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UNITED GENERATIONS

United Generations

Campaign for the promotion and support of Adult Learning and Digital Active Aging

Campaign Guidelines

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1. Objectives

Ageing is a global phenomenon. The European population is ageing causing changes in the society as whole. Senior citizens represent an important and ever-growing part of our European population, economy, and society. This poses manifold questions as to how member states can best ensure social inclusion, active aging and participation in life and opportunities to enable healthy well-being and independent living thus minimizing the cost on their families, the society, and the economy in general.

The United Generations project proposes to deliver a targeted and high quality series of digital learning opportunities, which are expected to bring systemic changes on senior citizens' health and wellbeing, social inclusion, active participation and personal development. Digitally literate senior citizens are more likely to become active citizens, have active participation and access in democratic processes, live independently with better health and wellbeing prospects, while having a better capacity for active aging.

Digital active aging is not only about acquiring technical skills, but also empowering older people to navigate and participate fully in society through digital and communication means. Globalisation and technological development can be overwhelming, especially for those who are not digital natives. Thus, our objective is to provide seniors with the tools and knowledge necessary to engage with the digital and globalised world, whether it be for maintaining social connections, managing appointments, online banking, travelling abroad, understanding the jargon used by young people or continue to learn irrespective of the languages or digital means.

Moreover, this campaign seeks to bridge the generational divide by encouraging collaboration between young and older people. Youngster can bring fresh perspectives and digital know-how, while older generations can offer rich life experiences and wisdom. Through this mutual exchange, we aim to create a sense of solidarity and bonding across generations.

Another objective is raising awareness about the benefits and opportunities of lifelong learning and digital engagement to seniors. By showcasing the best practises and experiences of continued learning generated by the United Generations project, we hope to inspire seniors to embrace digital literacy as a means of enhancing quality of life.

Lastly, this strategic campaign is about building a supportive and inclusive community of seniors, young volunteer, grandchildren, adult educators, and related organisations. We want

to build a network where seniors feel valued, connected, and encouraged to pursue new learning opportunities. This community will serve not only as a support system but as an active implementor and disseminator of the project that will help us advocate for for broader policy changes that support digital literacy and lifelong learning for seniors.

2. Target groups

Our campaign is about promoting lifelong learning, enhancing digital literacy, fostering intergenerational connections, and building a community that supports and values the contributions of older adults, creating a world where everyone, regardless of age, can continue learning, and contributing meaningfully to society. We have identified the following key groups to make sure we reach everyone who could benefit from the project and contribute to the objectives of Adult Learning and Digital Active Aging.

Older Adults (50+ years)

The direct target group is adults over 50 years old with a specific focus on adults with fewer opportunities Like Retirees and Pensioners who are still eager to stay active, learn new things, and connect with others. Seniors, especially those living alone or in remote areas, who may feel disconnected and could really benefit from joining our digital community. Seniors from minority or migrant backgrounds who might face more challenges in accessing digital tools and face language barriers. Seniors who haven't had the chance to pursue formal education or work and are now looking to enhance their digital skills or English literacy skills.

Younger Generations (18-35 years)

Young volunteers who want to make a difference by helping older adults navigate the digital world and stay engaged in lifelong learning. Digital natives that can share their skills with older adults, helping them to feel more confident and capable online.

Institutions

Adult educators and trainers and their related organizations in the field of adult education that offer programs for adult learners and can incorporate digital literacy into their curricula. Social workers working with senior citizens, who can integrate digital literacy into their support programs. Community centres that can serve as venues for digital literacy workshops and intergenerational activities. Vocational Training Centres Municipality staff for community services, who can support and promote the campaign through public channels.

Communities

Volunteer Networks and individuals of all ages who can support the campaign through participation, and dissemination. Individuals providing care for senior family members, who can encourage and support their participation in digital learning and social engagement. Friends, neighbours, and community members who support older adults in their day-to-day lives and can advocate for their involvement in the campaign.

3. Communication resources

For the successful implementation of the Campaign for the promotion and support of Adult Learning and Digital Active Aging and the sharing of the project's results, a well-structured and highly demanding communication plan has been developed with the active involvement of the organisations from the consortium, insights from young volunteers, adult educators, and key stakeholders.

This section includes a list of communication resources that will be made available to all partners. The visuals will be uploaded separately to AdminProject (current platform that the partnership use for project management and implementation) and, if necessary, translated into partner languages.

Both face-to-face communication and online promotion play important roles in the success of the campaign. The first one is preferred for building trust and fostering direct connections, especially when trying to reach out to adult education institutions and public entities to establish a collaboration for the implementation communication and dissemination of the projects and its opportunities. Online promotion can be better used to generate widespread interest, recruit young volunteers, as well as to raise awareness about the project on a broader scale. The combination of in-person and online interaction will effectively maximise the impact of the campaign.

