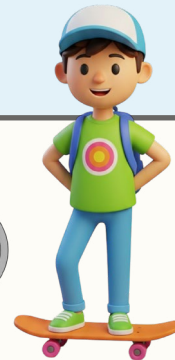


#GIW26



# Global Intergenerational Week

24-30 April 2026



## Supporters' Pack

Sponsored by





# gen-all

**Come and join us!**

all for one and one for all – our grassroots intergenerational network provides a forum to share ideas, evidence impact and provoke cohesive societal change. Find more by clicking [here](#).

## Global Intergenerational Congress 2026

**Connecting Generations.  
Shaping the Future.**

Glasgow, 29 September – 1 October

In 2026, global leaders, practitioners, policymakers, researchers, and community builders will gather in Scotland to shape the future of intergenerational practice.

Hosted by Generations Working Together, this international congress will spotlight innovative approaches that bring generations together to build stronger, more connected communities.

**Registration  
now open**



#GICScot26

[www.gwt.scot](http://www.gwt.scot)



# Contents

Overview .....	4
GIW26 Sponsor .....	5
What is Intergenerational Practice? .....	6
Why Celebrate Intergenerational Relationships?.....	7
Key Findings .....	8
Benefits of Intergenerational Relationships .....	9
Daily Themes .....	10
Our Global Partners.....	11
Show Your Support .....	12
Pre-prepared Social Media Posts .....	14



## Overview

Welcome to **Global Intergenerational Week 2026**, a campaign bringing together partners from around the world to celebrate the power of connection between generations and to continue building momentum for intergenerational growth, innovation and collective learning. This week-long celebration takes place each year from 24 – 30 April. Join us and our partners for a series of webinars, online events, in-person activities, challenges and so much more.

This year, we are also excited to highlight the upcoming Global Intergenerational Congress (**#GICScot26**), a three-day international event taking place from 29 September to 1 October 2026 in Glasgow, Scotland, where thought leaders, practitioners, volunteers and researchers will come together to share knowledge, innovation and best practice in intergenerational work.

This pack has been created for those who are passionate about connecting generations in new, exciting and innovative ways. Inside, you'll find information on what intergenerational practice is, a brief history of the campaign, this year's themes and how you can get involved during Global Intergenerational Week 2026.



# GIW26 Sponsor

For the first time, in 2025, Generations Working Together welcomed a global sponsor - **Bayer**, the international life sciences company. Their support last year enabled us to widen the campaign’s worldwide reach and engagement.

For a second year, **@Bayer** is supporting the 2026 campaign.

With its focus on maximising the potential of all generations in its workforce, enhanced by its generations-focussed, global Business Resource Group called MERGE (Multigenerational Employee Resource Group Exchange), Bayer is sponsoring our Day 6 Theme ‘Let’s Develop Intergenerational Workforces’.

Loek Hageman, global co-lead of MERGE, says: “The future of work belongs to organisations that invest in every generation. At Bayer, we focus on employability so colleagues can stay relevant and impactful throughout their careers. Supporting Global Intergenerational Week reflects that ambition.”

*Bayer is Committed to*  
**Generational Diversity**

Creating an environment with equal opportunities and inclusion for everyone

- People**  
Growing diverse talent that belongs and thrives.
- Culture**  
Be You. Be Bayer.
- Partners**  
Championing partnerships grounded in shared values.
- Brand**  
Creating a better Bayer for a better world.

**MERGE**  
Multigenerational Employee Resource Group Exchange

Connecting & Empowering All Generations

- BayAfro**  
A Bayer Resource Group for People of Black/African Descent & Allies
- ENABLE**  
Diverse Abilities
- BLEND**  
Bayer Resource for LGBTQ+ and Allies
- GROW**  
Advocating for Women's Advancement

Bayer Resource Groups (BRGs) are vital part of Bayer



# 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 practice goes beyond simply bringing younger and older people together. It is an intentional, evidence-based approach that creates structured opportunities for shared activities, mutual learning, skill exchange, and collaborative engagement across age groups. It includes formal programmes, community initiatives, and embedded models that integrate intergenerational interaction into everyday settings such as schools, care homes, workplaces, health services and community centres.



# Why Celebrate Intergenerational Relationships?

There are people and organisations across the world forging intergenerational relationships through a wide range of creative, community-based projects. From nurseries and schools to care homes, from housing providers to sports clubs, and from community groups to government bodies, people are working in purposeful ways to connect individuals of different ages and support meaningful interaction between generations.

Despite the growing number of intergenerational projects and the strong evidence supporting their benefits, we still do not always share this impact with the wider world. This is part of why Global Intergenerational Week exists. Global Intergenerational Week provides an international platform to showcase and celebrate the intrinsic value of intergenerational practice, highlight the outcomes it achieves, and support organisations and individuals in gaining the recognition they deserve.

Intergenerational practice is an evidence-informed approach to tackling some of today's most pressing challenges.

