

REPORT

Project Summary

VOLUNTEERING

CONNECTS GENERATIONS



Model: implementing intergenerational activities



**Poznan-Oslo
2024-2025**

NorSensus
MEDIAFORUM

VOLUNTEERING

CONNECTS GENERATIONS

WOLONTARIAT

ŁĄCZY POKOLENIA

FRIVILLIGHET

FORENER GENERASJONER



A partnership project implemented as part of the "Initiative for Intergenerational Cooperation - BeFORme" competition, financed by the Bilateral Cooperation Fund.



Together we work for a green, competitive and inclusive Europe!



**Report prepared in 2024-2025 as part of the VOLUNTEERING
CONNECTING GENERATIONS project implemented by:**

Stowarzyszenie Centrum Rozwoju
Edukacji Obywatelskiej CREO
ul. Kochanowskiego 8A/2
60-845 Poznań
www.centrumcreo.pl



Norsensus Mediaforum (Norway)
Rådhusgata 20
0151 Oslo
www.norsensus.no



1. Introduction to the project – what are the genesis and motives for the implementation and the goals of the project

Project partners and project origins

The genesis of the project stems from the fruitful cooperation of partners from Poland and Norway in the implementation of projects financed by the Norwegian and EEA Funds "We act for the climate!" (2022-2023) and " We turn on ZERO WASTE!" (2022-2024). While implementing projects aimed mainly at young people, we realized how great the needs related to strengthening intergenerational relations are. The idea for the project resulted from a simple conclusion - young people are increasingly moving away from their grandparents. We meet less and less often, family relationships are loosening. The rapidly changing world and the barriers of modern technologies do not help either. We also saw the potential for further cooperation and mutual learning from each other on the Poland-Norway line.

**Association of the Center for the
Development of
Civic Education CREO**



Country: POLAND

Headquarters:

Kochanowskiego 8A/2
60-845 Poznań
www.centrumcreo.pl

Norsensus Mediaforum



Country: NORWAY

Headquarters:

Rådhusgata 20
0151 Oslo
www.norsensus.no

The main objective of the project

The main substantive objective of the project was to build the social capital of local communities in Poland and Norway by increasing the active participation of citizens (both young and senior citizens) in the life of local communities in both countries and strengthening intergenerational integration and bilateral cooperation between Poland and Norway.

The aim of bilateral cooperation was to achieve synergy through the exchange of good practices in areas where the entities – CREO Association and Norsensus Mediaforum – have complementary resources of skills and experience and implement joint activities within the project.

Specific objectives of the project

1. Raising the level of knowledge and skills in planning, implementing and disseminating the results of intergenerational activities.

This goal was achieved, among others, by:

- Study visits to Poland and Norway and exchange of experiences, sharing own materials with partners (including translated scenarios, educational games WOLKODUCHY and MAMY PLAN).
- On-line monitoring meetings organised throughout the project implementation period, combined with exchange of good practices.
- Mutual visits to Poland and Norway, also as part of intergenerational events (Mobile Intergenerational Integration Centres).
- Comprehensive activities aimed at promoting and disseminating the project results, including: information on websites, promotion in the media and social media, preparation of film materials.
- Creation of a package of substantive materials, such as a publication describing the model for implementing intergenerational classes based on the innovative solution of the MOBILE CENTER FOR INTERGENERATIONAL INTEGRATION, lesson plans for coordinators, lesson plans for children and seniors, presentations, educational materials, films, translation and printing of the board games WILKODUCHY and JA MAM PLAN in Norwegian and English, development of the intergenerational integration game CONNECTING GENERATIONS.

2. Activation of local communities in Poland and Norway

This goal was achieved, among others, by:

- Purchase of necessary materials and equipment for the implementation of events (purchase of old age suits and senior disease simulators for organizations from Norway, purchase of tents and equipment for the Mobile Center for Intergenerational Integration from Poland).
- Preparation of intergenerational group coordinators.
- Implementation of the MOBILE CENTRE FOR INTERGENERATIONAL INTEGRATION and implementation of intergenerational volunteering initiatives and intergenerational social campaigns.

How did we achieve this goal in practice?

- Representatives of different age groups (seniors and youth) had the opportunity to get to know each other better and integrate (during events called MOBILE CENTERS FOR INTERGENERATIONAL INTEGRATION), establish cooperation and undertake intergenerational activities for the local community as part of the implementation of intergenerational volunteering initiatives.

- In addition, the activation of youth groups took place thanks to the organisation of intergenerational social campaigns that break age stereotypes and motivate leaders to take on local leadership.
- By implementing the project, we helped to combat age stereotypes, build intergenerational bonds between specific representatives of senior and youth groups, and encouraged the implementation of grassroots initiatives in local communities for the benefit of communities in Poland and Norway,
- Thanks to this, the project was a way to fill the gaps in intergenerational initiatives in both Poland and Norway.

