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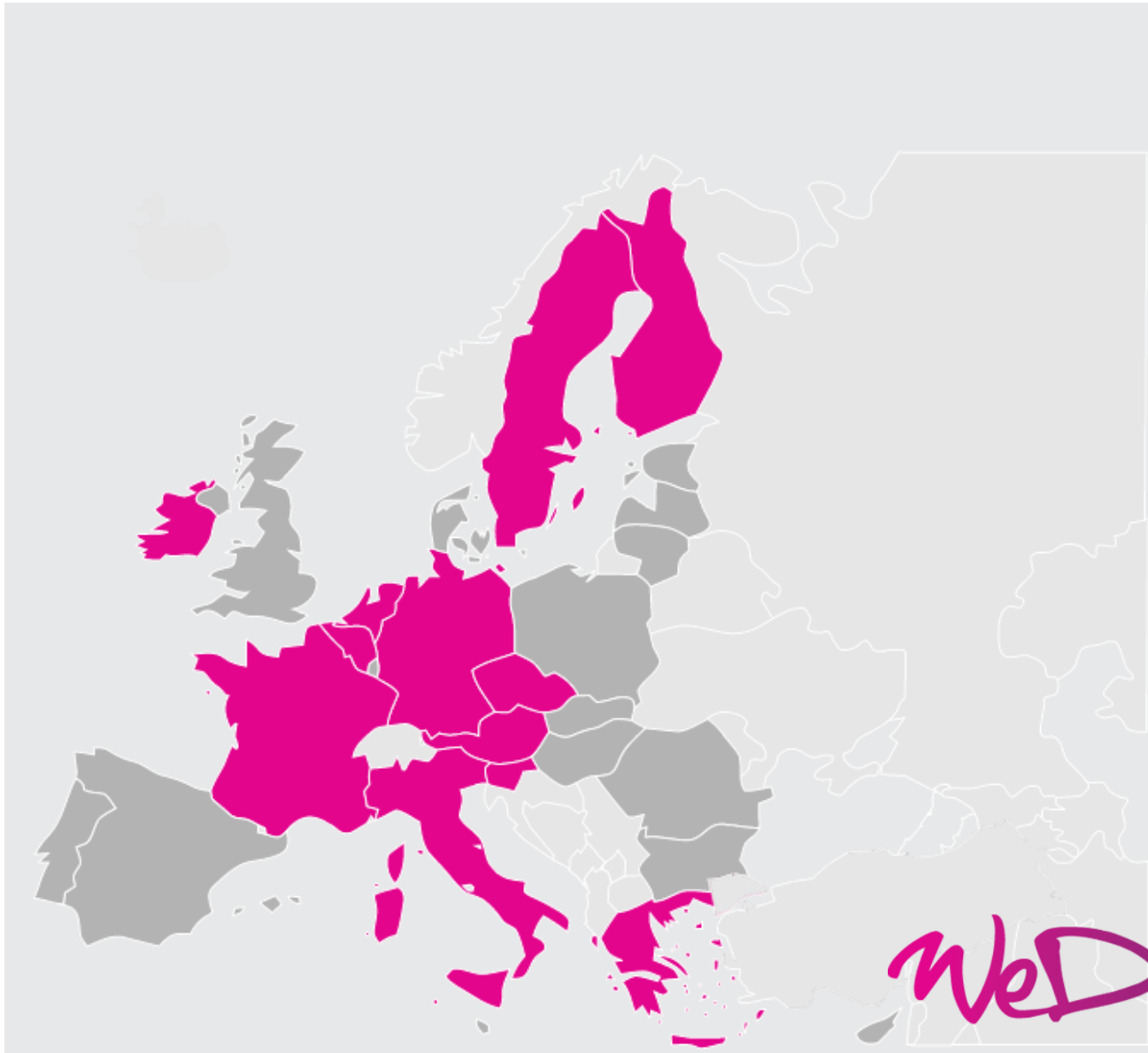
15 November 2012  
Intercoalitions event  
Follow up strategies



For the Wellbeing and Dignity of Older people



# 12 National strategies



WeDO



# Overview of national strategies (1)

- Dissemination, information and communication activities
  - Information on the coalition members' website
  - Launch events
  - Press releases
  - Articles in newsletters
  - Articles in scientific publications, in magazines, etc.
  - Common power point presentations
  - Use of social networks: twitter, linkedIn, facebook, etc.
  - Send the EQF to a wide range of stakeholders: policy makers, civil society organisations, local and regional authorities, etc.

