

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

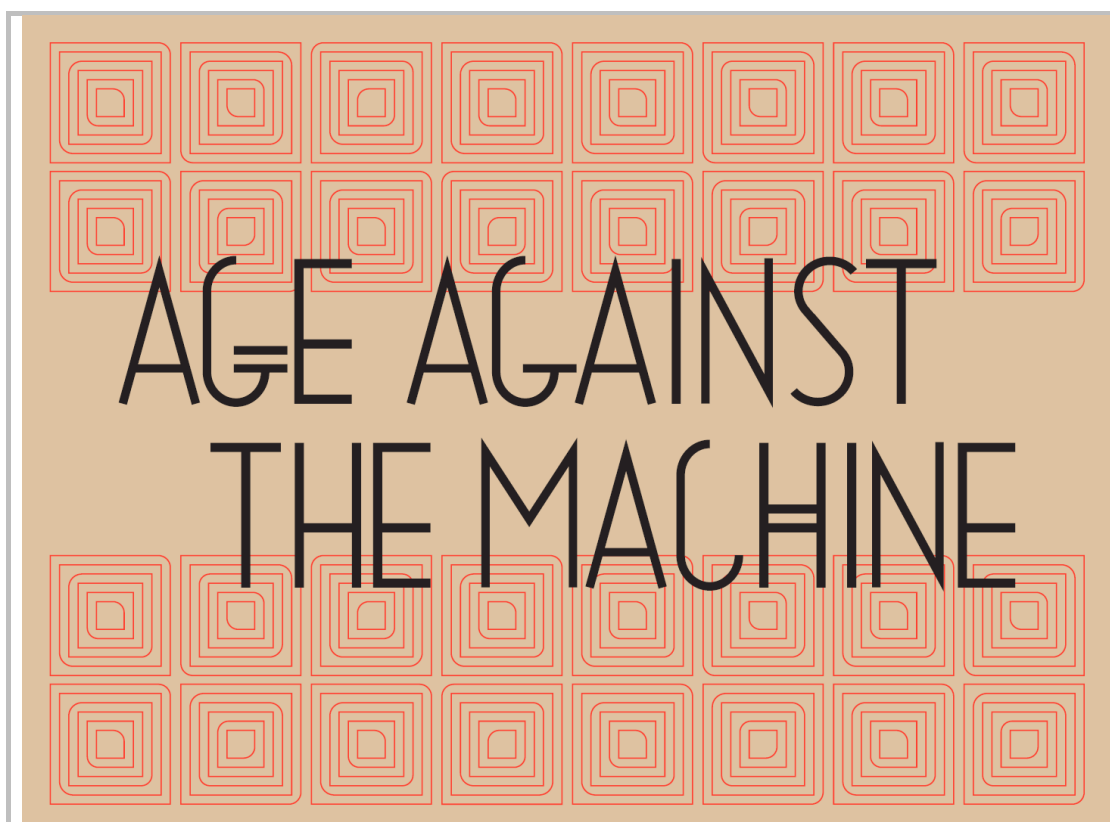
#### **Kick-Off Meeting – AGENDA 10 - 14 April 2024, Novi Sad**

##### **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/pfbid09pne7PVaNKr4VbiZAbq6wdcK6pAXCevgv9dupTbJNKPTPVkjZawnSS82fLnJNv96l>

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



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[https://www.instagram.com/p/C50MAeXtvC7/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](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%99C\\_1532686.html](https://www.rtv.rs/sr_lat/vojvodina/novi-sad/legati-evropske-prestonice-kulture-zive-kroz-novi-projekat-age-against-the-machine%E2%80%99C_1532686.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-melancio-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.ilmelancio/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>

age-platform.eu/age-against-the-machine-a-new-eu-project-against-ageism/

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## AGE AGAINST THE MACHINE: A NEW EU PROJECT AGAINST AGEISM

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.



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

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