



EASTERN PARTNERSHIP
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Ageing and Intergenerational Solidarity Advocating age-friendly policies in Eastern Partnership countries

International Seminar on Advocacy Strategies for Ageing

June 30 – July 01 2017, Tbilisi

Report



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The overall amount for the 2017 call for proposals is 290.000 EUR. Grants are available for CSOs from the Eastern Partnership and EU countries.

Key areas of support are democracy and human rights, economic integration, environment and energy, contacts between people, social and labour policies.

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Project Background

According to latest population statistics in Georgia (2016), out of 3,7 million people 14% are 65+; in Armenia, the National Statistical Service reports that 12,9% of the population is 65+ as of 2016; whereas in Ukraine according to census of 2016, the population 65+ makes of 16,05 %.

These three countries classify as fastly ageing countries and predictions for the upcoming decades show that the countries will feature similar rates to Western European countries. Due to the life expectancy differences among men and women, the elderly population in the three targeted countries is in majority female. In Georgia, a survey of the CRRC of 2011 highlighted that 39% of the Georgian population 56+ had not enough money for food while 38% stated having enough money only for food, meaning that physical and mental health and well-being is often seen as a secondary matter among this population.

Countries of the Eastern Partnership region are at different level of development when it comes to the themes of ageing and elderly rights. For instance, in Armenia a roadmap for mainstreaming ageing that includes a detailed action plan for the period 2011-2015 was developed with the support of United Nations Economic Commission for Europe, while in Georgia such a road map was finalised as well but was not followed by the publication of an action plan and remains therefore unused.

Considering the rapidly aging population in Ukraine, Armenia and Georgia, the governments and local authorities urgently need to develop (or apply) strategies for age-friendliness in order to address special needs of elderly and provide them with accessible, inclusive, safe and supportive environment and services.

In this context, the project “Ageing and Intergenerational Solidarity - Advocating age-friendly policies in Eastern Partnership countries” aims to improve health and well-being of elderly people in Armenia, Georgia and Ukraine.

In the frame of the project the international seminar on advocacy strategies for ageing brought together 12 civil society actors active and knowledgeable on the topic of ageing and age-friendly policies in their countries to develop a joint advocacy strategic on ageing.

Partners and Participants

Country	Partner	Participants
Armenia	AAC Shirak Diocese Social-Educational Center	Karine Gyadukyan, Lusik Muradyan, Ani Mkrтчyan
Georgia	Homecare Coalition in Georgia	Ucha Vakhania, Lela Kamladze, Elene Sokhadze, Giorgi Khukhia, Lali Zautashvili, Shukia Tchincharauli
Ukraine	Ukrainian Samaritan Union Kremenchuck Association	Mykola Lytvynenko, Valeriia Hlynska, Ihor Salimov

Workshop Programme

Day/ Time	Day 1/ June 30	Day 2/ July 01
09:30	Vision and Values	Identify Advocacy Targets
11:00	Break	
11:30	Core Problem Identification	Identify Advocacy Targets
13:00	Lunch	
14:30	Formulation of Strategic Goals	Defining Campaign Activities
16:00	Break	
16:30	Presentation of Strategic Goals	Follow-up and Closing
19:00	Dinner	

Programme Details

Day 1

Session 1 - Vision and Values

Activities

- Introduction of all participants
- Introduction to the programme
- Introduction of the planning process
- 1st tasks in national groups: Formulate a vision for the elderly in your country
- 2nd tasks in mixed groups: share the problems existing for elderlies in your country and identify core problems that need to be addressed

Session Results

After a short introduction of all present participants, the facilitator of the seminar introduced the programme and outlined the steps for planning the strategic campaigns on the rights of elderlies in Armenia, Georgia and Ukraine.

Afterwards, the national groups formulated visions for the situation of the elderly in their countries and shared those ideas with each other. Based on these visions, the participants entered into a 2nd group work stage in which they worked in nationally mixed groups to share the problems in their countries and to identify the most urgent problems to be addressed.

Vision Formulation

1. Armenia`s Vision for the elderly

Establish a dedication protection regime for elderly rights
Provide services for elderly
Pursue international policy principles
Ensure economic, political, social and cultural integration
Intergenerational solidarity
Decent livelihood

2. Georgia`s Vision for the elderly

Society is better recognising trend of ageing
Society is more familiar with elderly rights and best practices in developed countries e.g. elderly stay as long as possible in their own homes
Society understands that ageing is considered a normal part of life
Long-term care is developed for elderly in Georgia
At least go to the right direction

3. Ukraine`s Visions for the elderly

Social holidays for children taking care of their elders are existing during which care takers take care of elders
Social care in the village is organised for old people
I do not want to be afraid of becoming old.

