Generations Working Together

Corporate Partnerships with Generations Working Together

About Generations Working Together

Generations Working Together is the centre of excellence for intergenerational work across Scotland.

Our vision is for a Scotland where the generations are better connected, and everyone can build lasting relationships that help create a fairer society.

To achieve this vision, our activities include:

- Delivering intergenerational training for practitioners, volunteers, and workplaces
- Advocating for intergenerational approaches to be incorporated in government policy and funding strategies
- Running a series of awareness-raising campaigns and events, including Global Intergenerational Week
- Producing high-quality resources and case studies to highlight the benefits of intergenerational approaches
- Partnering with practitioners and researchers to pilot intergenerational projects in education, care, and community spaces
- Sharing and celebrating good practice with our network of over 3,000 members across Scotland.

With the help of our corporate partners, we can bring together people of all ages across Scotland to tackle our shared challenges.

The need for intergenerational approaches

Communities across Scotland are becoming increasingly fragmented, with fewer opportunities for different generations to live, work, and play together.

People in younger age groups (16-24) are **three times** more likely to experience loneliness than people aged over 65

(Office for National Statistics, 2018)

63% of people over 50 prefer to spend their time with people **of a mix of ages**

(Age Scotland, 2021)

34% of people over 50 feel their mental health has gotten worse **in the last five years**

(Age Scotland, 2021)

The need for social distancing during the pandemic only exacerbated these issues, with one million more people in the UK becoming "chronically lonely".[1]

Media portrayals of generational differences often perpetuate negative images, encouraging suspicion and fear. If we fail to address these negative trends, we risk creating a country where both younger and older people experience more social isolation and loneliness.

[1] Campaign to End Loneliness: https://www.campaigntoendloneliness.org/wp-content/uploads/Loneliness-beyond-Covid-19-July-2021.pdf

The Impact of Generations Working Together

The ethos of intergenerational work is to bring together people of different generations, who might not otherwise meet, to collaborate in purposeful, mutually beneficial activities. We want to break down social, environmental, cultural, or institutional barriers between the generations.

If we start thinking intergenerationally, we can solve problems faced by all generations by:

- improving mental wellbeing;
- reducing loneliness and isolation;
- sharing skills and knowledge;
- promoting empathy and respect;
- preventing harmful stereotyping and ageism;
- and encouraging collaboration.

These impacts are equally valuable in workplaces as they are in community spaces.

With your help, we can make Scotland an intergenerational nation!

"Intergenerational work crosses all walks of life, and everyone in society can become involved irrespective of their age, gender, or financial status."

GWT Volunteer

How To Get Involved

Consider a corporate partnership with Generations Working Together!

We have two main options for corporate partnerships, both of which help us make the difference and support you to achieve your own objectives:

Membership:

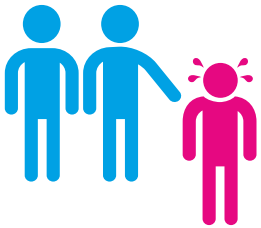
link up with our network of experts and gain access to intergenerational training opportunities for your workforce

Sponsorship:

showcase your support for inclusivity by sponsoring one of our annual Excellence Awards

Read on to find out more about these opportunities. We are always happy to discuss bespoke options with your organisation.

Age-diversity in the workplace encourages productivity, collaboration, skill-sharing, and staff-retention.



26%
of workers
experience ageism

Membership Package

By becoming a Corporate Member of Generations Working Together, you will be supporting our vision of an inclusive, intergenerational society.

Membership: Standard - £2,000; Non-profit - £750

Intergenerational Assessment

- We would gather information about the level of intergenerational fairness and age inclusivity within your organisation.

1 Day Age Awareness Training

- We would highlight importance of intergenerational relationships within the workplace and how they can:

Improve productivity	Encourage skill-sharing	Instil a respectful, collaborative atmosphere

Complimentary week passes to our annual conference

- Our International Conference always has a range of inspiring speakers and is where we announce our Excellence Awards

Early bird opportunity for Excellence Award sponsorship

- Each year, you would be among the first to have the opportunity to sponsor one of our five Excellence Awards

Quarterly newsletter

- We would highlight examples of best practice intergenerational work and share funding opportunities for new initiatives.

Excellence Award Sponsorship

Our annual Excellence Awards, announced at our International Conference in March, celebrate success in building relationships between younger and older generations across Scotland.

In 2022, we recognised winners and commendations in five categories:

Creative use of space and place	**Creative use of technologies**	**Enabling inclusive communities**	**Social justice and dignity**	**Tackling climate change**

We invite corporate sponsors with an interest in one of these categories and we are open to developing a new category with you too.

Find out more about the benefits package for our sponsors **here**.

Feedback from Intergenerational Projects

‘I love getting to know young people. They have their own personalities. They take me right back to when I was that age.’

‘You can have a certain opinion of younger folk and it’s not always positive things you see in the media. The more young folk I meet the lovelier they seem, the more hope I have for the planet.’

‘It’s been really beneficial for both young and older people… It made me realise we all have struggles and brought together a group of people who were quite disparate.’

‘I liked talking and sharing ideas with the elderly people. Not having children visiting them has really affected their mental health.’

‘I get a lot of inspiration from the young people and feel energised!’

Generations Working Together

You can help us make a difference for people of all ages in Scotland.

Get in touch with our team to discuss becoming a corporate partner of Generations Working Together.

office@generationsworkingtogether.org

https://generationsworkingtogether.org/