

## Latvia – Lithuania

### CO-CREATION WORKSHOP ON POSITIVE AGEING HUB VISION

#### Project “Positive Ageing Hub” (P-AgeHub, LL-00225)

Latvian Red Cross

May 12–13, 2025

Rezekne

**AIM OF WORKSHOP.** To ensure target group engagement in creating inclusive and accessible programs, outline main services of hub.

**RESULT OF WORKSHOP.** Collective agreement on draft of hub service plan.

#### Day 1

Time	
9:00	<b>TOPIC 1. What is a Service? Understanding Social Service Concepts for Positive Ageing.</b> <ul style="list-style-type: none"> <li>• Introduction to the idea of services: key features (intangibility, interaction) and how they apply to social support for the 55+ community</li> <li>• <i>A short Q&amp;A session.</i></li> <li>• <i>Small group discussions.</i></li> <li>• <i>Presentation results of group discussions.</i></li> </ul>
	Coffee and snacks
11:00	<b>TOPIC 2. Understanding the Service Journey: Mapping the Client–Provider Interaction for 55+ Support.</b> <ul style="list-style-type: none"> <li>• Exploring touchpoints, emotions, and expectations in the client experience to improve service interaction.</li> <li>• <i>Engaging lecture.</i></li> <li>• <i>Brainstorming sessions.</i></li> <li>• <i>Panel discussion.</i></li> </ul>
12:30	Lunch
13:00	<b>TOPIC 3. Co-creating Services with 55+: Engaging Adults as Partners, Not Just Recipients.</b> <ul style="list-style-type: none"> <li>• Techniques for participatory design and active involvement of older adults in shaping services.</li> <li>• <i>Groupwork.</i></li> </ul>
	Coffee and snacks
15:30	<ul style="list-style-type: none"> <li>• <i>Presentation of group work.</i></li> <li>• <i>Gallery Walk.</i></li> <li>• <i>Reflection on day activities.</i></li> </ul>

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### Day 2

Time	
9:00	<b>TOPIC 4. Designing for Quality: Applying the SERVQUAL Model to Social Services for Positive Ageing.</b> <ul style="list-style-type: none"> <li>• How to use SERVQUAL dimensions (tangibles, reliability, responsiveness, assurance, empathy) to ensure high service quality for 55+.</li> <li>• <i>Engaging lecture.</i></li> <li>• <i>Think-Pair-Share practice.</i></li> <li>• <i>A short Q&amp;A session.</i></li> </ul>
	Coffee and snacks
11:00	<b>TOPIC 5. Structuring an Impactful Social Programme: Building Blocks for a Sustainable Positive Ageing Hub.</b> <ul style="list-style-type: none"> <li>• How to structure programs (activities, roles, timelines, resources) to maximize inclusion, well-being, and adaptability.</li> <li>• <i>Hands-on Practice.</i></li> <li>• <i>Expert support and facilitation.</i></li> <li>• <i>A short Q&amp;A session.</i></li> </ul>
12:30	Lunch
13:00	<b>TOPIC 6. From Knowledge to Action: Building a Collaborative Roadmap for the Hub's Service Ecosystem.</b> <ul style="list-style-type: none"> <li>• Collective action planning session: setting priorities, assigning roles, and agreeing on next steps for service provision.</li> <li>• <i>Groupwork.</i></li> <li>• <i>Expert support and facilitation.</i></li> </ul>
	Coffee and snacks
15:30	<ul style="list-style-type: none"> <li>• <i>Presentation of group results.</i></li> <li>• <i>Q&amp;A session.</i></li> <li>• <i>Reflection on the workshop results.</i></li> <li>• <i>Arrangements for co-creation workshop on Positive ageing hub management strategies.</i></li> </ul>