



INTEGRATED ACTION PLAN ZARAGOZA



JUNE 2022

»»»» CONTEXT

Zaragoza is the capital of the The Autonomous Community of Aragon, which is situated in the north-east of the Iberian Peninsula and sharing a border with France. It is made up of the provinces of Huesca, Teruel and Zaragoza. It is the fourth largest Autonomous Community in Spain in terms of area (47 720 km²). According to provisional data from the municipal register from early 2019 compiled by the INE, this Community has 1 318 453 inhabitants and a population density of 28 inhabitants/km², which is one of the lowest in the country, and well below the national average which stands at 93 inhabitants/km². The population is spread among 731 municipalities, just over a quarter of which have over 500 inhabitants. An estimated 21.2% of the total population of Zaragoza was 65 years-old and above, up from 17.8% in 2001.

Over half of the population lives in Zaragoza. It is the fifth city in Spain in terms of population. Located in the north-east of Spain, in the centre of the Ebro Valley. It is equidistant from Madrid, Barcelona, Valencia and Bilbao – the four cities are at 300 Km away approximately – and

connects with Europe through the Pyrenees becoming a strategic enclave for communications. In addition to being a sparsely-populated region, it has an ageing population and a high dependency rate. The non-national population currently accounts for 11.28 % of the total and has grown by 8.8 % over the last year. The largest number of non-nationals are from Romania, Morocco, Nicaragua, China, and Colombia.

The percentage of older people in Zaragoza has consistently been higher than the average in Spain (on average 2.3 percentage points higher between 2000 and 2018). While the gap seems to be narrowing, it is expected that the share of older people among the total population in Zaragoza will continue to be larger than the average in Spain, at least until 2030. As of 2018, Zaragoza had the third largest share of older people amongst the 10 most populous cities in Spain, only after Bilbao (23.9%) and Barcelona (21.5%).

»»»» CONTEXT

The city of Zaragoza went through a major expansion starting in the 1960s, as thousands of people left the rural areas to support the rapid industrialization that took place in Spain during the 1960s and early 1970s. Most of the older people living in Zaragoza nowadays are those rural migrants who settled into what is today the city centre.

According to data from the Network Aging Report, March 2020: "A profile of the elderly in Spain 2020", issued by the Spanish National Research Council (CSIC) and the Center for Human and Social Sciences (CCHS), the percentage of people over 65 years old represents 19.3% of the population in Spain. Aragon is one of the autonomous regions with the highest aging rates, with proportions exceeding 21%, and this percentage is expected to increase significantly in the coming years, and according to the Municipal Observatory of Statistics, and the exploitation data of the Municipal Register, there are more than 37,000 people over 65 years old, registered alone in their homes, and of these almost 11,000 are 85 years old or more.

UNEMPLOYMENT AND EMPLOYMENT STATISTICS

According to information from the Jobs Observatory of the National Public Employment Service (SEPE), Aragon has experienced rising employment creation and declining unemployment figures for six consecutive years. However, these indicators have reflected the downturn and their performance has been weaker than in previous years. In Q3 2019, the Labour Force Survey (LFS) indicated both a 2.59 % increase in employment, and a 0.51 % increase in unemployment. The unemployment rate in Aragon is 10,1 % in the first term of 2022, (4.23 percentage points below the national average), placing Aragon among the five Autonomous Communities with the lowest unemployment rates. Data on the number of people in the social security system remain positive, but figures have increased more slowly than in previous years. There has been a moderate decrease in the level of registered unemployment, and recruitment levels have fallen slightly for the first time in five years.

»»»» CONTEXT

More than two thirds of recruitment in Aragon is in the services sector.

The main jobs are related to hospitality services, trade, services to buildings and gardening activities, social assistance, health, education and transport. In industry, the second sector in terms of recruitment levels, the jobs are mainly in manufacturing (motor-vehicle manufacturing and the food industry), and work for labourers, machine tool setters and operators, refuse sorters, metal-processing installation operators, assemblers, hoisting machinery operators, welders, flame cutters, and engineering technicians. In agriculture, recruitment focuses mostly on labourers for agriculture, gardening, horticulture, farming, and livestock farming. In construction, the recruitment levels are low. The most recruited jobs, in addition to bricklayers, labourers, building officials and operators, are for construction electricians, metal structure installers, and plumbers.

INDUSTRIAL / EMPLOYMENT COMPOSITION

In Q2 2019, according to estimates from the Aragon Institute for Statistics (IAEST), Aragon's year-on-year GDP variation was 2.3%, 0.4 % less than in Q1 2019. This growth was the same as that in Spain as a whole, and almost one percentage point higher than GDP variation in the European Union. Aragon continues to rank fifth among Spanish autonomous communities in terms of GDP per capita.

