Press Release
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LOCAL

Boosting Silver Economy through local community mentoring

NEW PARTNERSHIP || ERASMUS - KA2: Cooperation Partnerships | Adult Education (ADU)

LOCAL: Boosting Silver Economy through local Community Mentoring

2021-1-PT01-KA220-ADU-000033443

Amato Lusitano – Associação de Desenvolvimento (AL-AD), following the work developed over the last few years with the senior population and more recently in the social entrepreneurship sector, has applied to the Erasmus+ program in the Adult Education component, with the project "Boosting Silver Economy through Local Community Mentoring", which has been approved with an honorable 3rd place among more than 70 applications submitted nationwide.

Amato Lusitano will assume the role of coordinating entity of a consortium composed of 9 organizations from 8 European countries, namely:

AL-AD (Portugal) – Amato Lusitano – Associação de Desenvolvimento (ALAD) is a Portuguese non-profit entity founded in 1998, whose mission is the promotion of equal opportunities and non discrimination of groups at greater risk and vulnerability, through actions aimed at their social inclusion, namely skills development, personal, family, social and professional development, training, capacity building, generating resilience and skills autonomy as a strategic commitment to action.

ALAD seeks in its daily action to promote the values of the Social Economy, with the development of initiatives that promote Equal Opportunities, entrepreneurship and social innovation, promotion of active aging and lifelong learning and the sustainability of aging.;

Mindshift (Portugal) – a consulting company specialized in Human Resources that invests in the performance and upskilling of people's competences, seeking to boost the digital and interpersonal maturity in organizations and society. At European level, is a strategic partner for the development of transnational cooperation projects aiming to create innovative solutions in the area of youth and adult training, in six key-areas: upskilling & reskilling, inclusion & employability, sustainable development, women empowerment, entrepreneurship & creativity, and digital talent;

INFODEF (Spain) – INFODEF, Institute for the Promotion of Development and Training, is a private and independent research, development and innovation center whose mission is to design and carry out projects that contribute to achieving sustainable and inclusive development through education, culture and innovation. The center designs and develops innovative tools, methodologies, products and services that respond to current social and economic challenges and enable the anticipation and promotion of the changes necessary to achieve the future goals and objectives of society.

INFODEF supports the modernization of educational systems and pedagogical innovation in public and private educational institutions at national and European level. One of the main areas of expertise of INFODEF is the design of innovative methodologies and instruments to support the work of professionals involved with specific target groups, such as young people, migrants, low-skilled adults, people with disabilities, prisoners and other disadvantaged groups;

CSI (Cyprus) – Center for Social Innovation (CSI) is a Research and Development organization, which focuses on fostering social innovation that can bring about a positive change to local, national, regional, and global entities. These entities include but are not limited to governments, local administrative agencies, non-for-profit agencies, commercial entities, and educational institutions. The CSI team is composed of open-minded, fully equipped researchers,entrepreneurs, project managers, trainers, and Information Technology specialists. CSI encompasses the capability and capacity to identify social needs, design and implement adjusted initiatives, and provide for sustainable growth. The CSI team's areas of expertise are in the fields of traditional education and e-learning, entrepreneurship, start-ups, innovation, creativity, negotiations, IP advisory services, social responsibility, business advisory solutions, data analytics, information technologies, project management, project evaluation services, product validation, training and computer gaming. CSI draws know-how and skills from its wide global network, which includes academic institutions, IT companies, public services, international organizations, start-ups, and public services;

The Rural Hub (Ireland) – The Rural Hub was set up as an association by a group of education, training and rural development professionals as a response to the impact of the economic crisis on small rural villages and towns in Ireland. Since it was first established in 2012, The Rural Hub has been providing a wide range of training and capacity development programmes to local residents and community groups. We specialise in the area of community development and have developed a number of local initiatives to support the social inclusion of disadvantaged rural youth, migrant communities and isolated older residents. We work with these groups, using creative approaches and the testing of digital media resources to support greater social cohesion among local communities in County Cavan. We have a developed network of county-wide stakeholders who support our work on a thematic basis. Through our community-based office, we deliver informal adult and youth education programmes through our Social Mornings and Educational Afternoons programmes; and through our 'youth into digital media' programmes we run in our Digital Media Zone (DMZ) in Virginia, Cavan;