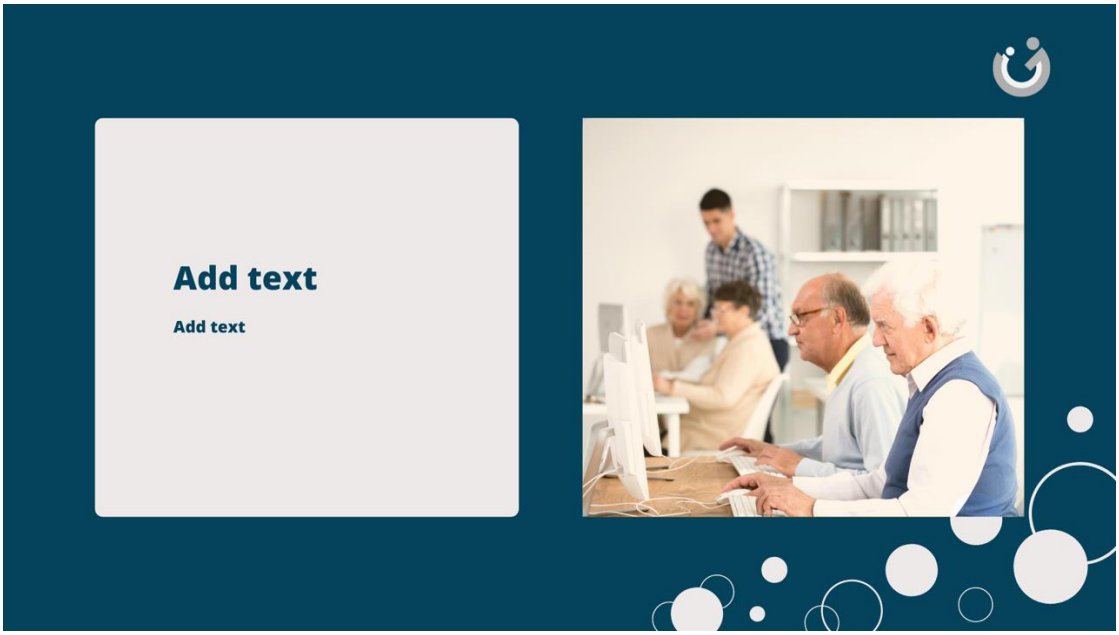
List of communication resources

Banners was designed to be eye-catching and are printed to promote the campaign within the localities of partner countries. According to the project proposal, the banner is designed in English by CGE e.V. and then uploaded to the AdminProject platform, where partners can translate them into their local languages. The banner will likely be used on info days, workshops, festivals, or stakeholder’s events to create branding and awareness for the campaign.

Leaflets are also printed materials that provide a concise overview of the project's objectives, key results, and contact information. They will be distributed at community centres, libraries, healthcare facilities, and other public places frequented by seniors and their families in partner countries. The leaflets, created by CGE e.V. in English, will be available for translation by partners and will help ensure that the campaign's message reaches a broad audience, particularly those who may not be active online (at first).

Posters were designed to be visually engaging and will be placed in high-traffic areas such as community bulletin boards, senior centres, and local businesses. They will provide essential information about the pilot tastings, including dates, venues, and contact details for events and workshops. Like the other visual materials, posters will be designed in English by CGE e.V. and then translated by partners for use in their respective regions. The goal is to create a strong visual presence in the community that prompts interest and participation in the pilot testing of the learning module.

PowerPoint Presentation was developed as part of the campaign's communication resources to provide a structured and engaging way to present information about the project. These presentations will be particularly useful for the international training, meetings, workshops, and pilot events where the projects' objectives and activities can be detailed in a clear, professional format. The PPT template was created by CGE e.V. and made available to all partners on the AdminProject platform, ensuring that all presentations maintain a consistent look and feel across different regions.




Topic
Topic/text


Add a heading
Write your topic or idea
Elaborate on what you want to discuss.
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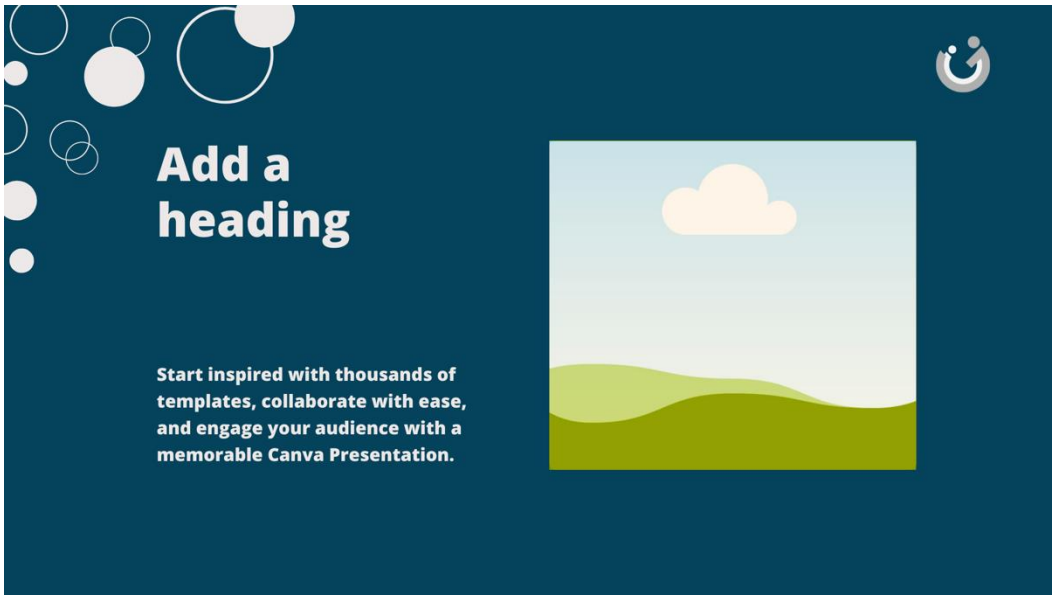
Add a heading
Start inspired with thousands of templates, collaborate with ease, and engage your audience with a memorable Canva Presentation.

Digital Adult Learning Badge is an innovative form of recognition awarded to older adults who successfully complete the digital skills and English literacy learning modules offered by the project. This badge is issued automatically on digital format, but it can also be printed on paper, sticker paper, or made into button badges. It serves as both a motivational tool and a symbol of achievement, encouraging learners to continue their education and proudly share their accomplishments with others. The badge was generated by CGE e.V. and uploaded on the AdminProject platform for partners to distribute.