According to the Central Directory of Companies (DIRCE), in 2018 the number of active companies in Aragon increased by 0.65 % to a total of 91 493 companies. Of these, 79 % were from the services sector, more than half had no employees and approximately 45 % had between one and 49 employees. Only 17 companies had more than 1 000 employees, and 141 had more than 200 employees. Therefore, 99.8 % of the companies in Aragon are self-employed persons, micro-companies or small and medium-sized enterprises.

CONTEXT

The region's largest companies are located in the province of Zaragoza.

The city has a nominal GDP of USD 135,987 million and a nominal GDP per capita of USD 26,119, which represents a PPP GDP per capita of USD 26,120, being the 4th Spanish city in economic activity; and the 16th of Europe behind: London, Moscow, Paris, Milan, Amsterdam, Brussels, Munich, Madrid, Berlin, Vienna, Rome, Copenhagen, Stockholm, Barcelona and Valencia.

It is a reference point for transport and national and international communications and headquarters of the main companies and institutions.

Opel Spain, with more than 5 000 employees, is the largest of them and has various subsidiary companies. The paper mill SAICA, Alliance Healthcare (distributor of pharmaceutical goods), Supermercados Simply (supermarket chain), Pikolín (mattress and bed frame manufacturer), Inditex (textile marketing and manufacturing), BSH Electrodomésticos (electrical household appliances) and

Complejo PLAZA (the largest freight transport and logistics centre in southern Europe) are some of the other important companies in this province. In Teruel, there are companies such as UTISA, part of the FINSA group (wooden panels and veneers), Ronal Ibérica SAU (light alloy wheels), Casting Ros (car components), Térvallis group (fertilisers), Piezas y rodajes, S.A., Röchling Automotive and Plataforma Aeroportuaria- Teruel (PLATA) (Teruel airport and industrial zone). Huesca is home to the pharmaceutical company Bieffe Medital (Baxter group), Becton Dickinson (clinical material) and Ercros (chemicals). The primary and agri-food sector is key in this province. Notable companies in this sector include Fribin (meat products), Pienso Costa, Mazana Pienso Compuestos, Cincaporc and Agropienso (farm animal feed) and Litera Meat of the Pini group (meat sector) which has opened an abattoir in Binéfar and is planning to open other businesses in the pig-farming sector in the Litera region.

»»»» CONTEXT

Logistics, which accounts for more than 5.5 % of the Community's GDP and 38% of the whole logistic sector in Spain, is a key sector in Aragon that is favoured by the region's geographical location. Zaragoza is equidistant from Madrid, Barcelona, Valencia, Bilbao and Toulouse, which means that over 25 million people live within a 300 kilometre radius of that city. Aragon also has the second busiest Spanish airport in cargo volume (Zaragoza), and the number one airport in Spain and in Europe in terms of maintenance, parking, and recycling of aircraft (located in Teruel).

Amazon is planning to launch a new Amazon Web Services (AWS) Europe region, consisting of three zones in Aragon: Huesca, Villanueva de Gállego and El Burgo de Ebro. It will be the seventh AWS Region in Europe, joining existing regions in Dublin, Frankfurt, London, Paris, Stockholm and Milan. Following the announcement of the new region, work has begun to prepare for the opening, planned for 2022.



SUMMARY OF RELEVANT OPERATIONAL PROGRAMMES (ERDF AND ESF) COVERING THE CITY

Within the Municipal Administration the use of European Funds has different aspects including funds used for urban transformational and also of the European Social Fund, the ERDF and other initiatives. A sample of Zaragoza's relationship with European financing can be seen in the link included below:

<http://www.zaragoza.es/ciudad/zaragozainternacional/proyectos-europeos.htm>

STATE OF PLAY

The challenge that social, economic, and urban planning implies a great social change that means demographic changes. The main challenge to face is the provision of care services to a growing number of older people and, among these, a large number of very old people in situations of great dependence.

In addition, a real challenge must be developed in the prevention of dependence and the promotion of active aging.

Likewise and as a broader challenge is the development of a loneliness prevention program.

This phenomenon that gains importance quickly requires the definition of services that help alleviate its effects and because of the novelty in its consideration as a problem of this magnitude it is known that it can give rise to a novel experience such as having the local group and with social bonds for its performance.

The development of a project that to some extension may address this problem would mean that different social actors that can contribute with new ideas and provide services to improve the situation of people living in solitude should be taken into account.

FOCUS

Lack of relationships and unchosen loneliness is a risk factor in the physical and emotional health and well-being of older people. Throughout age the number of family members, friends and acquaintances tends to decrease, partly due to the passing of time, and also as a result of new lifestyles. Given demographic trends and increased life expectancy, the older population segment is growing considerably.

On the other hand, the digital gap affects older people significantly, and this is a cause of inequality that prevents or at least hinders access to resources and services needed by older people.

