

Cultural Engagement Instead of Social Isolation

Creative Ageing

Best Practice

9 / 2022

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BERLIN



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City of
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City	Berlin, Germany
Project title	Digital Café
Institution	Zentral- und Landesbibliothek Berlin
Contact	Judith Galka (Head of Programme), judith.galka@zlb.de
Project partners	Local schools
Links	-
Artistic field	<input type="checkbox"/> Crafts <input type="checkbox"/> Discourse <input type="checkbox"/> Fine Arts <input type="checkbox"/> Literature <input checked="" type="checkbox"/> Media <input type="checkbox"/> Music <input type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input checked="" type="checkbox"/> Other > Social exchange
Funding	Senate Department Berlin

Description	Information and digital skills are an essential part of the self-image of the public library Berlin as a low-threshold public institution. Trainees and students from the cooperating schools meet and teach digital skills to the elderly. The idea is as simple as it is effective: young people, the so-called digital natives, help the elderly. In the process, they also learn from each other, e.g. the youngsters develop didactic skills and exchange ideas.
Objectives	Promote digital literacy, intergenerational dialogue.
Target group	Seniors with interest in and curiosity about digital media.
Barriers of participation	<input type="checkbox"/> Digital skills <input type="checkbox"/> Disabilities <input type="checkbox"/> Financial resources <input type="checkbox"/> Lack of motivation or confidence <input type="checkbox"/> Language barriers <input type="checkbox"/> Reduced mobility <input type="checkbox"/> Social isolation <input checked="" type="checkbox"/> Other > Pandemic
Strategies to overcome these barriers	In 2020/2021: The pandemic generated some trouble to engage the cooperation partner, caused by the unpredictable situation. So, the programme was offered with own trainees.
Critical factors for success	Dependence on a physical meeting, need for a familiar space, enough time (at least 2h), coffee and cookies.
Highlight	Community building! Underlining the fact that a library is a meeting space and is essential for the combination of social and informational needs.
Potential for further development	The format is very simple but works out well! So, the development would be to work with a variety of cooperation partners as well as a programming in terms of more special topics or thematic focuses.

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City	Berlin, Germany
Project titel	Käte-Tresenreuter-Haus (Centre for Self-help and Advice for Seniors)
Institution	Sozialwerk Berlin e. V.
Contact	sozialwerk@gmx.net , +49 30 89 110 - 51 or ending - 52
Project partners	Senate Department for Culture and Europe, Berlin
Links	-
Artistic field	<input type="checkbox"/> Crafts <input type="checkbox"/> Discourse <input type="checkbox"/> Fine Arts <input checked="" type="checkbox"/> Literature <input checked="" type="checkbox"/> Media <input checked="" type="checkbox"/> Music <input checked="" type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input checked="" type="checkbox"/> Other > Social exchange, Choir, Dance, Computer
Funding	Senate Department Berlin
Description	The Sozialwerk was founded 50 years ago, the house in the centre of Berlin was officially opened in 1983 and focuses on healthy nutrition, exercise and above all social contacts against isolation and loneliness.
Objectives	A large house (centre) for the elderly, run by 700 members and volunteers, open every day, including weekends.
Target group	50+
Barriers of participation	<input checked="" type="checkbox"/> Digital skills <input checked="" type="checkbox"/> Disabilities <input checked="" type="checkbox"/> Financial resources <input checked="" type="checkbox"/> Lack of motivation or confidence <input type="checkbox"/> Language barriers <input checked="" type="checkbox"/> Reduced mobility <input checked="" type="checkbox"/> Social isolation <input type="checkbox"/> Other
Strategies to overcome these barriers	Attracting elderly people, especially during the transition to retirement; developing their skills; organising thank-you events; promoting voluntary engagement.
Critical factors for success	COVID-19 pandemic
Highlight	-
Potential for further development	This project will become even more important in the future. Therefore, the number of staff will increase with 1 or 2 social workers one day. The current two main figures have been volunteering every day for 50 years.

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City	Berlin, Germany
Project title	Saitenlinde [Stringtree]
Institution	Leo Kestenberg Musikschule
Contact	kontakt@lkms.de , +49 30 902 776 967
Project partners	Seniorenamt des Bezirkes
Links	https://lkms.de/elementare-musikpaedagogik https://lkms.de/elementare-musikpaedagogik#Tischharfe
Artistic field	<input type="checkbox"/> Crafts <input type="checkbox"/> Discourse <input type="checkbox"/> Fine Arts <input type="checkbox"/> Literature <input type="checkbox"/> Media <input checked="" type="checkbox"/> Music <input type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input checked="" type="checkbox"/> Other > social exchange
Funding	Senate Department Berlin
Description	Group lessons and playing together with table harps.
Objectives	Active making music, maintaining the joy of learning, activities in a group, perceiving and respecting other people with their limitations, supporting and promoting participation and commitment, imparting knowledge.
Target group	55+, most participants are of advanced age.
Barriers of participation	<input type="checkbox"/> Digital skills <input checked="" type="checkbox"/> Disabilities <input checked="" type="checkbox"/> Financial resources <input type="checkbox"/> Lack of motivation or confidence <input type="checkbox"/> Language barriers <input checked="" type="checkbox"/> Reduced mobility <input type="checkbox"/> Social isolation <input type="checkbox"/> Other
Strategies to overcome these barriers	Courses free of charge, outreach work, analogue and online press work, purchase of instruments by music school, cooperation with senior facilities. In the future: accessibility in the rooms of the music school (financially not feasible at the moment).
Critical factors for success	Long-standing members leave the group for reasons of age, difficult travel and because of new participants.
Highlight	Cognitive training and appreciation of experience.
Potential for further development	Music therapy by music educators. This field lies unused or is left to the free market without quality assurance. Intergenerational learning must be strengthened.

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City	Berlin, Germany
Project title	Musik aktiv [music active]
Institution	Leo Kestenberg Musikschule
Contact	kontakt@lkms.de , +49 30 902 776 967
Project partners	Senior Citizens Home, Seniorenamt des Bezirkes
Links	https://lkms.de/elementare-musikpaedagogik https://lkms.de/ensembles#gesang-274 https://www.youtube.com/watch?v=_pOZG1zfmKo
Artistic field	<input type="checkbox"/> Crafts <input type="checkbox"/> Discourse <input type="checkbox"/> Fine Arts <input type="checkbox"/> Literature <input type="checkbox"/> Media <input checked="" type="checkbox"/> Music <input type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input checked="" type="checkbox"/> Other > social exchange
Funding	Senate Department Berlin
Description	Music and movement courses for the elderly
Objectives	Active making music (physical activity), maintaining the joy of learning, activities in a group, perceiving and respecting other people with their limitations, supporting and promoting participation and commitment, imparting knowledge, bringing the youngest and oldest members of society together.
Target group	55+
Barriers of participation	<input type="checkbox"/> Digital skills <input checked="" type="checkbox"/> Disabilities <input type="checkbox"/> Financial resources <input type="checkbox"/> Lack of motivation or confidence <input type="checkbox"/> Language barriers <input checked="" type="checkbox"/> Reduced mobility <input type="checkbox"/> Social isolation <input type="checkbox"/> Other
Strategies to overcome these barriers	Courses free of charge, outreach work, analogue and online press work, purchase of instruments by music school, cooperation with senior facilities. In the future: accessibility in the rooms of the music school (financially not feasible at the moment).
Critical factors for success	Long-standing members leave the group for reasons of age, difficult travel and because of new participants.
Highlight	Physical training.
Potential for further development	Music therapy by music educators. This field lies unused or is left to the free market without quality assurance. Intergenerational learning must be strengthened.

