



EY2012 AWARDS: EU FINALISTS SHORT SUMMARIES

generations@school

First place: Project in Cooperation with Kouluvaarit (Grandparents at school)

Huolin Koulu School, Mynämäki, Finland

5th and 6th grade students and Grandad Hannu Gustafsson worked and learned together on an exciting project to build a gravity racer car. Grandad Hannu brought his skills and do-it-yourself expertise to guide the students in designing and building the car, ensuring all the time that it would be safe for real gravity racing.

Translated text:

Projekti Kouluvaarit ry:n kanssa, Huolin koulu, Mynämäki, Suomi

5. ja 6. luokan oppilaiden sekä kouluvaari Hannu Gustafssonin yhteisessä projektissa opittiin rakentamaan mäkiauto. Kouluvaari Hannun taidot ja tee-se-itse asiantuntemus opastivat oppilaita auton nikkaroinnissa ja hän myös varmisti, että auto oli mäkiautoiluun sopiva ja ennen kaikkea turvallinen.

Second place: Living Scenes, Millstreet Community School, Cork, Ireland

For seven years, retired adults and teenagers have brainstormed together to come up with creative multi-media projects aimed at bridging the gap between young and old. This year, the Living Scenes group created an intergenerational rap song; compiled a book titled *Two Generations, One Road*; and used clay, wood, tiles, glass, and metal to create a permanent display about crossing the generation gap.

Third place: Arta Music School, Vlacherna, Greece

The students at Arta Music School invited their grandparents into the classroom to share stories from their school years and talk about how life has changed. Afterwards, a schoolyard celebration with music and dancing by both generations took place.

Translated text:

Μουσικό Σχολείο Άρτας, Βλαχέρνα, Ελλάδα

Οι μαθητές του Μουσικού Σχολείου Άρτας, κάλεσαν τους παππούδες και τις γιαγιάδες τους στις τάξεις τους για να μοιραστούν μαζί τους ιστορίες από τα σχολικά τους χρόνια και να μιλήσουν για το πώς έχει αλλάξει η ζωή από τότε. Στη συνέχεια, πήραν όλοι μαζί μέρος στη γιορτή που διοργάνωσαν στην αυλή του σχολείου με μουσική, χορό και τραγούδια για μικρούς και μεγάλους.



Life Story Challenge

First place: “Bruno – A Life-time Ambition to Help”, proposed by Kersti Skovgaard, Estonia

Bruno Pöder was born on April 18, 1929. He still lives in the town where he was born in Estonia, 83 years later. Bruno has seen and done an awful lot in his lifetime. His exciting story is inspiring most of all because he never lost his positive attitude or his ambition to contribute to society. Bruno kept working as a surgeon until the age of 80.

Translated text:

„Bruno – elukestev soov teisi aidata”, Kersti Skovgaard, Eesti

Bruno Pöder sündis 18. aprillil 1929. Ta elab tänaseni Eestis, samas linnas, kus ta 83 aastat tagasi sündis. Bruno on oma elu jooksul tohutult palju näinud ja teinud. Tema põnev lugu on eriti inspireeriv just seetõttu, et ta on alati säilitanud positiivse ellusuhtumise ja soovi ühiskonnale kasu tuua. Bruno töötas kirurgina kuni 80. eluaastani.

Second place: “Carolina Beilsma – A Heart for Others”, proposed by Yara Hooglugt, Netherlands

Carolina Beilsma travels the world volunteering, and helps others to do the same. She volunteers with Grannies2Grannies, a group which supports grandmothers in developing countries. She has set up several G2G branches in the Netherlands. Besides helping the grannies with the challenges in their areas, Carolina loves learning from the women and building lifelong friendships.

Translated text:

“Carolina Beilsma – hart voor de medemens”, voorgedragen door Yara Hooglugt, Nederland

Carolina Beilsma reist de wereld af voor vrijwilligerswerk en helpt anderen om dit ook te doen. Zij is vrijwilligster voor Grannies2Grannies, een groep die grootmoeders in ontwikkelingslanden steunt. Ze heeft verschillende G2G-takken in Nederland opgezet. Naast de hulp aan grootmoeders voor de uitdagingen op hun gebied, geniet Carolina ervan om van deze vrouwen te leren en levenslange vriendschappen op te bouwen.

