

PRESS RELEASE

24th June 2021

Slovenia EU_SHAFE Inter-regional policy learning event

Domain 3: Communication and information

(23rd June 2021, on-line)



EU_SHAFE Slovenia Inter-regional policy learning event. Key experts that shared knowledge on the WHO agefriendly cities and communities communication and information domain On-line (SI)

On Wednesday the 23rd June, the Development Centre of the Heart of Slovenia, supported by ECHAlliance on the organisational side, hosted on-line Inter-regional policy learning event on Domain 3: Communication and information, which was attended by the EU-SHAFE partners, municipalities, politicians and age friendly organizations from Slovenia and across Europe. The webinar was moderated by Gregor Cuzak, who has been working for many years to improve the quality of life of the elderly in Slovenia. He is a co-creator and co-organizer of HealthDay.si, the leading Slovenian community for innovation in healthcare, and is also part of the ECHAlliance.

The Mayor of the Municipality of Litija, **Franci Rokavec** and the Director of the Development Centre of the Heart of Slovenia, Mojca Štepic, welcomed the participants. The Mayor of Litija

highlighted the projects and contents that the municipality has been intensively implementing for senior citizens in recent years, namely the construction of the Intergenerational Center Šmelc, the establishment of the Council for Intergenerational Connections and inclusion in the project Co-travellers and eCare.

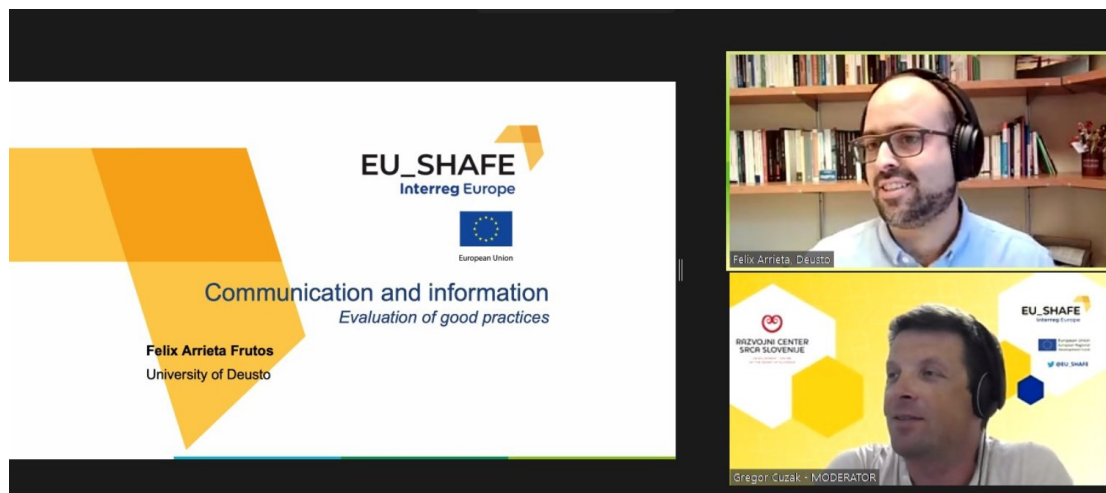
Mojca Štepic emphasized that the transfer of such good practices must always take into account the needs of the elderly and that the EU_SHAPE project has significantly contributed to the goals of the Heart of Slovenia LAG Strategy, which now places even greater emphasis on vulnerable target groups, including the elderly. As a concrete answer to this, the LAG project "Point for the Elderly" was prepared and approved, which will be co-financed by the European Agricultural Fund for Rural Development. The project, which was officially launched in June 2021, will enable the transfer of knowledge and practical experience through lectures and workshops, and will provide services to counselling the elderly and help at home. Three points for the elderly will be established in the municipalities of Litija, Šmartno pri Litiji and Lukovica, a network of participating organizations and a network of volunteers.

Anita Molka and **Tina Pregel** from Development Centre of the Heart of Slovenia presented ten good European practices from six countries, which were identified in the local environments of the project partners (at the regional or national level) on the topic of communication and information. **Felix Arrieta Frutos** from University of Deusto presented the evaluation of GPs.

The second part of the event was dedicated to four Slovenian good practices and a round table. **Marko Zevnik** from **Sopotniki Institute** presented the project **Co-travellers**, which offers free transportation for the elderly in rural areas. **Črt Kanoni** from the **Union of Pensioners' Associations of Slovenia** presented how they stood up and became active and with the help of communication and information offered support to their members during the Covid-19 crisis. **Brigita Dane** from **Symbiosis Genesis** spoke about the importance of intergenerational cooperation, volunteering and lifelong learning. During the epidemic, Magda and Čvekifon applications were developed for the elderly. Čvekifon is a chat and Magda is a mobile application that brings together many useful information, data and contacts in one place. **E-care** and **E-health** were presented by Elena Nikolavčič from **Telekom Slovenije**.

The event ended with a panel discussion "**The importance of communication and information for the elderly and about them**" and panellists were **Aleš Kenda** from the **Ministry of Labor, Family, Social Affairs and Equal Opportunities**, **Črt Kanoni** from the **Union of Pensioners Association of Slovenia** and **Lea Lebar** from the **Faculty of Social Sciences**. They pointed out that the area, despite the lack of a national initiative, has progressed due to a number of local initiatives. The key is in building bridges between generations, collaborating and acting based on common interests. Diversity, different knowledge and experience, and especially the uniqueness of each individual, are the qualities from which we will draw strength when we know how to establish connections through communication. The goal of communication will not be to prove who is right and who is wrong, but we will be able, despite the differences, to see the common good and common goals.

The round table concluded with the idea that in the future attention will need to be paid to linking local initiatives with incentives at national level. This will make it easier for the best projects to spread internationally. Foreign participants of the event showed a lot of interest in the presented Slovenian good practices, some of which they intend to transfer to their environments, so we will be happy to promote and present them further.



EU_SHAFE Slovenia Inter-regional policy learning event, Felix Arrieta Frutos, University of Deusto, presenting evaluation of GPs in the field of Communication and information. On-line (SI)

The full recording of the workshop can be found [here](#).

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