CREATING BONDS BETWEEN GENERATIONS IN THE REPUBLIC OF MOLDOVA

#DemographicResilience  #IntergenerationalDialogue
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 Insuance House and e-Goverment Ageny
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?
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
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