



# Breaking isolation

**TØNDER'S STRATEGY TO FIGHT SOCIAL  
ISOLATION**

December 2025



TØNDER  
KOMMUNE

**URBACT**



Co-funded by  
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Interreg



# ABOUT THIS STRATEGY

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This strategy (Integrated Action Plan) has been produced by the Municipality of Tønder through the close cooperation with 9 other european, small & medium sized cities, within an URBACT network called Breaking Isolation.

For about 3 years, the municipality of Tønder (Denmark) exchanged, learned and experimented with its fellow european cities about social isolation, until it was able to reach and develop, by the end of 2025, its own strategy to fight isolation.

The present document tells the short story of this european collaborative peer-to-peer learning journey and the concrete, tangible action plan of the Municipality of Tønder.

As any strategy, the plan might evolve and change in the future, depending on opportunities, funding, political support, citizens' will, etc. It is therefore a guiding document, not a binding one.

For more info about the URBACT network of Breaking Isolation:  
<https://urbact.eu/networks/breaking-isolation>

[Breaking Isolation: A Baseline Study on Social Isolation in Europe](#)

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Isolation



## THE PROBLEM

# Social isolation is multifactorial

Causes of social isolation are often multi-factorials. A otherwise healthy and socially integrated person can rapidly become isolated. Why? For plenty of reasons (see the risk cards below): the death of a loved one, a divorce, a break up, depression, dementia, long illness, the loss of a job, or even retirement, addictions, the fact of living far from relatives, domestic violence. There are plenty of factors which may lead to isolation. It does not mean that you will automatically face isolation if you experience one these situation, but it might increase the risk, especially when you start combining them (as factors add up).

**'Addressing individual risk factors in isolation will not be enough to tackle loneliness, and more holistic solutions will be needed.'**

Joint Research Center, EU Commission 2022.



DEATH OF A LOVED  
ONE (OR BREAK UP)



MENTAL HEALTH  
ISSUES



PHYSICAL  
IMPAIRMENTS/  
LONG ILLNESS



UNEMPLOYMENT/  
RETIREMENT



POVERTY



INTIMATE PARTNER  
VIOLENCE



REMOTE LOCATION



ADDICTIVE USE OF  
SOCIAL MEDIA



ADDICTIONS TO DRUGS,  
ALCOHOL, GAMBLING



LACK OF SOCIAL SKILLS

## THE PROBLEM

# SOCIAL ISOLATION IS HARMFUL

Findings indicate that the influence of social relationships on the

RISK OF DEATH ARE COMPARABLE WITH WELL-ESTABLISHED RISK FACTORS FOR MORTALITY SUCH AS SMOKING AND ALCOHOL CONSUMPTION



and exceed the influence of other risk factors such as physical inactivity and obesity.

(Holt-Lunstad J., 2010)

A study conducted on a 10 year period with over 12 000 people demonstrated that loneliness is associated with a

40 %  
INCREASED RISK OF  
DEMENTIA.

(Sutin AR., 2020)



Findings suggest that deficiencies in social relationships are associated with an

INCREASED RISK OF  
DEVELOPING CORONARY  
HEART DISEASE AND  
STROKE

(Valtorta NK et al., 2016)