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Open Badges Ecosystem
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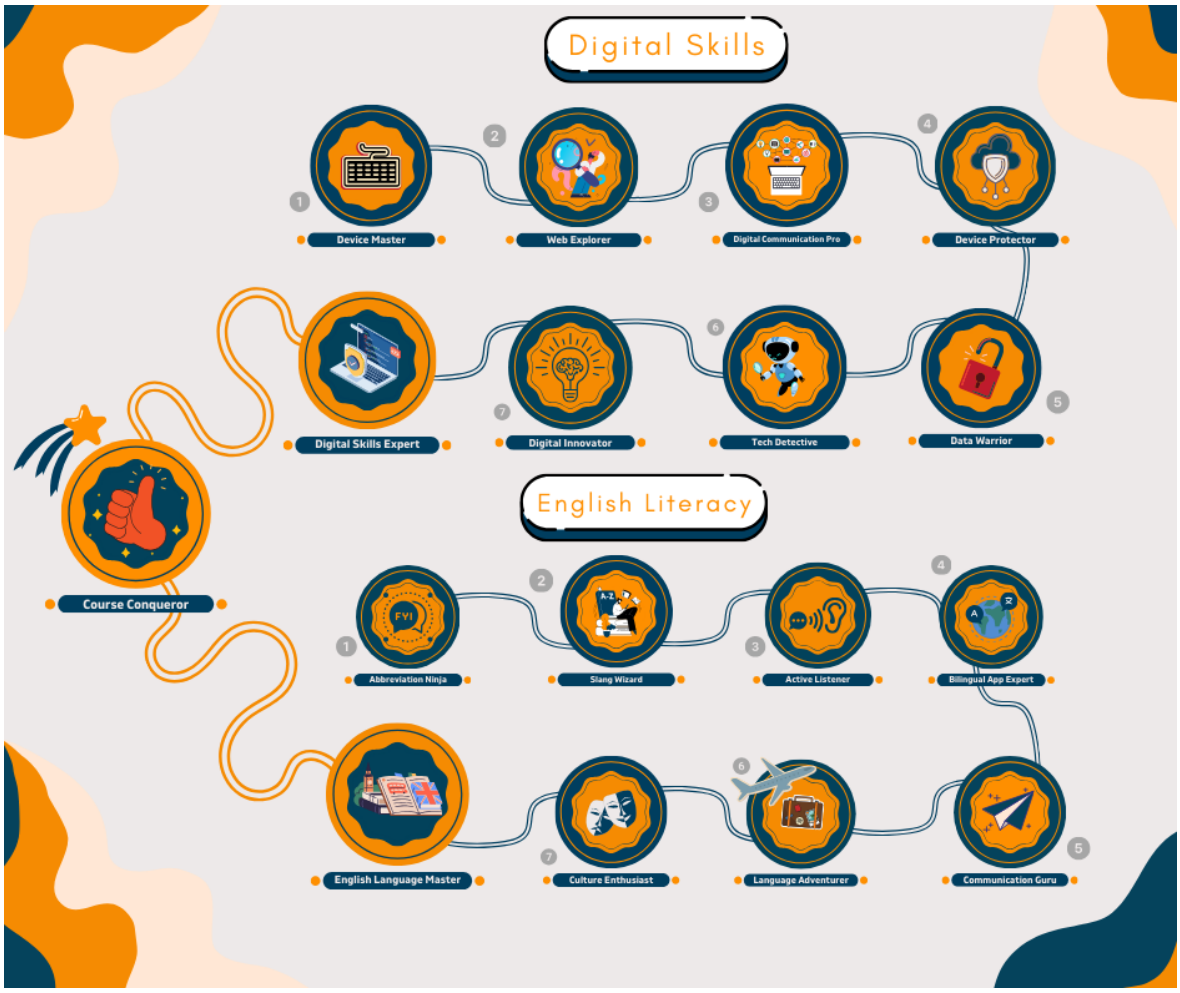
Digital Skills
1 Device Master
2 Web Explorer
3 Digital Communication Pro
4 Device Protector
5 Data Warrior
6 Tech Detective
7 Digital Innovator
Digital Skills Expert
Course Conqueror
English Literacy
1 Abbreviation Ninja
2 Slang Wizard
3 Active Listener
4 Bilingual App Expert
5 Communication Guru
6 Language Adventurer
7 Culture Enthusiast
English Language Master

Videos are an important part of the campaign's strategy to engage young volunteers. These videos will showcase how young people can get involved in volunteering and support older adults in their digital learning journey. By providing relatable stories and practical guidance, the videos aim to inspire action and demonstrate the positive impact of intergenerational cooperation. Partners such as MdEY and CGE will produce these videos, which will be shared on social media, the project website, and during events to maximize their reach.

Project Products: Generations United Online: Declaration of Commitment to EU Active Aging Week, Petition to the European Union: Support for Digital Literacy and Active Aging, Memorandum of Understanding & Commitment: These documents represent formal outputs of the campaign that aim to ensure that decision makers, stakeholders, and individual end-users, will be reached, actively involved in the project and more awareness towards the value and relevance of the project's results will be raised. The Declaration, Petition, and Memorandum were designed to articulate the campaign's goals and to encourage broader participation and advocacy. These documents will be distributed during infodays and multiplier events so that the consortium can secure the support and commitment to promoting digital literacy and active aging of key stakeholders, including policymakers, organizations, and the public.

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UNITED GENERATIONS

UNITED GENERATIONS PROJECT

MEMORANDUM OF UNDERSTANDING & COMMITMENT

This Memorandum of Understanding is made on this day 14.06.2024
The purpose of this Memorandum of Understanding is to establish a collaborative relationship to support the United Generations Project. This project aims to bridge the intergenerational divide by assisting seniors in acquiring language literacy and digital skills through the efforts of young volunteers.
The collaboration will include, but not be limited to, the following activities:

1. Volunteer engagement to support seniors in developing language and digital skills.
2. Organising interactive learning sessions on digital literacy and language learning.
3. Promoting the project and encourage intergenerational interaction.

All parties commit to the following principles:

- Collaboration: Working together in a spirit of cooperation and mutual respect.
- Transparency: Maintaining open communication and sharing information relevant to the project.
- Inclusivity: Ensuring that all activities are accessible and beneficial to both seniors and volunteers.
- Sustainability: Striving to create lasting impacts that will continue beyond the project's duration.

By signing below, the parties agree to the terms and conditions outlined in this Memorandum of Understanding & Commitment.

Signature, Date

UNITED GENERATIONS

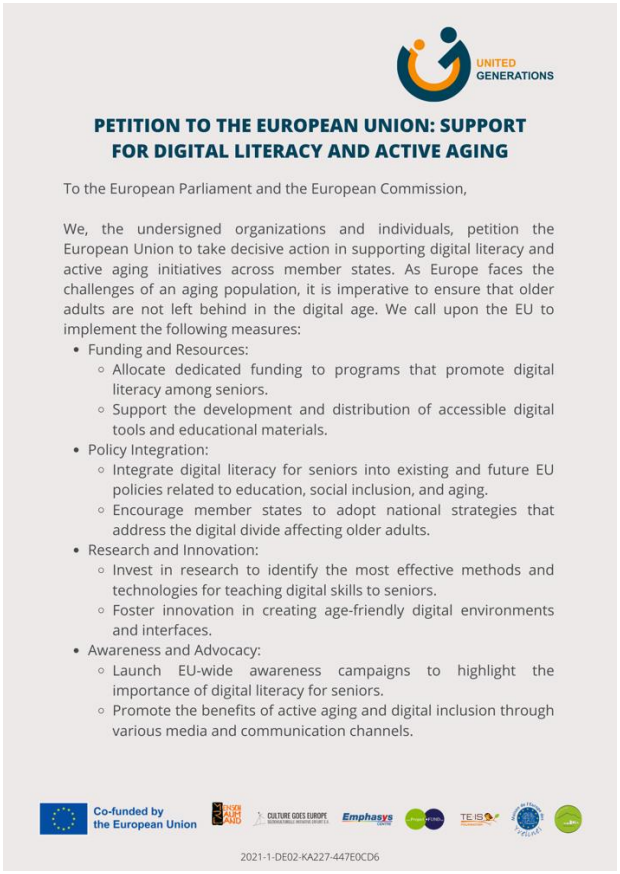
GENERATIONS UNITED ONLINE: DECLARATION OF COMMITMENT TO EU ACTIVE AGING WEEK

We, the undersigned, representing the organizations and stakeholders participating in the Generations United Online initiative, hereby declare our commitment to fostering active aging and promoting digital literacy among senior citizens across Europe. Recognizing the importance of digital skills for enhancing the quality of life, social inclusion, and active participation of older adults, we commit to the following principles and actions:

