



Jaume Ferrer, the president of the Formentera Council (CiF), and Josep Marí, the director of CaixaBank branch 00187 in Sant Francesc Xavier, sat down today to put their signatures on an agreement to sponsor a senior citizens' programme called Gent Gran at two of the island's centres for the elderly. In so doing, both institutions hope to renew their commitment to active ageing. CiF social welfare councillor Vanessa Parellada was also present at the signing.

In particular, the deal stands to impact the local retirees' and pensioners' club and the Sant Ferran social club and seniors' centre. So far this year, the two centres have been the scene of some ten workshops and guided activities, attended by more than 200 seniors. Obra Social “la Caixa” has announced plans to extend a number of its health and IT initiatives to other senior centres.

The Gent Gran programme is Obra Social “la Caixa”'s flagship initiative, its origins stretching back to 1915. For a century, Gent Gran's offshoot projects have, with help from actors like the Formentera Council, evolved to meet the changing needs of the programme's target group.

The new generation of elderly citizens

The aim of Gent Gran is to promote seniors' active participation in their communities and respond to their most up-to-the-minute needs. The programme revolves around health and wellbeing workshops, social engagement, volunteering and IT training.