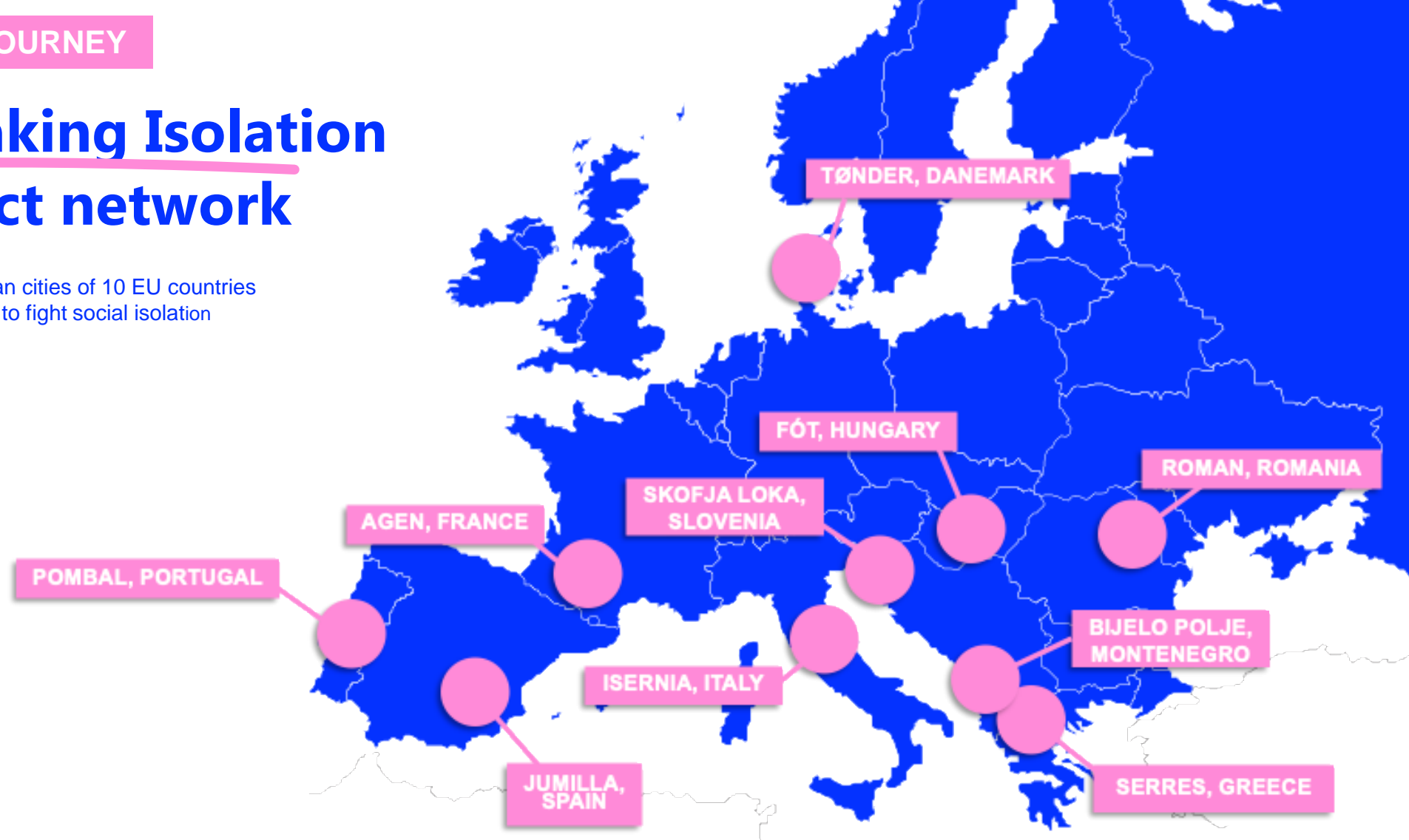


# A learning journey



# The Breaking Isolation Urbact network

10 European cities of 10 EU countries  
united to fight social isolation



**Why a European network?** Social isolation is a growing issue everywhere, not just in one country but worldwide. This means that everyone is impacted but it also means that potential solutions are potentially found everywhere. Solutions might lie not just in your own country but maybe in a far away city somewhere across Europe. Started in June 2023 (until Dec. 2025), the Breaking

Isolation network gathered 10 small & medium sized cities from 10 European countries facing issues of social isolation and willing to fight it. For 2.5 years, they learnt about one another, exchanged their practices, visited each other, experimented with new methods and conducted local testing actions, to build, in the end, their own adhoc strategies to fight isolation.

