



mYmO is an association that promotes the active participation of seniors supporting the younger generation and creating a new shared leadership, stimulating intergenerational exchange and relationships.

Its mission is to provide new opportunities for active participation and to raise awareness in the community about the importance of respecting, integrating and acknowledging the talent of the older generation as an opportunity to build a more diverse society.

mYmO represents a community of people over 50 years of age with a wealth of experience and talent. It designs and develops specific projects with the goal of making its knowledge, traditions and values easily available.

Seniors stay connected with the younger generation through intergenerational workshops and community activities where the two participate and expand creativity.

mYmO is also a consultancy company, with expertise in Senior Talent and Age Management and has the capabilities to design and customise programs to help other organisations strategically manage their generational diversity.

MAIN ACTIVITIES

The main activities as a community are to provide training and to facilitate creative workshops for older adults that would like to be part of a cultural exchange connected with younger generations.

As a consultancy company and training entity, **mYmO** offers companies and public administration organisations personalised programs and projects about age management, knowledge management, and innovation workshops to stimulate and facilitate the intergenerational dialogue.

Based on a first analysis step, **mYmO** designs specific scenarios to implement concrete actions like mentoring and reverse mentoring, new intergenerational spaces to collaborate, innovation workshops, specific training for juniors or seniors, conciliation, equality, trainings and workshops to support personal development following retirement.

The whole process is carried out and designed for seniors from the **mYmO** community and its intergenerational group.

GOOD PRACTICE (1)

As a senior network in the community, the good practice is based on bringing together talented seniors with a common objective: to share knowledge and experience in order to create projects.

The system helps them find the channel and the network to put into practice the ideas that can then enable them to become an intergenerational working group.

The good practice thus helps recognising senior talent as a resource. In this sense, **mYmO** is the only organisation in Spain that promotes the integration of seniors into the society by giving them the opportunity to design, implement and evaluate their own programs according to their needs or interests.

GOOD PRACTICE (2)

It facilitates their full integration by promoting their social, economic and intellectual contribution to society through their inclusion in decision-making at all levels.

The immediate purpose of this participatory approach is to ensure that they have an opportunity to express their point of view and adapt the projects according to their interests and needs.

In the long term these practices will contribute to the reduction of social welfare and health costs, the costs of training and reemployment of unemployed youth and the costs for the care of children and the elderly.

GOOD PRACTICE (3)

The practice is promoted in particular with workshops, events, networking, and training. However, it is also promoted online through its webpage, as well as social media on Twitter, LinkedIn, and Facebook.

In the first year of **mYmO**, the association could:

- run 10 activities (mostly intergenerational workshops)
- reach around 150 seniors
- involve 20 seniors and 10 juniors on a permanent base
- participate in three congresses (national and international) and one TEDex in Madrid.

The number of beneficiaries during these activities involved around 600.

IMPLEMENTATION

Challenges faced during implementation include the difficulties of actually reaching seniors, and creating an engaged intergenerational community. Seniors often hesitate to lead projects and are quite satisfied to follow as a participant. Another challenge experienced is the difficulty in achieving a strong alliance with European partners, local governments and enterprises.

mYmO's implementation experience emphasises the strengths of seniors who have learned valuable lessons from a variety of job experiences, are strategic, and can use constructive criticism to elicit the best from others. They learn how to connect with their peers and build coalitions. Another important lesson learned is that intergenerational relationships are a key factor to facilitate innovation, creativity and stimulate changes in society.

CONCLUSION

As a concluding message to policy makers, emphasis should be placed on education in the field. This constitutes positive awareness of the potential benefits of an encore-career or senior protagonist that should be reflected in education not only for potential senior entrepreneurs themselves, but also for the different stakeholders around them (friends, family, customers, financiers) in order to remove negative age-based or gender-based bias as a potential barrier to senior entrepreneurship.

mYmO is currently working for and offering the municipality of Madrid the opportunity to transform the elderly centre of the city into an intergenerational talent centre to create a network of senior talent locally that helps the younger generation in the districts and co-creates new services.

WEBSITE

www.mymo.es@mymocommunity

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