



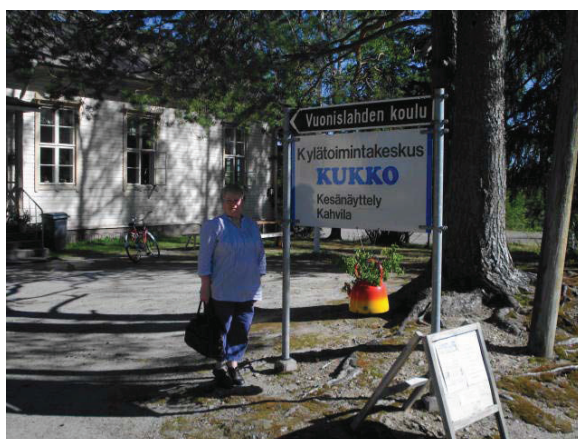
O4O : Older People for Older People
Independent living · active communities · flexible services

Sweden



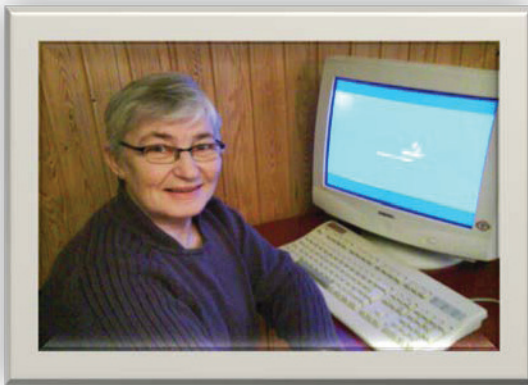
In Sweden the **O4O** team, based in Luleå municipality, appointed a Project Manager. His first task was to identify communities interested in the **O4O** concept and to hold meetings in those communities to discuss older peoples' needs and the level of the support for developing an **O4O** to meet those needs. Three communities were then supported and mentored by the Project Manager, enabling them to take their ideas

for **O4O**-type social enterprises forward. Within each community volunteers took on key roles to develop and run their initiative and to plan for future sustainability.



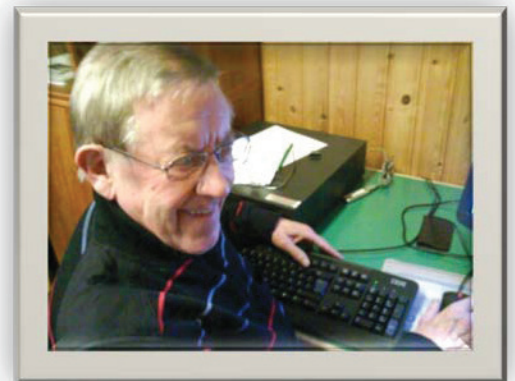


O4O : Older People for Older People
Independent living • active communities • health services



Is IT – Sundom

Villagers in Sundom decided to create an **O4O** to deliver IT training to older people. Helped by **O4O**'s Project Manager they secured funding from the local municipality for professional trainers, computers and software, and received donated equipment from local businesses. Working in small groups, older people are taught basic computing skills and how to use the Internet and social networking sites. In addition, young people from the village act as volunteer mentors to the older people. This **O4O** has enabled older people to use the computer for practical activities such as shopping and paying bills online. It has provided them with new skills; skills they can use to stay in contact with their family and friends, and to undertake practical activities when they are unable to leave their homes. The classes also the young and not so young together in social communities. **O4O Is IT** training is run by an existing older people's co-operative in Sundom which manages a number of initiatives. The co-operative had various structures in place and as a result was able to set up the training programme relatively quickly.





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Hällsogallerian – Niemisel

In response to the closure of the local school, the community in Niemisel decided to use the school buildings for a range of activities. Working with the O4O Project Manager the community set up a private school and created a hub for services for older people within it. Older people now use the school café and gymnasium. They are encouraged to take part in school activities, and to pass on their knowledge to the schoolchildren. Older people also take part in school events, teach on a voluntary basis, and exchange pen-pal correspondence with the children. Three further phases to the Hällsogallerian project are planned. The first will see an expansion of voluntary activities, including older people helping children with their homework. The second will encourage local people to start new business enterprises within the school buildings that are of particular value to older people (e.g. massage and foot care), and the third stage is to build flats for older people within the school campus - thereby offering smaller houses for older people who want to downsize yet remain living in the community.





O4O - Older People for Older People
Innovativitet i åring • aktive communities • Helse og Utdanning



Trygga Jämtön – Jämtön

This O4O owes much to the energy of three older people who are well known in the village. One became the project's manager and played a major role in setting up the initiative in liaison with local citizens. After the community identified a need for a café and meeting place, a café with internet facilities was established and became a place for older people to meet and socialise. The local grocery store owner became involved, employing someone from the local community, under a municipality scheme which subsidises salaries in order to provide paid work for the long-term unemployed or people with disabilities. This employee now delivers groceries to older people in the community, collects their medicines from the pharmacy, and takes their recycling to collection points. He also provides a handyman service and spends time talking to the older people when making his deliveries. Trygga Jämtön hopes to expand these services using volunteers, and has purchased jackets with a logo on, for volunteers to wear as a uniform, making them easy for older people to identify.

The future

Different resources are needed to sustain 4Os. In Jämtön, financial support from Luleå municipality is required and the community has plans to expand the service to other villages which will help with sustainability. At the Hällsogallerian, income from the cafe helps to fund other aspects of the initiative and future payments from service users and the purchase of care services for older people by Luleå municipality

will help to keep this O4O initiative running. In Sundom, the IT training O4O was planned to last for one year and is scheduled to end in 2010.