Third place: “The Story of Mrs Aleka Gravari Preka”, proposed by Maria Konstantinou, Cyprus

Like many elderly people, Aleka Gravari Preka has lived through difficult times. But she never lost her passion for life. Aleka fought hard to succeed as a woman in the man's world of journalism, and later went on to do important voluntary work. Recently, in 2010, she was one of the Cypriot Ambassadors of the European Year for Combating Poverty and is still a member of the Elders' Parliament.

Translated text:

«Η Ιστορία της κας Αλέκας Γράβαρη Πρέκα», προτείνει η Μαρία Κωνσταντίνου, Κύπρος

Όπως πολλοί ηλικιωμένοι, η Αλέκα Γράβαρη Πρέκα έζησε δύσκολα χρόνια. Ποτέ όμως δεν έχασε το πάθος της για τη ζωή. Η Αλέκα πάλεψε σκληρά για να πετύχει ως γυναίκα στον ανδροκρατούμενο κόσμο της δημοσιογραφίας και στη συνέχεια προσέφερε σημαντικό εθελοντικό έργο. Πρόσφατα, το 2010, ήταν μία από τις Πρέσβειρες της Κύπρου στο Ευρωπαϊκό Έτος για την Καταπολέμηση της Φτώχειας, ενώ εξακολουθεί να είναι μέλος της Βουλής των Γερόντων.



Reporting on Ageing and Relations between the Generations awards (Journalists' awards - Audio visual)

First place: “The Senior at Work” - A Reality TV Series, Risto Majaniemi, Cultfiction Oy, Finland

“The Senior at Work” is an 18-part reality TV series about Finnish citizens who choose not to retire. The seniors in these entertaining programmes explain what keeps them at work and discuss the value of ageing people as a resource in our society. The series was broadcast on the Finnish public TV channel Yle TV1, and each programme captured an audience of 150,000 to 200,000 viewers.

Translated text:

Seniöri työssä -henkilödokumenttien sarja, Risto Majaniemi, Cultfiction Oy, Suomi

“Seniöri työssä” on 18-osainen henkilödokumenttien sarja suomalaisista, jotka ovat päättäneet jatkaa työuraansa. Ohjelmassa seniörit kertovat motiiveista, jotka pitävät heidät työelämässä ja pohtivat ikääntyvien merkitystä yhteiskunnan voimavarana. Ohjelmasarja lähetettiin YLE TV1:ssä ja sen jokaista osaa seurasi 150 000-200 000 katsojaa.

Second place: “Active Old” – A Motivational Film for Elderly Migrants, Carol Burgemeestre

Stichting Voorbeeld Projecten, Netherlands

Being elderly can be difficult, but being elderly in a country that's not your own has its own set of challenges. The documentary film “Active Old” explores the lives of elderly migrants living in the Netherlands and how they get to know their new culture. The film is targeted to older people, who can discuss the themes of the movie together and find inspirational role models in the characters.

Translated text:

Actief oud – Een motiverende film voor migrantenouderen, Carol Burgemeestre

Stichting Voorbeeld Projecten, Nederland

Ouder zijn kan op zich al moeilijk zijn maar ouder zijn in een land waar je niet vandaan komt, kent geheel eigen uitdagingen. De documentaire *Actief oud* verkent het leven van migrantenouderen die in Nederland wonen en hoe ze hun nieuwe cultuur leren kennen. De film is gericht op oudere mensen die de thema's van de film samen kunnen bespreken en in de personages inspirerende rolmodellen kunnen vinden.

Third place: “Age and the City” – A Four-Part Radio Series for RTÉ Radio 1, Doireann Ní Bhriain, RTÉ - Raidió Telefís Éireann and the Broadcasting Authority of Ireland, Ireland.

This four-part radio series was produced by Ireland's national public service broadcaster RTÉ Radio 1. It brought the subject of ageing in the city to life through a mix of personal stories told by older people, with analysis and discussion of the issues facing our ageing society. Besides being highly entertaining for all ages, the stories addressed how our cities will meet the needs of older citizens.



Reporting on Ageing and Relations between the Generations awards (Journalists' awards - Written)

First place: "The Generation Gap", John Hansen, JP/Politiken Hus, Denmark

In the "Generation Gap" series, four journalists at the daily newspaper "Politiken" focused on individuals trying to help the generations function together in a society increasingly divided by age. The journalists also conducted opinion polls and surveys on expectations and attitudes about age, and the series sparked a wide-ranging debate.

