



evropská rozvojová agentura

**PARTNER SEARCH FOR KA-2 ERASMUS+ STRATEGIC PARTNERSHIP IN THE  
FIELD OF EDUCATION, TRAINING AND YOUTH**

**MEMTRAIN: Memory Training for Older Adults  
Linking Physical Exercise and Brain Training to promote Healthy Ageing  
KA-2 Strategic Partnership  
Deadline: 31<sup>st</sup> of March**

**Deadline for the expression of interest: 6<sup>th</sup> of January 2016  
Please forward the completed document to [christina.kelly@eracr.cz](mailto:christina.kelly@eracr.cz).**

**Do you have experience with brain training for older people (55+)? Have you linked this to exercise? Are you a sporting club who have specially developed programmes for older people and would be interested in sharing expertise with brain trainers? Do you have experience with Erasmus+ funding? If you answered yes to any of the above please read further about the background and aims for the project and get in touch!**

**Who we are:**

The European Development Agency is an EU-wide network of experts in regional development, innovation, education and evaluation based in Prague, Czech Republic. We specialize in international projects management and writing. One of our aims is to increase the number of Czech organisations taking part in these projects, among others projects financed by the Erasmus+ programme. Currently we are preparing this KA-2 Strategic Partnership application on behalf of one of our clients the non-governmental organisation Právě teď.

Website: <http://euda.eu/o-nas/>

**Who are Prave ted':**

Prave TED is a non-profit organisation (NGO) which aims to change the perception of aging in society. It offers daily activities for older people, days of sport, senior camps, memory training, financial literacy training and Nordic walking. These activities help older people to share free time and to be in contact with other people. The organisation cooperates on many subjects and participates in a wide variety of projects particularly aimed at older people.

Website: <http://praveted3.webnode.cz/>

**Aims of the project:**

- To share expertise in the field of brain training and physical exercise for older people (55+) and to create a new training programme as a combination of both activities.
- To gain further scientific insights into the suggested benefits of linking physical activity with brain training for older people.

**Background:**

An increasing number of studies are showing that exercise is hugely beneficial to promote brain and memory health in older adults. This project will look into the benefits of combining mental challenges with physical exercise and establish a clear training manual to provide trainers with a wealth of ideas for promoting healthy cognitive function in older adults throughout Europe.

**Description of the project:**

The project will conduct a scientific study on the benefits of linking exercise with brain training to promote healthy ageing and good memory for older adults (55+). At the same time experts in the fields of sport and brain training, who have specific experience in creating programmes for older adults will share their knowledge and create a training manual. This manual will be tested throughout Europe in partner's home countries during



a 10-week training course. Throughout the course surveys and questionnaires will be given to participants and trainers and the data gained from this will be used to better inform the scientific study and to add further substance/ lessons learned to the training manual.

#### Activities:

- A scientific study by a University partner on the current knowledge on the benefits of combining brain training with physical exercise. A trainer manual will then be compiled using the scientific study as well as the expert knowledge of partners.
- All partners will provide a 10-week training course in home country. Questionnaires, surveys and feedback from trainers and participants is to be compiled into a portfolio which will be used for a further academic study.
- A scientific paper is improved based on results from participant's experiences in the training course.
- A final draft of the Trainer Manual is written taking into account what has been learned through combined experiences from the 10 week training programme and from the results of the scientific study.

#### Outputs:

- A scientific study on the benefits of combining brain training with physical exercise.
- A new Trainer Manual for people working with older adults (55+)
- A motivational video for older adults to encourage them to do physical and mental exercise at home

#### Additional Activities:

- **Coordination Meetings:** Four meetings will take place throughout the course of the project. The Kick-Off Meeting will be held in Spain and the Final Meeting will be held in Prague. The other two meetings will be scheduled at later in the process.
- **Multiplier Events (depending on the needs of the partners):**
  - E1: Transnational mentoring events for employees of the partner organisations and other experts working with older adults promoting knowledge exchange. To add clarity to the trainer manual.
  - E2: Events for older people to inform them about the outputs and to promote the positive impacts of physical and mental trainings.
  - E3: Academic Conference to share knowledge and results in the scientific sphere.

**Duration:** 24 months (2 years) starting autumn 2016

**Budget:** It will be a maximum of €150,000 per year for the entire project (budget for partner depends on the role of the partner organisation, its tasks and responsibilities).

**Partners:** We are looking for 4-5 partners. Including brain training specialists, sports clubs, universities and agencies specialised in working with older people.

If you would like to apply to join the project as a partner, please fill out the application form and return it to [christina.kelly@eracr.cz](mailto:christina.kelly@eracr.cz)

If you have any questions concerning the project please contact Christina Kelly at [christina.kelly@eracr.cz](mailto:christina.kelly@eracr.cz)