

3rd Annual Conference

SUMMARY

**“Aged tourism- challenge or opportunity
for the modern tourism market”**



May 13, 2014
Rzeszów, Poland

Organized by

Podkarpackie Region (Poland)
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We thank all of the speakers, moderators and interpreters for their excellent, informative and investigatory presentations and contributions to the event.

All the presentations are available online at the TOURAGE site at: www.tourage.eu

Conference summary submitted by

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OPENING PLENARY SESSION - SPEAKERS AND PRESENTATIONS

Moderated by Mr. Jarosław Reczek, TOURage Project Coordinator in Podkarpackie Region, POLAND



All present were greeted by **Mr. Bogdan Romaniuk, Member of the Board of Podkarpackie Voivodeship**. He opened the 3rd Annual Conference of TOURage project and stressed the importance of developing senior tourism as demographic change is convincing – the number of seniors grows. In his speech he suggested that we should learn from each other's experiences and invited the public to explore also good practices offered by Podkarpackie region and through the exchange of knowledge and experience to improve tourism services and products in TOURage regions.



„Introduction of the TOURAGE Project” by Ms. Ulla Äänismaa, Project Manager, Regional Council of North Karelia (Finland)

Ms. Ulla Äänismaa, Project Manager and representative of Regional Council of North Karelia, Finland, introduced the TOURage project and explained why it is important to implement a project in senior tourism as well as informed about the tasks and objectives of the project and the progress of the project activities. Since January 2012 when the project began, 10 study visits have been organized to explore 55 good practices for senior tourism and some good practice transfers between project partner regions have started already. A feedback survey for the local pensioners and over 55-year-old international tourists has been completed as well. Project partners are compiling implementation plans including information on regional policy improvements and good practice transfers.

Ms. Äänismaa pointed out that policy developers in regions, countries and also in European Union should pay attention to demographic changes when planning tourism development. In her presentation, Ms. Äänismaa stressed the fact that seniors are different – some of them are healthy and active, some need additional help and have some disabilities or health problems. Only when the needs and expectations of this group are studied well, tourism services and products will be developed effectively and they will be suitable for seniors.

In the end of her speech, Ms. Ulla Äänismaa kindly invited everybody to attend the TOURage project's Final Conference „Developing Senior tourism in Remote Regions – Experiences and the way forward” - which will be held on 18th of September 2014 in the Committee of Regions, in Brussels, Belgium.

The presentation by Ms. Ulla Äänismaa is available [here](#)



Photo: Rudy Kovar

“TOURage experiences in Podkarpackie”, by Mr. Jarosław Reczek, TOURage Project Coordinator in Podkarpackie Region, POLAND

Mr. Reczek presented five good practices for developing senior tourism from the Podkarpackie Region. Mr. Reczek marked that before offering these regional good practices to the TOURage partnership for transfer a careful selection was made in order to choose the practices that can be easily transferred to any region, are simple but with effective results and can be implemented at reasonable costs. As some good practices were planned to be presented during the panel discussions of the Annual Conference, Mr. Reczek introduced three good practices offered by Podkarpackie Region.

Nordic walking centre is a special establishment offering different kind of services, not only Nordic walking activities for seniors. The centre offers also visits to a Biblical garden and exhibition of wooden churches. Medical aid and several trainers are available in the centre. Sensual Garden has been designed so that it is suitable also for older people, handicapped and visually impaired. Old Travelers` Club joins those seniors who like to travel. Year by year the groups in this club become bigger, even very old seniors like to take part in the trips organized by the club.

Mr. Reczek told also about the good practices from other TOURage regions which are already or will be soon transferred to Podkarpackie region. Inspired by Granada (Spain), thematic Thursdays are organized when different trainings and seminars are offered for seniors at a special price. Guidebook “Podkarpackie for everybody” will be issued – this experience is taken from Association of Polish Communes of Euroregion Baltic, from North of Poland. In the end of his speech, Mr. Reczek informed that this year a tourism conference will be organized in Podkarpackie region to address importance of senior tourism and already now the region has a huge experience of marketing senior tourism but still improvements can be done.



“Tourism activity of seniors as a chance of tourism developing in Warmia and Mazury Voivodeship” by Mrs. Joanna Zielinska-Szczepkowska, University of Warmia and Mazury in Olsztyn, POLAND

Mrs. Joanna Zielinska-Szczepkowska gave an overview of demographic trends in Poland and Warmia and Mazury Region, confirming that also here the number of seniors grows and Poland is ageing. She claims the growing number of older people can be a powerful source of prosperity for the wider tourism industry. We should only know the needs and motivations of this specific market segment.