* The Ukrainian group did not repeat what was already said.

Session 2 - Core Problem Identification

Activities

- Presentation of group work results of the previous session
- Plenary discussion to cluster the identified core problems and to select three core problems to address with the campaigns and splitting onto respective working groups
- Reformulation of core problems into strategic directions for intervention
- Input on analytical tool “Problem Tree”
- Group work in formed working groups to analyse the respective core problem using the “Problem Tree”

Session Results

In this session the participants identified the core problems they would like to address and formed working groups accordingly. Moreover, strategic directions of their work were formulated in relation to the identified core problems. At the end of the session the participants started to already deepen their contextual understanding of the respective core problems by analysing them with the “Problem Tree”.

Core problem	Strategic Directions
Unawareness and wrong perception of ageing <ul style="list-style-type: none"> ○ Unawareness of demographic trend ○ Wrong comprehension of ageing ○ Not considering ageing in state policy>> lack of protection of rights of the elderly 	To develop a positive attitude towards ageing and increase the awareness about ageing as a normal process of life
- Isolation of elderly people from the society <ul style="list-style-type: none"> ○ Weak of family relations due to value changes ○ Migrations ○ Multigenerational families do not live together anymore ○ Lack of clubs for elderly people ○ Poverty of the elderly 	To foster the inclusion of elderly people in all spheres of social, cultural, and economic life
- Lack of social protection and services of and for the elderly <ul style="list-style-type: none"> ○ Lack of sufficient pension scheme ○ No developed health care system ○ Lack of health care service ○ Lack of senior friendly attitude and programmes ○ Poverty of the elderly ○ Lack of awareness of the rights of elderly ○ Ageism ○ Non-developed social work and lack of capacity of social worker 	To increase needs-based social services for and social protection in general of elderly people

Session 3 - Formulation of Strategic Goals

Activities

- Group work (continuation of previous session) on to analyse the respective core problem using the “Problem Tree”
- Group work on defining strategic goals for the campaign and specific campaign demands

Session Results

The participants continued their work on the “Problem Tree”, and after this were immediately focussing on defining their campaign goals and formulating specific campaign demands.

Session 4 - Presentation of Strategic Goals

Activities

- Presentation of group works results defining campaign goals and formulating specific campaign demands
- Closing of the day and preview on the up-coming day

Session Results

The participants prepared presentations of the group work findings and shared accordingly in the plenary their campaign goals and specific campaign demands. After this, the facilitator closed the day by highlighting the achievements of today and outlining the remaining planning steps for the up-coming day.

Specific Problem to be addressed	Strategic Goals & Demands
<p>Core problem: Lack of social protection and services of and for the elderly</p> <p>Specific problem: Lack of social services and bad health care system</p> <ul style="list-style-type: none"> - Health care is not based on human rights, but focus on biomedical approach - Medical healthcare is too expensive and people are not treated according to their needs - Commercialisation of the health care system - No geriatric health care - Overmedication done by patient or prescribed by doctor - Expectation is that medicine is healing death>>> death ethics 	<p>To improve health care and make it more effective and efficient</p> <ul style="list-style-type: none"> - To shift from bio-medical approach to bio-psycho-social approach in the health system - Introduce elderly rights approach in health care - Introduce a long-term care system composed of a variety of health care services - Realise a patient-centred approach to health care based on a combination of a social and commercial approach - Introduce geriatric health care in the health care system - Break the financial benefits given by the pharmacy industry to doctors for prescription>> corruption between pharmacy and health care workers - Replace self-medication and trust in non-qualified advised with trust in the qualified doctors - Better understanding of the role of health care and its limitations
<p>Core problem: Isolation of elderly people from the society</p> <p>Specific problem: At the age of retirement many forms of isolation come together, but is left alone with the problem as there is not outside help preventing or dealing with the problem of isolation</p> <ul style="list-style-type: none"> - Black space at age of retirement 	<p>To reduce social exclusion and create better opportunities for different aspects of self-realisation</p> <ul style="list-style-type: none"> - Create small business or social enterprises - Create opportunities for volunteering for elderly - Special offers for age learning and skill development - Generate free time activities through different type of free time clubs - Create a flexible social retirement package

