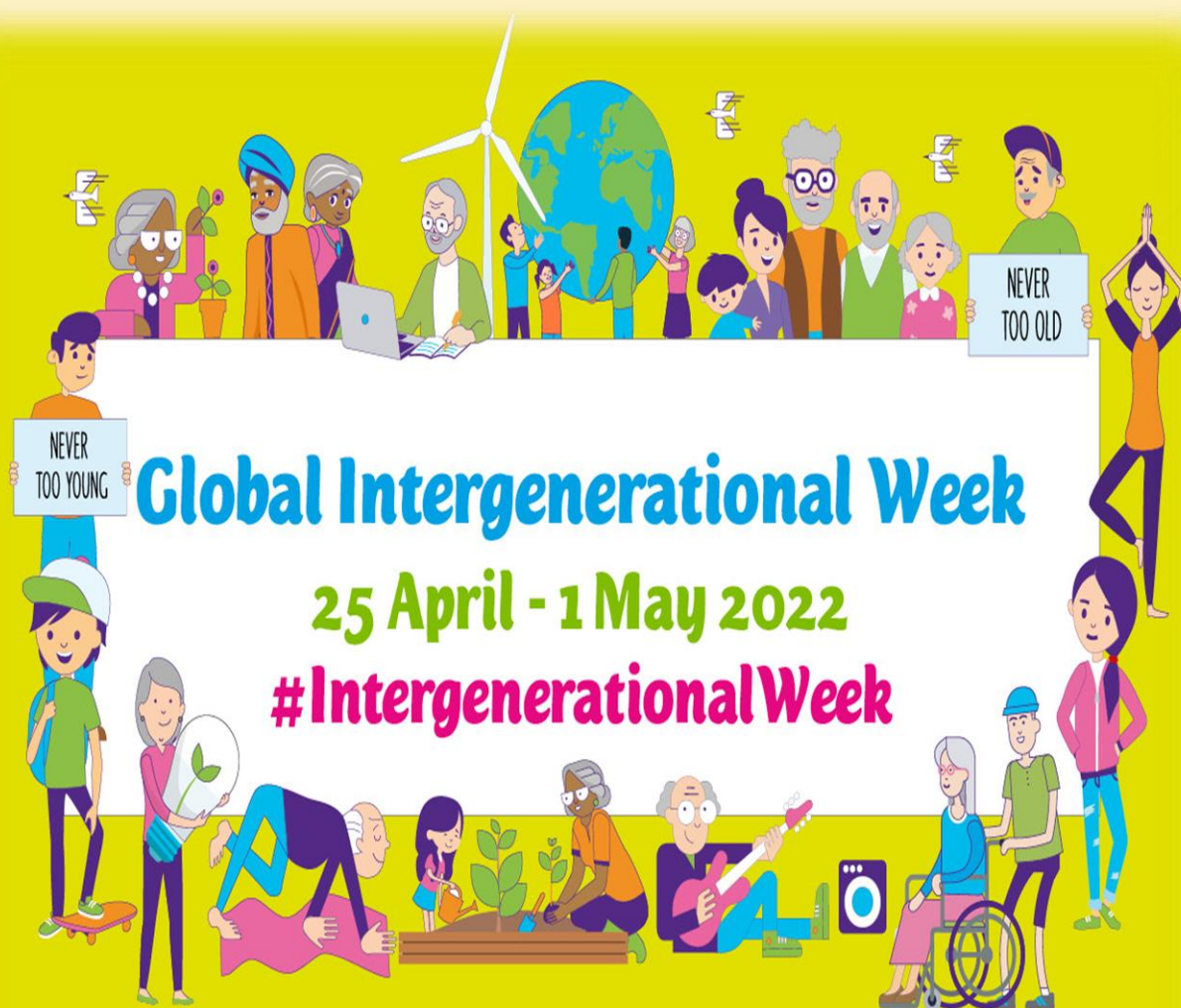


GLOBAL INTERGENERATIONAL WEEK - 2022 REPORT

25th April – 1st May, 2022



Generations Working Together

Global Intergenerational Week Report: 2022

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CAMPAIGN AUDIENCE AND OBJECTIVES:

