



*Best friends Against Ageism - Intergenerational workshops  
between old people and children to brake the isolation of  
elderly people and support their social inclusion*

# Handbook on Mainstreaming Policy

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# *Best friends Against Ageism*

*Intergenerational workshops between elderly people and children to break the isolation of the elderly and promote their social inclusion.*



*Bestfriends*

## **Handbook on Mainstreaming Policy**

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## Introduction

A strong mainstreaming policy can allow for meaningful change to take place, not just in the realm of education, but in the greater spectrum of societal policies. The purpose of this handbook is to empower those who wish to promote their research, findings, or studies in a way that will provide meaningful discourse with policymakers and other European bodies who can in turn implement these results to promote positive change.

The contents of this handbook are here to help you implement mainstreaming with positive results, though it is in no way exhaustive, you will find a breakdown of mainstreaming policies including the purpose and motivations behind their implementation. What's more, you will find a detailed description of how to reach a much wider audience with project results and how to engage in a more extensive network of like-minded individuals and organisations. This handbook also details the best practice when running mainstreaming workshops and other networking activities. At the end of the handbook, you will also find included a list of recommended government and educational organisations as well as how to contact them.

## About Best Friends Against Ageism

Best Friends Against Ageism (BEST FRIENDS) is an Erasmus+ project made with the belief that learning occurs across a lifespan and is not restricted to a formal school setting; learning can happen anywhere, at any stage of life.

BEST FRIENDS aims to break the isolation and exclusion of older people in our communities, by developing an innovative training program and bringing together inventive games that promote intergenerational communication and learning. In this way, this project promotes awareness of social inclusion, including for people with health problems. 6 partners from 6 countries were brought together in order to exploit each other's knowledge and expertise, as well as the experience of best practices in their national context, with a perspective to a future transfer of knowledge.

## What is Mainstreaming?

Mainstreaming can be best described as a method of making a new concept or practice a part of regular life. For example when a new methodology is created, rather than being treated as something radical or experimental, mainstreaming allows that methodology to be implemented as part of regular day-to-day use. By normalizing a change that may otherwise find friction among those who are less flexible to change, mainstreaming allows for meaningful alteration to the status quo and prevents stagnation of established practices.

When your results and successes have been published, mainstreaming is the act of taking those results and amplifying their reach, giving them a much greater impact. Mainstreaming involves generating interest in your results as well as providing examples where your results can be applied for positive effect. By brokering your results to other organisations, you can allow these results to have an impact not only for the duration of your project, but well beyond.

Mainstreaming workshops involve contacting and bringing together members from organisations and platforms that have a strong presence in policy making. Through these mainstreaming workshops, the content that you wish to provide can be presented and evaluated to the target organisations who can then pass this information along to their network of contacts, creating a larger impact by bringing policymakers to the table.

## Why do we need mainstreaming?

Mainstreaming workshops are a valuable tool to amplify the positive effects of project results by bringing policymakers to the table and distributing those results along a network of like-minded individuals. Through these interactions, improvements can be made that will have a large-reaching positive effect, all because of the snowballing effect that mainstreaming provides. Mainstreaming therefore is a powerful way to reach a larger audience with the results that you wish to shed light upon and allows those involved in a project to have a much wider range of influence than they could have provided alone.

## What are the goals of mainstreaming?

When conducting your mainstreaming, your main objective is to increase awareness of the content you are providing and to increase the potential reach to third-parties or decision-makers who can make use of those results. When conducting your mainstreaming, it's important to keep a focus on what you want to achieve and the means by which you aim to achieve it. Whatever your expectations, it's important to keep them realistic and achievable. The overall goal of any mainstreaming workshop

or event should be to raise awareness and spread the influence of the content that you're providing. There is a multitude of ways to increase the reach of this influence. First and foremost, having a strong list of contacts allows you to tap into that network of people who will be interested in your content. This handbook provides some examples, however, it's best to do your own research depending on your location and content. For example, if your content is educational in nature, finding out which organisations have a strong influence in the educational sector and then networking with these organisations will allow you to successfully mainstream your content, after all, without a target audience for your content, you can't implement mainstreaming of any kind.

After you have established a target audience and created an opportunity to provide them with your content, it's important to make that content as concise and accessible as possible. If your content is not easy to read and it's usefulness is not immediately clear, it can alienate your target audience and halt any further mainstreaming of your content. Thus, it is important to make sure that whatever content you are providing, for example, results of a study, are clear and concise, well presented and engaging so that the target audience can be given a quick overview of your results and most importantly, they can see immediately how your results are useful and can be used to provide meaningful positive change.

With your target audience established and your content clearly presented, successful mainstreaming of that content can take place, the goal of mainstreaming should always be to present your content to as many people as possible in order to create the opportunity for the change you desire.

## **Establishing meaningful contact**

Engaging others with the results you want to share can be a daunting task, however with a little perseverance, mainstreaming your results can be easily achieved. In order to do so, first you must find those who would be most interested in your results and those who are also most capable of extending the reach of those results. The opportunity to create this dialogue with the target audience can be done in many different ways. For example, contact with the target audience can be established directly, either in person (e.g. through a direct meeting or at a larger event) or online on a one-to-one basis (e.g. through Zoom or other online meeting platforms). This type of contact allows for the opportunity to promote your results in a more personal environment. Your results can also be promoted through less specific means such as events where other project results are being promoted which you could apply for an invitation to. Such events allow for networking with other like-minded organisations.

The use of social media can be a powerful tool for creating an opportunity for mainstreaming (for example, posting images or videos on social media platforms), as

well as making translations of your results available (Both on your project website, alongside social media) to create mainstreaming opportunities available at an international level.

