weihnachtsguetzli? Dann machen Sie bei dieser kurzen Studi... [Weiterlesen >>](#)

25.11.2011 - 14:31 |



### [Weihnachtsratgeber](#)

Winterzeit ist Geniesserzeit Wenn es draussen kalt und neblig wird, ... [Weiterlesen >>](#)



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25.11.2011 - 13:15 |



## 2. Seniorweb, Belgium

The website for the elderly bears the same title in Belgium, yet it is more like a mixture of an electronic newspaper and of Yellow Pages at:

<http://www.seniorenweb.be/v40/hoofdpagina.php>

Less interactive – no program-photos – it seems to be a straightforward internet news website, where one can easily switch to French, English, US and other newspapers and media without standing up or leaving the bed.



Q-AGEING: Quality Ageing in Urban Environment

seniorenweb

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:: Hoofdrubriek: -[algemeen nieuws](#)

:: Landen: -[be](#) -[fr](#) -[nl](#) -[uk](#) -[us](#)

:: Subrubrieken: -[actualiteit wereldwijd](#) -[algemeen](#) -[binnenland](#) -[buitenland](#)

:: De Redactie - [www.deredactie.be](http://www.deredactie.be)

[.../++/rubriekenlijst/toplinks](#)

**PS vindt het niet genoeg,  
maar geeft wel fiat**

Er heerste niet bij alle leden  
een hoerastemming want  
voor velen is het akkoord  
onvoldoende

- [Di Rupo wordt premier, maar wie wordt minister?](#)

- [Beke: 'N-VA = Nihil valet absentia'](#)

- ['Dit is de weg die ons uit de crisis zal leiden'](#)

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### 3. Net – trainings for the elderly in the library: Makó, Hungary

Libraries reach out for the public, including the elderly by offering computing and internet courses in many countries. In the medium-size town of Makó, Southern Hungary hundreds finished an internet-course for the elderly. The ‘senior corners’ in libraries are not quite unknown in other Central-European countries either.

[http://www.delmagyar.hu/mako\\_hirek/400\\_idos\\_netezik\\_makon/2122502/](http://www.delmagyar.hu/mako_hirek/400_idos_netezik_makon/2122502/)

net idosek\_Mako\_Szeged

#### „400 idős netezik Makón

**Makó - Egyre több idős fedezi fel magának az internetet – a számukra meghirdetett tanfolyamokat az elmúlt 6 évben közel 400-an végezték el Makón, idén pedig 300-an a szegedi Somogyi-könyvtárban.**



13 hozzászólás

Szabó Imre - 2009.10.29. 09:39

[Cikk megosztása](#)



Tanfolyamra is járt, most pedig, hogy már otthon is van számítógép, igyekszik felfrissíteni a tanultakat a makói Király Gézané. A napokban a városi könyvtárban találkoztunk vele, ahol Nagy Nándor könyvtáros mutatott neki érdekes oldalakat, például útvonaltervezésre alkalmasakat. Az elmúlt hetekben szerte a megyében, az országban szerveztek a könyvtárak az időseknek szóló tájékoztató programokat és tanácsadást a számítógép-használattal kapcsolatban.

A 60 esztendőes Királyné nyugdíjas adminisztrátor, annak idején dolgozott számítógéppel, de az még egész más világ volt. Mi érdekli a világhálón? Mint megtudtuk tőle, szinte minden: volt osztálytársait igyekszik felkutatni, újságokat olvas, ételrecepteket és rejtvényeket keres.

A József Attila nevét viselő makói könyvtárban egyedülálló kultúrája van az idősek nethasználatának. Az első, kifejezetten őket célzó alapfokú géphasználói tanfolyamot 6 évvel ezelőtt indították itt – azóta közel négyszázan végezték el, hiszen folyamatosan indulnak az újabb és újabb képzések. Sokan közülük azóta is rendszeresen bejárnak, és az ottani gépeket használva ismerkednek a világhálóval.

A szegedi Somogyi-könyvtárban is sok éve vannak kifejezetten időseknek szóló internetes tanfolyamok, csak idén eddig 300-an végeztek el náluk valamilyet – tudtuk meg Dobosné Brezovszky Anikó osztályvezetőtől. Már olyan dolgokról is szó van, mint például az internet biztonsága, az e-ügyintézés, vagy újabban a digitális fényképezőgép használata, képek letöltése, alkalmazása.”

