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# Case studies and good practices

## OUTPUT 02

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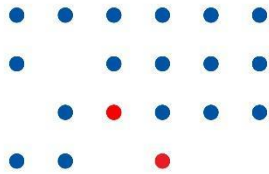
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# Become a Senior Friendly Municipality!

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Already 210 local governments have joined the Senior Friendly Municipality Program and issued a local edition of the National Senior Card in their municipality. As a result, more than 550,000 seniors can already enjoy discounts at more than 3,100 points throughout Poland.

## What is the All-Poland Senior Card?

The All-Poland Senior Card program, which is organized by MANKO - the Voice of the Senior Association, was created with senior citizens in mind. The program is aimed at activating and educating seniors in the fields of health, law, economics and security. Throughout Poland, 500,000 seniors already have the National Senior Card, and it is honored by 3,000 locations (spas, health centers, cultural institutions and service companies). Discounts on presentation of the National Senior Card range from 10 - 50%, and you can save up to PLN 300 on a trip to the sanatorium.



### Who can join the Senior Friendly Municipality Program and how to do so?

Any local government can join the National Senior Citizen Card Program and receive a certificate of Senior Friendly Municipality. The aim of the Program is to activate seniors and educate people of 60+ years old in economics, security or new media. A prerequisite for joining the Senior Friendly Municipality Program is the issuance of a local edition of the All-Poland Senior Citizen's Card with the coat of arms of the given locality, as well as participation in our campaigns on safety, loneliness, polypragmasy or volunteerism for people aged 60+ . The project is also aimed at activating local entrepreneurs and seniors who co-create the Program by acquiring new locations honoring the National Senior Card and distributing the card to unaffiliated and inactive people.

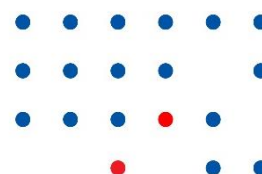
Sign the declaration and join the campaign "Stop Manipulation, don't be fooled!"

The main goal of the campaign is to educate in the areas of savings, economics, consumer rights, manipulative sales techniques and security. The project is aimed at seniors, who are the main recipients of the presentation, as well as local governments and businesses. The campaign involves educating municipalities, spas and hotels not to rent out space for this type of unethical business practices. To join the campaign, all you need to do is send a completed declaration of participation in the campaign back by scan or mail. If the local government decides to join the campaign, it will receive a certificate of partnership, and this information will be placed on the media channels of the MANKO-Senior Voice Association.



## IX International Senioralia

## In Cracow, September 1 - 2, 2023



This year, for the tenth time, Manko - the Voice of Seniors Association is organizing the International Senioralia in Krakow, which will be held on September 1 - 2. The event is aimed at shaping seniors and consolidating among them the attitude of an active citizen, as well as integrating them by building economic, legal, safety and pro-health awareness among people aged 60+! The event is co-financed by the City of Krakow, the Marshal's Office of the Malopolska Region, the Ministry of Family and Social Policy and partner local governments associated in the Senior Friendly Municipality Program.

The International Senioralia in Cracow is an event that takes place annually and gathers a large number of participants (in 2022 as many as 4,000 people from 100 localities took part). Members of Senior Citizens' Councils, Universities of the Third Age, senior organizations, public, social and private institutions, as well as representatives of partner cities and local authorities from all over Poland are invited to the event.

### **Program of the 10th International Senioralia in Cracow**

September 1, 9.00-21.00 - Xth International  
Senioralia in Cracow

The main part of the Xth International Senioralia in Cracow will take place on September 1. It will be inaugurated by a solemn Holy Mass in St. Mary's Church. Then



the participants will go to the Henryk Jordan Park in a colorful parade, where educational lectures (on health, safety, law and economics, and activation of seniors), numerous artistic performances and more than 20 free medical examinations and advice (cardiological examinations, blood pressure examinations, hearing examinations, vision examinations, blood glucose examinations, weight measurements) will be presented.

During the event, participants will be able to learn about the latest scam methods at the Safe Senior booth - Stop Manipulation, Don't Get Fooled. At the same time, there will be an opportunity to receive assistance in setting up community accounts. The Senioralia will be attended by companies (including recreation and rehabilitation centers, spas, xxx, stands presenting local products from various parts of Poland), which will present attractive discount offers for seniors. A sports zone will also be organized, where seniors will be able to play speedball, boules, ringo or the outdoor game "bean bag".

The gastro zone will be enhanced by numerous food stands and a barbecue. The event is also planned to include an entertainment section including: a concert by Alexander Martinez, Duo Performance, artistic performances by senior bands, numerous prize drawings, Fashion Shows

by the Stylish Seniors from the Voice of Seniors - winners of the nationwide Voice of Seniors competition, and a social event hosted by the world-famous DJ Wika - Europe's oldest DJ.

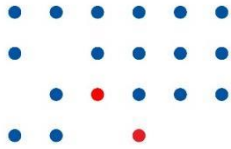
September 2, 5 pm - 10 pm - Intergenerational Senior Cinema at Kijów Cinema

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On September 2 at 17:00 at Kino Kijow, there will be a FREE movie screening inaugurating special cyclical film screenings for seniors entitled Cinema for Seniors. The program will include lectures on safety, activation and medical examinations (cardiology, blood glucose measurements).

# “Culture on prescription”: reducing loneliness with art!!

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Promoting health through cultural learning experiences and creating new concepts for educational offers.

## What is “Culture on Prescription”?

“Culture on Prescription” is an ERASMUS+ project (January 2022 - April 2024) that aims to prevent and combat social isolation and loneliness through art and culture prescribing.

## What activities are being developed within the "Culture on Prescription" project?

The project is introducing cultural activities facilitated through non-formal learning and training opportunities for adults. In Coimbra, Portugal, a group of eight participants and two facilitators gather to engage in a theatre course, with the goal of reducing loneliness among the participants.

## Who is the target group?

The project is aimed at people who feel lonely, have mental health problems or people who are interested in learning together and/or engaging in cultural activities to help change or improve their own situation.

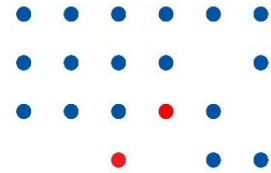






International  
Interdisciplinary Network on  
Health and Wellbeing in an  
Age-friendly Digital World

## NET4Age-Friendly



### International Interdisciplinary Network on Health and Wellbeing in An Age-Friendly Digital World, To Promote Social Inclusion, Independent Living and Active and Healthy Ageing in Society.

NET4Age-Friendly is a COST Action aiming to establish local, regional, and national ecosystems, and/or to promote the growth of existing ones in each European country involved, working in health and wellbeing towards an age-friendly digital world with 550 members from 50 countries.