According to INE data, in 2019, 90% of young people between 16 and 24 used the Internet in the last three months, compared to 63% of people between 65 and 74 and 23% of people over 75. There is a digital gap in Internet use defined by age, which is increasing with age. In addition, this gap is more acute between men and women in the older age group.

In order to tackle the challenge that faces us with the non chosen loneliness as well as the digital gap, it is necessary to adapt action strategies, especially in the field of active aging, which promotes actions towards the elderly based on supporting and providing the necessary resources to facilitate the development of a full life, from the promotion of their capabilities and resources, respect for their rights and dignity, ensuring free decision making from their own values.

To this end, we understand that it is necessary to help the elderly not only to learn how to use communication technologies, but also to adapt them in an accessible way in line with their capacities and provide them with adequate resources.

This challenge also poses the need to generate spaces for collaboration and synergies between the different public and private spheres, promoting collaboration, coordination and complementarity in the development of innovative projects capable of providing valid responses to current situations.

FOCUS

The Technical Office for Seniors (Unit belonging to Social Services department of the City Council of Zaragoza) coordinates with other organizations for the design and implementation of activities targeting older people. This includes collaborating with private organizations (e.g. private healthcare providers, charities and other non-profit organizations) and public agencies at regional and level (including state and regional government entities, such as the Directorate-General for Traffic (Dirección General de Tráfico), the Health Department within the Aragon government and public universities.

The mentioned Office carries out activities aimed at promoting the autonomy of the elderly in the field of primary prevention and all its actions and projects have a positive effect on the emotional and relational situation of the elderly. However, the reality is that people who have serious problems of loneliness and isolation do not spontaneously give in to the Centres for Seniors and require active intervention.

The decision to receive services or participate in activities that can alleviate situations of unwanted loneliness, is a free and voluntary decision of the interested party, so it is understood that from public services we must coordinate and have effective resources and environments for this problem and offer them to the risk groups detected. In short, it would be a question of transmitting to the risk groups the possible resources that can be accessed.

One of the projects and good practices the Office was working on was the project "We like Chatting" (Nos Gusta Hablar). The project aims to create a space where people come together to chat face-to-face. Its goal is to reduce moments of undesired loneliness and isolation while promoting active aging.

This consists of biweekly meetings that are initially facilitated by a social worker and then self-managed by participants. The participants can attend any time they want without having to sign up beforehand.

FOCUS

This activity is open to both, members and not members of the Social Centres for Seniors. It is also open to people of all ages, but focuses mostly on older people.

This project was envisaged by the Technical Office for Seniors in collaboration with the Research Group of the Health Science Aragonese Institute (Grupo de Investigación del Instituto Aragonés de Ciencias de la Salud, IACS-IIS Aragón), which was interested to research the effect of socialising on older people's wellbeing. This group studies our "socio-type", the number of personal and face-to-face relationships that each of us must maintain to stay healthy and prevent disease.

The Project aims to encourage and promote this habit of speaking, facilitating the forum where someone who feels this need or desire can meet people in their same situation.

The project was piloted in one of the Social Centres and the City Council had approved scaling it up across all Social Centres for Seniors. Nevertheless with the new situation that the COVID-19 brought in February 2020 this was not possible.

As a result of all the previous and in the context of our SIBdev URBACT project, it is quite probable that a re-thinking of this project using NNTT will be suggested in our next GLUBIS (ULG) as the basis of a small scale action. The idea is that older people keep chatting in these groups from their houses. To do so an important investment would be needed in both, software and hardware.

We should highlight the fact that other cities from SIBdev are also focusing on this subject so coordination with their actions should be taken into account.

»»»» PROCESS

The previous phenomenon that gains importance day by day and specially after what we have gone through with COVID-19 quickly requires the definition of services that can help alleviate its effects and given its innovative character as a problem of this magnitude, a novel experience such as working on it in a local group in the frame of URBACT SIBdev could be considered as a possible solution.

The development of a project to address this problem means that different social actors that can contribute with ideas and provide services to improve the situation of people living in solitude should be taken into account.

The following are/will be the steps taken by our Local Group (GLUBIS) in coordination with transnational meetings and actions for our ACTION PLAN. Steps 1 and 2 have already been covered.

In the first meeting 18 participants took part from the Private and Public sector, University, Sibdev and Social sector. The idea was to present URBACT and also SIBdev to our participants. To do so, in the first place, a presentation on the part of Spanish Urbact Contact Point was carried out. He offered the general context of the URBACT Programme. In the second place, an expert from the University of Zaragoza presented the concept of Social Impact Bonds. This way everyone could have an idea of what the main concept was and a little of its history. In the third place, an expert working on Social Impact Bonds in Spain and also at an international level offered specific experiences world wide. The intention was to get a first contact with the concept. The floor was given to the coordinator in the City council who opened the debate. There was time for all participants to ask questions on the theme and they were invited to think about SIBs and their viability for the City Council of Zaragoza.