#### Net a magány ellen

Az 50 évesnél idősebb netezők tudatosan fordulnak az internet felé, például gyógyírt keresve magányukra. 79 százalékuk naponta internetezik, 93 százalékuk egyszerűen csak szörföl, 91 százalékuk gyakran ír fórumokba, chatel vagy gondolatot cserél másokkal.

### 4. U.S.A. Governmental Senior website

As noted above, many countries operate nationwide senior internet services. In the U.S.A it is operated at:

<http://www.usa.gov/Topics/Seniors.shtml>



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Operated for informing senior citizens, it is a simple tool, suggesting the accessibility of all necessary information for all (senior) citizens, thus a transparency of the state. A click away the user may find the essence of state provisions for the elderly: the website of Federal and State Agencies for Seniors:



**Find a list of federal and state agencies with resources for seniors.**

### **Federal Agencies**

- [Administration on Aging](#)
- [Agency for Healthcare Research and Quality](#)
- [Armed Forces Retirement Home](#)
- [Centers for Disease Control](#)
- [Centers for Medicare & Medicaid Services](#)
- [Employee Benefits Security Administration](#)
- [Equal Employment Opportunity Commission](#)
- [Federal Retirement Thrift Investment Board](#)
- [Food and Nutrition Service](#)
- [Indian Health Service – Elder Care Initiative](#)
- [Internal Revenue Service](#)
- [Medicare Payment Advisory Commission](#)
- [National Bipartisan Commission on the Future of Medicare](#)
- [National Cemetery Administration](#)
- [National Institute of Arthritis and Musculoskeletal and Skin Diseases](#)
- [National Institute on Aging](#)
- [Office of Disability Employment Policy](#)
- [Office of Vocational and Adult Education](#)
- [Railroad Retirement Board](#)
- [Securities and Exchange Commission \(SEC\)](#)
- [Social Security Administration](#)
- [U.S. Department of Health and Human Services](#)
- [U.S. Department of Housing and Urban Development](#)
- [U.S. Department of Veterans Affairs](#)
- [Veterans' Employment and Training Service](#)
- [Veterans Benefits Administration](#)
- [Veterans Health Administration](#)

### **State Agencies and Locators**

- [Disability Organizations and Agencies, by State](#)
- [Farmers Markets Near You](#)
- [Long-Term Care Ombudsman, by State](#)
- [Social Security Offices, by State](#)
- [Social Service Agencies, by State](#)



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## Contact Your Government

- [FAQs](#)
- [E-mail Us](#)
- [Chat](#)
- [Phone](#)

## Related Resources

- [Federal Agencies, A-Z Index](#)
- [State and Local Agencies by Topic](#)

[Español](#)

## 5. SeniorNet, U.S.A

The website of the 25 year old non-profit organization SeniorNet, which bears the slogan 'Education & Empowerment' and runs Learning Centers in 33 states of the US plus in Sweden, Japan and Malaysia. It runs online learning centers as well for seniors. Their fact sheet is available at:

[http://www.seniornet.org/index.php?option=com\\_content&task=view&id=43&Itemid=68](http://www.seniornet.org/index.php?option=com_content&task=view&id=43&Itemid=68)

covering the followings:



### Mission Statement

SeniorNet's mission is to provide older adults education for and access to computer technologies to enhance their lives and enable them to share their knowledge and wisdom.

### Who We Are

Founded in 1986, SeniorNet grew out of a research project funded by the Markle Foundation to determine how computers and telecommunications could enhance the lives of older adults. Since that time, SeniorNet has grown into an independent, international, volunteer-based nonprofit organization that is one of the world's leading technology educators of adults 50+. Headquartered in Herndon, Virginia, SeniorNet has an international membership of computer users, hosts the thriving SeniorNet website at [www.seniornet.org](http://www.seniornet.org), and supports a large network of locally operated Learning Centers throughout the United States and internationally.

### Who Funds Us

A national, 501(c)3 nonprofit organization with international affiliates, SeniorNet is funded by membership dues, Learning Center fees, the altruistic donations of individuals and the generous support and sponsorship of corporations and foundations.

### Who Benefits





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SeniorNet has benefited millions of seniors since its founding in 1986; supports Learning Centers throughout the U.S. and in other countries; creates and publishes an extensive curriculum used in our Learning Centers and a variety of other instructional materials; offers discounts on computer-related and other products and services; holds regional conferences; and collaborates in research on older adults and technology.

