

Context

Field	Adult Education			
Project Title	Change Household Attitudes for a Non-wasteful, Green environment and Energy-consciousness addressing Rural Seniors			
Project Acronym	C.H.A.N.G.E.R.S.-2.0			
Project Start Date (dd/mm/yyyy)	Project total Duration (Months)	Project End Date (dd/mm/yyyy)	National Agency of the Applicant Organisation	Language used to fill in the form
01/12/2022	24	30/11/2024	HU01 - Tempus Public Foundation	English

For further details about the available Erasmus+ National Agencies, please consult the following page: [List of National Agencies](#).

Project lump sum	250000
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Partnership and cooperation arrangements

Partnership composition

Organisation ID	Legal name	Country	City	Organisation type	Newcomer
E10089151	CAM Consulting Szolgaltato Korlatolt Felelossegu Tarsasag	Hungary	Kecskemét	Small and medium sized enterprise	No
E10206550	PROJECTS IN MOTION LIMITED	Malta	MOSTA	Small and medium sized enterprise	No
E10061651	EUROCREA MERCHANT SRL	Italy	MILANO	Small and medium sized enterprise	No
E10147907	BSC, POSLOVNO PODPORNI CENTER, DOO	Slovenia	KRANJ	Regional Public body	No
E10039182	KMOP - Education and Innovation Hub	Greece	Kifissia	Non-governmental organisation/association	No
E10148773	Associação de Melhoramentos e Bem Estar Social de Pias	Portugal	Ferreira do Zézere	Non-governmental organisation/association	No
E10070167	Nyugdíjasok Egyesülete	Hungary	Pécs	Non-governmental organisation/association	No

Project Summary

Please provide a short summary of your project. Please be aware that this section (or parts of it) may be used by the European Commission, Executive Agency or National Agencies in their publications. It will also feed the Erasmus+ Project Results Platform.

Be concise and clear and mention at least the following elements: context/background of project; objectives of your project; number and profile of participants; description of activities; methodology to be used in carrying out the project; a short description of the results and impact envisaged and finally the potential longer-term benefits. The summary will be publicly available in case your project is awarded.

In view of further publication on the Erasmus+ Project Results Platform, please also be aware that a comprehensive public summary of project results will be requested at report stage(s). Final payment provisions in the contract will be linked to the availability of such summary.

Objectives: What do you want to achieve by implementing the project?

The main objective of C.H.A.N.G.E.R.S.-2.0 is to improve seniors' inclusion in adult education by providing access to flexible learning opportunities on green, energy and sustainable topics. By developing targeted training material and toolkits, and considering their specific needs, we expect that seniors can be more aware of these issues, can have a positive impact on their environment, and can lead a more sustainable lifestyle.

Implementation: What activities are you going to implement?

The partnership develops adapted materials for rural seniors to improve their access to adult education learning/training materials and opportunities on specific topics which help them fight against climate change and energy poverty, and contribute to sustainability. In order to reach this goal, we not only develop training material and toolkits for them, but we also create methodologies for teaching seniors on sustainable and green household topics locally and from transgenerational aspect.

Results: What project results and other outcomes do you expect your project to have?

Results of C.H.A.N.G.E.R.S.-2.0 will be a complex training material on green and sustainable topics addressing rural senior citizens translated to the partners' languages. We will also create related methodology and toolkits for the successful implementation of the knowledge transfer with two different approaches addressing the special needs of this social group. One will rely on training opportunities with the advantage of local proximity, the other will provide a transgenerational approach.

Project description

Please describe the motivation for your project and explain why it should be funded.

The motivation for the present application emerged from an E+ project currently implemented by 4 of the C.H.A.N.G.E.R.S.-2.0 partners. The idea of the C.H.A.N.G.E.R.S. project – which ends in April 2022 - came up in 2020 when the 4 partners, who all have experience in green and sustainable topics, started to develop a proposal together. As we had been active in ADU, we were aware of the importance of adult training opportunities in these topics. Improving the knowledge and awareness of the general public can significantly facilitate the efforts of the countries and EU on achieving their climate targets and sustainable development goals, improve the quality of environment, neighbourhood and life in general. As visible effects of climate change are more and more common, understanding and implementing mitigation and adaptation measures can also be essential at local and even at global level. Therefore, in C.H.A.N.G.E.R.S. exchange of good practices project, the partnership is sharing their own materials and knowledge through short-term joint staff trainings covering 3 main topics: energy efficiency, renewable energy sources and sustainability in households.