»»»» PROCESS

The second meeting was held in November 2020, after almost a year, (due to COVID-19). 17 Participants attended Glubis first invited plus new stakeholders (Confederation of Enterprises and other units from the University of Zaragoza). A general context was offered to the 17 participants that took part in it. A general context was offered to them. In the second place, a participant from GLUBIS that had participated in the URBACT University sessions and the Masterclasses gave feedback on them. Again a presentation on SIBs for those who were not in the first meeting and also to refresh the rest was carried out.

A third presentation was made by a member of CREAS who described the situation of SIBs in Spain. Finally, there was time devoted to open debate among the rest of participants.

In the third meeting the small scale action was presented in order to obtain feedback from the rest of GLUBIS. This was on May 17th. The SSA was approved by all. Further information on the transnational actions and Masterclasses was shared with the participants.

The fourth meeting (November 23rd. 2021) The was organized at the same time the transnational meeting was celebrated in Zaragoza. Three main experiences were shared with the participants of our GLUBIS group and the rest of participants from the SIBdev project. Both experiences were carried out in Spain. One in Madrid, offered by the City Council in Madrid and two other by an expert in the field of SIBs who covered those carried out in Navarra and País Vasco. None of them were successful. But steps are being taken. So, although it may seem that there are no results, in fact there is some progress in Spain. The objective was to share the difficulties that City Councils are finding when trying to implement them.

The fifth meeting was carried out on March 25th. 2022. The University of Zaragoza prepared the report that measured the impact of our SSA. The results were presented. A brief summary was also offered by the main service provider, sharing their experiences and good practices.

»»»» PROCESS

The **sixth meeting** was in June 2022. We took advantage and organized a focus group with other professionals involved with older people.

The **seventh meeting** was in July and results were presented to the group.

1. Creation of the Local Support Group with representatives from public and private sector.

2. Knowledge and discussion on SIBs on the part of GLUBIS.

3. Stakeholder Analysis and definition of the idea for a Small Scale Action and definition of key problems and challenges.

4. Coinciding with our Transnational Meeting in Zaragoza, our next meeting will be celebrated on November 23rd. 2021. They will have the chance to meet our transnational partners and take part of all actions of SIBdev.

5. Results of SSA.

6. Communication and consultation with key stakeholders and validation of IAP. FOCUS GROUP.

7. RESULTS AND EVALUATION OF SIBdev and our involvement in the project

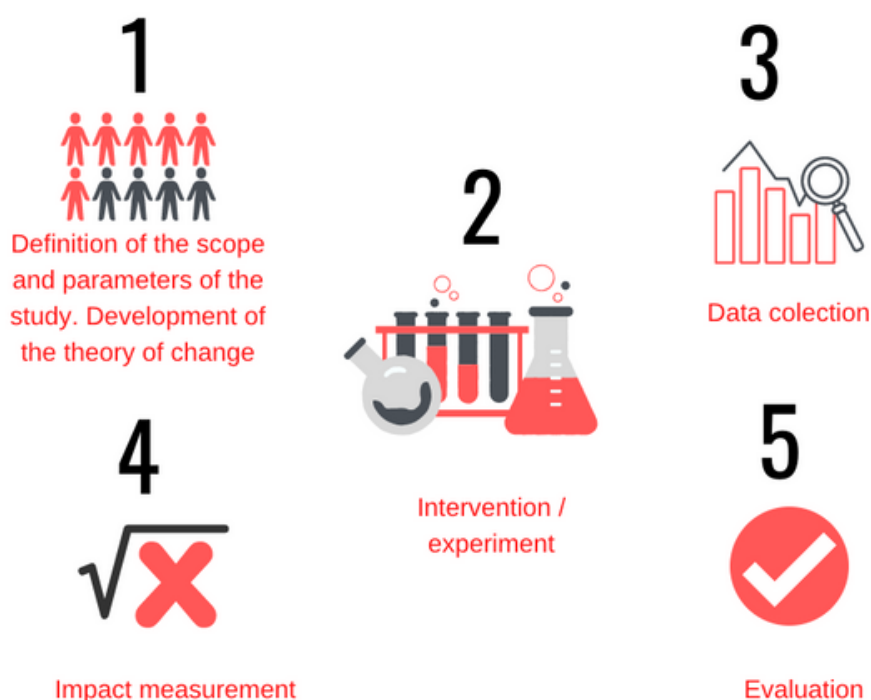
»»»» OUR SMAL SCALE ACTION

GENERAL OBJECTIVES

- Reduce the feeling of unwanted loneliness
- Decrease the level of social isolation of elderly users.
- Improve their cognitive skills and promote healthy aging.

