

Evaluation report of the workshops with local partners

The workshop with local partners took place in five local communities – Novi Sad, Užice, Leskovac, Bor and Belgrade with the aim to create space where social partners could share their experience, but also to define priorities and try to create new local initiatives. The important aspect of the workshop was networking, so the social partners could become familiar with resources they have in their local communities so they could work together on the promotion of active aging. One of the leading ideas of the project is to sensitize the public to issues of discrimination of elderly (*ageism*) and to design future project activities that would contribute to overcoming the aforementioned which was also the main aim of the workshops. Therefore, the participants were professionals employed in social welfare institutions and civil society organizations, as well as volunteers that have direct experience with elderly people. The organizations that were in charge for the workshop managed to gather the important social partners in their community, for example *Red Cross Serbia, Institute for pedagogy and andragogy, Gerontology centers, city government, Center for social work, network Humanas, various NGO dealing with elderly etc.* The partners have showed great willingness to participate and share their experience and good practice examples. Before the actual event each of them had sent good practice example that further became the part of the good practice book: *Ideas for beautiful and active aging: good practice example.* The book was presented at the final conference and it was distributed to the national stakeholders.

In order to understand the impact of the workshop an evaluation is created. Interesting answers were collected and important insights gained. The evaluation aimed at comprehension of the participants' perspective on event and hearing their suggestions about further steps and initiatives regarding this type of event.

Summarized evaluation results (Novi Sad, Užice, Leskovac, Bor, Beograd)