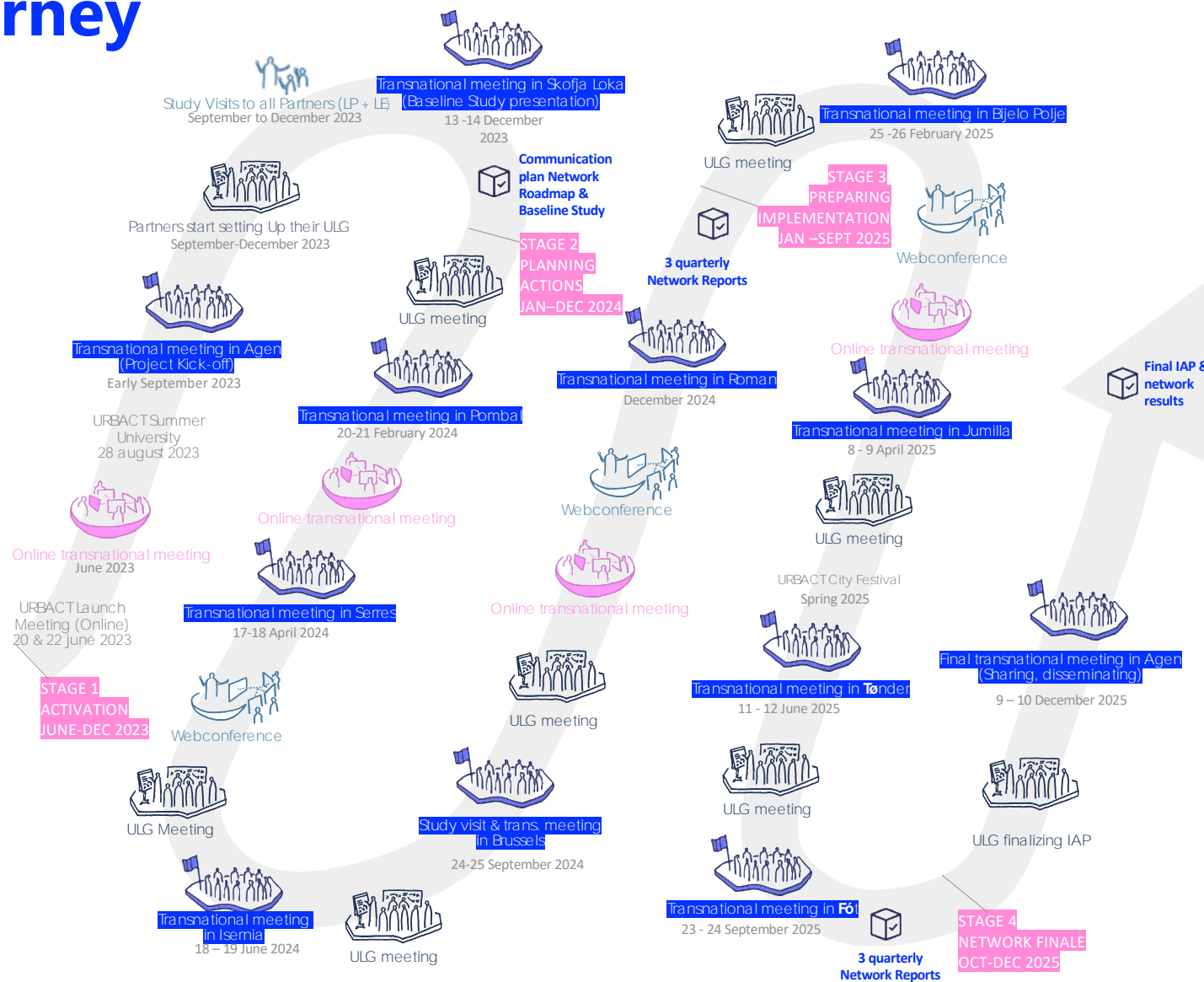
# A european Journey

The Breaking Isolation journey is structured around a series of collective meetings called Transnational Meetings (TNM). These TNMs gather systematically the 10 cities of the Breaking Isolation network and is the most precious exchange & learn space for the network. Indeed, during those TNMs, each city presents the results of their work at the local level with their URBACT local group (composed of a mix of local stakeholders, NGOs, citizens, civil servants, etc.), then the hosting city showcases inspiring practices (through on site visits), Lead Partner checks up administrative and communication matters while the Lead Expert explains the next steps of the journey as well as presents the ad-hoc tools that cities will have to use with their ULGs.

In between each TNM, cities organize their URBACT Local Group (ULG) meetings, in order to share their results to the next TNM.

Alongside ULG meetings and TNMs, the network also organizes online meetings as well as webconferences on specific issues/topics.

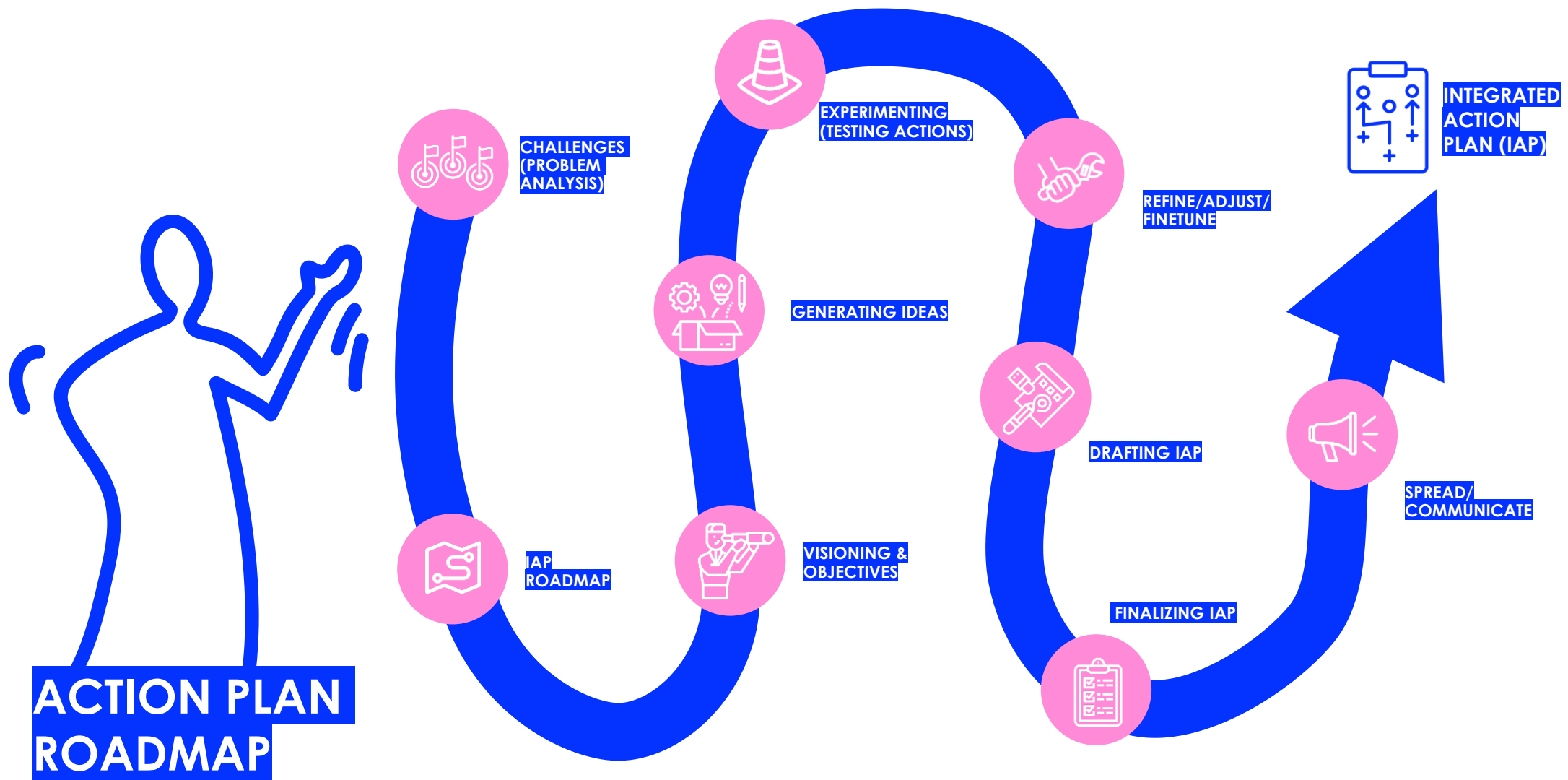
This 2.5 years long journey is not only a learning experience but also a beautiful European cooperation based on genuine sharing and exchanging.











## A collective Journey

The Breaking Isolation network is an action-planning network of cities aiming at developing, their own local strategies to fight social isolation, called Integrated Action Plans (IAP). In order to build this IAP, each city of the network is taken through a collective process (together with local stakeholders composing URBACT Local Groups) to first, diagnose the challenges and issues of their city regarding the topic of isolation, then come

up with the vision and objectives they want to achieve, or in other words, express their ambition, then, co-create ideas, copy and transfer promising practices from the other partner cities, then experiment, meaning try out ideas locally to collect proofs of concepts, then evaluate, refine, adjust then pack together the strategy.



