



DIGITAL STORIES FOR SENIORS' INTERCULTURAL LEARNING

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▶ PLAY PROJECT

The PLAY project is a small-scale partnership lasting 18 months, involving 4 organizations from Portugal, France, and Italy - Associação Animam Viventem (ccordinator), Junta de Freguesia da Misericórdia, M3 MCube Association, and Sinergia - active in the adult education sector.

PLAY aims to develop an educational methodology for Senior Population, using Digital Storytelling as a tool to tackle intercultural learning, diversity and European Identity, and promoting their social inclusion.

WHY DO WE NEED THIS PROJECT? ◀

Three factors are conditioning social inclusion and civic participation of seniors in Europe:

1. Seniors' isolation is a major challenge and a growing problem in Europe, as aging populations and changing societal structures have led to increased levels of loneliness and social disconnection among older people.
2. Many seniors have grown up in a less diverse society or may have experienced different cultural norms in their earlier years, which impacts their ability to interact with individuals from different cultural backgrounds.
3. Senior population might be vulnerable to disinformation campaigns that intend xenophobic reactions. This could potentially lead to stereotypes, prejudices, or discrimination.



▶ KICK-OFF MEETING

The project partners met on October 19th, 2023, in Cascais, Portugal, to initiate the work plan and structure a strategy for the Co-Designing and Implementing of the PLAY Educational Program.

The aim is to utilize the methodology of digital storytelling to connect personal stories and memories of seniors with cultural heritage, offering them an engaging experience of intercultural learning, diversity, and European identity.

The first step will be the co-design of the educational methodology thanks to the involvement of both seniors and educators in the definition of the categories of interest in the European Cultural Heritage that are linked with their personal stories as well as the methods and tools tailored to their needs and possibilities.

PROJECT PARTNERS



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