

ANIMATE Kick-off Meeting was held in Madrid (23rd-24th May)

Last 19th – 20th May took place in Madrid, hosted by HI-Iberia (Project's leader), the **ANIMATE Kick-off Meeting**.



ANIMATE is a European Project co-funded by the European Commission under the Ambient Assisted Living Joint Programme started in April 2014 with duration of 36 months and involving partners from 3 different countries (Spain, Switzerland, and the United Kingdom).

ANIMATE aims to facilitate the **intergenerational transfer of knowledge** among senior professionals and young work force in order not to lose the knowledge acquired when the senior retires. For this purpose, ANIMATE provides an **intergenerational community for knowledge transfer and exchange**. The platform would enable, from one side the transfer of knowledge in the local network between **aged professionals** and **younger or newly employed workers** and, at the same time, provide the needed workforce in special highly demanding periods thus enabling a **flexible healthier working environment** of the region (especially those older people who find a job suited to their desires and abilities); this will also **keep senior workers more active and motivated** in their workplace as they are involved in stimulating environments with younger professionals.



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Hi-Iberia leads the project with an international consortium with participation of Switzerland (University of Geneva), United Kingdom (Thurrock Council and e-Learning Studios Ltd.) and Spain (Hi-Iberia and Biomedical Research Institute for Health in Lleida).

During the meeting an introduction of all the partners and review of the goals of the project took place; also different workshops were developed defining an initial set of potential use cases; basic functionalities and individual business models ideas of the different partners were the objectives of the different workshops/brainstorming sessions.

Next steps will be the definition of the user involvement plan, together with the definition of the questions we want answers for from the users; and the preparation of the ANIMATE web portal in the following weeks. Next meeting will take place in October in Lleida hosted by IRBLL-HSM.



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