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MOBI-DIG: Mobile Apps and Digital Services for Seniors
2023-2-ES01-KA210-ADU-000181337

Friendly Cities and Communities for Older People

PROMOTER OF THE INITIATIVE: IMSERSO (Instituto de Mayores y Servicios Sociales) / Spain / <https://imserso.es/web/imserso>

TARGET GROUPS: Elderly people aged 65+

YEAR(S) OF IMPLEMENTATION: 2021 - Present

DESCRIPTION:

The "Friendly Cities and Communities for Older People" initiative is a nationwide effort spearheaded by IMSERSO aimed at creating age-friendly environments that promote the well-being and inclusion of older adults. This project involves various cities and communities across Spain that are committed to enhancing the quality of life for elderly residents by making public spaces more accessible and encouraging active participation in society. The initiative also focuses on digital inclusion, ensuring that older adults have the skills and access necessary to participate fully in the digital world.

OUTCOMES:

- Since its launch, the initiative has significantly improved the quality of life for older adults in participating cities.
- It has enhanced their access to services, increased their participation in community activities, and fostered greater social inclusion.
- The initiative has also made notable strides in promoting digital equity, enabling older adults to engage more effectively with digital technologies and online services, thus reducing feelings of isolation and increasing their independence.
- Increased autonomy and independence for elderly people in managing their daily lives.
- Reduced social isolation through improved social inclusion and community engagement.

The initiative provides a range of training opportunities both in classrooms and online, catering to individual and group needs. It involves community engagement activities that foster intergenerational learning and collaboration. The initiative also promotes digital equity through public awareness campaigns and tailored digital literacy programs, ensuring that elderly residents can fully participate in and benefit from the digital age. The training aims to enhance self-esteem and independence, combat unwanted loneliness, facilitate intergenerational relationships, and preserve cognitive abilities.

EFFECTIVE APPROACHES FOR IMPROVING DIGITAL COMPETENCES OF ELDERLY PEOPLE:

- Training programme
- Training course (face-to-face, online or blended)
- Intergenerational learning methodology
- Public awareness campaigns



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WEBSITE OR OTHER ONLINE CHANNELS:

<https://blogciudades.imserso.es/-/la-red-de-ciudades-y-comunidades-amigables-con-las-personas-mayores-celebra-el-dia-internacional-de-las-personas-mayores-y-se-une-a-la-reivindicacion-equidad-digital-para-todas-las-edades>

<https://www.zaragoza.es/sede/servicio/noticia/nopub/303683>

<https://ajuntament.barcelona.cat/personesgrans/es/content/vincles-bcn-0>