Let the participants speak

Below are some sample impressions of younger and older participants of our Polish intergenerational events as part of the project:

"Before meeting seniors, I had no idea that older people could be so nice"

"The classes brought us closer together. And it was great fun"

"Workshops with an old age suit for young people and classes for seniors with VR goggles imitating the activities of young people - allowed us to get to know each other better"

"What we liked the most was the magician's show, the photo booth and the intergenerational game full of emotions and surprising conclusions about how much we have in common"

"We are very similar. More similar than I thought"

"At first, I was surprised at the senior home. I thought that seniors only sat in armchairs and knitted, that they were only locked up in their four walls. Of course not! The seniors from the senior home were open, smiling and happy!"

"It's great that, in addition to having fun together, we could do something together for others. The hand-decorated baubles we prepared during the intergenerational initiative were given as a Christmas gift to people in need in our city."

"We talked to seniors. We looked at the world through their eyes."

"For me it was a very nice experience to see what the future holds for us young people"

"We talked with the youth about what life was like in our generation and theirs. How we spent our childhood and how they spend it today in a completely different way. We also learned what the young dream of."

"With those goggles – God, what beautiful views! I'm enjoying it! I liked it!"

Project target groups

The target groups of the activities included:

- **Intergenerational group coordinators**

In the case of youth group coordinators, these were usually teachers who supervised the school volunteer club or teachers who looked after the school dormitory. In the case of senior group coordinators, these were: carers in the Social Welfare Homes, the Manager of the Senior Home and a senior coordinating the activities of the local senior club.

In total, we engaged 12 people (6 people in Poland and 6 people in Norway).

- **Intergenerational groups**

The project created 6 intergenerational teams – 3 teams in Poland and 3 in Norway. The average size of each intergenerational team was at least 20 people, including at least 10 seniors over 65 years of age and at least 10 teenagers up to 20 years of age)

- **Local communities**

An important target group of our activities aimed at promoting the project and popularizing its results in the context of, among others, intergenerational social campaigns, were local communities. In a narrower sense – school communities appropriate for youth groups involved in the project. In a broader context – the community of a given town, estate or district.



2. Project scope – what did we manage to accomplish?

Study visits to prepare for the project implementation

As part of the preparatory stage, we carried out two study visits lasting several days. The first one took place in Oslo, Norway, in early July 2025, and the second one took place in Poznań, Poland, in mid-September 2025. The main goal of both visits is to thoroughly prepare for the implementation of the project, including planning the creation of scenarios and programs of intergenerational activities. We also shared our know-how – Norwegians introduced Polish partners to the intricacies of online promotion and the CREO team organized workshops for Norwegians with an old age suit. We spent a lot of time working together on the creation of an intergenerational game – CONNECTING GENERATIONS. The visits also had an important integration aspect and brought the teams of both organizations closer together.

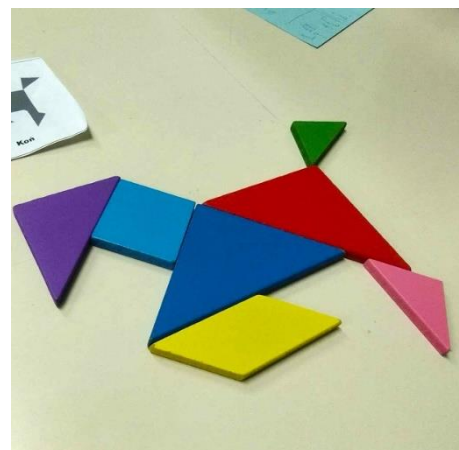


Creating educational materials

Comprehensive preparation of educational materials was one of the most important stages of the project. The success of the planned field activities and cooperation with intergenerational groups active in local communities was to depend on the development of original materials, such as scenarios and event programs. Another huge challenge was to prepare from scratch the intergenerational game ŁĄCZYMY POKOLENIA, which was the culmination of events carried out as part of the Mobile Centers for Intergenerational Integration.

As part of the task related to creating educational materials, we completed:

- **New intergenerational game CONNECTING GENERATIONS** - The aim of the game is for players to get to know each other, create and strengthen their relationships through interactions and cooperation in intergenerational teams. By talking about their own experiences, sharing knowledge, values and telling others about their own interests (which may turn out to be both common and different for the participants), players learn that diversity is strength, and that conversation and cooperation lead to better mutual understanding. In order to achieve the goal of the game, participants are given a task to perform - combined in intergenerational teams, they have to recreate a selected tangram pattern, using a total of 7 blocks of this simple puzzle. The task is won by the team that collects all the blocks and is the first to arrange the indicated pattern. The game enters the final effect when the last team arranges their puzzle. The game ends with a conversation summarizing what the participants have learned about themselves. The game combines integration and educational elements, teaches logical thinking, active listening and teamwork. Taking part in the game allows participants from different generations to get to know each other better and build a relationship based on mutual respect and understanding that transcends the barriers of age and stereotypes.



An important element of the game's development were team study meetings and testing of the game on an intergenerational focus group :



- **Development of scenarios:**

- **Scenario workshops for coordinators of intergenerational groups** – containing information to prepare coordinators of senior and youth volunteer groups to conduct activities in intergenerational volunteer groups.
- **Scenario workshops for seniors with VR goggles** - the workshop programme is based on the possibility for seniors to take part in classes using VR goggles, including viewing VR materials created as part of the project and allowing seniors to move into the world of young people and thus experience various activities undertaken by young people (e.g. rope park, bicycle, motor glider).
- **Scenario workshops for young people with an old age suit** - contains important information that brings young people closer to the old age period and allows them to feel the role of older people. The scenario includes an introduction to the practical part, in which participants put on a special old age simulator that allows young people to feel like a senior, to make it easier for them to realize what older people struggle with every day.
- **Program Mobile Center for Intergenerational Integration** specifying objectives, number of participants, methods, materials and tools used, preparation for the event and possible forms/variants of the event, containing a detailed event programme and organisational recommendations, valid in various event locations.