Local  
context

# The Municipality of Tønder

- The Municipality of Tønder is located in the southwestern part of the Region of Southern Denmark and covers an area of approximately **1,284 km<sup>2</sup>**, making it one of the largest municipalities in Denmark by land area.
- As of 2025, the municipality has a population of around **36,300 citizens**. The population has been gradually declining in recent years, primarily due to a negative natural population growth and net outmigration.
- The Municipality of Tønder has one of the lowest population densities in Denmark. Half of the residents live in areas with low population density.





# Tønder and social isolation



**'Social isolation is a condition in which a person suffers from a long term lack of social relations both in quantity and quality'.**

And social isolation is a rapidly growing social issue, worldwide. According to the World Health Organization, nearly one person out of four is experiencing social isolation.

Yes, we live in a society supposedly more and more connected, through the promise of social media, yet studies show that people have never been more isolated than today.

And Tønder is no different. Despite being a rather small to medium sized city in which we could believe that people know one and other, and are closer from each other than in big cities, people in Tønder Municipality are growingly isolated. This situation does not only concerns the elderly, as one could think at first. Isolation has no age.

It can concern anyone: anyone who's lost her/his lover, who divorced/broke up, who's lost his/her job, moved far from family & friends, who's suffering long illness or chronic disease, who has got no time for social encounters (such as solo parent), and who's suffering from addictions (alcohol, gambling, drug, etc.), etc. Literally anyone can suffer from isolation.

In Tønder, many citizens suffer from isolation but most often, we don't see it, we don't see them, we don't know. And even when we do, we lack tools and solutions. We lack concrete ways to get them out of isolation. Also because isolation in our society is shameful. It's a complex issue. And this is why Tønder considered that it could learn a great deal by learning, exchanging and experimenting with other european cities facing this same challenge.

This is how Tønder Municipality ended up joining a European network of cities called *Breaking Isolation*.

# A local collaborative adventure

URBACT networks are a European and transnational cooperation journey but also a local collaborative one. Indeed, each network has to bring together key stakeholders in order to build and work collectively on the local challenge and strategy. This document was made possible by the deep engagement of all the following people. They are the ones behind the scene of this strategy.

In order to compose this ULG of Tønder, we decided to gather people from several fields according to the topic of Isolation.

The participants were:

**Anne Persson**, Nursing Department of Tønder Municipality

**Bo Laugesen Tonnesen**, Nature School

**Boh Tygesen**, Senior Council Tønder

**Christel Skov Schäfer**, Central Kitchen

**Eva Kjærgaard**, LEV

**Kristian Kjærgaard**, LEV

**Anders Breindahl**, Self-help Southwest

**Jonna Reggelsen Hjelmholm**, Training Assistant, Tønder Municipality

**Karin Müller**, Sozial Dienst Tønder

**Kirsten Clausen**, LEV

**Lisbet Hartz**, Singing Empowerment Centre Tønder

**Liv Øvlisen Brun Jensen**, Volunteering Together

**Marie Madvig Evald**, Project Age-Friendly Cities

**Louise Thimm Christensen**, Project Age-Friendly Cities

**Rita Westergaard**, Senior Council Tønder

**Susanne Mølgaard Solgård**, Psychiatry, Tønder Municipality

**Vibeke Friedlef Hansen**, Home Care Services, Tønder Municipality

**Mikkel Leth Jespersen**, Department of Culture and Volunteering





vision

# In the future, in the Municipality of Tønder, we would be happy and proud if ...

... we reached a point where isolation is no longer a chronic state and where there is always a way forward.

If this project and our planned actions help create an environment where support and options are available, then our participation can be considered a great success.

By shining a light on this important issue, we aim to raise awareness about isolation and create the necessary opportunities for the people of Tønder to take action - whether they are at risk themselves or reaching out on behalf of someone else.

Change unfolds through collaboration between the municipality and civil society, in public spaces that support community and connection. From cradle to grave - across generations - we strive to break the taboo around loneliness, making it easier to prevent and address.

There are already many actors and initiatives in place, but we must learn to use what we have in new ways and work together differently. Success lies in our ability to collaborate across sectors and target groups, creating a shared effort to build a more connected and inclusive Municipality.



# 7 Challenges for breaking isolation

The Lead Expert of the Breaking Isolation network, Christophe Gouache, identified 7 needs regarding social isolation:

1. We need to better identify socially isolated people
2. We need to better diagnose those at risk of isolation (early signs)
3. We need to develop direct answers to help out those already isolated
4. We need to reinforce and multiply solutions to prevent isolation of those at risk
5. We need to raise awareness on social isolation, how to recognize it and its effects
6. We need to develop city-wide answers by partnering within municipality departments and with local stakeholders, and in particular, local NGOs
7. We need to reinforce a culture of mutual community care

## In Tønder, we decided to focus on...

In Tønder Municipality, we have chosen to focus our efforts on challenges 4, 6, and 7. This decision does not imply that the remaining four challenges are less important. Rather, it reflects our recognition that addressing social isolation is a relatively new and unexplored area for us, requiring targeted attention and innovative approaches.

We firmly believe that breaking the cycle of isolation is not a task that can be tackled by the municipality alone. It demands a united effort involving local stakeholders, NGOs, and community members. By fostering new collaborations with existing partners and raising awareness across sectors, we aim to build a strong foundation for long-term change.

Our Urbact Local Group has therefore chosen to focus on prevention and on creating meaningful opportunities for individuals at risk of isolation. At the same time, we strive to promote a cultural shift - one where isolation is neither a taboo subject nor seen as a final destination. Instead, we want to encourage openness, dialogue, and proactive support systems that empower individuals and strengthen community ties.

