

PAGES SERVICE MODEL

Counteracting Ageism for a Europe Open to All

KEY COMPONENTS



1

ENGAGING OLDER ADULTS IN LEARNING

- A training program for adult educators and community workers
- Goal: Improve skills in engaging older adults in lifelong learning



2

INTERAGES: INTERGENERATIONAL PROGRAMME

- Brings older and younger generations together through cultural and artistic activities
- Goal: Addressing interpersonal and self-directed ageism

KEY FIGURES

- **36** Adult educators/community workers in needs assessment
- **67** Adult educators/community workers trained
- **166** Older and younger people involved in intergenerational consultations
- **363** People attended the intergenerational activities
- **14** Intergenerational activities developed by partners
- **6** Countries piloted the programs
- **32** Intergenerational activities implemented
- **227** People attended PAGES events



KEY OUTCOMES & IMPACT

- ✓ Reduction of Ageism: Positive shifts in perceptions of both younger and older generations
- ✓ 87.5% of participants found activities engaging and collaborative
- ✓ Increased intergenerational connection & empathy
- ✓ Long-term recommendations: Expanding program duration, more frequent sessions, local partnerships

FUTURE STEPS

- 🔊 **Replication & Adaptation:** The PAGES Service Model is open for replication. Resources are available at [PAGES website](#).
- 🎨 **Arts & Culture as a Key Tool:** Cultural activities remain central to fostering intergenerational connection and reducing ageism.
- 🔗 **Strengthening Networks & Partnerships:** Collaboration with adult educators, social workers, NGOs, policymakers, and researchers is key to expanding the model's reach and effectiveness.