

Active ageing
communities



Co-funded by the
Erasmus+ Programme
of the European Union

Active Ageing Communities Project

Kick-off Partner Meeting

14th January 2020

#BEACTIVE

 **europe active**
MORE PEOPLE | MORE ACTIVE | MORE OFTEN

AAC PROJECT OBJECTIVES AND EXPECTATIONS

1. The programme purpose is to surpass the main recognised barriers to health and active ageing through the establishment of **communities** composed of 25-30 older adults per club
Each older adult will follow a specially designed programme.
2. The AAC Programme will involve **500** older adults (over 65) in **18** fitness centres from various territorial realities in **6** different European countries.
Over 70 **fitness professionals** will be involved for implementing the AAC
3. Create communities for healthier and more active older people in different European countries, and in different community settings, which can then be **replicated** across other recreational sport settings.
In this regard, the intervention can be adapted throughout its implementation.

AAC PROJECT OBJECTIVES AND EXPECTATIONS

4. The **AAC seminars and final conference** are expected to involve more than hundred fitness and recreational sport stakeholders.
5. The Community Based approach developed by AAC will contribute to **professionalise the sector** by offering fitness personnel to train to be more receptive in assisting older adults and to then potentially turn them into long-term members in the club.
6. The project sets a high percentage of **retention** for the older adults who take part in the intervention. The AAC programme will have an ambitious target of **75%** of the participants who start to still be involved at the end of the proposed intervention (the first measurement to take place after three months and the second one at the end of the six months intervention).

AAC PROJECT OBJECTIVES AND EXPECTATIONS

The AAC project expects to put in place two multiplier effects at the *European level*:

- The AAC methodology will get the interest of the EuropeActive network of National Fitness Associations
- National Associations will spread the AAC methodology through their club members

The AAC project expects to put in place two multiplier actions at *National level*:

- The Fitness Centres will promote the AAC methodology to other fitness and recreational sport centres.
- The older adult participants will disseminate the AAC methodology in their communities

AAC PROJECT KPIs

Retention percentage of those starting compared to those completing the 6-month intervention

Feedback questionnaires for fitness professionals and participants

Consistent implementation of the AAC Programme

Compliance and achievement of the expected **figures**

Interest of other fitness and sport stakeholders (website, social media, multiplier events, etc.)



**THANK
YOU**



SESSION TWO (14:00 – 16:00)

THE AAC PROJECT

AAC PROJECT - *INTELLECTUAL OUTPUTS*

1) AAC Handbook

The AAC Handbook aims to facilitate the project implementation and dissemination. It will contain three main chapters:

1. Participant Recruitment
2. Event Planner
3. Guides for participants

2) AAC Programme (...)

AAC PROJECT - *INTELLECTUAL OUTPUTS*

3) AAC Evaluation Report

NAS representatives will be responsible for the local evaluation while SUD and EuropeActive will provide a general overview of all data collected from the six countries.

The last chapter of the Report (the external evaluation report) will be drafted by the two external researchers' part of the PQT.

To facilitate the dissemination the Report Executive Summary will be translated in several EU languages and it will be printed in the form of brochure.

4) AAC Good Practice Guide

A 4-page brochure will be prepared in the form of "good practice guide" (GPG) based on the practical evidence and experiences from the general AAC implementation phases. It will therefore provide recommendations for any future community-based interventions promoting active ageing and social inclusion for older adults in a broader context of recreational sport.

AAC PROJECT – PARTNER ROLES AND RESPONSIBILITIES

WP	Work package title	Leader	Supporting Partners	Intellectual Outputs
WP 1	AAC Project management	EuropeActive		AAC Handbook
WP 2	Active Ageing Communities Programme	University of Southern Denmark (SUD)	National Fitness Associations	AAC Programme
WP 3	Clubs and Participants Recruitment and AAC Programme Implementation	National Fitness Associations		N/A
WP 4	AAC Evaluation (Data Collection and Reporting)	EuropeActive and SUD	National Fitness Associations	AAC Report and AAC Good Practice Guide
WP 5	AAC Dissemination Events (National Seminars and AAC Conference)	EuropeActive and National Fitness Associations	SUD	N/A

AAC PROJECT – *UNIVERSITY OF SOUTHERN DENMARK* ROLES

- Attend and Host the 3rd Partner Meetings
- Lead the drafting of the AAC Programme (IO2) and support NAS and clubs for its implementation
- Collaborate with EuropeActive to the AAC Evaluation Report (IO3)
- Contribute to the drafting of the AAC Good Practice Guide (IO4)
- Contribute to the organisation of the AAC Final Conference in Brussels
- Be part of the Project Quality Team (PQT) composed also by EuropeActive and two specially appointed external researchers.
- Contribute drafting the Administrative EACEA Report

