



**ACTIVE
AGEING
FESTIVAL**

ACTIVE AGEING FESTIVAL

EVENT MANUAL



Co-funded by the
Erasmus+ Programme
of the European Union



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INTRODUCTION

The “Active Ageing Festival Manual” is an outcome of the ACTIVE AGEING FESTIVAL project, co-funded by the Erasmus+ Sport Programme, under the topic Small Collaborative Partnerships. This manual is intended to serve as a guide to potential local organizers of sports events for seniors and as a management tool for sport organizations. It is created to support the efforts of all motivated organizations and individuals into organizing successful sporting events promoting physical activity and sport among elderly people. This manual suggests what to think about before, during and after when organizing a ACTIVE AGEING FESTIVAL event.

BACKGROUND

The world’s population is rapidly ageing. The number of people aged 60 years or older will rise from 900 million to 2 billion between 2015 and 2050 (moving from 12% to 22% of the total global population). Population ageing is happening more quickly than in the past. For example, while France had almost 150 years to adapt to a change from 10% to 20% in the proportion of the population that was older than 60 years, places like Brazil, China and India will have slightly more than 20 years to make the same adaptation. Consequently, the physical inactivity in the elderly population is of major concern not only in Europe but across the globe. It represents a massive part of all financial and health issues faced by our society. Regular physical activity in elderly has





a significant impact on good health, improves cognitive function, and prevents disease. Moreover, participation in physical activity improves life satisfaction, happiness, subjective well-being, mental health, and interpersonal relations.

ABOUT PROJECT

The overall objective of the Erasmus+ project Active Ageing Festival is to encourage social inclusion and equal opportunities in sport, capacity building, awareness raising, encourage participation in health enhancing physical activity with special focus on older population and strengthening cooperation between sport organisations, senior organizations and health stakeholders.

Project specific objectives and activities:

- Literature review and Identification of Good practices;
- Development of the Concept of event Active Ageing Festival;
- Creation of transnational network and cooperation between sport organisations, senior organizations and health stakeholders on local, national and international level;
- Development of Event Manual for Active Ageing Festival;
- Awareness-raising activities and skills development with a communication campaign;
- Organisation of Active Ageing Festivals on national level;
- Encourage participation in health enhancing physical activity.

Partners in the project are:

- SPORTS UNION OF SLOVENIA (Slovenia)
- INTERNATIONAL SPORT AND CULTURE ASSOCIATION (ISCA) (Denmark)
- ASSOCIATION SPORT FOR ALL SUCEAVA (Romania)
- SPORTS CLUB UDARNI LIST (Slovenia)

More information about the project is available on the website: <https://active-ageing.move-transfer.com>

ACTIVE AGEING FESTIVAL CONCEPT

ACTIVE AGEING FESTIVAL is a single- and multiple- day sporting event, aiming to promote physical activity among elderly people. The overall objective of the event organization is to encourage social inclusion and equal opportunities in physical activity, awareness raising, encourage participation in health enhancing physical activity with special focus on older population and strengthening cooperation between sport organisations, senior organizations and health stakeholders.

In order to achieve higher impact, cooperation with stakeholders from different sectors is recommended on international and local levels.

Local organizers hold a single- or multiple-day event, which is full of various leisure and sports activities. All the activities are prepared in a way that participants with no additional know-how can do it, but are still interesting to those with previous knowledge of the sport or physical activity. Motivation and engagement are rewarded while the efficiency of the execution is not so important. Additionally, creative workshops and inter-generational activities can be included in the event programme.

The event schedule includes:

- Various physical activities, appropriate for the event target group;
- Physical fitness test;
- Lecture to raise awareness about the benefits of regular physical activity among elderly people;
- Leisure activities, cultural and creative workshops.

The programme and activities are adjusted to local situation and possibilities. The event can be organized indoors or outdoors (preferably). While most of the ACTIVE AGEING FESTIVAL events are organized as a public event, open to all, it can be also organized for a specific target group, for example for the residents of the local senior centre.