Ahead of Global Intergenerational Week 2022, we established a set of key objectives. We wanted to:

1. coordinate a global conversation around intergenerational practice and connection.
2. share and showcase current intergenerational projects.
3. influence key stakeholders to progress the intergenerational agenda.
4. signpost people, provide access to resources and create a central space to share ideas and practice.

It was agreed during planning, that these objectives should be about coordination and international collaboration, similar to last year's campaign. This year we were able to run the campaign with a hybrid approach, as opposed to last year's, largely online campaign, which resulted in a multitude of new, creative and inspiring forms of intergenerational work. We anticipate that this will continue to grow in future campaigns, as the effects of the Covid-19 pandemic continue to subside.

The remainder of the report will demonstrate how the four objectives were met, celebrating the amazing campaign took place. It will identify where the greatest successes were found, as well as areas that can be improved upon in the future, so as to expand Global Intergenerational Week further and wider each year.

OBJECTIVE 1: COORDINATE A GLOBAL CONVERSATION AROUND INTERGENERATIONAL PRACTICE AND CONNECTION.

GLOBAL IG WEEK SUPPORTERS

The preparation for IGW 2022 saw more hours spent building our list of supporters. We requested logos from them, created a downloadable poster and graphics that they could use and encouraged them to engage with the campaign. At Generations Working Together, we managed to reach out to 6000 people, 20% more than in 2021.

This reach of over 6000 people translated into 187 new supporters; 37 more than our original target of 150. This was actually lower than in 2021, perhaps due to a change in the way we requested support and logos. Identifying ways to maximise reach to supporters during preparation for Global IGW 2023 will therefore be crucial. Covid-19 resulted in significantly less engagement and support from care homes, due to the vulnerable nature of these spaces. We therefore also hope that 2023 will present far greater opportunities to engage care homes in Global IG Week events and subsequently improve overall participation and engagement.

GOING GLOBAL

This year's campaign was the first Intergenerational Week to go global and in the early planning, our target was to get 3-4 countries outside the UK involved in Global IG week. We were therefore absolutely delighted to welcome **7 new countries** to the campaign! We welcomed representatives from **Ireland, USA, Canada, Mexico, Sweden, Spain** and **Australia**. Having representation from 11 countries globally was a huge step forward and is evidence of a growing awareness and receptiveness to the myriad mutual benefits of IG practice.

Each country lead developed their own social media campaigns to tie in with the daily themes and showcased a range of examples of IG practice across the week. Our shared hashtag **#IntergenerationalWeek** allowed everyone to see the great work that was being done in all partner countries. Check out the Global IG Week Social Media Toolkit [here](#)!

SOCIAL MEDIA

The 2022 campaign saw us reach a combined total of 463,362 impressions across all social media platforms (Twitter, Facebook, Instagram, Linked In and Website) globally. Figure 1 shows how this compares with the previous two years, which were limited to UK wide reach.

