



# CITIES IN BALANCE

INTERREG IV B Project

Claudia Janzen

Andy Bleaden



# Cities In Balance/The Project

Project dates: 03/2008 - 10/2011

☞ Budget 5,5 Mio €; 2,75 Mio € ERDF

☞ Project partners:

- ☞ Hagen
- ☞ Leverkusen
- ☞ Kaiserslautern
- ☞ Brugge
- ☞ Genk
- ☞ Vlaardingen
- ☞ Southampton
- ☞ Stockport
- ☞ Leeds
- ☞ Edinburgh
- ☞ FernUniversität  
in Hagen



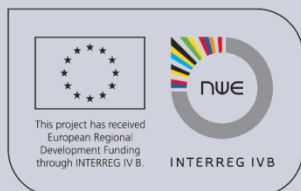


# CIB - Mission Statement



Cities In Balance is built on improving mainstream opportunities for seniors, moving forward from the traditional approach of intervention and treatment. CIB aims to reduce reliance on health and care services by encouraging greater emphasis on broader well-being issues. CIB will focus on services that improve the quality of life of seniors and help to enable them to live independently. A key activity is to define and explore innovative strategies to address the challenge posed by an ageing population. CIB will explore:

- empowering seniors to participate fully in community life;
- information and communication provision;
- securing social, financial and digital inclusion;
- business and employment opportunities.



# CIB – CITIES IN BALANCE. Promoting Senior Economy in Europe

PARTICIPATIVE / INTER-GENERATIONAL / TARGETED TO IMPROVE THE QUALITY OF LIFE OF SENIORS

## WP1 – Silver Hubs

Centres for inter-generational meeting, communication and information

To develop a manual for all cities in NWE how to develop and implement a for the NWE cities' specific conditions best form of a Silver Hub

- Southamp.: Senior Information Project + Senior Council
- Hagen: Network of service and meeting points
- Brugge: Inter-gen. volunteer House
- Genk: Step by step activation in Local Service Centres
- Leverk.: inter-gen. contact zone
- Vlaarding.: neighbourhood information and service point
- Kaisersl.: neighbourhood based service infrastructure
- Edinburgh: inter-generational info-point

## WP2 – Silver Inclusion

Financial, social and technical involvement of seniors in community life

To develop a universal toolbox for institutions in charge in NWE, consisting of transferable best-practice pilots improving senior's inclusion

- Southamp: Southampton Inter-generational Network (SIGN)
- Leverk.: network of volunteers
- Hagen: Information from and for seniors
- Stockport: financial inclusion
- Leeds: Neighbourhood Information Gateways
- Kaisersl.: senior's convenience Package
- Edinburgh: Learn IT 4 Life
- Genk: Including the next generation

## WP3 – Silver Economy

Qualification+ promotion of employment, serving supply + demand side in silver market

To develop an action-oriented best-practice range of qualification strategies which can be used for generating employment and growth effects for the regional economy and NWE

- Edinburgh: Hi Ho Silver
- Stockport: Silver Entrepreneurs
- Vlaardingen: task force silver economy
- Southamp.: action research into time-banking and mutual volunteer networks
- Hagen: training for craftsmen
- Leverkusen: training for craftsmen

## WP4 – Silver Training. Implementation of a transnational programme in senior affairs and awareness-raising

- transnational Workshops
- thematic conferences on silver hubs; silver inclusion and silver economy
- transnational training programme („How Cities in Balance can adapt best to ageing“)
- dissemination, communication and awareness-raising activities (congress, poster campaign, comm. plan)

# CIB – Transnational Work – benefiting from each other

## **Mutual learning process:**

periodic project-meetings, exchange of knowledge and experiences , evaluation through scientific partner

**Professional level:**Improvement of results by transnational exchange (reflection)/ co-operation between departments and organisations/crosslinking between profession and marketing



## **Financial level:**

ERDF

Exchange with partners facilitates finding of cheap alternatives

Working with a clear focus and a common structure saves resources (time,staff, money)

## **Staff level**

Improvement of expertise, language skills and intercultural competence





# CIB – Transnational Work - benefiting from each other

- Common communication strategy, common promotion material

**Silver Economy**

Seniors are important and people can learn from the skills and expertise whilst the economy also benefits. Cities in Balance can help seniors to benefit from the products and services that are available through the programme.

The partners in this Work Package will develop an action-oriented best practice range of qualification strategies.

[www.cib-online.eu](http://www.cib-online.eu)



**Cities in Balance**  
Actieve Steden Voor Alle Leeftijden



CIB onderzoekt:

- mogelijkheden voor ouderen om volledig te participeren in de samenleving;
- informatie- en communicatievoorzieningen;
- het waarborgen van maatschappelijke, financiële en digitale deelname;
- zakelijke mogelijkheden en arbeidskansen.

# Transnational cooperation is necessary to learn and benefit from each other and improve results





# Silver Inclusion

New approaches for older people to get the most out of the golden years



This project has received  
European Regional  
Development Funding  
through INTERREG IV B.



INTERREG IV B



# What does it mean?

- **Seniors taking an active part in their communities and mixing with younger generations.**
- **Having choice & opportunities to enjoy later life.**
- **Living life to the full.**
- **People being appreciated for what they do.**

# What keeps people from enjoying life?

- Financial problems.
- New technologies.
- Limited opportunities to get involved in their communities.
- No information about what's happening.
- Not having a voice in their community.

# How did we think we could help?

The partners in CIB worked together to come up with ideas that would help people get involved in their communities.

We wanted to test different approaches by organizing projects.

What we learned from these projects will lead to helping others.



# The Partner Projects

- **Southampton Intergenerational Network (SIGN)**
- **Network of Volunteers, Leverkusen**
- **Information from and for Seniors, Hagen**
- **Learn IT 4 Life, Edinburgh**
- **Including the next Generation, Genk**
- **Managing Your Money Stockport**
- **Neighbourhood Information Gateways Leeds**





# Transnational Cooperation

## Silver Inclusion Conference Stockport 2008

Over 100 people participated in workshops, discussions and planning for the project.

## European Day of Solidarity Between Generations

A series of events in 10 CIB partner cities focused on inter-generational cooperation.

## Silver Inclusion Toolbox

A resource compiled by all CIB partners to show how seniors are supported to in the financial, social and technical involvement of in community life.

# What We Learned

**There is no substitute to finding out directly from older people what their needs are.**

**Invest time into any developments - success takes time.**

**Be creative and innovative in the approach to intergenerational activities.**

**The benefits of creating an environment where younger and older people can come together to learn from one another are invaluable.**

**Training, particularly in relation to technological inclusion, is very important.**

**Celebrate success, tell stories and share people's experiences widely.**



# Any Questions?

[www.cib-online.eu](http://www.cib-online.eu)

**HAGENagentur Claudia Janzen**

**Fon 02331-80999-75**

**E-Mail [janzen@hagenagentur.de](mailto:janzen@hagenagentur.de)**

**Stockport Council : Andy Bleaden**

**++44 7946481674**

**Email [andy.bleaden@stockport.gov.uk](mailto:andy.bleaden@stockport.gov.uk)**

