

EVENT DESCRIPTION SHEET

(To be filled in and uploaded as deliverable in the Portal Grant Management System, at the due date foreseen in the system.)

 Please provide one sheet per event (one event = one workpackage = one lump sum.)

PROJECT	
Participant:	[FONDACIJA NOVI SAD - EVROPSKA PRESTONICA KULTURE] - [NSEPK]
PIC number:	[915235547]
Project name and acronym:	[Age Against the Machine - European Solidarity Network for Older Citizens Rights] – [AgeAgainstTheMachine]

EVENT DESCRIPTION			
Event number:	[1]		
Event name:	[Kick-off Training]		
Type:	[training, workshops]		
In situ/online:	[in-situ]		
Location:	[Serbia], [Novi Sad]		
Date(s):	[10-14 April 2024]		
Website(s) (if any):	https://novisad2022.rs/en/the-legacies-of-the-european-capital-of-culture-live-on-through-a-new-project/		
Participants			
Female:	49		
Male:	30		
Non-binary:	-		
From country 1 [Italy]:	2		
From country 2 [Denmark]:	3		
From country 3 [Portugal]:	3		
From country 4 [Serbia]:	64		
From country 5 [Poland]:	3		
From country 6 [Netherlands]:	2		
Total number of participants:	79	From total number of countries:	6
Description			

Provide a short description of the event and its activities.

Kick-off meeting of the AgeAgainstTheMachine project in Novi Sad (Serbia) brought together a diverse group of participants: project coordinators, artistic leaders, theatre and applied theatre practitioners, psychologists, experts in a field of ageism, people of various generations (young, middle generation and older citizens) interested to take part in project activities, kick-off activities and deal with the challenges of ageism.

The purpose of this meeting was to delve deeper into and further develop research topics for each partner related to ageism in its various forms. Additionally, the meeting aimed to predefine and unify the working methodology across partners regarding the research process, theatre creation process, public communication, dissemination, and public discourse. Lastly, the kick-off meeting was organized to facilitate pilot workshops in real-life settings with people from different generations and with different backgrounds, thus testing potential theatre techniques in working with intergenerational groups regarding discrimination of older population.

We also invited representatives of the East Netherlands Development Agency to attend the Kick-off meeting in Novi Sad, since they asked an existing partner consortium to join the project after learning about AgeAgainstTheMachine through the Age Platform Europe website. Seeking to introduce innovative methods in addressing the rights of older citizens and fighting against ageism, they expressed interest in joining the project as an associated partner. END Agency will provide funds for the implementation of their activities through an additional fundraising process. Yet, they will follow methodology that partners agreed upon during the kick-off meeting, while implementing project activities in the Netherlands. All partners in this project agreed to welcome the East Netherlands Development Agency into the project to strengthen engagement with this topic.

The Red Cross of Serbia introduced the World Health Organization's questionnaires to the partners, still in the pilot phase, which we will use to measure the level of ageism, i.e. discrimination against older people. All partners will conduct surveys with their participants at the beginning and end of the process. Additionally, a shorter WHO questionnaire was presented, which will be used to survey visitors of the AgeAgainstTheMachine festival in all partner countries. The newly joined partner from the Netherlands has also agreed to participate in this research process, which involves monitoring levels of discrimination against the older persons