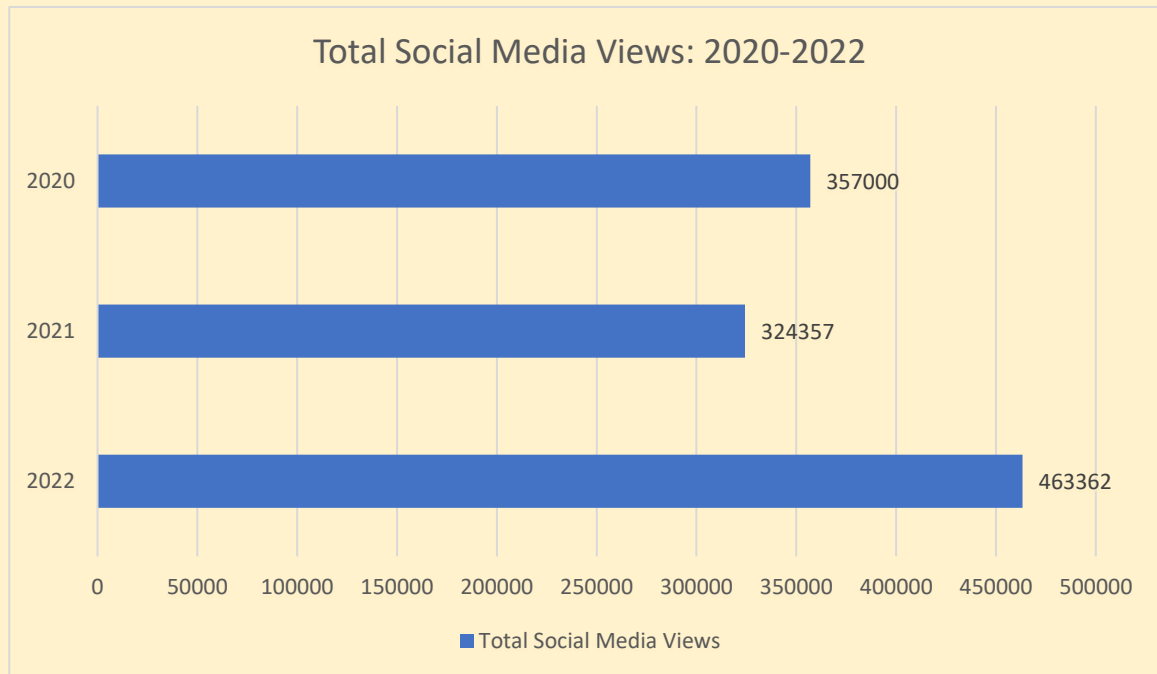


FIGURE 1

*Note that the social media budget was substantially larger in 2020 (£4000) than in both 2021 and 2022 (£400). It is therefore likely that the difference in reach between 2020-2022 would have been more significant, if budgets had been constant.

Below is a breakdown of each country and their respective impressions and engagements on all social media channels. Due to the amount of data, the graphs are quite difficult to read, so please see the Appendix for the tables of numbers.

Impressions = views

Engagements = likes/comments/retweets etc.

