



## Healthy Lifestyles for Elderly People

HELP project is based on European response to the progressive ageing of the population. The aging process presents a key challenge for future development policies and it's related to improve of the Quality of Life of Elderly people. The general objective of the HELP project is to empower older people (65+) in Europe to adopt healthy lifestyles which include a healthy diet, physical activity, and social participation. HELP aims to develop the quality and cost-effective-ness of services for older people by promoting cooperation between service providers and recommendations on communal elderly services.

To achieve this challenge, the project will set up an e-learning platform to allow the elderly people improve their knowledge about quality of life, sharing experiences, exercises, personal solutions, etc.

### Kickoff Meeting

Last December, the first meeting of the European project HELP was held in the AIJU facilities (Spain) as a starting point for the two upcoming years of work. During this event, every partner explains how to carry out the different tasks.



### Consortium

The HELP consortium is in complete adequacy to carry out the HELP project. According to their expertise they can be split into three complementary clusters to reach the HELP ultimate goal. These complementarities and synergies will be exploited to created opportunities for enhance learning as well as development of new capabilities in the market, the technological and the business domains leading to competitive creation both for the academic and the private organizations of HELP.

#### .....Partners.....



CIS is a training and consultancy of industrial association of Reggio Emilia in Italy. CIS has the main goal to contribute to the development of entrepreneurship, competitiveness and innovation of regional enterprises. CIS designs and develops both market financed training packages (vocational and corporate intensive courses) and funded projects under national or EU resources.

E- Seniors is a non-profit non-governmental organization.

E-Seniors aims at fighting e-exclusion by providing access to and training in ICT to seniors and/or disabled people. Since its creation,

E-Seniors have provided courses on ICT usage for seniors in various public locations and the association is constantly opening new locations all over the region in order to provide a "proximity" service that takes into account the rhythm, interests and needs of its potential.



AIJU research centre is a non-profit organization aiming to boost, research development and technological innovation within regional industry. Its Therapeutic Leisure for Health area has the main goal of development games and playful applications based on new technologies, with a high therapeutic value and allowing enjoy new entertainment options while improving cognitive and sensory capabilities of the target group.



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