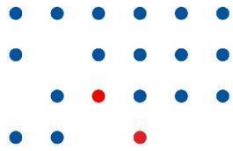
The main aim of NET4Age-Friendly is to establish an international and interdisciplinary network of researchers from all sectors to foster awareness, and to support the creation and implementation of smart, healthy indoor and outdoor environments for present and future generations.

NET4Age-Friendly further aims to overcome fragmentation and critical gaps at both conceptual and pragmatic innovation levels on responsive, age-friendly and sustainable environments in order to address the research-policy future requirements of Europe.

Carina Dantas, CEO of SHINE 2Europe, is the Action Chair for this COST Action.

# Dance on Prescription: Empowerment, Relaxation, and Connection

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Dancing improves the physical and mental well-being of individuals with a chronic condition, and helps them gain confidence and make meaningful connections.

## Social and Cultural Prescribing

In the Netherlands art and culture can be prescribed by general practitioners, wellbeing coaches, practice assistants, and psychologists. This so-called 'Art on Prescription' initiative was developed by the National Knowledge centre Cultural education and Amateur arts (LKCA), as part of the already existing 'Well-being on Prescription'. Social and cultural prescribing is an alternative to the 'traditional medicine' for people with psychosocial complaints. A general practitioner refers these patients to a wellness coach or writes a prescription for activities in the area of meeting people, sports, or culture. In this way, the patient discovers (again) what makes him or her happy.



## Project “Dance on Prescription”

Dance on Prescription was developed in the mindset of the Art on Prescription movement and offers weekly dance lessons to people with chronic conditions, such as Parkinson, non-congenital brain damage, MS, dementia, and chronic pain. The Dance on Prescription project was developed in collaboration with Revalidation centre Friesland and the lessons are provided by professional dancing instructors. Their mission is to enable individuals with a chronic condition to participate in society using cultural means instead of medicinal ones. The project is based on the concept of positive health and is aimed towards the personal needs and possibilities of its participants. The lessons therefore focus on resilience, agency, purpose, and adaptivity, instead of obstructions. Participants have indicated to feel fitter, to have fun, and to have gained confidence. For an hour each week they are able to move away from being a ‘patient’ and connect with each other during the coffee breaks.

With their project, the Dance on Prescription foundation hopes to link the domains of ‘healthcare’, ‘culture’, and ‘well-being’, and to work together to improve the quality of life of older people and individuals with a chronic condition. The foundation strives to normalise culture participation in the medical and healthcare sectors and on a government level. In 2020, Dance on Prescription won the Dutch Code Cultural Diversity & Inclusion Award as a national acknowledgement for their inspiring work.

For more information, visit the website: <https://dansoprecept.nl/>.



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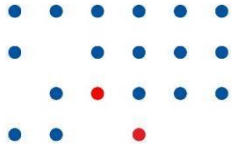
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Freepik. <https://freepik.com>.

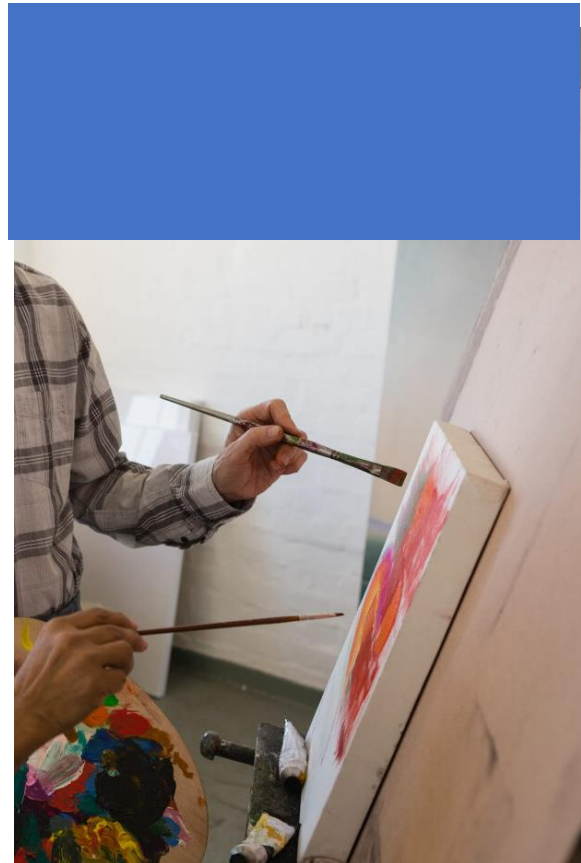
# Art Connects! the Value of (Co-)Creation



In 2020, care organisation ZINN conducted a unique project in which artists collaborated with care home residents to create art.

## What is "ZINN"?

"ZINN" is a care organisation for older individuals in the Dutch province Groningen. They offer care services at home, as well as several residential care facilities. They are committed to create the most pleasant living environments for their clients and residents and believe that attention for each other makes life shine.



## Project "Art Connects!"

In the residential care facilities, bare white walls are a no-go. When faced with some undecorated hallways in location 'De Brink', ZINN's commission 'Atmospheric Living' chose to set up a unique project, connecting four artists of the Minerva Academy in Groningen with four ZINN residents. The four artists each designed a piece of art through a co-creation process with one of the residents, whose life formed the source of inspiration. ZINN aimed to positively influence the well-being and living atmosphere of residents by involving them in the process and creating an end-product focussed on their story, giving them a sense of ownership. The connection between people and the quest to understand one another was central in this project, which was named *Kunst Verbindt!* (Art Connects!). The project not only aimed to

empower older people and improve their quality of life, but tried to put ‘humans’ in the centre by focussing on the equality and reciprocity for both residents and artists.

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Unfortunately, due to the COVID-19 pandemic, face-to-face meetings were no longer possible, which complicated the co-creation process. Nevertheless, the participants found new ways to communicate and used the challenges of the moment in the creation of their art. Their creations are deeply stratified and symbolise topics, such as timelessness, memory, departure, humour, lust for life, and purpose. Even though one of the residents passed soon after the project started, and another in September 2020, the artists used the time they had spent together and, in the first case, communication with family members, as inspiration for their creations. The resulting pieces of art now decorate the walls of location ‘de Brink’ and can also be viewed online:

<https://academieminerva.nl/nl/projecten/5269/kunst-verbindt-femke-seele-en-mijnheer-a->

<https://academieminerva.nl/nl/projecten/5270/kunst-verbindt-jedidja-smalbil-en-mijnheer-b->

<https://academieminerva.nl/nl/projecten/5271/kunst-verbindt-marianne-brouwer-en-mevrouw-e->

<https://academieminerva.nl/nl/projecten/5268/kunst-verbindt-jurjen-galema-en-mijnheer-w->

### **The value of co-creation**

For the residents the project had a positive effect on their health and wellbeing. They were challenged to communicate their thoughts and ideas and to talk about their lives, they experienced a deeper purpose and had fun in the process, and as a result they were rewarded with an improved living environment. Even though the role of the residents was less active due to the COVID-19 pandemic, the project was still considered a success. The value of ‘Art Connects!’ is partly in how it reflects the difficulties of the present; it displays the way people struggled with communication and socialisation during these times and how this impacted everyone’s lives. The project also shows the value of contact between younger and older generations and the importance of reciprocity.