EPIC (Italy) – The European Platform for International Cohesion (EPIC) is an NGO that was established in Italy in early 2020 to build on the experience of its members coming from various social and educational backgrounds to promote the values of European integration in all its social and economic facets. The core of the association is to promote awareness and ownership of the fundamental concepts of cohesion that stand behind the European Union. EPIC was founded by its members as a grass root movement to

counter the wave of anti-European sentiment. EPIC organizes events of awareness among civil society and groups of citizens to provide concrete and valuable examples of the many opportunities of the European Union. EPIC is active in translating European macro-policy concepts into tangible topics and examples that are relevant to civil society in local context, such as the European Green Deal, the European Cohesion Policy, Towards a Sustainable Europe 2030 and Social Inclusion and Silver Economy. A key activity of EPIC is the training and teaching that translates into the delivery of customized training to the cohort of relevant target groups, in particular Public and Private Institutions, local associations, NGOs, professional working on Adult education and elderly;

ADES (Romania) – a Romanian non-profit entity founded in 1995, with the mission of creating positive social and economic change in communities throughout Romania in a professional, ethical and responsible manner; ADES team is aiming at: Developing professional skills and increasing labour productivity; Improving the planning and implementation capacities of the local communities for a sustainable development; and Supporting SME development and expansion.

ADES has successfully coordinated and implemented national and international projects for improving the social and economic inclusion of different target groups, for training professional and personal development courses, including sustainable development, personal and institutional communication/ promotion, creativity and innovation, employment and self-employment/ entrepreneurship.

AED (Bulgaria) – Agency for Economic Development (AED) Kostinbrod is a Bulgarian NGO established in 2005 for public purposes. The organization supports the local community and sets networks for economic and social development through implementation of project, training, and consulting activities. Some of the primary objectives include overall development of the Municipality of Kostinbrod, cooperation between the Municipality, the non-profit organizations and the business for sustainable local development, and support to entrepreneurs acting locally.

AED Kostinbrod, has experience with cross-border projects with Serbia and with Leonardo and Erasmus+ projects. AED is a member of the European Coordination Committee (CEC) and cooperates with EU organizations, such as CEC, SCF, FIAS-ACFI, VET Mesigiako, Fundacio Trinijove, Fondazione Luigi Clerici; and

Inthecity (The Netherlands) – Inthecity Project Development is a creative multimedia agency. Its team of "digital storytellers'' incorporates recognized and proven expertise in filmmaking, animation, web design and development, event video production, and social media. The company's specialization is in discovering diverse real-life experiences and

bringing the stories to life so they can reach a wide audience with the original message and spirit of the experience.

The LOCAL project 1) will identify 50+ adults to serve as inspirational role models through their mentoring and entrepreneurship skills, 2) will develop and test a blended in-service mentoring training programme to empower professionals working in adult education in supporting adults 50+ to develop entrepreneurial skills and 3) will also develop and test a bespoke thematic mentoring cycle addressed at engaging 50+ adults in silver economy topics, digital and entrepreneurship transversal skills.

The idea is to engage adults 50+ in entrepreneurship as a later career option, thus helping to counteract aging, prolonging employment and professional integration and reducing unemployment in late ages. Therefore, our targeted groups are professionals working in adult education and 50+ adults.

By delivering on its outputs (project results): PR1 - LOCAL digital hub for community mentoring; PR2 - LOCAL in-service mentoring training, and PR3 - LOCAL Thematic mentoring cycles, the project will contribute to improving the social inclusion of adults aged 50+ and will be contributing to the creation/development of new companies/startups in the Silver Economy ecosystem.

On January 25th, our Kick-off meeting took place, the first Transnational meeting in an online format! It was a pleasure to meet the partners involved, who will collaborate over the next 24 months!

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