

In general, the main objective of the project is to provide opportunities for exploring ways of applying knowledge gained in the field of ICT to the promotion of active lifestyle by gaining and sharing knowledge and experiences of partners and participants and empowering people over45.

To achieve the objectives, the partnership will use the following approach:



- The project will highly rely on the expertise pooled in the participating organizations. By sharing experiences and knowledge, the project aims to create a network of experts and practitioners.
- The project will rely on experiences gained in previous or ongoing European Union projects including:
 - E-com45+ (Spain, www.ecom45.uma.es)
 - A sense of Place: presenting your locality (Italy)
 - mobile ICT-workshop for women in rural areas in a LEADER-project (Austria)

These projects will be presented in workshops embedded in the meeting schedules.



- Developing a business plan (SWOT analysis, market research, financial projections, etc.)