	<ul style="list-style-type: none"> - Generate special positions for elderly in companies or public institutions based on their experience and social role
<p>Core problem: Unawareness and wrong perception of ageing</p> <p>Specific problem: Negative attitude towards to elderly and indifference towards ageing</p>	<p>To raise awareness within the society about demographic trend of ageing in the country via mainstreaming of intergenerational solidarity</p> <ul style="list-style-type: none"> - Reduce indifference amongst youth towards the elderly and ageing - Raise self-esteem of the elderly - Generate state-supported actions/ campaigns raising awareness about ageing - Support researches on ageing and the publicity of the research results - Ensure that ageing, elderly rights and care systems is a topic in school as part of the curricula

Day 2

Session 1 and 2 - Identify Advocacy Targets

Activities

- Opening of the day
- Introduction to stakeholder analysis and spectrum of allies model
- Group work on identifying actors at which the campaign would need to be addressed and formulation of campaign objectives
- Sharing of group work results
- Group work planning campaign activities in relation to campaign objectives

Session Results

The day started with a short introduction to the day, before the facilitator introduced the Spectrum of Allies (Action Strategy – a how to guide, The Ruckus Society) as a tool to identify campaign targets. Afterwards, the participants in their working group identified target groups for their campaigns and shared those results of their work in the plenary.

Right afterwards, they started to define their campaign activities considering the Tactic Star (Action Strategy – a how to guide, The Ruckus Society).

Session 3 - Defining Campaign Activities

Activities

- Continuation of group work planning campaign activities in relation to campaign objectives
- Interviews with selected people of the group for TV Imedi and Maestro

Session Results

Based on the group work achievements of the previous session, the groups continued their work on the campaign activities and detailed set of activities that would contribute to reaching their campaign objectives.

Session 4 - Follow-up and Closing

Activities

- Plenary discussion on the steps for finalising the action plans for the campaigns
- Introduction to the next project steps
- Reflection on the 2-days seminar
- Closing

Session Results

The groups shared their state of affairs with their planning process and agreed that they would provide a write-up of their existing plans to the facilitator a week after the seminar. The facilitator would then review and integrate all action plans into a standardised overview form (see annex 1).

Afterwards, the project coordinator shared the next project steps with the whole group and a short reflection on the 2-day process followed. The seminar was closed by a group photo session.

ANNEX 1 – Action Plans

Social Services for Elderly			
Core problem	Lack of social protection and services of and for the elderly		
Problem Description	Bad health care system <ul style="list-style-type: none"> - Health care is not based on human rights, but focus on biomedical approach - Medical healthcare is too expensive and people are not treated according to their needs - Commercialisation of the health care system - No geriatric health care - Overmedication done by patient or prescribed by doctor - Expectation is that medicine is healing death>>> death ethics 		
Strategic Goal	To improve health care and make it more effective and efficient		
Specific Demands	<ul style="list-style-type: none"> - To shift from bio-medical approach to bio-psycho-social approach in the health system - Introduce elderly rights approach in health care - Introduce a long-term care system composed of a variety of health care services - Realise a patient-centred approach to health care based on a combination of a social and commercial approach - Introduce geriatric health care in the health care system - Break the financial benefits given by the pharmacy industry to doctors for prescription>> corruption between pharmacy and health care workers - Replace self-medication and trust in non-qualified advised with trust in the qualified doctors - Better understanding of the role of health care and its limitations 		
Campaign Goal	To promote a shift from bio-medical care to long-term care (LTC)		
Action Plan			
Campaign Objective	Target Group	Activities	Message/Argument
O1 Convincing of the advantages of long-term care (LTC).	Elderly people and their families	A.1.1 Research on LTC <ul style="list-style-type: none"> - conducting a research on the experience of other countries in LTC implementation - analyzing the obtained information and condensing the most essential information to be used for the campaign - compiling the outcomes in a press-release for further distribution among the local and national mass media - creating strong short messages containing the condensed information for later spread during the campaign A.1.2 Production of campaign video on LTC <ul style="list-style-type: none"> - planning meeting developing the script for the campaign video in cooperation with the 	Hope my old age will be better.' Developed society constantly cares of its elderlies.'