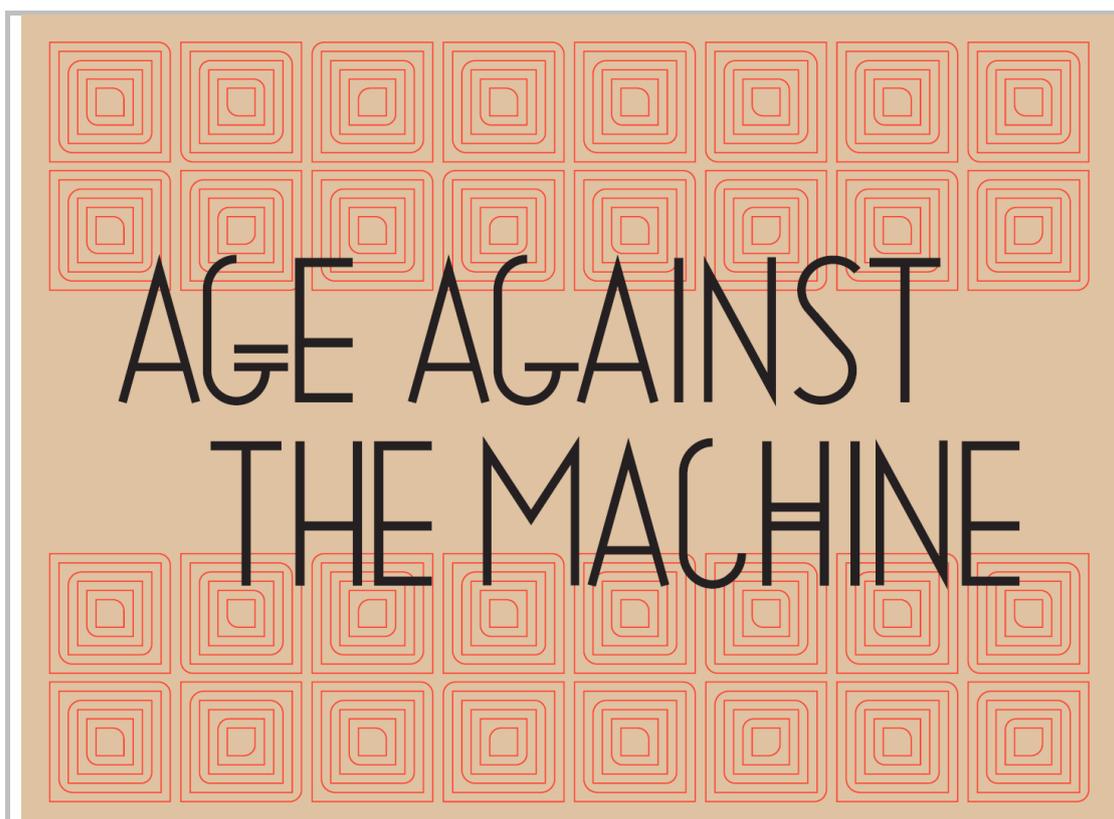
Kick-Off Meeting – AGENDA 10 - 14 April 2024, Novi Sad

Venues:

- Cultural Centre of Novi Sad (Street: Katolička porta 3)
- Digital Youth Centre of the City Library of Novi Sad (Street: Vojvode Putnika 1)

April 10, Wednesday – Arrival & Gathering Dinner: A gathering dinner was hosted to provide an informal platform for participants to meet, greet, and network. This event allowed participants to share their expectations for the project and build connections with fellow collaborators.

Participants: representatives of partner organizations.



April 11, Thursday – Cultural Centre of Novi Sad: The main activities were aimed at introducing participants to the project activities and obligations, as well as facilitating the exchange of methodologies.

- **Cinema Hall of the Cultural Centre:**
 - 10 a.m. Creative game on ageism: A playful activity designed to introduce participants to the concept of ageism and encourage interaction. Participants: representatives of partner organizations. Moderator: Novi Sad – European Capital of Culture Foundation and Troupe-Drž' Ne Daj.
 - 10:30 a.m. Project introduction: Project overview, including the agenda, outcomes, deliverables, participants, and evaluation criteria. Participants: representatives of partner organizations. Moderator: Novi Sad – European Capital of Culture Foundation.
 - 11:30 a.m. Project basics: Discussion on ageism in Europe, age-sensitive language, partner-specific considerations, and the relationship between ageism and public policies. Participants: representatives of partner organizations. Moderator: Red Cross of Serbia.
- **Youth Tribune of the Cultural Center:**
 - 2 p.m.- 3:15p.m. Working methodology and artistic process monitoring: Detailed discussion on the methodology elements common to all partners, including the Process Diary. Participants: representatives of partner organizations. Moderators: University of Evora and Troupe Drž' Ne Daj
 - 3:30 p.m.- 4 p.m. Ageism Questionnaire by World Health Organization: Survey to gather insights on ageism perceptions. Participants: representatives of partner organizations. Moderator: Red Cross of Serbia
 - 4 p.m. Exchange of artistic methodologies: Presentation of theatre exercises and techniques by each partner. Participants: representatives of partner organizations. Moderator: Troupe Drž' Ne Daj
 - 5:30 p.m. Applied theatre workshop on ageism (first intergenerational group): Practical session to demonstrate various applied theatre techniques with

participants from different age groups. Participants: representatives of partner organizations, including intergenerational group of people interested in topic of ageism. Moderator: Troupe Drž' Ne Daj

April 12, Friday – Cultural Centre of Novi Sad: This day focused on refining performance topics and conducting workshops.