1. Promotion of Digital Literacy:
   - Develop and implement educational programs aimed at improving digital literacy among seniors.
   - Create accessible and user-friendly digital tools and resources tailored to the needs of older adults.
2. Intergenerational Learning:
   - Encourage and facilitate intergenerational learning opportunities that bring together younger and older generations.
   - Support initiatives that foster mutual understanding and the exchange of knowledge and skills between generations.
3. Support for Policy Development:
   - Advocate for the inclusion of senior digital literacy in national and EU policies.
   - Engage with policymakers to develop and implement strategies that support active aging in the digital era.
4. Community Engagement:
   - Collaborate with local and national organizations to reach a broader audience and ensure the sustainability of digital literacy programs.
   - Organize community events and activities that promote active aging and digital inclusion.
5. Continuous Improvement:
   - Monitor and evaluate the impact of our initiatives to continuously improve our approaches and strategies.
   - Share best practices and successful models across the EU to maximize the reach and effectiveness of our efforts.

By signing this declaration, we affirm our dedication to creating a digitally inclusive society that values and empowers its senior citizens. We pledge to work collaboratively and proactively to achieve the goals set forth in this declaration.

SIGNED:



UNITED GENERATIONS

PETITION TO THE EUROPEAN UNION: SUPPORT FOR DIGITAL LITERACY AND ACTIVE AGING

To the European Parliament and the European Commission,

We, the undersigned organizations and individuals, petition the European Union to take decisive action in supporting digital literacy and active aging initiatives across member states. As Europe faces the challenges of an aging population, it is imperative to ensure that older adults are not left behind in the digital age. We call upon the EU to implement the following measures:

- Funding and Resources:
  - Allocate dedicated funding to programs that promote digital literacy among seniors.
  - Support the development and distribution of accessible digital tools and educational materials.
- Policy Integration:
  - Integrate digital literacy for seniors into existing and future EU policies related to education, social inclusion, and aging.
  - Encourage member states to adopt national strategies that address the digital divide affecting older adults.
- Research and Innovation:
  - Invest in research to identify the most effective methods and technologies for teaching digital skills to seniors.
  - Foster innovation in creating age-friendly digital environments and interfaces.
- Awareness and Advocacy:
  - Launch EU-wide awareness campaigns to highlight the importance of digital literacy for seniors.
  - Promote the benefits of active aging and digital inclusion through various media and communication channels.

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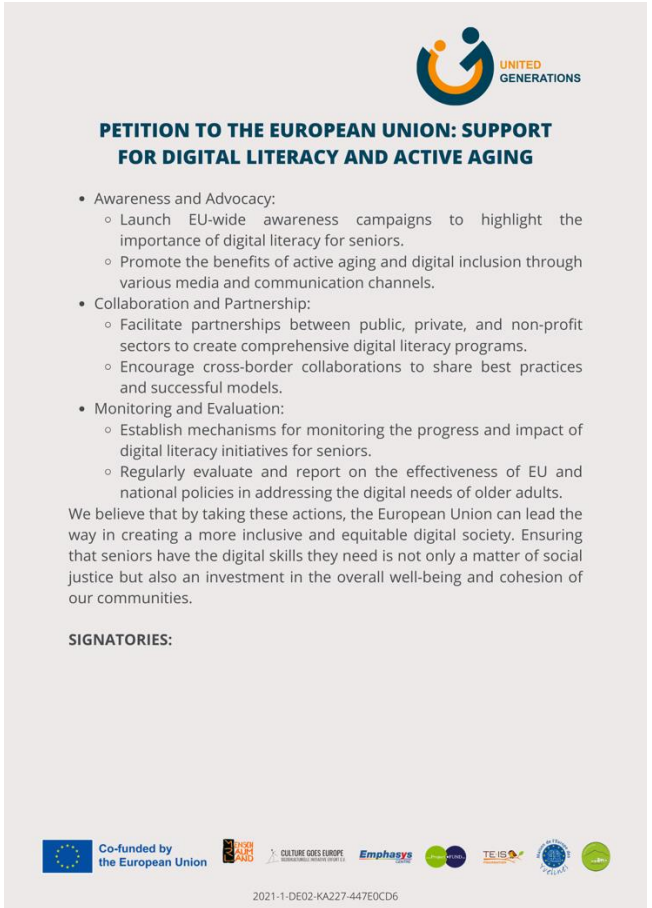

UNITED GENERATIONS

PETITION TO THE EUROPEAN UNION: SUPPORT FOR DIGITAL LITERACY AND ACTIVE AGING

- Awareness and Advocacy:
  - Launch EU-wide awareness campaigns to highlight the importance of digital literacy for seniors.
  - Promote the benefits of active aging and digital inclusion through various media and communication channels.
- Collaboration and Partnership:
  - Facilitate partnerships between public, private, and non-profit sectors to create comprehensive digital literacy programs.
  - Encourage cross-border collaborations to share best practices and successful models.
- Monitoring and Evaluation:
  - Establish mechanisms for monitoring the progress and impact of digital literacy initiatives for seniors.
  - Regularly evaluate and report on the effectiveness of EU and national policies in addressing the digital needs of older adults.

We believe that by taking these actions, the European Union can lead the way in creating a more inclusive and equitable digital society. Ensuring that seniors have the digital skills they need is not only a matter of social justice but also an investment in the overall well-being and cohesion of our communities.