We focused on the needs of senior citizens in the rural areas as they have less learning opportunities, and their access to digital e-learning materials is restricted. We are keeping mind their characteristics, and we are preparing recommendations for how to adapt our best practices to their needs. However, C.H.A.N.G.E.R.S. project could not provide opportunity to adapt the training materials shared with the partnership. Thus, we decided to implement a follow-up project as we identified a need for flexible, non-formal and tailor-made training opportunities for rural seniors.

We would like to continue our cooperation in C.H.A.N.G.E.R.S.-2.0, this time in an innovation project, complemented by new partner organizations working directly with seniors, in order to reply to those identified needs. We plan to adapt our available materials and develop new ones in the field of energy, climate change, electric mobility and sustainability. Besides creating materials in digital format, we would like to provide other type of training opportunities to our stakeholders. Based on our plans, seniors would be able to acquire this knowledge in local workshops, or via learning together with their (grand)children.

Although there are more and more projects aiming at seniors, not to mention the available materials in topics like energy, climate or sustainable development, we would like to offer a comprehensive approach: improving the knowledge and providing practical information on green and sustainable topics specifically customized for senior citizens. A further uniqueness can be detected in the proposal as we would like to develop two different, flexible and mixed methods and toolkits to reach as many stakeholders as possible over any deficiencies in digital or language skills of the social group.

What are the objectives you would like to achieve and concrete results you would like to produce? How are these objectives linked to the priorities you have selected ?

The main objective of C.H.A.N.G.E.R.S.-2.0 is to develop targeted training materials for rural seniors to improve their access to adult learning opportunities on specific topics which can help them fight against climate change and energy poverty, and contribute to sustainability. The main results will be a set of training materials tailored for seniors and translated to the languages of the project partners. We will also create related methodology and toolkits for the successful implementation of the knowledge transfer with two different approaches addressing the special needs of this social group. One will rely on training opportunities with the advantage of local proximity, the other will provide a transgenerational approach. The implementation of the professional project activities will be supported by solid project management structure and principles. The partnership will also take into account the importance of sharing project results, thus, dedicating a separate work package for that purpose. We intend to conduct general communication and organize promotional activities for the general public and the target group.

This project objective is in line with the Environment and Fight Against Climate Change priority, as by improving senior citizens' knowledge, they can have a positive impact on their surroundings, settlements and even on national and global performances. Elderly can be more aware on the environment and climate change issues, they can be encouraged to implement energy-efficient and renewable-based home improvements, and their habits and behaviour can also be changed that comply with the principles of sustainable development.

The project objective also contributes to the priority of Inclusion and diversity in all fields of education, training, youth and sport. The adult training materials will be developed on green and sustainability topics that will address 65+ seniors. This target group often falls out from the scope of the available training opportunities by living in the countryside or having lower IT skills. Methodology and toolkits will be prepared with the involvement of senior organizations who have real, practical knowledge to include elderly people based on their real needs.

Regarding project results, firstly, two types of methodology will be developed in line with the project's two approaches (teaching seniors locally and via transgenerational co-education). After that, based on these basics, a training material will be developed covering green, energy-efficient, sustainable and climate change topics specifically adapted to the needs of seniors. In addition, two sets of toolkits will be prepared including different additional materials and supporting tools in line with the two methodological approaches. Piloting events will also take place to get direct feedbacks from seniors about our project results. Besides these professional project results, outputs will also be delivered related to PM and promotional

activities.

What makes your proposal innovative?

The main objective of C.H.A.N.G.E.R.S.-2.0 project includes the innovativeness of our proposal. Creating new adult learning opportunities and training materials in the topics of energy-efficiency, renewable energy sources, climate change, electric mobility and sustainability specifically tailor-made for senior citizens is a unique approach. In addition, the project also considers that digital tools and e-learning opportunities might not be the most effective methods for reaching this social group, therefore, we intend to offer more flexible, mixed formats to acquire this knowledge and apply a unique transgenerational approach as well. Furthermore, the training materials will be available in several languages besides English: Hungarian, Slovenian, Italian, Greek and Portuguese.