AAC PROJECT – NATIONAL ASSOCIATIONS ROLES

- Attend and Host (Prague, Rome, Odense) Partner Meetings
- Support the University of Southern Denmark for the finalisation of the AAC Programme (IO2)
- Appoint 3 fitness centres from three different community settings to deliver the AAC Programme

The payments will be made by EuropeActive 3,000 EUR each club

- Support the 3 fitness centres clubs in the participant recruitment and programme implementation phases
- Organise the preparatory meetings with clubs for the correct and coherent delivery of the Programme
- Collaborate with the 3 selected clubs during the data collection phase
- Collect feedbacks from participants and the fitness staff clubs involved (*feedback forms tbc*)
- Based on the collected data and feedbacks, draft a national report which will be part of the AAC Report (IO3)
- Contribute to the distribution of the AAC Good Practice Guide (IO4)
- Organise the AAC National Seminars after the AAC Conference to disseminate the project

AAC PROJECT – *LAURA & NICOLE ROLES*

The two researchers are part of the Project Quality Team (PQT) together with EuropeActive and SUD.

As member of the PQT they are responsible for:

- Overseeing the finalisation of AAC Programme intervention (IO2).
- Guaranteeing a correct and a consistent implementation of the agreed AAC Programme
- Overseeing and support the data collection phase of the National Associations (during and after the completion of the interventions).
- Drafting the External Evaluation Report which will be presented by the two AAC subcontractors at the final Conference in Brussels.
- Support EuropeActive for IO1 and IO4



PROJECT TIMELINE



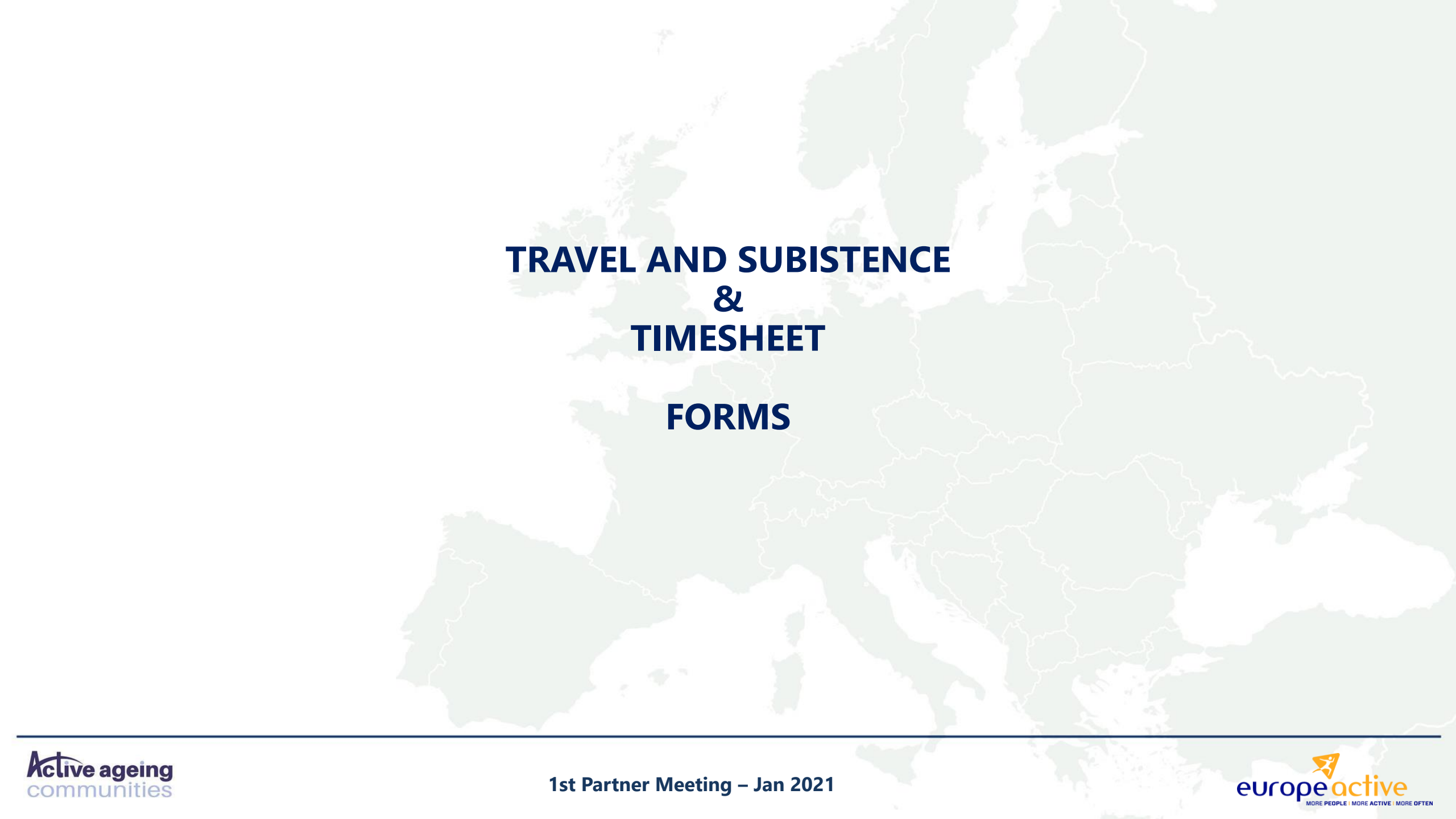
**Preliminary discussion on
expected obstacles (e.g. Covid-19 restrictions)**

