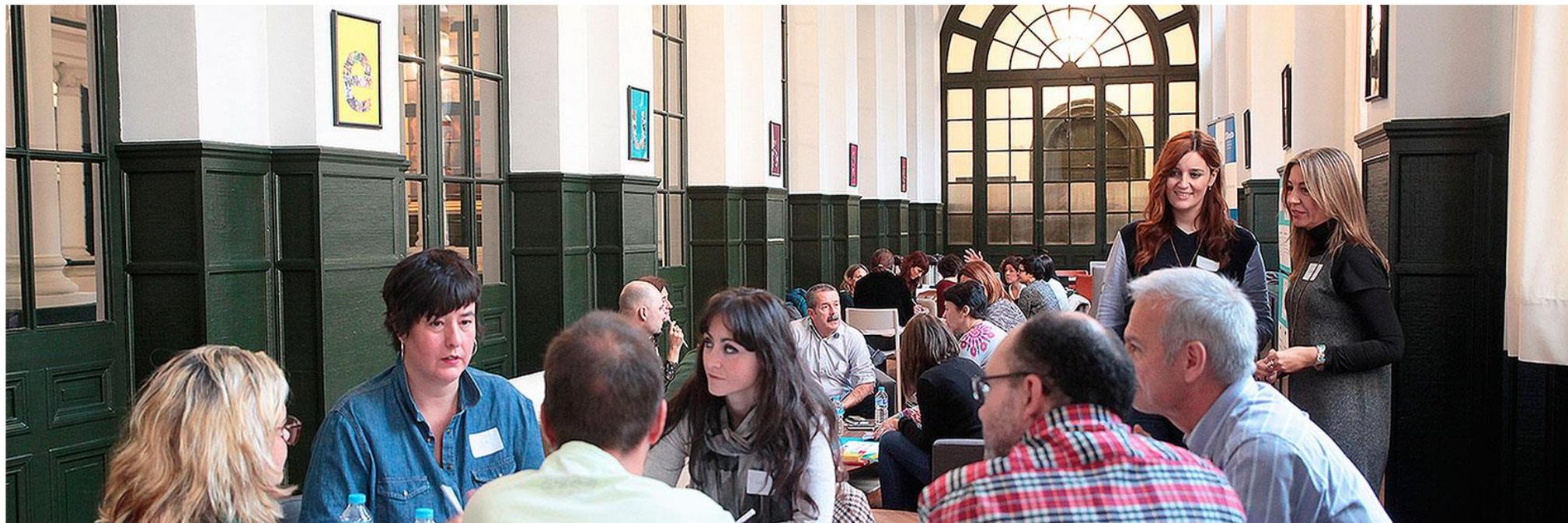


Deusto OcioBide

Escuela de Ciudadanía School of Citizenship



DESCRIPTION

The Institute of Leisure Studies of the University of Deusto has worked on lifelong and adult education for 20 years. The initiative “Deusto OcioBide Escuela de Ciudadanía” wants lifelong learning to be understood as a leisure experience, capable of promoting personal development and social engagement.

Thanks to the different programs of this initiative, adult people of Biscay (with no age limit) can choose the best way to approach university, engaging in a process in which many different stakeholders of the community are involved.

There is no formal prerequisite to access this initiative, beyond having cultural curiosity and the will to engage in a learning process as a leisure experience.

The engagement of older adults in University lifelong education is considered to be a key element for a complete integration in the community as active agents of personal and social development.

INNOVATION

- Creation of an innovative university space for intergenerational dialogue between senior citizens, academic experts and other stakeholders.
- Establishment of a collaborative network between amateur groups, communities of practice, cultural institutions of the city and university resources.
- Familiarization of adult learners with the new ICTs and knowledge platforms.
- Enhancement of the use of ICTs for a new culture of communication among people over 50.
- Promotion of the cultural experience of the elderly, helping them to better understand, appreciate and manage both tangible and intangible heritage of their social and geographical environments.
- Promotion of lifelong learning in a university setting, including personal entrepreneurship, via the direct exchange of participants with a variety of sociocultural resources and actors (e.g. creators).

IMPACT AND OUTCOMES (1)

- The number of external collaborating institutions grows every year. These institutions report the visibility that the programme offers to their own undertakings.
- Likewise, there is a remarkable impact in the media (radio & TV, mostly), which helps to publicize the benefits of lifelong learning among the population.
- In addition to a successful citizens' initiative, OCIOBIDE has become a social research laboratory. The programme has demonstrated a great potential as an environment for university research, some of which is currently in progress. The results of different enquiries have benefitted the university community, participants themselves, as well as public institutions (Bilbao City Council, Bizkaia Provincial Council, Basque Government).

IMPACT AND OUTCOMES (2)

- Lifelong and adult learning in the frame of The School of Citizenship have become the object of presentations in international congresses (WLRA, LSA) that produce scientific publications (SCI) in the area of arts, humanities & social sciences.
- A fact that demonstrates the objective success of these initiatives is the increasing number of 50+ learners subscribing to -and becoming members of- cultural programs in the city (ABAO, Sociedad Filarmónica, Guggenheim Museum, etc.)

TRANSFERABILITY (1)

- Change the traditional role of a University, going beyond younger students to ampler parts of society, especially seniors. This in turn enhances the know-how of universities in servicing society as a whole.
- Revalue the cultural and social capital of the communities and regions.
- Reinforce social life/environments by providing older people with personal and social resources and capabilities for social participation.
- Promote active and healthy ageing through enhancing participation in leisure and cultural activities (e.g. tourism and sports).
- Empower seniors and promote autonomous, active and committed behaviors that are sustainable within society and their environment.

TRANSFERABILITY (2)

- Develop coordinated policies and action strategies among different regional and local agents from public as well as private sectors, led by a university which ensures the quality and rigor of the initiative.
- Ensure specific offers adapted to the needs of each municipality and its population, through the signature of agreements with each local governments of a region.
- The use of leisure not only as a tool but also as content of a lifelong learning program which main philosophy is “to learn enjoying and to enjoy learning” becomes a resilience factor that contributes to overcome negative social life events (widowhood, illness, loneliness...).
- Increase subjective well-being and life engagement of older people.

WEBSITE

[www.deusto.es/cs/Satellite/socialesyhumanas/
es/deustobide](http://www.deusto.es/cs/Satellite/socialesyhumanas/es/deustobide)

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