

Global Intergenerational Week 2023: Impact Report

#GIW23

"I had tears in my eyes hearing about all the stories of youth connecting with seniors, and how much that helped both generations."

Canadian participant



Photo © Linking Generations
Northern Ireland: Photo
Competition Winner.

Foreword

In 2021, a national campaign across the UK set out to build awareness around intergenerational practice (IP). Since then, the campaign has continued to grow and this year welcomed 14 countries from across the globe to share and celebrate all things intergenerational. Welcome to the Global Intergenerational Week.

This global campaign is about raising awareness of the power of intergenerational connections and relationships, and recognising the benefits they can bring to individuals, families, and communities. In a post-pandemic world that is too often characterised by division, loneliness, and social isolation, intergenerational connections can offer a powerful antidote. They bring together people of all ages, backgrounds, and experiences, and create opportunities for learning, sharing and growth, leading to the creation of stronger and more resilient communities.

But Global Intergenerational Week is about more than just celebrating these connections; it's about building and strengthening the intergenerational movement, and ensuring that it's integrated into every aspect of our lives. It's an opportunity for us to coordinate a global conversation, build networks, and generate awareness around intergenerational practice and connection. It's a chance to share and showcase existing intergenerational projects, inspire new ones, influence key stakeholders to progress the intergenerational movement and to share useful resources. Crucially, it's about recognising that intergenerational work is not just a *nice* thing to do – but a *an essential* thing to do. An essential part of upstream health policy, an essential consideration in urban planning and development, an essential component within educational curriculum. Global Intergenerational Week is changing the narrative, from IP practice being *nice* to IP practice being *essential*.

Delivering on four key objectives, Global Intergenerational Week 2023 was our biggest and most successful campaign to date and we are already looking ahead to next year, to see how much further we can take it. The campaign will be running on the same dates each year going forward, so see you next year between 24-30th April! For now though, read on, see what we got up to during the week and learn about some of the fantastic organisations that we are so proud to have involved in this campaign.

Yours sincerely,

Alison Clyde, CEO Generations Working Together



Key Quotes

The development of intergenerational spaces allow us to grow together, feel safe and share experience and events. And this is known to help with learning, loneliness, physical and mental health.

Carol Mochan, Member of Scottish Parliament

I enjoyed seeing the enthusiasm of the younger generation. I think some of the older generation had many insightful views on the topic. Let's hope we all learned something valuable.

Irish Participant

It was a lovely experience and the young people were inspirational.

Older Irish participant

Great to see how children interact with older people.

English Participant

I had tears in my eyes hearing about all the stories of youth connecting with seniors, and how much that helped both generations.