# The Process of the Urbact Local Group (ULG)

Over the course of 1.5 years, the Urbact Local Group in Tønder Municipality engaged in a rich and collaborative process aimed at addressing social isolation in the local community. The journey was marked by regular meetings, strong commitment, and active participation from a diverse group of stakeholders.

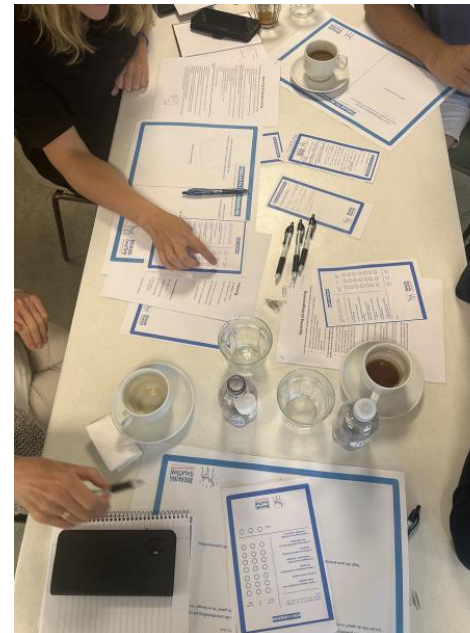
The process began with a deeply personal and reflective phase, where participants shared stories from their professional and private lives about individuals experiencing isolation. These narratives helped build a shared understanding of the issue and created a strong emotional foundation for the group's work.

Building on this, the group moved into a visionary phase. Participants imagined a future where social isolation had been successfully addressed and wrote fictional newspaper articles set in the year 2040, describing what life in Tønder Municipality could look like if the challenge had been overcome. This exercise helped clarify ambitions and set a positive, forward-looking tone.

Next, the group engaged in idea generation for test actions and long-term solutions. Using gameboards and group work methods, they explored creative and practical approaches to preventing and reducing isolation. These sessions sparked a wide range of ideas, grounded in both local knowledge and innovative thinking.

Following this, the group collaboratively described and planned specific test actions. These actions were then implemented in real-life settings, allowing the group to explore what works in practice and gather valuable insights for future initiatives.

Throughout the entire process, the group demonstrated remarkable dedication—contributing ideas, willingness to share both personal experiences and professional insights, and participating in test actions. Their efforts have laid a strong foundation for continued work in combating social isolation in Tønder. The Municipality of Tønder is grateful for the invaluable contributions from the members of the Urbact Local Group.



# Key Challenges Identified by the Urbact Local Group

Throughout the Urbact process, the Local Group identified several key challenges that contribute to social isolation in the area. These insights emerged through dialogue, shared experiences, and collaborative analysis, and they highlight structural and cultural barriers that need to be addressed:

## **Lack of Awareness Despite Existing Opportunities**

Tønder Municipality offers a wide range of activities, services, and community initiatives aimed at promoting social inclusion. However, both professionals and private citizens often lack awareness of these opportunities. This gap in knowledge means that many people who could benefit from existing resources remain unaware of them, and professionals may not know where to refer individuals at risk of isolation.

## **Transportation Barriers in a Large Rural Municipality**

The geographical size and rural nature of Tønder pose significant transportation challenges. It is easy to become isolated when living in remote areas, especially for vulnerable groups such as the elderly, people with disabilities, or those without access to a car. Public transportation options are limited and often difficult to navigate, making it harder for individuals to participate in community life or access support services.

## **Unclear Points of Contact for Addressing Isolation**

There is a widespread uncertainty among professionals, volunteers, and citizens about where to turn when they encounter someone who is isolated or showing signs of becoming isolated. This lack of a clear entry point or referral system creates a barrier to early intervention and coordinated support, leaving many cases of isolation unaddressed.

These challenges underline the need for improved communication, better infrastructure, and more coordinated efforts across sectors to ensure that no one in Tønder is left behind or disconnected from their community.

# Test Actions Developed by the Urbact Local Group

As part of the Urbact process, the Local Group in Tønder Municipality co-designed and implemented a series of test actions aimed at exploring practical ways to reduce social isolation. These actions were grounded in local needs and insights and served as small-scale experiments to test ideas in real-life settings. The following three test actions were carried out:

- **Exploring a Shared Mealtime Community at Tønder Hospital**

The group investigated the potential for creating a social dining community at Tønder Hospital's café. The idea was to open the café not only to hospital staff and patients but also to local residents - particularly those living at home and at risk of isolation. The test explored whether the café could serve as a welcoming and accessible space for shared meals, fostering new social connections in a familiar and central location.

- **One-on-One Conversations with Citizens at Risk of Isolation**

In this action, professionals engaged directly with individuals who had shown signs of being at risk of social isolation. Through structured interviews, citizens were invited to share their needs, interests, and wishes. Based on this input, professionals worked to match each individual with existing local activities or services that aligned with their preferences and geographical location. This personalized approach aimed to bridge the gap between citizens and the opportunities already available in the community.

- **Three-Day Peoples College Experience**

Inspired by the Danish Peoples College tradition, this test action offered a condensed three-day experience for citizens who share life circumstances known to increase the risk of social isolation. Participants spent three weekdays together from 9:00 to 15:00, engaging in a variety of activities including cultural experiences, social interaction, and nature-based outings. The goal was to test whether a short, intensive program could foster a sense of belonging and community among participants—and whether the Peoples College model could be adapted to support social inclusion in new ways.





strategy

# Local Initiatives supporting the Integrated Action Plan

As mentioned in the baseline study ([Baseline-study.indd](#)) there are already some initiatives on a local and national level that aims to reduce social isolation and loneliness.