SIGNATORIES:

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Project Website: serves as the central hub for all information related to the project. It contains a dynamic and interactive online platform based on cutting edge technology named United Generations, with in build features such as an e-data bank, e- learning modules and e-Forum for older adults to communicate will enable the partner countries to contribute to the achievement of many EU targets such as the New Skills Agenda, e-Skills for Jobs, Digital Agenda, Validation of non- formal learning. It also provides information about the project, including information on the partners, ongoing activities, and the results achieved throughout the campaign. It is estimated that more than 100 seniors and young people will be registered on the platform to receive information and follow the on-line training. Link to website: https://unitedgens.4learning.eu/

Social Media channels from partner organisations will play an important role in the campaign's outreach and engagement strategy. The campaign will have dedicated pages on major platforms like Facebook, LinkedIn, and Instagram. These pages will be used to share updates, promote events, and disseminate key messages to a wide audience. Hashtags used will be: #UnitedGenerations #intergenerationallearning #SeniorLiving #lifelonglearning #AdultEducationMatters #AdultEducation #EuropeanProjects #ErasmusPlus #EmpoweringSeniors #DigitalDevelopment #LifelongLearning #ActiveCitizenship.

United Generation Community for Adult Trainers Facebook Group is a dedicated space for adult trainers and educators, young volunteers, representatives from relevant institutions and public entities to participate in events and connect with others involved in providing life-long learning opportunities to seniors. This group will foster a sense of community among participants, providing them with ongoing support and encouragement as they engage with the campaign's activities. It will also serve as a platform for sharing experiences, asking questions, and receiving guidance from both peers and volunteers.

United Generations Community of Adult Educators in the EU: where adult educators and trainers can create a profile with professional information (contact details, skills they achieve, etc.) to network and communicate with other educators of EU community. Serves also for guidance and exchange of good practices.

Brand Kit Visual Guide and Communication, Dissemination, and Networking Strategy: provide a comprehensive framework for maintaining consistency across all campaign materials and communications. They include guidelines on the use of logos, colours, fonts, photos from

the project's events and other visual elements, ensuring that all materials are aligned with the campaign's identity.

4. Identifying young volunteers

Young people can play a crucial role in helping older adults become more comfortable and proficient with digital technologies and language learning, thereby reducing the digital divide, and promoting inclusion in an increasingly globalised and digitalised world.

Having young people supporting the project on a volunteer-base is a sustainable dissemination opportunity. This will create wider opportunities for intergenerational learning, community bonding and more understanding across generations.

Moreover, the participation in the campaign will offer young people with opportunities to develop and practice leadership, communication, and teaching skills as well as fostering a sense of social responsibility and civic engagement.

For the seniors, the volunteering of young people and grandchild, will also provide purposeful opportunities for intercultural communication, acquisition of digital skills and English language literacy while fighting segregation, disparities, and exclusion.

This section will provide guidance on how to involve volunteers to encourage and support seniors to participate in the programme and create potential for future use. In order to ensure adults 60+ participation, it is proposed here to create a network of supporters (grandchildren, friends, professionals etc.) who will be involved in digital and literacy programmes. Each of them will join a grandparent and become a mentor for the last part of the programme, which will focus on practical work. (i.e. talking on Skype, using email and social media, creating a profile). While adult educator professionals will offer training, volunteers will support adults/seniors 60+ and encourage them to use the platform.

As mentioned in the above section, the consortium will create videos for attracting young volunteers by providing explanations about possible involvement and the experience of other peers.

What do you expect from your Young Volunteers?

Before contacting someone to ask them to become a young volunteer, think carefully about what you are asking them to get involved in. According to this campaign young volunteers are expected to:

- promote the project results in their sector or field of work.
- to register in the online platform
- to assist seniors in going through the learning modules
- offer their guidance and support to the seniors.
- adopt a proper conduct ensuring respect, diversity and
- attend the Multiplier event

Here is a sample email to contact potential Young Volunteers (to be adapted according to target group and national specificities).

Dear [potential young volunteer],

Are you interested in HELPING SENIORS BECOME MORE DIGITALLY AWARE AND ENGLISH SPEAKERS? Do you think it's important for seniors to learn how to ***engage positively in the digital environment as well as understanding a global language for more effective communication, to practice forms of social participation that are inclusive and ensure the dignity of seniors in a globalise world****? Would you like to help older adults in your community?*

If YES, then, this project is for you! We are looking for young people to become part of our campaign and help us promote DIGITAL LEARNING and ENGLISH LITERACY SKILLS among OLD people,

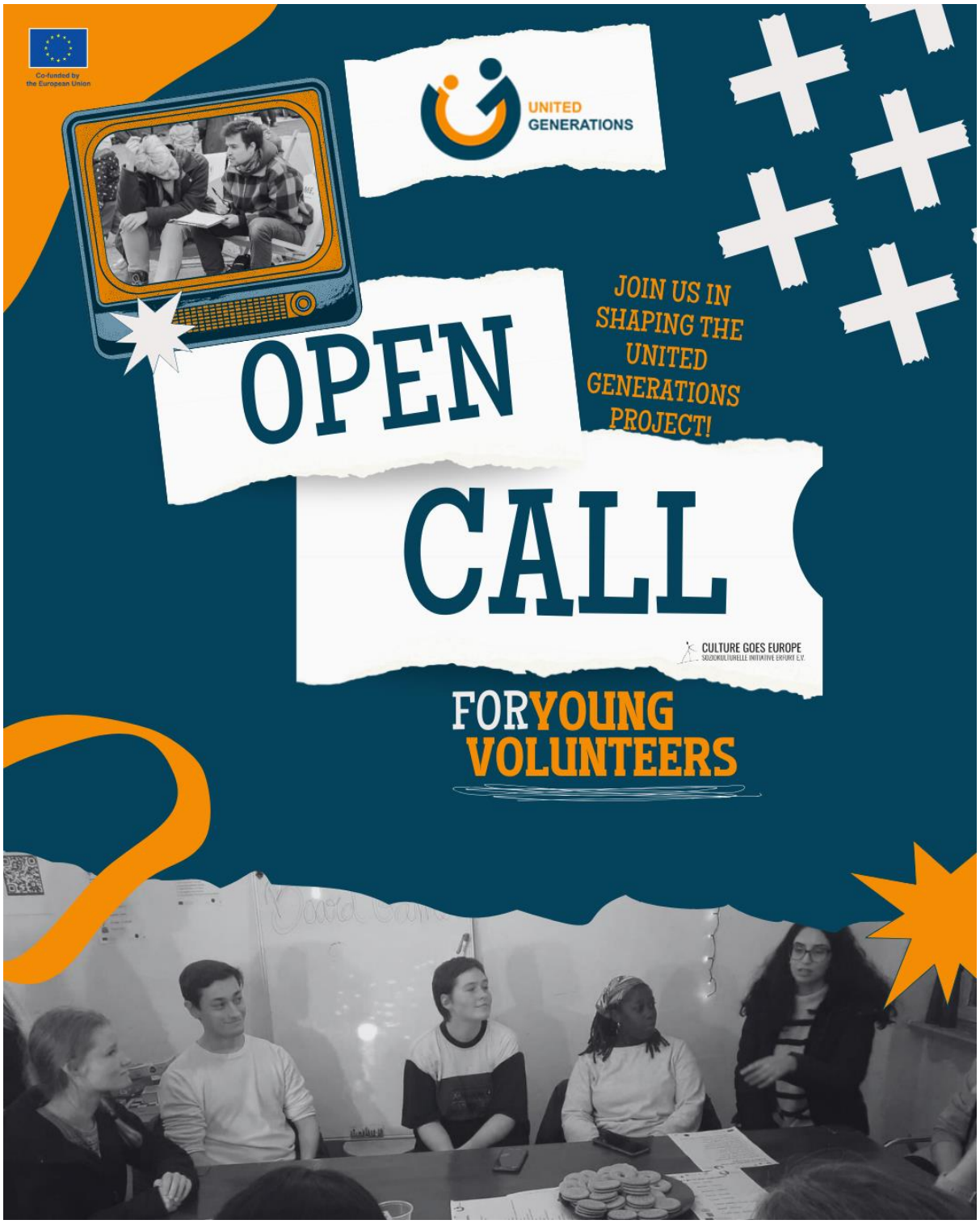
If you're interested in becoming one of us, [how to get in contact with you or how to apply to become a Young Volunteer]