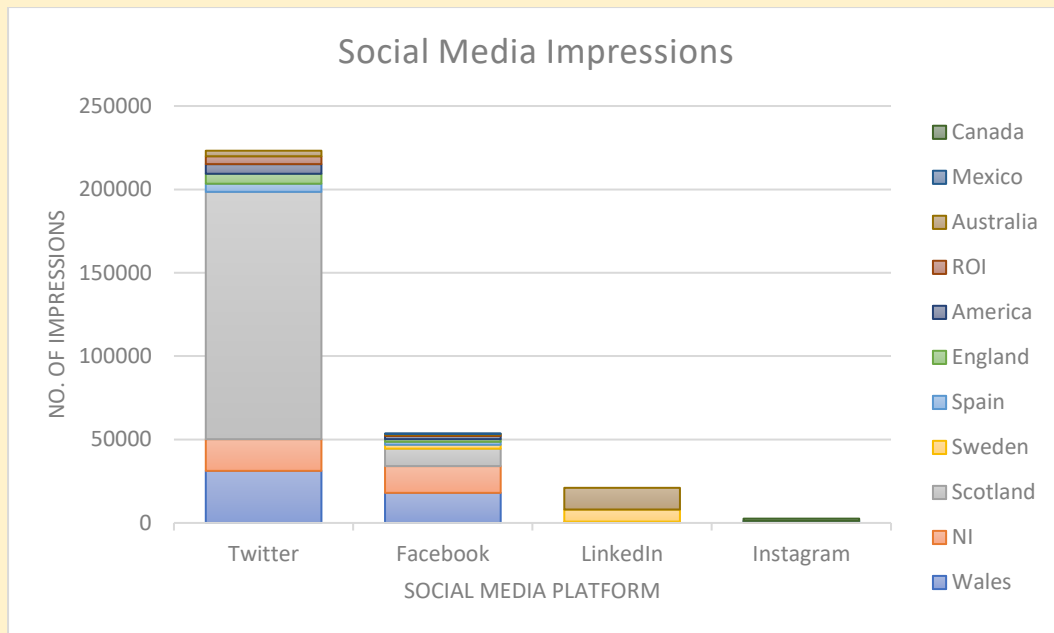


FIGURE 2: SOCIAL MEDIA IMPRESSIONS

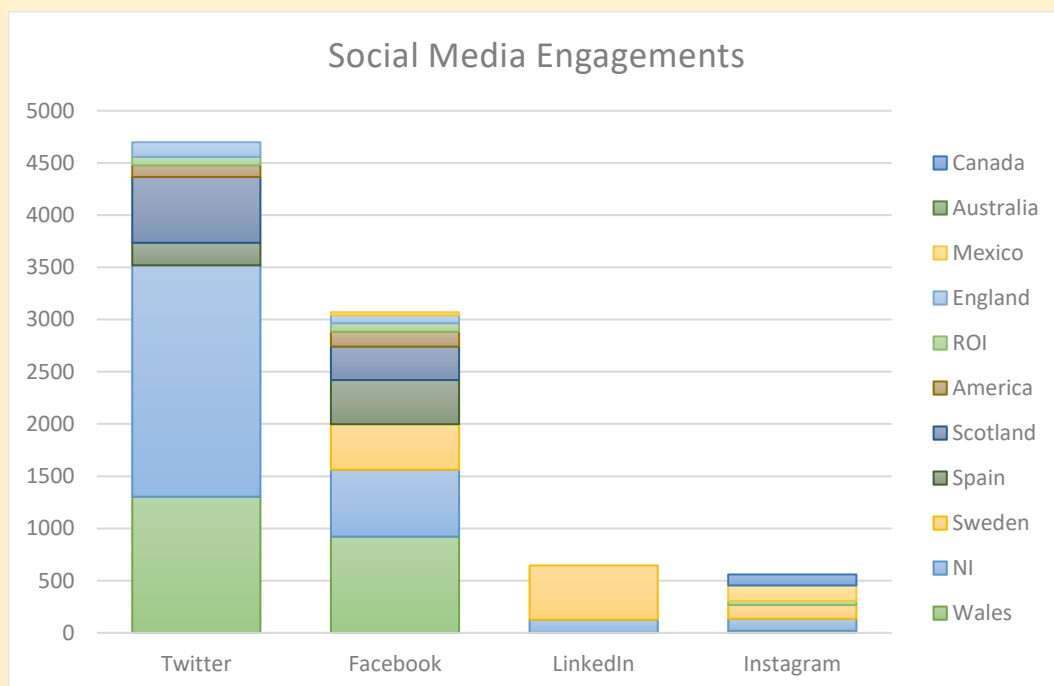


FIGURE 3: SOCIAL MEDIA ENGAGEMENTS

WORD CLOUD OF KEY THEMES



It was great to see so many different themes shared and so many important issues discussed. These are only some of the key themes, as some countries didn't feed back on their key themes, so we can expect that number of themes was actually far greater!

AREAS FOR IMPROVEMENT

- As our list of supporters was lower than last year, so we need to revisit how to get more supporters involved. Also, feedback suggests too much emphasis was placed on signups which perhaps detracted from focus on events.
- Additionally, a number of organisations took part, who didn't provide logos.
- It is crucial that attendance at events, social media statistics and key themes are tracked and monitored closely for comparative purposes, year to year. Furthermore, we need to ensure that the stats provided are all from the same campaign timeframe. Perhaps a framework or generic log can be established to help all partners in tracking and monitoring this data.
- The centralised webpage was a great means to accessing information on the fantastic work that was being done globally. Extending this to centralised socials may help engage a younger audience with the work and garner more support for IG practice.

