



BEST PRACTICE

Active I - Healthy Active Living for Well-Aged Adults

European society is ageing very fast: the challenge is to educate older people about how to maintain a healthy and active life. The project proposes solutions to make seniors aware of healthy living and proper nutrition guidelines and help them design their own personal healthy living plans. The project will make an impact on more than 2000 people from the main target group 50+ seniors.





BEST PRACTICE

CHENT'ANNOS

Chent'annos is a specialized Forum for services and products for active aging and an appointment for seniors to meet and have fun. It deals with following themes:

- Services and innovative products for the third age
- Scientific research in the field of longevity
- Silver tourism and active ageing



**Salone specializzato
nei servizi e nei prodotti
per la terza età
e per l'invecchiamento attivo**

A CHENT'ANNOS IS THE PROMISING PROSPECTS
OF SENIOR TOURISM WITH AND EXPOSITION SPECIALIZING
IN SERVICES AND PRODUCTS FOR SENIORS
IN THE CONTEXT OF HEALTHY AND ACTIVE AGING
THE EXPOSITION FOCUSING ON THE CONCEPT
OF THE "QUALITY OF LIFE" IN SARDEGNA





BEST PRACTICE

Project "Sport non ha età"

The Project "Sport non ha età" promoted by the Municipality of Rimini aims to promote physical activity and sport among seniors aged between the 65 and the 80 years. It promotes awareness that physical activity is an elixir for healthy ageing and a way to socialize and make friends.



<http://www.romagnagazzette.com/2015/11/16/rimini-al-via-le-iscrizioni-della-settima-edizione-del-progetto-lo-sport-non-ha-eta-dedicato-ai-nonni/>

**LO SPORT
NON HA ETÀ!**



BEST PRACTICE

"Due Passi in Centro"

"Federanziani " the Italian Senior Federation promotes the "Due passi in centro "Campaign to make public opinion and Institutions aware of the importance of active ageing. Over 80 events will be organised on the national territory, involving Social Centres for the Elderly (Csa) and activating collaborations with the local organisations. The objective is to promote active ageing with 3.500 elderly centres in Italy, covering over 3,5 million elders and sensitize the population on the importance of walking for health and for the prevention of chronic diseases.

http://www.adnkronos.com/salute/2016/01/18/due-passi-centro-via-campagna-per-rimettere-moto-over_4bdkh80ofcpa0qpHELUU6H.html

<http://www.senioritalia.it/2016/02/arriva-napoli-due-passi-centro/>

http://www.progettotempoudine.it/wp-content/uploads/2016/02/Leaflet-A5-due-passi-in-centro_Layout-1.pdf



LIFE LONG
SWIMMING



BEST PRACTICE

“Movement Pills” Free Swimming and Gym in Bologna

The metropolitan city of Bologna and 14 municipalities of the city belt promotes a campaign to make people be active by offering “Movement Pills” and one month of free swimming and gym lessons. Pills will be distributed in the Pharmacies associated to the project, they will contain instructions for use on the benefits of healthy lifestyles.

The initiative is promoted by the Health and Sport Ministers of the Metropolitan city of Bologna and 14 municipalities in the city belt, UISP and 14 affiliated clubs and associations.



<http://www.bolognatoday.it/sport/nuoto-palestra-gratis-bologna-pillole-movimento.html>