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# Overview of national strategies (2)

- Development of specific activities, such as:
  - Lobbying activities (on Parliament, on Ministries)
  - Awareness raising activities around international days (15 June) (Sweden)
  - Sub working groups, platforms... on specific objectives (Greece, Ireland)
  - Organisation of events in 2013 to measure the progress made and continue the discussions (Finland, Belgium)
  - Train-the trainer model (Belgium)
  - Smartphone application (NL)
  - EQF in the care workers contracts and EQF as a pre-requisite to access a service (Slovenia)
  - Test of organisations against the EQF Principles (Ireland)
  - Etc.

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# Overview of national strategies (3)

- Wish to continue to work together after the project ends... but not the same possibilities
  - Some coalitions made a formal commitment to continue to work together
  - Others try to share the work done in similar existing working groups

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# Continuity of a virtual partnership (1)

- The **website** would be a source of information for
  - Good practices
  - Examples of quality tools
  - Resources on LTC
- **The members' area**
  - The partners area will be changed to a 'members' area
  - The members' area will be accessible by a login+password
  - Access to the full online methodology for participatory approach
- **The online forum**
  - 4 forum topics:
    - General discussions
    - The participatory approach
    - The implementation of the EU quality framework for LTC
    - The national coalitions and their strategies

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## Continuity of a virtual partnership (2)

- Use of **social networks** to disseminate information
  - LinkedIn group : disseminate information
  - Facebook
  - Twitter
- **Newsletter:** half a page in the monthly AGE Platform Europe's newsletter ('Coverage') will be dedicated to WeDO (implementation of the QF, news on the national coalitions, and on LTC in general)

The logo for WeDO is written in a purple, cursive, handwritten-style font. To the right of the text are three stacked, solid-colored squares: purple at the top, green in the middle, and yellow at the bottom.

## Continuity of a virtual partnership (3)

- AGE remains a leader of the virtual partnership but a proactive role is asked to a wider range of partnership 'leaders'
- Partnership 'leaders' would be in charge of:
  - Updating their coalitions' webpage
  - Add or validate good practices
  - Add examples of quality tools, news and resources if relevant
  - Moderate the forum
- Partnership members would be able to:
  - Propose good practices
  - Ask questions on the forum and post comments

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# -> Different levels of involvement

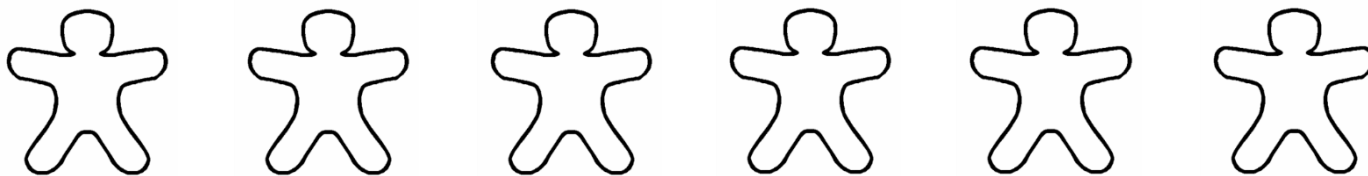
General leader: AGE Platform Europe



Partnership leaders (1 to 3 per country) with proactive role



Partnership members



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## Continuity of a virtual partnership (4)

- We can imagine more contacts between the partnership members through:
  - A single email address to be used to disseminate information to the whole partnership.
  - Virtual working groups with Skype group callings once or twice a year to follow the evolution of the partnership
  - ... to be completed

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# Financing a follow up project after the WeDO project?

- Funding opportunities
  - At EU level: Grundtvig (multilateral projects, call deadline on 31/01/2013)
  - At National level
    - Use of Life long-learning programmes operating at national level
    - Look to national calls to fund projects, to continue to finance your national coalition meetings
    - Potential role of foundations (France), or of national lotteries (Greece)
  - At local level: look for grants from regional and local authorities



# So, what's next?

- Working groups today will aim at:
  - Gathering more ideas on how to continue and give feedback on the proposals made
  - Exchanging obstacles of implementation of the national strategies and sharing solutions on how to overcome them
- The SG this afternoon will finalise the general follow up strategy
- An email will be soon circulated to ask you to register to the WeDO Partnership, so you can get informed and share information.

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# Thank you!

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