

VOLTO JÁ: PROGRAMA DE INTERCÂMBIO SÉNIOR **I'll Be Right Back: Senior Exchange Program**

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ABSTRACT

The general aim of VOLTO JÁ is the operationalization of a Social Senior Exchange Program between Social Economy Organisations that promote cultural, touristic and artistic experiences. VOLTO JÁ develops a set of actions with a direct impact on seniors' mobility and social exclusion. The elderly taking part in the VOLTO JÁ will experience a recreational context, some of them, for the first time.

VOLTO JÁ aims to: (a) To develop a social tourism business model in the social economy sector, for the elderly people, mainly the ones institutionalised in senior citizens' homes or nursing homes; (b) To implement a business model through a network of social economy institutions that guarantees the services exchange in the Alentejo region; (c) To stimulate the active ageing, to fight and prevent social exclusion, and to endorse social inclusion of elderly, in the Alentejo region; (d) To implement an ICT platform to manage the registration of social economy institutions; (e) To improve the quality of life of the elderly.

VOLTO JÁ will generate social value and benefits for professionals and community through the researchers and students directly affected by the project and finally for the clients/seniors involved. A community network will be created to effectively address and prevent social exclusion and promote senior mobility, using social tourism and recreational activities as a facilitator. A proof of concept will be done to test the business model and to acquire new insights into the process associated with the mobility.

Some of the outputs foreseen to achieve milestones and objectives are the development of an ICT platform, Wiki, community networks, proof of concept, two e-books, three working meetings and one international conference.

Keywords: social senior exchange program, social economy organisations, social tourism, active ageing, the quality of life of the elderly