



## BEST FRIENDS against Ageism

SOURCE: [www.bestfriendsproject.eu](http://www.bestfriendsproject.eu)

### INTERNATIONAL

#### PROBLEM

Symplexis is a Greek non-for-profit organization that strives to ensure equal opportunities for all through actions and measures that build skills, empower and promote active engagement and participation focusing on the most vulnerable categories of the population and particularly those with fewer opportunities. Symplexis' mission is to elevate social cohesion through integrated actions and project-based activities that aim at promoting the inclusion of disadvantaged groups at risk of marginalization and exclusion, while promoting and protecting the rights of various types of population groups that face discrimination focusing on the empowerment and support of victims, awareness raising and information sharing at all level.

The BEST FRIENDS project aims to address the isolation of elderly people by developing an innovative curriculum and online games that promote intergenerational communication and learning. The project seeks to address the negative attitudes against elderly people and "Ageism" which are increasingly becoming a significant challenge of modern eras. In common words, let's build on 'intergenerational solidarity', which is becoming all the more important in these periods.

#### ACTION

the main objectives of the BEST FRIEND project are:

- To provide an innovative method for social workers, volunteers, and educators working with elderly people
- To break the isolation of elderly people through social participation and inclusion in EU

communities

- To improve the physical and mental health of older people through interaction with young children
- To enrich the learning processes of elderly people through their interaction with young children
- To promote intergenerational relationships, overcome stereotypes and enhance intergenerational solidarity against ageism through fun activities
- To increase children's self-confidence and sense of responsibility through respecting seniors.

#### SOLUTION

Following activities will be implemented in the frame of BEST FRIENDS project results:

- Focus groups with elderly people, social care workers and social care volunteers
- Records of Autobiographical Life Stories Videos
- Collection of good practices to provide organisations with a method to enhance planning in the field of intergenerational learning and to raise awareness at the local and national level about intergenerational learning as an area of professional and social action
- Staff training on Best Friends approach, good practices and methodological concepts
- Collection of tools for social care workers, volunteers, elderly people, educators.

On completion of this Training Program participants will be able to recognize the importance of Intergenerational Learning, demonstrate how to address ageism and take steps towards implementing an Intergenerational Learning activity involving young children and older people through a range of activities.