

Session title: How to promote citizen involvement in the age-friendliness project?

11:00-12:30

Sala 7

Duration: 90 minutes

Language: Spanish

Lead organisers: AF-Basque Country Team

Focal points:

- Definition of citizen participation.
- Design and implementation of a citizen group to lead the friendliness project from the beginning.
- Keys and tools for its implementation.

Target audience:

- Senior citizens and citizens of all ages
- City Councils
- Professionals

Background and rationale

Citizen participation and leadership are a fundamental pillar in friendliness projects. Involving citizens from the beginning not only improves the relevance and effectiveness of actions, but also guarantees more sustainable processes, legitimized and connected to the real needs of people and communities. This workshop proposes to share practical keys, experiences and tools that facilitate activating and consolidating this participation in different municipal contexts.

Objectives

- Promote citizen leadership in age-friendly projects.
- To provide useful keys and tools for the involvement of citizens throughout the process.
- Reflect on how to implement citizen involvement in each of the contexts.

Expected outcomes

At the end of the session, participants are expected to:

- Understand the value and principles of citizen participation in age-friendly projects.
- Get to know a specific model for starting a citizen group from the beginning.

- Identify practical and applicable tools to encourage citizen involvement.
- Have reflected on their own context and defined initial steps to activate participation in their municipality.
- Bring support materials and examples that they can adapt to their local reality.

Registration form

[How to promote citizen involvement in the age-friendliness project? 15 June, 11:00-12:30: Rellenar formulario](#)