*"****A key task is preparing citizens to make the most of the opportunities and meet the challenges of a fast-moving, the globalised and interconnected world" (2018, 'Digital Education Action Plan').***

Best regards,

[…]

In addition to one-to-one contact, the recruitment of young volunteers might take place through an open call through social media channels from partners. Facebook, Instagram and TikTok are the recommended medias. The following template was developed by CGE e.V. and will be adjusted by partners (using Canva software) to adapt it to national languages and local specifies.




YOUR ROLE AS A VOLUNTEER
JOIN THE UNITED GENERATIONS PROJECT AS A VOLUNTEER
YOUR PARTICIPATION WILL INVOLVE:
PROMOTING PROJECT OUTCOMES IN YOUR SECTOR OR FIELD OF WORK.
REGISTERING ON THE ONLINE PLATFORM.
ASSISTING SENIORS WITH THE LEARNING MODULES.
PROVIDING GUIDANCE AND SUPPORT TO SENIORS.
MAINTAINING RESPECTFUL AND DIVERSE CONDUCT.
ATTENDING THE MULTIPLIER EVENT.
WHAT IS THE PROJECT ABOUT?
WHY VOLUNTEER?
THIS OPPORTUNITY ALLOWS YOU TO:
GAIN PRACTICAL EXPERIENCE IN EVENT PLANNING AND COMMUNITY ENGAGEMENT.
COLLABORATE WITH A DYNAMIC TEAM OF ORGANIZERS, LOCAL NGOS, INSTITUTIONS, AND THE COMMUNITY.
CREATE A TANGIBLE IMPACT IN THE COMMUNITY THROUGH A PROJECT WITH LONG-LASTING EFFECTS.
DEVELOP AND PRACTICE LEADERSHIP, COMMUNICATION, AND TEACHING SKILLS.
CULTIVATE A SENSE OF SOCIAL RESPONSIBILITY AND CIVIC ENGAGEMENT.
WHO CAN APPLY?
WE SEEK YOUNG, PASSIONATE INDIVIDUALS WHO ARE:
DEDICATED TO COMMUNITY DEVELOPMENT, INTERGENERATIONAL LEARNING, AND PUBLIC ENGAGEMENT.
INTERESTED IN EVENT ORGANIZATION.
ABLE TO COMMIT TO THE PROJECT.
HOW TO APPLY?
SIMPLY SEND A BRIEF STATEMENT OF INTEREST TO INFO@CGE-ERFURT.ORG. PLEASE SPECIFY YOUR AVAILABILITY FOR THE KEY PHASES.
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CULTURE GOES EUROPE
SOZIOKULTURELLE INITIATIVE ERFURT E.V.
UNITED GENERATIONS

5. Multiplier Events

During the last phase of the Campaign for the promotion and support of Adult Learning and Digital Active Aging, local Multiplier events will be organized in each partner country. Multiplier events are a key component of the strategic campaign, serving as tools to disseminate widely the campaign's impact and extend its reach. These events are designed to bring together a diverse range of stakeholders, including educators, policy makers, community leaders, and participants from the project's activities s, to share the project's outcomes, insights, and best practices.

The main aims of the multiplier event are:

-To inform the professional community on an EU and National Level as well as policy makers of the project's results, products, and impact.

-To present all produced Project Results to raise awareness for the benefits of digital literacy for senior citizens.

- To influence the professional community and the stakeholders to investigate the area of active aging in the digital era further as well as to provide additional opportunities for seniors to acquire the essential key competences.

- To emphasize the need to add on to the EU policies mechanisms for supporting seniors in the digital era.

-To inform about the potential and the systemic impact that digital and language literacy can have on active citizenship, social inclusion, healthy wellbeing, and access opportunities for seniors.

-To continue providing the Digital/Literacy Programme to other senior citizens as part of each member states' policy.

-To offer the opportunity to join the United Generations Community of Adult Educators in the EU thus providing opportunities for networking

- To encourage stakeholders to support our initiatives and adopt the Generations United Online: Declaration of Commitment to EU Active Aging Week, Petition to the European Union: Support for Digital Literacy and Active Aging, Memorandum of Understanding & Commitment.

Two main activities will be organized within the multiplier events. The first activity will be open to the public, while the second activity will be open only to experts, partners, officials and policymakers.

