

EFOP-5.2.2-17-071

ALL-LOCAL: EFFECTIVE KNOWLEDGE TRANSFER AND COMPETENCE DEVELOPMENT IN THE SENIOR COMMUNITY

INFLUENCE OF THE EUROPEAN SOCIAL FUND ON INSTITUTIONS AND ASSOCIATIONS PROVIDING SERVICES FOR SENIOR LEARNERS

13 June 2019
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SZÉCHENYI  2020



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BEFEKTETÉS A JÖVŐBE

- Part of the ESI
(European Structural and Investment Funds)
- Benefitting around 10 million people per year
- Focusing on employment, social affairs and inclusion

- Founded in 1957 -> Europe's oldest structural fund
- 7-year cycles
- around 80 billion EUR for 2014 - 2020
- increase to 101.2 billion EUR in 2021

ESF - OBJECTIVES

- Promoting employment and supporting labour mobility
- Investing in education, skills, and lifelong learning
- Promoting social inclusion and combating poverty
- Enhancing institutional capacity and efficient public administration

BOOKIRAJ (SE)!

- Coordinator: Adult Education Institution Dante
- Total project value: 1,274,113.91HRK / 171,903.91 EUR
- Implementation: April 2019 – April 2020
- Contract with: Croatian Ministry of Tourism

Investment elements:

- selecting target groups and developing a professional development program
- development and implementation of training programs trainers and mentors
- implementation of training programs tailored to vulnerable groups
- promotion and visibility
- project management and administration

AIMS / WHAT

- improve skills and knowledge of 54+ citizens and persons with disabilities in Primorje-Gorski kotar County
- increase employability
- enable easier integration in the labour market / tourism sector
- position: manager of e-booking and sales
- number of learners involved: 50

HOW

- a series of educational activities tailored to target group needs
- practical application / in-service training
- training teachers and mentors that will carry out the educational activities

EDUCATIONAL ACTIVITIES

Courses (30%)

- foreign language competence (English, German, Italian)
- transferable skills (time management, communication, teamwork, working under pressure)
- digital skills (e-learning system, online reception)
- marketing, geography, history

In-service training in local companies (70%)

- Croatian Employment Service
- transport companies
- hotels / hostels

ADDRESSES THE LACK OF

- knowledge and skills of vulnerable groups
- qualified workforce in tourism and hospitality management
- professional skills of mentors and teachers
- programs that incorporate development of 'soft' skills into professional training and practical classes

PENSIONERS' ASSOCIATION OF RIJEKA

- established in 1946
- gathering pensioners and persons of third age, care for the needy
- non-profit, non-partisan and humanitarian association
- members: retirees, persons over 65
- implements numerous programs dedicated to third agers

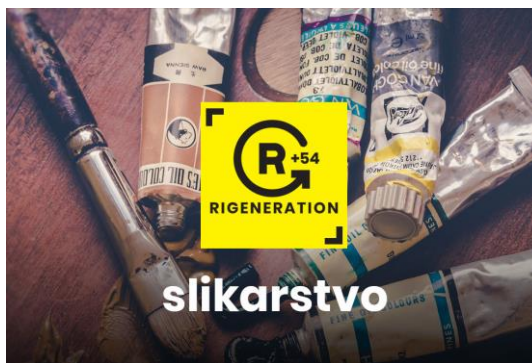
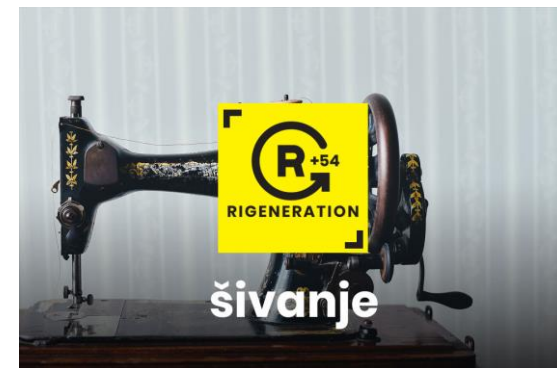
MUSEUM OF THE FUTURE - CITIZENS' MUSEUM COUNCIL AS PARTICIPANT MANAGEMENT MODEL

- retirees included in the Civic Museum Council
- trainings to represent the interests of pensioners in the Council
- propose content of interest to elderly persons when visiting a museum
- duration: October 2018 – June 2020



Rlgeneration

- access to cultural and artistic activities and informal education
- development of creative and artistic skills with the aim of maximizing employability
- informal activities and education of the elderly
- sewing course, music workshops, photography, choir singing, ceramics classes
- creation of theme masks - revival of rock culture and participation in Rijeka carnival, intergenerational activities
- application of knowledge in a realistic environment with mentored performance



OTHER PROJECTS

Rijeka 2020

- *Make your dream come true* - basic cooking course, eating healthy
- *Rispekt - Reinforcement and Reintegration of Marginalized Third-Age Persons* – exercise and psychological workshops
- *RI Urban Inclusive Walking 2020* - Nordic walking



The poster is for a project titled "OSTVARI SAN SKUHAJ SI SAM". It features a green background with a white diagonal line. At the top left is the "RIJEKA 2020" logo with a red sun icon and the text "EUROPEAN CAPITAL OF CULTURE". To its right is the logo for "MATICA UMIROVLJENIKA GRADA RIJEKE". The main title "OSTVARI SAN SKUHAJ SI SAM" is in large white letters. Below it, the text reads: "- početni tečaj kuhanja za građane u mirovini" and "- različitost, zdravlje i pristupačnost na vašem tanjuru". At the bottom, there is a photograph of an elderly woman in a pink sweater and an elderly man in a grey vest, both smiling and cooking together in a kitchen. Below the photo, it says: "- inicijativu odabralo Vijeće građana Rijeke 2020 – Europske prijestolnice kulture" and "- prijave u Matici umirovljenika grada Rijeke (Kružna 5)".

RIJEKA 2020
EUROPEAN CAPITAL OF CULTURE

MATICA UMIROVLJENIKA
GRADA RIJEKE

OSTVARI SAN SKUHAJ SI SAM

- početni tečaj kuhanja
za građane u mirovini
- različitost, zdravlje i pristupačnost
na vašem tanjuru

- inicijativu odabralo Vijeće građana Rijeke 2020 – Europske prijestolnice kulture
- prijave u Matici umirovljenika grada Rijeke (Kružna 5)

COMPETITIVENESS AND INNOVATION FRAMEWORK PROGRAMME



Naslovnica Vijesti Teme 65+ Klubovi RI 65+ Matica umirovljenika Rijeke e-Savjetnik

Penzići Rijeka

CONCLUSIONS?

THANK YOU FOR YOUR ATTENTION!

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