Also for the artists the co-creation process was perceived in a positive way. Essential aspects, like meeting, connecting, and vulnerability, were experienced by the artists as much as by the residents. The co-creation process has created special relationships and more depth in the end-products. People working together become part of a so-called ‘community of practice’. This community was felt in ‘Art Connects!’ and included not only the artists and the participating residents, but also employers of ZINN, volunteers, family members, and other residents. Therefore, the true value of social artistic practices such as ‘Art Connects’ is in what it gives back; it’s a welfare investment. In a world that’s becoming more and more focussed on sustainability, people are starting to look past monetary values and see the benefits of creating a better living environment for all.

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<https://www.zinnzorg.nl/zinn/over-zinn>.

## Images

Freepik. <https://freepik.com>.

# Social inclusion of elderly through cultural and artistic activities

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The association "ŽENA" from Drniš in partnership with the Pensioners' Association of the city of Knin has been implementing the project „ Dodajmo Životnu Radost Godinama“ which can be translated as "Let's add life joy to the years" for three years, the goal of which is the social inclusion of pensioners through the organization of free time activities.

## **About the association "ŽENA"**

The association "ŽENA" was founded in 2002 in Drniš with the aim of improving the position of women living in rural areas as well as developing innovative social services for the elderly and infirm. In its work so far, it has covered at least 10,000 users, and it plays a significant role in preserving the tangible and intangible heritage of the Dalmatian hinterland.

## **Project "Dodajmo životnu radost godinama"**

The "Dodajmo životnu radost godinama" project began in 2020 with the goal of social inclusion of retirees through the organization of free time. During the duration of the project, 12 different programs for the social inclusion of retirees were developed: a program of physical activities, a program of daily activities, a program for the preservation of cognitive skills, a program for the prevention of diseases and the preservation of health, a program for psychological support, a program for the preservation of old trades, a program for the basics of computer science, a program for getting to know new technologies , intergenerational cooperation program and cultural and artistic program. As part of the cultural and artistic program, we held literary workshops, painting workshops, music workshops, visits to theaters and cinema performances, concerts and exhibitions. Given that most retirees cannot afford to go to cultural events.

[Women's Association - Drniš - Let's add life's joy to the years \(zena-drnis.hr\)](http://zena-drnis.hr)





Picture 1 and 2: Art workshop for pensioners in Knin

Cultural and artistic activities can have a significant impact on the social inclusion of pensioners on several levels:

1. **Social interaction:** Cultural and artistic activities provide an opportunity for retirees to meet regularly with their peers and participate in joint activities. In this way, the creation of new friendships is encouraged, the feeling of belonging to the community is improved and the feeling of loneliness is reduced.
2. **Mental stimulation:** The activities of participating in art workshops require mental effort. In this way, the reduction of cognitive functions is prevented and the risk of dementia and similar conditions is reduced.
3. **Improving self-confidence:** Participation in cultural and artistic activities enables the creative potential of retirees to be realized.
4. **Emotional well-being:** Music, fine and performing arts also have a therapeutic effect, and participating in these activities relieves retirees of stress and anxiety.
5. **Intergenerational cooperation:** Organizing cultural events can also enable pensioners to connect with young people. Thus, the art professor in Knin organized a painting workshop for elementary school students.
6. **Inclusion in the community:** Cultural and artistic activities also contribute to the feeling of belonging to the community because they take place in public spaces.

7. Improvement of physical health: Dance and similar activities allow maintaining balance, coordination and flexibility, which contributes to the improvement of physical health.
8. Creativity and expression of identity: Participation in cultural and artistic activities enables pensioners to express their creativity, explore new ways of expression and nurture their identity different from the role of pensioner.



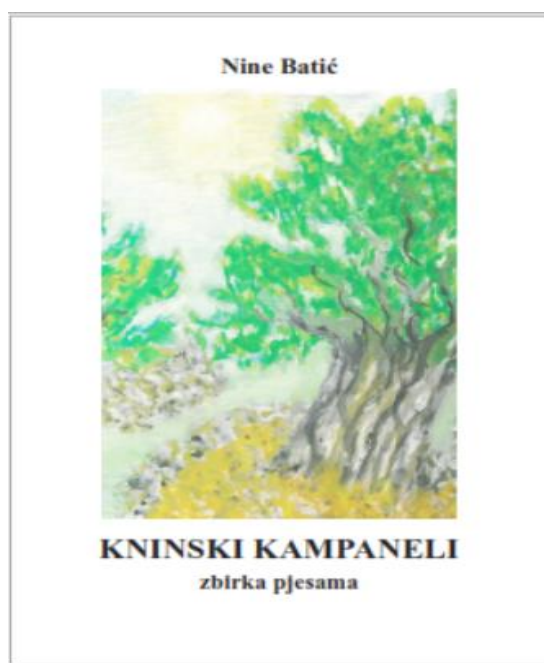
Picture 3: Art workshop and intergenerational cooperation

### The story of Nine Batić

Nine Batić is a pensioner from the Knin area who was also a veteran during the Croatian Homeland War. He lives in a rural area with a mostly elderly population. Nine has been writing poems and painting all his life, and through our project he was able to develop his talent even more and present his poems and works of art to the community. Through the project, we printed a collection of his poems and illustrations called Knin's bells. Through this collection, Nine takes us back to the past, revives the traditions and customs and values of the Dalmatian Zagora. With simple, we can say folk, language, he brings poetry closer to all layers of society, and that's why this linguistic expression of his is very valuable. Additional value to this edition is given by the illustrations, which are also the work of our poet. Artistic and literary expression

enables, along with other benefits of participation in cultural and artistic activities, the development of memory through writing about past events.

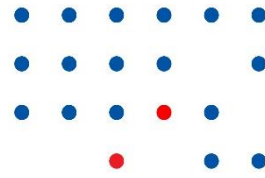
| 18



Picture 4,5,6 and 7. Nine Batić and his collection of poems

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Batić Nine: Kninski Kampaneli, Knin, 2022.



# Activation through art

## – “Šibenik – Drniš traditional cap”

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Drniš red cap is one of the objects by which the entire Šibenik-Knin County is recognizable. Its manufacturing method and appearance belong to protected intangible assets. It is a symbol of the history and traditional costume of the people of the Dalmatian Zagora.

Generations of women from this area were engaged in making hats, and almost every male resident had one as part of their traditional costume, and it stood out on festive occasions.

Today's shape, colour and decorations are approximately 120 years old, and in the past it looked different. According to historical sources, the initial form was carried by the Illyrians. The cap can also be found on the stone heads that adorn the crown of the Cathedral of St. Jakov in Šibenik.