Motivations are different –most of seniors like to see cultural heritage and environment, some of them are more interested in art, entertainment and gastronomy.

Further on, Mrs. Joanna Zielinska-Szczepkowska talked about Warmia and Mazury Region, describing its tourism profile and telling that it has diverse tourist attractions suitable for any

kind of interests, but still natural values are the most important. Besides from natural attractions of Warmia and Mazury region there is also a good infrastructure (service, accommodation, restaurant and additional facilities).

Warmian-Masurian Voivodeship for a number of years leads an active policy for seniors. Currently, with the cooperation with the local authorities of Olsztyn – the capital of the region is running the program for the elderly. There are 2 main actors of the region relating to ageing and demographic change: **Warmian-Masurian Voivodeship - Regional self-governing authority** responsible for implementing public tasks on the regional level, including matters related to problems of ageing and demographic change, through its institutions – the Regional Assembly, Executive Board and Marshal's Office.

The second actor is **Federation of Social Organisations of Warmia Mazury Region** -The FOSa Federation aims at creating complete solutions facilitating a better standard of living of senior communities. Working together with a coalition of more than 100 organizations/actors, including the Regional Centre of Social Policy, the Federation adopted „The Senior Policy for Warmia and Mazury Region 2014-2020”. Programme for older persons for the period 2014-2020 is not just a support system of the elderly based on the development and adaptation of infrastructure, social services, counseling, safety, prevention, health care or rehabilitation, but also work on activities, interests, education and spiritual needs of the elderly, including tourism and sport.

Mrs. Zielinska – Szczepkowska finished her presentation by introducing one of the good practices from Warmia and Mazury region selected as one of TOURage good practices – the Warmia and Mazury Senior Games. It is a seven-day international sports event, where in 2013 around 1500 participants took part to compete in 11 disciplines. Both amateur and professional athletes could participate in the events. The only requirement is that the contestant is over 45 years old for individual sports and over 40 in team sports. The seniors' competitions were often highly exciting and fierce, and they proved that sports can be practiced at any age, with equal enjoyment. Next Warmia and Mazury Senior Games will take place from 28th until 31st of August in several cities of Warmia and Mazury Region.

The presentation by Mrs. Joanna Zielinska – Szczepkowska is available [here](#)



“Religious and pilgrimage tourism of the elderly” by Prof. Jerzy Rut, PhD, Faculty of Tourism, University of Rzeszów, POLAND

Mr. Jerzy Rut pointed out that many tour operators already now are doing researches about the needs and motivations of senior tourists. It has been concluded that seniors can be divided into several groups – their motivations, health conditions, finance levels differ. What is important to note, seniors are well experienced travelers, so quality is very important for this target group. Mr. Jerzy Rut said that seniors from the Eastern part of Europe have lower income level and their priority is not travelling. He continued by saying that seniors are highly interested in sacral tourism, visiting different holy places in the entire world. Also Podkarpackie Region has high number of such tourism objects and they are suitable to include in cultural routes as well. Moreover, region is

rich with different SPAs, mountain trails, Nordic walking parks and routes which are connected and makes a huge system of trails in whole region. Trails are very well marked and have different levels of difficulties. A tutorial video is also created for seniors about using trails to inform them about technical details.

He ended his presentation by saying that it is a challenge for a region to attract senior tourists as often lack of finances is a major travel barrier, then maybe subsidized systems could be a good solution.



“Reports on local and foreign senior tourism elaborated under TOURAGE activities in Podkarpackie Region” by Mr. Krzysztof Szpara, PhD, University of Information Technologies and Management in Rzeszów, POLAND

Mr. Krzysztof Szpara told about local and foreign senior tourist activities on the basis of the research done in 2012, in Podkarpackie province. Research was carried out in market square, underground routes, senior clubs, hotels, city centers and parks, mountains, spa areas by help of students who were also involved in this research by interviewing seniors individually. Students had special training before talking to seniors. Mr. Szpara said that it is rather difficult to invite people to answer questionnaires but seniors are a good target group – they have time, are motivated and interested in being involved. Around 250 questionnaires were filled in and out of them 100 were answered by foreign senior tourists. Mr. Szpara shared some conclusions done after the research. He says mostly 7 day period is chosen by seniors to spend on traveling and 4/5 of all respondents prefer to travel in their own country. Those retired who are still working prefer to travel in summer time, others also in autumn. Majority of senior tourists like to travel individually, only some use travel agencies– mainly because of financial reasons or even seniors are convinced that they can make a better travel plan based on their own experience. Most of the seniors prefer to depend on their own experience or ask friends, those who still work also use internet quite often, but social media are not a common source of information. Working seniors prefer to travel by car, retired by coach. Seniors do not often travel with family.