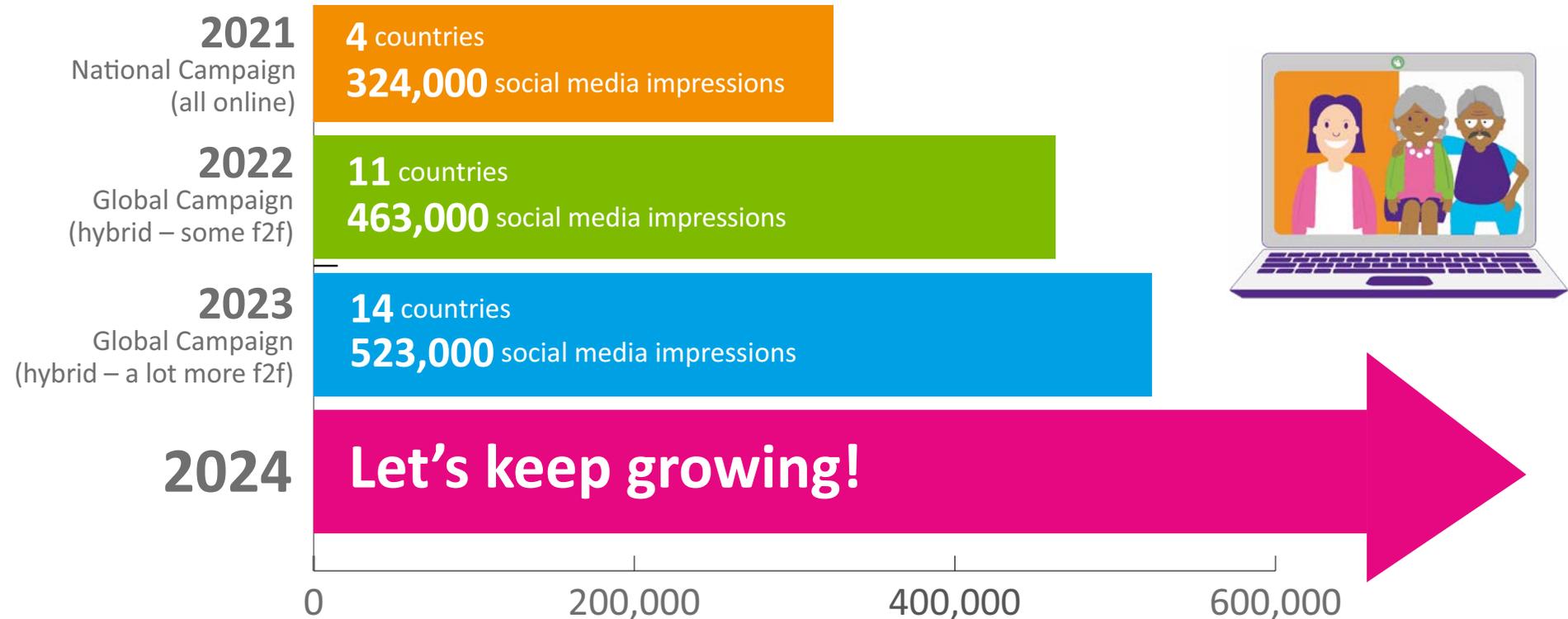
Canadian Participant

It's important that people of all ages are more connected and that everyone has the opportunity to develop meaningful relationships regardless of age, status, circumstance or ability.

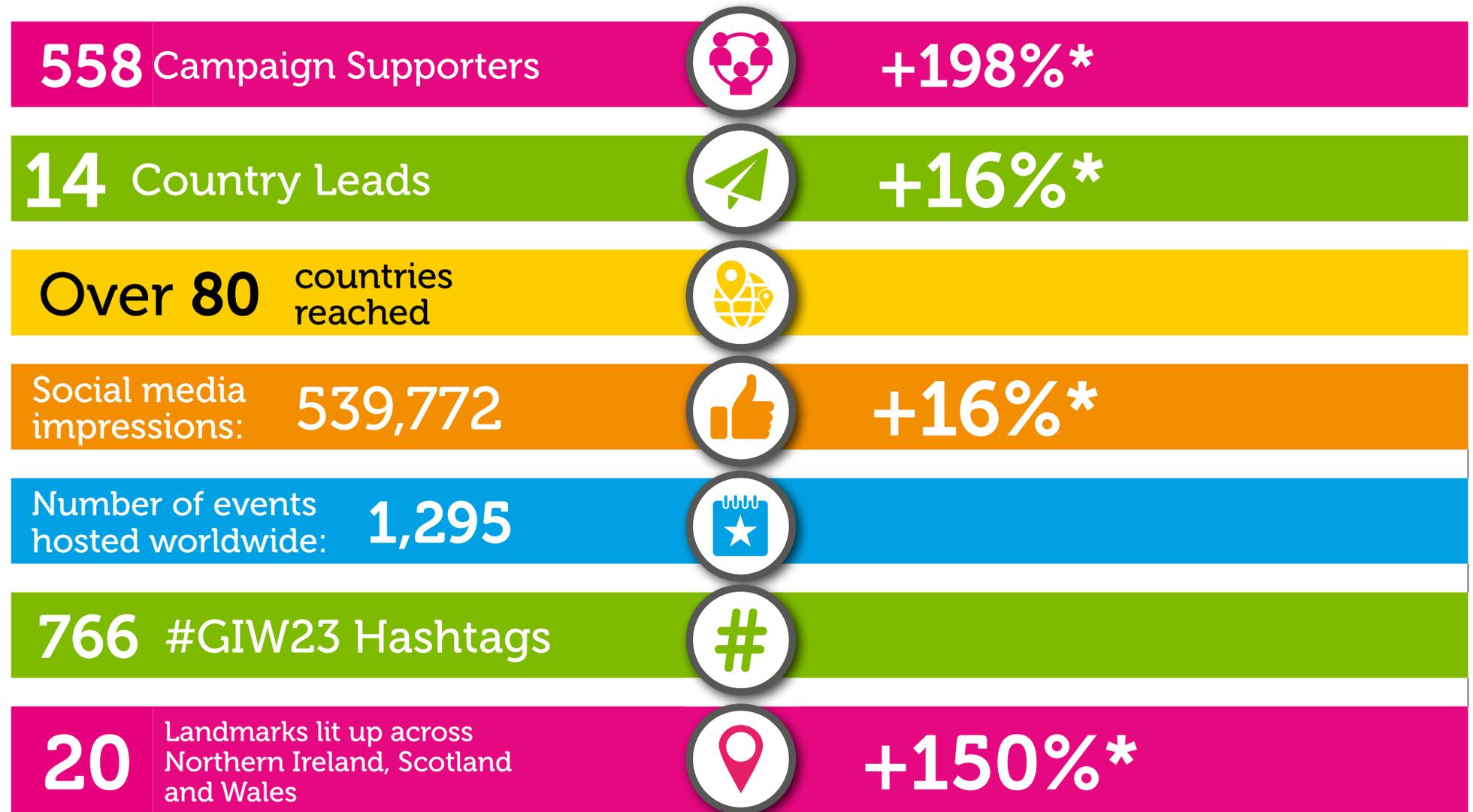
Rhona Mackay, Member of Scottish Parliament

A Global Effort

Global Intergenerational Week took place from Monday 24th – Sunday 30th of April, 2023. Now in its fourth year, the campaign sought to get as many people as possible involved in a global conversation around intergenerational practice. During the week, our 14 country leads, and 558 campaign supporters came together, to share their ideas of intergenerational best practice, showcase their projects and deliver a host of exciting online and in-person activities.



