



Denmark

Conclusions from evaluation

Task 1:

**Methods (including marketing) of
involvement of seniors in learning
processes**



Task 1 is a task for developing good/better methods of involving seniors in learning activities.

- One of the aspects is *marketing*
- Another aspect is how to make *seniors take part* in the organisation and planning of activities

The **aim** of a Task 1 activity is an ambition to test and use methods that engage seniors in activities that generally address learning processes, irrespective of which learning processes and purposes.

Focus lies on the methods' usefulness in the context of engagement.



Generally:

The European dimension has shown all partners that there are processes and methods within the Partnership that could be transferred and beneficial to use for the individual partners and that the differences in tradition, demography and culture can be of value.

Shared knowledge via tuition, visits etc. have also resulted in new knowledge for all partners.



- Generally cont.:

Methods from the various partners have inspired partners to go home and modified and improve activities or activity plans for their staff activities for seniors.

E.g. Great Britain also says that better relations between staff and seniors also results in better cooperation between staff and seniors



Generally all partner countries recognized more that

- seniors have an important role to play and can be partners in learning activities for seniors.
- seniors are getting more and more digital competent and also more and more communicate via internet sources, e.g. websites, mail, mobile phones etc..
- seniors need to be more digital competent



Generally all kind of marketing means have been used

- Traditional methods:
Posters, flyers, bookmarks, leaflets, press releases, letters, ads
- Virtual methods: Homepages, e-mails, face books, blogs.



- Word of mouth, recommendations from other seniors, senior organizations, and phones are also used.
- Local traditions have inspired the various partners to use new or reuse ways of marketing, e.g. put posters on church walls, school walls .



Mass media marketing varies

E.g has proved less successful in Slovenia than spoken invitations from friends to friends whereas mass media has proved immensely successful in Denmark



Engaging seniors in activities

The seniors are usually very engaged and willing to take part in a learning activity.

- seniors running local groups (GB).
- senior and/or learning organisations take active part in the marketing of the network.
- seniors define and evaluate activities (SP)

Necessity of having contact with the seniors so seniors can get support if needed



Generally it can be seen that partners not so used to involve seniors have during the LL4S period:

- learned to listen to and involving the seniors in learning activities from the starting / planning phase e.g. the or content of the activity.
- Questionnaires and statistics are also means of refining activities known to some partners and now used by others



Overall summary of task 1

Generally:

- More focus on seniors is very recommendable:

Seniors is a valuable resource in learning activities as co-partners, as sparring partners, as focus groups, as volunteers and as bearers of knowledge to transfer to fellow seniors in learning activities



- More focus on networking and working with both organisations involved in senior activities, Learning Associations, local SMEs is recommendable.



- Seniors become more and more aware of digital devices and more digital competent. More focus on reaching seniors via digital devices and the new social internet networks, e.g. home pages, mobile text alerts, face book etc.
- Learning activities will have to be renewed with intervals.