Translated text:

"Generationskkellet", John Hansen, JP/Politikens Hus, Danmark

I artiklerien "Generationskkellet" satte fire journalister fra dagbladet *Politikken* fokus på personer, som forsøger at hjælpe generationerne med at fungere sammen i et stadig mere aldersopdelt samfund. Journalisterne foretog også meningsmålinger og spørgeundersøgelser vedrørende danskernes indstilling til alder, og artiklerien igangsatte en omfattende debat.

Second place: "The Reactivation of the Pensioner", Anita Staudacher, Kurier Redaktion, Austria

This article is about a business with a 70-plus initiative scheme that brings pensioners back to fulfilling work, and at the same time gives the company all the benefits of having a skilled and experienced workforce. The article, published in the Austrian daily newspaper *Kurier*, aims to highlight the opportunities of demographic shifts in the employment market.

Translated text:

„Reaktivierung der Rentner“, Anita Staudacher, Redaktion Kurier, Österreich

Der Artikel berichtet von einem Unternehmen mit einer Jobinitiative für über 70-Jährige, die Rentner zurück in ein erfülltes Arbeitsleben führt und der Firma zugleich Gelegenheit bietet, von allen Vorteilen einer kompetenten und erfahrenen Belegschaft zu profitieren. Zweck des in der österreichischen Tageszeitung *Kurier* erschienenen Artikels ist es, auf die Chancen hinzuweisen, die die demografischen Verschiebungen auf dem Arbeitsmarkt bieten.

Third place: "Coming Home Through the Back Door", Miguel Núñez Bello, Revista Sesenta y más (Imsero), Spain

A fascinating series of testimonies by multigenerational families who are living together under one roof as a result of economic difficulties, unemployment or separation. These stories, which are familiar to thousands of families throughout Spain, teach readers about true solidarity between generations.

Translated text:

"Volver a vivir con los padres", Miguel Núñez Bello, revista *Sesenta y más* (Imsero), España

Fascinante serie de testimonios de familias multigeneracionales que viven juntas bajo un mismo techo a consecuencia de las dificultades económicas, del desempleo o de la separación. Estas historias, que resultan conocidas para miles de familias en toda España, son ejemplos de una verdadera solidaridad intergeneracional.



Social Entrepreneurs

First place: “Two Generations Share a House”, Typhaine de Penfentenyo, Ensemble2générations, France

The social entrepreneur behind Ensemble2générations (E2G) has developed a successful model for intergenerational housing that makes a powerful social impact. By arranging for students to stay in the homes of the elderly, Typhaine de Penfentenyo addresses elderly isolation, the shortage of affordable student housing, and the generational divide. She has helped make over 900 student/elderly partnerships and her easily replicated model has allowed 15 regional branches to open since 2006.

Link: <http://www.ensemble2generations.fr/>

Translated text:

« Deux générations partagent un même logement », Typhaine de Penfentenyo, ensemble2générations, France

Résolument engagée dans l'entrepreneuriat social, Typhaine de Penfentenyo a fondé en 2006 l'association ensemble2générations (E2G), laquelle a développé un modèle de cohabitation intergénérationnelle qui a eu un très fort impact social. En permettant à des étudiants d'habiter chez des seniors, Typhaine de Penfentenyo contribue à rompre l'isolement des personnes âgées, à pallier le manque de logements à un prix abordable pour les étudiants et à combler le fossé entre les générations. Son action a d'ores et déjà débouché sur la mise en place de plus de 900 binômes (seniors/étudiants) et le modèle qu'elle a créé s'est révélé aisément reproductible puisque E2G dispose aujourd'hui d'une quinzaine d'agences régionales.

Lien : <http://www.ensemble2generations.fr/>

Second place: “Your Third Career. Empowering People to Tackle the Challenges of Third Age” - Poul-Erik Tindbaek, en3karriere, Denmark

Social entrepreneur Poul-Erik Tindbaek has created an important workshop model to help empower seniors as they approach retirement. His workshops offer counselling to provide information about the different options of when and how to retire, as well as practical advice on how to stay active. Tindbaek's workshop model is adaptable to meet a range of different needs at local, national and European levels.

