

# Partnermeeting 17-18 november 2021



## WP2 AGE'IN MAGAZINE



## WHAT WILL WE DO IN THE NEXT TWO HOURS?

1. Magage'what'? *Let's refresh our memory a bit*
2. How? *Guidelines for making articles*
3. Curious? *What we do is very interesting!*



## I. REFRESHING THE MEMORY



*"Refresh my memory, Nelson. When was the last time you were all smiles?"*



## OUTPUT 5

Joint strategy to detect isolated or "at risk" senior people and identify their weaknesses and specific needs



- Made as a tool to make the exchange of ideas and inspiration between the project partners 'visible' (audible)
- A tool/format to report about the developed strategy and it's local implementation.



- Published on the AGE'IN Google Drive:  
[https://drive.google.com/file/d/12cmioKiN3zZZN\\_Jrp\\_mPmo\\_6wyOovF2WU/view?usp=sharing](https://drive.google.com/file/d/12cmioKiN3zZZN_Jrp_mPmo_6wyOovF2WU/view?usp=sharing)
- Dissemination on Anchor FM, Spotify, Radio Public, Google Podcasts, etc. ... (the list of all the streaming platforms can be found on the Drive)



## OUTPUT 6, OUTPUT 7 AND 8

Pilot actions focusing on building  
social networks around social  
isolated people



- ONLINE CENTRAL DIGITAL NEIGHBOURHOODS:  
**HOPLR**
- E-SERVICES SUPPORT: **ONE STOP SHOP**

Pilot actions in order to animate a  
community of inhabitants



- WORKSHOPS TO AGE WELL IN HEALTH
- MOBILITY SOLUTIONS AND TRAININGS
- INCREASE DIGITAL LITERACY OF ELDERLY
- ACTIONS TO CONNECT GENERATIONS



# HOW TO REPORT ON OUTPUT 6, OUTPUT 7 AND 8

## WHAT DO WE NEED?

- AN ORIGINAL FORMAT/TOOL THAT OFFERS A CLEAR OVERVIEW ON THE O6 AND O7 ACTIONS - AND THE WAY THEY WERE REALISED
- A FORMAT/TOOL THAT OFFERS INSPIRATION AND IDEAS, LINKS TO INFO, SCRIPTS AND ONLINE TOOLS (THE AGE'IN WEBSITE)
- A FORMAT/TOOL THAT FACILITATES THE DISSEMINATION OF THE ACTIONS, KNOWLEDGE AND PROJECTS OF WP2 TO A RANGE OF PARTNERS, ORGANISATIONS... & OFFERS THE POSSIBILITY TO LINK WITH THE O5 GROWCAST – THE STRATEGY POSTERS AND INFO SHEETS
- A FORMAT/TOOL THAT CAN BE LAUNCHED/DISTRIBUTED ON THE AGE'IN (END) EVENT(S)



# WHAT ABOUT A MAGAZINE?



# TABLE OF CONTENT

## ❖ PART I

- Introduction Age'in project (article by Isabelle +Alana)
- Timeline article: an overview of the cross-border collaboration (Isabelle?)
- Quotes: Project leader (Isabelle) + WP Leader (Alana)

## ❖ INTERARTICLE FRANCE:

personal testimonials + pictures of the project partners about the AGE'IN project (how did you experience the project, what did you learn, how did you experience the cross-border exchanges?)

## ❖ PART II

Article O5: Strategy to detect loneliness, the Growcast, posters and sheets (Vincent & Alana)  
 (they can be published in the appendix of the Magage'in)

## ❖ INTERARTICLE UK:

personal testimonials + pictures of the project partners about the AGE'IN project (how did you experience the project, what did you learn, how did you experience the cross-border exchanges?)





# TABLE OF CONTENT

## ❖ PART III

O6: Pilot actions focussing on building social networks around social isolated people

- Interview style article Hoplr: with social partners in Bruges (LIGO)
- Interview style article One-Stop Shop: (French partners)

## INTERARTICLE BELGIUM:

personal testimonials + pictures of the project partners about the AGE'IN project (how did you experience the project, what did you learn, how did you experience the cross-border exchanges?)



