



Generations
Working
Together



Pontio'r
Cenedlaethau
Bridging the Generations

Welcome

Welcome to Global Intergenerational Week 2023, a global campaign bringing partners together from across the globe, to celebrate the amazing intergenerational achievements that have been taking place all year.

This week-long celebration will take place from Monday 24th - Sunday 30th of April 2023. Join us and our 14 other global partners for a series of webinars, online events, in-person activities and so much more!

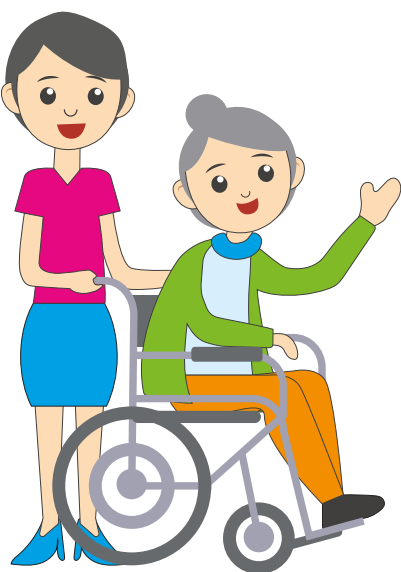
This pack has been created for those who are passionate about connecting generations in new, exciting and innovative ways. Read on to learn more about what intergenerational practice is, a brief history of the campaign and what you can expect from Global Intergenerational Week 2023.

We are super excited to have you on board and can't wait to get started!



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What is intergenerational practice?

There are several definitions and descriptors used for intergenerational practice, most of which share an affinity to the commonly used international definition:

‘Intergenerational practice aims to bring people together in purposeful, mutually beneficial activities which promote greater understanding and respect between different generations and contributes to building more cohesive communities. Intergenerational practice is inclusive, building on the positive resources that the younger and older generations have to offer each other and those around them.’ (Beth Johnson Foundation, 2009)

Intergenerational activity is about more than bringing younger and older people together. It is a systemic approach to community development and wellbeing that recognises and values the contribution of all generations who live there. We all have a role in supporting the growth of intergenerational approaches collaboratively.



Global Intergenerational Week

Global Intergenerational Week takes place from Monday 24th – Sunday 30th of April, 2023. In its fourth year, the campaign aims to get as many people as possible involved in a global intergenerational conversation. We want supporters of the week to share their ideas on how to connect younger and older generations and inspire others to take action that builds strong intergenerational connections and relationships. It's about celebrating those moments and places local to us where different age groups come together for shared benefit.

The pandemic has brought new challenges to intergenerational connections and relationships across the UK and the world. However while the last few years have revealed the depth and breadth of our individual, collective, and national loneliness, they have also increased our understanding of, and empathy for, people who experience loneliness and broader relational disconnection. Therefore, we are at a moment of opportunity to make a lasting impact on the issues we care about and include more voices in conversations around intergenerational relationships. As the effects of the pandemic continue to subside, we now have an opportunity to get back out there and deliver intergenerational projects in-person – making Global Intergenerational Week 2023 our biggest and most exciting year yet. Let's keep the enthusiasm and passion for intergenerational connections alive!

Why celebrate intergenerational connections?

There are lots of organisations across the world forging intergenerational relationships through fantastic projects. From schools and colleges, care homes to nurseries, sports groups to housing providers, we're all working hard on connecting people of all ages together in a mutually beneficial way. We don't, however, always share our impact with the wider world. That's where Global Intergenerational Week comes in.