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City	Berlin, Germany
Project titel	Chor der Freude [Choir of Joy]
Institution	Leo Kestenberg Musikschule
Contact	kontakt@lkms.de , +49 30 902 776 967
Project partners	Senior Citizens' Recreation Center, Seniorenamt des Bezirkes
Links	https://lkms.de/elementare-musikpaedagogik https://lkms.de/ensembles#gesang-274 https://www.youtube.com/watch?v=_pOZG1zfmKo
Artistic field	<input type="checkbox"/> Crafts <input type="checkbox"/> Discourse <input type="checkbox"/> Fine Arts <input type="checkbox"/> Literature <input type="checkbox"/> Media <input checked="" type="checkbox"/> Music <input type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input checked="" type="checkbox"/> Other > Social exchange
Funding	Senate Department Berlin
Description	Choir including very old people
Objectives	Singing as an almost lifelong opportunity to make music.
Target group	55+, singers and singing enthusiasts
Barriers of participation	<input type="checkbox"/> Digital skills <input checked="" type="checkbox"/> Disabilities <input checked="" type="checkbox"/> Financial resources <input type="checkbox"/> Lack of motivation or confidence <input type="checkbox"/> Language barriers <input checked="" type="checkbox"/> Reduced mobility <input type="checkbox"/> Social isolation <input type="checkbox"/> Other
Strategies to overcome these barriers	Courses free of charge, outreach work, analogue and online press work, purchase of instruments by music school, cooperation with senior facilities. In the future: accessibility in the rooms of the music school (financially not feasible at the moment).
Critical factors for success	Long-standing members leave the group for reasons of age, difficult travel and because of new participants.
Highlight	Lifelong activity and appreciation.
Potential for further development	Music therapy by music educators. This field lies unused or is left to the free market without quality assurance. Intergenerational learning must be strengthened.

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City	Berlin, Germany
Project titel	1. Berliner OldieKidsChor
Institution	Leo Kestenberg Musikschule
Contact	kontakt@lkms.de , +49 30 902 776 967
Project partners	Senior Citizens' Recreation Center, Kindergarten, Seniorenamt des Bezirkes
Links	https://lkms.de/elementare-musikpaedagogik https://lkms.de/ensembles#gesang-274 https://www.youtube.com/watch?v=pOZG1zfmKo
Artistic field	<input type="checkbox"/> Crafts <input type="checkbox"/> Discourse <input type="checkbox"/> Fine Arts <input type="checkbox"/> Literature <input type="checkbox"/> Media <input checked="" type="checkbox"/> Music <input type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input checked="" type="checkbox"/> Other > Social exchange
Funding	Senate Department Berlin
Description	Choir for seniors without previous experience and young kids.
Objectives	Active making music, maintaining the joy of learning, activities in a group, and bringing the youngest and oldest members of society together.
Target group	Youngest and oldest members of society
Barriers of participation	<input type="checkbox"/> Digital skills <input checked="" type="checkbox"/> Disabilities <input checked="" type="checkbox"/> Financial resources <input type="checkbox"/> Lack of motivation or confidence <input type="checkbox"/> Language barriers <input checked="" type="checkbox"/> Reduced mobility <input type="checkbox"/> Social isolation <input type="checkbox"/> Other
Strategies to overcome these barriers	Courses free of charge, outreach work, analogue and online press work, purchase of instruments by music school, cooperation with senior facilities. In the future: accessibility in the rooms of the music school (financially not feasible at the moment).
Critical factors for success	Long-standing members leave the group for reasons of age, difficult travel and because of new participants.
Highlight	Intergenerational activity.
Potential for further development	Music therapy by music educators. This field lies unused or is left to the free market without quality assurance. Intergenerational learning must be strengthened.

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City	Berlin, Germany
Project title	Seniorennetz Berlin
Institution	AWO Landesverband Berlin e.V.
Contact	Melanie Thoma (Project Manager), melanie.thoma@awoberlin.de , +49 171 221 69 85
Project partners	Development and design office "place/making", District Office Mitte of Berlin – department for social affairs, Police Directorate 4, „LEBEN – PFLEGE – DIGITAL“ – competence centre of care 4.0, Consumer advice centre of Berlin
Links	www.seniorennetz.berlin/l/de
Artistic field	<input checked="" type="checkbox"/> Crafts <input type="checkbox"/> Discourse <input checked="" type="checkbox"/> Fine Arts <input checked="" type="checkbox"/> Literature <input checked="" type="checkbox"/> Media <input checked="" type="checkbox"/> Music <input checked="" type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input checked="" type="checkbox"/> Other > Social exchange
Funding	Revenues, member fees, donations, Senate Department Berlin
Description	The project consists of three main units: The Online platform where seniors can find different offers in all sectors, trips as well as consultations, everyday assistance, honorary posts etc. The Info-boxes as analogue contact points and local network for seniors. They point out the latest online offers and enable people without electronic devices, wireless internet or with low user knowledge to access the information. They are also places to learn and experiment (e.g. tablet courses for beginners).
Objectives	To offer specific information, to train and empower, to establish the Info-boxes as social spaces, to reach as many Berlin seniors as possible and involve them in low-threshold offer, to improve the social participation and reduce loneliness.
Target group	65+
Barriers of participation	<input checked="" type="checkbox"/> Digital skills <input type="checkbox"/> Disabilities <input type="checkbox"/> Financial resources <input checked="" type="checkbox"/> Lack of motivation or confidence <input type="checkbox"/> Language barriers <input type="checkbox"/> Reduced mobility <input type="checkbox"/> Social isolation <input type="checkbox"/> Other
Strategies to overcome these barriers	Services provided with low barriers, several languages, simple language. Info-boxes installed in selected & familiar leisure centers, advertised by fulltime and voluntary staff of these centers. Participation of the target group, especially with migrant background, survey about the expectations and orientation of the content, e.g. course modules about cyber security taught by a police officer (cooperation with the Berlin police).
Critical factors for success	Participation and use by the target group, professional project management, good communication, group of experts for further development und improvement (i. e. seniors, specialists in elderly care, partners), networking, transparency.
Highlight	-
Potential for further development	Designed for sustainability. Long term aim is to establish a Berlin-wide network for senior citizens. Need for this: fixed funding, good financial resources. All programme elements are immediately expandable.

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City	Berlin, Germany
Project title	Theater der Erfahrungen [theatre of experiences]
Institution	Nachbarschaftsheim Schöneberg e. V.
Contact	Eva Bittner, Johanna Kaiser, eva.bittner@nghs.de ; johanna.kaiser@ash-berlin.eu , +49 30 855 42 06
Project partners	Alice Salomon University Berlin, Neighbourhood centres, local activity points
Links	-
Artistic field	<input type="checkbox"/> Crafts <input type="checkbox"/> Discourse <input type="checkbox"/> Fine Arts <input type="checkbox"/> Literature <input type="checkbox"/> Media <input type="checkbox"/> Music <input checked="" type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input checked="" type="checkbox"/> Other > Social exchange
Funding	IFP Berlin, Senate Department Berlin, ESF (EU), BMEL, others
Description	The Theater der Erfahrungen is an amateur theatre company founded in 1980. Its original concept was to define a specific style for theatre based on the experiences of elderly people, their stories, their every-day-life and their political viewpoints. Today, the groups perform over 100 shows every year in Berlin, Germany and even in Europe. Cooperation projects with schools allow for intergenerational work where the participants find ways to talk and understand each other by acting together on stage.
Objectives	Focus on issues and experiences of the elderly.
Target group	Elderly, intergenerational and intercultural groups, students
Barriers of participation	<input checked="" type="checkbox"/> Digital skills <input checked="" type="checkbox"/> Disabilities <input checked="" type="checkbox"/> Financial resources <input type="checkbox"/> Lack of motivation or confidence <input checked="" type="checkbox"/> Language barriers <input checked="" type="checkbox"/> Reduced mobility <input checked="" type="checkbox"/> Social isolation <input type="checkbox"/> Other
Strategies to overcome these barriers	Specially in pandemic times: The company encourages elderly people to improve their digital skills and thus to tackle social isolation, especially for those people with reduced mobility. The theatre does this with creative online workshops, theatre plays, films and songs, with inclusive workshops and weekends for people with disabilities. They try to design the website in a more barrier-free way.
Critical factors for success	The company is constantly busy developing new strategies raising funding for its socio-cultural work with the elderly. They need expertise, but also a lot of time and money.
Highlight	Giving elderly people a strong creative voice so that they can use their lifelong experience to create theatre plays and bring it to a stage and to an audience.
Potential for further development	Societies grow older and the potentials of older people are very important for the cohesion of a country. Being creative in this field opens up many opportunities to articulate their issues and knowledge for younger and elderly people.