### **OUR PROGRAMS**

#### **Learning Centers**

SeniorNet provides an extensive curriculum of more than 150 courses, delivered by thousands of volunteer instructors and mentors at SeniorNet Computer Learning Centers via a proven ‘seniors teaching seniors’ methodology. At SeniorNet Computer Learning Centers, members can take from beginning to advanced classes and learn new computing skills like ‘Computer Fundamentals’, ‘Internet and E-mail’, ‘Digital Photography,’ ‘Buying and Selling on eBay,’ ‘The Many Uses of Google’ and more, in a friendly, low-pressure environment. The SeniorNet Computer Learning Centers are operated by thousands of senior volunteers across the nation with curriculum provided by SeniorNet headquarters.

#### **Online Learning Center**

SeniorNet's Online Learning Center allows you to learn from the comfort of your home at your leisure 24/7. It is a virtual campus offering hundreds of Online Computer and Internet Lesson Plans for Boomers, Seniors or anyone who would like to gain more enjoyment from their computer. Explore the world and learn at your convenience.

[\(Click here to learn more\)](#)

#### **SeniorNet Website**

The SeniorNet website community at [www.seniornet.org](http://www.seniornet.org) is a dynamic community of older adults who are interested in exploring the uses of computer and communications technologies to enrich their own lives and contribute to others. SeniorNet values the unique individual contributions that our website participants make in building our community. Currently [www.seniornet.org](http://www.seniornet.org) receives well over 1 million hits per month!

You will find a wealth of information on [www.seniornet.org](http://www.seniornet.org)

### ***Remarks and proposals***

On the strategic level, the Sopot E-Senior may achieve similar impact on the local municipalities developmental policies, as their Barrier Map Project.

The meeting place itself is included in the strategy of the municipality, as it is scheduled to work out the “Guidelines and proposed areas of action for the future ‘Senior House’ ”. Still, the “Senior Corners” can be considered as notable results, as seniors of the Third Age University could achieve better and are likely to have more social contacts by going to the libraries as well.

The <http://www.seniorzy.sopot.pl/> website is also a very positive achievement. It may seem odd to state, but the straightforward structure and the information-based content is convincing, just as the fact that it is solely in Polish – it is an honest attitude towards a target group, serving their interest without trying to show off and waste energy and expense on being showcase-multilingual.

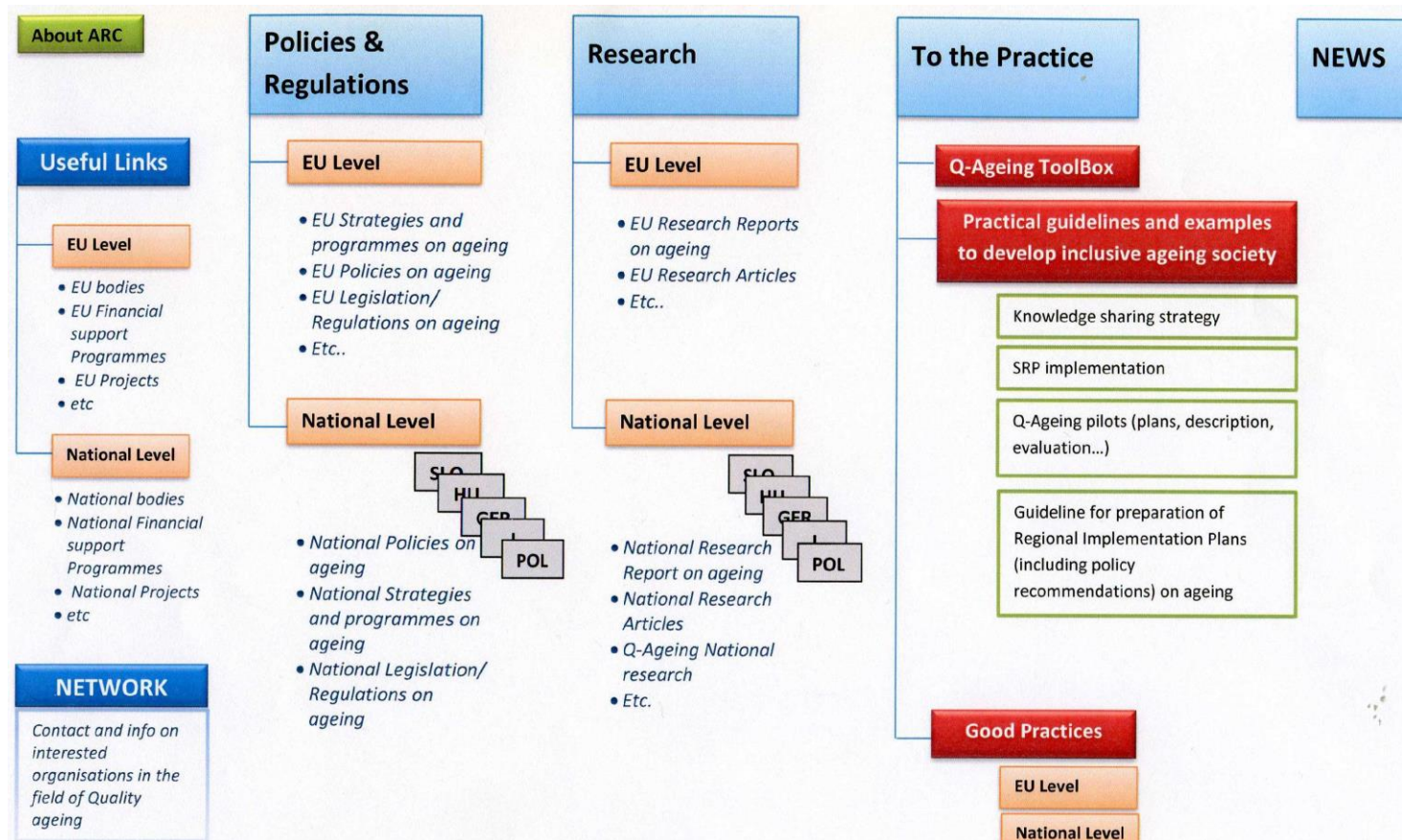
With these features the E-senior projects seems to set a standard, which can not be copied, just followed.



