

WE CREATE

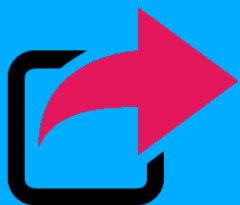


AgeHUB

The centre of digital activities for 60+



MAKE A DIGITAL WORLD AVAILABLE FOR OLD PEOPLE



SENIORS

are the future

Today seniors create
a group of 22%
of Polish inhabitants.

Soon there will be
40% of them!





SENIORS + TECHNOLOGIES =

AgeHUB

////////////////////WHAT IS IT?





CENTRE OF ACTIVITY

It helps seniors to gain digital skills, with a help of workshops, trainings and an individual support. The centre helps to break out from fears of new technologies. It also plays a part of a social meeting point and a help point for people 60+.

It helps to integrate groups interested in digital education for seniors and their participation in technological projects. It systematizes a knowledge, builds a position of an e- senior and finds proper solutions for this age group.



CENTRE OF DEVELOPEME

It makes cooperation of innovators with seniors possible, so with real recipients of a product/a service. It examines and checks solutions that already exist and are dedicated for a group 60+. It allows to underline a meaning of this age group in a digital world.



CENTRE OF IDEA



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FOR WHO?



#SENIORS



Main recipient of this project.
Seniors - people in the age of 60 as well as 80 years.
On various level of an advancement and interest in technologies.

#EDUCATORS



People already teaching older people or ones who are willing to do this.
Practitioners of teaching and technical solutions range.
Subjects ready for domestic and international cooperation in a digital education.

#START-UPS



Companies and projects directing their offer to seniors (completely or partly) searching test groups (perception of tools, user experience, design, marketing communication).





#TELECOMMUNICATION, TECHNOLOGICAL AND INTERNET COMPANIES

Subjects wanting to test new solutions and consult their offer in various groups of older people (of various age, education, level of computer tools mastering, interest in technologies).



NUMBERS*

*annually and minimum



10 000

**recipients
influencers**



100

innovators



AgeHUB

WE KNOW HOW TO DO IT WELL!



AWARDS

In 2015 Zaczyn Foundation received an award in a competition 'M@turity in a Web. Good practices' given for innovative and effective methods of digital education of older people.



Partners of award

OUR DIGITAL PROJECTS

Until this moment we held projects of digital education financed from public and private, domestic and international fundings.



MetLife[®]



Ministerstwo Rodziny,
Pracy i Polityki Społecznej



SWISS

CONTRIBUTION



KING BAUDOUIN
FOUNDATION
UNITED STATES



OUR ACTIONS

We cooperated with many companies from different branches.
Our projects are supported by many Ambassadors.



...i inni



DJ WIKA



GRUBSON



EWA CHODAKOWSKA



RAFAŁ BETLEJEWSKI



MARIUSZ SZCZYGIEŁ



KATARZYNA KLICH



ZOFIA CZERWIŃSKA



SYLWIA CHUTNIK



ANDRZEJ PAŁOWSKI



AGATA MŁYNARSKA



WŁADYSŁAW KOZAKIEWICZ



JOANNA KLIMAS



AgeHUB

TUNE IN! BE IN!



Create with us first ever AgeHUB in Poland!

#TECHNOLOGICAL_SHOWROOM

#TRAININGS

#PRODUCT_PRESENTATION

#RESEARCH

#EMPLOYEE_VOLUNTEER_WORK

#WORKSHOPS

#SERVICE_TESTING

#APPLICATIONS60+





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WHAT WE NEED?



WE SEARCH FOR

#TITULAR_PARTNER
#LEADING_PARTNERS
#SPONSORS

Support us financially, technologically, with networking.



ZACZYN Foundation

ZACZYN Foundation is an organisation with many years of experience in a modern and an innovative approach to IT education for people 60+. We create new paths and make new solutions in a digital education for seniors. We do expert publications, strengthen digital competences, lead social common rooms, organize biggest prosenioral event in the country and associated social campaign with a range of 20 millions of recipients. We have a team of people of age -30 and 60+. Thanks to that we understand challenges of growing older on many levels.

www.zaczyn.org, www.polityka.zaczyn.org, www.parada.zaczyn.org

ZACZYN
FUNDACJA



> AggeHUB

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Thank you!

**All pictures in this presentation come from
classes of Digital Education
of ZACZYN Foundation in 2015-2017**