Our Global Partners:

- **America** – [Generations United \(GU\)](#) and [The Eisner Foundation](#)
- **Australia** – [Australian Institute for Intergenerational Practice \(AIIP\)](#)
- **Canada** – [LINKages](#)
- **England** – [Beth Johnson Foundation](#)
- **Hungary** – [Eötvös Loránd University](#) - **Erasmus+60 Project**
- **India** – [HelpAge India](#)
- **Ireland** – [Dublin City University \(DCU\)](#)
- **Israel** – [Keshet Ben Dori](#) and [Professor Liat Ayalon](#)
- **Mexico** – [Córimaz](#)
- **Northern Ireland** – [Linking Generations \(LGNI\)](#)
- **Scotland** – [Generations Working Together \(GWT\)](#)
- **Singapore**: [Genlab](#)
- **Spain** – [Macrosad Chair, University of Granada](#)
- **Sweden** – [Generation Marianne](#)
- **Wales** – [Bridging the Generations](#)



Benefits of intergenerational activity

To young people...

- Increased self-esteem and confidence through interaction with other generations.
- New meaningful friendships.
- Improved understanding of people from different generations, resulting in the tackling of stereotypes and misconceptions.
- Learning of new and important life skills.

To older people...

- Improved health and wellbeing as a result of participating in new activities which may involve both physical and mental activity and stimulation.
- Reduced social isolation: older people can interact with new groups, participate in activities and form new friendships.
- Older people with dementia have been found to display positive responses and smile more frequently when interacting with different generations.

To communities...

- Increased community social cohesion and social capital as a result of purposeful activities designed to encourage relationships and connections to grow.
- Improved social responsibility across generations due to increased involvement in the local community.
- Creates place pride, where everyone feels that they can contribute to their local community.

Broader impact

- Staff in care homes have reported significant improvements in happiness and wellbeing in residents.
- Teachers and school staff have reported academic social and behavioural improvements in young people.
- Parents have reported improved communication skills.
- Intergenerational practice has potential to reduced costs in healthcare.
- Can contribute to neighbourhood regeneration and urban planning.

The nine principles of intergenerational practice

1. Intergenerational work encourages reciprocal intergenerational learning.

Good intergenerational work emphasizes and fosters reciprocal learning - i.e., learning through an exchange of resources between different generations.

2. Intergenerational work values generational diversity.

Intergenerational work works across generations, valuing diversity and inclusion throughout the life cycle, and promotes social cohesion through intergenerational justice and equity.

3. Intergenerational work confronts age discrimination and stereotypes.

Preventing and challenging age discrimination and stereotyping is a key component of all good intergenerational work.

4. Intergenerational work adopts a life-course perspective.

On the one hand, this standard means that intergenerational work approaches ageing as a lifelong, dynamic and contextualized process of human development. On the other hand, intergenerational work does not focus just on age groups but on generational groups living in particular social structures, at a particular time and with particular life trajectories.

5. Intergenerational work fosters intergenerational relationships and bonding.

Intergenerational work not only focuses on facilitating intergenerational interactions: their real aim goes further and is to: build mutually beneficial, interdependent, ongoing relationships between participant generations. Hence, intergenerational work is able to enhance social capital through social connectedness and trust. Therefore, intergenerational practitioners must support the development of intergenerational relationships and employ effective communication in doing so.

6. Intergenerational work relies on a cross-disciplinary knowledge base.

Intergenerational work integrates knowledge from a variety of relevant fields of theory, research and practice (from social sciences, humanities, the arts and so on). For instance, such practices draw upon what Psychology teaches us about human development across the life span.

7. Intergenerational work meets principles of good programme management.

Intergenerational work must have thoughtful and purposeful programme planning, development and implementation. It must be able to address real needs which are identified by participants and/or in the community. Despite the diversity of participants involved, intergenerational work has to be made meaningful to all participants and should likewise recognise the importance of all of them.

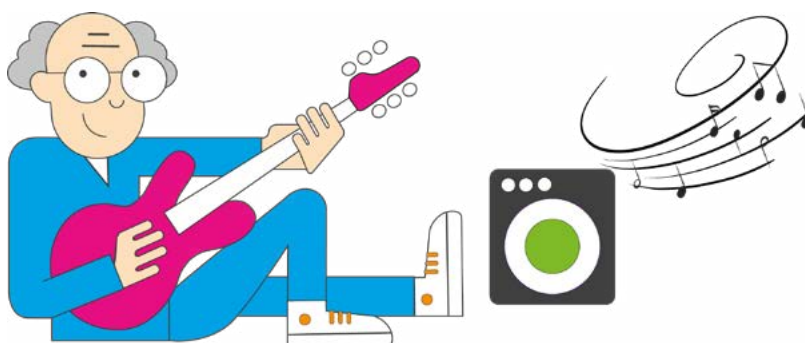
8. Intergenerational work must be evaluated.