OBJECTIVE 2: SHARE AND SHOWCASE CURRENT INTERGENERATIONAL PROJECTS

Global IG Week saw an amazing range of events and activities take place in all of our partner countries. The idea was to share these events each day in line with each daily theme. This created an opportunity for people to observe intergenerational work in practice and understand the myriad mutual benefits.

DAILY THEMES

For each day of the week-long campaign there was a different theme. The idea was that each country could plan events to coincide with these themes, so that the overall IG Week campaign had consistency and coherence. The daily themes were as follows:

Monday 25th April - Let's reconnect (showcasing community connecting, post covid rebuilding)

Tuesday 26th April - Let's combat loneliness and isolation.

Wednesday 27th April - Let's celebrate intergenerational spaces.

Thursday 28th April - Let's inform our future

Friday 29th April - Let's celebrate intergenerational solidarity

Saturday 30th April - Let's break down the age barriers

Sunday 1st May - Thank you!

EVENTS

Below are just some of the amazing events that took place across the week:

America

In America we saw a funding event hosted in partnership with the Eisner Foundation and GWT which discussed how funders can maximize their impact by considering intergenerational efforts in their own work. We also saw a 'Movement Mediation' event held which saw an interactive celebration of connection with special guests from the Cleveland Intergenerational Schools. This event taught participants to show up themselves, their families, friends, communities, and for the earth. A further conversation was held which considered some key themes linked to ageism:

- Why grandparents are a crucial and often overlooked part of the intergenerational conversation.
- A mother-daughter business that demonstrates daily the what the research shows: That intergenerational teams are more creative and better problem solvers.
- Why age-friendly universities are the wave of the future.

Australia

The Australian Institute for Intergenerational Practice (AIIP) held a symposium which created a space in which to meet, share knowledge and network. Several great intergenerational programmes were discussed, including the ABC Series 3, “Old people’s home for teens” and experts were invited in to share stories from the field. Further workshops were arranged for those who could attend in-person, which was amazing to see after the last two campaigns being exclusively online.

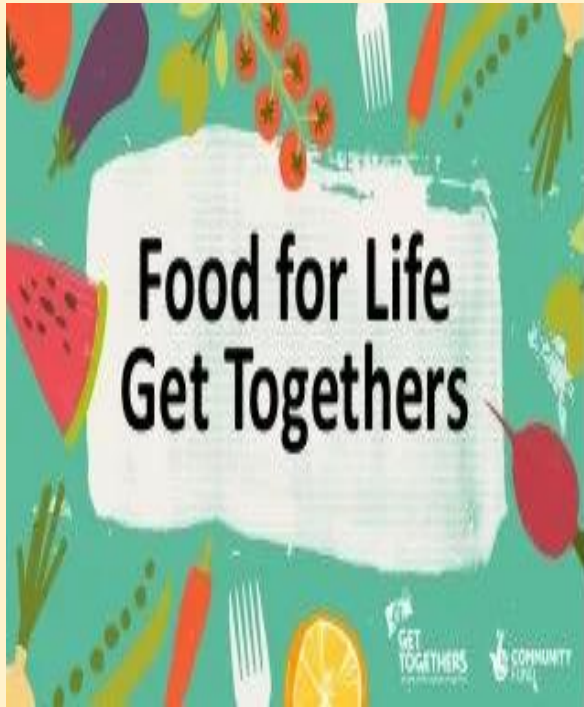


England

In England we saw a range of events happen over the course of the week, from webinars on Health Ageing and Celebrating Intergenerational Research, to the launching of the Centre for Ageing and Generation, including a fascinating discussion on the wealth and income inequalities between ages. We also learned about the ‘Rebuilding bridges with music’ initiative which seeks to link generations through a mutual love and enjoyment of music. Songs, practices, evidence and learnings were then shared on the project.

