

ABOUT CARINGWISE

We are dealing with the problem of global aging and are fostering connections and exchange between young and old.

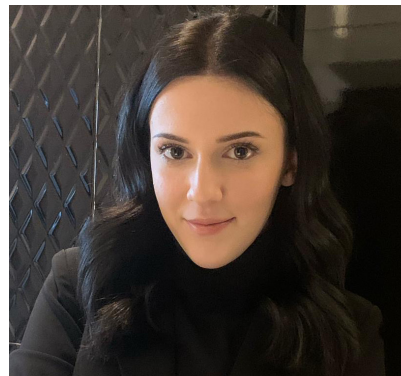
Our company "CARINGWISE" is an organization that works on different projects regarding the gap between the generations and therefore improve the quality and satisfaction of life amongst the ageing generation. We are currently working on our project "JETZT&DENN", which is an intergenerational podcast to foster more exchange of knowledge, experiences, and skills between all the generations, to improve the willingness for younger people to help and get involved with the older generation, and to therefore combat the problems that occur amongst the ageing society. Furthermore, we want to give all the generations a platform where they can share, and the elderly can archive their knowledge and pass it on to the younger generation.

Our rules for working as a team are based on honesty, openness, active listening, direct communication, and competencies such as self-reliance, trustworthiness, creativeness, and ability to work in a team.

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(Grafik Design)



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01 RESEARCH

In the scope of our project, we have defined the goal of developing a product that brings all generations together and ensures that older people can also get involved in the project and learn. We were inspired by the lecture of Benjamin Moser, who also emphasized several times that it might be more important to develop something together and try to solve problems instead of just developing a product for the older generation without involving them in it. This is especially true, because during the discussion for the mind-map we noticed that many aging people in later life still want to be involved in different projects and want to participate despite retirement, because this way the feeling of loneliness and boredom is bridged. Much more the feeling arises that one represents a burden for people in one's surroundings or the family. After long research in the field of connecting young and old in everyday life, we came across many studies and articles which confirmed that several years ago a change in society had already taken place, which also had something to do with digitalization, and which had split the young and old generation, thus creating a gap in communication and collaboration.

For this reason, we think it is very important to consider and combine all these points to bring all generations together again so that everyone can benefit and learn from each other. We, therefore, noticed the need to learn from the past, but remain open to change for the future, the importance of caring for others and having the opportunity to contribute to society, the acknowledgment of sharing important experiences and skills from the ageing society, the importance of archiving knowledge of the elderly and passing it on to the younger generation, also the impact of social media on the size and nature of communities and the need to get people working together with a shared interest. In the first step, we have now recognized the problems and have taken these into account during the concept creation process and worked towards a goal-oriented solution.

Remarks

- the need to learn from the past, but to remain open to change for the future.
- the importance of caring for others and having the opportunity to make a contribution to society.
- the acknowledgment of sharing important experiences and skills from the ageing society.
- the importance of archiving knowledge of the elderly and pass it on to the younger generation.
- the impact of social media on the size and nature of communities.
- the need to get people working together with a shared interest.

Studies

Intergenerational Activity Guide

<https://generationsworkingtogether.org/downloads/5bebf57b90d25-Intergenerational-Activity-Guide-2018-St-Monica-Trust.pdf>

Intergenerational Activity List

<http://intergenerational.ca/2/wp-content/uploads/2015/09/ed-asner-wishlist.pdf>

Intergenerational Volunteering

<https://www.bbc.co.uk/programmes/articles/3vPtzD0PthCS4yYsB9sDxg/intergenerational-volunteering>

Reweaving the Tapestry of the Generations

An Intergenerational Learning Tour Through Europe

http://www.toyproject.net/wp-content/uploads/2016/01/english_fixed.pdf

Connecting Generations – A Guide to Best Practice

http://generationsworkingtogether.org/downloads/504decb477cf8-Connecting_Generations_-_A_guide_to_best_practice_15_Aug_2011.pdf

01 RESEARCH

The most listened to Podcasts for Elderly in Switzerland

Fest&Flauschig

Like the previous program, „Fest & Flauschig“ is also characterized by dialogues between Schulz and Böhmermann. These are characterized by a not very goal-oriented, sometimes misleading, exaggerated, and excessive course of events and revolve around wholly or partially fictitious reports and reflections on the private and artistic lives of the two. Current political and social events are commented on, with seriousness and absurd exaggerations alternating with high frequency.