## **Sustainability after mainstreaming**

Sustainability relates to preservation of your projects results and the further use and exploitation of those results by future parties who may be interested in it.

Sustainability allows a project to remain relevant even beyond it's initial time scale and well on into the future. Through the use of mainstreaming, the results of a project can be integrated into society through policy makers and other organisations who can take those results and implement them into a more lasting change. By engaging in open discussions with local and regional policy makers, it may be possible to create a situation in which the results of your project can influence reforms or what is considered best practice in the corresponding fields. Integration is a highly sustainable effect of mainstreaming because it takes the results gathered from a project and normalises them, making those results part of standard procedures. While mainstreaming can lead to high sustainability of a projects results, it can be possible that not all aspects of a project are sustainable. That being said, mainstreaming is a powerful tool for sustainability and is something that should be used to your advantage.

## List of networks for mainstreaming

Name of organization	Country of operation	Contact information (email, phone number)	Description
Cornwall Council	UK	<a href="mailto:Cllr.julian.german@cornwall.gov.uk">Cllr.julian.german@cornwall.gov.uk</a>	Chair of Cornwall Council
Research Centre for Healthy Ageing	UK	<a href="mailto:j.e.p.bronw@aston.ac.uk">j.e.p.bronw@aston.ac.uk</a>	James Brown, Director of Aston Research Centre for Healthy Ageing
Age UK	UK	0800 6781602	Support for elderly people in the UK
Generations Working Together	UK	<a href="mailto:office@generationsworkingtogether.org">office@generationsworkingtogether.org</a>	Nationally recognised centre of excellence supporting the development and integration of intergenerational work across Scotland.
AGE PLATFORM EUROPE	EU	<a href="mailto:info@age-platform.eu">info@age-platform.eu</a>	Network to promote a society for all ages in which everyone has equal opportunities
ADA NAZIONALE	IT	<a href="mailto:segreteria@adanazionale.it">segreteria@adanazionale.it</a>	National organization for elderly people rights
ABITARE ANZIANI	IT	<a href="mailto:info@abitareanziani.it">info@abitareanziani.it</a>	National organization for with the aim of improving the housing conditions of the elderly



AUSER	IT	<a href="mailto:reg.sicilia@ausser.it">reg.sicilia@ausser.it</a>	Regional organization for active ageing
ALLEANZA ITALIANA HAPPY AGEING	IT	<a href="mailto:info@happyageing.it">info@happyageing.it</a>	National organization for healthy ageing
Monalisa	France	<a href="mailto:Marie-Helene.gateaux@le64.fr">Marie-Helene.gateaux@le64.fr</a>	National network against social isolation of the elderly (partnership between civil society and public authorities)
Service Autonomie et Solidarités Seniors (CLIC)	France	<a href="mailto:clic.ccas@bayonne.fr">clic.ccas@bayonne.fr</a>	Information point for elderly people
ADAPA	France	<a href="mailto:accueil@adapa-cotebasque.org">accueil@adapa-cotebasque.org</a>	Association for the care of elderly people
OLD'UP	France	<a href="mailto:contact@oldup.fr">contact@oldup.fr</a>	National association for active ageing
50plus Hellas	Greece	Phone number: +30 211 710 0203 E-mail: <a href="mailto:info@50plus.gr">info@50plus.gr</a>	Non-profit national organization concerned with the rights of people over the age of 50. They aim to promote the improvement in the quality of life through actions of empowerment and inclusion, training programs addressed to older people and relevant professionals.
ANTAMA	Greece	<a href="mailto:contact@antama.gr">contact@antama.gr</a>	ANTAMA's goal is to create actions and conditions that

			will empower individuals in the 3rd stage of their adult life while at the same time awakening society's collective consciousness, so that age discrimination is reduced and gradually eliminated .
Greek Care Homes Association (PEMFI)	Greece	Phone: 210.80.24.907 & 210.61.21.211 Fax: 210.80.28.814 E-mail: <a href="mailto:info@pemfi.gr">info@pemfi.gr</a>	PEMFI represents all legal structures in Greece that host thousands of older adults and provides employment to similar percentage of employees.
Hellenic Association of Geriatrics and Gerontology (HAGG)	Greece	Phone: 210-3840317, 210-3811612 E-mail: <a href="mailto:hagg@gerontology.gr">hagg@gerontology.gr</a>	Non-profit scientific association which was founded in 1977 in order to advance the scientific research on geriatrics and gerontology, as well as the creation of high quality services for the elderly.
Gulbenes pilsētas pensionāru biedrība	Latvia	<a href="mailto:gppb@gulbene.lv">gppb@gulbene.lv</a>	Network of Gulbene Town retired persons, to promote active lifestyle of seniors and different activities
Sociālās aprūpes centrs "Alejas"	Latvia	<a href="mailto:alejas@gulbene.lv">alejas@gulbene.lv</a>	Social care institution of Gulbene Municipality. Take care for Seniors

			with some special needs.
Sociālās aprūpes centrs "Siltais"	Latvia	<a href="mailto:inese.lesina@jaungulbene.lv">inese.lesina@jaungulbene.lv</a>	Social care institution of Gulbene Municipality. Take care for Seniors with some special needs
Die Kinderfreunde	Austria	<a href="mailto:info@kinderfreunde-tirol.at">info@kinderfreunde-tirol.at</a>	Childcare and education institution.
Volkshilfe Tirol	Austria	<a href="mailto:kontakt@volkshilfe.net">kontakt@volkshilfe.net</a>	One of the largest voluntary welfare organisations in Austria
Tagesmütterverein Landeck	Austria	<a href="mailto:office@tagesmuetter-landeck.at">office@tagesmuetter-landeck.at</a>	A non-profit childcare organisation.



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symplexis

pistes solidaires

Kindervilla



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