Mr. Szpara continued to share interesting findings about the habits and motivations of senior tourists. He reported that safety is the most important issue for seniors when they go somewhere. The most attractive attributes of or activities in a holiday destination, according to seniors, are peace, nature, walking and resting, meanwhile finding new friends. Mr. Szpara concluded his presentation by saying that seniors are generally a very active target group in the Podkarpackie region and it will become a permanent group in the market.

The presentation by Mr. Krzysztof Szpara is available [here](#)



“Senior tourism Potential in REMTH for the upcoming programming period” by Mr. Spyros Arseniou, Head of EU Projects and International Affairs Office of the Region of East Macedonia & Thrace, GREECE

Mr. Spyros Arseniou introduced everybody with the Region of East Macedonia & Thrace saying that it is easily accessible by different means of transportation and this is very important in tourism sector. Most of tourists come from Turkey, Bulgaria, Romania and other Balkan countries, mostly coming by car or by coach. Mr. Arseniou introduced the

SWOT analysis of the region. In the next programming period REMTH will concentrate more on offering new tourism products and strengthening existing ones with partnerships and cooperation. From the typical motive of region - “sea and sun”, a change towards region of quality service should be done so the regional strategy is being created to reach these targets.

Mr. Spyros Arseniou expressed the opinion of REMTH by saying that seniors are not much different from general public, only small portion of them require sophisticated services or equipment. Region plans to invest more in the accessibility of tourism services, encouraging tourism stakeholders in the region to pay more attention to seniors as a segment of tourism market and enhancing promotional and marketing capacities in public bodies for senior tourism.

In the end of his speech, Mr. Arseniou introduced the five good practices of REMTH presented already to TOURage partnership.

The presentation by Mr. Spyros Arseniou is available [here](#)



“TOURage Foreign Senior Questionnaire. Presentation of Results” by Mr. Zoltán Balogh
, Head of Unit of International Affairs, Észak-Alföld Regional Development Agency, HUNGARY

Mr. Zoltán Balogh introduced the audience with the results of TOURage project’s foreign senior questionnaire, where 1029 answers of respondents were collected from all regions of TOURage project partnership. Most of the respondents were from Germany, United Kingdom and USA. Mr. Balogh said

that people always assume that seniors stay for longer period in a holiday destination and this assumption is correct. Summer is the most popular season for traveling, but also activities in spring and autumn should be offered. What is even more interesting, some regions of TOURage are more effective in hosting tourists in the winter time.

Survey shows that seniors have experience in travelling, they know what they want to receive from tourism services and they also know where they want to spend their holidays. The choice is done based on their own personal experience and friends recommendations; also media is an important information channel affecting the choice of destination. Foreign

senior tourists are looking for safety and security; it is not only about money, time and health.

The presentation by Mr. Zoltán Balogh is available [here](#)



“Marketing for Senior Travellers: segmentation, travel behaviour and marketing mix” by Ms. Aija Van der Steina, PhD. , Head of Scientific Institute of Economics and Management Faculty of Economics and Management in the University of Latvia, LATVIA

Ms. Aija Van der Steina in her presentation said that senior segment already now is very important in tourism as demographic changes are convincing. Nowadays seniors are much more active compared with those in previous times. In tourism marketing seniors in age group of 55-64 are the most interesting target group, their interests differ.

Ms. Van der Steina pointed out that it is important to think about gender marketing and it is not only about age but also about customer needs, e.g. older ladies cannot deal with big suitcases when travelling. Here Ms. Van der Steina reminded that we should not call this „senior marketing” as it sounds negative.

She said that in developed countries more people travel abroad so Eastern countries have high potential to attract senior tourists because of their rich tourism offer. However, it is important to remember that seniors are well experienced tourists so it is hard to surprise them; they look for safety and security. Such things like nostalgia, personal rewards, wellbeing, socializing are as important factors as health, money and time issues.

