



**GreenerAge**

**NEWSLETTER #1**

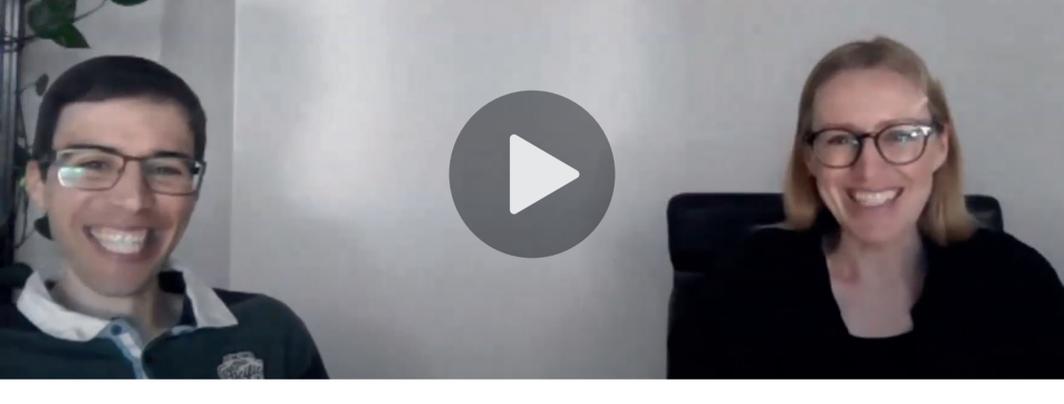
JUNE 2022



## IN THE SPOTLIGHT

In this first issue we would like you to meet our project and the partners engaged with its development!

Let's start by knowing more about the project coordinator TAU! In this interview, TAU will explain where the idea of the project come from and what will be the next steps.



*"Why is GreenerAge important?"*

*To achieve our attempt of a climate-neutral society by 2050, citizens' behaviours need to change towards more sustainable and healthier habits. People in the second half of life are in an excellent position to contribute to a greener future. Thus, GreenerAge, by providing suitable tools, wants to help them to expand their competences and skills to this end.*

*"What do we expect to achieve?"*

*We expect to provide an accessible and inclusive digital platform with comprehensive content that promotes knowledge exchange (i.e., learning from each other) while having fun.*

## WHY GreenerAge?



**GreenerAge**

We are all responsible for our planet.

People 55+ have a lot to bring in to save the planet: their most valuable assets are TIME and MATURITY.

Often their children have left the house, some of them are early retired and others are already pensioners. They dispose of life experiences or even expert knowledge. Altogether they are in an excellent position to substantially contribute to a greener future, either individually or as volunteers.

GreenerAge will provide them with skills, competences and tools to do so!

## ABOUT GreenerAge

GreenerAge is an Erasmus+ project that will create a learning platform to raise knowledge and literacy of environmental and climate change issues for adults 55+, while also enhancing their digital skills.

### OUTCOMES

Combined with improved digital skills, the GreenerAge project will empower citizens 55+ to:

- Adopt healthier behaviours for themselves and the planet,
- Promote a more active citizenship with other citizens in other EU countries and their intergenerational cooperation,
- Influence family members, neighbours, and friends towards the adoption of more environmentally friendly habits and behaviours.

A comprehensive and low-threshold compendium in green literacy, a digital gamification interactive learning platform, a trainer manual and policy recommendations will be made available for informal and non-formal learning free of charge.



## THE PROJECT WEBSITE IS ONLINE!



## WHAT WE DID SO FAR



### PROGRAM

II International Congress  
**CLIMATIC  
REGENERATION OF CITIES**

7-8 June 2022, ECF - City of Culture - ul. Targowa 1/3, Łódź, Poland



### GreenerAge presented at the 2nd Regeneration of Cities Congress

On June 7th and 8th, the 2nd Regeneration of Cities Congress took place in Łódź, Poland, and our GreenerAge and its societal impact was presented by Raúl Castaño-Rosa from TAU.



### Misericórdia de Seia supports GreenerAge co-creation with older adults and caregivers in Portugal

Currently and during the next two years, professionals and clients of Santa Casa da Misericórdia de Seia will participate in the international greenerage project, at SHINE's invitation, to together promote the involvement and training of 55+ adults in combating climate change and reducing the environmental impact on their day-to-day life.

## WHO WE ARE



### Tampereen Korkeakoulusäätiö Sr (Coordinator)

The former second-largest university born out of the merger of the former University of Tampere and Tampere University of Technology in the beginning of 2019. The TAU community responds to strategically selected global and local challenges through our multidisciplinary and transdisciplinary education, research, development, and innovation activities.



**ISIS Institut für Soziale Infrastruktur gGmbH** is a non-profit institute for applied social research, social planning and policy advice. ISIS specialises in fields such as civic engagement, (adult) education and ageing and contributes with expertise in participatory research in European and regional projects. Together with target groups ISIS aims to foster self-advocacy and share tools to shape their environments to their needs.



**SHINE 2Europe** is a Portuguese SME that aims to promote inclusive communities to all citizens by delivering research and support to the implementation of tech-Savvy, Healthy and INclusivE solutions (SHINE), promoting active networking between different stakeholders and countries and developing projects in areas such as equality and inclusion, ethical behaviour and environmental responsibility.



**AFEdemy, Academy on Age-Friendly Environments BV**, focuses on the implementation of smart healthy age-friendly environments at local, regional or nation level in European countries. AFEdemy provides research, trainings, advice, public relations, and networking activities.



**Laboratory of Architecture 60+ (LAB 60+)** is the first foundation and that type of laboratory in Poland dealing with an innovative approach to designing for an aging society. Laboratory of Architecture 60+ is a member of the Convention according to the issues of demographic changes, which aim is to bring together: local, regional and national authorities and other people who are involved in co-operation and implementation of solutions based on the evidence in order to promote active and healthy aging in a comprehensive response to demographic challenges in Europe.



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