At a national level there are initiatives such as the health visitor service for families with newborns and minor children, as well as the Preventive Health Visit for people turning 75 years etc.

At a local level the Municipality of Tønder is actively promoting social inclusion through a range of local initiatives aligned with the Integrated Action Plan of the Breaking Isolation project. At the heart of this effort is the Welfare Community Vision, which serves as an overarching framework guiding the development of housing, care, and community initiatives that support well-being and social cohesion.

Under this strategy, several key initiatives are being implemented. One of them is the “**Community Neighbourhood**”, a new residential area in the town center designed to foster intergenerational living and meaningful social interaction.

Another is the “**Five Roads to Community**” framework, which enables care homes and multifunctional teams to engage residents in meaningful activities such as crafts, music, nature experiences and more. A third initiative is “**Boblberg**”, a Danish digital app, that helps people connect through shared interests and community activities.

The open door policy in nursing homes and the “**Community table**” initiative further support transparency and community involvement, creating spaces for both spontaneous and organized social engagement.

While the “**Elderly-Friendly Cities**” project stands somewhat independently, it aligns with the overall vision of the Welfare Community Vision by aiming to make urban spaces more inclusive and accessible for older adults thus reinforcing the municipality’s commitment to participation and well-being across all age groups.

## OUR STRATEGY IN ONE PAGE

### [Challenge/problem]

Too many people, of all age ranges, are suffering from **social isolation**



### [Strategic objective]

**Tønder is a municipality where no one is left alone suffering from isolation and where those at risk are taken care of by the community.**

### [Specific objectives]

Reinforce and multiply solutions to prevent isolation of those at risk

Develop city-wide answers by partnering within municipal departments and with local stakeholders, and in particular, local NGOs

We need to reinforce a culture of mutual community care

### [Operational objectives]

Establish general knowledge about social isolation

Overview of activities

Develop a protocol for risk situations

Develop initiatives and environments with a focus on community building

Coordinate activities

Create options for the people at risk of isolation to reach out

### [Actions]

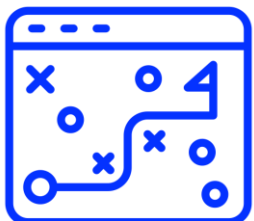
Information campaign

Citizens college

Activity coordinators

One on one

Robots



# The strategy of Tønder Municipality



Action

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plan



# Activity coordinators

## WHAT IS IT? WHAT IS THE OBJECTIVE?

Hiring 5 health care professionals with a mission to create meaningful communities and activities for citizens experiencing loneliness or social isolation. The coordinators collaborate with volunteers, local organizations and care units. The goal is to enhance well-being and quality of life through participation and connection. By placing one activity coordinator in each center city their effort supports a more inclusive and compassionate local environment.

### SPECIFIC OBJECTIVE

Reinforce and multiply solutions to prevent isolation of those at risk



### OPERATIONAL OBJECTIVE

To reduce isolation by engaging vulnerable citizens in meaningful, community-based activities



## KEY STEPS

1. Identify target groups
2. Establish partnerships
3. Design tailored activities
4. Facilitate participation
5. Monitor and adapt



## PARTNERS

Partners will include associations and organizations that are considered relevant for collaboration, knowledge exchange, and professional sparring. These partnerships aim to strengthen the initiative through shared expertise, local engagement, and mutual support.



## COSTS & FUNDING

The five activity coordinators are funded by 2.5 million DKK through a reallocation of the department's budget.



## MONITORING INDICATORS & EVALUATION

Monitoring will be based on participation rates, numbers of activities organized and feedback from participants. Furthermore, efforts are being made to explore the preventive impact on individuals' perceived well-being and quality of life."



## RISK MITIGATION

### Low participation from target groups

Mitigation: Use personalized outreach, collaborate with care staff, and offer transportation or support to reduce barriers.

### Lack of volunteer engagement

Mitigation: Build strong partnerships with local organizations and offer recognition, training, and flexible roles for volunteers.

### Mismatch between activities and participant needs

Mitigation: Conduct regular needs assessments and adjust activities based on feedback and observed engagement.

# One-on-one

## WHAT IS IT? WHAT IS THE OBJECTIVE?

One role of the activity coordinators is to facilitate and support staff in working one-on-one with citizens who are at risk of social isolation. Through personal conversations, they identify each individual's social needs, interests, and preferences. Based on this, the coordinators match the citizen with existing local offers—such as community groups, events, or NGOs—that align with their wishes. This tailored approach ensures that citizens are connected to meaningful opportunities for participation and belonging. The goal is to prevent isolation by creating bridges between individuals and their local community

### SPECIFIC OBJECTIVE

Reinforce and multiply solutions to prevent isolation of those at risk

### OPERATIONAL OBJECTIVE

→ To match citizens' social needs with local opportunities through personalized one-on-one support, helping prevent isolation.



### KEY STEPS

1. Initial outreach and identification
2. Personal conversation and needs assesment
3. Mapping local oportunities
4. Personalized matchmaking and introduction
5. Follow-up and adjustment



### ACTION LEAD & PARTNERS

Partners will include associations and organizations that are considered relevant for collaboration, knowledge exchange, and professional sparring. These partnerships aim to strengthen the initiative through shared expertise, local engagement, and mutual support.



### COSTS & FUNDING

A Community Building Coach function will be funded through a reallocation of the department's budget.



### MONITORING INDICATORS & EVALUATION

Monitoring will be based on particitation rates, numbers of activities organized and feedback from participants. Furthermore, efforts are being made to explore the preventive impact on individuals' perceived well-being and quality of life."