Ms. Van der Steina presented a model of senior travel motivations, showing external and internal/personal factors affecting the choice. Later on she gave some advices which must be taken into account when planning marketing of tourism products/services for seniors. She concluded her presentation by saying that seniors do not want to be seen as old and different to younger tourists, they use internet, like to communicate with young people and are not afraid to experience something new.

The presentation by Ms. Aija Van der Steina is available [here](#)

THEMATIC DISCUSSION PANELS

Panel 1 – „Marketing – Do we have offer for aged tourists? How do we sell it? What is the demand?“



Green Events and Wildlife Tours, Mr. Grzegorz Sitko, representative of Podkarpackie Good Practice POLAND

Mr. Sitko from the Carpathian Wildlife Foundation (www.przyrodakarp.at.pl) presented some nature-based tourism activities that the foundation offers for 50+ clients. The foundation operates in the Eastern Carpathians trans-boundary area between Poland, Slovakia and Ukraine. It organizes wildlife tours, such as wildlife watching, wildlife

photography, safaris and bird watching, for different target groups.

Mr. Sitko pointed out that wildlife tours are activities that can be done during the off-season. The most suitable seasons for wild-life watching and photographing are winter and late autumn. It should be noted that tour operators cannot guarantee that tourists will spot any wild animals. For this reason, it is important to tell the clients about the odds on seeing wild animal before the tour. This ensures that the clients do not have any false expectations.

According to Mr. Sitko, their clients are usually between the ages of 35 to 65, they have average physical condition, are well educated and interested in nature. The activities are suitable for senior tourists as well.



Silver Sharing, Mr. Bartłomiej Głuszak, President of Federation of Social Organisations of Warmia Mazury-Region, POLAND

Mr. Bartłomiej Głuszak gave a speech about the Federation of Social Organisations (FOSa) which helps vulnerable groups, such as the elderly, in cooperation with the local government. FOSa has also launched a Silver Sharing initiative which is a method to increase senior tourism and to activate seniors. The aim of the initiative is to form continuous cooperation between senior centers or organizations and to organize visits or exchanges between these partners. The senior centers or organizations can come from different countries or regions within the same country. Each partner organization will host a group of visitors from the other senior organization(s) and organize tourism activities and cultural programme for them.

The first exchange under the Silver Sharing initiative is planned to take place during this year. However, the FOSa has already experience in organizing trips for seniors. Based on this experience, Mr. Gluszak concludes that senior tourists like educational activities, in addition to sightseeing. They also want to talk to local people and visit historical sites.

The presentation by Mr. Gluszak is available [here](#)



Marketing of tourism for 55+ in North Karelia, Mr. Markku Litja, Director of Karelia Expert Tourist Service Ltd., FINLAND

Mr. Markku Litja from the tourism bureau Karelia Expert Tourist Service gave an overview of the tourism services in North Karelia and explained how they are marketed for senior tourists. According to Mr. Litja, North Karelia has many attractions that may be appealing for seniors: the region is near the Russian border, has one of the most beautiful landscapes in Finland (Koli national park) and is a safe and clean destination with distinctive Karelian culture and cuisine. In North Karelia tourists can try out different kinds of activities in nature, such as hiking, paddling and picking berries. All of these activities can be tailored to the customer's needs. As an example of a tourism product that is suitable for seniors, Mr. Litja presented a "cross-country skiing tour" in the countryside.

North Karelian tourism services and tours are marketed to seniors, among others, via visitkarelia.fi portal which includes information on travelling and living in North Karelia. Visitkarelia.fi includes also a 55plus section that lists tourism services and products that are suitable for senior tourists*. Visitkarelia.fi portal has been recently renewed and new website visitkarelia.ru has been launched to market the tourism supply of Russian Karelia.

The presentation by Mr. Litja is available [here](#)

*The 55plus section was developed in collaboration with the TOURage project.

Summary of the panel:

Nature-based tourism is very suitable for seniors and the activities do not necessarily require very good physical condition. In nature tourism and wildlife watching, good guides are very important. If guides are good and qualified, tourists will leave with good mood, even if they did not see any animals. It is also important to include seniors in the organization of tourism offer. They should be seen as co-authors of tourist activities because they have user-based knowledge.

Panel 2 – „Structures – Do we have proper staff and infrastructure for aged tourists? What do we need to create offer for them?



