

European Cinema for Active Ageing



LIGHTS,  
CAMERA,  
ACTION!

65+



PREPARE TO  
BE AMAZED

## What is CINAGE?

CINAGE/ European Cinema for Active Ageing is a European project conceived and devised by partner organisations from Italy, Slovenia, United Kingdom and coordinated by AidLearn, Portugal. Now that active ageing has become the most prominent professional and political vision of later life, films should more often convey images of active and socially included older people. But is it really so?

Have the predominant images of passive, dependent, threatened or frail older people been replaced by those of active ageing more in tune with developments in ageing society? What about film education to this end?



GET YOUR  
TICKETS HERE

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### PRODUCERS:

[www.leedsmet.ac.uk](http://www.leedsmet.ac.uk) | UNITED KINGDOM

[www.cstudiofoligno.it](http://www.cstudiofoligno.it) | ITALY



[www.univerza3.si](http://www.univerza3.si) | SLOVENIA

[www.aidlearn.com](http://www.aidlearn.com) | PORTUGAL

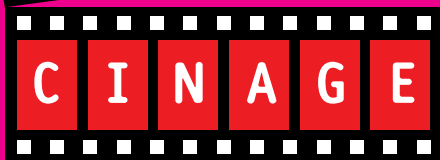


<http://cinageproject.eu>



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## WHO is it for?

The project, its outputs and outcomes are primarily meant for educators of older adults, adult education providers, older people, experts on active ageing and experts on European film.

The project is also meant to raise public awareness about active ageing and the role of films in fostering representations of active ageing and about how old age can be dealt with today.

**COMING SOON**

## HOW are we doing it?

Each partner organisation conducts a research into the state of art of active ageing policies and practices in its country and cultural setting. European films are then selected based on their concentration in competencies for active ageing (learning, health, civic and community, financial/economic, emotional, technological competencies) and covering the 28 member states. Focus groups are set up in each country with representatives of the target groups for analysing the twelve films selected. CINAGE Package (with Guide and Manual) is prepared and a two-week pilot course is conducted for older adult educators. Older participants themselves shoot three three-minute films about how they view active ageing.

## WHEN will it happen?

- **January - March 2014:** research on active ageing
- **February - March 2014:** focus groups analyse the selected twelve films, from the point of view of active ageing competencies
- **September 2014:** CINAGE Guide for educators of older adults, for providers of later life learning
- **September 2014:** CINAGE Manual for older learners
- **December 2014 - April 2015:** CINAGE Pilot Course in two parts: theory and short films on active ageing shot by older people
- **June 2015:** Delivery of the final CINAGE Package

**DON'T MISS IT**

## WHERE can we see the CINAGE films?

Facebook CINAGE: <https://www.facebook.com/cinageproject>

YouTube CINAGE: <https://www.youtube.com/cinageproject>

Website CINAGE: <http://cinageproject.eu>