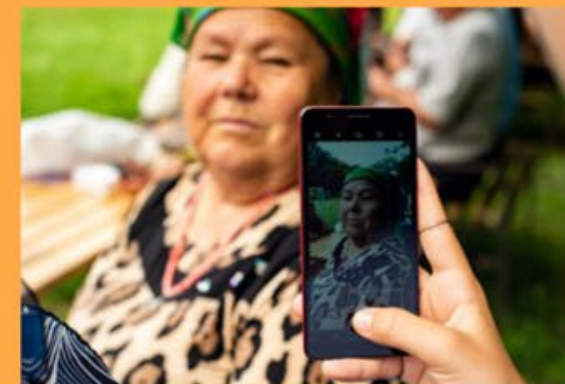


CREATING BONDS BETWEEN GENERATIONS IN THE REPUBLIC OF MOLDOVA



#DemographicResilience

#IntergenerationalDialogue



MINISTRY OF LABOUR AND
SOCIAL PROTECTION



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HelpAge
International



The pandemic underlined the need to build intergenerational dialogue



Who is engaged?

- 300 women and men over 60 years old
- 75 young girls and boys
- 15 localities of the Republic of Moldova



Digital empowerment

- ... from accessing social and medical services available online
- ... to use of social media for interaction with the peers and family members

- **Social media campaign led by older persons**
- **Psychological support**
- **Trainings from National Social Insurance House and e-Government Agency**





Photo exhibition at the Parliament

20 pictures with older persons and young people were presented in a photo exhibition at the Parliament



Older people move online

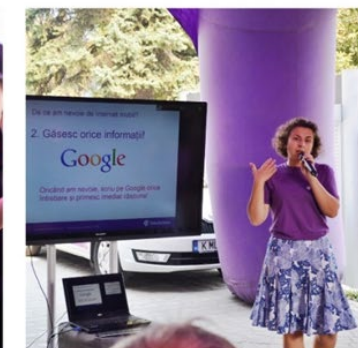
An online campaign to promote digital inclusion of older persons



Conference on active ageing and digitalization

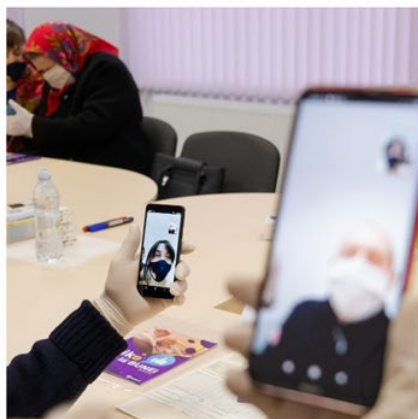
An event that facilitate interaction between older people, policy makers, private sector and IT companies to explore ways of promoting active and healthy ageing in Moldova and develop digital skills of older people.

HOW IT ALL STARTED?



Hack Your Age

- Due to pandemics older people became the most vulnerable category as they were not online
- Digital integration of older people via intergenerational dialogue turned to be a successful initiative for active ageing in Moldova
- Partnership with UNFPA Moldova turned out to be a success!



Summer Social Media Workshops



- 15 Location
- 300 beneficiaries
- 50 young volunteers



DIGITAL ABILITIES CONNECTING GENERATIONS





Conclusions

The project is a **100% Win-Win:**

- Older People adore being online
- Young People like to share what they know
- Generations are re-connected
- Conditions for active ageing are ensured



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