The first models were "single-rowed" and undecorated, and then they began to be spirally decorated with "boula", the red colour was replaced by orange, and the caps became double-deck, which has remained until today.

The transition to today's cap is recorded in the works of Ivan Meštrović, and the Šibenik and Drniš hats from the era of the Austro-Hungarian Monarchy can be seen in the Vienna Museum.

**In the last century, it became established in orange colour with characteristic black embroidered decorations, usually called bovuli, bouli, boule or bule.**

The capers proudly say, "Even the Pope knew whose cap it was". Namely, a man from Šibenik wore this cap on his pilgrimage to Rome, and when the Pope passed by, he stopped, looked at the cap and said "Šibenik". Even today, at certain sporting events around the world, when we see a red-orange cap with black boula's, we know where the person wearing it comes from, or at least has roots from this region.

Although it is not uncommon for someone who has no connection with this region to take this cap as a souvenir because of its beautiful appearance, the black figure „eight's design“ embroidery on an orange background.

Today's Šibenik cap is actually a combination of the Šibenik and Drniš caps. The art of making the Šibenik cap has the property of an intangible cultural asset. Many public officials around the world promoted the Šibenik cap as a Croatian historical product, among them the most famous Croatian tennis player Goran Ivanišević at a reception with the Pope on October 27, 1995.

**Šibenik cap** is the most famous Croatian version of the **red cap**, a type of folk headdress.



Picture 1 - Capers at a ceremonial reception by Šibenik mayor Nediljka Klarić (with cap in hand). From left to right: Nelica Knežević from the "VeNel", Ch. Sr. Fortunata from the Benedictine monastery of St. Luce, Liposava Kuštović from from the trade "Lipa", Milena Perčin from the association "ŽENA" from Drniš, Vedran Knežević from the trade "VeNel", Inga Marin from the association "ŽENA" and Marija Cipitelo Stojić.



Picture 2 - Drniš red cap.

## METHOD OF MANUFACTURE OF THE „ŠIBENSKO-DRNIŠKA“ CAP

The material for making the “Šibensko – Drniška” cap is 100% wool scarlet dark orange colour.

Black silk thread is used for embroidery.

Cotton canvas is used for lining.

The decorative cord is woven from black silk thread,

The decorative end strip on the bottom edge is made of cotton or silk.

The stitch method is a chain stitch.

Caps are made to measure in sizes 54 to 63 cm.

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Picture 3 - materials needed for Drniš red cap.

### Steps during creation:

1. Cut a strip 9.5 cm wide and 56-63 cm long (depending on head circumference)
2. 3 parallel lines are drawn at a distance of: 1 cm, 3.5 cm; 3.5 cm; 1.5 cm.
3. Then, boules are drawn evenly spaced 12 x 2.5 cm boules, and the final one at the joint of the strip.
4. The boules are connected by a spiral line.
5. Boules, horizontal lines, and spiral lines are tied with black silk thread.
6. The embroidered cap is ironed.
7. A strong waxed canvas is stretched on the inside of the tape.
8. The bottom of the cap is cut out.
9. Everything comes together.
10. The lining is cut out of cotton cloth in the same size.
11. It is inserted and connected to the outer embroidered part of the cap.

12. The lower edge of the cap is finished with a 3 cm wide black ribbon and a decorative cord made of woven silk thread. A small hole is left at the end of the cord so that the cap can be hung.

13. Then the cap is placed on the Mold and shaped again by ironing.

| 22 A cap made in this way is unique, because each one is especially handmade.

Since it is made of 100% wool material, it must be protected from moths and maintained exclusively by dry cleaning.



Picture 5 - Second step is the boules hand stitching

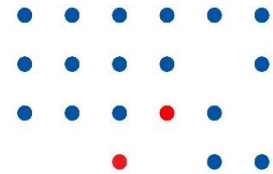
Picture 4 - First step in the process of creating Drniš red cap



Picture 5 - Hand stitched Drniš red cap before assembly



## Polish theater in Toronto



Culture Avenue presents emigrated Polish artists in exile. In the Culture Avenue we meet both writers and artists who have lived abroad for years, as well as young ones; we can also find many texts about Polish culture. The founder and editor of the website Culture

Avenue about Polish culture outside the country is Joanna Sokolowska-Gwizdka. In 2001 she emigrated to Toronto (Canada), From there she moved to New Jersey (USA). She is a member of the Union of Polish Writers Abroad. In the Avenue of Culture a unique place is occupied by the theater. After a book about Helena Modrzejewska, the time has come for a "Theater of fulfilled hopes. Pages from the life of an émigré actress ". This is a story about the life's work of Maria Nowotarska and her husband - Jerzy Pilitowski and her daughter - Agata Pilitowska, also an actress. The result is a portrait of an outstanding actress and human being largely based on the statements of Maria Nowotarska herself, who without any support and financial backing, established a Polish theater in Canada. "(...) She allowed many Polish artists residing in Canada to realize themselves (...). She also satisfied the greatest yearning of Poles living abroad, which is understood only by those who have left Poland. It is a longing For Polish speech and culture. Poetry, Music and Theater not only play an important cultural role, but also a social one. It has proved to be a place uniting the Canadian Polish community." - writes Marta Tomczyk-Maryon in a review of the book.



“Maria Nowotarska's performance about Marian Hemar was sent to me by Malgorzata Bonikowska, culture editor at the Toronto "Gazeta", with a request for a review. I went with mixed feelings, it seemed to me that I would probably listen to a few songs, poems and that was it. The performance surprised me greatly. It was a full-blooded theatrical performance, with action, costumes, decorations, in the theater hall of the Burnhamthorpe Library Theatre in Mississauga. The performing artists were professionals, to the point of being well prepared and directed. I also learned a lot about Hemar, even though I knew his texts.... I felt then that the creators of this theater were building a bridge for emigrated Poles; a bridge between the homeland and the country.”

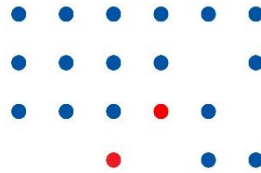
“The home of Maria Nowotarska and Jerzy Pilitowski turned out to be very friendly, I enjoyed the many hours of conversation and this specific Novotarska-Pilitowski atmosphere.... ideas were created in a family atmosphere - I tried to capture them at the moment of creation and observe their development.

That's how three years passed. On Christmas 2004, I accepted a proposal to write a book about an émigré cultural phenomenon - about the areas of Poetry, Music and Theater. It was to be a book about the performances, the creators, the hard work under difficult conditions and great passion. The material was enormous. I began to make appointments for interviews - I asked, listened, recorded, looked at photographs. I watched how the theater is created from behind the scenes. I was close to the creators. I also had conversations with other artists, I asked about various details. I noticed how much this emigrant theater is needed. After all, many great Polish singers, actors, and visual artists came here; in order to live, they had to retrain. Thanks to the Salon, they are realizing themselves, they are not moving away from art. Maria Nowotarska knows how to infect them with creative energy. Work on the book was delayed by my move to New Jersey.”