- **Recording and editing film material using VIRTUAL REALITY (VR) technology** , i.e. films recorded in 360-degree format – the material was then a key element of the planned workshops for seniors with VR goggles.



VR Movie 'ROPE PARK'

Length of material: approx. 7 min.

Description material:

Walking along a path in a high-difficulty rope park, with climbing and sliding on ropes and swings along the way.



VR Movie 'DIGITAL WALK'

Length of material: approx. 9 min.

Description film material: A walk showing the digital possibilities of purchasing tickets for public transport, paying by phone in a store (including contactless).



VR movie 'PARAGLIDING'

Length of material: approx. 7 min.

Description film material: A powered paragliding flight from take-off through the Warta River basin, over fields and forests, with a final landing in a meadow.



VR Movie 'COMPUTER GAME'

Length of material: approx. 5 min.

Description footage: playing on the TV console in the company of children and friends using the wireless Playstation PAD .



VR Movie 'BICYCLE'

Length of material: approx. 11 min.

Description footage: A mountain bike ride on the outskirts of the city and along the lake. Along the way, passing amateur runners and people walking.

The main goal of creating VR films was to introduce seniors to the world of youth using modern technologies. To show seniors that the contemporary world of young people is interesting and exciting, but also different from their childhood memories. Thanks to the immersion phenomenon offered by VR goggles (immersion of the senses), this experience is very real, which was confirmed by the words of seniors participating in our events! These new experiences allowed seniors to look at younger people differently and understand their youthful world, which made it easier to establish relationships and motivate to joint action. Educational materials were also prepared with the professional support of a graphics specialist. In addition to preparing a completely new game in the project, we decided to translate into Norwegian and English and make available the games MAMY PLAN and WIELKODUCHY, previously developed by the CREO Association team.

Recruitment/preparations of intergenerational groups

As part of the project, each partner was tasked with recruiting three pairs of intergenerational teams to the project, which then participated in subsequent project activities. The average size of each intergenerational team was supposed to be at least 20 people, including at least 10 seniors over 65 years of age and at least 10 people under 20 years of age. In practice, the sizes of intergenerational groups varied slightly due to practical conditions.

As part of the project, in line with the assumptions, over 120 recipients were involved, including over 60 seniors (65+) and over 60 youth.

In Poland, recruitment activities were carried out in September 2024. From the beginning, we assumed the implementation of the project in various social groups, both in cities and in rural and urban-rural areas (suburban areas).

Intergenerational groups in Poland were established in the following locations:

- **Luboń** - involved groups:
 - Seniors from the Daily Home "Senior-Vigor" in Luboń.
 - Youth from Primary School No. 6 in Luboń named after Father F. Blachnicki.
- **Poznań** - involved groups:
 - Seniors from the Social Welfare Home (DPS) Poznań Strzeszyn.
 - Youth from the Boarding School of the Natural Sciences School Complex in Poznań (secondary school).
- **Racot** (Koscian Commune) - involved groups:
 - Seniors from the Senior Club "Golden Autumn" in Racot.
 - Youth from the Primary School in Racot (Koszyan Commune School Complex, Kindergarten and Primary School in Racot).



In turn, all three intergenerational groups in Norway were established in the town of **Volda**, a small municipality located in the Møre region. og Romsdal and more than 500 km from Oslo. The youth group was mostly 14-15 year old students from Volda Ungdomsskole (Volda Secondary School). Three senior groups were established thanks to cooperation with Volda Omsorgssenter (Care Center in Volda).



An important element of the preparation of intergenerational group coordinators were workshops for coordinators during which trainers provided information preparing coordinators of senior and youth volunteer groups to conduct activities in intergenerational volunteer groups.

Workshops for coordinators of intergenerational groups will take place in Poland on November 6, 2024, and in Norway in December 2024.



During the workshops, information was provided to prepare volunteer group coordinators to implement activities in intergenerational volunteer groups, i.e. recruitment, how to manage and organize volunteer work, planning activities, motivating volunteers, formal issues, insurance, financing future volunteer activities, and activities related to promotion and PR. Above all, however, we introduced our coordinators to the intergenerational activities program within the VOLUNTEERING CONNECTS GENERATIONS project, we talked about the event and the intergenerational integration game CONNECTING GENERATIONS, as well as about volunteer initiatives and social campaigns in schools.

Mobile Intergenerational Integration Centers (intergenerational events)

The key element of the project was the implementation of the MOBILE CENTER FOR INTERGENERATIONAL INTEGRATION – one-day, 6-hour events divided into educational workshop modules and integration activities led by animators (games, shared meals, etc.). A total of 6 such events were organized – 3 in Poland and 3 in Norway.

