



The Internal Finale

Varna
27 May 2010



T1 Marketing and inclusion

".. both traditional methods and the more modern...."

"..have to be in accordance with the individual partner country's tradition..."

"..carried out together with senior organisations..."

"..more digital competent..."

"..*some networks are clearly more trusted than others...*"



T1 Marketing and inclusion

“.. it is valuable to involve seniors in all phases of a learning activity....”

“.. serve both a social and educational means...”

“.. how to reach the individual seniors not involved via organisations..?”



T2 Volunteers

"..a wealth of experience and expertise..."

"..volunteering increased the quality of life..."

"..IT skills were high on the agenda..."

"..a new level of professionalism which could be transferred to other aspects of working..."



T2 Volunteers

".. staff issues around training for volunteers, volunteer agreements and also how the use of volunteers may impact of the security of the jobs of the staff themselves...."

"...volunteering is exceptionally beneficial for the senior volunteer themselves, and for this reason alone is worthwhile exploring further."



T3 – Intergenerational exchange

...“regular meeting places for generations...”

“New technology: the best way of connecting generations...”

..“not all subjects attract the young..”

...“both encouragement and a professional challenge...”



T4 Maintain and increase competence

- ".. preserving physical and mental abilities"
- ".. make the most of community work related skills..."
- ".. help preserving the historical memory..."



T4 Maintain and increase competence

".. lack of IT knowledge makes seniors feel socially excluded...."

".. activities that connect them with the younger generation ...are of particular importance..."

".. meaningful, useful and fun..."



T5 – Dissamination

Internal focus

External effects

The ning.....

Professional use of social media



T6 – Evaluation and validation

The FLISS template!

A tool for planning

Focus groups, surveys...

Consistency and continuity



T7 – general

Forming new or stronger local
partnerships

Seniors' active involvement

Volunteers in a new light



T7 – general

The social dimension

IT as means

Intergenerational activities

The independent senior



T7 – general

Further learning required:

- Social sciences
- Marketing
- Evaluation
- Training and teaching
- IT skills



Damjana and Birgitta in the North Pole Café!

Not a small step but a big leap!