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City	Brighton & Hove, United Kingdom
Project title	Ageing Well Festival
Institution	Impact Initiatives
Contact	Caroline Ridley (CEO Impact Initiatives), caroline.ridley@impact-initiatives.org.uk
Project partners	Brighton & Hove City Council, Brighton and Hove Clinical Commissioning Group
Links	https://ageingwellfestival.org/
Artistic field	<input checked="" type="checkbox"/> Crafts <input checked="" type="checkbox"/> Discourse <input checked="" type="checkbox"/> Fine Arts <input checked="" type="checkbox"/> Literature <input checked="" type="checkbox"/> Media <input checked="" type="checkbox"/> Music <input checked="" type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input type="checkbox"/> Other
Funding	Same as partners

Description	Held in venues across Brighton & Hove the Ageing Well Festival is an annual two-week event with over 100 cultural activities and events to celebrate older people. The packed programme is commissioned by Brighton & Hove City Council, and delivered by voluntary organisations and local businesses. Each year it brings a mix of familiar favourites alongside new and exciting opportunities to try out and take part in or to enjoy – naturally with a high share of elderly performers in its programme.
Objectives	To celebrate the contributions older people make to their city. Also: create beautiful memories, try out and learn new things, meet like-minded people, be part of the community, promote and increase health and well-being, reduce loneliness and isolation, make activities easier to access.
Target group	50+, incl. those identified as most at risk of exclusion, experiencing a decline in their independence and wellbeing, or of being socially isolated (LGBT, BAME, 85+, people from areas with high level of deprivation, low income, people living alone).
Barriers of participation	<input type="checkbox"/> Digital skills <input type="checkbox"/> Disabilities <input checked="" type="checkbox"/> Financial resources <input checked="" type="checkbox"/> Lack of motivation or confidence <input type="checkbox"/> Language barriers <input checked="" type="checkbox"/> Reduced mobility <input checked="" type="checkbox"/> Social isolation <input type="checkbox"/> Other
Strategies to overcome these barriers	Single point of contact phone line, involvement of locations and businesses of daily life, positive and joyful vibes, no admission fees.
Critical factors for success	Wide participation of all groups of the elderly, participation of familiar and local businesspeople, use of multiple venues.
Highlight	Opportunity to make one's own contribution to the community and lifelong learning through cultural activities
Potential for further development	The festival grows from year to year with each successful celebration. It is already a big cultural event, but it can still become an even bigger attraction for the city.

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City	Brighton & Hove, United Kingdom
Project title	Community music projects
Institution	Brighton & Hove Music for Connection (formerly Open Strings Music)
Contact	Bela Emerson (Programme Manager), bela@musicforconnection.co.uk
Project partners	Ageing Well partners, Brighton & Hove City Council TSC, many venues & residential settings, other local CVS organisations
Links	www.musicforconnection.co.uk
Artistic field	<input type="checkbox"/> Crafts <input type="checkbox"/> Discourse <input type="checkbox"/> Fine Arts <input type="checkbox"/> Literature <input type="checkbox"/> Media <input checked="" type="checkbox"/> Music <input type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input type="checkbox"/> Other
Funding	National Health Service (NHS), Brighton & Hove City Council (BHCC)
Description	Brighton & Hove's specialist community music service for adults of all abilities to connect and create together for wellbeing and social inclusion.
Objectives	Creative engagement, immersion in present moment, joy, freeform non-verbal communication; participants feeling they belong and are making a genuine contribution to something meaningful.
Target group	Older people, people living with dementia, refugees, for adults wanting increased mental health and wellbeing
Barriers of participation	<input type="checkbox"/> Digital skills <input checked="" type="checkbox"/> Disabilities <input checked="" type="checkbox"/> Financial resources <input checked="" type="checkbox"/> Lack of motivation or confidence <input checked="" type="checkbox"/> Language barriers <input checked="" type="checkbox"/> Reduced mobility <input checked="" type="checkbox"/> Social isolation <input type="checkbox"/> Other
Strategies to overcome these barriers	A range of free accessible and creative sound- and music-based activities to help people connect, e.g. listening, found sound, open-tuned instruments, voices.
Critical factors for success	Participation, creative contribution, emotional regulation.
Highlight	Individuals of all musical confidence levels creating together as a group using a variety of sound sources to make a unique piece in the moment.
Potential for further development	Reaching more geographically-isolated people.

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City	Brighton & Hove, United Kingdom
Project title	HERA (Healing, Expressive and Recovery Arts)
Institution	Robin Hood Health Foundation
Contact	Emma Drew, emma@robinhoodhealth.org
Project partners	Creative Future, Diversity & Ability, The Old Market
Links	https://www.wellbn.co.uk/healing-arts/hera
Artistic field	<input type="checkbox"/> Crafts <input type="checkbox"/> Discourse <input checked="" type="checkbox"/> Fine Arts <input checked="" type="checkbox"/> Literature <input checked="" type="checkbox"/> Media <input checked="" type="checkbox"/> Music <input type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input checked="" type="checkbox"/> Other
Funding	Brighton & Hove City Council (BHCC), others
Description	Hera is a network of programmes and offers a creative participation programme across multiple artforms, led by professional creative practitioners, to support the health & wellbeing of people living with a range of health concerns. Activities happen in doctors' offices, at community venues across the city and online.
Objectives	Help people to be as well as they can be, connect with others, enjoy creative expression, develop confidence and new skills.
Target group	Adults including 65+
Barriers of participation	<input checked="" type="checkbox"/> Digital skills <input checked="" type="checkbox"/> Disabilities <input checked="" type="checkbox"/> Financial resources <input checked="" type="checkbox"/> Lack of motivation or confidence <input checked="" type="checkbox"/> Language barriers <input checked="" type="checkbox"/> Reduced mobility <input checked="" type="checkbox"/> Social isolation <input checked="" type="checkbox"/> Other
Strategies to overcome these barriers	Hera cooperates with AbilityNet (A digital world accessible to all) to provide the elderly with a 1-2-1 support concept with getting online. They also provide professional training for staff and freelancers. NHS Social Prescribing Link Workers working closely with the creative team to provide wraparound support around the social determinants of health, e.g. unsuitable housing, access to benefits and disease-specific support groups.
Critical factors for success	Repeat attendance – ensure a high quality experience for participants, also address access and support needs. As many of the referrals come from doctor's offices, Hera needs to make sure that NHS colleagues are up to date with the benefits of this work and know how to access it for their patients (via a single point of contact). Retaining continuity of skilled staffing, and a stable funding relationship with BHCC has been vital.
Highlight	"Artists Open House" exhibition in the Brighton Health & Wellbeing Centre waiting room on the topic of "Connection". As lockdown restrictions eased, older participants in the singing group elected to keep their group online as they had developed confidence with the technology and were able to continue to include those who are housebound.
Potential for further development	Raising awareness among clinicians of the powerful benefits of creativity for health & wellbeing for older people – both directly in terms of improved health outcomes and self-management capability, and indirectly in terms of reduced demand on general practitioners. Hera has been asked to help locations in other parts of the UK develop a 'Hera' model, and are awaiting funding decisions.