Our Global Reach



*compared with 2022



"Can we do this every day?"
10 year-old participant
Wales

Meeting our Objectives

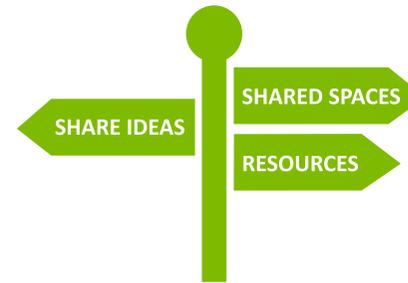
The Global Intergenerational Week executive team agreed on four key objectives and our fantastic country leads delivered exciting and diverse campaigns to achieve these.



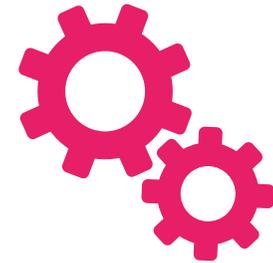
Influence key stakeholders to progress the intergenerational agenda.



Coordinate a global conversation, form networks and build awareness around intergenerational practice and connection.



Signpost users, provide access to resources and create a central space to share ideas and practice.



Share and showcase current intergenerational projects.

Key Quotes

Lovely fun, enjoyable
and inclusive.

Irish Participant

The event we experienced
met our expectations and
the objectives of your
providing a platform for
intergenerational bonding.

Singaporean Participant

It has been a wonderful
experience. Thank you
for doing your bit for
fairer, more inclusive and
cohesive societies.

Spanish Participant

We need more of this,
and we need everyone
to get involved.

**Cabinet Member for
Older Adults in
Gwyned (Wales)**

Personal encounters
between generations
can shatter [negative]
perceptions – and more
than that, enhance respect
and understanding.

**Christine Grahame, MSP
(Scotland)**

Very moving,
impactful day

Israeli participant.

2023 Themes

Each day of the campaign explored intergenerational practice in the context of a different key theme. This allowed us to examine and demonstrate the importance of intergenerational practice across a range of areas and policy domains.



Let's Raise
Intergenerational
Awareness



Our Global Country Leads

Our 14 country leads delivered a fantastic series of events, each adding their own unique spin to the week which made for a diverse and exciting campaign. Hear from each of our leads below, about what they got up to during the week.

Australia:



During Global Intergenerational Week in Australia, a wide range of impactful activities took place. On the 30th of March, we had the residents of Encore Apartments and the children of Echoes Montessori Early Learning Centre in South Australia come together for a Neighbourhood Day. This special occasion allowed families and friends to join in the festivities, highlighting the unique bonds that have formed within the Intergenerational Village established 18 months prior. Additionally, on the 24th of April, a virtual roundtable discussion provided a platform for Singaporean and Australian practitioners to share experiences, insights, and best practices in intergenerational work. Renowned speakers emphasised the importance of intergenerational relationships and offered valuable tips for building sustainable efforts in this field. Another fantastic event was the Gold Coast Intergenerational Networking Breakfast held on the 4th of May, which brought together AIIP panelists, members, and participants interested in intergenerational initiatives organised by the Gold Coast City Council's Safe and Liveable Communities Branch. Furthermore, local operators throughout Australia facilitated friendship activities between aged care groups and school groups, fostering meaningful connections and engagement. An exciting project called 'Pass it On!' PomPom making involved numerous groups across Australia creating pompoms with their 'Grandfriends' to contribute to a collaborative

video. This was also replicated in several other countries and we are excited to share the video with you in due course.

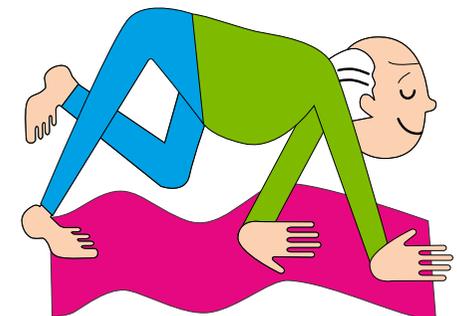
Barabara Langford -
*Advisory Board Member,
Australian Institute of Intergenerational Practice (AIIP), Australia.*

Canada:



Our 8 local LINKages Clubs focused on themed activities to celebrate the week. We hosted a national webinar on day two and developed a national working group from that. The recording went out to 73 partner agencies across Canada. We ended the week highlighting an MSW thesis research study entitled, "Stories of reciprocity in intergenerational programs" and got to watch 5 impact videos made by participants.