# TABLE OF CONTENT

## ❖ PART IV

07: Pilot actions (all activities that can be presented and that are inspirational for other cities)

- Health
  - Article on health workshops (AGE'IN France)
  - Other projects/actions?
- Mobility
  - Article on the safety trainings (French)
  - Article on the Duo-Bikes (Bruges)
- Digital literacy
  - Article on the smart phone trainings (Bruges)
  - Article on the Pop-ups (Bruges)
- Actions to connect generations
  - Intergenerational class (peace and war in Bruges)
  - Projects/Actions Age'in UK?
  - Projects/Actions Age France?

## ❖ APPENDIX



## TABLE OF CONTENT - light ;-)

### ❖ PART I: introduction

INTERARTICLE FRANCE

### ❖ PART II: detection strategy (link to O5 – Growcast – posters)

INTERARTICLE UK

### ❖ PART III: O6 actions (HOPLR Bruges and One Stop France)

INTERARTICLE BELGIUM

### ❖ PART IV: O7 actions (health, mobility, digital literacy, intergenerational)

### ❖ APPENDIX (O5 posters)



## QUESTIONS – REMARKS CONCERNING THE TABLE OF CONTENT?



*"We're running a bit short of time tonight, so let's skip  
the questions and go right to the answers."*



## II. HOW ? GUIDELINES FOR MAKING AN ARTICLE



# HINTS FOR THE CONTENT OF AN ARTICLE

## Who?

Who organises the pilot/action, which partners are cooperating?  
Which is the target group, audience?

## What?

Description of the pilot/action: what were you doing?  
Did you use specific models/methods?  
Where does it took place?  
What is/was the timing?  
What were/are the goals (short term, long term)?



# HINTS FOR THE CONTENT OF AN ARTICLE

## How?

What is needed to organise this pilot?  
 Which room/setup/environment do you need?  
 Which study material, preparation literature or manuals?  
 Are external partners needed?  
 How do you communicate the pilot?

## Results and feedback

What are/were the expected results (who are/were the people who will use it, how many of them)?  
 Which feedback did you got?

## Why use it?

Why should other partners/organizations also organize such a pilot?



# HINTS FOR THE CONTENT OF AN ARTICLE

## Pictures

Which ones and why?

## The 3 lessons learned!

What did you learn organizing the pilot? (about the project, the method, the reaction of the elderly etc. ...)

## Info – manual – tools

Link to instruction video(s)

Link to manual / info cards

Link to tools (PowerPoint presentations, printed matter designs, social media icons/templates...)

Link to templates

## Contact

Which organisation to contact - e-mail address(es)

Link to partner(s) site(s)





## PROCESS & TIMING

GOAL: PUBLICATION OF THE MAGAGE'IN IN **MARCH 2022**  
(MUST BE READY FOR THE AGE'IN FIT EVENT)

- The Magage'in will be printed / published in Bruges
- Articles must be **written in English and corrected/proofread by the partners themselves** (no final redaction in Bruges)
  - The text of the articles must be uploaded on the drive (there is folder 'MAGAGE'IN/ARTICLES).
  - Photos are separate files and need to be uploaded on the drive (there is folder 'MAGAGE'IN/PHOTOS) and saved under the same name as the article (e.g. onestopshopfrance001, onestopshopfrance002, ...)
  - When an article or photo is uploaded on the drive, please alert Vincent by mailing to [vincent.duyck@brugge.be](mailto:vincent.duyck@brugge.be)



## PROCESS & TIMING

GOAL: PUBLICATION OF THE MAGAGE'IN IN **MARCH 2022**  
(MUST BE READY FOR THE AGE'IN FIT EVENT)

- One check-up Zoom-meeting in December and January. Is this enough?
- THE ULTIMATE DEADLINE FOR ALL ARTICLES AND PHOTOS: **JANUARY 10<sup>th</sup> 2022**



# HOW TO WRITE THE ARTICLE?

(BASED ON THE ADVICE OF THE BRUGES COMMUNICATION DEPARTEMENT)

## 1. WRITE IN 'MAGAZINE' STYLE!

WHAT IS THE **TARGET GROUP** OF OUR MAGAZINE? COLLEAGUES, INTERESTED CAREGIVERS...  
WHAT IS **THE GOAL** OF THE MAGAZINE? TO INSPIRE, TO GIVE IDEAS, TO MAKE CURIOUS...