Zeitsprung

For more than four years, historians Daniel Meßner and Richard Hemmer have been telling each other a story from history week after week: This is Zeitsprung. The special thing about it: one person never knows what the other will tell him. They deal with forgotten events, extraordinary personalities, and surprising contexts of history from all epochs.

This American Life

This American Life is a weekly public radio show hosted by Ira Glass. Heard by 2.2 million people, with another 2.5 million people downloading it weekly. The show primarily focuses on journalistic nonfiction and essays, with each episode following a theme. Through interviews and first-person narratives, the diverse topics cover a broad span of moods and tone. The wide variety of these stories will entertain seniors, and inspire them to share them with others, as many reviewers of the podcast have done. In addition to sharing stories, the show also covers current events and how those events affect real people.

Podcasts and Finances

Cultural Money from the Canton

Cultural promotion supports valuable and cantonal significant cultural endeavors in cooperation with private individuals, municipalities, other cantons, and the Confederation. In accordance with the Culture Promotion Act, it promotes cultural and artistic creation and its broadest possible dissemination, in particular through contributions to projects, works, and events, through awards, purchases, and commissions, as well as through subsidies and participation in large central cultural institutions. We, therefore, have decided to ask for cultural money to be able to finance our project. Moreover, because different organizations also provide students with money for their creative and innovative concept ideas to improve society.

Studies

Senior Living Blog

<https://www.aplaceformom.com/blog/top-podcasts-for-seniors/>

The Best Podcasts for Seniors

<https://www.colonialvillage.com/the-best-podcasts-for-seniors/>

The New Golden Age of Audio

<https://www.seniormatter.com/15-podcasts-for-seniors-the-new-golden-age-of-audio/2491881>

Die besten Podcasts – Schweizer Illustrierte

<https://www.schweizer-illustrierte.ch/style/lifestyle/unsere-favoriten-die-besten-podcasts>