Canada

In Canada we saw LINKages staff speaking about Intergenerational relationships on a CBC radio talk show, which was fantastic to see. We also saw a brilliant workshop run by LINKages called ‘Why Intergenerational Programmes?’ in which discussions were had about the impact of IG practice on social isolation and mental and physical wellbeing in youths and older adults. You can read about one of their many success stories [Here](#). Canada and Generations Working Together also held a joint online forum to facilitate discussion on IG best practice and to discuss the importance of joint-up working.



Northern Ireland:

NI launched the week with conversations with the Commissioners for older and younger people in Northern Ireland. We were invited to bring our lunch along to an amazing webinar which showcased several inspiring stories and ideas of intergenerational growing, cooking, and eating activities as part of the Food for Life Get Togethers Project. We also saw an event which sought to celebrate intergenerational 'champions', showcasing how particular groups and individuals have made huge positive contributions to their communities.

Furthermore, in Mid Ulster District Council, three buildings, were lit up pink from Monday to Friday to celebrate Global IG Week 2022!

See their dedicated Global IG Week page [here](#):

Mexico City

Mexico City is at the very beginning of its IG journey, and it was great to see them showcasing different intergenerational events happening around the city! Here we saw a fantastic concert to celebrate WRAD (World Rocks Against Dementia), in which several artists of all music genres, performed to groups young and old, to establish connection and mutual interest. We also saw our Mexican leaders at Córímaz hosting a fun game for all ages.

Republic of Ireland

In Ireland we saw several events each day! Firstly we were introduced to the Altra app – an app that allows you to maintain close relationships with elderly people in care homes, when you cannot physically be there. We then saw great discussions surrounding tackling ageism in the workplace and the promise of intergenerational learning. Further events included conversation on the Homeshare programme, showcasing the role that IG practice can play in housing, as well as several guest lectures from academics from DCU. Ireland also celebrated IG creativity through a project which aims to provide a social prescription approach to promote creativity, engagement, and well-being, through drama, story-telling and other creative educational activities. Finally, to celebrate Saturday's theme, a draw along was hosted, in which elderly people could attend with younger family members or friends and enjoy time together painting a wall in Sandymount Strand.

Spain

Our Spanish leads, the Macrosad Chair in Intergenerational Studies at the University of Granada, introduced us to 'Proyecto Harmonía', a project that generates intergenerational support networks and friendships through phone calls. Read about this programme [here](#). Another event saw a local school set up an Intergenerational stand in which elderly residents from a local care home could go to and engage with the school pupils in drawing/colouring activities. Several more events were arranged each day, which you can find out all about at this [link](#).



Scotland

In Scotland, Generations Working Together arranged for face-to-face IG training events to be delivered to trainers and practitioners, to ensure that future intergenerational programmes are implemented and delivered to maximise the benefits. Additionally, local IG network meetings were held in-person, celebrating recent winning projects from GWT's excellence awards programme! They also attended and showcased a fantastic intergenerational garden project. Scottish parliament also saw a debate held on the topic of intergenerational practice, in which several MSPs (Members of Scottish Parliament) spoke about their experiences of IG work and the amazing benefits they believe that it can have.

Wales

Wales arranged a mixture of face to face and online events throughout the week which included an online webinar regarding Skill Sharing between the Generations and the start-up of a few intergenerational events around Wales. The week was kicked off in Wales with an interview on BBC Radio Cymru between Mirain and a pen-pal pair which is one of their projects. This was the first time for both to speak to each other after months of lettering!

