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## Objetive

Euskadi Lagunkoia is an initiative launched by the Department of Employment and Social Policy of the Basque Country Government, which promotes citizen and the public, private and social sectors to develop a movement of friendliness in the Basque Country in promoting life environments facilitators to participation aging people.

This project aims to encourage the transfer of innovation processes that generate social practices associated with citizen initiatives and public space.

## Results

Some launched programs:

### Age-Friendly Business



Course about how to improve the friendliness of businesses and self-examination to obtain the Age-Friendly Business Certificate (a window sticker).

Dementia's module: For detection, treatment and promoting autonomy of customers with dementia.

4 towns and 54 business involved.

### Time Bank

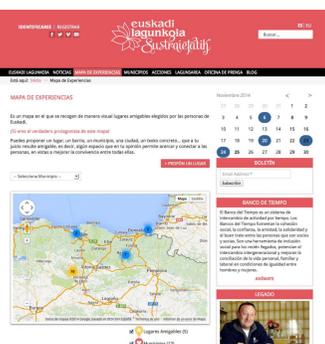


To promote communication and mutual support among neighbors and time swap.

To facilitate everyday life.

1 town involved.

### Age-Friendly Places



Working groups led by people of all ages in order to detect improvement proposals, recover public spaces, encourage citizen participation and strengthen social networks in the neighborhood. Supplemented by Mapping places by citizenship according to the degree of friendliness (parks, streets, buildings, etc.).

## Methodology

### Involving public sector:

Euskadi Lagunkoia is not just a city project, it's a global project in all the Basque Country territory, where different municipalities are working together, share best practices and knowledge. 15 pilots municipalities are involved (9 of them are rural communities).

Euskadi Lagunkoia is a transversal project while working different areas of the municipality with the citizenship and stakeholders, public and private. All of them working together in a movement for friendliness.

### Involving citizenship:

Our motto is "We build together an environment for everyone". Although the ultimate objective is to encourage participation of older people in civic life, our programs are not only aimed at older people. Even in the name of the project don't make mention to older people (or age) because it may be a limitation for the participation of people of all ages.

There are other projects around the world of similar formats in which older people naturally came to lead them and worked with people of other ages. It's our purpose, encourage intergenerational relationships naturally when people have a common interest and purpose in which to work, their city.

Pilot Action Programs:

"I love my neighborhood Program"

"Age-Friendly Places"

"Time Bank"

### Involving private sector:

For a town or city in a friendly place should also involve the private sector. Business are part of the environment, and are very important in the everyday life of the citizens. To involve the private sector has launched "Age-Friendly Business"

## Conclusions

Euskadi Laguna takes advantage of the ageing population to use the force of this population group for increase the wellbeing. This project open new opportunities of civic and social participation, increase the social co-responsibility, and the solidarity between generations.

In addition, Euskadi Lagunkoia Project promotes a change of way of looking ageing and older people. Combating negative and stereotypical image of old age is a necessary starting point to address the changing S.XXI look toward aging.

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