



Senior Social Entrepreneurship

# NEWSLETTER

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The general objective of Senior Social Entrepreneurship (SSE) is to raise awareness of the benefits of social entrepreneurship for older people. Seven countries make up the international consortium of the SSE project: Spain (University of Málaga), Austria (WIN), Slovakia (QUALED), Finland (TUAS), Greece (Gunet), Portugal (USE) and Slovenia (GEA).

## Senior Social Entrepreneurship

Coordinated by the University of Malaga, the SSE project has funding of more than 160,000 euros, within the Erasmus+ programme. This initiative aims to provide tools for entrepreneurship and strengthen the opportunities of the elderly, a population whose growth trend in the near future is evident. Demographic forecasts indicate that there is a need to develop initiatives in line with active ageing.

### Objetives

The general objective of SSE is to raise awareness of the benefits of social entrepreneurship for older people, especially for women, whose participation rate in this field is much lower than that of men.

To this end, the specific objectives are to develop an interactive online training course on social entrepreneurship for older people in order to fill the knowledge gaps. Furthermore, an online platform has been developed as a basis for the delivery of all the project's online tools, e.g. forums and social networking applications.

### Beneficiaries

The main targets of ESS are adult education providers, labour market advisers and human resource organisations. Of course, also among the main beneficiaries are older people who are motivated to give back to society with their experience and background, and to be useful as social entrepreneurs or mentors for other social enterprises.

Each partner will also have a network of local collaborating partners present in the different development and dissemination activities of the project, thus reinforcing the creation of synergies and favouring the impact and sustainability of the project, especially through related initiatives and multiplier events.

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## Meeting of the SSE project at the Aula de Mayores +55

The acquisition of competencies for business entrepreneurship in the field of social economy by those over 55 years old is the objective of the European Senior Social Entrepreneurship project, whose first meeting was held in the Aula de Mayores+55 of the University of Malaga. The meeting was attended by representatives of the partners that make up the European project's working team: GEA (Slovenia), WIN (Austria), QUALED (Slovakia), USE (Portugal).

The event was held on 13 and 14 January, 2020. On the opening day, Jesús Delgado, coordinator of the SSE project, presented the objectives and results and gave a general outline of the work schedule. Afterwards, economic and administrative issues were addressed. The focus was on financial tasks such as the preparation of the Progress Assessment Report and the requirements of the final report. These issues have to comply strictly with the deadlines set by the ERASMUS+ Economic Commission.

The afternoon session was devoted to the second part of e-learning. The session ended with a summary of the results obtained during the day's work and conclusions reached. Afterwards, all the participants enjoyed a guided tour of the historical centre of Malaga and a dinner where they could taste dishes of the typical gastronomy of Malaga.

The second day of work took place in the morning. The beginning of the session was dedicated to learn about the project's web platform and to discuss mobile applications. This session was led by GUNET and UMA. Afterwards, other issues related to management were addressed, such as the quality plan, the communication plan, the design of the project's logo and the website.



Jesús Delgado Peña, coordinador of the SSE project

The last part of the day was devoted to reflecting on the meeting and drawing conclusions. During the reflection, an open question session about the project was opened in which all the partners participated. Likewise, a final summary was made in which the results obtained during the meeting were shown; the direction and the next steps to be taken in the implementation of the project were indicated and the tasks to be carried out by each of the European partners were assigned.

The reception of this first meeting has been a success in terms of participation and results. The pillars of a project that aims to empower elderly people in a situation of labour vulnerability and to contribute to the improvement of society through sustainable business initiatives have been established.