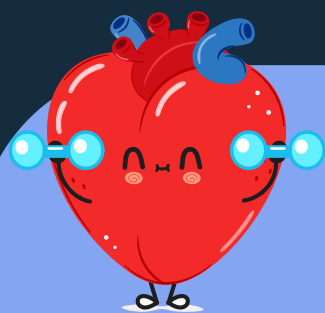


# SPORT CHANGES LIVES – EVEN AFTER 55

61% OF EUROPEAN OVER 55 DON'T EXERCISE REGULARLY.



## BODY

- ✓ Improves balance & reduces fall risk by 23%
- ✓ Maintains muscle mass and bone density
- ✓ Reduces cardiovascular disease & diabetes risk

## MIND

- ✓ Reduces cognitive decline risk by 35–38%
- ✓ Combats depression and isolation
- ✓ Improves memory, focus and mood



## COMMUNITY

- ✓ Strengthens intergenerational bonds
- ✓ Increases sense of belonging
- ✓ Creates active social support networks



Moving together is the best  
investment for the future!



## YOUTH & WISDOM



Co-funded by  
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

# WHY OLDER ADULTS STOP PLAYING SPORT

and how Youth and Wisdom changes that



## BARRIERS

- Fear of injury or not being good enough
- Lack of age-appropriate activities
- Feeling excluded from youth-dominated sports contexts
- No trained reference figures available
- Isolation and loss of motivation



## SOLUTIONS

- Taekwondo-inspired discipline: fluid, safe, accessible movements
- Activities designed for and with over-55s
- Intergenerational model: grandparents and grandchildren train together
- Training sports instructors to safely engage seniors
- Local community as starting point and growth engine



## YOUTH & WISDOM



Co-funded by  
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.