-> DO NOT MAKE IT TOO COMPLICATED OR MONOTONOUS, IT IS NOT A SCIENTIFIC REPORT,  
AN ADMINISTRATION RECORD... YOU WANT TO INSPIRE, ENTHUSE!

-> TRY TO VISUALISE IT: WHICH TITLES DO YOU USE, WHAT QUOTES?

AN EXAMPLE...





## POPPING TECHNOLOGY UP

To what extent can modern technology benefit an aging population? And how can it help older people to live independently at home for longer? The Bruges project partners of the Age'in project (City of Bruges, OCMB Bruges, Mintus\* and VIVES\*) focused on exploring and offering innovative technology to support a quality and happy home living. VIVES and Mintus conducted extensive research into this during the AGE'IN project.

The research has which technology could be useful for the aging residents of Bruges had a very broad focus. It ranged from means of communication, over equipment for meaningful daytime activities, daily activities and apps, to tools that are tailor-made. After a thorough analysis, Mintus - thanks to the Age'in project - was able to focus on the purchase of a wide range of new (care) technologies: adapted mobile phones and tablets for elderly, robot assistants and pets, automatic vacuum cleaners and technological aids for the household, calendar clocks and various sight or hearing aids. In addition to the analysis and purchase of the technology, the Bruges Age'in project partners had two goals in mind: to facilitate the aging residents of Bruges with innovative care technology and to start a service that provides free advice and support with the technology.

*"Mintus was - thanks to the Age'in project - able to invest in the purchase of a wide range of new (care) technologies"*

### From research to neighbourhood

Since October 2021, Age'in Bruges has been organising pop-ups with the title 'UseMy and fit at home'. These demonstration afternoons took place in the various social centres of Bruges. They focused on aging local residents and their care teams. During the pop-ups, visitors were given the opportunity to experiment for themselves with their skills and with new, innovative healthcare technology. They received explanation and support from students of the bachelor's degree in occupational therapy at VIVES. The intergenerational dynamic, meeting in small groups at the pace of the participants and the time for asking questions or concerns was experienced as particularly positive. The pop-up afternoons also offered the participants an excellent opportunity for a cordial meeting and conversation.

Up to now, two hundred aging residents of Bruges have been reached during the various pop-ups. The intention is to further stimulate curiosity for new technology through regular information sessions in neighbourhood centres and senior citizens' associations.

*"It takes time and dialogue to make the opportunities of new technology tangible"*

### From neighbourhood to local resident

The participants in the pop-ups also became acquainted with the new service from Mintus. 'Linger at home in your own home'. Occupational therapist Ziek Care offers personalized elderly free advice at home. Together with the residents, she examines the possibilities of exact home modifications and support tools to improve the quality of life at home. "Linger at home in your own home" offers the opportunity to test technology in your own home, but does not sell or promote the products themselves. For this, reference is made to professional points of sale.



## AGE'INFO

Curious or interested regarding the pop-ups and home service of Mintus?

Contact Care Innovation Manager Rebecca Dierckx  
[rebecca.dierckx@mintus.be](mailto:rebecca.dierckx@mintus.be)

\* VIVES is the university of applied sciences in Bruges. MINTUS is the name of the localised care services of the City of Bruges.





