

FOR A WORLD THAT LEAVES NO ONE BEHIND



www.peoplebehind.gr

Index

1. Introduction
2. Values - Vision
3. 2020 in numbers
4. Activities
5. Collaborations
6. Transparency
7. Team – Volunteers
8. Testimonials
9. Media coverage
10. Contact us

1. Introduction

Dear friends,

We founded People Behind, in 2017, observing the "decommissioning" of the elderly members of our families after retirement, the few activation alternatives and the consequences of this situation on their mental, physical and psychological health.

The official data of Eurostat (Ageing Europe, 2019) confirmed our experience, clearly presenting the reduced activation of people 65+ in Greece. It was observed that only 25-32% of people 65+ spend 3 hours per week doing physical exercise, 27-45% participate in cultural activities, while 78% have no knowledge of computers and technology.

Following a series of pilot projects from 2017 to 2019, People Behind launched the University for Third Age, an initiative developed in Europe since the 1970s. The first workshops started in February 2020 with a warm welcome, both from beneficiaries and the media. The advent of Covid-19, however, very quickly changed our lives and, inevitably, People Behind's business plan.

The pandemic significantly affected the quality of life of older people. Data from Dianeosis (2020) proved that 75% showed less social activity, while 80% felt lonely, fearful and uncertain. However, a large proportion became more positive about the tools of technology and made their first steps into the digital world.

The shift of the elderly to technology confirmed the choice of People Behind, to create the e-learning platform, e-University for Third Age, turning the whole process from face-to-face to digital. Through the platform, the beneficiaries participate in live online workshops, have access to courses notes, practice through exercises / quizzes and watch informative videos. Also, through the forum they may exchange thoughts / ideas and develop online social / friendly relationships.

The risk of digital shift had a very positive impact for the organization: our operational costs decreased, while the number of beneficiaries increased, both from the region of Attica but also from all over Greece. In addition, the day-to-day operation of the team became more flexible and efficient using more technological tools.

During 2020, People Behind team grew in numbers and experience in terms of its operation, design and implementation of projects. Being constantly aware of the needs of our beneficiaries, we faced the new challenges due to Covid-19, and we learned to adapt quickly and dynamically, to offer high-quality and targeted services to people 65+.

2020 has been a year with many challenges for people 65+, but, also, a year that confirmed that together we can make a better world, a world that leaves no one behind.

Thank you for your support!

Maria Asteriou
Maria Iliopoulou

People Behind Co-founders

2. Values - Vision

Our vision is to build a society for all ages.

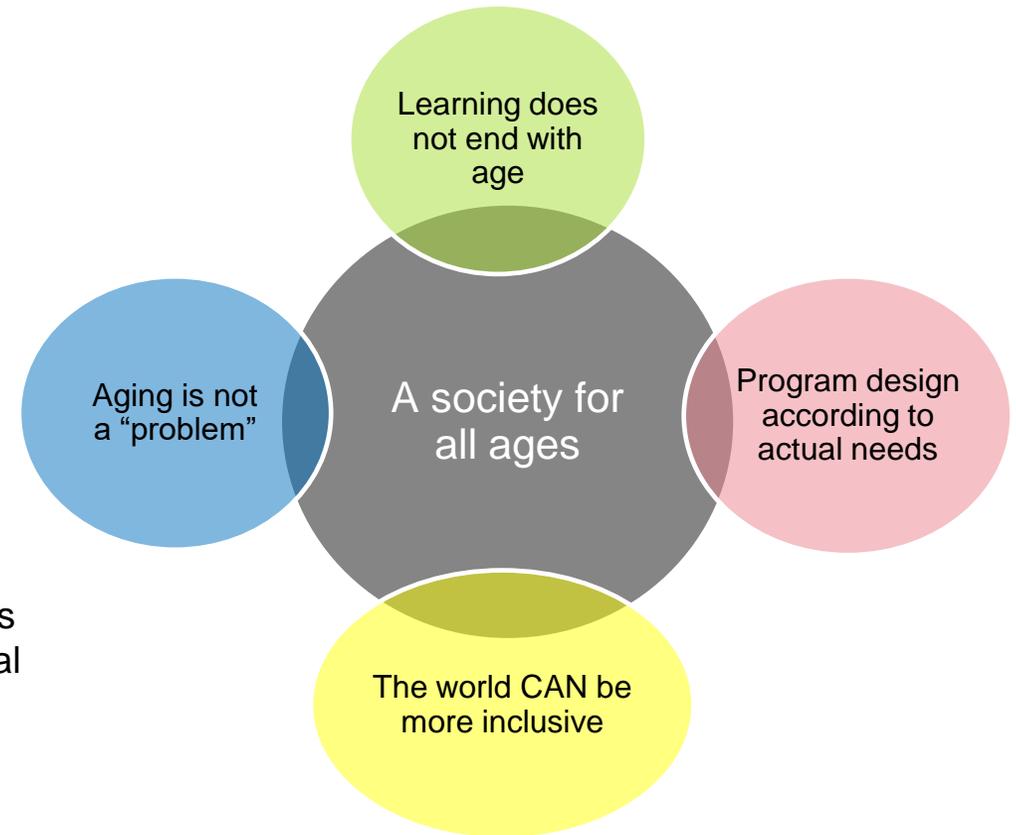
We believe that:

Aging is not a “problem”, but a natural process.

Every day we grow a little bit more and observe changes in our body, spirit and emotion. We accept the time and take care to remain active and healthy for as long as possible.

Learning does not end with age

We believe that all people, regardless of age, should have access to lifelong learning services, that recognize and absorb the special needs of people over the age of 65.



Program design according to actual needs

Every person, regardless of age, has the right to be served as an equal citizen by both public and private services. Especially at a time when digitization is becoming part of everyday life, people 65+ and their needs must be considered when designing projects, programs and services. At People Behind, all programs and activities are designed according to the needs assessment of the beneficiaries, a process that is carried out on a regular basis by our team.

The world CAN become more inclusive

We see "problems" as "challenges", "failures" as "lessons". We believe that the world can become better if each one of us acknowledge one's individual responsibility. At People Behind we look at everything with a positive mindset, believing that together we can build a better society, a world where no one will be left behind.

3. 2020 in numbers

-  We created the 1st University for Third Age in Greece
-  We activated a total of 370 people 65+
-  We implemented 4 face-to-face workshops series with 140 people 65+
-  We developed 1 e-learning platform for the University for Third Age
-  We managed 11 digital workshops series
-  We collaborated with 5 Civil Society organizations
-  45 Media have spoken about us
-  We kept 2 and opened 7 new job positions

4. Activities

All People Behind activities are designed according to the EU standards for the promotion of Healthy and Active Aging as well as the needs assessment process we follow with our beneficiaries.

In 2020, 3 programs were implemented:

- ❖ The University for Third Age (live and digital)
- ❖ The Expression Lab 65+
- ❖ The Book Program



4.1. University for Third Age

The mission: The activation and empowerment of people 65+.

The development: The idea for the creation of the 1st University for Third Age in Greece arose after research and exchange of best practices with the Universities for Third Age of Cyprus, London and Malaga. The face-to-face operation started in February 2020, gathering over 400 applications from people 65+. The first 3 workshops were History, Philosophy and Drama, with 120 beneficiaries.

Digital shift: Just after Covid-19 “arrived” in Greece, People Behind carried out pilot digital activities, to explore the beneficiaries’ correspondence in case of total digital shift. Following their feedback, by September 2020 the e-learning platform of the University for Third Age was developed and via this platform the program continues in 2021.

Impact: Through their participation in the University for Third Age, the beneficiaries increased the level of daily activation, strengthened their digital knowledge, practiced their memory and improved their mental and psychological health. These results emerged from the evaluation process, which took place in December 2020.

Support: From September till December 2020 the University for Third Age has been supported by **TIMA Charitable Foundation**.

4.2. Expression Lab 65+

The mission: The improvement of mental and psychological health of people 65+.

The program: The Expression Lab 65+ was held in collaboration with Epikentro of **ActionAid Hellas** with the participation of 20 people 65+ from the area of Kolonos. It was based on the techniques of drama, music and kinesiology with the overall vision to create a theatre group of people 65+.

Impact: During the program, active listening, instructions following, the use of imagination and the physical availability of the beneficiaries were improved. Even people with mobility issues “danced like children”, as they said. After each workshop, the beneficiaries, with a smile of satisfaction for achieving small goals, expressed their gratitude to the facilitator, leaving the group with a high sense of optimism and self-esteem.



4.3. The Book Program

The mission: To increase the time that people 65+ spend reading literature.