The idea of the Mobile Centre for Intergenerational Integration was to create a new, interesting formula for joint integration meetings for people of different ages with an educational module developing mutual respect, empathy and understanding of diversity.

The event allows you to:

- getting to know the participants better (customs, interests, style and lifestyle, limitations, dreams, experiences),
- intergenerational integration and integration within one's own age group,
- preliminary definition of the possible scope of further planned intergenerational initiatives so that they are adapted to the capabilities and interests of the members of the intergenerational group.

EVENT PROGRAM – MOBILE CENTER FOR INTERGENERATIONAL INTEGRATION	
15 minutes	INTRODUCTION
120 minutes	WORKSHOPS for older youth in the old age suit (tent or room no. 1)
120 minutes	VR WORKSHOPS for seniors (tent or room no. 2)
15 minutes	BREAK (during the break, combining tents into one common space or combining groups in one room of the building)
120 minutes	INTEGRATION of both groups using the CONNECTING GENERATIONS game
30 minutes	A JOINT MEAL
60 minutes	Introduction to the topic of INTERGENERATIONAL VOLUNTEERING CAMPAIGNS (which are planned to be implemented by intergenerational groups within the project – immediately after the event) and SUMMARY OF THE EVENT

The average size of an intergenerational team during events can be at least 20 people, including at least 10 seniors over 65 years of age and at least 10 people under the age of 20. During events within the project, the number of participants could reach twice this number while maintaining the possibility of smooth running and achieving the goals of the event.

The event can take place in two forms: **OUTDOOR** using tents and **INDOOR** in the rooms of a selected public utility building. During the implementation of the **VOLUNTEERING CONNECTS GENERATIONS** project in Poland, events were carried out in a hybrid way (partly using tents and partly indoors), while in Norway, due to more difficult weather conditions, the form was fully **INDOOR**.

The detailed conditions for the implementation of events as part of the Mobile Centre for Intergenerational Integration are specified in the following documents prepared as part of the project: a scenario of workshops for seniors with VR goggles, a scenario of workshops for young people with an old age suit and the Programme of the Mobile Centre for Intergenerational Integration.

EVENT LUBON 15.11.2024



Luboń turned out to be a very hospitable place for our project ! The first event of this type was an intergenerational event, which took place with great fanfare on November 15, 2024 at the Wigor Senior Home in Luboń. We were not alone that day - we were accompanied by representatives of our Norwegian partner - NORSENSUS MEDIAFORUM. They came to Poland for another study visit to experience the implementation of the first event. In accordance with the assumptions, the event began with two activities organized in parallel. A group of young people participated in a workshop on old age using an old age suit. It was an opportunity to empathize with a person 65+ and learn about their everyday challenges. At the same time, a group of seniors took part in workshops with VR goggles. The goggles helped them travel back to their youth and understand how today's youth spend their free time. So there was an opportunity to walk around the rope park, ride a bike or even soar into the sky on a paraglider. After the workshops, it was time for integration. A shared coffee and cake and after a while we started the game as part of the intergenerational game. Participants in intergenerational teams exchanged their childhood experiences, learned about their customs, dream destinations, or favorite hobbies. It turned out that despite some differences - we also have a lot in common! Once we got to know each other, there was time for a group photo and a funny video shot in a photo booth. But a special one - adapted to the needs of seniors.



Part of our activities, despite the autumn weather, took place outdoors and in a tent. The entire event, which we called the MOBILE CENTER FOR INTERGENERATIONAL INTEGRATION, ended with a joint pizza and sharing ideas for future joint activities.



EVENT POZNAN 27.11.2024

The second place of intergenerational activities as part of the VOLUNTEERING CONNECTING GENERATIONS project was the Social Welfare Home located in the picturesque Poznań district of Strzeszyn. During the event organized in one of the most modern facilities of this type in the country, smiling and open young people from the nearby Poznań Natural Sciences School Complex appeared at the door. After workshops for young people with an old age suit and a wheelchair and classes with VR goggles for seniors, it was time for integration. Then, in the pleasant atmosphere of a long banquet table, there was time for coffee and delicious Poznań St. Martin's croissants. A moment later, we started the main point of our intergenerational integration center - a game integrating young people and seniors. We called it CONNECTING GENERATIONS because that is its most important goal.



During the game, intergenerational teams get to know each other, look for differences and, above all, common points. A factor that increases the gamification are tangram elements that each team must collect by completing tasks and finally assemble into a specific figure

symbolizing, for example, a sailboat or an animal. In the end, however, everyone is a winner. The main point is to break the ice and get to know each other better. After the game, we took souvenir photos in intergenerational teams. The event ended with delicious pizza and finding fields for joint volunteering activities.



EVENT RACOT 12.12.2024



The events organized in the town of Racot in Greater Poland, located near Kościan, are the next stage of the undertaking organized by the CREO Association as part of the Polish version of the project VOLUNTEERING CONNECTS GENERATIONS . In the hot pre-holiday period, young people and seniors were intensively active at the Primary School in Racot . The young people from the school met here with seniors from the Senior Club "Golden Autumn". First, there were workshops for young people with the old age suit and workshops for seniors using innovative technology in the form of VR Googles . Then, already intergenerationally, the participants played the integration game CONNECTING GENERATIONS.





