



NEWSLETTER #6 – June 2024

Newsletter

What's on



Multiplier Event in France, E-seniors, June 20th.

As the Senior+ project draws to a close, we are excited to share the consortium's experiences with the recent multiplier event.

Following the successful achievement of the four mentoring sessions designed to provide an intensive business incubation process for seniors, each partner has organized events to present the project's objectives and outcomes.

The primary goal of these multiplier events was to disseminate and promote the activities undertaken within the

project's framework, thereby increasing its visibility and fostering sustainability. Some partners have opted for in-person events, while others have chosen to conduct them online.

The multiplier experiences

The conclusion of the Senior+ project is approaching, and today we are happy to share the Consortium experiences with the multiplier event.

FRANCE

E-Seniors Association' staff had organised its multiplier event on June 20th in collaboration with a Parisian structure named Tiers Lieux CAF based in the 15th district in Paris. The E-Seniors team employed various communication methods to invite the audience, as a result of these efforts, the event successfully gathered 31 attendees, including seniors, entrepreneurs, trainers, NGO professionals, and local authority representatives. E-Seniors' representatives, who also coordinate the



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SENIOR+ project, organized a comprehensive multiplier event. The event began with a welcoming coffee session, followed by the presentation of the project, its partners, objectives and key concepts. Attendees were given an overview of the project website, the project platform and the various training modules available. The event concluded with music and a buffet provided by E-Seniors. Overall, the France experience was positive and successful!

LITHUANIA

The Multiplier event at Best Western Santakos Hotel in Kaunas, Lithuania, organized by the Social Innovation Fund on June 21, 2024, drew 21 participants who were invited via online platforms, flyers, newsletters, and local events held in May-June to introduce the project and its outcomes. The attendees consisted in a very heterogeneous group which included seniors, entrepreneurs, stakeholders, NGO representatives, adult educators, and trainers, fostering extensive collaboration on working with seniors. The participants were given a detailed presentation of the Senior+ project by the Lithuanian partners, characterised by an exhaustive explanation of the various steps that led to the realisation of the project. Afterwards, the Senior+ platform was presented in depth, explaining how it works and how to access the different available sections. Generally, the feedback was very positive and the experience was pleasant.



Multiplier Event in Lithuania, SIF, June 21st.

CYPRUS

On June 25, 2024, the multiplier event was held from Hearthands Solutions, the Cypriot partner, managing to involve 30 participants with different backgrounds. The event began with an introduction to the meaning of the Erasmus+, covering its concept, evolution, and offerings to help the participants understand the program and its objectives. Following this, the SENIOR+ project was introduced, explaining its content and objectives. The general outline was discussed, from the constitution of the partnership to a detailed illustration of the project's outcomes: particular emphasis was placed on the online platform that contains all the project results and on the process of the incubation program. After the presentations of the promotional materials and the project website, a dynamic and



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Multiplier Event in Cyprus, HEARTHANDS SOLUTIONS, June 25th.

interactive dialogue took place, with participants actively engaging and sharing their impressions through a questionnaire. The event concluded with a networking session where participants exchanged views and ideas on increasing business opportunities for unemployed people over 55 through entrepreneurship. The positive energy and sense of inspiration among the participants indicated the event's success.

ITALY

Anziani e non solo arranged their multiplier event on June 25th, and was held online via the Zoom platform. Through effective dissemination of leaflets and other project materials on social media, as well as collaboration with the Italian association "Lavoro 40", the Italian team attracted a total of 26 participants. This diverse group included seniors and other stakeholders. The event in Italy provided an opportunity to present the Senior+ project, offering an overview of its main objectives and various outcomes, focusing primarily on the training modules and the incubation experience. The project website was also showcased, with a detailed walkthrough of each section to highlight its full potential. The presentation was followed by a productive discussion and questions from the participants. The responses were supportive, reflecting the success of the event.



Multiplier Event in Italy (via zoom), Anziani e non solo, June 25th.



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GREECE

The Greek partner IDEC had recently held its multiplier event on the 28th of June, successfully attracting 50 participants who gathered to explore the vital role of entrepreneurship among individuals aged 55 and above, highlighting the essential skills required for their development. During the meeting significant attention was dedicated on showcasing the unique contributions and outcomes achieved through the SENIOR+ project, underscoring its added value in stimulating and encouraging entrepreneurial endeavors among seniors. The event served as a platform to emphasize success stories, share impactful insights, and discuss strategies for enhancing support and opportunities within this demographic.



Multiplier Event in Greece, IDEC, June 28th.

SPAIN

The Spanish partner "Asociación Con Valores" planned their multiplier event on June 27th from 18:00 to 21:00. The SENIOR+ event gathered participants from diverse backgrounds, including aspiring



Multiplier Event in Spain, Asociación Con Valores, June 27th.

entrepreneurs with migrant backgrounds facing significant challenges in business development later in life. In terms of professional experience, the participants ranged from those who were just starting out in their entrepreneurial endeavours to those with several years of experience. Con Valores' managed to attract an important number of people, reaching up to 103 participants!

The main topics of the event included a comprehensive dissemination of the Senior+ Project and its e-learning platform, providing detailed information on its

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objectives, achievements, and future plans. Furthermore, Con Valores organized also inspirational moments for the attendees throughout keynote speech and entrepreneurial pitches, recognizing community contributions, and facilitating practical learning and networking opportunities. The Erasmus+ SENIOR+ multiplier event was successful in several key areas, particularly in venue choice, organization, and the relevance of content!

If you're interested in receiving updates about future developments regarding the project, you can find more information on the website at: <https://seniorplusproject.eu/>