ACTIVE AGEING FESTIVAL MANAGEMENT

EVENT PLANNING

For successful implementation accurate and detailed event planning is crucial. First of all, the following elements should be determined:

- Event title: ACTIVE AGEING FESTIVAL
- Event date and time
- Event location
- Event program and schedule
- Event coordinator (name, organization, contact information)
- Target audience
- Objectives
- Scope of the event
- Budget

TARGET AUDIENCE

While determining the target audience the specific preconditions of elderly people should be considered. One of the criteria to determine the target group is age category, for example:

- 50 – 60 years old,
- 60 – 70 years old,
- 70 – 80 years old,
- 80 years old and more.

For the planning of physical activity programs the level of physical fitness and the physical preconditions of participants are of high importance. Exercise programs are only fitting to target groups when relevant physiological as well as psycho-social and behavioural preconditions are included. This is especially important in older age groups when the differences in preconditions are increasing.

The following target groups are suggested:

- Active and fit older people: Exercising regularly – in a group or alone – following the WHO physical activity recommendations. Additional extra activities of daily living (e.g. using stairs instead of elevator). No negative physiological and psycho-social preconditions.
- Older sedentary people, often with health problems and health risks: No or unsteady exercising, often for many years. No or very few extra activities of daily living (e.g. don't use stairs instead of elevator). Physiological preconditions: Have some problems to cope with everyday life physical requirements, e.g. breathlessness when walking quickly or climbing stairs. Some problems with simple exercises for strengthening or flexibility. Mostly several health risk factors, and often with symptoms of non-communicable disease. Psycho-social preconditions: low self-confidence to keep oneself in a good shape. Often bad mood. Sometimes also problems to integrate in social networks.



- Old-old people with activity restrictions: Problems with activity behaviour, concerning subjective and objective restrictions (e.g. have problems to stand, lie in bed most of the time). Or with physical limitations. Physiological preconditions: Have severe problems to cope with everyday life physical requirements, walking restrictions. Often restriction when exercising in a standing position. • Psycho-social preconditions: Very different, but often high barriers to join an exercise groups (e.g. low self-confidence).

Within this differentiation further group building aspects could be relevant, like gender or living situation.

EVENT PROGRAM AND SCHEDULE

Event program and schedule should be designed by experts under consideration of the preconditions of the participants and the specifics of the chosen target group(s). Physical activity programs are only fitting to target groups when relevant physiological as well as psycho-social and behavioural preconditions are included.

The event schedule includes:

- Various physical activities, appropriate for the event target group;

- Physical fitness test;
- Lecture to raise awareness about the benefits of regular physical activity among elderly people;
- Leisure activities, cultural and creative workshops.

The programme and activities are adjusted to local situation and possibilities.

The description of the sessions/units of the physical activity programs should have a clear structure (e.g. sequences). The following structuring of exercise program with 3 sequences is proposed:

1. Warm-Up: Low-intensity large muscle activities (especially psycho-social stimulation).
2. Stimulus or Conditioning Phase: endurance, muscular strength, balance, flexibility and coordination exercises.
3. Cool-Down: e.g. stretching, relaxation.

The contents and the methods of the sessions should on the one hand fit with the goals of the physical activity program and the preconditions of the target group. It is recommended to provide various programs adjusted for different target groups in order to reach a higher number of participants.

The event activities should be prepared in a way that participants with no additional know-how can do it, but are



still interesting to those with previous knowledge of the sport or physical activity. Motivation and engagement are rewarded while the efficiency of the execution is not so important. Music is an important motivational factor during exercise. Additionally, creative workshops and inter-generational activities can be included in the event schedule.

It is extremely important to always prepare a back-up plan – a plan in case of bad weather (rainy day, a particularly hot day), and similar most possibly occurring situations.

LEGAL LEGISLATION AND EVENT SAFETY

Legal legislation and procedures must be followed. The organizer should check with the police authority if a permit is required in order to assemble people for a public gathering/event.

When you plan a public gathering, you

are responsible for safety and it is therefore important to engage in safety planning. The police may decide to impose special conditions that you are required to comply with, such as the time and place of a public event.