After the game, there was time for a shared meal and a fun photo session using the 360-degree photo gate . It was also time to talk about future joint activities as part of the upcoming intergenerational volunteering campaign.



EVENTS NORWAY 20-28.01.2025



The events within the Mobile Centre for Intergenerational Integration in Norway were organised by the partner – Norsensus Mediaforum . The events were held thanks to the cooperation of the Directorate of Volda facilities Ungdomsskole and Volda Omsorgsenter (Volda Care Centre) . The events became an unforgettable time of intergenerational learning and bonding. Experience and empathy: Young participants took on the role of seniors, using the senior suit simulators, performing tasks that gave them a new perspective on aging. Meanwhile, seniors explored the digital world through VR, visiting their childhood homes, attending concerts of their favorite singers, riding a bike, paragliding , or simply relaxing on a virtual beach. Games and conversations: Participants from different generations took part in

team-building games, fostering meaningful conversations about life, experiences, and shared values.



Intergenerational volunteering initiatives

The next element of the intergenerational groups' activity, after participating in the event, was taking action. Intergenerational groups in Poland and Norway therefore undertook to jointly implement volunteering activities.

INTERGENERATIONAL VOLUNTEER INITIATIVE LUBOŃ 28.11.2024



In the same place, our participants of all ages met again for the INTERGENERATIONAL INITIATIVE. There was one goal: joint preparation of hand-decorated baubles. Soon they will be delivered as Christmas gifts to people in need from the City of Luboń. But not only joint volunteer work in intergenerational company was important that day. A moment of warm

conversation over sweets or a story about holidays from years ago - these are no less important moments. We ended the initiative with a bang - a magician's show. The performance was also another opportunity for integration thanks to the active involvement of the participants as part of the illusion show or card numbers.



INTERGENERATIONAL VOLUNTEER INITIATIVE POZNAŃ 03.12.2024



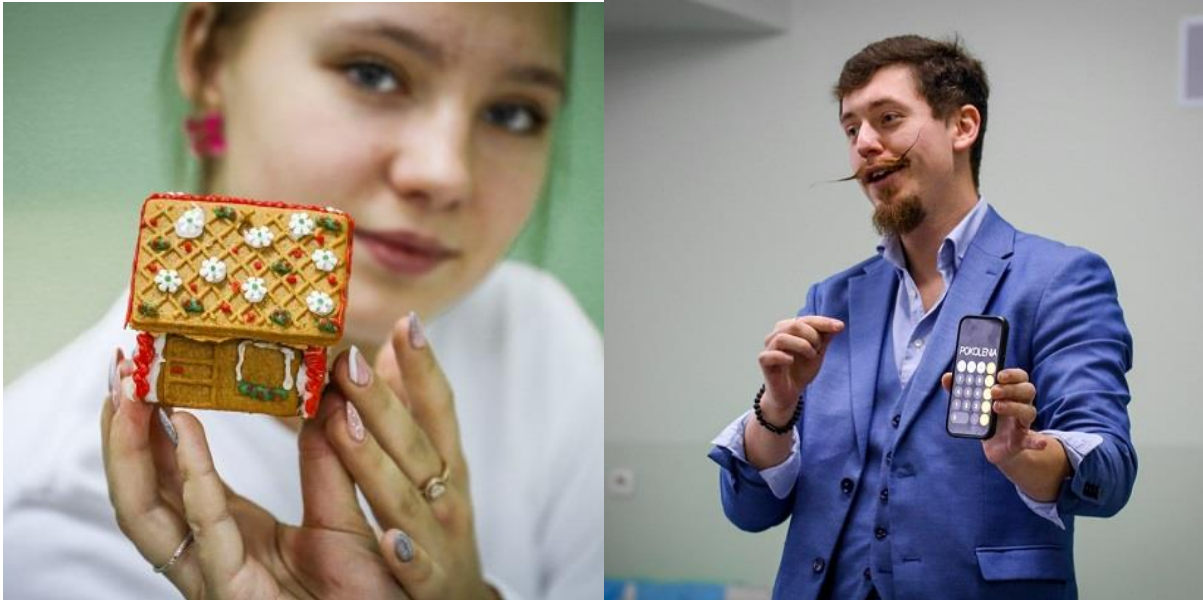
The next event in our project at the Strzeszyn Social Welfare Home in Poznań was the INTERGENERATIONAL INITIATIVE, or joint intergenerational volunteering. The initiative took place at the beginning of December and, as befits this period, we started by decorating the Christmas tree together. Then, an intergenerational handicraft workshop and hand-decorating candles. The effect of the volunteers' work went to a charity, namely the Association of Little Brothers of the Poor. During the event, there was no shortage of additional attractions - there was an illusion show involving both young and senior citizens.



INTERGENERATIONAL VOLUNTEER INITIATIVE RACOT 16.12.2024



Just a few days after the event, on December 16, a group of participants of different ages met again to decorate gingerbread cookies, which were then given to the poor from the local community. The meeting was also an opportunity to talk and tell stories about old Christmases. And a special attraction was a magician's show, during which we also managed to take a few steps towards intergenerational integration.