Those seniors, who do not use internet and ICT tools confidently, can face serious challenges get information about these topics as they have more deficiencies in digital and language skills compared with other age groups of the society. In the framework of methodology and toolkit development, we will pay special attention on how our target group can be reached efficiently. Although, nowadays there are more and more learning opportunities for seniors on how to use digital tools, the usage of internet is usually limited to basic online activities, therefore, we do not consider e-learning an adequate format for our project.

The situation of elderly is more difficult in the rural areas where the number of trainings/awareness-raising opportunities/ info points and the rate of digital literacy are generally lower. However, it would be important to improve their knowledge in these areas to be aware of their consumption, to decrease their utility costs by being more conscious about their consumption and implementing energy-efficient and renewable-based home retrofitting, to curb their exposure to climate change, and to lead a more carbon-free, climate-friendly and sustainable lifestyle.

How is this project complementary to other initiatives already carried out by the participating organisations?

4 out of the 7 project partners know each other from previous projects, and participated in the implementation of C.H.A.N.G.E.R.S. (KA2-2020). Nevertheless, this is the first time when these 7 entities establish a strategic partnership in order to develop knowledge transfer methodologies and tailored training materials for seniors as C.H.A.N.G.E.R.S. project could not provide the opportunity to adapt the training materials for this vulnerable cohort.

Concerning other projects carried out by the PPs, beyond C.H.A.N.G.E.R.S., they have implemented several good initiatives in related areas, not only in the field of the project topics, i.e., sustainability, energy efficiency, renewables, etc. Project experience was one of the most relevant selecting criteria of the partners.

For example, EUROCREA participated in Europe Fights Food Waste Through Effective Consumer Training – EFFECT and in the Senior Engagement in a Green Economy - SEE GREEN projects. BSC participated in the Ho.Care.2.0 project providing customer-centred home care by co-creation. In the Intergeneration Center, BSC participated in the establishment of a mobile social service and a network of intergenerational centres. They also contributed to DART – Declining, Ageing and Regional Transformation (Interreg IVC) besides many other projects related to the project activities.

Our new PPs, NGOs working with and for seniors, have established a direct link to the primary target group. They will be able to add the new tailored materials to their regular activities by participating in the project.

Our project enhances synergies of the successfully implemented projects of the whole partnership and opening a new opportunity to develop and adapt. The experience and knowledge gained from the C.H.A.N.G.E.R.S. and other former projects of the PPs (such as workshops, trainings and the related learning/training/information materials, etc.) will also be useful during the implementation of the C.H.A.N.G.E.R.S.-2.0 project

How is your proposal suitable for creating synergies between different fields of education, training, youth and sport or how does it have a strong potential impact on one or more of those fields?

In C.H.A.N.G.E.R.S.-2.0, project partners will develop training material with toolkits on green topics like energy, climate or sustainability for 65+ years old senior citizens. In the project, two methodological approaches will be used to maximise the number of reached stakeholders. The first approach, organizing local trainings via target agents (senior organizations and municipalities, adult educators) fits in the adult education sector. Nevertheless, the project might have a positive impact on the VET sector as well as we prepare methodology and supporting materials to reach senior citizens. These project results can be used by any organizations active in the field of adult education addressing seniors. Although C.H.A.N.G.E.R.S.-2.0 will neither train adult educators about the defined topics, nor improve their professional competences, ADU organizations will get an opportunity to widen their training offers with the developed training material, supporting materials and methodological background.

The second methodology of C.H.A.N.G.E.R.S.-2.0, the transgenerational approach implies the possibility of synergies between further fields. In this approach, we expect seniors to acquire new knowledge with the involvement of younger generations of their families or environment: co-education with their children, grandchildren or even neighbours. The project will develop such tools that can support acquiring the knowledge in an informal distance learning method in an interesting and fun way for different generations. The idea is not only to involve younger family members to help elders learn about these topics, but also to spend some quality time together by getting new information about green and sustainable topics.

This way, younger and older generations can support each other to understand these processes, be more aware about their environment, change their behaviour to lead a more sustainable lifestyle, become more energy-conscious and adapt to the effects of the climate change. From this point of view, C.H.A.N.G.E.R.S.-2.0 project results will also have positive impact on Youth sector.

In addition, our strategic partnership consists of SMEs, NGOs and a regional development agency, thus, our composition represents different sectors and facilitate the cooperation among them. Last but not least, our project partners will integrate the developed project results to their trainings and programmes increasing the project's impact not only on the participating organizations but also on the ADU sector.

How does the proposal bring added value at European level through results that would not be attained by activities carried out in a single country?

