

Program „Active Generation“ of Charitable Foundation „Dobry Gorod Petersburg“



Project location:
Russia: 10 regions of North-West and Central Russia, St. Petersburg city



Contact information:



Daria Buyanova, Director
d.buyanova@dobrygorod.spb.ru
www.dobrygorod.spb.ru

Project description

The key idea of the Program is to increase the quality of life of people 55+ by **involving them in community life**.

We organize **grant competitions** among NGOs, local municipal institutes and initiative groups of citizens on the territory of 10 Russian regions. We work with **local community foundations as partners** because they know their territories and are interested in sustainable results. They build dialogue with **local governments and companies**, so all local actors can be involved in making the life of the elderly better. Such approach helps us to awake small and faraway villages and cities, bring them back to life. **Active elderly people switch from being consumers to being active agents in community development.**

All actors involved in the Program create **unique solutions of local problems**, they are great recourse of local social innovations. We always evaluate and interview stakeholders, distill and describe **best practices**, use them in other programs of our Foundation. Being a community foundation, we also act on the federal level and spread those practices **all over Russia** via our network of over 60 Russian Philanthropic Cities. Some of them we present for companies urging them to focus their CSR on elderly programs. At the same time companies support the Program as experts and donors. We also run media campaigns to attract public attention to elderly people and their needs.

How it contributes to realizing the potential of living longer

Social security system in Russia takes care mostly of those who can not help themselves – very old, people with fewer opportunities, lonely people, war veterans. By our Program we can reach groups and territories where system does not appear due to distances and its bureaucratic nature, and **teach active people (who are just retired and still have energy) to take care of themselves and of those who are in need.**

We create possibilities and infrastructure to make the elderly believe in themselves by supporting social inclusion, providing services on mental activities, helping to work and learn when becoming retired. Due to those efforts the elderly become more active, especially if they are themselves the initiators of community projects. When they speak of the results they have reached, more old people around are included in creating and realizing their own ideas. Some projects provide an opportunity to work and earn additional money or to become a volunteer and help disabled elderly people. Due to some projects the climate in families improves and this is very important for psychological health.

Timeline of the project

2012 – to the present

Lessons learnt

- 1) In rural areas it is efficient and productive to **work with initiative groups of the elderly people** rather than NGOs. Because they know indeed what they want, show more creativity and provide social change by fewer resources.
- 2) It is reasonable to **collect case studies and share best practices**. Not to reinvent the wheel, but to spread the best experience.
- 3) **Horizontal networks are worth supporting** (we have database of 350+ NGOs working with the elderly in 10 regions of Russia) and exchange practices to provide education in social project management for small and new NGOs.

Relevance for the UNECE region

“Active Generation” is a part of Russian Federal program including 1000+ organizations working with the elderly and concentrating on rural areas. During 5 years of work we have collected a great amount of **case studies** for local solutions on following topics: **mainstreaming ageing, integration and participation, economic growth, lifelong learning, quality of life, support to families providing care, regional co-operation**. We would like to exchange our practices with colleagues from UNECE region, firstly by finding an opportunity of translating the cases into English. Also we have a network of regional and federal experts on ageing. We will be happy to extend and **integrate international experts into our Program**. Finally, we are in process of establishing an endowment for Russian elderly people, it will be the first case in Russia and will add sustainability to this Program.