It is extremely important for event organisers to have an emergency plan in place. The objectives of such a plan would be to reduce the possible consequences of an emergency through the provision of training to event staff in:

- awareness of types of emergency at sport events,
- early recognition of an emergency situation,
- actions to be taken to bring medical services (e.g. ambulance) to those in need,
- crowd communication, direction and control,
- accelerating the resumption of normal operations.

It is important to have considered various emergencies that might occur at an event, and to undertake some planning as how such emergencies should be handled. Possible emergency scenarios:

- a participant or a spectator has a heart attack and requires urgent medical attention;
- a participant injures himself/herself and requires urgent medical attention;

- there is an earthquake during the event;
- there is a fire during the event;
- there is an electrical storm during the event etc.

A medical team has to be present and available for help at all times during the event. The key safety/emergency information should be posted clearly on an easily available noticeboard.

In recent years the pandemic has extremely influenced our lifestyle. And elderly people represent one of the most vulnerable groups. Therefore, it is extremely important to follow all measures and restrictions by the government and health institutions. Organization of a smaller scope local event is recommended.

A permission to authorize the public performance of music during the event needs to be obtained.

EVENT VENUE AND TRANSPORT

The following issues need to be considered when selecting a venue:

- Suitable for the planned activities and program implementation.
- The venue is easily accessible, considering the potential physical restrictions of participants.

- Safety of the participants is assured.
- Proximity to suitable public transport.
- Parking for staff and volunteers.
- Provision for policing, first aid and command facilities.
- Facility able to meet the needs of the proposed numbers.
- Absence of toxic industries in close proximity to the event.
- Pleasant environment for participants.
- Adequate toilet facilities.
- Storm protection for participants.
- On-site emergency muster points.
- Multiple emergency service routes.
- Close proximity to emergency responders, and emergency hospital.

Elderly people are more likely to attend an event in their local community, which is accessible by public transport or on foot. For larger events organization of transport is recommended.

EVENT BUDGET

Financial resources can include one or more of the following sources:

- Organizer's own resources
- Public funding (local, national, eu-ropean levels)
- Partners' contribution
- Sponsors and donators
- Participants fee
- Merchandising Sales
- Other sources

A part of the needed financial income can be replaced by material resources, such as:

- Free use of venue
- Free use of equipment
- Volunteers instead of payed staff
- Donations in material (equipment, free printing of communication materials, prizes and awards, meals for volunteers and event team, free event insurance etc.)

The preparation of an event budget is one of the earliest tasks to be undertaken in the event management process. However, it should be expected that there will be numerous adjustments and refinements to the budget throughout the whole project life-cycle.

List of planned expenses:

- Staff costs
- Transport costs
- Material costs
- Medical Fees
- Organisational and administrative costs
- Venue rent
- Equipment rent
- Insurance
- Marketing and promotion
- Other costs





HUMAN RESOURCES

The success and attractiveness of an event are mainly based on the quality of team members, particularly trainers, and the quality of their physical activity programs. Besides good people skills, the trainers have to have appropriate education or training to lead physical activities for elderly people.

For the implementation of the ACTIVE AGEING FESTIVAL event team members and volunteers with different competences are needed. That is another reason why cooperation and networking with local stakeholders is recommended.

The work involved in planning, organising and conducting an event can require the recruitment of a large team of people. Members of the team may be involved on a full-time, part-time, contractor, casual and voluntary basis. Smaller events will obviously require a much smaller team, and individuals in the team may be able to take on more than one role. **Most important roles:**

- Event coordinator
- Event team members (management and administration)
- Trainers
- Speaker
- Photographer(s)
- Video producer

- Communication manager
- Medical team
- Catering

Where to recruit volunteers:

- Local sports organisations
- Local scout organisations
- Local youth or student organisations
- Organisations for senior citizens
- Culture and health departments of local governments or municipalities
- Aid organisations working with vulnerable people or people with disabilities
- Social workers at day care centres
- Teachers at local schools
- Local schools and universities
- Red Cross

How to recruit volunteers:

1. Calculate the required capacity (i.e. size and type of volunteer group);
2. Make an inventory of schools, clubs or other sources of volunteers in the area;

3. Recruit students or others willing to participate;
4. Draft internships, if required, and



approach potential interns early;

5. Appoint mentors.

SUSTAINABILITY

Organizers of the event should be aware of the importance of the environmental protection and climate action. The event should be organized considering the following green practice in sport examples:

- Choose sustainable materials for participant and volunteer t-shirts (i.e. bamboo, organic cotton, etc.)
- Promote use of public transport, and bicycle.

