

The new project titled "Age Against The Machine," supported by the European Commission under the CERV - Network of Towns program, officially commenced on Thursday, April 11th in Novi Sad, Serbia, with the first meeting of representatives from all six partner countries participating in this project.

This intergenerational project, addressing the causes and consequences of ageism and confronting the discrimination and violence against older persons, aims to create an international solidarity network of six cities that will publicly advocate for the combat against ageism, using a combination of various participatory theatre methodologies. Through the "Age Against The Machine" project, existing discriminatory practices directed towards older citizens in various areas of social life will be specifically explored, presented, and reassessed, particularly concerning older women.

The overall objective of the "Age Against The Machine" project is to increase awareness, knowledge, and interest among European citizens and decision-makers regarding aging and the position of the older population, through artistic theatrical expression, with a particular focus on community theatre.

The initiator and leading partner in the project is Novi Sad – European Capital of Culture Foundation (Serbia), with partners Nordisk Teaterlaboratorium (Holstebro, Denmark), Teatr Brama (Goleniów, Poland), University of Evora (Portugal), Red Cross Serbia, Compagnia Il Melarancio Cooperativa Sociale Ets (Cuneo, Italy), and Trupa Drz Ne Daj (Novi Sad, Serbia). The associated partner is the East Netherlands Development Agency.

In addition to the initial Kick-off training, which has recently been finished, the project includes the following planned activities: six premieres of theatre performances with intergenerational communities in the project partner countries (Poland, Serbia, Portugal, Denmark, Italy, the Netherlands), as well as five "Age Against The Machine" festivals in the project partner cities (Holstebro, Cuneo, Evora, Goleniów, Novi Sad). During the final conference in Belgrade (Serbia), the Red Cross Serbia will present a Written set of recommendations as one of the legacies of the project, intended for decision and policymakers, media, and expert public, both at the national and European levels. Additionally, the partners' process work will be monitored by the University of Evora in terms of methodological efficiency and innovations. This methodological monitoring will be presented in the form of a scientific paper, outlining an innovative sustainable hybrid methodology that will be used with various techniques throughout the process.