

Unifying Generations Hackathon 2024

Briefing and preparatory work.

Introduction.

Dates: 29th and 30th of April 2024 (Global Intergenerational Week 2024).

Venue: Edwards Lifesciences office, Route de l'Etraz 70, 1260 Nyon, Switzerland.

Moderator: Michael George, Edwards Lifesciences.

Participants confirmed:

- Adrienne McCann (Age Friendly Ireland - IE)
- Angel Yague Criado (CEOMA - SP)
- Anna Wanka (Goethe University - GER)
- Catherine Elliott O'Dare (Trinity College Dublin - IE)
- Eleonora Selvi (Fondazione Longevitas - IT)
- Felice Lopane (Silver Economy Network - IT)
- George Leeson (Oxford Uni - UK)
- Heidrun Mollenkopf (Age Platform EU/BAGSO - GER)
- Irene Lebrusán (CENIE – SP)
- Jose de Juan Saboya (Silver Economy Group - SP)
- Monika Blau (Intergeneration - CH)
- Ruairidh Smith (Generations Working Together – UK)

Edwards Lifesciences team:

- Annabell Merklin, Sr Manager Patient Advocacy EMEACLA
- Anne Kelleher, Specialist Branding EMEACLA
- Dieter Fellner, Sr. Country Director Germany
- Jose Kenneth Pages, Sr Specialist Social Media EMEACLA
- Luigi Mazzei, Sr. Country Director Italy
- Michael George, Sr Director Communications and Patient Advocacy EMEACLA
- Nick Walker, Sr. Country Director UK and Ireland
- Ramon Garcia Furquet, Sr. Country Director Spain
- Rowan Unsworth, Sr Manager Ext. Communications EMEACLA



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Agenda.

Day 1 – Monday 29th of April

12:45 AM	Welcome lunch – Edwards' office (optional)	Floor 6
01:45 PM	Photocall	Floor 0
02:00 PM	Opening	Auditorium – Floor 0
02:10 PM	Break for participants	Auditorium – Floor 0
02:20 PM	Workshop 1 – Change perceptions towards older people (2:30) <ul style="list-style-type: none"> ▪ Plenary session ▪ Break out room 	Auditorium – Floor 0
04:50 PM	Break	Auditorium – Floor 0
05:00 PM	Workshop 2 (part 1) – Improve digital skills of older people (1:20) <ul style="list-style-type: none"> ▪ Plenary session ▪ Break out room 	Auditorium – Floor 0
06:20 PM	Closing	Auditorium – Floor 0
06:20 PM	Video interviews for social media – Group 1 Rest of the group heads to the BASE hotel (taxi or walking option)	
06:40 PM	End of Day 1 – return to the hotel (taxi or walking option)	
07:35 PM	Meeting in Hotel lobby – Base and walk to restaurant – stop at Nyon's Castle	Base Hotel
08:00 PM	Dinner	Restaurant Le Rive

Day 2 – Tuesday 30th of April

08:45 AM	Welcome coffee	Auditorium – Floor 0
09:00 AM	Workshop 2 (part 2) – Improve digital skills of older people (1:00) <ul style="list-style-type: none"> ▪ Plenary session 	Auditorium – Floor 0
10:00 AM	Break	Auditorium – Floor 0
10:15 AM	Workshop 3 – Encourage mentoring opportunities (2:30) <ul style="list-style-type: none"> ▪ Plenary session ▪ Break out room 	Auditorium – Floor 0
12:45 AM	Video interviews for social media - Group 2	
01:00 PM	Lunch cafeteria 6 th floor	Floor 6
02:00 PM	Transfers to airport (TBC depending on reservations)	

Preparatory Work.

Objective of the meeting:

During this Hackathon, Edwards will host a series of 3 workshops aiming at generating ideas on the implementation of the 3 recommendations from the Unifying Generations report:

1. Change perceptions towards older people
2. Improve digital skills for older people to overcome isolation
3. Encourage intergenerational mentoring programs and knowledge sharing between generations

Following the Hackathon, Edwards Lifesciences will develop a roadmap which will include ideas and best practices for stakeholders to implement at EU and country level: businesses, governments, cities, nonprofit organisations, individuals...

The roadmap will be launched at a later stage in 2024 or early 2025 once reviewed by the participants to the hackathon.

Preparatory work for the workshops:

Workshop 1: change perceptions towards older people

- **Plenary session – ice breaker (3' each)**

We are asking you to prepare a **3-minute speech (in total)** to answer the following questions:

- ✓ *Which are the positive examples or initiatives in your country/city that challenge stereotypes about older people and promote a more positive view of ageing?*
- ✓ *Which are the existing policies or programmes in your country that support older people and foster intergenerational cohesion?*
- ✓ *Which initiatives have not worked in your experience?*

- **Break out room – 2 groups of 7 people**

During break out room sessions, you will be asked to work on the following questions:

- ✓ *What strategies or actions do you think individuals, cities, governments, businesses and non-profit organisations can take to change perceptions and promote intergenerational cohesion? Develop actions for each group of stakeholders*
- ✓ *For each action, what are the challenges, commitments, and benefits?*

Workshop 2: improve digital skills for older people to overcome isolation

- **Plenary session - ice breaker (3' each)**

We are asking you to prepare a **3-minute speech (in total)** to answer the following questions:

- ✓ *Which are the existing policies or programs in your country that support digital training for older people?*
- ✓ *Which initiatives have not worked in your experience?*

- **Break out room – 2 groups of 7 people**

During break out room sessions, you will be asked to work on the following questions:

- ✓ *What actions do you think individuals, cities, governments, businesses and non-profit org can create to empower older people with the necessary digital skills for today's world? Develop actions for each group of stakeholders*
- ✓ *For each action, what are the challenges, commitments, and benefits?*
- ✓ *What programmes could be (better) implemented and who should run them?*

Workshop 3: encourage intergenerational mentoring programs and knowledge sharing between generations

- **Plenary session - ice breaker (3' each)**

We are asking you to prepare a **3-minute speech (in total)** to answer the following questions:

- ✓ *What are the existing intergenerational mentoring programs or initiatives in your country?*
- ✓ *Which initiatives have not worked in your experience?*

- **Break out room – 2 groups of 7 people**

During break out room sessions, you will be asked to work on the following questions:

- ✓ *What actions do you think individuals, cities, governments, businesses and non-profit org can take to create more intergenerational mentoring opportunities? Develop actions for each group of stakeholders*
- ✓ *For each action, what are the challenges, commitments, and benefits?*
- ✓ *How can these initiatives be promoted?*

Logistics.

Hotel:

A room has been **booked and paid** for you based on your travel plan at:

Base Hotel,
Rue Jules Gachet 2,
1260 Nyon



The booking is done under your name.

Hotel Website: <https://basenyon.com/>

Restaurant:

A dinner is reserved at the restaurant **Le Rive**, located on the lakeside in Nyon. Base Hotel is located a 10-minute walk from the restaurant. The Edwards team will meet you in the Base Hotel lobby and walk with you to the restaurant. This will be an opportunity to discover the old town and the castle of Nyon.

Transfers:

We are organizing group transfers for you from/to the airport/Edwards' office based on your travel plan *via* the company [Taxi Olivier](#). A driver will wait for you at the airport with the Edwards logo.



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Contact details of the taxi company: +41 79 203 21 07

Your luggage can be left at the Edwards' office reception.

Contacts.

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