- Maximize social media, websites and electronic files instead of printed materials.
- When unavoidable, print double-sided on recycled paper with bio-friendly inks.
- Request cleaning crews use eco-friendly cleaners.
- Choose sports planners and meeting spaces that implement green policies.
- Employ local companies for service and products.
- Promote and honour reusable traveller mugs, water bottles and cloth bags throughout the event.
- Highlight local and organic coffee, drinks and food products for special event menus.
- Employ local vendors for concessionaire stands and sell local food and beverages.
- Serve condiments in bulk rather than individual serving sizes.
- Use sustainable/compostable or reusable food ware products and utensils.
- Place recycle and compost bins visibly throughout the venue.
- Make sure to donate, recycle or compost leftovers and garbage at event close.



COOPERATION AND NETWORKING

Cross-sector cooperation is promoted in WHO's latest strategy on ageing. Healthy ageing is the focus of WHO's work on ageing between 2015 – 2030. Healthy ageing replaces the World Health Organization's previous focus on active ageing, a policy framework developed in 2002. WHO defines healthy ageing as "the process of developing and maintaining the functional ability that enables well-being in older age." Functional ability is about having the capabilities that enable all people to be and do what they have reason to value. This includes a person's ability to:

- meet their basic needs;
- learn, grow and make decisions;
- be mobile;
- build and maintain relationships; and
- contribute to society.

Functional ability consists of the intrinsic capacity of the individual, relevant environmental characteristics and the interaction between them.

Healthy ageing, like active ageing, emphasizes the need for action across multiple sectors and enabling older people

to remain a resource to their families, communities and economies.

The challenge to pursue the general vision to make more elderly people more active is too big one stakeholder and even more for the sport sector alone. Therefore a cross-sector cooperation and networking of various stakeholders will have a positive and sustainable impact on providing equal opportunities for physical activity for elderly people.

Potential partners and stakeholders for a successful Active Ageing Festival event are:

- Sport organizations, working in sport for all,
- Health centres and health sector stakeholders,
- Senior organizations and institutions,
- Non-government organizations, providing leisure time activities for elderly people,
- Health insurance companies,
- Tourist organizations,
- Sponsors and donators,
- Municipalities and decision makers.



A selection of International Networks on Active Ageing:

- EUNAAPA (European network for action on ageing and physical activity) – www.eunaapa.org
- EGREPA (European group for research into elderly) – www.egrepa.org
- HEPA-Europe (Health enhancing physical activity Active Aging Working Group) – www.euro.who.int/en/health-topics
- Active Aging Network (Victoria/Australia) – www.activeageingnetwork.org.au
- AGE Platform Europe – www.age-platform.eu
- EuroHealthNet.Healthy Aging – <http://www.healthyageing.eu>
- EuroHealthNet – <http://eurohealthnet.eu/organisation/organisation-network>
- ISAPA (International Society for Ageing and Physical Activity)
- European Innovation Partnership on Active and Healthy Aging – www.ec.europa.eu/research/innovation-union/index_en.cfm?section=activehealthy-ageing
- EXERNET Research Network in Physical Exercise and Health for Special Populations. www.spanishexernet.com.

How to seek resources from sponsors:

1. Determine the strategy: what can we obtain and what compensation can we offer to potential sponsors;
2. Target potential companies;
3. Develop sponsorship file;
4. Monitoring of commitments.

COMMUNICATION AND VISIBILITY

Local organizers of the ACTIVE AGEING FESTIVAL event must follow the communication guidelines described below.

Project logo has been designed to be used for visibility purposes. Both, EU logo and project logo, have to be used for all project communication materials etc.



All project communication materials have to include all project partners' logos.



