



Smart Against Ageism



EXPERIENCE NEVER GETS OLD

The Erasmus+ project '**Smart against Ageism**' (SAA) (January 2022 – June 2024) aims to contribute to a better social inclusion of older adults by developing an educational game that will introduce the users to the perspectives of older people concerned by or at risk of discrimination and segregation, and will thus contribute to developing empathy, tolerance of diversity and civil society skills.

WHY?

Negative attitudes about ageing and older age make life on average 7,5 years shorter.

Ageism is defined as stereotyping, prejudice, and discrimination on the ground of age. This type of discrimination causes a massive impact on society, influencing how we view ourselves and the possibility to consider what other persons (younger or older) can contribute to society thus impacting on health, well-being, longevity and having also far-reaching economic consequences¹. Studies show that such kind of negative attitudes can shorten life by an average of 7,5 years.

Encouraging people to reflect on their own negative biases towards old age and being protected from condescending attitudes and practices is the main objective of our project.

WHAT?

The **Smart Against Ageism (SAA)** project will deliver an accessible online game to raise awareness on ageism and to make the players understand the perspectives of people experiencing ageism, to promote empathy, tolerance, respect, and civic skills.

In this way, the Smart Against Ageism project will contribute to restoring older adults' image as full citizens and remove barriers to their social participation.



¹ World Health Organization. Ageing: Ageism. Published on: 18 March 2021. Available at: <https://www.who.int/news-room/questions-and-answers/item/ageing-ageism>

WHOM FOR?

The SAA educational game will be oriented at the needs of volunteers, formal and informal carers, assistants, staff with diverse professional backgrounds (janitors, social workers, etc.), and family members of older adults.

Additionally, the project will reach out to associations in the social, educational, health and care sectors, alongside with research organisations and policy makers.

RESULTS

An interactive learning platform, a high-quality learning game, and accompanying material will be made available for informal and non-formal learning.

- The compendium '**Responding to ageism**' gathers personal experiences of age discrimination and strategies to deal with ageism.
- An **interactive learning platform** with the **SAA game** at its core that will be accompanied by a library and materials for adult educators.
- A **toolkit for trainers** including a curriculum and trainer manual with instructions on how to make use of the game.
- **Recommendations** on how to promote diversity and empathy for victims of ageism and facilitate the usage of the game and the learning platform.

PARTNERS

The project involves seven organisations in six European countries:

EUROPEAN COORDINATION:



ISIS Institut für
Soziale
Infrastruktur
gGmbH
(Germany)

PARTNERS:



SHINE 2Europe, LDA
(Portugal)



AGE PLATFORM EUROPE
(Belgium)



ASOCIACIJA SENJORU
INICIATYVU CENTRAS
(Lithuania)



Alzheimer Bulgaria
Association
(Bulgaria)



AFEdemy, Academy on
Age-Friendly Environments
in Europe BV
(The Netherlands)



EAEA, European Association
for the Education of Adults
(Belgium)



Co-funded by
the European Union

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.