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City	Gothenburg, Sweden
Project title	Intergenerational Theater
Institution	Socialcentrum Goteborg, City of Gothenburg
Contact	Drude Björningstad Quinones (Organisation Developer), drude.bjorningstad.quinones@socialcentrum.goteborg.se +46 728 55 31 91
Project partners	Social Affairs Administration Centrum, City of Gothenburg, Generation meetings in the centre, The Intergenerational Theatre, Theatre Manager Jeanette Forslund
Links	www.youtube.com/watch?app=desktop&v=tt13LPN0L0
Artistic field	<input type="checkbox"/> Crafts <input type="checkbox"/> Discourse <input type="checkbox"/> Fine Arts <input type="checkbox"/> Literature <input type="checkbox"/> Media <input type="checkbox"/> Music <input checked="" type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input type="checkbox"/> Other
Funding	Social Affairs Administration Centrum, City of Gothenburg, Generationsmöten i centrum [Generations Meetings in the Centre], Ex writing scripts

Description	To make theatre in the concept of intergenerational context, with an ensemble of participants from 11 to 80+.
Objectives	Age integration is the key word. Based on an all-age perspective, equal interactions are made possible. Common interests such as theatre should be explored, it should be fun and thus prevent age segregation, isolation and loneliness - to strengthen health.
Target group	11 - 80+ years
Barriers of participation	<input type="checkbox"/> Digital skills <input type="checkbox"/> Disabilities <input type="checkbox"/> Financial resources <input checked="" type="checkbox"/> Lack of motivation or confidence <input type="checkbox"/> Language barriers <input type="checkbox"/> Reduced mobility <input checked="" type="checkbox"/> Social isolation <input type="checkbox"/> Other
Strategies to overcome these barriers	Personal meetings and contact with others.
Critical factors for success	Dependence on a physical meeting, need for a familiar space, enough time (at least 2h), coffee and biscuits.
Highlight	Everyone is welcome to join in on their own terms. Team member is a skilled and experienced theatre manager.
Potential for further development	Yes, to expand and invite more people to enter the group.

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City	Gothenburg, Sweden
Project title	The books are in the bag
Institution	Gothenburg City Library
Contact	Martin Holmquist, martin.holmquist@kultur.goteborg.se +46 728 567 409
Project partners	-
Links	www.vartgoteborg.se/kultur-o-fritid/70-plussare-far-hemleverans-av-bokkasse/
Artistic field	<input type="checkbox"/> Crafts <input type="checkbox"/> Discourse <input type="checkbox"/> Fine Arts <input checked="" type="checkbox"/> Literature <input type="checkbox"/> Media <input type="checkbox"/> Music <input type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input type="checkbox"/> Other
Funding	City of Gothenburg
Description	The seniors have been able to order a bag of library books that have been home delivered and picked up after six weeks. The service was free of charge and available for anyone older than 70 years who lives in the municipality of Gothenburg.
Objectives	The project is a service for seniors who have been quarantined in their homes during the COVID-19 pandemic. The objective is to give them access to library books and a meaningful activity in isolation.
Target group	70+
Barriers of participation	<input checked="" type="checkbox"/> Digital skills <input type="checkbox"/> Disabilities <input type="checkbox"/> Financial resources <input type="checkbox"/> Lack of motivation or confidence <input checked="" type="checkbox"/> Language barriers <input type="checkbox"/> Reduced mobility <input type="checkbox"/> Social isolation <input type="checkbox"/> Other
Strategies to overcome these barriers	For seniors with limited digital skills it has been possible to place an order by telephone
Critical factors for success	-
Highlight	The project has been very popular thanks to its simplicity. The act of borrowing books is something people are already used to and there is a big demand for it.
Potential for further development	Addressing seniors with mother tongues other than Swedish and promoting reading in the less wealthy parts of the city through outreach activities

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Best practice

City	Gothenburg, Sweden
Project titel	Visiting Art. An exhibition with printed artworks from the Gothenburg Museum of Art in retirement homes
Institution	Gothenburg Museum of Art
Contact	Linda Noreen, linda.noreen@kultur.goteborg.se +46 703 614 111
Project partners	Retirement home Gerdas gård
Links	https://www.youtube.com/watch?v=nCIIrPYBEPI
Artistic field	<input type="checkbox"/> Crafts <input type="checkbox"/> Discourse <input checked="" type="checkbox"/> Fine Arts <input type="checkbox"/> Literature <input type="checkbox"/> Media <input type="checkbox"/> Music <input type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input type="checkbox"/> Other
Funding	City of Gothenburg

Description	"Visiting art" was designed as a travelling exhibition. It consists of eight reproductions of famous works from the museum's collection that show animals and portraits. The educational ground is taken from Gothenburg's Art museums experience with people who are suffering from dementia, the "Meet me" tours. Due to the pandemic, people with dementia no longer had the possibility to visit the museum, so: When the elderly cannot come to the art, the art must come to the elderly.
Objectives	To reach the elderly in isolation with an art experience.
Target group	55+, and of advanced age.
Barriers of participation	<input type="checkbox"/> Digital skills <input checked="" type="checkbox"/> Disabilities <input type="checkbox"/> Financial resources <input type="checkbox"/> Lack of motivation or confidence <input checked="" type="checkbox"/> Language barriers <input checked="" type="checkbox"/> Reduced mobility <input checked="" type="checkbox"/> Social isolation <input type="checkbox"/> Other
Strategies to overcome these barriers	The subjects portraits and animals were chosen with the residents. The staff of the retirement home received an introduction to the "Meet me" project and the art historical context. Target was to meet the needs and to work with the ambassadors in the retirement homes.
Critical factors for success	The success factor is the cooperation with the staff at Gerdas gård. As well as the built-up knowledge of the museum that has been working with the target group - seniors and seniors with dementia - for long time.
Highlight	1 of 3 finalists in the "Educational project of the year" by FUISM (Swedish Society for Museum Education).
Potential for further development	The Museum now offers this travelling exhibition for other retirement homes in the city. New residents and personnel at retirement homes will be able to join the art experience.

Creative Ageing

Cultural Engagement Instead of Social Isolation

Best practice

City	Gothenburg, Sweden
Project titel	Life Filming
Contact	Sofia Tillman (Process Manager Social Sustainability), sofia.tillman@aldrevardotsorg.goteborg.se , + 46 31 368 00 97
Project partners	HDK Valand - University of Gothenburg, City of Gothenburg
Links	https://vimeo.com/552272913/17f5bad4df https://vimeo.com/552271662/b02605d47b https://vimeo.com/552271167/a2feedc830 https://visuellpraktik.se/pedagogiskt-material https://www.tandfonline.com/doi/full/10.1080/11038128.2018.1502345 https://extranet.who.int/agefriendlyworld/afp/life-filming-a-win-win-method/
Artistic field	<input type="checkbox"/> Crafts <input type="checkbox"/> Discourse <input type="checkbox"/> Fine Arts <input type="checkbox"/> Literature <input checked="" type="checkbox"/> Media <input type="checkbox"/> Music <input type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input type="checkbox"/> Other
Funding	Started as project, now part / method of ongoing activities in several institutions (previously: public funding for these formats).

Description	Initial project in 2014 was called “Life Filming – my life in pictures and film”. The project encouraged participants to explore and describe their individual lives by filming and / or taking photos of their surroundings. Storytelling through film has parallels to the growing research topic known as life writing (life-telling texts). Today, Life Filming has evolved into a method to learn more about digital tools and to have an impact by using film, together with film makers and elderly participants.
Objectives	Citizen participation, influence, media education.
Target group	60+
Barriers of participation	<input checked="" type="checkbox"/> Digital skills <input checked="" type="checkbox"/> Disabilities <input checked="" type="checkbox"/> Financial resources <input checked="" type="checkbox"/> Lack of motivation or confidence <input checked="" type="checkbox"/> Language barriers <input checked="" type="checkbox"/> Reduced mobility <input checked="" type="checkbox"/> Social isolation <input type="checkbox"/> Other
Strategies to overcome these barriers	Technology used should be simple and based on everyday technology such as mobile camera, tablet or digital camera. Technology should not become an obstacle – everyone should be able to use it. Participants can borrow tablets for the Life Filming workshops. They also receive basic courses in the use of digital tools. Exercises have been tested on all age groups – kids up to 100yr. Workshops has also been conducted together with people with physical and intellectual disabilities.
Critical factors for success	Personal guidance and support are necessary and must always be based on the conditions of the group and the individual.
Highlight	Giving everyone a voice: those who have difficulty or cannot express themselves verbally can express their opinions visually.
Potential for further development	To integrate the method more into the city's dialogue work, thus contribute to a deeper understanding and learning; not only for decision-makers and officials, but also between the residents.

