

Senior Social Entrepreneurship

NEWSLETTER

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The general objective of Senior Social Entrepreneurship (SSE) is to raise awareness of the benefits of social entrepreneurship for older people. Seven countries make up the international consortium of the SSE project: Spain (University of Málaga), Austria (WIN), Slovakia (QUALED), Finland (TUAS), Greece (Gunet), Portugal (USE) and Slovenia (GEA).

Webinar on rich podcast for SSE partners

The Senior Social Entrepreneurship project has promoted a webinar on enriched podcasting. The webinar was held to provide partners with specific training in the creation of this type of audio-visual products.

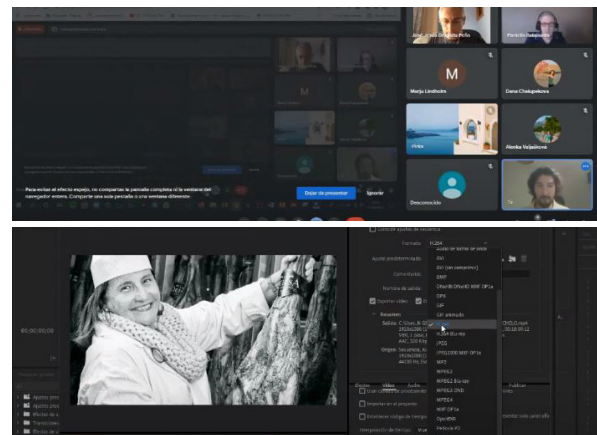
Podcasting is a sound product that is currently experiencing a significant growth. Enriched podcast tries to give a creative twist to the proposal by adding images and textual information to the sound element.

The webinar took place in the month of June for two days. The first session dealt with fundamental aspects for the creation of an enriched podcast. Specifically, we talked about the planning and sequencing of the work, the search for sound material (audio effects and music) and quality images in databases and free online files. This was followed by the editing and editing of a sound piece stages (the podcast) with Audacity, a free downloadable programme.

On the second and final day, the training focused on enriching the sound piece created in the previous session. In this case, with the help of Premiere Pro software (Adobe), all the material was edited to synchronise the sound with the images. It was also shown how to add titles to the images, in order to enrich the piece with textual information. And finally, we proceeded to show how to insert subtitles for the English version of the finished product.

The course attendance and participation were remarkable. The two webinar sessions were also recorded for later consultation.

The videos generated, as a videotutorial, are available at the following web site: <https://bit.ly/3ksaqch>.



Two moments of the webinar on enriched podcasting.

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SSE project partners during the meeting in Athens.

Athens hosts first face-to-face meeting of the SSE project after a long period of online sessions

Athens hosted the first face-to-face meeting of the SSE project on the 8th of September, after a long period of virtual sessions motivated by health restrictions due to COVID-19. In addition to the host partner Gunet, representatives of GEA, UMA, WIN and USE attended the meeting. In virtual mode, Qualed and TAUS participated in the working session.

As the SSE project enters the last phase of implementation, the meeting was intended to motivate the partners to address the remaining tasks to be delivered and to present the results which are already completed or in the process of completion.

The meeting provided an opportunity to share the extended and short editions of the magazines with the partners. The content of the publications, designed in digital format, reflects the experience of a senior entrepreneur representing each country of the consortium.

Partners are free to create a podcast. The creation by Qualed and UMA of an enriched podcast on two senior entrepreneurs in their countries was

highlighted. The aforementioned works can be viewed on the YouTube channel of the SSE project: <https://bit.ly/3AxICdo>

Gunet partners presented the project website. In addition to all the background information, the website provides users with access to some resources for self-training.

A community space, a blog and a forum have also been created for users to share experiences and opinions. The website can be accessed at the following address: <https://training.seniorsocial.eu/>

In addition, GEA and WIN provided an instruction manual to materialize the implementation of the pilot and an evaluation survey of the session and the educational materials created.

Finally, the coordinator of UMA and the SSE project shared the latest version of a website that will host information about the main stakeholders of the project: senior entrepreneurs.

If you wish to access the website, you can do so through this address:

<https://seniorsocialentrepreneurs.eu/>



SSE working session in Athens. Coordination, Jesús Delgado Peña.

Entrepreneurship, like talent, has no age. The values of the SSE project

Many believe that the elderly are a burden on the economic and health care system. However, the sector of products and services associated with the elderly has enormous potential, according to Silver Economy experts. A significant but little-known feature of older people is their entrepreneurial profile. In this text we show three cases of elderly entrepreneurs, who stand out for their valuable contribution to the social economy and for their exceptional life stories.



**Chelo
Gámez**

From teaching to entrepreneurship in the livestock sector, the businesswoman founded La Dehesa de los Monteros

Chelo Gámez swapped the classroom for the lush landscapes of the Genal river valley. In 2008, the now livestock farmer created La Dehesa de los Monteros, a company dedicated to raising 100% Iberian pigs. La Dehesa's products are in demand by the most important chefs in the world. The company's work contributes to caring for the environment and the local economy. However, Chelo's Iberian dream will be realised when the golden blond pig breed is recognised.



**Vladimír
Ledecký**

From mayor to social entrepreneur. His construction company employs many Roma

Vladimír Ledecký, mayor of Spišský Hrhov for two decades, founded a municipal company. The company gradually built up the village in eastern Slovakia. The vast majority of the company's employees are Roma who, together with non-Roma, live peacefully together. The success of the municipal company has been the creation of laws in a place where there were none. Today, Spišský Hrhov is governed by the law of social enterprises, which improves the living conditions of its inhabitants.



**Eila
Kaijärvi**

Entrepreneur in the service sector of the Silver Economy. Many of the people hired are older

"Age should not be an obstacle to entrepreneurship." This quote by Eila Kaijärvi defines the personality of the senior entrepreneur and her outlook on life. Eila has been running the company Senioriosajat Ky for more than 10 years. During this time, she has employed many seniors. Kaijärvi-Pekkola calls on Finnish society to ensure that retired people have equal opportunities to start a business. Entrepreneurship, like talent, has no age.