*The digital age offers elderly many opportunities. The communication options are virtually endless via the computer, tablet or smartphone. However, the rapid evolution of digital communication also creates challenges and has its limitations. Not everyone has a computer or smartphone. And what if you do have one? Who will help you on your way to get started?*

Age'n Bruges talked to many partners about digital literacy among the aging inhabitants of Bruges. The City of Bruges and Mincus have been working hard on digital literacy for years. In the neighbourhood centre training courses are offered concerning the use of computers, tablets and smartphones. People can go there with their questions and find other made referrals to the Mincus there are "digitalisers" who can make with advice on computer use and digital communication. Out of the conversations and interviews with care providers and the elderly themselves, we concluded that the gap remains large. There are still older residents of Bruges who experience difficulties with digital communication and who do not find a connection with the existing training offer. By entering into a conversation with them, we discovered that two main factors, in that order, some elderly people seem unconvinced in modern technology. However, this often hides mistrust and insecurity. In addition, the distance for aging residents who do not live in the immediate vicinity of a community centre, they have to travel to follow a training course, is too big. The way towards becoming acquainted with and making to modern communication technology is not an obvious one, especially for the most vulnerable elderly.

*"At first glance, some elderly people don't seem interested in modern technology. However, this often hides mistrust and uncertainty."*

#### With the help of the neighbourhood

Within the Age'n project, we examined how and with which partners we could respond to this challenge. In one of Bruges' neighbourhoods, De Meenen, the neighbourhood committee was prepared to think about this. With its social activities, the committee reaches most of the local residents. The aging local residents are also familiar with the operation. Within the committee it was decided to work thematically and to focus first on the use of the smartphone. The aim was to make an inventory of the questions and concerns of the older residents by means of a questionnaire. The response of about thirty elderly people provided excellent input for developing a tailor-made training course. An experienced partner was asked again for this. UGO Bruges, UGO has a great deal of expertise in basic education and was prepared to draw up a training program tailored to the neighbourhood. An offer of four 'smartphone for beginners' modules was soon developed. The workshops start with a demand-driven approach and focus on the basic operations of a smartphone. The number of participants is limited to ten to enable personal operation and personal guidance. A choice is provided for those who do not yet have a smartphone. There is always time for informal assistance - a chat over a cup of coffee.

*"The workshops start with a demand-driven approach and focus on the basic operations of a smartphone"*

#### In the heart of the neighbourhood

The neighbourhood committee and UGO could also call on a third partner in the neighbourhood, the "House with many rooms". The House is located in the heart of the neighbourhood and offers a meeting place, activities and training for people with a psychological vulnerability. At the same time, they work on interacting with the neighbourhood and its residents. They were therefore happy to provide the necessary accommodation for the workshops to take place there. The first workshops were held in October and November 2021.

Based on the feedback from the participants, with Age'n Bruges, we were able to determine several positive effects. The participants indicate that their interest in and knowledge of the smartphone has clearly increased. They also tell us that the step to come to the formation is much smaller because it takes place close to home and they know people they already know. Some indicate that they have motivated each other to follow the training together. They add that they consider meeting other local residents at least as important as the training itself. We also note that the participants become familiar with the project of the "House with many rooms". They are more eager to have a drink in the public meeting space or to join certain activities.

With Age'n Bruges we continue to focus on the expertise of our partners and locally anchored initiatives. Small projects like this provide us with the necessary information, knowledge and experience to continue to focus on an offer that is truly tailored to the aging resident of Bruges, even after the project.



#### AGE'INFO

Interested in developing a training offer on digital communication? Looking for tips and ideas to organize a tailor-made training for your neighbourhood?

Contact the 'Volunteers Canvas' of Bruges, call at [2404@vzwvscg.be](mailto:2404@vzwvscg.be)





Lien Deneve  
Vrijwilligerscentrale Brugge

*"It is not about big projects with sounding names, but about specifically addressing small questions"*

"The Age'In project invited me to think about what brings neighbourhood residents closer together. As coordinator of the 'Vrijwilligers Centrale', I am involved on a daily basis with solidarity and investing in a stronger social fabric. To do this now with a focus on the neighbourhood, and in the case of Age'In, on the two pilot neighbourhoods, has given me some new insights. Especially that a lot depends on the time you want to invest in the social capital of your neighbourhood: how willing you are to stop and listen, instead of looking for results quickly. Furthermore, the neighbourhood connection is great in its smallness: it is not about big projects with big names, but about specifically addressing small questions, moving along with people until they themselves feel that something (possibly minimally) has shifted, allowing them to 'go forward'."