Creative Ageing

Cultural Engagement Instead of Social Isolation

Best practice

City	Gothenburg, Sweden
Project title	SPELDAGS
Institution	Speldags Kulturförvaltningen Göteborg
Contact	Britt Ramsten, britt.ramsten@kultur.goteborg.se
Project partners	Cultural coordinators in the Health Care sector
Links	www.goteborg.se/speldags
Artistic field	<input type="checkbox"/> Crafts <input type="checkbox"/> Discourse <input type="checkbox"/> Fine Arts <input type="checkbox"/> Literature <input type="checkbox"/> Media <input checked="" type="checkbox"/> Music <input checked="" type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input type="checkbox"/> Other
Funding	The Cultural Department and the Administration for Elderly Care, Health and Welfare share the costs 80/20%

Description	Cross-sectorial cooperation with artists (singers, musicians, and other performing artists) touring in elderly care homes and meeting places. When the elderly no longer can visit public places with music and performing arts - the music and artists will come to them.
Objectives	Bringing in activity and fun, social gatherings and shared experiences, thus counteracting loneliness.
Target group	Elderly citizens and home residents.
Barriers of participation	<input type="checkbox"/> Digital skills <input checked="" type="checkbox"/> Disabilities <input type="checkbox"/> Financial resources <input type="checkbox"/> Lack of motivation or confidence <input type="checkbox"/> Language barriers <input checked="" type="checkbox"/> Reduced mobility <input checked="" type="checkbox"/> Social isolation <input type="checkbox"/> Other
Strategies to overcome these barriers	The involvement of the entire staff, from the bosses to the caretakers, in the implementation is a success every time.
Critical factors for success	Long term agreements between partners have established SPELDAGS since decades.
Highlight	Continuity and high-quality performances.
Potential for further development	Increasing the involvement of elderly people in programme development.

Creative Ageing

Cultural Engagement Instead of Social Isolation

Best practice

City	Gothenburg, Sweden
Project title	Dialogue Kulturhus Backaplan
Institution	City of Gothenburg / Urban Development
Contact	Lars Jonson (Development Manager, Cultural Department) lars.jonson@kultur.goteborg.se , +46 31 368 34 65, Camilla Lidholm (Project Manager), +46 31 368 13 19, camilla.lidholm@fastighet.goteborg.se
Project partners	City of Gothenburg in cooperation with artists
Links	https://stadsutveckling.goteborg.se/projekt/hisingen/backaplan
Artistic field	<input type="checkbox"/> Crafts <input type="checkbox"/> Discourse <input type="checkbox"/> Fine Arts <input type="checkbox"/> Literature <input type="checkbox"/> Media <input type="checkbox"/> Music <input type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input checked="" type="checkbox"/> Other > All
Funding	City of Gothenburg

Description	The Gothenburg district Backaplan is to be transformed from a commercial area with large paved surfaces into a densely built urban environment within the next 15-20 years. With a mix of housing, services, offices, culture and city shopping, Backaplan will transform into a new active and urban neighbourhood for all its citizens. The urban development plan includes methods to involve people and give them influence on the development. Therefore, elderly people, children, artists and designers are part of different co-creation processes. As a new cultural centre, Dialogue Kulturhus Backaplan is also part of this process.
Objectives	Creating a people-friendly, liveable and lovable neighbourhood where people can also influence their surroundings.
Target group	All citizens, in this case elderly people and children.
Barriers of participation	<input type="checkbox"/> Digital skills <input type="checkbox"/> Disabilities <input type="checkbox"/> Financial resources <input checked="" type="checkbox"/> Lack of motivation or confidence <input type="checkbox"/> Language barriers <input type="checkbox"/> Reduced mobility <input type="checkbox"/> Social isolation <input type="checkbox"/> Other
Strategies to overcome these barriers	Using creative methods developed by artists, the participants will be inspired to contribute with their experience and wishes for the future development of the area.
Critical factors for success	Time is a critical factor, as well as dedicated artists and other partners in cooperation.
Highlight	Artists engaged in city development processes contributes with different perspectives and methods for engagement and dialogue.
Potential for further development	The method can be replicated and also used to get input on city planning from different groups of citizens.

Creative Ageing

Cultural Engagement Instead of Social Isolation

Best practice

City	Gothenburg, Sweden
Project title	Outreach activities by the Maritime Museum and Aquarium
Institution	Gothenburg Maritime Museum and Aquarium
Contact	Sammy Lindfors (Head of Visitors Experience) Sammy.lindfors@kultur.goteobrg.se , +46 31 368 32 68
Project partners	-
Links	www.sjofartsmuseetakvariet.se/en/
Artistic field	<input type="checkbox"/> Crafts <input checked="" type="checkbox"/> Discourse <input type="checkbox"/> Fine Arts <input type="checkbox"/> Literature <input type="checkbox"/> Media <input type="checkbox"/> Music <input type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input checked="" type="checkbox"/> Other > history
Funding	City of Gothenburg
Description	The museum offers lectures outside their venue, where museum staff visit e.g. retirement homes.
Objectives	To offer an opportunity to engage with the Maritime Museum and Aquarium, to activate memories, stimulate dialogue about the maritime history of the city. The contribution from the participants also enriches the collection of stories for the museum.
Target group	People living in retirement homes, interested organizations etc.
Barriers of participation	<input checked="" type="checkbox"/> Digital skills <input checked="" type="checkbox"/> Disabilities <input type="checkbox"/> Financial resources <input checked="" type="checkbox"/> Lack of motivation or confidence <input type="checkbox"/> Language barriers <input checked="" type="checkbox"/> Reduced mobility <input checked="" type="checkbox"/> Social isolation <input type="checkbox"/> Other
Strategies to overcome these barriers	The activities take place in the retirement homes. The staff is very dedicated and open for dialogue with the participants.
Critical factors for success	Cooperation with the elderly and care homes, planning of time and resources.
Highlight	It is a concept that benefits both sides, as both of them the museum and the participants contribute through storytelling.
Potential for further development	With more resources in elder care, time and staff invested in culture, outreach activities could be expanded.