It helps reduce social isolation, strengthens wellbeing, improves educational and cognitive outcomes, and builds more cohesive communities where people of all ages feel valued



and included. These outcomes matter not only for individuals and families but also for communities and public systems seeking sustainable solutions in health, social care, housing and civic life. This is reinforced by the World Health Organisation and its member states, whose evidence base finds that intergenerational activity is crucial in combatting ageism (WHO, 2023).

Too often intergenerational practice is considered a 'nice' add-on to existing practices. This is a narrative that needs to change. Intergenerational practice ought to instead, be deemed an essential consideration for upstream health policy, an essential practice within social care, an essential component of educational curriculum and an essential consideration in urban planning and development. Why? Because intergenerational practice makes a difference in people's lives.

**Turn the page to learn how!**

## Key Findings

- £6.97 social value generated for every £1 invested, evidencing significant return on investment across health, wellbeing, and community outcomes. **(CIC Evaluation Report, 2025)**
- Intergenerational programmes improve wellbeing and reduce ageism (77%) — positive outcomes for both older and younger participants, including mental health, social inclusion, community cohesion, and reduced ageist attitudes. **(Savino et al., International Psychogeriatrics, 2025)**
- WHO states interventions fostering intergenerational contact are proven strategies to combat ageism and promote mutual respect. **(WHO, “Connecting Generations” guide, 2023)**
- Children and adolescents with frequent contact with older adults report lower age-based prejudice and greater perspective-taking. **(Christian et al., 2014)**
- Intergenerational initiatives contribute to social capital by increasing trust and reciprocity across age groups. **(OECD social capital and wellbeing frameworks)**
- Intergenerational mentoring programmes show a 55% increase in positive attitudes towards school among participating youth. **(National Mentoring Partnership)**
- Cross-age friendships correlate with reduced ageism for all participants. **(Dykstra & Fleischmann, 2018)**

That’s why this year, Global Intergenerational Week will centre around one key theme: **Intergenerational Practice is Essential.**



# Benefits of Intergenerational Relationships

## 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.
- Improved mental wellbeing and reduced feelings of loneliness through supportive relationships with older generations.
- Learning of new and important life skills.

## To older people...

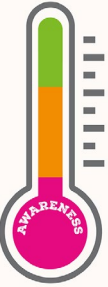
- Improved health and wellbeing as a result of participating in new activities which may involve both physical and mental activity and stimulation.
- Reduced social isolation: older people can interact with new groups, participate in activities and form new friendships.
- Positive engagement for people with dementia, including increased smiling, verbal and non-verbal communication, and overall responsiveness.
- Strengthened cognitive function, emotional resilience, and mental stimulation through intergenerational interaction.
- 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 / Community benefits

- Increased community social cohesion and social capital through purposeful intergenerational activities.
- Improved social responsibility across generations through local engagement.
- Creates place pride where everyone feels they can contribute to the community.

# Daily Themes

In addition to our wider campaign theme, each day of Global Intergenerational Week 2026 will take on a different intergenerational theme. This allows us to demonstrate the wide-reaching value of intergenerational practice, across a diverse range of policy areas. Our global country leads will collaborate with local partners and other country leads, to deliver events in line with these themes.




**Day 1:**  
Let's raise  
intergenerational  
awareness

#GIW26




**Day 2:**  
Let's  
challenge  
ageism

#GIW26



**Day 3:**  
Let's challenge  
social isolation  
and loneliness

#GIW26



**Day 4:**  
Let's create  
intergenerational  
spaces and  
communities

#GIW26



**Day 5:**  
Let's Save  
the Planet...  
Together!

#GIW26



**Day 6:**  
Let's develop  
intergenerational  
workplaces

Sponsored by 

#GIW26



**Day 7:**  
Let's improve  
intergenerational  
quality and  
sustainability

#GIW26

# Our Global Partners

Australia	<b>AIIP (Australian Institute for Intergenerational Practice)</b>
Canada	<b>Volunteer Canada</b>
Israel	<b>Keshar Ben Dori</b>
Mexico	<b>CórimAZ, Lazos que Unen</b>
Portugal	<b>Aproximar, Cooperativa de Solidariedade Social</b>
New Zealand	<b>Generations Connect NZ</b>
Spain	<b>The Macrosad Chair in Intergenerational Studies at the University of Granada</b>
Uruguay	<b>Residencial Vivir Mejor</b>
USA	<b>Generations United</b>
Scotland	<b>Generations Working Together &amp; Ace Voices</b>
England	<b>gen-all</b>
Northern Ireland	<b>Linking Generations Northern Ireland</b>
Singapore	<b>Genlab Collective</b>
Wales	<b>Menter Môn</b>



# Show Your Support

## Are you planning and facilitating intergenerational activities?

Do you know of any projects that are connecting different generations in your local area? Or are you perhaps new to intergenerational practice and keen to learn more? Wherever your interests lie and whatever your experience, you can get involved in Global Intergenerational Week 2026. Register your support below to receive exclusive access to all key resources and be first to hear about events during the week.