## References

<https://www.cultureave.com/>

# E-Participation



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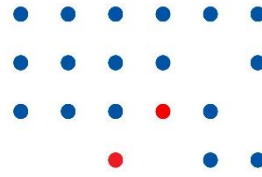
E-participation, also known as electronic participation, refers to the use of digital technologies and online platforms to enable citizens to engage, participate, and contribute to decision-making processes and public affairs. It involves leveraging technology to enhance civic engagement and involve a broader range of individuals in democratic processes.

Seniors can actively participate in online social life, culture, and art through various digital platforms and activities. Here are some ways they can get involved:

- **Social Media:** Seniors can create social media profiles on platforms like Facebook, X, and Instagram to connect with friends and family. They can also join groups and communities of interest to engage in discussions and share experiences.
- **Video Calls:** Video conferencing tools like Zoom, Skype, or FaceTime allow seniors to have face-to-face conversations with loved ones, even if they are far away. It's a great way to stay socially connected.
- **Online Classes:** Many seniors can enroll in online courses and classes to learn new skills, explore hobbies, or further their education. Platforms like Coursera, edX, and Khan Academy offer a wide range of free and paid courses.
- **Virtual Museums and Art Galleries:** Seniors can explore art and culture by visiting virtual museums and galleries online. Many cultural institutions now offer virtual tours and exhibitions.
- **Online Book Clubs:** Seniors who enjoy reading can join online book clubs to discuss books with others. Platforms like Goodreads or local library websites may offer such clubs.
- **Art and Creative Expression:** Seniors can engage in creative activities like painting, drawing, writing, or crafting. They can share their work on social media or participate in online art communities.
- **Online Cultural Events:** Seniors can attend virtual cultural events such as concerts, theater performances, and film festivals, which are often streamed online.

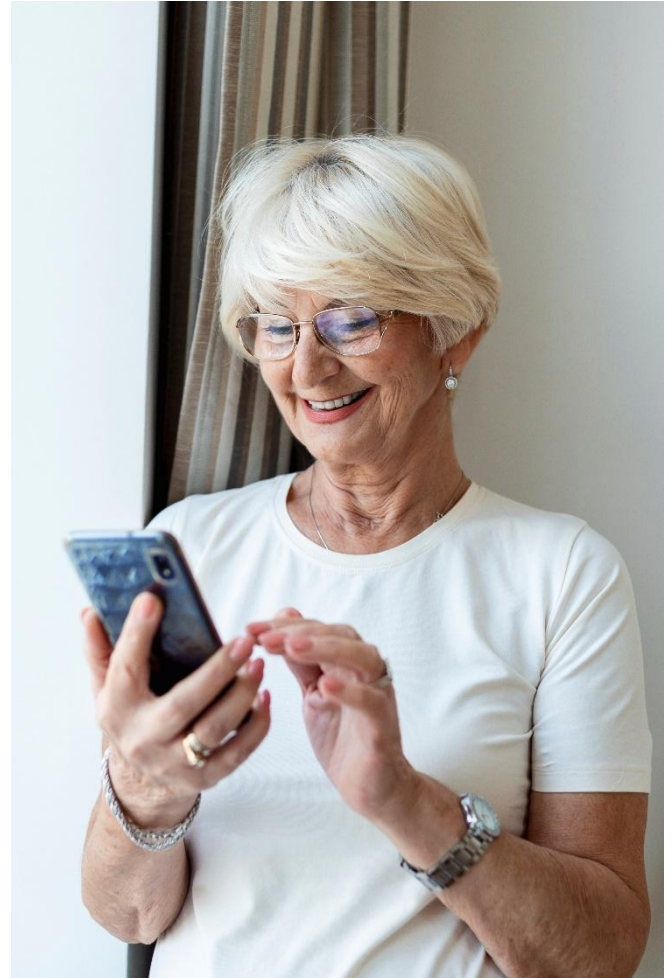
- Online Games: Seniors can play online games, whether they are interested in card games, puzzles, or multiplayer video games. Many online gaming communities cater to different interests and skill levels.
- Social Networking Sites for Seniors: There are social networking platforms specifically designed for seniors, such as Senior Net and Senior Chatters. These platforms provide a space for seniors to connect and share.
- Blogging and Blog Reading: Seniors can start their own blogs to share their experiences, interests, or creative writing. They can also read and comment on blogs of others to engage in conversations.
- Online Travel and Exploration: Seniors can explore different places around the world through virtual travel experiences. Virtual reality (VR) tours and travel websites can provide immersive experiences.
- Online Volunteering: Many organizations offer online volunteer opportunities. Seniors can contribute their skills and time to various causes from the comfort of their homes.
- Podcasting and YouTube: Seniors with expertise or unique experiences can start their own podcasts or YouTube channels to share stories, advice, or knowledge with a wider audience.
- Online Language Exchange: Seniors interested in learning or practicing a new language can find language exchange partners or groups online. This allows for cultural exchange as well.
- E-Communities for Seniors: There are online communities and forums specifically designed for seniors to discuss various topics, share advice, and offer support to one another.
- Seniors can enhance their quality of life, stay socially connected, and continue pursuing their interests and passions by embracing the opportunities provided by the digital world. It's essential for them to become familiar with technology and online tools to fully participate in these activities. Additionally, family members and caregivers can play a role in helping seniors get started and providing ongoing support.

# Social media for art sharing



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Seniors in social media are increasingly becoming a prominent and active demographic on various social networking platforms. With the rise of technology adoption among older adults, many seniors are using social media to connect with family and friends, stay informed, pursue hobbies, and engage with their communities. Here's a guide on seniors in social media, covering their motivations, challenges, benefits, and best practices.



Many seniors use social media to maintain connections with family members, friends, and distant relatives. Seniors rely on social media to access news, health information, and updates about their interests. Social media offers a platform for seniors to share their life stories, achievements, and memories with loved ones. Seniors engage in online communities and groups dedicated to their hobbies, from gardening to book clubs.

Some seniors may struggle with technology and need support to navigate social media platforms effectively. Older adults are often targeted by online scams and phishing attempts, posing financial and security risks. Seniors can experience cyberbullying or harassment on social media platforms.

Social media helps combat loneliness by providing a virtual social circle and a sense of community. Seniors access educational content, online courses, and discussion forums to continue learning. Online support groups provide emotional and informational support for seniors dealing with health issues or life transitions.

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Seniors use social media to advocate for causes they care about and engage in activism.