1. The reasons for attending the workshop

Exchange of experience and information

Connecting with colleagues

Interest in topic

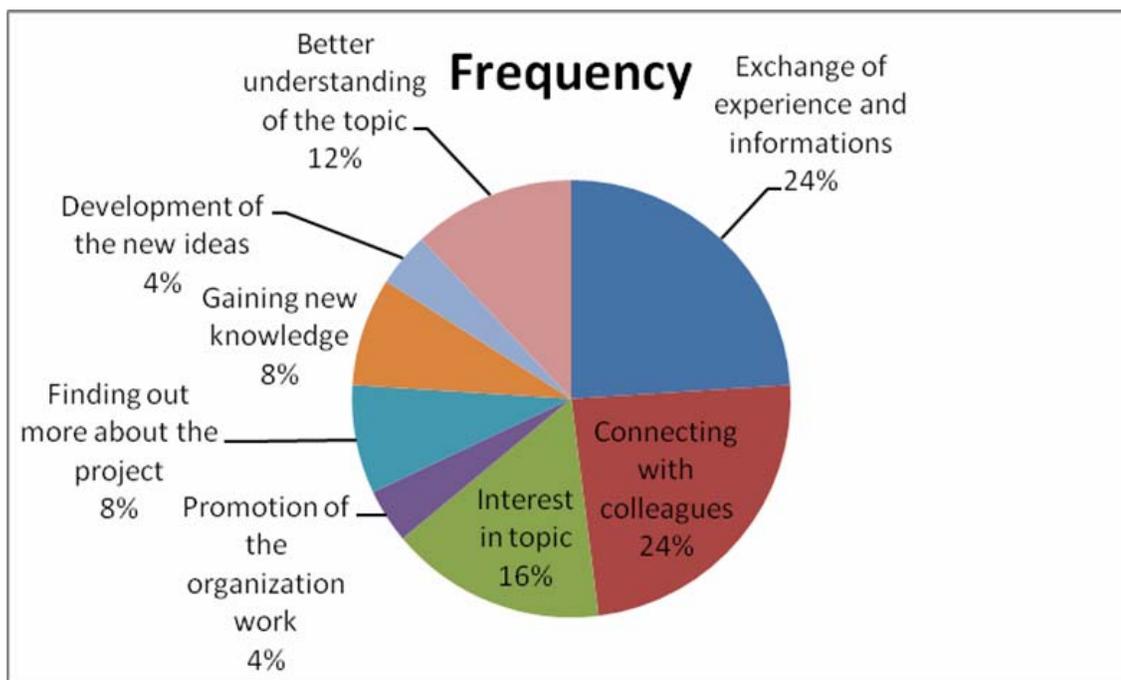
Promotion of the organization work

Finding out more about the project

Gaining new knowledge

Development of the new ideas

Better understanding of the topic



2. Fulfillment of the expectations from the workshop (out of 5)

4,46

3. Knowledge about elderly discrimination

4,83

4. The biggest impression from the workshop

Summarizing ideas and examples from the practice

Initiative to connect civil sector and academic community

Exchange of experience

Openness for cooperation

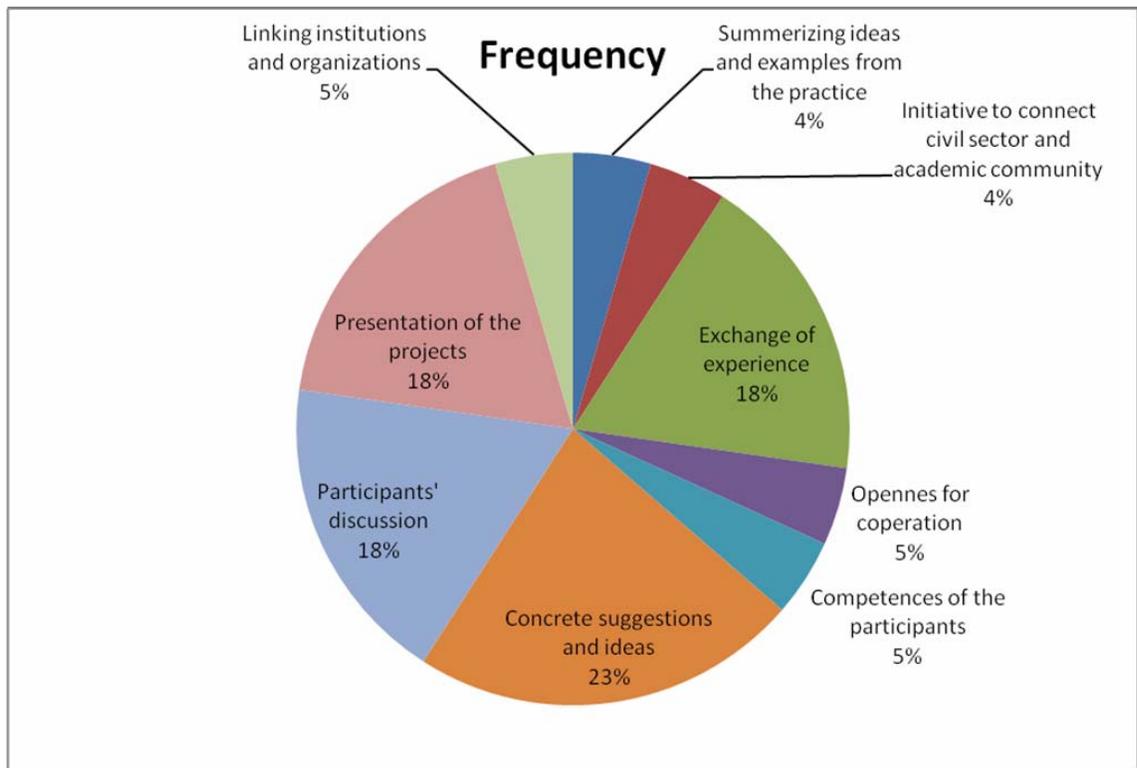
Competences of the participants

Concrete suggestions and ideas

Participants' discussion

Presentation of the projects

Linking institutions and organizations



5. Suggestions for improvement

Transfer of knowledge, experience, ideas and concrete steps

To encourage participants to direct themselves to speak about concrete actions

Cooperation and exchange of experience

Longer workshop

To include more organizations

6. Suggestions for further work

To continue to communicate and exchange information

To create a mailing list

To continue organizing this type of workshop

To communicate the conclusions, initiatives and deadlines.

Evaluation conclusions

The qualitative answers offered insights about meaning that this workshop has for the participants. According to their responses the majority of them saw the workshop as the possibility to exchange experiences (24%) and to connect with their colleagues (24%). Although one may assume that the network is already established, there is an obvious need for meetings where important issue will be raised and experience exchanged. Particularly, it is important to connect organizations whose primary target group is not elderly, but they can contribute to resolving different issues. For instance, participants emphasized that it was important to establish stronger link with academic community so more research could be done about elderly. There are no indicators and data that could be base for evidence based policy making. Also, in recommendation for future work it is stated that it is essential to influence on media and create more positive image of elderly people in public. The initiative that would address the issue is education of journalists and editors. In order to implement the idea closer cooperation with journalists' associations is needed. Therefore, it can be concluded that this kind of meetings and workshops cannot resolve the problems and immediately, but they are important in generating new ideas and find new partners that are crucial in addressing elderly discrimination. Since participants' expectations related to the workshop are mostly met (4,46) it would be important to continue to organize this type of event and to include organizations that are not so visible at the first sight, but that can contribute and give new perspective.

Other interesting answers were related to the question about the biggest impression. Although participants did not point out creation of new activities as a reason to come to the workshop, it was the biggest impression for them after the workshop (23%). Many of them highlighted exchange of experience and discussion. Evidently, the workshop was a space where they could discuss and generate new ideas and concrete suggestions. However, if we look at the questions 5 and 6 (suggestions for improvement and next action) we can notice that partners are keen to further develop activities. This kind of events has their meaning only if there is serious follow up that can contribute to the implementation of ideas and initiatives.

Participants suggested that there organized way of communication should be established and cooperation empowered. This means more synergetic approach toward the issues defined. It seems that professionals might be frustrated with “onetime event” and therefore follow up should be logical continuation of the workshop.

To conclude, the workshop was important as a space for exchanging experience and establishing closer cooperation with professionals who are interested in the same issue. However, it was an impetus for further activities and projects. It is essential to create organize way of communication in order to implement suggested initiatives.

Workshop conclusions

Key priorities:

- Negative image of aging and elderly in media
- Generalization of elderly
- Lack of current data and indicators
- Insufficient cooperation of civil society with academic community
- Discrimination against the elderly by health workers, police, etc.

Recommendations:

- Creating a positive image of elderly and aging in the media
- Deconstructing identity of the elderly in public
- Achieving better co-operation between civil sector and academic community
- Raising awareness about stereotype on elderly between public service employees

Initiatives:

- Continuing education of journalist and editors
- Showing the diversity of the third age in the public
- Conducting research on the issues of elderly
- Continuing education of public service employees.