Evaluation both of programme processes and outcomes must be carried out - i.e. practitioners must employ appropriate evaluation techniques to inform programme development for diverse generational groups and settings.

9. Practitioners involved in intergenerational work demonstrate certain values, attitudes and beliefs that influence their behaviours.

For instance, intergenerational practitioners are reflective, ethical and caring professionals, with vision and a passion to facilitate intergenerational encounters. They understand and demonstrate a commitment to collaboration and partnership through effective networks.

(Source: University of Granada and Generations Working Together, 2022)



Do you share our passion for connecting generations?

Are you planning and facilitating intergenerational activities or know of a colleague's amazing project connecting different generations in your local area? Or, would you simply like to join the conversation?

If yes to either, then please check out our handy resources, register and get involved!

Show your support

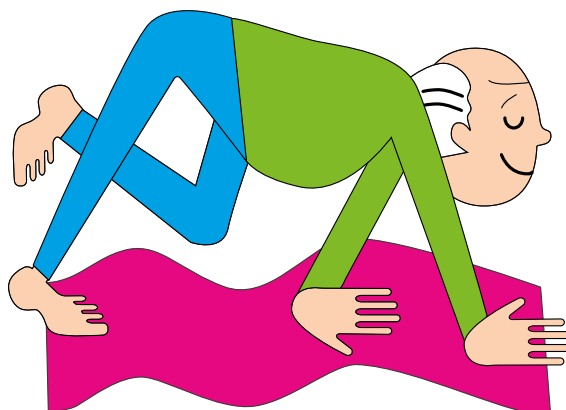
If you are interested in taking part in the 2023 campaign, please complete our supporters registration form and upload your company logo which will then be added to the **Global Intergenerational Week web page**.

As the campaign lead, we will agree to:

- Showcase and share your intergenerational activities and successes via the website and social media
- Provide graphics and ideas on how to get involved
- Share details of events, webinars, and training sessions over the week
- Share case studies from across the globe for you to read, learn from and connect with.

As a supporter, you will agree to:

- Share your company logo or message of support,
- Post regularly about Global Intergenerational Week 2023 on social media using the approved images which we will share with you.
- Share your intergenerational stories during the campaign using the campaign's hashtag **#GIW23**



Get involved on social media

During the week join the conversation on Facebook, Twitter, TikTok and Instagram as we celebrate the wide and wonderful variety of intergenerational projects currently taking place across the globe. Share your organisation's projects or those local to you with the online world at **#GIW23**, from Monday 24th – Sunday 30th April 2023.

If you need a little inspiration, you can download the images and resources from our website.

If you are short on time but keen to take part, then why not try our selection of pre-prepared social media posts detailed on page 14.



Global Intergenerational Week 2023

Themes

Each day of Global Intergenerational Week 2023 will follow a different intergenerational theme. Our country leads will collaborate both nationally and globally, with local partners and other country leads, to deliver events in line with these themes. The themes for 2023 are:

Monday 24th April

Theme – Opening Ceremony: Let's raise intergenerational awareness
(What is intergenerational practice, who is it for and what benefits does it have?)

Tuesday 25th April

Theme – Let's build intergenerational partnerships
(How can we build and coordinate effective intergenerational partnerships?)

Wednesday 26th April

Theme - Let's Combat Loneliness and Social Isolation
(How can intergenerational practices be used to tackle loneliness and social isolation?)

Thursday 27th April

Theme: Let's Celebrate Intergenerational Spaces and Communities
(How do we design spaces and communities that best facilitate intergenerational practices and allow relationships to grow?)