Betty Good
LinkAGES, Canada.

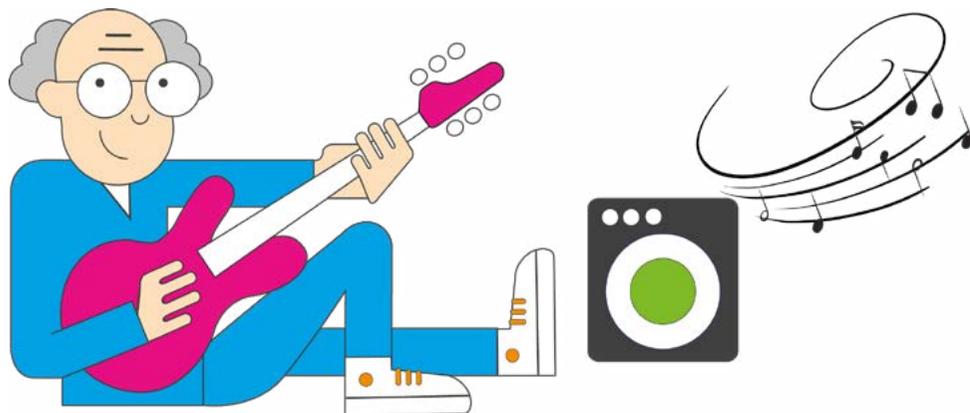


England:

 Across England, Global Intergenerational Week 2023 was celebrated widely through a variety of virtual and in-person events, led by a range of organisations. We organized three exciting events as part of our mission to promote intergenerational connections. First, we held a storytelling workshop, bringing together local children and older community members, which attracted 23 attendees. We also recorded and launched an insightful 'In Conversation with ...' session featuring a local charity, exploring the concept of good faith in intergenerational practice. Lastly, we presented ongoing research on our parks and recreation project, highlighting the collaboration between children and older community members. These events sparked meaningful conversations and reinforced our commitment to intergenerational harmony. Our co-leads at Apples and Honey Nightingale put on a fun-packed week of intergenerational events, each day hosting a creative and inspiring new event.

Sue Read

Beth Johnson Foundation, England.



Hungary:

 In the course of the Global Intergenerational week, two lecturers, Dr. Zsuzsa Kovács and Barnabás Gulyás, affiliated with Eötvös Loránd University, successfully hosted and moderated a program. The workshop centred around the experiences and recommendations derived from a pilot program created in collaboration with international partners as part of the Erasmus+60 project. Furthermore, Dr. Emese Schiller had the opportunity to host and moderate a captivating session in which students from four different nations, spanning various generations, gathered to exchange their intergenerational learning experiences. The event, known as the Mix and Mingle, transcended borders, bringing together participants from Hungary, Scotland, Singapore, and Australia, totalling over 30 attendees. During this gathering, participants enthusiastically shared their intergenerational learning experiences, engaging in discussions about opportunities and strategies to overcome potential barriers of mixed-age initiatives.

Emese Schiller

Eotvos Lorand University, Hungary

Our co-leads at Apples and Honey Nightingale put on a fun-packed week of intergenerational events, each day hosting a creative and inspiring new event.

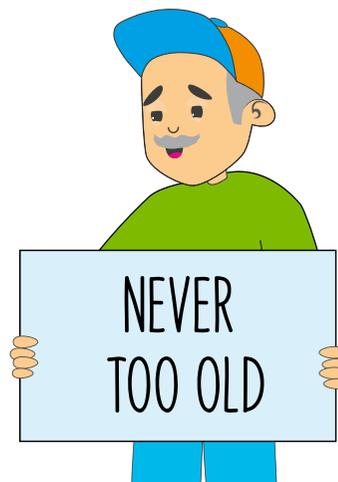
Ireland:

 In Ireland, a wide range of activities were organised by DCU's Age-Friendly University, fostering connections, and promoting understanding between different generations. The festivities kicked off with an Intergenerational Paintalong, where grandparents, parents, and children joined forces to reproduce a painting of Kildavnet Tower on Achill Island. Another key event was a discussion on ageism and intergenerational practices, enabling older and younger participants to share diverse perspectives and address age-related stereotypes. Ageism was also explored in a discussion on financial literacy and age disparities in finance services and insurance. Amidst the serious discussions, there was also room for joy and laughter with a games night and other creative activities that brought together participants of all ages! These activities provided an opportunity for intergenerational bonding and fun and encouraged different generations to interact, collaborate, and create memories together.

Other events took place in Dublin City University, such as a fun interview between older and younger people about living and learning in Dublin or the launch of a sociology pamphlet "Reframing an Attitude to Ageing". However, activities were also run by other organisations around the country, including webinars, roundtable discussions and arts and crafts workshops.