		<p>partner organizations</p> <ul style="list-style-type: none"> - production of the clip - translation of the video into Armenian and Ukrainian - negotiation on free of charge broadcasting with the local and national TV channels; in case if necessary – signing an agreement/memorandum to that effect; <p>A.1.3 Production of campaign leaflets</p> <ul style="list-style-type: none"> - planning meeting with the partner organizations for developing texts and draft layout for the leaflet - first draft proposed layout to be discussed with partners and making necessary corrections - distributing the digital copy of the layout among the partner organizations for its translation into respective languages - printing of leaflets in all partner languages <p>A.1.4 Campaign planning</p> <ul style="list-style-type: none"> - planning meeting with the partner organizations for devising an idea for the concrete street action as part of campaign - development of an action plan for the campaign including timing of the street action, social media posts and launch of campaign video - if needed – arranging additional resources and equipment - notification of the local authorities concerning the planned street action, obtaining a permit <p>A.1.5 Campaign launch and implementation</p> <ul style="list-style-type: none"> - development and publication of press-release for further distribution among the local and national mass media - conduction of the street action - distributing the leaflets during the advocacy meetings and other activities of the organizations - short messages to be published on social networks and official websites to spread the research findings widely - publication of the campaign video clip on the official websites and social networks pages 	
<p>O2 Persuading of the financial benefits of LTC.</p>	<p>Municipality (social & healthcare departments of the executive bodies and respective council</p>	<p>A.2.1 Round tables and presentations on the concept of LTC</p> <ul style="list-style-type: none"> - short-listing organisations, institutions and public bodies to be invited to the round table - arranging a room rental - compiling presentations and the agenda of the planned meetings - sending official invitations - afterwards – securing the publication of the outcomes description - forwarding pro memoriam letters to the participants 	<p>Make the municipality an example of age-friendliness for the whole country.'</p>

	committees)	<p>A.2.2 Face to face meetings</p> <ul style="list-style-type: none"> - devising the agenda of the planned meetings, specifying the key issues to be discussed - sending official invitations - preparing an aid memoire containing the key issues of the meeting and the major demands <p>A.2.3 Submission of a project proposal</p> <ul style="list-style-type: none"> - developing a project proposal - submission in a due and proper form <p>A.2.4 Expertise and technical assistance</p>	
O3 Joint elaboration of state programmes; adoption of standards in the sphere of LTC	Ministry of social protection and healthcare	<p>A.3.1 Round tables and presentations on the concept of LTC:</p> <ul style="list-style-type: none"> - arranging a room rental - compiling presentations and the agenda of the planned meetings - sending official invitations - afterwards - securing the publication of the outcomes description - forwarding pro memoriam letters to the participants <p>A.3.2 Face to face meetings</p> <ul style="list-style-type: none"> - devising the agenda of the planned meetings, specifying the key issues to be discussed - sending official invitations; - preparing an aid memoire containing the key issues of the meeting and the major demands. <p>A.3.3 Expertise and technical assistance</p>	'More votes for less money.'

Attitudes Towards Ageing			
Core problem	Unawareness and wrong perception of ageing		
Problem Description	Negative attitude towards to elderly and indifference towards ageing <ul style="list-style-type: none"> - Unawareness of demographic trend - Wrong comprehension of ageing - Not considering ageing in state policy>> lack of protection of rights of the elderly 		
Strategic Goal	Raise awareness within the society about demographic trend of ageing in the country via mainstreaming of intergenerational solidarity		
Specific Demands	<ul style="list-style-type: none"> - Reduce indifference amongst youth towards the elderly and ageing - Raise self-esteem of the elderly - Generate state-supported actions/ campaigns raising awareness about ageing - Support researches on ageing and the publicity of the research results - Ensure that ageing, elderly rights and care systems is a topic in school as part of the curricula 		
Campaign Goal	To promote a positive attitude towards ageing and promote the integration of education on ageing into formal education		
Action Plan			
Campaign Objective	Target Group	Activities	Message/Argument
O1 To raise interest about ageing and make people aware of multiple forms of ageism	Family (children, parents, grandparents)	A.1.1 Conduct research to gather information about ageing and ageism <ul style="list-style-type: none"> - identify most relevant information about ageing - identify most common forms of ageism and find respective data for its consequences - identify information needed to prove arguments of your campaign - conduct desk research - summarise findings and reduce to complexity of the information A.1.2 Conduct planning workshop for creation of campaign materials <ul style="list-style-type: none"> - analyse the aggregated information obtained in the research - select the most relevant information supporting your campaign arguments for convincing your target group - create a strong message and campaign slogan - create a strong narrative for a campaign videos - create additional materials (e.g. information materials for media, flyers) - identify communication channels (public broadcast, Facebook, newspaper, etc.) for the campaign including identification possible key promoters of the message - identify elder celebrities for supporting the campaign with interviews about their life, hardships and their success (<i>It is aimed at showing old age and elderly in happiness and well-being</i>) A.1.3 Produce the campaign materials	A strong family is the guarantee of dignified ageing Change the mind-set of the society and get rid of stereotypes

