

DESIS
NETWORK
Design for
Social Innovation
and Sustainability

Rio tinto: Seniores em Movimento



University of Aveiro
ID+ Desis Lab
Portugal

Rodrigo Gamelas

Promoter(s).

Porto City Council

Funder(s).

Parish of Gondomar
and Rio Tinto



Context

Because loneliness and isolation currently affect a high number of seniors, particularly those living alone, the Rio Tinto Parish Council has decided to implement the “Rio Tinto: Seniores em Movimento” program with which intends to contribute to minimize this serious problem.



Project

In collaboration with the seven local nursing homes, the project developed a new approach that consists of a program of dynamic activities aimed at taking care of the psychological and physical state of the elderly, keeping them, as much as possible, physically and socially active.



~~The Design~~ Process

The program supported various sports activities such as t'ai chi ch'uan, aqua aerobics and bocce, duly adapted to the age of the beneficiaries and whose aim was to preserve mobility and create a strong sense of community. It also introduced a recreational program based on the performing arts (theater and poetry).



Governance and Policy Making



City Council endorsement

The strategy's success was based on a strong partnership between the managing authority, municipalities and local associations and NGOs. It had a close integration with other financial instruments to maximize the impact. Each partner was defined in different ways, but many maintained their support beyond the end of the project.

Activism and Civic Participation



**Managed by the
city community**

The «Seniores em Movimento» project involved around 1 300 elderly citizens in various actions and led to a long-term structural change in the target area. These integrated activities also achieved positive social impacts, such as strengthening local communities and increasing self-esteem.

Social Interactions and Relations



Community

social relationships

This project contributes not only to the interaction among seniors as well as to the cultural dynamism of our people.

City and Environmental Planning



Urban Growth

The area targeted by the project included two neighboring parishes: Campanhã (city of Porto) and Rio Tinto (city of Gondomar). Located in the metropolitan area of Porto, they are perfect examples of urban growth outside the city center of Porto with a high concentration of social housing and a poor quality urban environment.

Skill Training and Design Education



Knowledge Share

Public Presentations

Workshops

It introduced a recreational program based on the performing arts (theater and poetry), having created about 15 workshops that culminated in public presentations. A series of workshops on information and communication technologies (ICT) was also organized for the elderly, offering a basic ICT skills program through which 128 participants obtained certification.

Job Creation



Educational Programs

A supplementary educational program for elderly citizens resulted in certification by 15 unemployed people and subsequent employment in social institutions in the less-favored area.

Storytelling and Visualisation



In this project, the way it is communicated ends up having little aesthetic concern. However, they try to use striking colors to give an idea of happiness.

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www.idmais.org

<https://www.rioto.tinto.pt/destaques/621-rio-tinto-seniores-em-movimento>

https://ec.europa.eu/regional_policy/pt/projects/portugal/supporting-the-ageing-population-by-keeping-them-physically-and-socially-active



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