Solveig Frugier

DCU Age-Friendly University, Ireland.



Israel:

 We held a successful intergenerational conference where the goal was to bring to attention, the intergenerational world and the magic it contains! Another goal was to create connections between the participants to cooperate on local projects. In this even we had a few prominent speakers among them Prof. Liat Ayalon, who spoke about agism, Gil Schliesser, the nursery teacher starring in the Israeli equivalent show to "Old people's home for 4 years old". The day ended with an artistic part by 2 dancers (one hearing and one deaf) "connecting two worlds". Our audience were personnel from the ministry of education, local municipalities, nursery teachers, senior residence managers, seniors and even kids!

Sharon Walker

Keshet Ben Dori, Israel.

Mexico:

 During the GIW, different events were held in Mexico City to promote intergenerational work. There were talks, games and different gatherings in which young people, university students from the Universidad Iberoamericana and two foundations that provide assistance for the elderly (Fundación Bringas-Haghenbeck and Fundación de Ayuda para la Ancianidad) participated.

Likewise, we had a virtual event in collaboration with Spain in which representatives of both countries presented the different intergenerational projects that are being carried out in each country. Finally, we did a collaboration with Wales in which we made some videos in which we interviewed people of different ages to learn about their different perspectives on life. This collaboration had the objective of reducing the prejudices that exist in each country about the elderly.

Constanza Araujo Nagore

CorimAZ, Mexico

Northern Ireland:

NI During Global Intergenerational Week 2023, nine councils celebrated with us by lighting up their buildings in pink, symbolising unity and age-connectedness. The campaign gained traction on social media, with councils actively posting about their participation. Additionally, the GIW23 photo competition, in collaboration with COPNI (Commissioner for Older People Northern Ireland) and NICCY (Northern Ireland Commissioner for Children and Young People), received 28 impressive entries! To further promote intergenerational engagement, LGNI and its partners, such as Twinkl and the Soil Association, created valuable resources that facilitate meaningful interactions between different age groups.

The Commissioner for Older People's visit to an LGNI project garnered significant press coverage, bringing attention to the importance of intergenerational connections. The campaign also featured engaging online events, including the opening and closing ceremonies, as well as a UK partner event in collaboration with Generations Working Together and the Association for Public Health. Together, these efforts inspire and encourage intergenerational collaboration, fostering understanding and appreciation across generations in Northern Ireland.

Vicki Titterington
*Linking Generations
Northern Ireland.*

Scotland:

 In Scotland, we sought new and engaging ways to get as many people as possible thinking, engaging and participating in intergenerational activities. We created an 'Intergenerational Photo Diary', which encouraged groups to complete one intergenerational 'challenge' each week in the four weeks leading up to GIW and document this. We encouraged groups to host an intergenerational 'Mix and Mingle', of which 18 were registered. We hosted five online discussions across the week, and contributed to several more. Many of these can be accessed on our [Vimeo](#). We were delighted to have a member's debate hosted in Scottish Parliament by Christine Grahame MSP, which saw five politicians from different parties recognise and discuss the importance of intergenerational practice.

We also had three town halls across different council areas lit up pink, to celebrate GIW23. Finally, the team at GWT visited over 10 national projects across the week, inviting MSPs and councillors to attend, to witness the value of intergenerational connections.

Ruairidh Smith
Generations Working Together, Scotland.



Singapore:

 As the Singaporean country lead for the Global Intergenerational Week 2023 campaign, we have been actively engaging with our community through various online and social media platforms. We have shared captivating Global Intergenerational Week-related content and heart-warming intergenerational bonding-related content, sparking conversations and promoting the importance of intergenerational connections. To foster in-person interactions, we organised an intergenerational bonding event where participants signed up in pairs, such as mother-child or grandparent-grandchild, and engaged in a series of bonding activities followed by a meaningful dialogue session. We also had the pleasure of hosting a mix and mingle event with Scotland, Australia, and Hungary, creating an interactive platform for sharing intergenerational insights and experiences. Additionally, we had the opportunity to present our work at a virtual webinar with Wales, where the focus was on intergenerational partnerships.

To further capture the essence of intergenerational bonding, we filmed a series of street-style videos and conducted expert interviews with speakers who shared their perspectives on this important topic. Collaboration with Wales continues as we work together on a creative aging competition, extending the deadline until August, and actively promoting the competition through various publicity posts. Through these diverse activities, we are proud to celebrate intergenerational connections and inspire Singaporeans to embrace the power of intergenerational bonds.