INTERGENERATIONAL VOLUNTEER INITIATIVES IN NORWAY JANUARY-FEBRUARY 2025



To simplify the process and encourage responsibility, Norsesus representatives Mediaforum conducted a mini-survey among senior and youth participants to identify local project ideas. Two main initiatives emerged:

- **Community Garden Project:** Participants collaborated to plan and develop a community garden where intergenerational activities and learning could take place. This project was transformed into a formal application for funding that was submitted to the commune. So far, two representatives from the group have been invited to present a motion in March.
- **Dementia Activity Friends Initiative:** Recognising the need for more community volunteers to support older people with dementia, participants developed a strategy and created promotional materials to recruit volunteers. The initiative encouraged local residents to spend time with an elderly person — walking, talking (at least once a month) .

Intergenerational social campaign

An important element of the project was a social campaign promoting intergenerational integration and intergenerational volunteering. The first element of the campaign was to create a film that showed the activities carried out as part of the project, and in particular

the events at the Mobile Intergenerational Integration Centre and intergenerational volunteering activities. The film in different time versions became a key element of the later promotional campaign.



YOUTH SOCIAL CAMPAIGNS IN POLAND



The second element of the social campaign was implemented in the educational institutions of the youth groups that joined the project, i.e.

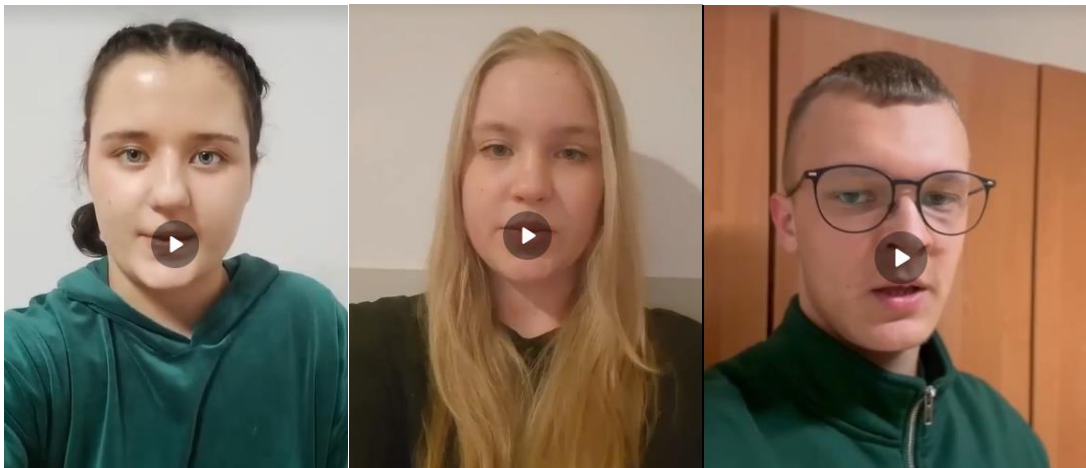
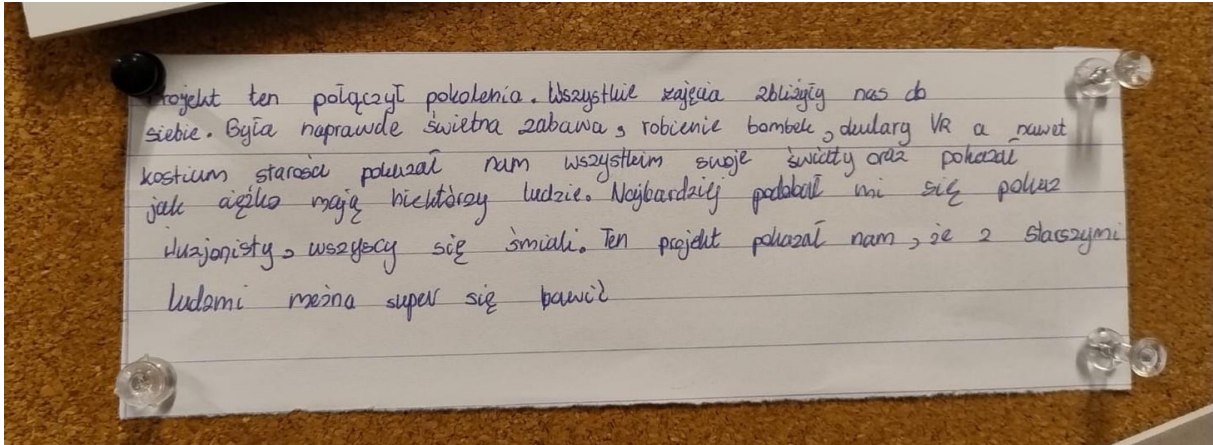
- Primary School No. 6 in Luboń,
- Dormitory of the Complex of Natural Science Schools in Poznań,
- Primary School in Racot.

of Volda were involved in the campaign Ungdomsskole and Volda Omsorgssenter and the Norwegian partner Norsensus Media forum .

Each group of young volunteers was tasked with implementing a school social campaign raising awareness of old age, promoting acceptance, respect and empathy towards seniors, highlighting their experience and encouraging intergenerational activities. The groups were tasked with planning, preparing and running the campaign in their schools and local communities.