Register your support below to receive exclusive access to all key resources and be first to hear about events during the week. **Register to Support GIW26, [HERE!](#)**

Once you've registered, you can get involved in the following ways:

- Host an intergenerational event
- Complete our Post Card!
- Attend local events or global webinars

- Share the official campaign images with friends and colleagues
- Share your intergenerational stories on social media using the campaign's hashtag **#GIW26**

## Campaign Resources

We have an exciting resource pack to make your involvement as easy as possible. From banners, to toolkits, to suggested activities, you can find it all in our **[Downloadable Resource Pack](#)**.

Please use these as much as possible!

## Get Involved on Social Media

During the week, join the conversation on Facebook, Twitter, TikTok, LinkedIn and Instagram, as we celebrate the wide and wonderful variety of intergenerational projects currently taking place across the globe.

Share your projects, questions, photo diary entries and more, using **#GIW26**





### Host an intergenerational event

Hosting an intergenerational event is an exciting opportunity for you to get involved during **Global Intergenerational Week 2026**. These can be any intergenerational activities you run during the week, even if it's a regular event you already deliver. It's important that we capture everything happening throughout **GIW26**, so please register your events [here](#).

Check out our activities guide, packed with useful resources, guides, and toolkits, for inspiration on how to host your intergenerational event. Get creative, have fun, and make it meaningful for participants of all ages.

If you are hosting a webinar, workshop, or in-person event, please use the **GIW26** acknowledgement slide at the beginning or end of your session. This helps showcase your participation and links your activity to the global campaign.

### Share your Post Card

Asks you to share your intergenerational activities during Global Intergenerational Week. You are then asked to reflect on your activity and attach a photo. We want to hear about the amazing outcomes that your intergenerational activities lead to. With your consent, your entries will be shared on our social media channels and exhibited at future events!

You can also share them on social media, using **#GIW26!**

To get involved, download the 'Post Card' from our resources page. You can also share them on social media, using **#GIW26!**

To get involved, download the 'Post Card' from our [resources page](#).



# Pre-prepared Social Media Posts

Short on time but keen to be involved? We have you covered! We've pulled together some pre-prepared social media posts for you to choose from.

## Take your pick from the templates below!

- Intergenerational connections aren't just nice – they're essential. Every shared moment strengthens our community. **#GIW26**

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- Age doesn't divide us – lack of connection does. Here's to building bridges every day. **#GIW26**

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- This Global Intergenerational Week, we [name of org] are hosting an intergenerational event at [location]. Contact us to learn more and get involved! **#GIW26**

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- Every generation has wisdom to share. Every generation has something to learn. When we come together, everyone grows. **#GIW26**

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- According to @WHO's Global Campaign to Combat Ageism, intergenerational activity is a proven way to reduce ageism. And when combatting ageism can help us live up to 7.5 years longer, intergenerational practice is not just nice, it's ESSENTIAL. **#GIW26**

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- £6.97 of social value for every £1 invested. That's the return intergenerational practice delivers across health, wellbeing, and community outcomes (CIC Evaluation Report, 2025). Not a "nice to have" – essential infrastructure for stronger communities. **#GIW26**



- Intergenerational volunteering shows that everyone – no matter their age – has something meaningful to give. **#GIW26**

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- Our workplaces thrive when all ages collaborate. Intergenerational teams bring richer ideas and stronger outcomes. **#GIW26**

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- Join us for **#GIW26** and help show the world why connections across generations matter.

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- Whether your project is big or small, local or global – your intergenerational story can inspire others. **#GIW26**

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- Communities that invest in intergenerational initiatives experience a 20% increase in community cohesion and a 15% decrease in crime rates. This Global Intergenerational Week, how can you contribute towards an age-connected future? **#GIW26**

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- This Global Intergenerational Week, [name of org] challenges you to reach out to someone from a different generation. Share your experiences, learn from theirs, and strengthen the bonds that make our world richer. **#GIW26**





# International Certificate in Intergenerational Practice



How do you build your knowledge and expertise in the intergenerational field when everyone's understanding of intergenerational work is different?

The online International Certificate in Intergenerational Practice (ICIP) course is designed for anyone seeking a deeper understanding of intergenerational work, its purpose, impact, and practical application.

## Why Choose ICIP?

- Expert Guidance
- Live Group Discussions
- Online Global Learning Community
- Comprehensive Curriculum
- Flexible Schedule

*"I am truly grateful that I found this course as it has opened up a whole new scope of work for me, as I think about what is next in my career".*

## Want to know more?

Download the ICIP course flyer [here](#) or scan the QR code to learn more and enrol today!



Generations Working Together



**Get involved!**  
**Sign up to your**  
**LGNi's**  
**Network Now!**



[www.linkinggenerationsni.com/sign-up/](http://www.linkinggenerationsni.com/sign-up/)





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

### England

gen-all,  
Sue Read & Judith Ish-Horowicz

### Northern Ireland

Linking Generations Northern Ireland  
Vicki Titterington

### Scotland

Generations Working Together & Ace Voices  
Kshitija Singh  
Alec Thompson Miller & Maria Cowie

### Singapore

GenLab Collective Esther Chew

### Overseas

Contact leads for countries outside the UK can be found on our webpage [HERE](#). #GIW26



#GIW26  
[www.giw.scot](http://www.giw.scot)