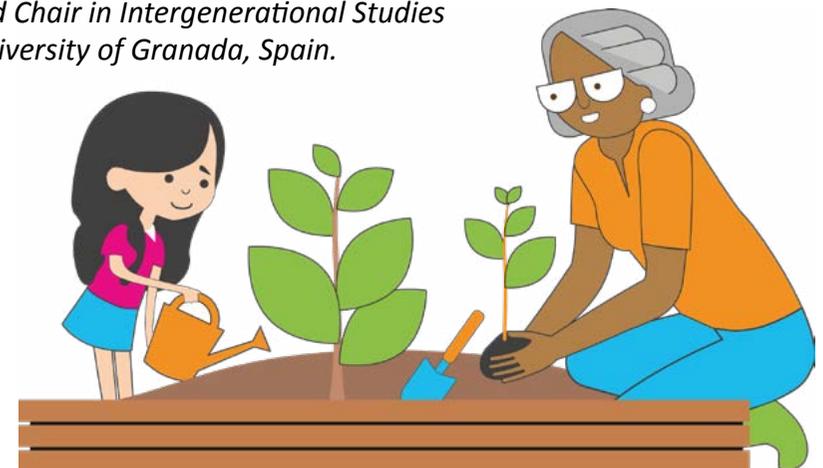
GenLab Collective and Gerontological Society of Singapore

Spain:

 Prior to the Week, we translated all the materials into Spanish and shared them with our partners who participated during the week. In the four weeks prior to the campaign the CINTER participated in the Photo Diary Challenge and contributed at the opening and closing ceremonies.

We coordinated a virtual intergenerational meeting between the participants of the Harmony project and participated in a virtual meeting with Mexico to talk about intergenerational projects and initiatives in each country. The first Edition of the intergenerational ambassador awards was held at the Faculty of Political Sciences and Sociology of the University of Granada, headquarters of the Chair, in an exclusive Gala, which was attended by different institutional and business representatives of the Andalusian community. At the CINTER (Intergenerational Reference Centre) we delivered intergenerational activities each day dedicating each of them to the specific themes. Every day on social media we shared intergenerational initiatives being carried out across Spain by the public or private entities, associations and care centres.

Carolina Campos
*Macrosad Chair in Intergenerational Studies
at the University of Granada, Spain.*



Sweden:



Since intergenerational work is rare here in Sweden, our main goal was to raise awareness and highlight the importance of bridging the gap between generations. We focused on showcasing our two intergenerational projects on social media; one where children in preschool and seniors living in a nursing home (within the same facility as the children) are engaging in joint weekly activities, and the other, where neighbours in a tenant association and housing cooperative in Lund, get together on a regular basis based on common interests, such as card games and baking. Maria, the co-founder of Generation Marianne, held a face-to-face workshop for the neighbours to inspire and kick start the interest groups.

We also highlighted other companies that want to facilitate intergenerational work and create opportunities for generations to meet in their everyday lives.

Maria Carlander

Generation Marianne, Sweden

USA:



Throughout the United States, the Global Intergenerational Week 2023 campaign boasted an array of virtual and in-person events organized by a diverse range of organizations committed to fostering intergenerational connections. From intergenerational shared sites to advocacy organizations, arts and culture non-profits, and religious institutions, a wide range of stakeholders came together to celebrate the power of intergenerational relationships. These events served as vibrant platforms where individuals of different ages, backgrounds, and experiences united, exchanging wisdom, and creating lasting bonds. The energy surrounding the campaign was further amplified by the active

participation and engagement of supporters and various individuals and organizations from across the country on social media. Their enthusiastic contributions showcased the widespread recognition of intergenerational practices as a powerful catalyst for positive social change. Together, through a collective commitment to intergenerational collaboration, we championed a future where generations intertwine, learn from one another, and co-create thriving communities.

Chelsea Mason

The Eisner Foundation, USA

Wales:



This year we felt it was important to prioritise face-to-face events after having to resort to primarily online engagement in recent years, due to the pandemic. Working closely with our partners across Wales, we engaged in numerous conversations, sharing stories of success and celebrating the transformative power of intergenerational practice. We were thrilled to witness the enthusiasm and commitment from organisations and individuals who were eager to join us in creating intergenerational connections. For us, Global Intergenerational Week is more than just a week-long event; it's an opportunity to initiate important discussions, and plan for a future filled with intergenerational activities throughout the year!