Social media platforms are powerful tools for artists to showcase their work, connect with their audience, and engage with the wider art community. Here are some popular social media platforms for art sharing:

1. **Instagram:** Instagram is a visually focused platform where artists can create a profile dedicated to their artwork. It's highly visual and allows for easy sharing of images and videos. Artists often use relevant hashtags to reach a broader audience.
2. **Pinterest:** Pinterest is a platform that allows artists to create digital pinboards where they can share their artwork and find inspiration from others. It's an excellent platform for visual artists, crafters, and designers.
3. **Facebook:** Facebook offers various options for artists to share their work. They can create a dedicated artist page, join art-related groups, and use the platform's marketplace to sell their art.
4. **X** : X (formerly called Twitter) can be used by artists to share images of their artwork, engage in art-related discussions, and connect with other artists and art enthusiasts. Using appropriate hashtags can help reach a broader audience.
5. **Tumblr:** Tumblr is a microblogging platform that is popular among artists for sharing their artwork, thoughts, and ideas. It's known for its creative and diverse community.
6. **DeviantArt:** DeviantArt is a platform specifically designed for artists to share their work and connect with a global community of artists. It offers features like galleries, journals, and forums for interaction.
7. **Behance:** Behance is a platform owned by Adobe that is popular among graphic designers, illustrators, and other visual artists. It allows artists to showcase their portfolios and gain exposure.

8. **ArtStation:** ArtStation is a platform geared toward professionals in the entertainment industry, including concept artists, 3D modelers, and game developers. It's an excellent place to display high-quality artwork.
9. **Etsy:** While primarily an e-commerce platform, Etsy is also a place where artists and crafters can sell their artwork and handmade creations. Artists can set up their own shops to reach a global audience.
10. **LinkedIn:** LinkedIn is a professional networking platform that artists can use to showcase their work and connect with potential clients, galleries, and other professionals in the art industry.
11. **YouTube:** Artists can use YouTube to create video content about their artistic process, tutorials, and time-lapse videos of their work. It's an excellent platform for sharing the creative process with an engaged audience.
12. **Art Forums:** Various online art forums and communities, such as WetCanvas and ConceptArt.org, provide spaces for artists to share their work, seek feedback, and connect with peers.

When using social media for art sharing, it's essential to maintain a consistent and professional online presence, engage with your audience, and use appropriate tags and descriptions to make your artwork discoverable. Building a following and connecting with fellow artists and art enthusiasts can provide valuable support and opportunities for growth in the art world.

## Images

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with an identical-looking website impersonates a well-known shop. In this way, they try to trick you into paying for goods you will never receive.

Choose a shop with a certificate of trust, look for reviews of the seller.

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It is worth checking whether the trader belongs to a scheme guaranteeing good practices and certain service standards (e.g. European Euro-Label or Trusted Shops certificate). A retailer who holds such a certificate of trust has been checked by independent auditors and is considered reliable and safe for customers. Membership of the system is evidenced by graphic symbols placed by e-shops in a prominent position on their website. These labels are accompanied by relevant information about the scope of criteria covered by the certification.

Another useful hint are the ratings of customers who have previously used the shop's services. It is worth looking for them in online forums or consumer feedback services. Reviews marked as "trusted" are particularly valuable, as they were written by actual customers and not, for example, the shop's employees or competitors.

### **Check the security of your payment.**

Look for a padlock symbol on the shop's website (usually at the bottom of the screen), indicating secure connections, or choose to pay by simple bank transfer. During the transaction, check that you have a secure connection (in the https protocol - shown in the address field of the website) and that the merchant provides a step-by-step contract procedure.

### **Check the cost and time of delivery** - postal or courier - before you make a purchase.

If a shop promises to deliver within 24 or 48 hours of your order, it must honour this commitment. However, if there are only a few days left until Christmas and the retailer does not guarantee delivery within a certain time, ask about the possibility of collecting in person or choose to buy in a stationary shop.

Remember that you have 10 days to withdraw from the contract at no cost to you.

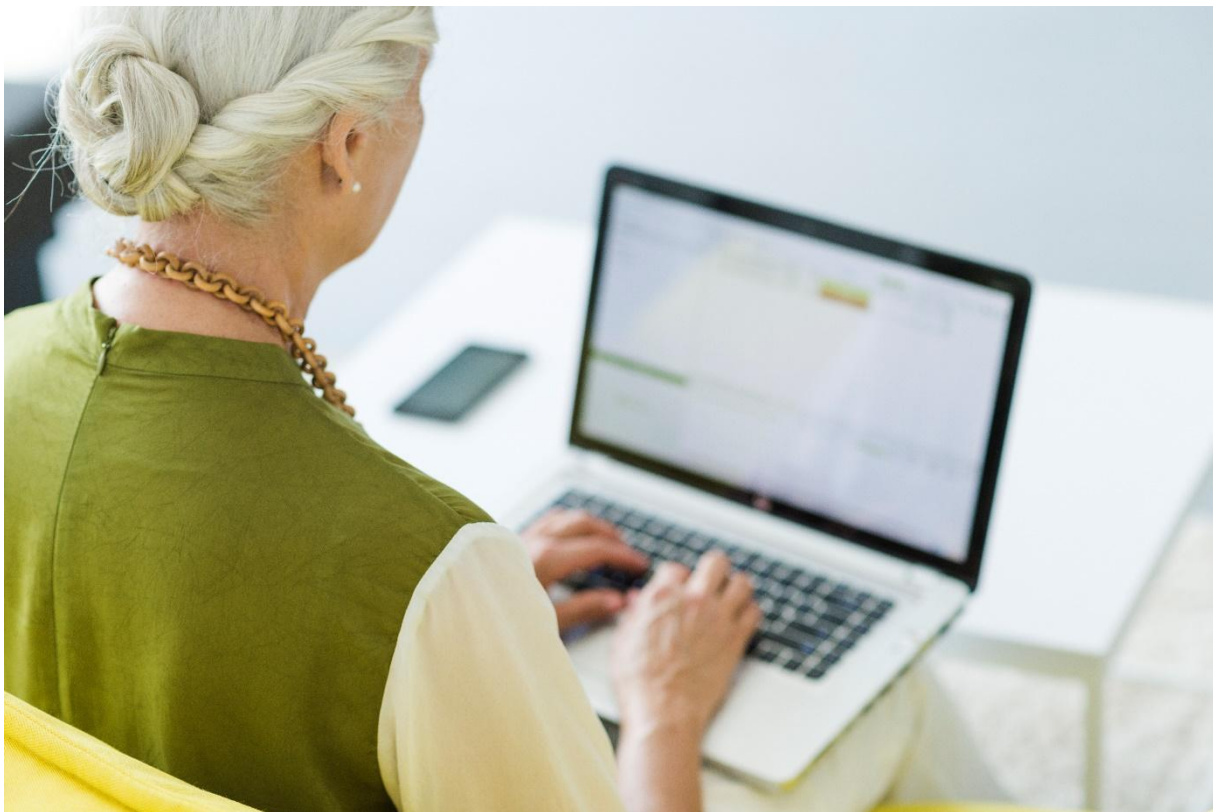
If you do not like the gift you bought online, you can return the product without any consequences (except for shipping charges to the seller). The time limit for sending the declaration of withdrawal to the trader is 10 calendar days in Poland and at least 7 working



days in other EU countries. The product must be sent back within a further 14 days. The seller is obliged to inform you of this. If he fails to do so, the withdrawal period is extended to 3 months.