Various forms of activities have emerged, e.g. an exhibition of photos from intergenerational events, a wall newspaper with written accounts and experiences of young people, a flash mob, recording short thematic videos. Thanks to the implementation of school campaigns, the project recipients were not only the group of students taking part in the project, but entire schools and local communities. In addition, young people taking part in the project could use in practice the knowledge previously acquired during workshops. In implementing the activities, the schools were supported by experienced animators.





SOCIAL YOUTH CAMPAIGNS IN NORWAY



Young volunteers were tasked with organising school campaigns to raise awareness of ageing, promote respect and empathy towards seniors and encourage intergenerational activities. Due to the challenges associated with organizing extracurricular activities, Norsensus Mediaforum integrated this campaign with volunteer initiatives . The young participants prepared information campaigns and recruitment activities for the “Activity Friend for dementia patients” program. In addition, the young participants received training in mobile filming and animation under the supervision of the Norsensus team . They also created graphics using tools like Canva , ensuring a professional and engaging messaging campaign.

Promotion, project summary and dissemination of results

An important role in promoting the results of the VOLUNTEERING CONNECTS GENERATIONS project was played by sponsored articles informing about the undertaking, which appeared in Poland on 36 portals, including the agglomeration portal www.epoznan.pl and local portals in Wielkopolska www.twoje-miasto.pl, e.g.:

https://epoznan.pl/news-news-160255-wolontariat_laczy_pokolenia_w_wielkopolsce_i_w_norwegii

<https://poznan.twoje-miasto.pl/art-spoleczne/wolontariat-laczy-pokolenia-w-wielkopolsce-i644053>

Social media were used as part of promotional activities, including the profiles of partner organizations: CREO Association and Norsensus Media forum .

epoznan.pl WIADOMOŚCI POGODA SPORT KULTURA I ROZRYWKA KORKI FORUM KONTAKT

Wolontariat łączy pokolenia w Wielkopolsce i w Norwegii

Dodano: środa, 19.02.2025 r., godz. 10:00

REKLAMA

ZGŁOŚ BŁĄD

WYŚLIJ ZDJĘCIE



POZNAŃ W wiadomości

TWOJE-MIASTO.pl

ROZKŁADY NOCLEGI

zaloguj się

kategoria: Społeczne Stowarzyszenie CREO / Wielkopolskie Centrum Wolontariatu artykuł sponsorowany 19 luty 2025

Wolontariat łączy pokolenia w Wielkopolsce i w Norwegii



POGODA W POZNANIU

5.7°C

kolejne dni wschód słońca: 06:49 zachód słońca: 17:22

Norsensus Mediaforum jest w miejscowości Volda, Møre og Romsdal, Norwegia. 7 godz. · 🌐

Few weeks ago and today we organized a bit out of unusual line of activities in Volda, at Volda Ungdomsskole and Volda Omsorgssenter, as part of the Volunteering Connects Generations project, carried out by Norsensus Mediaforum in cooperation with our Polish partner @stowarzyszenie.creo

Even if we cannot show all scenes and photos due to GDPR rules, young people and seniors actively participated in activities at Volda Ungdomsskole and Volda Omsorgssenter.

🌱 Bridging Generations in Volda! 🍌

From February 24 to 28, we brought young and senior participants together for an unforgettable week of intergenerational learning and connection!

- 🌟 Experience & Empathy: Young participants stepped into the shoes of seniors by using elderly suit simulators, completing tasks that gave them a new perspective on aging. Meanwhile, seniors explored the digital world through VR, revisiting their childhood homes, attending concerts of their favorite singers, or simply relaxing on a virtual beach.
- 🎮 Games & Conversations: Across generations, participants engaged in integration games, fostering meaningful conversations about life, experiences, and shared values.
- 🌱 Giving Back to the Community: At the start of this week, our intergenerational team took action for the local community, helping to prepare for our upcoming year-long community garden project in Volda! A true example of how volunteering can bring people together for a shared cause.

A huge thank you to the amazing teachers at Volda Ungdomsskole, the dedicated coordinators from Volda Omsorgssenter, and of course, all the seniors, students, and volunteers who made this event such a success! 🍌



CREO

★ Ulubione · 4 grudnia 2024 · 🌐

Luboń okazał się bardzo gościnnym miejscem dla naszego projektu WOLONTARIAT ŁĄCZY POKOLENIA (ang. Volunteering Connects Generations)! Pierwszym wydarzeniem był międzypokoleniowy event, który odbył się z pompą 15 listopada w Domu Senior Wigor w Luboniu. Nie byliśmy tego dnia sami – towarzyszyli nam przedstawiciele naszego norweskiego partnera – NORSENSUS MEDIAFORUM. Zgodnie z założeniami wydarzenie rozpoczęło się od dwóch równoległe organizowanych aktywności. Grupa młodzieży u... Wyświetl więcej



👤 Rysiek Michalski, Karolina Anna Kasprzak i 10 innych użytkowników



WOLONTARIAT
ŁĄCZY POKOLENIA

Activities aimed at disseminating the results of the VOLUNTEERING CONNECTS GENERATIONS project also include developing long-term development plans for intergenerational groups and preparing this publication containing a model for the implementation of intergenerational activities.