DESCRIPTION OF THE ACTION

This initiative is part of the EU URBACT SIBdev (Social Impact Bonds Development) project, which proposes to launch a pilot test to improve the provision of services in the public sector through "social impact bonds". To this end, the Zaragoza City Council has created a space aimed at 36 elderly people (see profile section 6) that aims to reduce their feeling of loneliness, increasing their social network through videoconference conversation groups, in addition to their cognitive stimulation. This service will be provided, responding to the structure of the Social Impact Voucher, by a specialized company (Atenzia), which will have its impact measured by the Research and Digital Communication Group of the University of Zaragoza (GICID)



»»»» OUR SMALL SCALE ACTION

METHODOLOGY

Group talk therapy and cognitive-behavioral counseling focus on specific problems, and aim to provide the people in the groups with the necessary skills to deal with the problems arising from their loneliness. The intervention is carried out through videoconference sessions, and as a general rule they respond to the following outline:

- **Welcome to the participants**
- **Review of the personal tasks assigned between sessions: facilitating and limiting aspects.**
- **Development of the topic to be discussed in the session**
- **Group dynamics and discussion**
- **Learning a technique**
- **Assignment of tasks**
- **Doubts and conclusions**
- **Closing of the session**

On the other hand, the cognitive stimulation sessions are provided through specific software (Confnifit and Kwido-Mementia), supervised and managed by a team of psychologists who will carry out a previous assessment of the person and will be in charge of assigning the corresponding sessions (3 per week approximately) and supervising the performance of the sessions.

The service responsible for the implementation of the project will establish a permanent coordination with those responsible for the Technical Office of the Elderly in order to report possible incidents, both related to individuals and groups, delivering reports on the development of the intervention.



OUR SMALL SCALE ACTION

MEASURING

**MEASURING THE IMPACT OF THE
PROJECT NOS GUSTA HABLAR
-TAMBIÉN ONLINE-**

OBJECTIVE



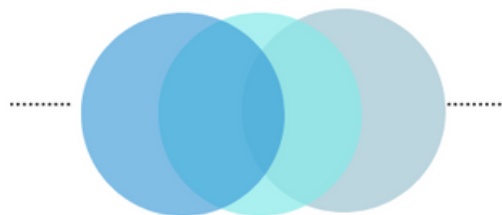
**IMPROVEMENT OF THE FEELING
OF UNWANTED LONELINESS**

IMPROVEMENT OF COGNITIVE CAPACITY

METHODOLOGY

**CREATION OF OUR OWN SCALE
RESULT OF MERGING 3 WIDELY USED
SCALES**

**UCLA Loneliness Scale 3, De Jong Gierveld
Loneliness Scale and EAST Loneliness Scale II**



UCLA 3

DE JONG

ESTE II



OUR SMALL SCALE ACTION

MEASURING

**MEASURING THE IMPACT OF THE
PROJECT NOS GUSTA HABLAR
-TAMBIÉN ONLINE-**

OBJECTIVE



**IMPROVEMENT OF THE FEELING
OF UNWANTED LONELINESS**

IMPROVEMENT OF COGNITIVE CAPACITY

METHODOLOGY

**CREATION OF OUR OWN SCALE
RESULT OF MERGING 3 WIDELY USED
SCALES**

**UCLA Loneliness Scale 3, De Jong Gierveld
Loneliness Scale and EAST Loneliness Scale II**



UCLA 3

DE JONG

ESTE II

»»»» OUR SMAL SCALE ACTION

MEASURING THE IMPACT OF THE PROJECT

»The scalability of the NGHO project to a larger number of users, therefore, is associated with a social impact that, although at first, as mentioned above, is difficult to quantify, it can be sketched in a first approximation. Reductions in feelings of loneliness such as those found in the present study, with average decreases of between 4% and 9%, would imply, assigning these decreases to the decrease in the probability of finding oneself in a situation of unwanted loneliness, a reduction of this order of magnitude in the previously estimated additional costs. In addition, the improvement in the ability of the elderly to use ICTs, as well as in cognitive aspects in general, in the medium term also translates into the availability of a valuable tool for subsequent and sustained improvements in the situation of loneliness, both objective and perceived. This aspect, due to the duration of the project and the short time elapsed after its completion, could not be evaluated or quantified.

»In addition, the analysis of the results in the first or subsequent editions of this project may allow service providers and the public administration to direct the main efforts towards those factors that seem to have a greater or more direct impact on the achievement of the desired benefits, increasing the efficiency of the processes and making it possible to achieve higher rates of improvement

Single-digit decreases in certain variables that directly or indirectly influence certain factors, sometimes with impacts that are difficult to quantify, can sometimes make them seem irrelevant. But, applying the big numbers to these factors or variables, another reality emerges. In Spain, between 34% and 52% of people over the age of 64 may find themselves in a situation of unwanted loneliness. And the segment of the population over 64 years of age in Spain is made up of 8.4 million people, with a tendency to increase due to the gradual aging of the population and the increase in life expectancy.

