



PRESS RELEASE | VOL. 1

GOLD

GOOD PRACTICES FOR OLD PEOPLE



The project “GOLD – Good Practices for OLD People ” started in September 2020 aiming at promoting exchange of best practices for the social inclusion of old people as well as their mental and physical health maintenance and skills development. The project is based on the belief that old people (aged 65+) should play a more active part in society and should not be ostracized as they grow older.

The main objectives of the project are:

- to promote social inclusion of people over 65 years old, especially those who face health problems
- to exchange best practices on life-long education, mental and physical health, access to social life and digital world for people over 65 years old.
- to promote social interaction and intergenerational activities
- to strengthen the competencies of caregivers, educators, adult trainers, other personnel working with people over 65 years old and
- to fight stereotypes about old people.

The expected results of the project are:

- old people's participation in social activities,
- maintenance and improvement of their mental, physical and social skills and
- empowerment and augmentation of their feeling active and having the opportunity to offer to the younger generations by sharing their experiences and wisdom.

This will be achieved through the collection of innovative tools that the participants organizations already use and the diffusion of them, as well as the education of the personnel related to old people so they can apply them at once.

GOLD is a project funded by the Erasmus+ program and implemented by the following organizations:

-Coordinator: CHALLEDU- inclusion | games | education (Greece)
-Partners: E-SENIORS (France), FRODIZO (Greece), UNIVERSITY OF MUNSTER (Germany), READING FOR OTHERS (Greece), ASSOCIATION GENERATIONS (Bulgaria)

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