Old Travelers` Club, Mr. Andrzej Wesół, representative of Podkarpackie Good Practice POLAND

Mr. Wesół from Old Travelers` Club presented the management system of the travelers` club and pointed out the importance of such organizations and their services offered for seniors in remote regions. PTTK (Polish Tourist and Sightseeing Society) is an umbrella organization and is one of the oldest tourist societies in Europe and has around 400 regional branches.

Old Travelers` Club operates since 1950s and its popularity has risen dramatically during these years. All tours organized by this

club are fully booked in a week time, popularity has grown. The organization follows the golden rule to keep participation fees low.

In the beginning the club was supposed to organize only pilgrimage tourism but ever since offer has been changed and now a wide range of different kind of activities are included , e.g. visiting cultural sites or participating in hiking trips. Travelling is organized also abroad. As seniors and their capabilities differ, an offer is created to suite everyone, e.g. hiking trips have several levels of difficulties, based on health conditions.

Mr. Wesół in his presentation points out that seniors do not like sometimes to be called seniors or old travelers and probably this is the reason why they would not become members of such organizations. But since the Old Travelers` Club organizes its tours well, the number of membership increases year by year. The slogan of this year is “Tourism joins generations” – it is supposed to organize tours in which grandparents together with their grandchildren can participate and even share know-how knowledge to young generation.

The presentation by Mr. Andrzej Wesół is available [here](#)



Parque de las Ciencias for elderly people, Mrs. María Esperanza García Badillo, representative of County Council Granada SPAIN

Mrs. María Esperanza García Badillo presented a good practice offered for TOURage partnership to transfer – interactive museum “Parque de las Ciencias” as it is improved for visits by elderly people and disabled as well. Annually it is visited by 500 000 people. Museum has turned its attention to accessibility – both for infrastructural and intellectual. Museum provides wheel-chairs, offers trained dogs for people with special needs.

Information for tourists is provided in different languages, both written and audio files, also tactile information is available. There are special guides who are already seniors (more than 80% of guides are more than 60 years old) and they guide other elderly people on voluntary

bases. Museum organizes special trainings for these guides. In 2013 there were 32 guides participating in this programme and they themselves are expressing their wish to participate in guides programme. Guides are the ones who create a part of museum offer so they are involved in developing new temporary exhibitions and are interested in attracting more seniors to visit the museum.

Mrs. María Esperanza García Badillo thought that it is important to design a good training programme and also guides should be informed well about the institution where they work for to have best results.

The presentation by Mrs. María Esperanza García Badillo is available [here](#)



Age Friendly Cities and Counties Programme, Mr. Patrik Doherty, Regional Development Consultant, Age Friendly Ireland, IRELAND

Mr. Patrik Doherty pointed out that for seniors domestic tourism is as much important as foreign and seniors have time, money and a will to travel. World Health Organization has created an initiative of global network for Age friendly Cities and Communities, which is operating already since 2007 and Age Friendly Ireland was set up on May 2014 to follow this framework. The main statement is – **where** we live impacts on **how** we live, so in this network there is a multi-agency collaboration – civil, public, voluntary and commercial society is working together in this partnership.

Mr. Doherty tells about Age Friendly programme in Ireland – it is as social partnership model - police, transport service, different service providers, NGOs, different businesses and academic institutions take part in it. There has been a special Older people’s council established before consulting with all stakeholders involved in this network. A plan was made to have cost-effective implementation of different activities. Already 26 authorities out of all 31 have been issued Age Friendly programme.

The programme itself is an important tool to promote the area and attract more citizens to choose this city as a place worth living in. In this programme lots of attention is paid to universal design in outdoors and in buildings. Also transportation, housing, social participation, social inclusion and employment is included in this programme to make them appropriate for seniors.

Some of the advices given by Mr. Doherty– consider how easy it is to reach your tourism service or product (transportation); Talk to seniors not about seniors or at seniors (dignity, respect and social inclusion); Encourage older people to become voluntary guides, employ them (civic participations and employment); think about informative materials issued in enlarged script and involve seniors when developing information materials (communication and information); know all arrangements and places well in case of emergency – where is the doctor or hospital; do not describe all activities with offering “walking” only – be creative and offer more. At the end, Mr. Doherty invited to consider seniors as customers and not as old people.

He concluded his presentation by saying that this kind of programme is a very good marketing tool and it can help to attract new citizens.