*"Age'in helped us to put aging in place on top of the local agenda even after the project ends."*

The Age'In project has made it clear that in order to develop a supported elderly policy working across services and departments is crucial. This collaboration enhanced our chances of sustaining the progress we made. The partnermeetings and the many discussions we had inbetween with our projectpartners helped us to develop strategies that promote this sustainable integration of the project results and to put aging in place on top of the local agenda even after the project ends.



Alena Boone  
Workpackage 2 leader - behoudswerk cel Lokaal Sociaal Beleid



# HOW TO WRITE THE ARTICLE?

(BASED ON THE ADVICE OF THE BRUGES COMMUNICATION DEPARTMENT)

## 2. IT'S AN ARTICLE, NOT AN EXTENSIVE REPORT

DON'T MAKE YOUR TEXT TOO LONG. IN THE EXAMPLES GIVEN,  
 WE DO NOT EXCEED THE 4000 CHARACTERS (SPACES INCLUDED).

IT'S A MAGAZINE, THE ARTICLES ARE 'SHORT AND SWEET'



# HOW TO WRITE THE ARTICLE?

(BASED ON THE ADVICE OF THE BRUGES COMMUNICATION DEPARTEMENT)

## 3. DO NOT WORRY ABOUT THE LAY-OUT

ALL LAY-OUT (ONE STYLE) WILL BE DONE BY THE BRUGES COMM. DEP.

WHAT WE EXPECT TO RECEIVE FROM THE PARTNERS:

- A FULL LENGTH, STRUCTURED, ENGLISH TEXT (NO PICTURES INCLUDED)
- SUGGESTIONS FOR TITLES AND QUOTES
- CONTACT-INFO
- (NEW!) THREE LESSONS LEARNED FOR EACH ARTICLE (MORE INFO IN A MINUTE...)







## titles

### Technology popping up

To what extent can modern technology benefit an aging population? And how can it help older people to live independently at home for longer? The Bruges project partners of the Age'in project (City of Bruges, DCMW-Bruges, Mintus\* and VIVES\*) focused on exploring and offering innovative technology to support a quality and happy later living. VIVES and Mintus conducted extensive research into this during the AGE'IN project.

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"Mintus was - thanks to the Age'in project - able to invest in the purchase of a wide range of new (care) technologies"

### From research to neighbourhood

Since October 2021, Age'in Bruges JAC been organizing pop-ups with the title 'Healthy and fit at home'. Three demonstration afternoons took place in the various social centres of Bruges. They focused on aging local residents and their care takers. During the pop-ups, visitors were given the opportunity to experiment for themselves with classic aids and with new, innovative healthcare technology. They received explanation and support from students of the bachelor's degree in occupational therapy at VIVES. The intergenerational dynamic, working in small groups at the pace of the participants and the time for sharing questions or concerns was experienced as particularly positive. The pop-up afternoons also offered the participants an excellent opportunity for a convivial meeting and conversation.

Up to now, two hundred aging residents of Bruges have been reached during the various pop-ups. The intention is to further stimulate curiosity for new technology through regular information sessions in neighbourhood centres and senior citizens' associations.

"It takes time and dialogue to make the opportunities of new technology tangible"

### From neighbourhood to local resident

The participants in the pop-ups also became acquainted with the new service from Mintus: 'Longer at home in your own home'. Occupational therapist Zoë Claes offers interested elderly free advice at home. Together with the residents, she examines the possibilities of smart home modifications and support tools to improve the quality of life at home. 'Longer at home in your own home' offers the opportunity to test technology in your own home, but does not sale or promote the products themselves. For this, reference is made to professional points of sale.

Within this young service it quickly became apparent that the best way to introduce technology to an aging population is personal contact. It takes time and dialogue to make the opportunities of new technology tangible, to open up the curiosity for improvement.

### Three lessons learned

1. Most of the technology uses apps / a smartphone, you also need to provide info and introduction to smartphone use.
2. Provide enough time for chats and encounter. It is as important as the workshops themselves.
3. To really introduce technology to elderly, you need an offer of support and follow-up in their own context.

