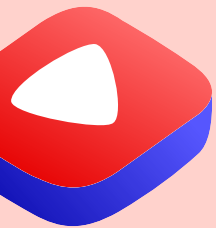


# GLOBAL INTERGENERATIONAL WEEK 2023 RECAP





# Social Media Campaign

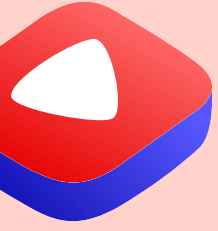
March - April 2023

This social media campaign aims to **raise awareness** about the **importance of intergenerational relationships** and highlight the **efforts being made both locally and internationally.**

Our engagement was on various platforms, including Instagram, TikTok, Telegram, website, and newsletter.

Our campaign posts reached an **average of 1200 people** on Instagram and TikTok communities, representing an impressive **increase of 180%** compared to pre-campaign engagement.



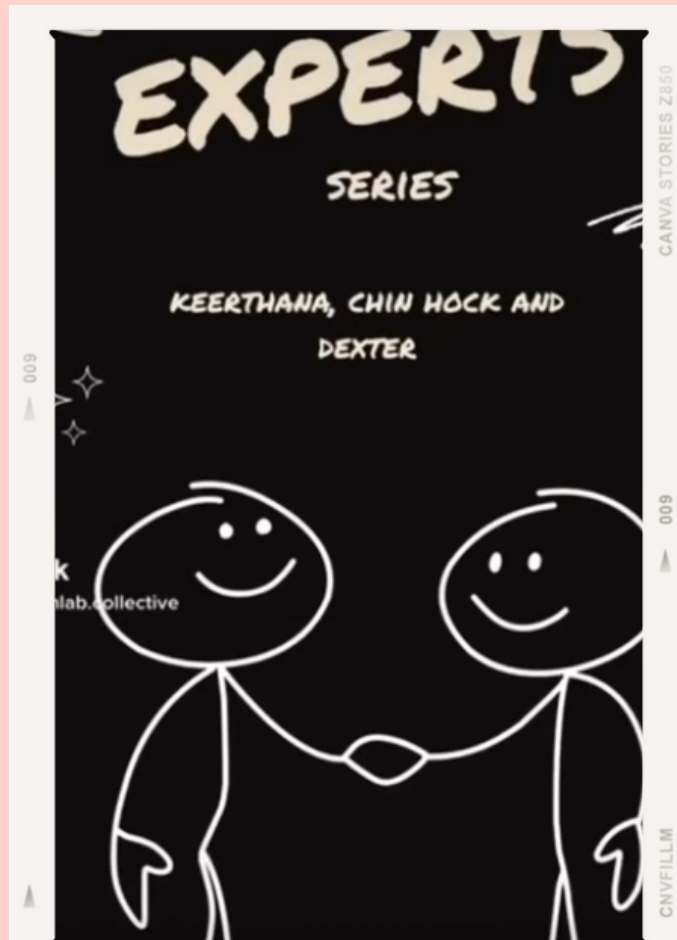


# Social Media Campaign

March - April 2023

With the support of our online community, we successfully raised awareness of the meaningful work being done in our community and highlighted the importance of intergenerational connections. The **engagement and support we received from you have been truly inspiring.**

- Instagram reached more than 1700 accounts in the month of April 2023
- TikTok views of more than 1000 for our expert video series



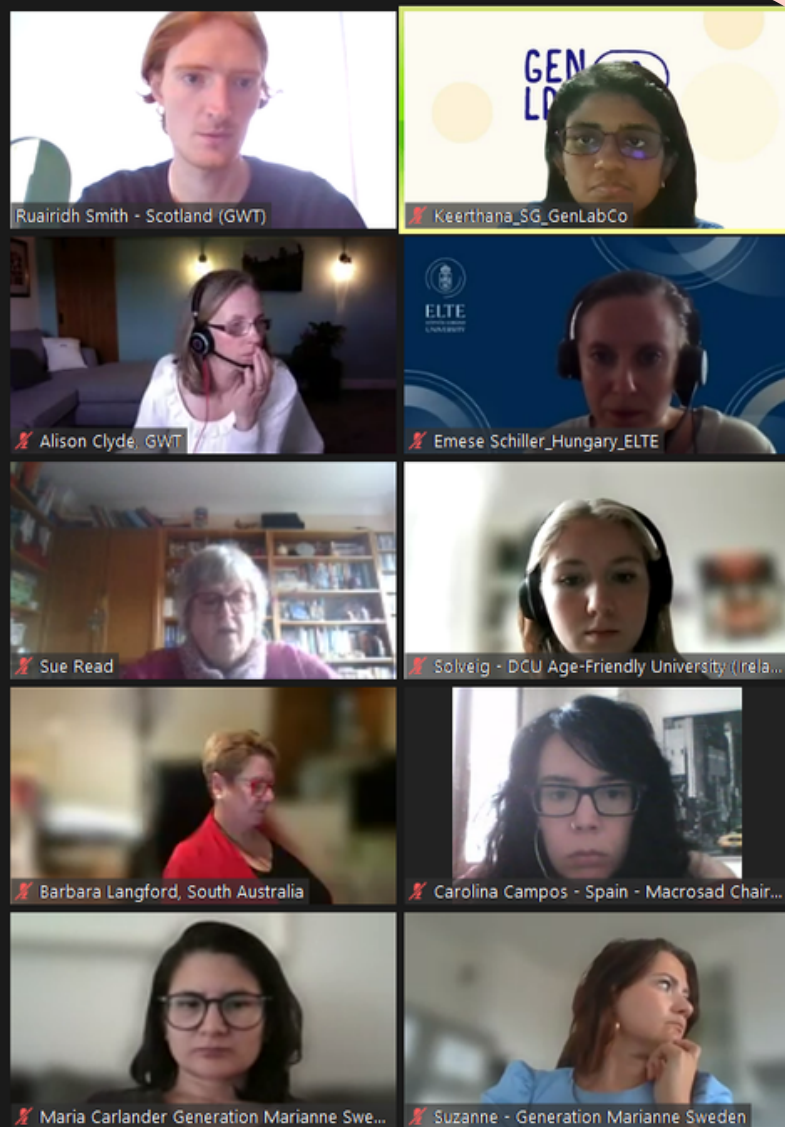
# Events

24 April - 30 April

## Opening Ceremony

The virtual opening ceremony, organized by Scotland, was a blast with live music and an amazing turnout of 60 participants from around the world.