Part 1: Open Conference

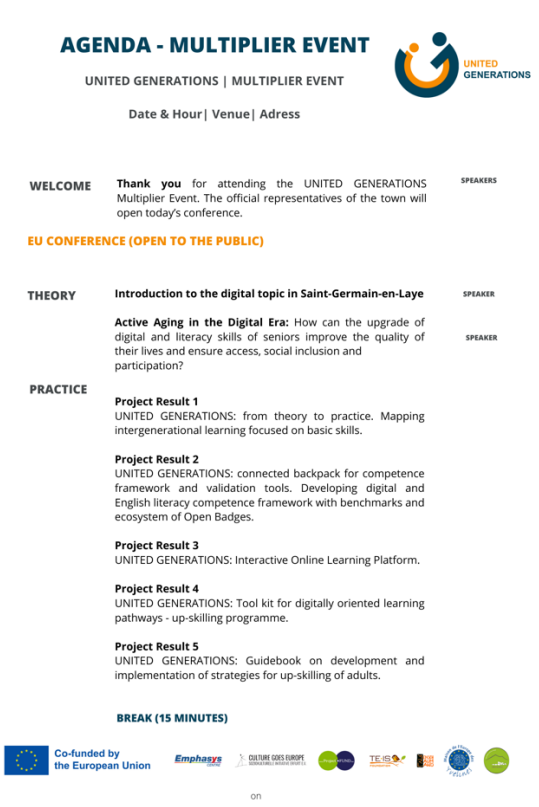
The event will be divided into three main parts:

- The theoretical part, which will include speech from the project manager and coordinator. A Key speaker will be invited to talk about Active Aging in the Digital Era - How can the upgrade of digital and literacy skills of seniors improve the quality of their lives and ensure access, social inclusion, and participation?
- The practical part:
  - Brief presentations of all Project Results
  - On-line presentation of the digital program, e-tool, e-learning platform, modules
  - Presentation of 1-2 case studies
  - Presentation of videos
  - Testimonies of participants
- Final Discussion, signing and adopting adopt the Generations United Online: Declaration of Commitment to EU Active Aging Week, Petition to the European Union: Support for Digital Literacy and Active Aging, Memorandum of Understanding & Commitment.

Part 2: Meeting of the national representatives of the United Generations Community of Adult Educators

After the completion of the Conference the representatives will have the opportunity to organize a meeting and discuss the procedures to set up the European Network of the program. As a first move the declaration will be voted on and the Initiative will be disseminated.

The preliminary agenda



AGENDA - MULTIPLIER EVENT

UNITED GENERATIONS | MULTIPLIER EVENT

Date & Hour| Venue| Adress

WELCOME	**Thank you** for attending the UNITED GENERATIONS Multiplier Event. The official representatives of the town will open today's conference.	SPEAKERS
EU CONFERENCE (OPEN TO THE PUBLIC)		
THEORY	**Introduction to the digital topic in Saint-Germain-en-Laye**	SPEAKER
	Active Aging in the Digital Era: How can the upgrade of digital and literacy skills of seniors improve the quality of their lives and ensure access, social inclusion and participation?	SPEAKER
PRACTICE	**Project Result 1** UNITED GENERATIONS: from theory to practice. Mapping intergenerational learning focused on basic skills.	
	Project Result 2 UNITED GENERATIONS: connected backpack for competence framework and validation tools. Developing digital and English literacy competence framework with benchmarks and ecosystem of Open Badges.	
	Project Result 3 UNITED GENERATIONS: Interactive Online Learning Platform.	
	Project Result 4 UNITED GENERATIONS: Tool kit for digitally oriented learning pathways - up-skilling programme.	
	Project Result 5 UNITED GENERATIONS: Guidebook on development and implementation of strategies for up-skilling of adults.	
	BREAK (15 MINUTES)	

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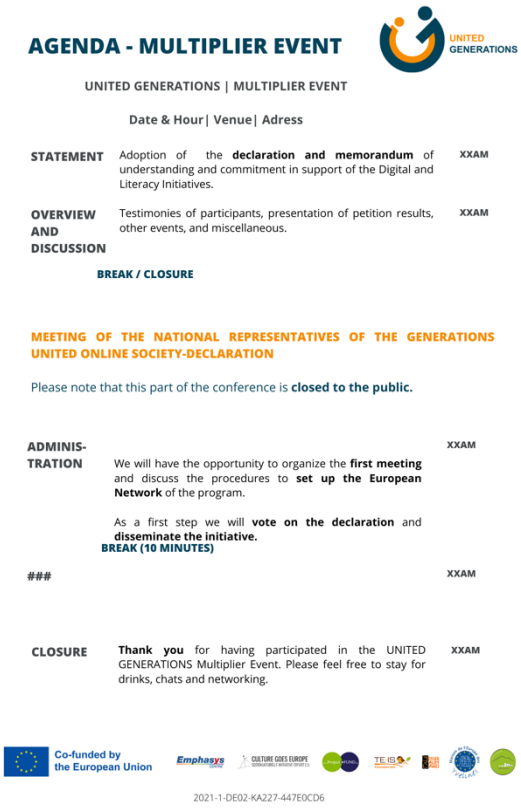

AGENDA - MULTIPLIER EVENT

UNITED GENERATIONS | MULTIPLIER EVENT

Date & Hour| Venue| Adress

STATEMENT	Adoption of the **declaration and memorandum** of understanding and commitment in support of the Digital and Literacy Initiatives.	XXAM
OVERVIEW AND DISCUSSION	Testimonies of participants, presentation of petition results, other events, and miscellaneous.	XXAM
	BREAK / CLOSURE	
MEETING OF THE NATIONAL REPRESENTATIVES OF THE GENERATIONS UNITED ONLINE SOCIETY-DECLARATION		
	Please note that this part of the conference is **closed to the public.**	
ADMINIS-TRATION	We will have the opportunity to organize the **first meeting** and discuss the procedures to **set up the European Network** of the program. As a first step we will **vote on the declaration** and **disseminate the initiative.**	XXAM
	BREAK (10 MINUTES)	
###		XXAM
CLOSURE	**Thank you** for having participated in the UNITED GENERATIONS Multiplier Event. Please feel free to stay for drinks, chats and networking.	XXAM