The week was also the launch of the Welsh Government webpage for intergenerational work, where they released a series of videos showcasing some great projects across the country. These can be found [here](#):

The Centre for Ageing and Dementia Research (CADR) in collaboration with academics, researchers and third-sector leads, ran a photo competition, in which the best photos of intergenerational practice from across the country would be selected for display at the Welsh Senedd in November. The pictures will be judged by the Older People's Commissioner, Future Generations Commissioner and Children's Commissioner. A further event saw an

intergenerational story-telling event, with the slogan 'come together with stories from the past so we can create stories for the future!'.

Sweden

In Sweden, Generation Marianne hosted an event (both physical and virtual) on intergenerational practice, explaining its history and what it is, how we can build shared sites and what the benefits are. Particular focus was placed on awareness of ageism and how we can challenge it by connecting our generations through meaningful and purposeful meetings, thus building trust and relationships. Intergenerational projects with food, dance, art and reading at the heart of them, were celebrated during this event.

All of these amazing events were shared both on each country's specific webpages and social media platforms, as well as on a centralised webpage on the Generations Working Together website. This central space allowed those following the campaign, the opportunity to explore the amazing events that took place not only locally, but on a global scale.

AREAS FOR IMPROVEMENT:

- For IG Week 2023, it is important that we give greater clarity on the daily themes so as to ensure coherency and consistency in the application of IG practice across the week. By adhering to the daily themes, and demonstrating the vast amount of work that has, and can be done within each key theme, the campaign will be easier to follow, generating greater public engagement, greater press attention/awareness and hopefully, greater funding opportunities.
- Related to the above, the executive group have discussed confusion that the themes caused. Perhaps a less rigid approach and greater coordination across countries? Could each country take on a theme or two, rather than all countries trying to do all themes? Let me know your thoughts.
- The timing of individual themed posts at 10am and 12pm was too late – let's consider what times will be most suitable. Can we schedule posts in advance?
- Starting the campaign earlier might allow more time to engage more organisations, more partners and more supporters. It may also allow IG work to be included into academic calendars in schools/universities.
- Some found it difficult to engage with other partner's events due to the campaign only lasting 5 days and the sheer number of events that ran. Is there a way to plan events with fewer clashes so that all countries can cooperate with each other's events and campaigns?

OBJECTIVE 3: INFLUENCE KEY STAKEHOLDERS TO PROGRESS THE INTERGENERATIONAL AGENDA.

SCOTTISH PARLIAMENTARY DEBATE

It was crucial that we sought not only to raise awareness of intergenerational work to interested parties and practitioners, but that the campaign would ultimately contribute to the progressing of the intergenerational agenda, both nationally and globally. We were therefore thrilled that a parliamentary debate was held in the Scottish Parliament, celebrating Global Intergenerational Week and putting it onto the policy agenda. The debate saw MSPs from all parties, speak about their personal experiences of IG practice and the benefits that they have personally observed. Crucially, the discussion drew attention to a range of policy areas in which intergenerational work could be embedded into. It is important therefore that we follow this up and ensure the conversations around IG work continue to grow and progress.

View the full debate [here](#).

WELSH PARLIAMENT 90 SECOND STATEMENT

In Wales we had a 90 second statement in Welsh Parliament, in which Delyth Jewell spoke about how the importance of intergenerational work has never been more evident, following lockdowns and the impact of Covid-19 on both younger and older groups.

"This Intergenerational Week, I hope we can all keep in mind how forging connections, challenging ageism and celebrating solidarity between different age groups, is vital for the health and wellbeing of our communities. But perhaps most importantly, it's a way of bringing joy to millions of peoples' lives."

View the discussion [here](#): (find at: 1hr, 42m).

NORTHERN IRELAND EDUCATION MINISTER SUPPORTS GLOBAL IG WEEK 2022

In Northern Ireland, we saw Michelle McIlveen deliver a webinar pledging her support for Global Intergenerational Week, focussing on the importance of IG practice within education. This discussion can be found [here](#).