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Note: The right of withdrawal does not apply, among other things, to contracts for accommodation, transport, tourist services and purchase by auction on the Internet.



**Do not be afraid to make a complaint.**

You have the right to complain about any goods bought in the EU within 2 years from the day they were delivered. If a trader does not want to take your claim into account, ask the municipal or district consumer ombudsman for help. If an online shop based in another EU country behaves unfairly, file a complaint with the European Consumer Centre.

Keep your correspondence with the seller. In case of a dispute, you will be able to prove your case.

Print or copy the page on which the order confirmation appears. You can do this by taking what is known as a screenshot (press prt scr button on your keyboard). It is also a good idea to copy the page of the shop's website with the offer you used, save a copy of the contract

and the shop's regulations. Do not delete any e-mail correspondence with the trader. No later than at the time of delivery, you should receive, in writing or on another durable medium, a confirmation of the conclusion of the contract with a specific content.

### **Withdrawal period and return of goods purchased online**

The phrase "return of the goods" is equated with "withdrawal from the contract", but there is a legal difference between withdrawal from the contract and the mere act of returning the goods. Traders sometimes mislead consumers as to how the withdrawal period is actually calculated. They inform you that in order to effectively withdraw from a contract concluded over the Internet, it is necessary to send back the goods within 14 days, counting from the moment the consumer has taken possession of them.

The only necessary and sufficient condition for withdrawal is the sending of the declaration of withdrawal. From that moment on, you have 14 days to send back the goods .

The provisions of the law do not say that failure to send back the goods within this period renders the withdrawal ineffective. Failure to send the goods back on time, however, has other consequences:

- The seller may withhold a refund until it has received the item back or proof of postage.
- The consumer can be held liable for damages for improper performance if the seller proves that he has suffered financial loss.

However, the mere fact that the goods have not been dispatched within 14 days of receipt, or that they have not reached the seller on time, is not grounds to question the effectiveness of the withdrawal.

### **How to fill in online forms safely?**

Before filling in a form and completing an online registration or transaction, make sure that you are on the right site (encrypted sites start with https: in the address, the certificate is valid and the browser displays a closed padlock - a sign that the connection is secure).

Understand the risks of securing the details on the ATM card when filling out the form, including the possibility of taking precautionary steps

Customers love payment cards - convenience, speed, security and not feeling like spending money are just some of the reasons for the popularity of these payment methods. Banks and merchants also value them. Bank cards are, next to cash, the most popular payment method.

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Payment cards allow transactions not only at ATMs and in shops equipped with terminals, many also offer the possibility of making remote payments over the Internet.

There are many advantages to paying by card, but card users should be aware of security measures.

Whether they are using the card to make purchases in a stationary or online shop, or to withdraw cash from an ATM, they need to be aware that they could fall victim to theft or fraud.

A basic security principle that we should always bear in mind is the protection of card data, such as PIN, card number, expiry date and CVV2 or CVC2 code. This data should never fall into the wrong hands, as this is how fraudsters gain access to our money.

How do I pay securely with my card online?

There are three key pieces of information on the card that allow you to make transactions online: the card number, expiry date and the CVV2 or CVC2 code. A fraudster who knows this information can pay with our card online and buy various products at our expense. This is why the CVV2/ CVC2 code is just as attractive to thieves, as the PIN password for our card. To obtain it, cybercriminals create, for example, websites of non-existent shops, infect the cardholder's computer with a malicious virus that makes it possible to intercept the code, or ask the cardholder to enter the code by impersonating a bank employee.

Disclosing the CVV2/ CVC2 code can be just as fatal as phishing for a PIN.

If your card is stolen or lost, cancel it immediately. Do this also if you have reasonable suspicion that the PIN or card details have been found out by a third party.

What are the advantages of Internet payments?

Convenience and speed - payment is made online, so goods can be sent to us immediately after making the order.

Time saving - the purchase of goods does not require a physical visit to a shop.

Universality - the same card can be used to pay at e-shops in any part of the world.

Security - our card details are not made available to the shop, which only receives confirmation of the authorisation.

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No additional costs - Internet transactions are non-cash transactions, and therefore there are usually no additional charges. In the case of credit cards, there is an interest-free period that applies to them.

### Images

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## Events for Seniors in Poland

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Deadline	Category	Name of the event
21 January	feast	Grandmother's Day
22 January	feast	Grandparents' Day
March	sport	All-Poland Winter Senioriada in Podhale
May/June	senior citizen days	Łódź Senioralia
15 June	feast	World Day for the Rights of Older Persons
June	senior citizen days	Lublin Senior Citizens' Days
May/June	senior citizen days	Opole Senior Citizens' Days
June	senior citizen days	Sopot Senior Citizens' Days
June	sport	Senioriada in Tychy
June	sport	Śrem Senioriada
September	senior citizen days	Kołobrzeg Senior Citizens' Days SENIORALIA
September	sport	Krakow Senior Championships 65+
September	sport	Radomszcz Healthy Senior Olympics
September	sport	UTW Senior Sports Olympiad and Senior Organisations
September	sport	Rudzka Senioriada
September	trade fair	VIVA Seniors Fair Poznań
September - October	senior citizen days	Senior Citizens' Days Wrocław
September/October	senior citizen days	Senioralni. Poznan
September/October	senior citizen days	International Senioralia in Krakow
September/October	senior citizen days	Grudziądz Senior Citizens' Day
September/October	senior citizen days	Kutno Senior Citizens' Days
1 October	feast	International Day of Older Persons
20 October	feast	European Senior Citizens' Day
October	senior citizen days	Gdansk Senior Citizens' Days and the Pomeranian Senior Picnic and Senior Parade
October	senior citizen days	Pomeranian Senior Citizens' Days Gdynia

October	sport	Warsaw Senioriada
October	senior citizen days	Warsaw Senior Citizens' Days
October	sport	Zamość Senioriads
October	senior citizen days	Senior Citizens' Days in Bielsko-Biała
October	senior citizen days	Senior Citizens Month in Plock
October	senior citizen days	Legnica Senior Citizens' Days
14 November	feast	National Senior Citizens' Day
November	senior citizen fair	Rybnik Senior Fair
November	sport	Biłgoraj Senioriada
December	trade fair	Senior Fair - Now We! Elbląg

## Events for Seniors in Portugal

Deadline	Category	Name of the event
	Art	Lata 65 – É preciso ter lata
	Senior University	Universidade Internacional Para a Terceira Idade
	Active Ageing	55mais.pt
	Senior University	Universidade do Tempo Livre (UTL)
	Senior University	Aposénior
	Active Ageing	Ginástica para cidadãos séniores de Coimbra