### Contact of interested regarding the pop-ups and home services of Mintus

Contact Care Innovation Manager Rebecca Nieuw (rebecca.nieuw@mintus.be)

\* VIVES is the university of applied science in Bruges

\* MINTUS is the name of the bundled care services of the DCMW of Bruges

## Contact info

## intro

### AGE'IN BRUGES

"It is not about big projects with sounding names, but about specifically addressing small questions"  
"The Age'in project invited me to think about what brings neighbourhood residents closer together. As coordinator of the 'Vrijwilligers Centrale', I am involved on a daily basis with solidarity and investing in a stronger social fabric. To do this now with a focus on the neighbourhood, and in the case of Age'in, on the two pilot neighbourhoods, has given me some new insights. Especially that a lot depends on the time you want to invest in the social capital of your neighbourhood: how willing you are to stop and listen, instead of looking for results quickly. Furthermore, the neighbourhood connection is great in its smallness: it is not about big projects with big names, but about specifically addressing small questions, moving along with people until they themselves feel that something (usually minimally) has shifted, allowing them to 'go forward'." Lien Derreere, Vrijwilligerscentrale Brugge

"Age'in helped us to put aging in place on top of the local agenda even after the project ends."

The Age'in project has made it clear that in order to develop a supported elderly policy working across services and departments is crucial. This collaboration enhanced our chances of sustaining the progress we made. The partner meetings and the many discussions we had in between with our project partners helped us to develop strategies that promote this sustainable integration of the project results and to put aging in place on top of the local agenda even after the project ends. Alana Boone, Werkpackage 2 leader – beleidsmedewerker van Lokaal Sociaal Beleid

"Age'in connects, inspires and encourages."

"I experience the project as an enrichment for my neighbourhood and myself. Cooperation and exchange with European partners open my eyes again and again to the richness of the mutual diversity. From country to country we sometimes differ in vision, approach or methodologies. And yet we always have the same goal in mind: the happiness and quality of life of our aging fellow citizens. This connects, inspires and encourages." Vincent Dayck, buurtverkenner



## Interarticle Bruges - testimonials

## Lessons learned



# HOW TO WRITE THE ARTICLE?

(BASED ON THE ADVICE OF THE BRUGES COMMUNICATION DEPARTEMENT)

## 4. A NEW TOPIC FOR THE ARTICLES: THREE LESSONS LEARNED

WHAT DID YOU LEARN, ORGANISING YOUR ACTION?  
 CAN YOU COME UP WITH THREE VALUABLE LESSONS?



#### From research to neighbourhood

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[rebecca.derys@mintus.be](mailto:rebecca.derys@mintus.be)

\* VIVES is the university of applied sciences in Bruges. \*MINTUS is the name of the bundled care services of the Ocmw of Bruges.



## QUESTIONS – REMARKS CONCERNING THE ‘HOW’ OF THE ARTICLES?



*"We're running a bit short of time tonight, so let's skip  
the questions and go right to the answers."*



### III. Curious? What we do is very interesting!



1. WHAT WILL YOU WRITE ABOUT? CAN YOU TELL US WHICH ACTIVITIES YOU ORGANISED?
2. CAN YOU TELL IT IN SUCH A WAY THAT WE BECOME CURIOUS. WHY SHOULD WE ALSO ORGANIZE IT?
3. WHAT DID YOU LEARN? ARE THERE ALREADY VALUABLE LESSONS TO BE LEARNED?

**A FEW MINUTES TO PREPARE YOURSELF... 😊**



- Health
  - Article on health workshops (AGE'IN France)?
  - Pop-ups (Bruges)
- Mobility
  - Article on the safety trainings (France)?
  - Article on the Duo-Bikes (Bruges)
  - Other projects/actions?
- Digital literacy
  - Article on the smart phone trainings (Bruges)
  - Other projects/actions?
- Actions to connect generations
  - Intergenerational class (Bruges)
  - Projects/Actions Age'in UK?
  - Projects/Actions Age France?

TO GET STARTED



# Partnermeeting 17-18 november 2021



## THANK YOU!