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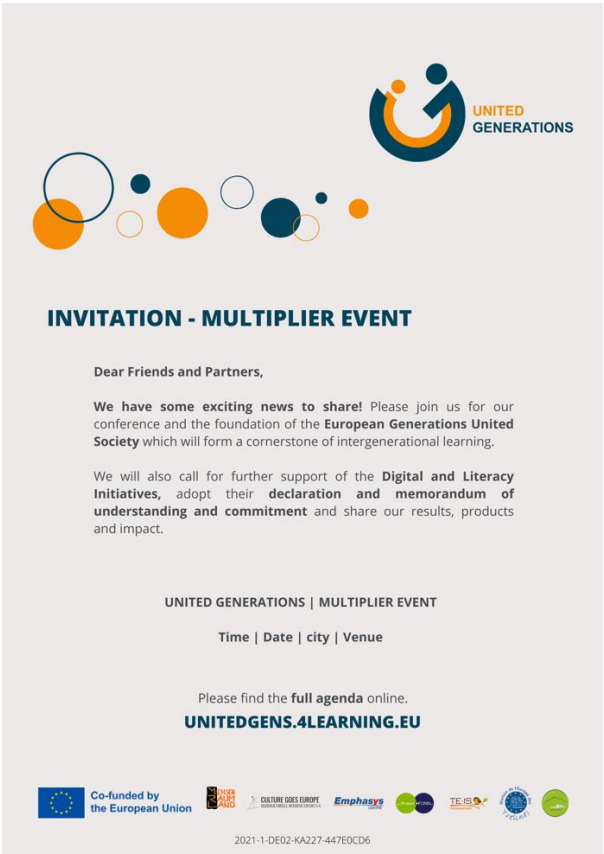
2021-1-DE02-KA227-447E0CD6

The preliminary invitation



INVITATION - MULTIPLIER EVENT

Dear Friends and Partners,

We have some exciting news to share! Please join us for our conference and the foundation of the **European Generations United Society** which will form a cornerstone of intergenerational learning.

We will also call for further support of the **Digital and Literacy Initiatives,** adopt their **declaration and memorandum of understanding and commitment** and share our results, products and impact.

UNITED GENERATIONS | MULTIPLIER EVENT

Time | Date | city | Venue

Please find the **full agenda** online.

UNITEDGENS.4LEARNING.EU

Co-funded by the European Union

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The list of participants

LIST OF PARTICIPANTS

MULTIPLIER EVENT - DD.MM.YYYY

UNITED GENERATIONS

NAME, SURNAME	EMAIL	ORGANISATION	SIGNATURE

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6. Campaign Timeline

Based on the general objectives and the communication resources presented above, CGE e.V., provides partners with a timeline of the actions prepared within this campaign.

Actions	Objective Linked	Target Group	Tools	Expected Outcome	When
Kick-off and preparation	Promote digital adult learning and encourage digital active aging	Project partners, stakeholders	Banners, leaflets, posters, PPT presentations	Launch campaign; secure initial support from stakeholders	March - April 2023
Digital platform and initial promotion	Promote lifelong learning; raise awareness on the importance of digital inclusion	Seniors, young people, adults' educators, engaged community members	Project website, social media channels	Showcase the UG platform; initial campaign awareness	May - June 2023
Call and volunteer engagement	Facilitate intergenerational exchange; build a supportive community	Young volunteers, adult educators, seniors	Meetup with volunteers, social media channels, videos	Trained volunteers and educators; active online community	July - Sept 2023
Implementation phase I	Empower older adults with digital skills; enhance social inclusion	Seniors, adults' educators, young volunteers	Info stands, banners, leaflets, posters, PPT presentations	Successful delivery of workshops	Oct - Dec 2023
Evaluation and adjustment	Evaluate impact; adjust plan to ensure sustainability	Adult educators, participants from project activities	Feedback surveys, online partner meeting	Adjusted campaign strategy based on feedback	Jan - March 2024
Implementation phase II	Promote project's results, and best practices. Foster broader engagement and encourage the replication of initiatives.	Seniors, policymakers, community leaders, participants from project activities	Infodays and local multiplier events	Broader engagement; advocacy for campaign adoption	April - May 2024
Final wrap-up	Ensure sustainability. Reflect on the campaign results.	Project partners	Online partner meeting	Consolidated sustainability plan	June 2024

7. Sustainability of the Plan

The adequate implementation of the Campaign for the promotion and support of Adult Learning and Digital Active Aging will ensure continuity, exploitation, and sustainability of the project outcomes. However, this involves several key strategies to maintain and build upon the project's impact after its official end. These strategies aim to embed the project's outcomes into regular practices, secure ongoing engagement, and promote continuous improvement. As a result, it is planned that the outcomes of the project will be used after its lifecycle is completed, thus maximizing the potential of the grant funded, valorising the outputs, and paving the way for its exploitation and sustainability.

Key Strategies for Sustainability

- Consortium to integrate the campaign's approaches into their regular educational programs and services. Furthermore, engage with adult education centers, community organizations, and public institutions to adopt and continue the initiatives introduced by the campaign, making them a permanent part of their offerings.
- Ongoing Community Engagement: Partners to actively manage the campaign's social media channels and website. Partners should regularly update these platforms with new content, success stories, and resources to keep the community engaged and informed. Maintain the online network where supporters, volunteers, educators, and participants can continue to interact, share resources, and support each other.
- Long-Term Partnerships: Establish networks with local, regional, and national stakeholders, including municiplaty offcials, NGOs, and social centers, retirement houeses, to secure their commitment to supporting the campaign's objectives in the long term.
- Continued Professional Development: Create opportunities for the young volunteers, adult educators and trainers to share best practices, and experiences. This collaborative environment helps sustain high-quality program delivery.
- Financial Sustainability: Explore funding opportunities beyond the initial project, including grants from local and national, sources. This could also involve partnerships with private companies and foundations.
- Monitoring and Evaluation: Partners to gather feedback from participants and stakeholders to assess the effectiveness of the initiatives and identify areas for improvement. Organise online partner meetings to evaluate feedback gatjered and refine the campaign's activities.

- Advocacy and Policy Influence: Use the success and results of the campaign to advocate for broader policy changes that support digital literacy and lifelong learning for seniors. Actively engage with policymakers at local, national, and EU levels to promote the integration of the campaign's objectives into formal education and social policies.

By implementing these strategies, the strategic campaign aims to ensure that the project's outputs and benefits continue to widespread and effective after the project's end. The commitment of all partners, ongoing community engagement, and continuous advocacy and funding efforts are essential to maintaining the project's impact and fostering a culture of lifelong learning and digital literacy among senior citizens.

8. Conclusions

The rightful implementation of this strategic campaign, thanks to the efforts of the consortium and stakeholders and the right usage of communication resources, infodays and multiplier events, will provide seniors and the wider community with the tools developed by the United Generations project. Moreover, it will raise awareness about the benefits and opportunities of lifelong learning and digital engagement to seniors as well as inspiring them to embrace digital literacy as a means of enhancing quality of life. Lastly, it will nurture a supportive and inclusive community that will serve not only as a support system but as an active implementor and disseminator of the project that will help us advocate for for broader policy changes that support digital literacy and lifelong learning for seniors.