Creative Ageing

Cultural Engagement Instead of Social Isolation

Best practice

City	Leeuwarden, The Netherlands
Project titel	Lang Leve Kunst [Long Live Arts]
Institution	Lang Leve Kunst Fonds
Contact	info@langlevkunst.nl
Project partners	Fonds Sluyterman van Loo, Stichting RCOAK, Prins Bernhard Cultuurfonds, VSBfonds, Brentano's Steun des Ouderdoms
Links	https://www.langlevkunst.nl/
Artistic field	<input checked="" type="checkbox"/> Crafts <input checked="" type="checkbox"/> Discourse <input checked="" type="checkbox"/> Fine Arts <input checked="" type="checkbox"/> Literature <input checked="" type="checkbox"/> Media <input checked="" type="checkbox"/> Music <input checked="" type="checkbox"/> Performing Arts <input checked="" type="checkbox"/> Urban Arts <input checked="" type="checkbox"/> Other > all
Funding	Fonds Sluyterman van Loo, Stichting RCOAK, Prins Bernhard Cultuurfonds

Description	National funding programme for initiatives aimed at active art practice and participation by elderly people, launched in January 2021. The fund is the result of the Lang Leve Kunst programme where more than 500,000 elderly people have participated in its events. In these projects, elderly people practice art, e.g. performing, photography, painting or drawing, etc.
Objectives	The Lang Leve Kunst Fonds can give new projects a flying start, enabling other funders to get on board sooner and give older people quicker access to art and culture. It aims to ensure that in ten years there will be an adequate and inspiring range of arts activities for elderly people in all Dutch municipalities.
Target group	Project organisers with a target audience 50+
Barriers of participation	<input checked="" type="checkbox"/> Digital skills <input checked="" type="checkbox"/> Disabilities <input checked="" type="checkbox"/> Financial resources <input checked="" type="checkbox"/> Lack of motivation or confidence <input checked="" type="checkbox"/> Language barriers <input checked="" type="checkbox"/> Reduced mobility <input checked="" type="checkbox"/> Social isolation <input checked="" type="checkbox"/> Other > all
Strategies to overcome these barriers	Through funded individual projects.
Critical factors for success	Specific funding instruments that requires a simple application process, feasible programme requirements and easy access to information.
Highlight	Fund dedicated to the cultural activities of elderly people.
Potential for further development	Further funding opportunities for cultural offerings for elderly people.

Creative Ageing

Cultural Engagement Instead of Social Isolation

Best practice

City	Leeuwarden, The Netherlands
Project titel	Het Generatiehuis [the house of generations]
Institution	Stichting Het Generatiehuis
Contact	info@generatiehuis.nl
Project partners	-
Links	https://generatiehuis.nl
Artistic field	<input checked="" type="checkbox"/> Crafts <input checked="" type="checkbox"/> Discourse <input checked="" type="checkbox"/> Fine Arts <input checked="" type="checkbox"/> Literature <input checked="" type="checkbox"/> Media <input checked="" type="checkbox"/> Music <input checked="" type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input type="checkbox"/> Other
Funding	Dutch governmental culture fund of the Ministry of Education, Culture and Science

Description	Develops and organises cultural events in collaboration with various regional artists in Leeuwarden. Workshops in theatre, dance, visual arts and music, but also performances, exhibitions and neighbourhood orchestras. It offers knowledge exchange in the field of cultural participation of older people, e.g. through internships for students from educational institutions and other formats.
Objectives	Make arts and culture accessible to all.
Target group	18 - 118 years
Barriers of participation	<input type="checkbox"/> Digital skills <input type="checkbox"/> Disabilities <input type="checkbox"/> Financial resources <input type="checkbox"/> Lack of motivation or confidence <input type="checkbox"/> Language barriers <input type="checkbox"/> Reduced mobility <input checked="" type="checkbox"/> Social isolation <input checked="" type="checkbox"/> Other > Lack of connection between the generations and within the community
Strategies to overcome these barriers	Cross-sectoral collaboration between social services, care and culture. Bringing together people with the same interests from all generations who live not too far away from each other.
Critical factors for success	The aim is to have mixed groups, so it is a constant challenge to keep the groups diverse and open.
Highlight	That neighbours get to know each other through the activities and also meet and communicate outside the offer.
Potential for further development	More locations and offers to meet even more people's interests.

Creative Ageing

Cultural Engagement Instead of Social Isolation

Best practice

City	Leeuwarden, The Netherlands
Project titel	Dans op Recept [Dance on prescription]
Institution	
Contact	Marlien Seinstra, marlienseinstra@hotmail.com
Project partners	-
Links	https://dansoprecept.nl
Artistic field	<input type="checkbox"/> Crafts <input type="checkbox"/> Discourse <input type="checkbox"/> Fine Arts <input type="checkbox"/> Literature <input type="checkbox"/> Media <input type="checkbox"/> Music <input checked="" type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input type="checkbox"/> Other
Funding	Divers public & private funding, individual settlement by health insurance funds

Description	The professional dance instructors at Dans op Recept offer weekly dance classes - especially for people with Parkinson's disease, non-congenital brain damage or chronic pain. Because dancing together relaxes, connects and shows what the individual body is capable of. Awarded with the national “&Award” in 2020 (Diversity & Inclusion).
Objectives	Dans op Recept wants to spread low-threshold dance classes throughout Friesland. The programme works from everyone's potential and always take into account any limitations (no experience necessary). The goal of the lessons is to improve the quality of life through movement and fun.
Target group	Physically impaired persons but also caregivers, friends and family are welcome.
Barriers of participation	<input type="checkbox"/> Digital skills <input checked="" type="checkbox"/> Disabilities <input type="checkbox"/> Financial resources <input type="checkbox"/> Lack of motivation or confidence <input type="checkbox"/> Language barriers <input type="checkbox"/> Reduced mobility <input type="checkbox"/> Social isolation <input type="checkbox"/> Other
Strategies to overcome these barriers	Addressing the relevant participants also through medical staff and health insurers. Cross-sectoral collaboration between health and culture.
Critical factors for success	Complicated accounting modalities with the health insurances make implementation difficult. Understanding it as a cultural offer rather than a purely physical rehabilitation exercise would be very important.
Highlight	Participants indicate that they feel fitter. They gain self-confidence, have fun, make contact with others and discover what their bodies are still capable of.
Potential for further development	The potential is huge. E.g. a cross-sectoral approach by medical ambassadors can reach people who have had little or no access to cultural offerings so far. Greater involvement of caregivers would enable them to integrate smaller activities by themselves with elderly residents in homes. So Dans op Recept could be a long-term motivator, knowledge provider and integrator.

Creative Ageing

Cultural Engagement Instead of Social Isolation

Best practice

City	Munich, Germany
Project title	DanceOn 60+
Institution	DanceOn 60+ c/o Kulturator Gute-Dinge-Stiftung
Contact	Ralf Otto, +49 (0) 151 179 73 804, ralf.otto@dance-on.de
Project partners	Andrea Marton & Ralf Otto
Links	www.andrea-marton.de/was-ist-danceon60plus/
Artistic field	<input type="checkbox"/> Crafts <input type="checkbox"/> Discourse <input type="checkbox"/> Fine Arts <input type="checkbox"/> Literature <input type="checkbox"/> Media <input type="checkbox"/> Music <input checked="" type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input checked="" type="checkbox"/> Other > Inclusive dance
Funding	Fonds Soziokultur, Department of Arts and Culture / Munich, Bürgerstiftung München, The Power of the Arts

Description	DanceOn60+ started in 2019 as an inclusive contemporary dance project for seniors to engage a diverse group of people. This group dances with the guidance of professional dance artists and improvised live piano music. A festive get-together in a cultural venue with coffee and cake during the break. Digital and hybrid high quality formats have been developed under COVID-19. With these different formats, DanceOn60+ can now respond to a wide range of challenges.
Objectives	Engage senior citizens in a contemporary dance project, who don't find access to cultural offers easily or at all. For making new friends, opening-up for creative self-expression, the joy of dance, self-confidence and the improvement of quality of life.
Target group	Senior citizens with or without disabilities, many of them with low financial resources, living alone or in nursing homes.
Barriers of participation	<input checked="" type="checkbox"/> Digital skills <input checked="" type="checkbox"/> Disabilities <input checked="" type="checkbox"/> Financial resources <input checked="" type="checkbox"/> Lack of motivation or confidence <input type="checkbox"/> Language barriers <input checked="" type="checkbox"/> Reduced mobility <input checked="" type="checkbox"/> Social isolation <input type="checkbox"/> Other
Strategies to overcome these barriers	Many hours of volunteer work to reach the target group, including hours of phone calls, personal conversations, training of caregivers and verbal explanations.
Critical factors for success	Training the cooperating team to develop skills and qualified ways for inclusive dance, e.g. the DanceAbility method. Also, a lasting one-to-one contact and a long-term perspective are key!
Highlight	The interaction between the improvisation of the pianist and the movements of the dancers brings a new approach and quality to dance education.
Potential for further development	DanceOn60+ has many ideas for expansion and is looking for ways to make its services accessible to as many people as possible and to also make it financially achievable. In addition to interesting international links and projects, DanceOn 60+ also focuses on professional qualification methods, and further training for caregivers and nursing staff.