With regards to the dissemination of the project results and the use of the Erasmus+ logo we are required to follow the publicity obligations set out in grant de-

cision/agreement.

The European Union emblem (flag) must be used and the name of the European Union displayed in full. The name of the Erasmus+ programme can appear with the flag. The preferred option is to write „Co-funded by“ or „With the support of“, then „the Erasmus+ programme of the European Union“ next to the EU flag.

Co-funded by the
Erasmus+ Programme
of the European Union



E.g. „Co-funded by the Erasmus+ programme of the European Union“ or „With the support of the Erasmus+ programme of the European Union“.

For projects funded by the Erasmus+ programme alone, the following should be used:

Full instructions are set out in the following link:

https://eacea.ec.europa.eu/about-eacea/visual-identity-and-logos-eacea/erasmus-visual-identity-and-logos_en

More information and resources are available on the website: <https://active-ageing.move-transfer.com/>

An event communication plan should include the following chapters:

- Event information
- Communication manager information
- Event partners
- Objectives
- Stakeholders (internal communication, external communication)
- Delivery channels (internal communication, external communication)
- Visual identity and logos
- Quantity/Frequency of communication and timeline

Elderly people are a specific target group, therefore the delivery channels mostly include mouth-to-mouth information and paper materials (leaflets, posters, etc.). The location to hang the posters and to distribute the leaflets has to be decided after careful consideration – health centres, senior daily centres, markets and shopping centres are the best locations for this target group. More and more elderly people start to use Facebook, while other social media are almost never used.

Be creative when promoting your event. A good story may feature the size of an event or a new trend. It's easier to create attention when something is new and

spectacular. Attach the photo and video materials. The press release documents consist of the following:

- Description of the event,
- Goals,
- Quotes,
- Facts, numbers and contacts.

Live social media streaming is essential for bigger reach and can help for a better media coverage.





ACTIVE AGEING FESTIVAL IMPLEMENTATION

Implementation of ACTIVE AGEING FESTIVAL event is adjusted to local situation and possibilities. Partners' tasks and responsibilities have to be clearly identified, delegated, and agreed on. The key to successful implementation is good communication, as well as expertise and experience of the team members. Training for the volunteers is recommended. Constant monitoring, consulting and coordination is needed.

In order to ensure that your event will proceed as planned, it's important to give every volunteer and team member a detailed description of the event and the tasks they have before the start of the event.

For successful planning and implementation the following documentation is helpful:

- The event team contact list
 - Event To-Do List Form
 - Event Venue and Vendor Form
 - Event Marketing Timeline Form
 - Communication plan
 - List of participants
 - Emergency Plan Checklist
 - Monitoring and quality assessment plan
 - Event Evaluation Form
-
- Event Planner Form (Event overview, event coordinator information, event scope)
 - Event Schedule Form
 - Event Budget
 - Risk management plan (identified risks, risk mitigation)
 - Task checklist, including delegation



The event coordinator should keep in mind there are 3 phases for successful events:

1. PREPARE

- Get your Event team together
- Set team roles and responsibilities
- Involve partners/stakeholders/NGOs in organising the logistics/connect with local partner organisations
- Work out your budget
- Create event ideas
- Finalise the plans and put the dates in your calendar
- Book venues and event licenses
- Put together a communications plan
- Finalise budgets and organise any equipment or special materials needed
- Start to print posters, stickers, etc.
- Make a safety and emergency plan
- Prepare a Monitoring and quality assessment plan
- Prepare a back-up plan (bad weather etc.)
- Recruit volunteers
- Distribute flyers, hang posters and promote your event wherever possible

2. ENGAGE

- Give regular updates to your team, supporters and participants in the lead-up to the event
- Establish team roles and responsibilities for the day

- Send out general communications to drive engagement
- Send out press releases to local media
- Organise someone to take photos and film on camera
- Keep media active during event
- Take care of volunteers

3. CELEBRATE

- Collect numbers of event participants
- Share success story in media (send out a press release)
- Send a thank you email and share pictures
- Publish photos and video footage
- Conduct a group evaluation
- Save/collect any media coverage
- Ask for feedback from key stakeholders
- Save the dates for next year!





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