

# GUIDELINES FOR

# Citizen Engagement

**Engaging Older Adults** in urban planning and policy making is crucial for healthy, happy and inclusive cities. The URBANAGE project developed a set of guidelines for the engagement of older adults. These guidelines are based on:

(1) Current practices and tools for civic engagement; (2) Identification of needs, barriers and opportunities for participation; and (3) Analysis of older adults attitudes regarding gamification and digitization.

## OUTCOMES FROM URBANAGE FOCUS GROUPS



In addition to desktop research URBANAGE worked closely with 33 older adults in the cities of Santander, Helsinki and the Region of Flanders to develop and refine **10 Guidelines for Citizen Engagement**

### VARIED LEVELS OF COMMITMENT

While many older adults express a desire to contribute in general, they also note that they easily get demotivated when they are expected to commit on the long term. Additionally, intrinsic motivation and interest in the topics of the activities may also impact whether or not the older adult wants to contribute to these activities.



### FUN & GAMES

Social contact is the strongest motivator for engagement in games and activities. Thus, it is strongly recommended to introduce and implement these elements in a gamified design for engagement. It must also be noted that the social component should not be presented as a necessity or requirement for participation, as this may exclude a minority of older adults who prefer to contribute to a shared goal without needing explicit social interactions.



### VALUE PROPOSITIONS FOR TECH

Older adults do not refuse the use of technology, but attach great importance to its practical added value. There needs to be sufficient reason to turn away from more traditional communication and engagement in neighborhood activities. Answering the question why it cannot be done in a traditional way or explaining the advantages of the new technology over the traditional alternatives is therefore recommended.



### SHARED GOALS

While light competition, such as playing certain card or board games, is not rejected by older adults, forms of stronger competition are not considered feasible or desirable by them. Older adults prefer game mechanics that promote collaboration, preferably in small groups where they work together on a path towards a clear, shared goal.



CHECK OUT THE REST OF THE GUIDELINES AT [URBANAGE.EU/ENGAGEMENT](https://urbanage.eu/engagement)



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