

INTERGENERATIONAL CREATIVITY

Company name : NoAgeSharing

Activity sector : Information et communication

Company category : PME

Description of the action

Promotion of various intergenerational activities at the private, corporate level + photo competition in the week of 24 - 30 April 2017 + promotion of creativity as a partner of World Creativity and Innovation Week (15 - 21 April 2017).

Context

Celebrate Global NoAgeSharing Week (registered name) from 24 - 30 April 2017.

Approach

Photo contest + communication on social networks with the support of the President of the Greater Region Roger Cayzelle on the activities to be carried out in Global NoAgeSharing Week.

Objectives

Towards the end of age prejudices/discriminations, because long life + longer working life are a given.

Impact

To make everyone aware that the generations are complementary. Even the major brands have revised their advertising campaigns.

« To do »

- Working together across generations for mutual enrichment.

« Not to do »

- Discrimination in the workplace and in hiring on the basis of age.