Link: <http://www.en3karriere.dk> and <http://www.seniorforce.dk>

Translated text:

”Din tredje karriere. Seniorer skal rustes til at tackle udfordringerne i den tredje alder”, Poul-Erik Tindbæk, en3karriere, Danmark

Den sociale iværksætter Poul-Erik Tindbæk har udarbejdet en betydningsfuld workshopmodel, som skal hjælpe med at styrke seniorer, når de nærmer sig pensionsalderen. Hans workshop tilbyder rådgivning med information om de forskellige muligheder, der findes i forhold til, hvornår og hvordan seniorer kan trække sig tilbage fra arbejdsmarkedet, sammen med praktiske råd om, hvordan de kan forblive aktive herefter. Tindbæks workshopmodel kan tilpasses, så den tager højde for forskellige behov på lokalt, nationalt og europæisk plan.

Link: <http://www.en3karriere.dk> og <http://www.seniorforce.dk>



Third place: “50-plus Entrepreneurs: Business Start-ups to Prevent Poverty in Old Age and for Older People to Contribute to Society ”, Ralf Sange, Gründer 50plus, Germany

Ralf Sange created 50plus Entrepreneurs to help people aged over 50 to start their own businesses. His organization provides expert guidance from business start-up advisors. Besides helping seniors to stay active and connected to the community, Sange also helps them to stay financially independent. 50plus Entrepreneurs is expanding in Germany via a social franchise system.

Link: <http://www.gruender50plus.de/>

Translated text:

„Gründer 50plus: Unternehmensgründungen zur Vermeidung von Altersarmut und als Beitrag Älterer für die Gesellschaft“, Ralf Sange, Deutschland

Ralf Sange gründete Gründer 50plus, um über 50-Jährige bei der Gründung eigener Unternehmen zu unterstützen. Seine Organisation bietet fachkundige Anleitung durch Existenzgründungsberater. Sange hilft den Senioren nicht nur, aktiv und mit der Gemeinschaft verbunden zu bleiben, sondern auch, sich ihre finanzielle Unabhängigkeit zu sichern. Gründer 50plus expandiert in Deutschland durch Social Franchising.

Link: <http://www.gruender50plus.de/>

Towards Age-Friendly Environments

First place: “Life-Long Living”, Anne Mette Dalgaard, Municipality of Fredericia, Denmark

The Life Long Living project is a new model for interaction between elderly citizens and municipal social services, focusing on “everyday rehabilitation”. This is achieved in Fredericia by looking at the individual's resources and opportunities for self-empowerment, instead of providing compensatory and pacifying care. The programme has led to a 70,000 EUR per month reduction in assistance services requested by seniors - proof of increased independence!

Translated text:

”Livslang læring”, Anne Mette Dalgård, Fredericia Kommune, Danmark

Projektet for livslang læring er en ny model for interaktion mellem ældre borgere og kommunens sociale ydelser, idet man fokuserer på ”hverdagsrehabilitering”. Dette opnår man i Fredericia ved at gå ind og se på den enkeltes ressourcer og muligheder for at være selvhjulpne, frem for at tilbyde kompenserende og pacificerende pleje. Programmet har ført til en besparelse på 70.000 euro om måneden i hjælp og støtte, der efterspørges af seniorer - et bevis på den øgede uafhængighed!

Second place: “City Open for All”, Monika Szelągiewicz, Centre for Senior Citizens’ Initiatives, Poland

Poznan's Senior Citizens' Initiatives are part of the city's plan to address demographic changes by raising the quality of life for seniors. This diverse range of initiatives creates the right conditions for active and independent ageing, and includes everything from age advocacy to educational activities and an annual 50+ and Active Fair.

Translated text:

„Miasto otwarte dla wszystkich”, Monika Szelągiewicz, Centrum Inicjatyw Senioralnych, Polska

Poznańskie Inicjatywy Senioralne są częścią programu miasta, pragnącego rozwiązywać problemy zmian demograficznych poprzez poprawę jakości życia seniorów. Ta szeroka gama inicjatyw stwarza warunki sprzyjające



samodzielnemu i aktywnemu starzeniu się. Obejmuje ona wiele aspektów, od wsparcia dla osób starszych po zajęcia edukacyjne i targi „Aktywni 50+”.