- **Tribune of the Cultural Centre:**

- 10 a.m. Confirming topics and technical production: Detailed discussions on performance topics, technical requirements, and production logistics. Participants: representatives of partner organizations. Moderator: Red Cross of Serbia and Novi Sad – European Capital of Culture Foundation.
- 11:30 a.m. Workshop scenario creation for an intergenerational group: Pairing up participants to create workshop scenarios targeting diverse age groups. Participants: representatives of partner organizations, including intergenerational group of people interested in topic of ageism. Moderator: Troupe Drž' Ne Daj

- **Youth Tribune of the Cultural Centre:**

- 2:30 p.m. Applied theatre workshop on ageism (second intergenerational group): Practical session with a different set of participants. Participants: representatives of partner organizations, including intergenerational group of people interested in topic of ageism. Facilitators: Brama Teatr, East Netherlands Development Agency, Troupe Drž-ne daj
- 4:30 p.m. Round table, discussion, and conclusions: Review of the day's activities and conclusions drawn. Participants: representatives of partner organizations. Moderator: Red Cross of Serbia and Novi Sad – European Capital of Culture Foundation and Troupe Drž' Ne Daj.





April 13, Saturday – Digital Youth Centre Novi Sad:

- **Digital Youth Centre:**
 - 10 a.m. Applied theatre workshop on ageism (third intergenerational group): Practical session with a new set of participants.
 - 12 p.m. Conclusions and discussions on theatre methodologies for ageism: Reflection on the effectiveness of theatre methodologies in addressing ageism.
- **Tribune of the Cultural Centre (Second Floor):**
 - 3 p.m. AgeAgainstTheMachine Council: Organizational and communicational discussions.
 - 7 p.m. Dinner – Conclusions: Final dinner to summarize the outcomes of the meeting.





April 14, Sunday – Departure: Participants depart from Novi Sad.

Tv and magazine portals, websites, social media posts:

<https://novisad2022.rs/en/the-legacies-of-the-european-capital-of-culture-live-on-through-a-new-project/>

<https://www.age-platform.eu/age-against-the-machine-a-new-eu-project-against-ageism/>

<https://www.redcross.org.rs/en/news/art-in-the-fight-against-ageism/>

<https://www.dnevnik.rs/novi-sad/poceo-projekat-age-against-machine-spremno-12-aktivnosti-za-borbu-protiv-ejdzima-17-04>

<https://www.facebook.com/NoviSad2022/posts/pfbid09pne7PVaNKr4VbiZAbq6wdcK6pAXCevg9dupTbJNKPTPVkjZawnSS82fLnJNv96I>

<https://www.facebook.com/teatbrama/posts/pfbid032K37nJJVJsXU3Z4d4t5CsWc89pMX4U>

[VWUwmqxVSd8ka7uhkgnP3cB3AS1MaNZUZh](#)

https://www.instagram.com/p/C50MAeXtvC7/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

https://www.rtv.rs/sr_lat/vojvodina/novi-sad/legati-evropske-prestonice-kulture-zive-kroz-novi-projekat-age-against-the-machine%E2%80%9C1532686.html

<https://www.redcross.org.rs/en/news/art-in-the-fight-against-ageism/>

<https://www.facebook.com/NTLnordiskteaterlaboratorium.official.page/posts/pfbid02UktoJkpBrPunLSCjnatDQT196qNJxjF7TNhSNCF8QRFTDjwVwedV775XePkvVC4ql>

<https://www.legacoop-piemonte.coop/Articoli/il-melarancio-partner-del-progetto-age-against-the-machine-aatm>

<https://www.uevora.pt/ue-media/noticias?item=40290>

<https://www.tribunaalentejo.pt/artigos/universidade-de-evora-cria-rede-internacional-de-cidadaos-maiores>

<https://www.facebook.com/compagnia.ilmelarancio/posts/pfbid0LDqzXHVxz87LnwADrP8gyVta5WRXNLLgNB1drds7Cyvx2DyE4VwAypFdXRVMoSAMl>