FRAMEWORK FOR DELIVERY

The Integrated Action Plan will be part of our WHO Age-Friendly Program Action Plan where unwanted loneliness will have a specific line. Thus, the action plan follows the Urbact methodology: it will be integrated (Hollistic), because it covers all areas in the life of a senior citizen. It will be participatory, because focus groups will be organized in order to find out their specific needs and actions will be defined in order to implement the projects. In accordance with the commitments acquired when joining the Network, the first phase of work was completed, consisting of preparing a participatory diagnosis by analyzing the different research areas established in the Vancouver Protocol and with the methodology established therein. The areas or domains are the following:

The **WHO Age-friendly Cities framework** developed in the Global Age-friendly Cities Guide proposes eight interconnected domains that can help to identify and address barriers to the well-being and participation of older people.

Domain 1: Outdoor spaces and built environment. Urban spaces and neighbourhoods must be accessible for ageing inhabitants to facilitate physical activity as well as social engagement.

Domain 2: The domain of transport and mobility is closely related to the outdoor spaces and mobility. It is important for people of all ages to be able to get around the city. In addition, access to cultural and leisure activities, social participation and interaction with other individuals often depend on the ability to move and on the venues accessibility.

Domain 3: Housing. Proper housing facilities for an ageing population is considered a great priority. One of the challenges in this domain is how to adapt houses to the needs of elderly people who are losing autonomy or with limited mobility. Allowing them to live as much as possible at home while providing the necessary care is a challenge which cities will have to face more and more.

FRAMEWORK FOR DELIVERY

Domain 4: Social inclusion and non-discrimination. Older people may feel discriminated in their cities due to their age. Sometimes relations with their relatives are lost as well as with their neighbours. A high degree of inclusion in the city, neighbourhood and family is necessary for happy aging.

Domain 5: Social participation is one of the main domains in the healthy ageing debate in the stakeholder cities. This takes shape in two general directions: the organisation of leisure and free time activities for older people, including cultural trips, and the facilitation of activities where seniors can integrate in the community, such as voluntary work or intergenerational activities

Domain 6: Civic engagement and employment. The degree of involvement in the community may help maintaining older people vital and participative.

Domain 7: Information and communication. Receiving good information, adapted, legible, etc. is very important when aging. New technologies may cause problems to catch up with information of all kind.

Domain 8: Community support and health services. Community support and health services are vital for keeping older people healthy, Independent and active, and it is crucial that these services are planned in accordance with the needs of older people.

These domains overlap and interact with each other. For example, respect is reflected in the accessibility of public buildings and spaces and in the range of opportunities that the city offers to older people for social participation, entertainment, volunteering or employment.



FRAMEWORK FOR DELIVERY

This is how the mechanisms and areas of participation of older people as well as other groups of interest related to them (professionals, businesses...) in the diagnosis process were defined and will be defined one again. The objective was to develop a diagnosis that would allow, first of all, to measure the age-friendliness of the city, secondly, to involve the participants in the analysis process and gather proposals for improvement in terms of programs, services and features of the city for the elderly and finally, to generate a series of proposals that would allow to articulate an action plan adapted to the needs and demands of the elderly in the city.

In a previous phase, the dissemination of the project in order to promote the maximum of participation, was carried out. Presentations of the project were made to the Municipal Technicians as well as to the Representation Boards of the Senior Centres Network.

The development of the first phase of action generated the diagnostic document of the city, which not only evaluated its age-friendliness, but also the strengths and weaknesses in each of the areas defined in the Vancouver Protocol according to the opinion of the older citizens, besides proposing improvement actions. To do so, 21 focus groups were carried out with the participation of elderly people, caregivers, service providers and NGO representatives. The information obtained in this participatory process allowed for the elaboration of 25 proposals with different levels of concretion, which are the summary of the opinion of older citizens as well as representing the starting point for the elaboration of an Action Plan capable of responding to these.

This Action Plan was implemented in 2015-2018 and the evaluation of the process (as required in the methodology) was carried out in 2020. The next also according to the WHO AGe-friendly Network is to re-start the whole process.

FRAMEWORK FOR DELIVERY

Zaragoza started this process in May 2022, opening a participation process to again gain knowledge from the elderly through focus groups, but this time one more domain was added: loneliness.

The scalability of the NGHO (Nos gusta hablar -también online) project to a larger number of users, according to the University of Zaragoza was associated with a social impact that, although at first, was difficult to quantify, but can be sketched in a first approximation.