Third place: “Ventspils – A Senior Citizen-friendly Town”, Didzis Ošenieks

Ventspils City Council, Latvia

The Ventspils’ council has chosen to place the wellbeing of older generations at the centre of its town development process, in order to ensure that seniors feel they are a valued part of the community. From increased wheelchair accessibility, to organised social events, to free fitness classes, Ventspils brings active ageing and solidarity between generations directly to its citizens.

Translated text:

„Ventspils – vecāka gadagājuma cilvēkiem draudzīga pilsēta”, Didzis Ošenieks, Ventspils pilsētas dome, Latvija

Ventspils pilsētas dome kā prioritāti pilsētas attīstības procesā ir nolēmusi izvirzīt vecākās paaudzes labklājību, liekot viņiem sajusties kā novērtētai sabiedrības daļai. Sākot no pārvietošanās iespēju uzlabošanas ratiņkrēslu lietotājiem līdz sabiedrisko pasākumu organizēšanai un vingrošanas nodarbību bezmaksas apmeklēšanai, Ventspils nodrošina aktīvas vecumdienas un paaudžu solidaritāti savu iedzīvotāju starpā.

Workplaces for all Ages

First place: “Managing People of Different Ages in Helsinki”, The City of Helsinki, Human Resources Center, Finland

Helsinki has a grand scheme to become a model town for promoting an age-diverse workforce. The city is implementing various projects to support young workers, to improve the wellbeing of older workers, and to create an age-conscious culture in general. Everyone is getting involved: from local sports centres, to health care providers, to occupational services. An integrated approach to active ageing!

Translated text:

”Eri-ikäisten johtamista Helsingissä”, Helsingin kaupunki, Henkilöstökeskus, Helsinki, Suomi

Helsingistä on tulossa eri-ikäisten työntekijöiden tarpeiden ja tavoitteiden huomioonottamisen mallikaupunki. Kaupunki toteuttaa erilaisia hankkeita, joilla tuetaan nuoria työntekijöitä, lisätään vanhempien työntekijöiden työhyvinvointia, tai muuten edistetään yleistä ikätietoisuutta. Mukaan tulee jatkuvasti uusia tahoja paikallisista urheilukeskuksista terveydenhuolto- ja työvoimapalvelujen tarjoajiin. Kokonaisvaltainen malli aktiiviseen ikääntymiseen!

Second place: “Senior-friendly Company – Seniority Programme”, Petr Ondráček, ŠKODA AUTO a.s., Czech Republic

ŠKODA AUTO has implemented a Seniority Programme, a number of long-term measures focused on solving problems that older employees may encounter. The measures aim to keep employees in the company longer and maintain high levels of performance, but also to help senior workers stay healthy and active, maintain a work-life balance, and pass on knowledge to younger colleagues.



Translated text:

„Společnost přátelská k seniorům“, Petr Ondráček, ŠKODA AUTO a.s., Česká republika

Program seniority zavedený ve společnosti ŠKODA AUTO nabízí řadu dlouhodobých opatření zaměřených na řešení problémů, se kterými se mohou setkat starší zaměstnanci. Cílem jednotlivých opatření je jednak udržet zaměstnance déle ve firmě při zachování vysoké úrovně výkonu, ale též pomoci starším pracovníkům zůstat déle zdraví a aktivní, udržet rovnováhu mezi pracovním a soukromým životem, jakož i předávat znalosti mladším kolegům.

Third place: “The Experience Generation. Opportunities for the 50-Plus”, Association of Senior Citizens’ Bureaus, Germany

The German National Association of Senior Citizens’ Bureaus is providing training to more than 280 of its bureaus, with the aim of enabling them to assist SMEs, public authorities and social economy institutions in dealing with the ageing workforce. The initiative already bears fruit as some municipal authorities have included specific modules as part of their staff training.

Translated text:

„Generation Erfahrung – Chancen 50Plus“, Bundesarbeitsgemeinschaft Seniorenbüros, Deutschland

Die deutsche Bundesarbeitsgemeinschaft Seniorenbüros bildet in über 280 angeschlossenen Büros Multiplikatoren aus, um sie in die Lage zu versetzen, kleine und mittlere Unternehmen, Behörden und sozialwirtschaftliche Einrichtungen beim Umgang mit älteren Arbeitnehmerinnen und Arbeitnehmern zu unterstützen. Die Initiative hat bereits erste Früchte getragen, indem einige Kommunalbehörden spezifische Module in die Personalausbildung aufgenommen haben.