Friday 28th April

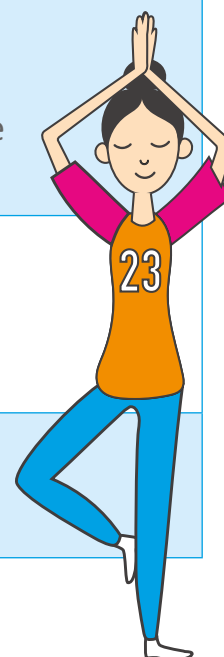
Theme - Let's Break Down Age Barriers
(How can intergenerational practice be used to overcome negative age-related stereotypes and stigma?)

Saturday 29th April

Theme - EU day of solidarity between generations
(Exploring intergenerational solidarity in the EU)

Saturday 30th April

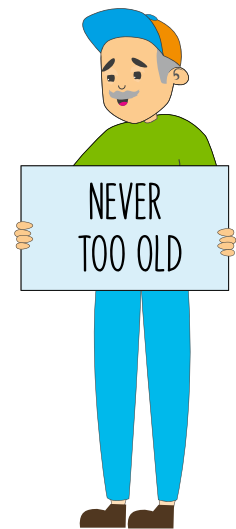
Theme - Thank you and recap



Pre-prepared social media posts

Of course, it would be great if you can create lovely social media posts tailored to your own intergenerational projects, but we're all so busy. So, to save you time, we've pulled together some pre-prepared social media posts.

Take your pick from those listed on the next page and connect through the social media channel of your choice.



Twitter / Facebook / Instagram /TicTok

- Join us in celebrating Global Intergenerational Week 2023! We are super proud of our work connecting people of different ages in [your location]. Let us know what you're doing! **#GIW23**
- We're reconnecting generations after a really challenging few years. Can you help us? **#GIW23**
- It's Global Intergenerational Week 2023! All week we're joining organisations across the world to celebrating the power of connecting younger and older people. Join the celebrations **#GIW23**
- We want to normalise and mainstream the organic growth of intergenerational relationships. Come learn with us and offer your own ideas on how we can better connect generations! **#GIW23**
- After the last few years, it has never been more important to combat loneliness & isolation. With our (insert project name) we're doing just that. Celebrate **#GIW23** and share your stories.
- We want to connect and build partnerships with other organisations who would like to get involved in intergenerational practice –if this is you, please get in touch! **#GIW23**
- We have created a truly intergenerational space in (insert project name) – bringing older and younger people together in mutually beneficial and lasting ways. That's why we're celebrating **#GIW23**. What's your story?
- We're connecting the generations and encouraging intergenerational conversations on climate change. Let us know how you think we can challenge climate change through #intergenerational practice! **#GIW23**
- Building welcoming and interesting spaces where all ages can come together and interact is vital. Our project (your organisation) is doing just that in our (give example - community garden)! Learn more here (website) and join us for **#GIW23**
- We are live in challenging times, and intergenerational connections can bring so much joy and happiness to people of all ages, to help us to overcome these challenges together. Share your stories at **#GIW23**
- Connecting different generations reduces stereotyping, prejudice and discrimination towards people on the basis of age. Share your stories **#GIW23**
- We're proud of our intergenerational workforce! During Global Intergenerational Week 2023 we're celebrating the power of bringing different age groups together and all that this enables us to do. Share your stories at **#GIW23**



We're Celebrating Global Intergenerational Week 24 – 30 April 2023

Join us for

at

on

NEVER
TOO YOUNG

#GIW23



NEVER
TOO OLD



If you have any questions regarding our campaign or ways in which to get involved, please contact one of our exec team leads:

England

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Northern Ireland

Linking Generations Northern Ireland
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Scotland

Generations Working Together
Ruairidh Smith:
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Wales

Bridging the Generations, Gwynedd Council
Mirain Llwyd Roberts:
mirainllwydroberts@gwynedd.llyw.cymru

Overseas

Contact leads for countries outwith the UK can be found on our webpage [here](#).



#GIW23

GWT.SCOT