We had the honor of sharing GenLab Collective's passion and efforts for the week ahead. It was inspiring to witness countries sharing their initiatives, all aimed at celebrating intergenerational connections.



# Events

24 April - 30 April

## Virtual Roundtable discussion with Singapore & Australia experts

Esteemed experts in intergenerational work from Singapore and Australia came together to share their valuable experiences on intergenerational work, from community programs to tertiary education initiatives.

We had over 30 passionate participants joining us from both Singapore and Australia.



# Events

24 April - 30 April

## Webinar with Wales on Intergenerational Partnerships

On Day 2 of the Global Intergenerational Week, the Centre for Ageing and Dementia Research (Wales) organized an online webinar, attended by **55 participants**. Sharing practices learned over the last year through public involvement and engagement, this webinar provided a five-nation approach with guest speakers from England, Ireland, Scotland, Wales, and Singapore.



### Building Intergenerational Partnerships

Dr Catrin Hedd Jones (CADR)
Mirain Llwyd Roberts (Cyngor Gwynedd Council)
MS Delyth Jewell (Member of Senedd, Wales)
Alison Clyde (Generations Working Together, Scotland)
Dr Catherine Houghton (University of Galway, Ireland)
Sue Egersorff (Ready Generations, England)
Keerthana Paramasivam (GenLab, Singapore)
Dr Merryn Thomas (CADR)
Q&A

#GIW23



# Events

24 April - 30 April

## Singapore & Mexico Sharing Session

We held a closed-door sharing session with CórímAZ, an organization in Mexico dedicated to improving the quality of older people and to promoting ties between different generations in Mexico.

CórímAZ shared about making use of music as the key vehicle to generating connections between seniors and youths, and how they especially focus on working with seniors with dementia.

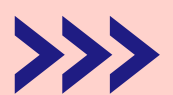
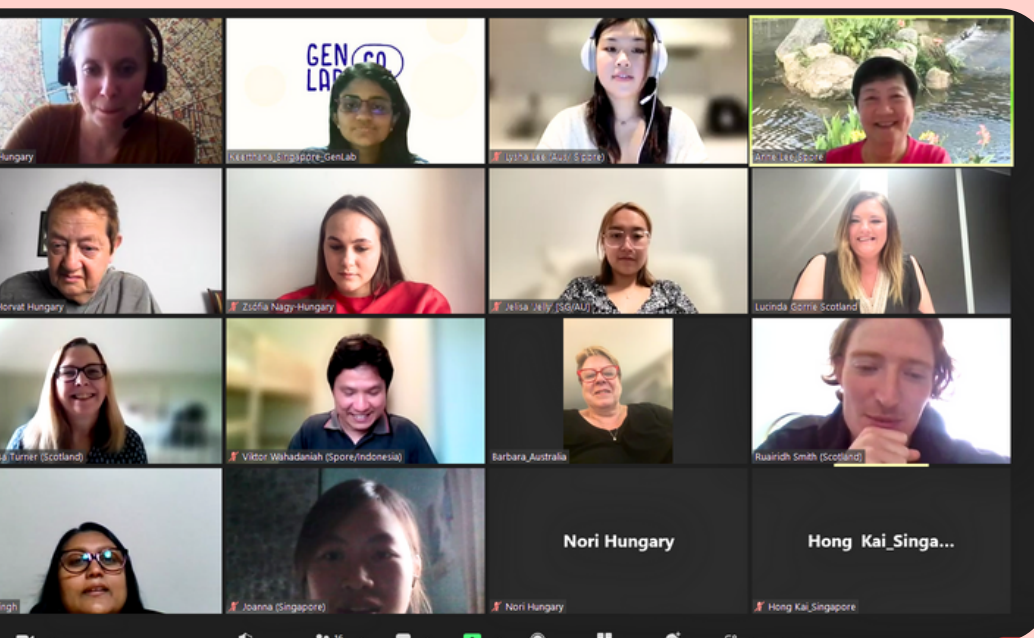


# Events

24 April - 30 April

## Scottish, Singaporean, Hungarian and Australian Mix-and-Mingle Event

GenLab Collective held our first-ever mix-and-mingle virtual event with Scotland, Hungary, and Australia where seniors and youths across all 4 countries came together to share and exchange insights and thought leadership on intergenerational practice, suggestions, and fun cultural hacks as well! We were heartened to have **18 participants** join us for this sharing!





# GenDate: Intergenerational Event

29 April 2023

To conclude Global Intergenerational Week, we held our face-to-face intergenerational bonding event with **20 over participants!**

Check out our GenDate feature here on Straits Times! Scan the QR code to read the article or at: [bit.ly/gendatefeature](https://bit.ly/gendatefeature)





# Thank You!



*Thank you for your support in our Global Intergenerational Week Campaign! Continue to stay connected with us and stay tuned for upcoming events and content!*



<https://www.genlabcosg.org>



<https://t.me/genlabco>



<https://www.linkedin.com/company/genlab-collective/>



<https://www.youtube.com/@genlabcollectiveyoutube>