The presentation by Mr. Patrik Doherty is available [here](#)

Summary of the panel:

Changes in the structure of tourists are globally obvious. Aging of the population is very rapid in every continent now and in the becoming three decades. Today on average nearly two thirds of tourists are aged over 55 years. In addition to this, people with disabilities have also become more and more active users of tourism attractions. On the strength of these facts there can be found both common challenges and great opportunities to develop and direct tourism services for these growing customer markets.

Positive influence of tourism activity on health and well-being of elderly and disabled people is undeniable and confirmed by numerous research results. Tourism offer aimed at specific needs and abilities of this market section is relatively limited, although seniors constitute a growing and as a result more and more important purchasing potential group of customers.

Appendix A – Conference programme

3rd Annual Conference

Aged tourism - challenge or opportunity for the modern tourism market?

13th May 2014

Rzeszów, Poland

Marshal's Office, Av. Łukasza Cieplińskiego 4

09:00 – 10:00 Registration of participants

10:00 – 13:30 Plenary session – main conference hall, 2nd floor

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| 10:00 – 10:15 | Welcome speech by Marshal of Podkarpackie Region |
| 10:15 – 10:30 | Introduction of the TOURAGE project , Ms. Ulla Äänismaa, Project Manager, Regional Council of North Karelia, FINLAND |
| 10:30 – 10:50 | TOURAGE experiences in Podkarpackie , Mr. Jarosław Reczek, Project Coordinator Podkarpackie Region, POLAND |
| 10:50 – 11:10 | Tourism activity of seniors as a chance of tourism developing in Warmia and Mazury Voivodeship , Mrs. Joanna Zielińska-Szczepkowska, University of Warmia and Mazury In Olsztyn, POLAND |
| 11:10 – 11:30 | Religious and pilgrimage tourism of the elderly , Mr. Jerzy Rut, Prof, Ph.D., University of Rzeszów, Faculty of Tourism, POLAND |
| 11:30 – 12:00 | Coffee break |
| 12:00 – 12:30 | Reports on local and foreign senior tourism elaborated under TOURAGE activities in Podkarpackie Region , Mr. Krzysztof Szpara, Ph.D., University of Information Technologies and Management in Rzeszów, POLAND |
| 12:30 – 12:50 | Visiting TOURAGE Regions: What is the demand of foreign senior tourists? , Dr. Balogh Zoltán, Észak-Alföld Regional Development Agency, HUNGARY |
| 12:50 – 13:10 | Tourism potential in REMTH for the upcoming programming period , Mr. Spyridon Arseniou, Head of EU Projects and International Affairs Office of the Region of East Macedonia & Thrace, GREECE |
| 13:10 – 13:30 | Marketing for Senior Travellers: segmentation, travel behaviour and marketing mix , Ms. Aija Van der Steina, Ph. D., Head of Scientific Institute of Economics and Management Faculty of Economics and Management in the University of Latvia, LATVIA |

13:30 – 14:30 Lunch

14:30 – 15:30 Thematic discussion panels (parallel)

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| 1st panel | |
| “Marketing - Do we have offer for aged tourists? How do we sell it? What is the demand?” | |
| moderator Mr. Łukasz Wątroba, Faculty of Tourism, University of Information, Technology and Management in Rzeszów, POLAND | |
| | Green Events and Wildlife Tours , Mr. Grzegorz Sitko, representative of Podkarpackie Good Practice POLAND |
| | Silver Sharing , Mr. Bartłomiej Głuszak, President of Federation of Social Organisations of Warmia Mazury-Region, POLAND |
| | Marketing of tourism for 55+ in North Karelia , Mr. Markku Litja, Director of Karelia Expert Tourism Service Ltd., FINLAND |

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| 2nd panel | |
| “Structures - Do we have proper staff and infrastructure for aged tourists? What do we need to create offer for them? “ | |
| moderator Mrs. Joanna Zielińska-Szczepkowska, University of Warmia and Mazury In Olsztyn, POLAND | |
| | Old Travelers’ Club , Mr. Andrzej Wesół, representative of Podkarpackie Good Practice, POLAND |
| | Parque de las Ciencias for elderly people , Mrs. María Esperanza García Badillo, County Council of Granada, SPAIN |
| | Age Friendly Cities and Counties Programme , Ms.Sarah Wetherald, Regional Development Consultant, Age Friendly Ireland, IRELAND |

15:30 – 16:00 Discussion, conclusion