Reductions in feelings of loneliness such as those found in the present study, with average decreases of between 4% and 9%, would imply, assigning these decreases to the decrease in the probability of finding oneself in a situation of unwanted loneliness, a reduction of this order of magnitude in the previously estimated additional costs.

In addition, the improvement in the ability of the elderly to use ICTs, as well as in cognitive aspects in general, in the medium term also translates into the availability of a valuable tool for subsequent and sustained improvements in the situation of loneliness, both objective and perceived. This aspect, due to the duration of the project and the short time elapsed after its completion, could not be evaluated or quantified.

»»»» THE ACTION PLAN

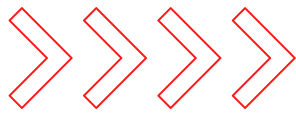
The elaboration of the Action Plan will obey logically to the definition of a series of programs and projects, that on the one hand, respond to the objectives of improvement derived from the diagnosis, and on the other hand, collect each and every one of the necessary actions to give an adequate response to the proposals of the elderly.

In short, it is a matter of establishing an Action Plan that defines the programs and projects with the objectives to be achieved,

- coherent with the citizens' proposals
- oriented to the overall improvement of the city
- cross-cutting in terms of management areas and needs of the city
- that generate feasible and evaluable projects
- that respond to the proposals made by the citizens

Taking all of the above into account, an Action Plan is structured in programs, covering the different proposals made in the diagnosis phase.

The different programs include projects where proposals based on the active aging model are specified, offering diverse and innovative intervention frameworks that contemplate the different dimensions related to the well-being and social participation of the elderly



PROJECT DESIGN SEQUENCE

STARTING
POINT



VANCOUVER AREAS

CUANTITATIV
E ANALYSIS
+ FOCUS
GROUPS

1. AREAS
INTERVENTI
ON
DEFINITION

2.
OBJECTIVES

3. PROGRAMS

4. PROJECTS

DEPARTMENTS OF THE CITY COUNCIL

PROJECTS

AT THE HIGHEST LEVEL

VANCOUVER AREAS

AREA 9: LONELINESS
AREA 6: INFORMATION AND
COMMUNICATION

PROPOSAL:

The creation of a Secretary of State for the Elderly would be a way to raise awareness of the importance of issues concerning this group and also to value the contribution of the elderly to society.

DEPARTMENTS

PRESIDENCY AND MAYOR'S OFFICE

ACTIONS

- Encourage the active participation of the elderly and their representatives in committees and government.
- Develop information and awareness-raising actions

PROJECTS

DIFFERENT ADMINISTRATIONS

VANCOUVER AREAS

ALL AREAS

PROPOSAL:

Need to act in a coordinated manner between the different public administrations (Health, Social Services, etc.). We already have some examples that are working (Health in Neighborhoods, Health Assets...).

DEPARTMENTS

ALL DEPARTMENTS

ACTIONS

- Encourage public administrations to work in a coordinated way
- Continue working in coordination with the Health Department of the Government of Aragón

PROJECTS

THE COMMUNITY. THE CITY

VANCOUVER AREAS

ALL AREAS
AREA 9: LONELINESS

PROPOSAL:

Networking is a concept that is repeated in the focus group. Both informally in the neighborhoods and formally through the institutions. The active participation of many stakeholders is necessary. Alone we can do nothing.

DEPARTMENTS

ALL DEPARTMENTS. SOCIAL SERVICES.

ACTIONS

- Encourage public administrations to work in a coordinated way and creating networks to do so
- Encourage all the community to create networks in order to detect the situation of loneliness.
- Reinforce existing networks (neighbourhood associations, communities...)

PROJECTS

THE COMMUNITY. THE CITY

VANCOUVER AREAS

AREA 4: SOCIAL INCLUSION
AREA 9: LONELINESS

PROPOSAL:

Door-to-door street sweeping is proposed as a possible solution for the detection of people living in unwanted loneliness. Either by professionals or volunteers.

DEPARTMENTS

SOCIAL SERVICES

ACTIONS

- Organize groups composed either of older people or young and old, to go door to door in order to detect cases of loneliness
- Engage the whole community

PROJECTS

THE COMMUNITY. THE CITY

VANCOUVER AREAS

AREA 4: SOCIAL INCLUSION
AREA 5: SOCIA PARTICIPATION
AREA 9: LONELINESS

PROPOSAL:

From the Senior Centers with the support of other elderly people. Setting up a small group in each center dedicated to the detection of people living in loneliness.

DEPARTMENTS

SOCIAL SERVICES AND FAMILY

ACTIONS

- Creation of a commitee in each Senior Centre composed by older people in order to detect people in situation of loneliness.

PROJECTS

THE COMMUNITY. THE CITY

VANCOUVER AREAS

ALL AREAS
AREA 9: LONELINESS

PROPOSAL:

Learning from and analyzing the experiences of other cities, whether European, national or international.