Energy efficiency and sustainability are becoming more and more widespread, thus, it is hard to keep the pace in education. It is more relevant in case of adult learners including elderly people. If we check the project topics, the availability of the related learning materials/trainings are usually strongly limited on online platforms or concentrated in big cities. Several institutions offer fee-paying awareness-raising materials (usually in English) including e-books, e-learning materials and videos which are only available on the Internet and require to use ICT tools. Although numerous projects were implemented to improve the digital skills of elderly people, there is a need for EASY-TO-USE materials which are available even offline and adapted to the skills and competences of seniors who avoid using computers, tablets/cell phones to get information about training opportunities. Although we promote initiatives to improve digital competences (see our transgenerational approach), we recognized the urgent need to reduce the energy consumption of households noting that SENIORS represent a significant share in RESIDENTIAL ENERGY CONSUMPTION as well as in the AGING POPULATION OF EUROPE. This vulnerable social group is also affected by energy poverty in the partner countries. Due to the lack of learning materials tailored to seniors, elderly people living in rural areas, who neither have the opportunity to take part in trainings personally, nor have the digital competence to join online courses or search new contents on the Internet, can find themselves at a disadvantage which can result in higher energy costs and emission. The situation is similar in case of sustainability and climate change. Checking EPRP, we did not find such a European initiation which would focus specifically on training opportunities of seniors in the field of energy and sustainability. As it is typical around Europe, we need a transnational cooperation to reach our objectives.

C.H.A.N.G.E.R.S.-2.0 WP Structure

WP 1: Project Management

WP leader: CAM

QA: BSC

Monitoring and Evaluation

Risk Management

Coordination

Communication

WP 2: Sharing and Promotion Activities

WP leader: EUROCREA

QA: CAM

A1: Development and sharing of promotional materials and website

Leader: EUROCREA

A2: Organizing promotional and networking events

Leader: KMOP

WP3: Methodology Development on Knowledge Transfer

WP leader: BSC

QA: EUROCREA

A1: Methodology development for teaching on sustainable and green household topics seniors locally

Leader: KMOP

A2: Methodology development for teaching on sustainable and green household topics seniors from transgenerational aspect

Leader: AMBESP

WP4: Learning Material & Toolkit Development

WP leader: PiM

QA: AMBESP

A1: Development of training material for teaching seniors on sustainable and green household topics

Leader: CAM

A2: Development of toolkits

Leader: PiM

A3: Pilot events to test the developed methodologies

Leader: NYE

C.H.A.N.G.E.R.S. 2.0

PROJECT TIMETABLE

WORK PACKAGE - ACTIVITY	ID	Responsible partner	QA partner	Results/outputs	2022	2023												2024											
					12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	
					M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	
Project Management	WP1	CAM	BSC		TPM1																								
Sharing and Promotion Activities	WP2	Eurocrea Merchant	CAM																										
Development and sharing of promotional materials and website	A1	Eurocrea Merchant		brand package, website, 4 press releases, 24 posts etc. In EN + translations																									
Organizing promotional and networking events	A2	KMOP		7 promotional events 6 webinars 1 international webinar in EN 7 additional networking events											E										W	IW			
Methodology Development on Knowledge Transfer	WP3	BSC Kranj	Eurocrea Merchant																										
Methodology development for teaching on sustainable and green household topics seniors locally	A1	KMOP		50-slide ppt in EN + translations							VW1																		
Methodology development for teaching on sustainable and green household topics seniors from transgenerational aspect	A2	AMBESP		50-slide ppt in EN + translations								W1																	
Learning Material & Toolkit Development	WP4	PiM	AMBESP																										
Development of training material for teaching seniors on sustainable and green household topics	A1	CAM		80-100-page pdf in EN + translations											W2														
Development of toolkits	A2	PiM		2 toolkits in EN + translations																	VW2								
Pilot events to test the developed methodologies	A3	NYE		5-10-page .pdf in EN																					PE				

WP _n /An	-WORK PACKAGES/ACTIVITIES
TPM _n	- TRANSNATIONAL PROJECT MEETINGS
VPM _n	- VIRTUAL PARTNER MEETING
WS _n	- WORKSHOP
VWS _n	- VIRTUAL WORKSHOP
E	- PROMOTIONAL EVENTS
W	- WEBINAR
IW	- INTERNATIONAL WEBINAR
PE	- PILOT EVENT
n	- number of the activity