## Events for Seniors in Croatia

Deadline	Category	Name of the event
01 October	feast	Day of the elderly
23 July	feast	Grandparents Day
15 June	feast	Day of the fight against violence against the elderly
8 March	feast	Women's Day

7 April	Health feast	World Health Day
15 May	feast	World Family Day
5 June	feast	World Environmental Protection Day
16 November	feast	World Tolerance Day
27 September	Health feast	World Heart Day
14 October	Health feast	World Diabetic Day
23 September	Health feast	World Alzheimer's Day
7 October	Health feast	National Day of the Fight Against Breast Cancer
25 May	Health feast	National day of the fight against colon cancer
21 June	feast	National Stroke Day
29 October	feast	World Stroke Day
3 May	Health feast	World Mental Health Day
16 March	Health feast	Croatian obesity awareness day
4 March	Health feast	World Obesity Day

# Events for Seniors in Netherland

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2023-2024	Activity	Information
September	Living room Dancing for seniors	<a href="#">The Dance Palace Agenda Amsterdam   The Dance Palace</a>
September	Digital Scams - Informative	<a href="#">Digital scams - PCOB</a>
October	National Senior Citizens Day	<a href="https://ouderenfonds.nl/activiteit/nationale-ouderendag/">https://ouderenfonds.nl/activiteit/nationale-ouderendag/</a>
October	Weekly activities	<a href="#">Senior citizens' calendar - SMWO</a>
November	Dancing for seniors	<a href="#">Het Danspaleis Agenda Utrecht   Het Danspaleis</a>
November	Next of kin café Goes	<a href="https://www.smwo.nl/agenda">https://www.smwo.nl/agenda</a>
November	Happy Ageing	<a href="#">Happy ageing - PCOB</a>
December	National Elderly Song Contest	<a href="http://www.ouderensongfestival.nl/grande-finale.asp">http://www.ouderensongfestival.nl/grande-finale.asp</a>
December	Mantelzorg Café Goes	<a href="#">Agenda - SMWO</a>
January	Seniors Expo	<a href="https://seniorenexpo.nl/">https://seniorenexpo.nl/</a>
February	Household fair 50+	<a href="#">Huishoudbeurs   This outing you don't want to miss!   Huishoudbeurs</a>
March	Tips for staying active	<a href="#">More than 60 activities for older people! Indoor, outdoor, alone &amp; together (langerthuisinhuis.nl)</a>
April	Joint theatre visit	<a href="#">The Gaasterland cliffs - PCOB</a>
May	National Exercise Week for the elderly	<a href="#">National Exercise Week for older people - OldStars</a>
August	Boat trip seniors	<a href="#">Day trip Biesbosch August 17 - PCOB</a>



# Storytelling

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Storytelling is the art and technique of conveying a narrative or story to an audience, usually through words, images, or other forms of communication.

It is a fundamental and universal human activity that has been used for centuries to share experiences, impart knowledge, entertain and connect with others. Storytelling can take many forms, including: Oral tradition, in which storytelling was often done through spoken words, with narrators using voice, gestures, and expression to convey stories, myths, legends, and personal anecdotes. The written word is what is currently most associated with storytelling. With the advent of writing, stories can be recorded and recorded in written form, allowing them to be shared across time and space. This includes novels, short stories, essays, and various forms of literature. Visual Media - Storytelling is also a central element of visual media such as film, television and theater. Through these media, stories can be told through a combination of dialogue, acting, cinematography, and special effects.

These elements combine to create a narrative that engages the viewer emotionally and intellectually. Effective storytelling can evoke emotions, inspire, educate, and influence people's perspectives and behaviors. In addition to entertainment, storytelling plays a key role in education, marketing, advertising, journalism and various forms of communication that aim to engage and connect with audiences. It is a powerful tool for communicating ideas, values and cultural traditions and continues to be a fundamental aspect of human communication and creativity.

# Website Accessibility for Seniors

## Some tips for creators

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Creating websites that are accessible to seniors is essential for ensuring that older individuals can access information, engage in online activities, and participate in the digital world comfortably. Seniors often face specific challenges related to vision, motor skills, and cognitive abilities, so website designers and developers must consider these factors to make the web inclusive for all. Here's a comprehensive guide on website accessibility for seniors:

- **Vision Impairments:** Seniors may experience reduced vision due to aging, making it crucial to have clear, large text and proper color contrast on websites.
- **Motor Skill Limitations:** Many seniors have reduced dexterity and motor skills, so websites should be designed with large clickable areas and easy-to-use navigation.
- **Cognitive Challenges:** Cognitive decline can affect memory and comprehension. Simplified layouts and straightforward language are essential.
- **Hearing Loss:** Hearing impairments are common among seniors, making captioning and transcripts important for multimedia content.
- **Perceivable:** Ensure that all information and user interface components are presented in a way that can be perceived by seniors, regardless of their abilities.
- **Operable:** Design websites that seniors can easily navigate and interact with, even if they have limited motor skills.
- **Understandable:** Use clear language and design to make content and functionality easy to understand for seniors.
- **Robust:** Ensure that websites are compatible with a wide range of user agents, including assistive technologies used by seniors.
- **Font Size and Contrast:** Use legible fonts, and allow users to adjust text size. Maintain good contrast between text and background.
- **Keyboard Navigation:** Ensure that all website functions can be operated with a keyboard alone, as some seniors may not use a mouse.

- **Simplified Layout:** Streamline website layouts to reduce cognitive load and make navigation straightforward.
- **Clear Language and Navigation:** Use plain language and provide easy-to-follow navigation menus.
- **Alternative Text for Images:** Include descriptive alt text for images to ensure that screen readers can convey their content to users.
- **Captioning for Videos:** Add captions to videos to assist seniors with hearing impairments.
- **Transcript Availability:** Provide transcripts for audio content to make it accessible to all users, including those who prefer reading.
- **Large Input Fields and Buttons:** Design forms with large input fields and buttons that are easy to click or tap.
- **Screen Readers:** Seniors with visual impairments often use screen readers to navigate websites. Ensure your site is compatible with screen readers.
- **Magnification Software:** Some seniors may rely on magnification software to read text. Ensure your site remains legible when zoomed in.
- **WCAG Guidelines:** Familiarize yourself with the Web Content Accessibility Guidelines (WCAG) to ensure your website meets international standards.
- **Optimizing Images and Files:** Compress images and minimize file sizes to improve load times, benefiting seniors with slower internet connections.
- **Minimizing Plugins and Scripts:** Reduce the use of complex plugins and scripts that can slow down websites.
- **Offering Tech Support:** Provide tech support for seniors who may encounter accessibility challenges while using your website.

Ensuring website accessibility for seniors is not only a legal requirement in many cases but also a moral imperative. By considering the specific needs of older users and implementing accessibility features and design principles, web designers and developers can create online experiences that are welcoming, inclusive, and user-friendly for people of all ages.