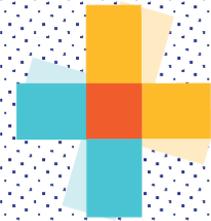




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# SENIOR



ISSUE #1 - APRIL 2022

## Newsletter



Ph: Rohan Makhecha on Unsplash

### About

SENIOR+ is an Erasmus+ funded project that gathers 6 organizations from France, Spain, Italy, Lithuania, Greece, and Cyprus cooperating to define strategies and tools for senior entrepreneurship, especially for the ones at risk of exclusion.

### Rationale

Many studies have recognised the role of entrepreneurship in poverty alleviation, enabling people from disadvantaged backgrounds, such as older adults 50+, to break out of their inferior positions and find their own solution to unemployment or discrimination in the labour market. At the same time as acquiring these new skills and competencies necessary to set up their own business,, our target groups will also receive training in social value creation from a business.

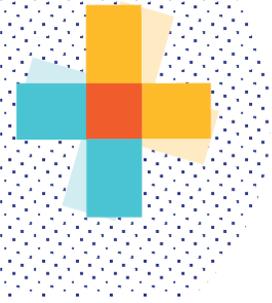
Thanks to SENIOR+, the social world, together with the business world, will identify which market niches exist in the different business sectors. Vulnerable older adults 50+ will create social and inclusive enterprises to meet these needs



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and this, in turn, will establish a powerful link between the people involved, the older adults 50+ and the business professionals

## What's on

### Launch of the website

In April 2022 we launched the project website: [www.seniorplusproject.eu](http://www.seniorplusproject.eu)

Through the web platform we will share all the steps and outputs of the 30 months Erasmus+ project, aiming at improving the lives of seniors, by implementing innovative practices in the field of entrepreneurship.

### First partners' meeting

SENIOR+ project partners met online in February 2022 to launch the project and prepare for the face-to-face kick off meeting that will take place in May in Spain. The meeting was an opportunity to start getting to know each other and start planning the first tasks of the project.

## Partners

★ ANS (IT)

[www.anzianienonsolo.it](http://www.anzianienonsolo.it)

[progetti@anzianienonsolo.it](mailto:progetti@anzianienonsolo.it)

★ Empresas Con Valores (ES)

[www.cvalores.org](http://www.cvalores.org)

[info@cvalores.org](mailto:info@cvalores.org)

★ E-SENIORS (FR)

[www.eseniors.eu](http://www.eseniors.eu)

[contact@eseniors.eu](mailto:contact@eseniors.eu)

★ Hearhands Solutions Limited (CY)

[www.hearhands.solutions](http://www.hearhands.solutions)

[Info@Hearhands.Solutions](mailto:Info@Hearhands.Solutions)

★ IDEC (GR)

[www.idec.gr](http://www.idec.gr)

[info@idec.gr](mailto:info@idec.gr)

★ Social Innovation Fund (LT)

[www.lpf.lt](http://www.lpf.lt)

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