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## ARC – The Ageing Resource Center

The planned structure of the Ageing Resource Center is shown on the sitemap below:





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## Similar practices, websites

In the field of culture and education one can find an outstanding database of cultural politics, the **Compendium Country Directory**. This directory is an outstanding database.

Website:

<http://www.culturalpolicies.net/web/countries.php>

„42 countries currently participate in the Compendium Community. Our aim is to include all 50 member states co-operating within the context of the European Cultural Convention. Clicking on a country will direct you to quick facts and figures, cultural policy profiles and updates, key documents, profiles of the national experts, partner resources (LabforCulture and IFACCA).”

 Albania

[Quick Facts](#)[Cultural Policy Profile](#)

 Armenia

[Quick Facts](#)[Cultural Policy Profile](#)

 Austria

[Quick Facts](#)[Cultural Policy Profile](#)

 Azerbaijan

[Quick Facts](#)[Cultural Policy Profile](#)

 Belgium

[Quick Facts](#)[Cultural Policy Profile](#)

 Bulgaria

[Quick Facts](#)[Cultural Policy Profile](#)

 Canada

[Quick Facts](#)[Cultural Policy Profile](#)

 Croatia

[Quick Facts](#)[Cultural Policy Profile](#)

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 FYR of Macedonia

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 Malta

[Quick Facts](#)[Cultural Policy Profile](#)

 Moldova

[Quick Facts](#)[Cultural Policy Profile](#)

 Monaco

[Quick Facts](#)[Cultural Policy Profile](#)

 The Netherlands

[Quick Facts](#)[Cultural Policy Profile](#)

 Norway

[Quick Facts](#)[Cultural Policy Profile](#)

 Poland

[Quick Facts](#)[Cultural Policy Profile](#)

 Portugal

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 Romania

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 Russia

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 San Marino

[Quick Facts](#)[Cultural Policy Profile](#)

 Serbia


[Quick Facts](#)[Cultural Policy Profile](#)

 Slovakia

[Quick Facts](#)[Cultural Policy Profile](#)



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 Slovenia  
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[Cultural Policy Profile](#)

 Spain  
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[Cultural Policy Profile](#)

 Sweden  
[Quick Facts](#)  
[Cultural Policy Profile](#)

 Switzerland  
[Quick Facts](#)  
[Cultural Policy Profile](#)

 Ukraine

 United Kingdom

[Quick Facts](#)  
[Cultural Policy Profile](#) [Quick Facts](#)  
[Cultural Policy Profile](#)

### ***Remarks and proposals***

As the European Compendium Country Directory, builders the ARC should also go for networking.

Cultural and arts managers all over Europe have been asked to contribute to this Compendium – still it took years to achieve the present state.

The ARC should take time to build up partnerships and for gaining access to national scenarios of age management and active ageing in the respective countries. An expert editor may be required to build up and arrange the data acquired.