<https://www.penzin.rs/age-against-the-machine-umetnost-u-borbi-protiv-ejdzizma/>

Television:

Presentation of CERV programme and Age Against the Machine project at national TV station Radio-television of Vojvodina: <https://www.youtube.com/watch?v=bzyKF3NpBj4>



The screenshot shows the website for the AGE PLATFORM Europe project. The page title is "AGE AGAINST THE MACHINE: A NEW EU PROJECT AGAINST AGEISM". The main text states: "The Red Cross of Serbia is joining forces with five EU cities to fight old age discrimination as part of the EU-funded project Age against the Machine. Through theatre, the project will increase awareness, knowledge and interest among European citizens and decision-makers about ageism and the situation of older persons." A logo for the Red Cross of Serbia is visible on the right. Below the main text, there is a paragraph describing the project's goals and methodology: "The project will connect five European towns in Serbia, Denmark, Italy, Poland and Portugal to confront ageism and social and economic inequalities experienced by older citizens in Europe. It will be based on the Global Report on Ageism published by the UN in 2021 and will use a combination of various participative methodologies applied in theatre. Through intergenerational collaboration (1400 direct participants) and artistic activism, the project will challenge existing laws and policies in Europe (including candidate countries) concerning older populations and promote equality and human rights as basic EU values. In particular, existing

redcross.org.rs/en/news/art-in-the-fight-against-ageism/

Simina 19, 11000 Belgrade, Serbia; // phone+381 11 30 32 125; fax+381 11 263 43 48; RC Portal

Црвени крст Србије
Red Cross of Serbia

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NEWS ART IN THE FIGHT AGAINST AGEISM

Art in the fight against ageism

17/04/2024

The project called "Age Against The Machine", which the Red Cross of Serbia will implement in cooperation with the "Novi Sad - European Capital of Culture" Foundation, began its implementation last week during a meeting of partners that lasted from April 10 to 14, 2024. This meeting brought together representatives of all five partner countries participating in the project.

The goal of the "Age Against The Machine" project is to increase the awareness, knowledge and interest of citizens as well as decision makers regarding aging and the position of older persons in modern society.

The project will deal with the topic of ageism, i.e. the fight against age discrimination and violence against older persons, and also aims to create an international network of five cities that will publicly advocate the fight against ageism, using a combination of different participatory applied theatre methodologies. Through the "Age Against The Machine" project, discriminatory practices that exist and are aimed at older persons in various areas and stages of life will be specifically investigated and reexamined, with a special emphasis on older women.

This project is implemented within the framework of the European Commission's CERV - Network of Cities program, with partners from Denmark, Portugal, Italy, Poland and the Netherlands. A total of 19 activities are planned as part of the project, including one initial training in Novi Sad for

ЖИВОТ У ТВОЈИМ РУКАМА
УПОРНОСТИ НАЈДРЕЊИХ СТАРИХ ПОСРЕДСТВОМ КУЛТУРЕ

АИД

novisad2022.rs/en/the-legacies-of-the-european-capital-of-culture-live-on-through-a-new-project/

Published: 16/04/2024

The Legacies Of The European Capital Of Culture Live On Through A New Project

The new project called **'Age Against The Machine'**, initiated and supported by the **'Novi Sad – European Capital of Culture' Foundation**, officially began on Friday, 11 April, with the first meeting of representatives of all five partner countries participating in the project.

Dealing with the challenges faced by the elderly and the topic of ageism is a logical sequence for the **'Novi Sad – European Capital of Culture' Foundation**, given that in the title year we created the **Other?** Europe programme arch, which enabled the voices of the marginalized and discriminated to be heard. Now we have gone a step further and internationalized dealing with the topic of ageism, within the framework of the European Commission's CERV – Network of Cities programme, with partners from Denmark, Portugal, Italy, Poland and the Netherlands. This EU programme dealing with human rights is a continuation of the Europe for Citizens platform, within which the **'Novi Sad – European Capital of Culture' Foundation** has already implemented two large international projects (EYE.Net 1 and 2), which dealt with youth activism through theatre expression' **said Lazar Jovanov, the co-author and main coordinator of the project.**

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	01/04/2022	Initial version (new MFF).