On February 26, 2024, a conference was held to summarize the implementation of the project.

ONLINE CONFERENCE PROGRAM 26.02.2025

- 14:30 – 14:50 **Introduction** – about the project
VOLUNTEERING CONNECTS GENERATIONS
- 14:50 - 15:10 **Cooperation and sometimes hard work** –
preparatory activities, study visits, scenario
creation, development and testing of the
intergenerational educational game
CONNECTING GENERATIONS
- 15:10 – 15:30 **The energy of intergenerational action** –
intergenerational events in Poland, events
within the Mobile Intergenerational
Integration Centre, intergenerational
volunteer initiatives and social campaigns in
schools, screening of a film about the project
- 15:30 – 16:00 **Experiences from Norway** – information on
intergenerational events implemented by the
Norwegian partner
-Norsensus Media forum
- 16:00 – 16:30 **Good Practices Forum – Discussion Panel**



Other activities within the project

The project also included activities related to coordination and management, evaluation, financial and accounting services, purchases of equipment and furnishings (e.g. tents), etc.

3. Some good advice – how to implement similar activities?

Below are some tips and organizational notes for those interested in running events within the framework of our intergenerational activities model:

- **Controlling the situation and providing support to animators**

Intergenerational events should be organized by qualified organizational staff and led by experienced trainers.

For large events such as events, the involvement of 4 trainers/animators is required. For the implementation of intergenerational initiatives (even those combined with a workshop part), the involvement of 2 animators is sufficient.

In addition, at least 1 person is required for organizational purposes before the event, whose task will be to: determine the location and provide the necessary support from the institution where the event is organized (e.g. school, community center, social welfare home), order the necessary materials for workshop purposes (e.g. paper, pens, markers), order food products and materials to be used during breaks (e.g. eco cups and plates , napkins, cold and hot drinks, cookies and snacks, catering), order additional attractions aimed at activating and integrating participants (e.g. photo gate, joint photo session, artistic show, magic show, etc.), coordinate the people responsible for photo and filming the event.

People running the event (animators) should constantly monitor the well-being of participants. When reporting any problems – you should respond appropriately to maintain the comfort of participants.

- **Adjusting the pace, taking into account the health status and possible fears of participants**

Participants of senior age may need more time to get used to VR technology or the rules of the integration game. It is worth providing all participants with adequate time for introductions and learning the rules. If some of the participants feel discomfort with VR technology or the old age suit, they should not be forced to perform all the activities during the workshops. However, you can try to offer them another alternative type of participation, among others, in order to familiarize them with the feelings and experiences of other participants.

- **Let's encourage social interactions**

During the VR workshop (for seniors), the workshop on old age using the old age suit (for young people), during the integration game Connecting Generations and during shared meals, let's encourage participants to share their impressions with other participants and refer to their own experiences. The form can be changed depending on the possibilities and number of participants. This gives an opportunity to build relationships and exchange experiences.

- **Technical support**

It is worth being prepared for difficulties resulting from technical issues. It is worth having someone on site who will be able to help with technical problems related to computer equipment, VR goggles, the old age suit, or elements of organizing intergenerational initiatives, etc.

- **Internet access and electricity supply**

During the workshops, it is necessary to provide internet access (e.g. wireless) and electricity supply (computer equipment, VR goggles)

- **Access to toilet**

Due to the relatively long time of implementation of intergenerational events, it is necessary to provide access to a toilet. In the OUTDOOR option - a portable toilet type toi toi or providing a toilet in a nearby public building (e.g. school, social welfare home, community center). In the INDOOR option - we provide the possibility of using the toilet in the selected building where the event is organized.

- **Additional attractions during intergenerational events:**

- **PHOTO GATES** – at two events we implemented integration in the form of a photo gate – and it worked very well for us. Intergenerational groups had a lot of fun and integrated. We passed on links to the videos to teachers and seniors, which turned out to be an excellent souvenir from intergenerational activities.
- **ILLUSIONIST SHOWS** – at three volunteer initiatives, as an element integrating the group and an additional attraction, we organized a magician's show. The youth and seniors were very interested and in their statements after the workshops, they indicated this element as one of the most important positive aspects. Moreover, the engagement of the participants was an element of the performance, so we managed to achieve an additional integrating effect.

NOTE: a more detailed description can be found in the scenarios: VR workshop (for seniors), workshop on old age using the old age suit (for young people), in the Mobile Intergenerational Integration Center program and in the description of the integration game CONNECTING GENERATIONS.

VOLUNTEERING

CONNECTS GENERATIONS

WOLONTARIAT

ŁĄCZY POKOLENIA

FRIVILLIGHET

FORENER GENERASJONER



A partnership project implemented as part of the "Initiative for Intergenerational Cooperation - BeFORme " competition, financed by the Bilateral Cooperation Fund.

Iceland  Liechtenstein  Norway 
Norway grants Norway grants



Together we work for a green,
competitive and inclusive Europe!



Report prepared in 2024-2025 as part of the VOLUNTEERING
CONNECTING GENERATIONS project implemented by:



NorSensus
MEDIAFORUM

www.centrumcreo.pl