Creative Ageing

Cultural Engagement Instead of Social Isolation

Best practice

City	Munich, Germany
Project title	Kultur.vor.Ort [Culture on Site]
Institution	KulturRaum München e. V.
Contact	Sabine Ruchlinski, ruchlinski@kulturraum-muenchen.de , +49 89 552 671 85
Project partners	Many social institutions, "Die Tafel" food bank
Links	https://www.youtube.com/results?search_query=Kulturraum+M%C3%BCnchen
Artistic field	<input checked="" type="checkbox"/> Crafts <input type="checkbox"/> Discourse <input checked="" type="checkbox"/> Fine Arts <input type="checkbox"/> Literature <input type="checkbox"/> Media <input checked="" type="checkbox"/> Music <input checked="" type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input type="checkbox"/> Other
Funding	Department of Arts and Culture / Munich, Beisheim Stiftung, donations

Description	KulturRaum invites people with low incomes to participate in cultural life in various ways: Volunteers on site, e.g. at food banks and lunch tables, invite people to cultural events within Munich such as theatre plays, concerts, dance or literary events. The cultural partners give away the tickets free of charge for this purpose. Volunteer "Culture buddies" accompany people to cultural events to establish contact and make the experience even more special. Furthermore, professional artists play or perform on site to inspire people to participate in culture and empower them to become creative themselves. E.g. activities for children whose parents have to wait in line at the food bank.
Objectives	Bring culture to people with low incomes, invite them to cultural events, encourage their participation in social and cultural life.
Target group	People in low-income situations (high rate of elderly in Munich)
Barriers of participation	<input checked="" type="checkbox"/> Digital skills <input checked="" type="checkbox"/> Disabilities <input checked="" type="checkbox"/> Financial resources <input checked="" type="checkbox"/> Lack of motivation or confidence <input checked="" type="checkbox"/> Language barriers <input checked="" type="checkbox"/> Reduced mobility <input checked="" type="checkbox"/> Social isolation <input type="checkbox"/> Other
Strategies to overcome these barriers	Face-to-face conversation, telephone calls, simplified language, interpreters, information flyers.
Critical factors for success	It's essential to build trust by being on site regularly and talking to people personally and, whenever possible, in their native languages. It's also important to create a positive atmosphere and a good personal mood with live music or craft offers.
Highlight	A new choir has formed, which now rehearses weekly and performs regularly at food banks to motivate others to sing. There is a monthly café where people can meet and enjoy small concerts together. Most important: coffee and cake for free!
Potential for further development	There are many more so far unused locations for such activities in the city districts. Also, the range of cultural genres can be expanded (e.g. with dance, art, media).

Creative Ageing

Cultural Engagement Instead of Social Isolation

Best practice

City	Munich, Germany
Project title	Digitale Hilfe [digital help]
Institution	KulturRaum München e. V.
Contact	Sabine Ruchlinski, ruchlinski@kulturraum-muenchen.de , +49 89 552 671 85
Project partners	PIXEL München c/o Medienzentrum München des JFF, Department of Arts and Culture / Munich
Links	https://www.kulturraum-muenchen.de/kulturraum-plus/digitale-hilfe/
Artistic field	<input type="checkbox"/> Crafts <input type="checkbox"/> Discourse <input type="checkbox"/> Fine Arts <input type="checkbox"/> Literature <input checked="" type="checkbox"/> Media <input type="checkbox"/> Music <input type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input type="checkbox"/> Other
Funding	Department of Arts and Culture / Munich, donations
Description	During COVID-19, the phone agents from KulturRaum learned that many elderly people have equipped themselves with digital devices to stay in touch with their family and friends. However, many lacked the knowledge to set up and use their devices properly. So digital help was created as free support from experts who explain how to use apps, set up an email address or access certain websites. They also cover how to use digital devices in daily life and other help on basic digital issues.
Objectives	Making digital life easier and accessible for all, additionally improving access to cultural offerings and events online.
Target group	People with little digital experience (high rate of elderly).
Barriers of participation	<input checked="" type="checkbox"/> Digital skills <input type="checkbox"/> Disabilities <input type="checkbox"/> Financial resources <input type="checkbox"/> Lack of motivation or confidence <input type="checkbox"/> Language barriers <input type="checkbox"/> Reduced mobility <input type="checkbox"/> Social isolation <input type="checkbox"/> Other
Strategies to overcome these barriers	The service is available on site or by phone. Focus is on inexperienced people, using simple language, including the native language wherever possible.
Critical factors for success	Respectful treatment, relaxed approach and understanding for every issue.
Highlight	One-to-one contact and eureka moments for the users.
Potential for further development	The programme can be expanded to include workshops with digital courses and seminars. An internet café could also make it easier to gain new digital experiences and to network with others.

Creative Ageing

Cultural Engagement Instead of Social Isolation

Best practice

City	Munich, Germany
Project title	Alten- und Service-Zentren (ASZ)
Institution	Department of Social Services / Munich
Contact	Help in old age, regarding care and support, +49 89 233 683 58
Project partners	a cooperation between the City of Munich with voluntary welfare organisations and associations
Links	www.muenchen.de/asz
Artistic field	<input checked="" type="checkbox"/> Crafts <input checked="" type="checkbox"/> Discourse <input checked="" type="checkbox"/> Fine Arts <input checked="" type="checkbox"/> Literature <input type="checkbox"/> Media <input checked="" type="checkbox"/> Music <input checked="" type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input type="checkbox"/> Other
Funding	City of Munich

Description	There are 32 elderly and service centres in Munich. The concept of the ASZ, which is unique in Germany, combines preventive and caring services. It offers counselling by socio-educational professionals and concrete help for all elderly people in the district as well as for people from their private environment. In addition to other practical help, there is a wide range of groups and courses, physical activity, languages, creativity, leisure and culture, biography circles and discussions as well as social events, which help to build up and maintain social contacts. In addition, intercultural and culture-specific offers for migrants and intergenerational events.
Objectives	Strengthening and preserving independence, support in remaining in one's own home environment, strengthening and maintaining mental and physical health, avoiding loneliness, isolation and exclusion.
Target group	Elderly people and also residents in nursing homes.
Barriers of participation	<input type="checkbox"/> Digital skills <input checked="" type="checkbox"/> Disabilities <input checked="" type="checkbox"/> Financial resources <input type="checkbox"/> Lack of motivation or confidence <input checked="" type="checkbox"/> Language barriers <input checked="" type="checkbox"/> Reduced mobility <input checked="" type="checkbox"/> Social isolation <input type="checkbox"/> Other
Strategies to overcome these barriers	Involvement of volunteers, guidance for family members, home visits, on-site services, qualified professionals, well-developed services at over 32 locations in Munich in attractive, barrier-free accessible spaces, easily accessible by public transport.
Critical factors for success	Long-term planning and financing
Highlight	Successfully on the move for people for over 40 years, nationwide unique in diversity and structure.
Potential for further development	The ASZ has been well-established for a long time. In order to constantly develop the service, an open mindset is still necessary to adapt to the times and the people.