		<ul style="list-style-type: none"> - find graphic designers for the creation of pamphlets and flyers and producer for the social media videos - create pamphlets and flyers - identify and cooperate with printing companies - create social videos on the topics of ageism - prepare eye-catching articles for blogs, social media and local newspapers - conduct interviews with elder celebrities on their life hardships and their success <p>A.1.4 Creating partnerships for the campaign</p> <ul style="list-style-type: none"> - identify volunteers for distribution of flyers - establish cooperation with cinemas and local TV channels to broadcast the videos - establish cooperation with organisations working on elderly rights for circulation of the campaign materials - establish cooperation with celebrities circulation of the campaign materials <p>A.1.5 Launch and conduct social media campaign</p> <ul style="list-style-type: none"> - publish articles, interviews, social media videos via social media making use of volunteers, colleagues, celebrities, partner organisations - distribute flyers with support of volunteers - cooperate with TV channels, cinemas and broadcast the interviews <p>A.1.6 Organise event-based intergenerational dialogue accompanying the social media campaign</p>	
O2 To pilot an educational approach to education about ageing for school and pre-school pupils	Formal educational institutions (teachers, pupils)	<p>A.2.1 Identify educational institutions (pre-schools, schools) for cooperation</p> <p>A.2.2 Organise and hold information meetings with identified schools and pre-schools</p> <ul style="list-style-type: none"> - inform teachers and administrative personnel about the project - agree on memorandum of understanding with schools and pre-schools, if needed with Ministry of Education and Science <p>A.2.3 Launch cooperation in the schools and pre-schools</p> <ul style="list-style-type: none"> - create an information board for the personnel and the pupils - organise training courses for teachers - identify pre-school pupils for participation in the educational programme <p>A.2.4 Implementation of the pilot educational programme on ageing</p> <ul style="list-style-type: none"> - organise workshops with pre-school pupils (incl. conversation courses, role plays, special games) - organise special social and cultural events in the pre-school including pre-school pupils and their grandparents - organize interactive classes with pupils in schools - organise school events in ageing and ageism (theatre performance, debate clubs etc.) 	Let's not be afraid of getting old. People are not prepared for active ageing. Education is not only knowledge but also upbringing.
O3 Promote education on ageism at school and	Ministry of Education and	A.3.1 Analyse the existing curricula for formal education in primary schools and identify potential spot for educational on ageing as part of already existing subjects (e.g.	Watch out! We are ageing!