### RISK MITIGATION

#### Mismatch between citizen needs and available offers

Mitigation: Maintain an updated and diverse database of local opportunities; involve citizens in the matching process to ensure relevance.

#### Low engagement or follow-through from citizens

Mitigation: Provide gentle follow-up, offer to accompany citizens to first meetings, and ensure activities are welcoming and accessible.

#### Limited availability of suitable local offers

Mitigation: Collaborate with NGOs and community groups to co-create new activities or adapt existing ones to meet unmet needs.

# Citizens college

## WHAT IS IT? WHAT IS THE OBJECTIVE?

The objective is a community-based initiative designed for individuals at higher risk of social isolation due to factors such as illness or other life circumstances they have in common. Participants gather for a few days at a time to engage in structured activities, share experiences, and build relationships in a safe and supportive environment. The program fosters inclusion, personal development, and social connection.

### SPECIFIC OBJECTIVE

Reinforce and multiply solutions to prevent isolation of those at risk

### OPERATIONAL OBJECTIVE

To prevent social isolation by offering vulnerable citizens a structured space to build relationships through shared activities.



### KEY STEPS

1. Identify and invite participants
2. Design a safe and inclusive program
3. Create a welcoming environment
4. Facilitate relationship building
5. Evaluate and follow up



### ACTION LEAD & PARTNERS

Partners will include associations and organizations that are considered relevant for collaboration, knowledge exchange, and professional sparring. These partnerships aim to strengthen the initiative through shared expertise, local engagement, and mutual support.



### COSTS & FUNDING

The citizens college will be funded through a reallocation of the department's budget.



### MONITORING INDICATORS & EVALUATION

Monitoring will be based on participation rates, numbers of activities organized and feedback from participants.

Furthermore, efforts are being made to explore the preventive impact on individuals' perceived well-being and quality of life."



### RISK MITIGATION

#### Participants feel overwhelmed or unsafe in group settings

Mitigation: Create small, calm groups with trained facilitators and clear routines; offer opt-out options and quiet spaces.

#### Health or behavioral challenges disrupt participation

Mitigation: Ensure staff are trained in dementia care, mental health, and substance use support; have contingency plans and support resources available.

#### Low attendance or drop-out

Mitigation: Use personalized invitations, involve care staff in outreach, and offer transportation or assistance to reduce barriers.

#### Limited activity relevance or engagement

Mitigation: Co-design activities with participants and adjust the program based on feedback and observed interests.

#### Sustainability and continuity after the program ends

Mitigation: Build bridges to ongoing community offers and follow up with participants to support continued engagement

# Robots

## WHAT IS IT? WHAT IS THE OBJECTIVE?

The objective is a community-based initiative designed for individuals at higher risk of social isolation by testing present- and social robots. The purpose of the robots is to build relationships for people who are socially isolated or at risk of becoming so. Through interaction with the robots, individuals can train social skills or gently begin to reconnect with social life.

### SPECIFIC OBJECTIVE

Reinforce and multiply solutions to prevent isolation of those at risk



### OPERATIONAL OBJECTIVE

To prevent social isolation by using robots to support relationship-building and social skill development among vulnerable citizens.



### KEY STEPS

1. Identify target users
2. Design interaction scenarios
3. Pilot and observe
4. Evaluate and scale



### ACTION LEAD & PARTNERS

Partners will include associations and organizations that are considered relevant for collaboration, knowledge exchange, and professional sparring.

Active contributors will be SOSU Syd (Social and Health Care School in Southern Denmark) and department of Adult Social Care.



### COSTS & FUNDING

Robots will be financed through the reallocation of existing budgetary resources, specifically by designating funds from the welfare technology pool to support this initiative.



### MONITORING INDICATORS & EVALUATION

Monitoring will be based on participation rates, numbers of activities organized and feedback from participants.

Furthermore, efforts are being made to explore the preventive impact on individuals' perceived well-being and quality of life."



### RISK MITIGATION

#### Users feel uncomfortable or reject robot interaction

Mitigation: Introduce robots gradually, offer human support alongside, and allow users to opt out or choose preferred interaction styles.

#### Limited effectiveness in building real social connections

Mitigation: Use robots as a bridge—not a replacement—for human interaction; combine robot use with community-based follow-up.

#### Technical issues or malfunctions

Mitigation: Ensure regular maintenance, provide staff training, and have backup plans for sessions if robots fail.

#### Privacy and data protection concerns

Mitigation: Use robots that comply with GDPR and ensure all data collected is anonymized, securely stored, and consent-based.

#### Staff resistance or lack of confidence in using robots

Mitigation: Provide hands-on training, involve staff in planning, and highlight success stories to build trust and engagement.



# Information campaign

## WHAT IS IT? WHAT IS THE OBJECTIVE?

As part of our ongoing commitment to improving well-being in the community, an information campaign will be launched to address and reduce social isolation. The campaign aims to raise awareness about the challenges of loneliness and social isolation, break down taboos and encourage open conversations around these issues, promote local services and activities that support social connection and inclusion, inform residents about where to find help, resources, and opportunities to engage in their local area.

### SPECIFIC OBJECTIVE

Reinforce and multiply solutions to prevent isolation of those at risk



### OPERATIONAL OBJECTIVE

To establish general knowledge about social isolation



### KEY STEPS

1. Define objects
2. Identify target audience
3. Develop key messages
4. Choose communication channels
5. Engage stakeholders



### ACTION LEAD & PARTNERS

Partners will include associations and organizations that are considered relevant for collaboration, knowledge exchange, and professional sparring.



### COSTS & FUNDING

The campaign will be funded through a reallocation of the department's budget.