DEPARTMENTS

SOCIAL SERVICES AND FAMILY

ACTIONS

- Encouraging the setting up of Regional, National, European or International exchange programs in order to learn from the experience of others.

In Zaragoza, projects have already been launched that can serve as a starting point or as an experience from which to learn (Who's Who in Arrabal, Barrio San José, Commission for the Elderly, Friendly Neighborhoods, intergenerational projects with young people with Down Syndrome...).

PROJECTS

INTERGENERATIONAL PROJECTS

VANCOUVER AREAS:

AREA 4: SOCIAL INCLUSION
AREA 5: SOCIAL PARTICIPATION
AREA 6: COMMUNICATION AND
INFORMATION

PROPOSAL:

Keep encouraging projects related to other age groups, specially where the contribution of older people is valued.

DEPARTMENTS

SOCIAL SERVICES AND FAMILY

OBJETIVOS

- Encourage generational exchange programs and experiences,
- Create spaces and strategies for intergenerational encounters,
- Recognize the importance of the elderly in the transmission of values and vital experiences essential for the new generations.

PROJECTS

EQUAL OPPORTUNITIES PROJECTS + PREVENTION OF ABUSE

VANCOUVER AREAS:

AREA 4: SOCIAL INCLUSION
AREA 5: SOCIAL PARTICIPATION
AREA 6: COMMUNICATION AND
INFORMATION

PROPOSAL:

Reinforce actions related to
gender and prevention of
abuse.

DEPARTMENTS

SOCIAL SERVICES AND FAMILY

OBJETIVOS

- Encourage generational exchange programs and experiences,
- Create spaces and strategies for intergenerational encounters,
- Recognize the importance of the elderly in the transmission of values and vital experiences essential for the new generations.

PROJECTS

SOCIAL PARTICIPATION

VANCOUVER AREAS:

AREA 4: SOCIAL INCLUSION
AREA 5: SOCIAL PARTICIPATION
AREA 6: COMMUNICATION AND
INFORMATION
AREA 7: CIVIC PARTICIPATION

PROPOSAL:

Strengthen participation of older
people in associations and
institutions

DEPARTMENTS

SOCIAL SERVICES AND FAMILY

OBJECTIVES

- Promote processes of democratic participation and the promotion of associations for the elderly.
- To continue developing, in coordination with other community resources, a broad and updated cultural and educational program that includes topics of interest (cultural, educational, socio-political, artistic, etc.) for the community's senior citizens. Incorporate the perspective of the elderly in the elaboration and revision of municipal plans.
- Advance in the self-management of the elderly in the center. Review and update the terms used in municipal information and advertising content, using current and positive terms.

PROJECTS

IMPROVE ACCESS TO INFORMATION

ÁREAS DE VANCOUVER

AREA 4: SOCIAL INCLUSION
AREA 5: SOCIAL PARTICIPATION
AREA 6: COMMUNICATION AND INFORMATION
AREA 7: CIVIC PARTICIPATION

PROPOSAL:

Improve access to all kind of information and continue offering training to avoid digital gap

DEPARTMENTS

SOCIAL SERVICES AND FAMILY, EDUCATION, ALL DEPARTMENTS.

OBJECTIVES

- Reinforce the Legal counseling help point.
- Improvement of the accessibility of administrative procedures: accessibility of documents and support for the completion of procedures. Training for civil servants.
- Promoting access to health and social services benefits, improving citizens' knowledge of the dependency system and social services in general.
- Improving the image of social services
- Organizing more and updated training to avoid the digital gap

»»»» EVALUATION

Reorienting resources towards new models that are more in tune with the needs that arise as a result of social evolution is essential, but it often generates significant resistance. In this sense, making explicit the objectives that must guide the reorientation, identifying the key elements of change, detecting resistance and generating facilitating strategies are some of the essential aspects to be taken into account in these processes.

The evaluation should be directed, fundamentally, to determine to what extent the initially proposed objectives have been achieved, as well as to analyze the relationship between the effects obtained, the activity carried out and the resources used. The evaluation must be carried out in a constructive manner in order to guide subsequent decision-making with respect to the aspects evaluated.

The Action Plan under evaluation aims to improve the conditions of the city with the elderly and citizens in general, through the development of projects derived from the proposals made by the elderly.

The aim is to evaluate two aspects:

- The level of fulfillment of the objectives of the Plan, defined in the different programs, through the evaluation of the results of the different projects.

- The level of compliance as well as the execution of the specific actions proposed. It is advisable to introduce simple and feasible evaluation models that combine the evaluation of several complementary aspects: evaluation of the service, evaluation of the effort, evaluation of the process, evaluation of the results, including the users' opinion about the resource, its services and programs.