The program: The workshop was implemented digitally with the participation of 50 beneficiaries. During of the program the participants got familiar with literature & poetry from 3 historical periods: the Asia Minor Catastrophe, The Greek Civil War and the Economic crisis of 2008. Facilitators of the workshops were: the award-winning writer Christos Oikonomou and Katerina Vergetaki, Dr. of Modern Greek Literature at the University Paul Valéry-Montpellier 3.



Impact: Through the program the beneficiaries increased their weekly engagement with literature while many developed their own poems and short stories that had been shared with the other group members. The program continues in 2021.

Support: The program has been supported by the **Ministry of Culture**.

5. Collaborations

During 2020 People Behind managed important collaborations with organizations both inside and outside Civil Society.

- ❖ We continued our joint action with Epikentro of ActionAid Hellas
- ❖ We participated in the “Connected We Stand Festival” of Iasis NGO and Connect your City
- ❖ We co-organized with the NGO InterMediaKT the event "Playing with dementia"
- ❖ We organized the webinar "Healthy Aging - prevention and coronavirus in Third Age" in collaboration with Aktios
- ❖ We participated in the conference of the Hellenic Society for the Study and Research of Aging entitled "New technologies and Healthy Aging“
- ❖ We participated in the online event organized by Skywalker titled "Updating Teaching"

6. Transparency

People Behind believes that a charitable organization should provide its financial data and resources to all stakeholders and the public.

During 2020 People Behind received funding from:

- Vodafone Foundation through the World of Difference program, covering 1 IT job position
- TIMA Charitable Foundation for the University for Third Age
- The Ministry of Culture for the Book Program
- The Robert Bosch Stiftung to cover management costs
- Donation from Webhelp as part of the Christmas program of the company entitled “Remote Santa”
- Global Sustain through the contest for 2020 NGO Funding
- Individuals through the donation button on People Behind’s website and online purchases via YouBeHero platform
- Other donations from individuals

You may find all financial and legal documents of People Behind [here](#).

7. Team and Volunteers



The whole operation of People Behind is based on teamwork, boosting of each member's skills and knowledge but mainly on understanding the needs of people 65+ and the multiple challenges that this target group faces.

Co-founders of the organization are Maria Asteriou and Maria Iliopoulou, who undertake Fundraising, Communication and Project Management. All facilitators of activities and workshops are an integral part of the team in the design, implementation and evaluation of the programs. In 2020 the facilitators have been: Nikos Vandoros, Gerasimos Georgatos, Natasa Chondraki, Katerina Kataki, Katerina Vergetaki, Christos Oikonomou.

Special thanks to Dimitra Charilaou and Cleopatra Athanasiadou, who voluntarily coordinated the pilot workshops of Gymnastics and Psychological Empowerment.

In the context of strengthening volunteerism of people 65+, the retired philologist, Chryssa Chronopoulou, facilitated the workshop "Ancient Tragedy and Poetry", at the University for Third Age, with a great response from the beneficiaries.

8. Testimonials

"You came in my life at a difficult time. Through the Digital Empowerment workshop, I managed to get on YouTube, listen to nice old songs, click on "new tab", sign up for Facebook, attach, email, order food online. But mostly I learned to be patient. I overcame what happened to me in my life because I participated in the University for Third Age. I felt that I was not alone. Now I can help others and I say ... finally, life is beautiful ". (Marouso P, participant in the Digital Empowerment workshop)

"Through the workshops I felt that we must not give up. I never felt that I cannot make it- and this is because of you. Now I know that power is always within us, should be our life priority. We can achieve anything, as long as we want it". (Maria M., participant in the Digital Empowerment workshop)

"I was waiting for Wednesday to come and connect. Through the Philosophy workshops I understood how human thinking evolved and now I can face the issue of time passing, which -at my age- concerns me every day." (Evangelia A., participant in the Philosophy workshop)

9. Media coverage

The beginning of the University for Third Age in early 2020 strongly attracted the interest of the media.

People Behind's activities were covered by TV, radio and the press. A total of 45 media referred to People Behind and specifically, we managed:

- ❖ 9 TV appearances (ANT1, Alpha TV, SKAI, ERT1, ERT3, Action24, BlueSky, Ionian TV)
- ❖ 31 articles / interviews in newspapers and websites (indicative: TA NEA, I Kathimerini, Newsit, AVGI, WomanToc, Athinorama, Dimokratia Newspaper)
- ❖ 5 radio appearances (indicative: First Program, Athens 9.84)



10. Contact us



<https://www.peoplebehind.gr/people-behind-eng>



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