### MONITORING INDICATORS & EVALUATION

The campaign will be evaluated based on its reach, engagement, and impact. Key indicators include the number of people reached, feedback from participants, and increased awareness of local services. Surveys and interviews will be used to assess changes in attitudes toward loneliness and isolation, and to identify areas for improvement. The goal is to ensure the campaign effectively supports social inclusion and well-being



### RISK MITIGATION

#### Miscommunication or Misinterpretation

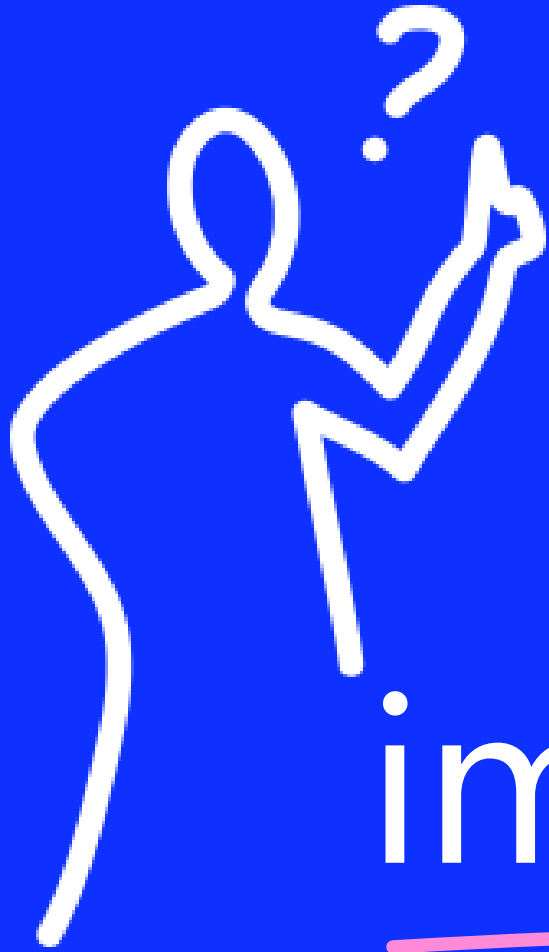
Mitigation: Ensure clear, inclusive, and culturally sensitive messaging. Use plain language and visuals to make information accessible to all literacy levels and backgrounds.

#### Stigmatization or Reinforcement of Taboos

Mitigation: Collaborate with mental health professionals and community representatives to frame messages positively and respectfully. Focus on empowerment and shared experiences.

#### Low Engagement or Reach

Mitigation: Use multiple communication channels (social media, local newspapers, posters, community events). Partner with local organizations and trusted figures to amplify the message.



implementation



### Governance & partners

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To ensure effective implementation of the strategy, it is anchored within the Department of Care and Welfare in Tønder Municipality.

The foundation of the strategy is based on existing structures and priorities within the Care and Welfare department, ensuring alignment with local needs and practices. Collaboration with relevant partners and stakeholders will support the strategy's rollout and sustainability.



### Overall costs & funding

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As the project is anchored within the Department of Care and Welfare in Tønder Municipality, the financial framework will be managed through the reallocation of existing budgetary resources. In 2026 1.000.000 DKK is allocated towards social isolation as part of the budget.

The initiative will utilize the welfare technology fund and other internal budget lines to support implementation.

This approach ensures cost-efficiency and sustainability, while aligning with current strategic priorities.

Regular budget reviews will be conducted to monitor spending and ensure optimal use of resources.

Any future scaling of the project may involve exploring supplementary funding opportunities through regional or national grants.



# Timeline

Throughout the designated timeline, the plan may be subject to modifications in response to continuous assessments and unforeseen external developments.

Throughout the defined timeline, the activity coordinators and the administration will aim to identify appropriate evaluation instruments and savings strategies, adapting as needed.

2025

The project's integrated action plan is now being finalized and will be submitted for political approval. Once approved, the project will be concluded. At the same time, the robot initiative will begin, and the activity coordinators will officially start their work to prevent social isolation..

2026

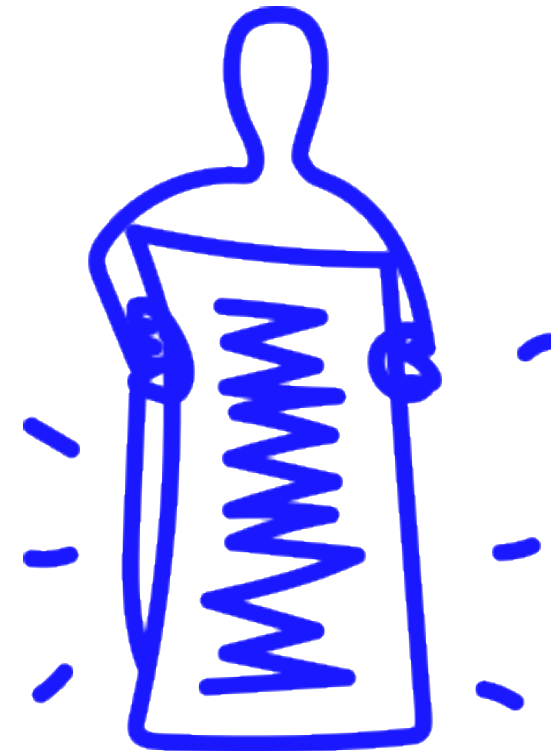
The test period of the robot projects. Activity coordinators will develop task portfolio. Conceptualization and design of the citizen college.

2027

Should the robot project prove successful, the robot project and the citizen college will proceed to larger scale implementation.

2028

Citizen college and the robot project will be in full scale operation. By 2028, the Elderly Act will emphasize community engagement as a central pillar of elderly care.





Let's come  
together and  
end isolation



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