Mirain Roberts

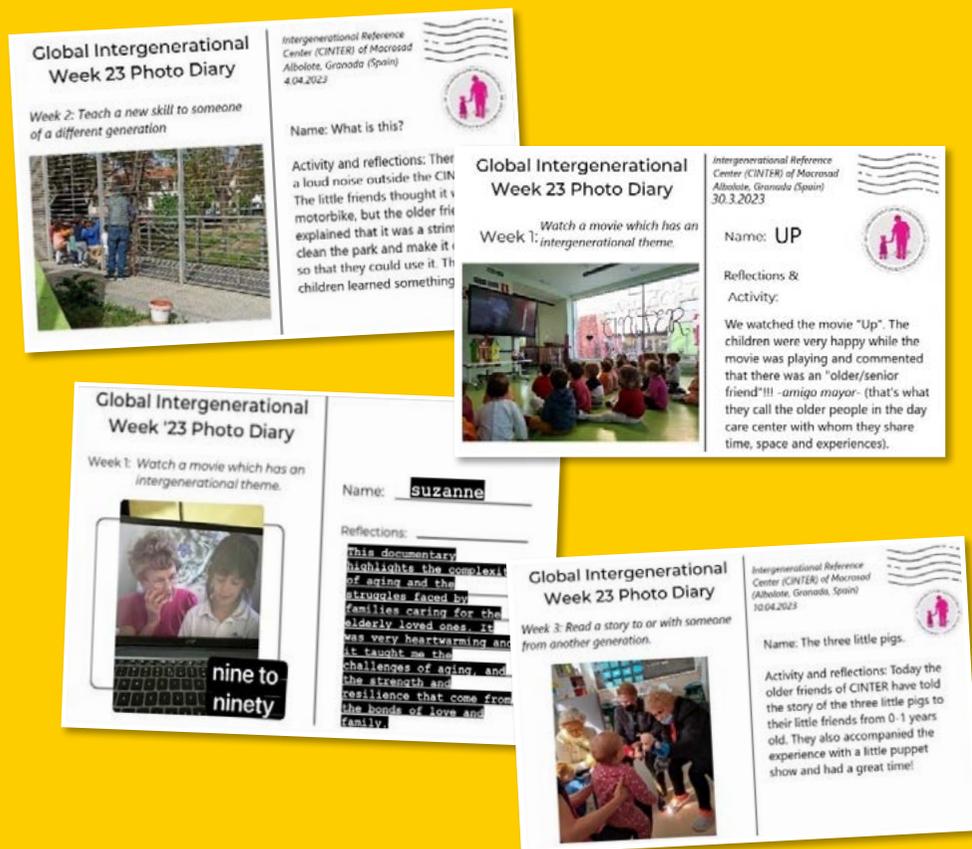
Bridging the Generations, Wales.

Working closely with our partners across Wales, we engaged in numerous conversations, sharing stories of success and celebrating the transformative power of intergenerational practice.

Photo Diary Entries:

Our Intergenerational Photo-Diary Challenge ran for the four weeks leading up to GIW23 and asked participants to complete a different intergenerational task each week. Amazing relationships were built and the reflections were so inspiring to read.

Here are just a few examples below!



"It is encouraging to be able to think together and change stereotypes for even our own aging process."

Mexican participant

"I really enjoyed the [session]; it strengthened my belief that together we are stronger and can learn so much from each other of different generations"

Irish participant

"Personal encounters between generations can shatter [negative] perceptions – and more than that, enhance respect and understanding."

**Christine Grahame,
Member of Scottish Parliament**



Building Light-Ups

During the week we saw 20 buildings lit up in pink across the UK, to mark Global Intergenerational Week. Below are four beautiful examples.



Northern Ireland



Wales



Northern Ireland

Scotland

Inspiring messages from across the world

Blackburn Rovers Community Trust @BRFCTrust

Blackburn Rovers Community Trust proudly support Global Intergenerational Week

Find out how here rovers.co.uk/news/2023/apri...

#BRCTInclusion #GIW23



BellaGWT @GwtBella · Apr 29
Celebrating Day 5 of Global IG Week an Active Bodies session with St Columbas School and Campbell Snowden Home, to see the relationships between the children and residents is joyous #GIW23 #Intergenerational @GenerationsWT @CareInspect @EducationScot



Emma Roddick MSP @Emma_Roddick

It's been another packed month spent both travelling the region and working for a better Scotland down in Edinburgh. Find out what I've been up to



The Linking Network @Linking_Network · Apr 25
"It's really given our children a sense of empathy." "Our residents have loved welcoming the children". Fantastic feedback about #IntergenerationalLinking in Bury at their celebration event this afternoon @CLAS_FAI #GIW23



Newport City Council @NewportCouncil · Apr 26

To mark intergenerational week, we're lighting up the Civic Centre clock tower in pink this evening. Find out more about the week at ow.ly/GqsL50NRkyO #GIW23 @WGHealthandCare



Dementia NI @Dementia_NI · Apr 28
This week is Global Intergenerational Week. Our Empowerment Facilitator Emma, who visits local schools with our members to help children learn about dementia, recently spoke to @BeITel about how best to talk to your child about the condition: bit.ly/3ncX3AQ #GIW23



Executive Team:

Scotland – **Generations Working Together (GWT)**

England – **Beth Johnson Foundation**

Northern Ireland – **Linking Generations (LGNI)**

Wales – **Bridging the Generations**

Country Leads:

America – **Generations United (GU)** and **The Eisner Foundation**

Australia – **Australian Institute for Intergenerational Practice (AIIP)**

Canada – **LINKages**

Hungary – **Eotvos Lorand University**

Ireland – **Dublin City University (DCU)**

Israel – **Keshet Ben Dori**

Mexico – **CórimAZ**

Singapore – **GenLab Collective** and **Gerontological Society of Singapore**

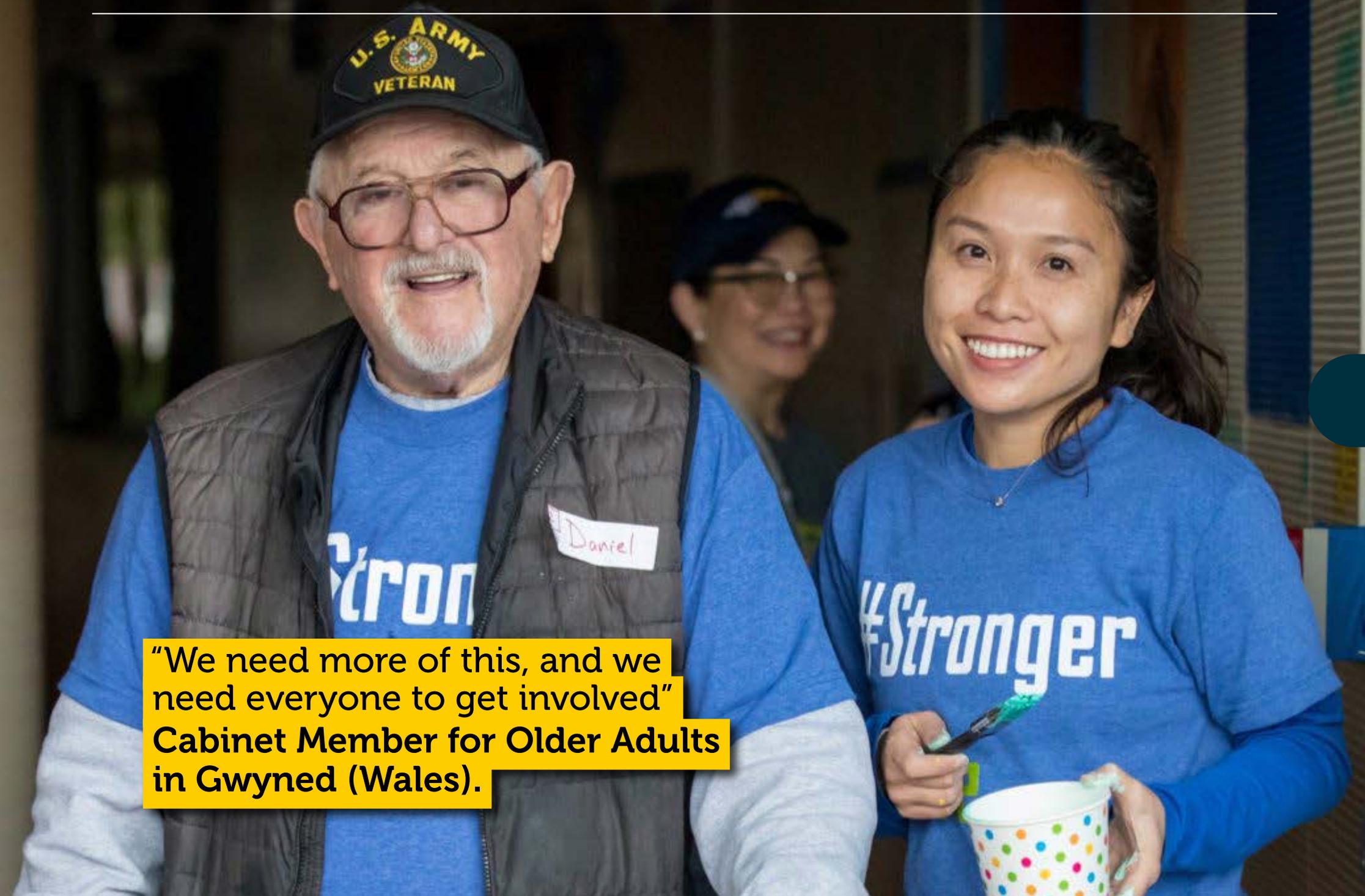
Spain – **Macrosad Chair, University of Granada**

Sweden – **Generation Marianne**

For more information about what went on in each country during Global Intergenerational week 2023, visit our detailed '**Global Partners and Events**' webpage, where you will find a breakdown of activities in each country!

If your country is not yet involved and you would like to join the celebrations in 2024, contact Ruairidh@gwt.scot





**“We need more of this, and we need everyone to get involved”
Cabinet Member for Older Adults
in Gwynedd (Wales).**

Thank
You!

Gracias

Köszönöm

Tack

Diolch

Go raibh maith

Agat

Terima kasih

Tapadh leat