WEBINARS

As noted in 2.2, we also hosted a range of online conversations, webinars and discussions, in which all global partners contributed to. These discussions invited experts and practitioners from across the globe, to speak about intergenerational practice from their own unique

experiences and standpoints. The events saw senior academics, expert practitioners, policy experts and more engage on the topic of intergenerational practice.

Key webinars that took place included the Funding Forum, Building an intergenerational Board of Trustees and Play and storytelling - the intergenerational way.

View the recorded webinars and discussions here:

[Global Intergenerational Week 2022 - Webinars](#)

AREAS FOR IMPROVEMENT

- It would be great to see more key stakeholder engagement from policymakers and politicians, like those that took place in Scotland, Northern Ireland and Wales. If you would like to try this but are uncertain on how to contact the right people and put IGW on the policy agenda, the executive group will be happy to create a document of email templates and conversational support.

OBJECTIVE 4: SIGNPOST PEOPLE, PROVIDE ACCESS TO RESOURCES AND CREATE A CENTRAL SPACE TO SHARE IDEAS AND PRACTICE.

The Generations Working Together website created a section dedicated to Global IG Week. Having one central space in which all information and resources could be accessed allowed those following the campaign to access information easily and quickly.

GRAPHICS

A set of graphics was created and shared on the GWT website. These included different posters and banners for each themed day, in English, Welsh and Spanish. Other graphics included a supporters' pack, which contained all relevant information about intergenerational practice and specifically, Global Intergenerational Week. The package also included pre-prepared social media posts that partners and supporters could copy and paste to their social channels.

All online resources are still available online and can be found [here](#):

SIGNPOSTING

A specific page on the GWT website was set up for each country, to showcase their respective events throughout Global IG Week, 2022. These pages had links to sign-up forms, event information, webinar links and more, making attendance and engagement easy and accessible for interested persons. Further links to relevant information, research papers, academic resources and case studies were provided at a number of the events.

AREAS FOR IMPROVEMENT

- Few organisations in the US used the GWT Graphics. Can we gather feedback on why this was? Perhaps they were unaware of the downloadable graphics available on the website, in which case we need to try and make sure that organisations know about this. It is great that so many engaged with the campaign, and in some cases even made their own graphics, but the global campaign will hold more conviction if all parties use and share the official graphics.

- A shared Box/Dropbox/OneDrive folder between all country leads, with all resources would be helpful. This would keep everything in one convenient place and would make sending resources out to other organisations easier.
- Greater discussion on how best to discover and promote country events would allow for greater coverage and reporting of all IG work being undertaken.

CONCLUSION

Overall, this year's Global IG Week was a huge success, and the amazing work exhibited in this report is testament to the hard work and commitment that each of you put in. There are so many examples of inspiring intergenerational events and programmes and to have included all of them would have taken forever... (which is obviously great!) The fact that we were able to go global this year is evidence of just how much momentum the intergenerational agenda is gaining - and we know we can continue to grow, year on year.

As with any campaign, there are clear areas in which changes and amendments will help to improve the campaign for next year. These have been highlighted in this report and discussions on how best to proceed will take place over the coming months.

Thanks again to everyone who contributed to what was an amazing campaign, and we look forward to continuing to work with you all, and to keep pushing the intergenerational agenda forward.

APPENDIX

Reach/Impressions:

Reach/Impressions	Twitter	Facebook	LinkedIn	Instagram
Wales	31218	18029		
NI	19000	16059	779	201
Scotland	148300	10458		
Sweden		2295	7257	132
Spain	4879	1803		
England	5976	1597		
America	5782	1908		
ROI	4724	745		124
Australia	3,321	500	13000	
Mexico		244		776
Canada				1349

Engagement:

Engagement	Twitter	Facebook	LinkedIn	Instagram
Wales	1304	922		19
NI	2216	641	126	115
Sweden		435	519	132
Spain	216	423		
Scotland	629	321		
America	113	142		
ROI	80	81		39
England	140	77		
Mexico		28		149
Australia				
Canada				105