Creative Ageing

Cultural Engagement Instead of Social Isolation

Best practice

City	Ostend, Belgium
Project titel	ODILE (elderly Ostend, read and learn digitally)
Institution	Bibliotheek Ostend
Contact	Goedroen Verduyn, Goedroen.Verduyn@oostende.be
Project partners	CultuurConnect, students of social work, Red Cross
Links	https://Ostend.bibliotheek.be/e-boeken?theme=25
Artistic field	<input type="checkbox"/> Crafts <input type="checkbox"/> Discourse <input type="checkbox"/> Fine Arts <input checked="" type="checkbox"/> Literature <input checked="" type="checkbox"/> Media <input type="checkbox"/> Music <input type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input type="checkbox"/> Other
Funding	City of Ostend
Description	ODILE started to find out if e-books are appealing to the senior citizens group. An e-book service can be a good solution for older people who are less mobile and simplifies access to library content. The project was designed according to the ideas and needs of the elderly. For this reason, the library then offered English-language e-books.
Objectives	Keeping older people reading, strengthening existing knowledge, addressing diverse groups and as a side effect improving digital skills.
Target group	50+
Barriers of participation	<input checked="" type="checkbox"/> Digital skills <input type="checkbox"/> Disabilities <input type="checkbox"/> Financial resources <input type="checkbox"/> Lack of motivation or confidence <input checked="" type="checkbox"/> Language barriers <input checked="" type="checkbox"/> Reduced mobility <input type="checkbox"/> Social isolation <input type="checkbox"/> Other
Strategies to overcome these barriers	Involvement of ambassadors, the target group, caregivers, library staff and volunteers, loan of e-reading devices, cooperation with external professionals and organisations.
Critical factors for success	Involving internal and external people! Beyond the already mentioned target group and staff, the involved students of social work recommended the separation into a purely technical and a content-related lending team - which only made the success possible. Also the involvement of the Red Cross as an internationally active cooperation partner, so far without an e-reading offer, but with close contact to the target group.
Highlight	Library team members were involved in the development of the offer. It gave an extraordinary boost to the motivation, awareness and team spirit of the staff and also promoted employee satisfaction.
Potential for further development	Extension to a Dutch service with e-books, allowing the library to offer the service without additional costs.

Creative Ageing

Cultural Engagement Instead of Social Isolation

Best practice

City	Ostend, Belgium
Project titel	Summer Library
Institution	Bibliotheek Ostend
Contact	Goedroen Verduyn, Goedroen.Verduyn@oostende.be
Project partners	-
Links	-
Artistic field	<input type="checkbox"/> Crafts <input type="checkbox"/> Discourse <input type="checkbox"/> Fine Arts <input checked="" type="checkbox"/> Literature <input type="checkbox"/> Media <input type="checkbox"/> Music <input type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input type="checkbox"/> Other
Funding	City of Ostend
Description	Intergenerational corona proof summer activities outside in open spaces. E.g. Reading and discussion sessions with highlighted current literature, aspects of the library and its collection.
Objectives	The aim was to stay in touch with readers and provide further social interaction without violating contact restrictions. It is also meant to counteract social isolation.
Target group	Open for everyone
Barriers of participation	<input type="checkbox"/> Digital skills <input type="checkbox"/> Disabilities <input type="checkbox"/> Financial resources <input type="checkbox"/> Lack of motivation or confidence <input type="checkbox"/> Language barriers <input type="checkbox"/> Reduced mobility <input checked="" type="checkbox"/> Social isolation <input checked="" type="checkbox"/> Other > social contact restriction
Strategies to overcome these barriers	Meetings in small groups outside the library in public open spaces.
Critical factors for success	Good communication and registration process.
Highlight	A lot of outdoor activities and fresh air.
Potential for further development	Can be an outreach project for any year.

Creative Ageing

Cultural Engagement Instead of Social Isolation

Best practice

City	Ostend, Belgium
Project titel	The Forgotten Orchestra
Institution	Bibliotheek Ostend
Contact	Goedroen Verduyn, Goedroen.Verduyn@oostende.be
Project partners	-
Links	The changemaker method: http://river-cities.net/river/edu_platform/our-changemaking-methodology-the-business-model-canvas
Artistic field	<input type="checkbox"/> Crafts <input type="checkbox"/> Discourse <input type="checkbox"/> Fine Arts <input type="checkbox"/> Literature <input type="checkbox"/> Media <input checked="" type="checkbox"/> Music <input type="checkbox"/> Performing Arts <input type="checkbox"/> Urban Arts <input type="checkbox"/> Other
Funding	City of Ostend

Description	The Forgotten orchestra is a project about including people with dementia in the activities of the library. A new, and not obvious, target group where the library can use their archives of vinyl and music to temporarily bring back memories in music sessions for seniors with dementia, either from the music archives or self-played music. Library staff developed the project with the changemaker method together with caregivers and dementia patients.
Objectives	Audience development, expansion of the target groups and use of the library's music archive, underlining the library as a 3rd place for all.
Target group	Dementia patients, friends and family members
Barriers of participation	<input type="checkbox"/> Digital skills <input checked="" type="checkbox"/> Disabilities <input type="checkbox"/> Financial resources <input type="checkbox"/> Lack of motivation or confidence <input checked="" type="checkbox"/> Language barriers <input type="checkbox"/> Reduced mobility <input checked="" type="checkbox"/> Social isolation <input type="checkbox"/> Other
Strategies to overcome these barriers	Using music as a common language and bringing back memories and stories.
Critical factors for success	First listen to the target group, build trust and reduce nervousness. Then develop a project plan.
Highlight	Library team members were involved in the development of the offer. Staff members were able to contribute their skills and gain new experience in reverse. It gave an extraordinary boost to the motivation, awareness and team spirit of the staff and also promoted employee satisfaction. Also, the library's record collection triggered memories, so the elderly shared stories from their lives, which were written down by a journalist.
Potential for further development	The changemaker method and the Forgotten Orchestra were part of the learnings and implementations within the EU project "I_IMPORVE".

Creative Ageing

Cultural Engagement Instead of Social Isolation

Best practice

City	Ostend, Belgium
Project titel	SAIL - Stay Active and Independent for Longer in the 2 Seas Area
Institution	City of Ostend
Contact	Margot Tempelman, project lead, HZ University of Applied Sciences, m.tempelman@hz.nl
Project partners	NV Economische Impuls Zeeland, SMWO/SportZeeland, Norfolk County Council, AFEJI, Université de Picardie Jules Verne, GGD Zeeland, Westtoer, Bournemouth University Higher Education Corporation, Stadsbestuur Ostend
Links	https://www.interreg2seas.eu
Artistic field	<input checked="" type="checkbox"/> Crafts <input checked="" type="checkbox"/> Discourse <input checked="" type="checkbox"/> Fine Arts <input checked="" type="checkbox"/> Literature <input checked="" type="checkbox"/> Media <input checked="" type="checkbox"/> Music <input checked="" type="checkbox"/> Performing Arts <input checked="" type="checkbox"/> Urban Arts <input checked="" type="checkbox"/> Other > all
Funding	City of Ostend
Description	Coastal regions in the 2 Seas Area have to deal with specific challenges in relation to ageing as they are confronted with a particular mix of ageing people. This not only includes local elderly, but also the influx of ageing newcomers and visitors of an increasing average age. As this population puts pressure on health and social care systems, it is essential to enable them to stay active and independent for longer, to improve their wellbeing and quality of life to reduce costs and pressures on care systems.
Objectives	Stimulate active ageing and longer independent living by identifying new ways of helping people remain independent for longer, more self-reliant and less dependent on traditional health care and social care services.
Target group	65+
Barriers of participation	<input checked="" type="checkbox"/> Digital skills <input checked="" type="checkbox"/> Disabilities <input checked="" type="checkbox"/> Financial resources <input checked="" type="checkbox"/> Lack of motivation or confidence <input checked="" type="checkbox"/> Language barriers <input checked="" type="checkbox"/> Reduced mobility <input checked="" type="checkbox"/> Social isolation <input checked="" type="checkbox"/> Other > all
Strategies to overcome these barriers	Cross-sectoral approach incl. elderly and service providers, health and social innovation, affecting also cultural activities.
Critical factors for success	Cooperation and cross-border development of the pilot projects, so that new ideas and methods can be established.
Highlight	10 pilots in the partner regions under two themes (movement & wellbeing).
Potential for further development	Transfer of the outputs and the knowledge into follower communities.