pre-school level	Science, Local government	<p>geography, civic education or similar subjects)</p> <p>A.3.2 Organise round table discussions with educational stakeholders (teachers unions, schools) and respective ministerial bodies of the MoES responsibly for curricula development</p> <ul style="list-style-type: none"> - present experiences and effects of the pilot educational activities (O2) - develop jointly a proposal for integrating education on ageing into an existing curricula in one of the identified school subjects - develop a lesson plan for educational on ageing as integrated part of an already existing school subject - sign a memorandum of understanding between MoES and one school to pilot the developed lesson plan - time the round table discussions so that they match the time when the campaign (O1) is already creating attention on the topic <p>A.3.3 Implementation of lesson plan on education for ageing</p> <ul style="list-style-type: none"> - train teachers in pilot school on the lesson plan - implement pilot lessons on education for ageing - apply monitoring and evaluation scheme to generate evidence for the success of the new lesson plan 	Ignorance of the society causes the development of ageism.
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ISOLATION FROM THE SOCIETY			
Core problem	Isolation of elderly people from the society		
Problem Description	<p>At the age of retirement many forms of isolation come together, but the elderly is left alone with the problem as there is no outside help preventing or dealing with the problem of isolation</p> <p>Weak family relations due to value changes</p> <ul style="list-style-type: none"> - Migrations of younger generation - Multigenerational families do not live together anymore - Lack of clubs for elderly people - Poverty of the elderly 		
Strategic Goal	Reduce social exclusion and create better opportunities for different aspects of self-realisation		
Specific Demands	<ul style="list-style-type: none"> - Create small business or social enterprises - Create opportunities for volunteering for elderly - Special offers for age learning and skill development - Generate free time activities through different type of free time clubs - Create a flexible social retirement package - Generate special positions for elderly in companies or public institutions based on their experience and social role 		
Campaign Goal	To promote active ageing as an alternative to isolation in old age		
Action Plan			
Campaign Objective	Target Group	Activities	Message/Argument
O1 To engage a support group for collective action and for the development of draft proposal for a strategy document on active ageing	Organizations working with elderly	<p>A.1.1 Identify key organizations working with elderly at community, regional and national level</p> <p>A.1.2 Organize and conduct stakeholder meetings with the identified organizations</p> <ul style="list-style-type: none"> - introduce the idea of advocacy for a national strategy on active ageing - create a core group of organizations and individuals supporting the development of a draft proposal for a strategy document on active ageing - create a development plan for drafting the strategy on active ageing <p>A.1.3 Work on developing draft proposal for a strategy document on active ageing</p> <p>A.1.4 Conduct planning workshop for advocacy campaign towards the respective public authorities in order to promote the draft strategy document on active ageing (try to link to O2/ O3)</p>	Joint knowledge, experience and vision will contribute to the development of efficient strategy on active ageing
O2 To raise awareness about active ageing among the middle aged population and the elderly and engage them as supporters in the advocacy campaign	Middle-aged population and the elderly	<p>A.2.1 Organize and conduct planning workshop for public campaign on active ageing</p> <ul style="list-style-type: none"> - identify audience for public campaign (population of all ages) - specify the concrete objective of the campaign in the context of the goal that <i>old age could be productive and successful (link to the creation of recreational spaces e.g. sport grounds and public gardening would provide synergies with O3)</i> - create a strong message and campaign slogan - create a strong narrative for a short campaign video 	Old age can be productive and successful Active ageing prevents isolation of the elderly Active ageing

<p>on active ageing</p>		<ul style="list-style-type: none"> - create additional materials (e.g. information materials for media, success stories of ageing) promoting active ageing - identify communication channels (public broadcast, Facebook, newspaper, etc.) for the campaign including identification possible key promoters of the message A.2.2 Identify key promoters (including celebrities) for social media campaign to convey the message A.2.3 Produce the campaign materials <ul style="list-style-type: none"> - production of promoting video - production of supporting materials A.2.4 Organize and conduct stakeholder meetings with the identified organizations (see O1) to engage them into the campaign A.2.5 Launch the media campaign including the video <ul style="list-style-type: none"> - liaison with media (interviews with journalist etc.) - publishing of the video and other materials 	<p>keeps fit and healthy</p>
<p>O3 To create recreational areas for elderly people and promote active ageing through gardening and sports</p>	<p>Public authorities at local level</p>	<ul style="list-style-type: none"> A.3.1 Identify existing sports grounds and available free spaces for public gardening in the respective neighbourhoods A.3.2 Identify existing sport clubs and organise meetings with sport clubs to agree on cooperation for sport events promoting sporting among elders <ul style="list-style-type: none"> - introduce idea on public sport activities for elderly - sign memorandum of understanding including that the sport clubs assign for the first events qualified instructors to teach elderly on the use of the sport equipment A.3.3 Identify botanical shops and shops for gardening equipment and organise meetings with them to agree on cooperation for public gardening <ul style="list-style-type: none"> - introduce idea for public gardening - sign memorandum of understanding with respective shops to provide basic equipment and first set of plants/ seeds for the public gardens A.3.4 Meet with local government and introduce the idea of regular public sport activities for elderly and the idea of public gardens in the neighbourhood <ul style="list-style-type: none"> - introduce the idea of public gardening and public sport activities - sign a memorandum of understanding including the allowance to conduct the sport activities and to use the public space for gardening A.3.5 Liaison with local organisations working with elderly to support the public gardening project and the sport activities A.3.6 Conduct promotion activity for public gardening and sport activities (e.g. distribute leaflets which announce sport activities for elderly and public gardening, hold information events in organisations for elderly) A.3.7 Launch 1st public garden and sport activities (promote these activities via the campaign, see O2, including invitation of journalist to the 1st events) A.3.8 Regular conduction of public sport activities and public gardening 	<p>To make ageing active means to make large portion of population happier and healthier voters</p>