AAC PROJECT – PARTNER BUDGET BREAKUP & PAYMENTS

Category	Details	Unit contribution
Project Management & implementation	250 EUR per month	
Intellectual Outputs (staff costs and other activities to deliver the project outcomes)	Project deliverables	
Multiplier Sport Events	Events to be organised	
Match Funding Contribution	Partner contribution of 20% match-funding of the exceptional costs	- 1062 EUR
		TOT:
Transnational project meetings	Travel and Subsistence Maximum Reimbursement based on real costs. For 2 people for 4 transnational meetings to attend.	+ Up to

Payments Schedule

- 30% of the total after the signature of the partner agreements (Jan 2021)
- 30% after the successful implementation of the first-year actions (Jan 2022)
- 40% after the approval of the Project Report (Feb 2023)



**TRAVEL AND SUBSISTENCE
&
TIMESHEET
FORMS**

AAC PROJECT – *DISSEMINATION*

The AAC dissemination levels

1. European, 2. National, 3. Local

1. EuropeActive will use its European fitness/sport networks to promote the AAC methodology. SUD will disseminate it through specialized academic platforms.

2. NAS will promote the project outcomes throughout their national club members.

3. The 18 clubs will promote the methodology in their local communities, especially targeting older people.

AAC PROJECT – *DISSEMINATION*

1) AAC Final Conference

The Final Conference in Brussels will be organised by EuropeActive with the support of the University of Southern Denmark. EuropeActive will be responsible of the invitation of policy makers and sport stakeholders given decennial presence in Brussels, while the University of Southern Denmark will extend the invitation of other research centres active with active ageing projects. The event will be both an informative occasion for the policy makers and a dissemination opportunity for the sport stakeholders and academics. Also coordinators of other E+ Projects targeting older adults will be invited to share their experiences.

2) AAC National Seminars

After the Final Conference, 6 National Seminars will be organised in the National Fitness Association's headquarters. The Seminars will be the platforms for dissemination of the AAC intellectual outputs at national level.

AAC PROJECT – *DISSEMINATION*

- **Project videos and images**

Part of the AAC conference budget will be used to film a promotional video during the event containing also short interviews to share the AAC partners and participants experience.

Clubs are encouraged to send to EuropeActive videos/pictures of training and social sessions to promote the project on social media.

- **European Week of Sport (#BeActive)**

To facilitate the spread of AAC, the partners are invited to use #BeActive for any social media related to the project.

On one side, AAC will get hundreds of older people in different local communities to know the European Week of Sport initiative and at the same time the clubs involved will join the wide EWoS platform and multiply their media visibility.

- **The #BeInclusive and #BeActive Awards**

EuropeActive aims to candidate the clubs who will have best implemented the AAC methodology to these awards organised by the EU commission. The victory of one category will be an indicator of the successful methodology proposed by the project but also an instrument for showing the fitness sector commitment in breaking barriers and building a more inclusive and active society.

AAC PROJECT – DISSEMINATION

Publications disclaimer:

"The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein".

HQ Partner Logos (will be sent)

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communities



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Project Hashtag

#BEACTIVE



PARTNER AGREEMENTS Q&A



NEXT MEETINGS
ANY OTHER BUSINESS



**THANK
YOU**