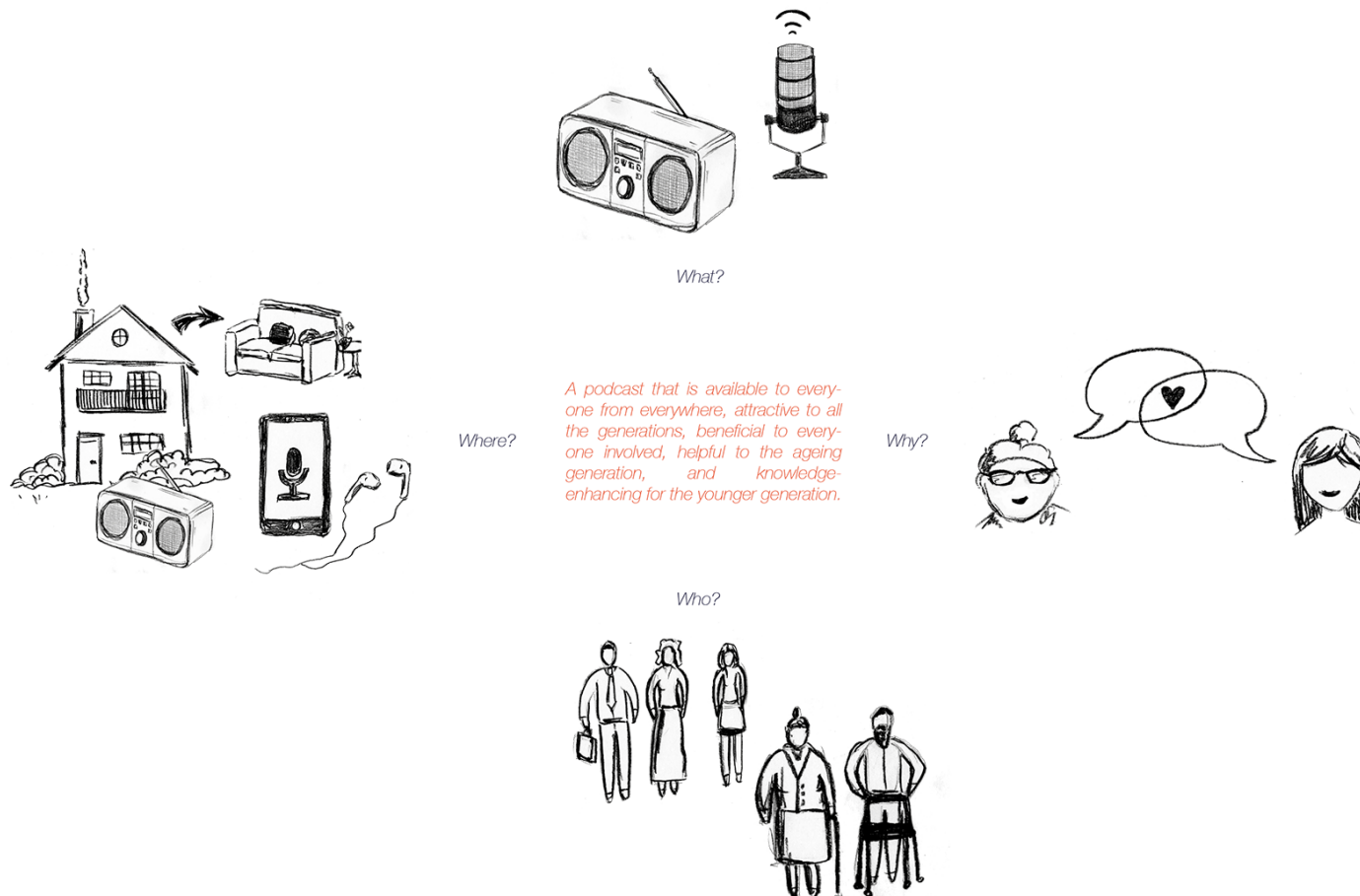
How Much Money Can Podcasters Make?

<https://castos.com/how-much-money-can-podcasters-make/>

02 VISION STATEMENT

Our podcast connects all the generations in a way where everyone can benefit from each other. Elderly oftentimes don't feel like they have a purpose anymore and therefore don't want to be a burden for the younger generations. This can result in a sense of loneliness or even depression. It is proven that seniors who have a sense of purpose enjoy life more and stay healthier. A lot of studies show that intergenerational programs decrease age-related stereotypes on both sides, strengthen communities, and lead to improved services for children and older adults.

Furthermore, our podcast focuses on giving people that are lonely or elderly who live in retirement homes the opportunity to listen to the different talks in our podcasts. By giving them a platform to pass on their knowledge and stories, this will give them a sense of belongingness and purpose.

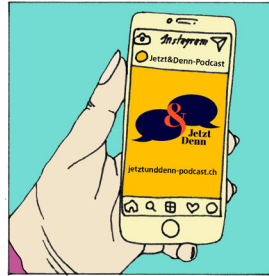


03

STORYBOARD



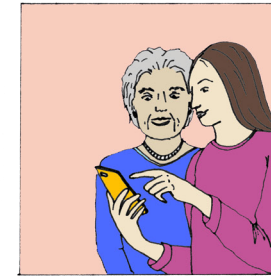
A young woman sees a sponsored post on Instagram about a Podcast by a company called Caringwise. Its goal allegedly is to minimize the gap between the older and younger generation, fostering relationships between both and therefore reducing loneliness. Furthermore, it wants to archive the elderly's knowledge for it not to get lost.



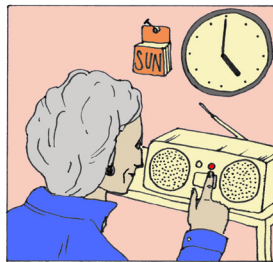
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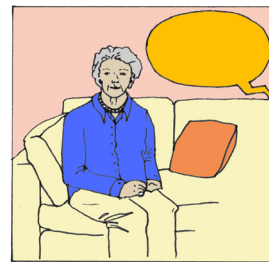
There she informs herself a bit more about the project and immediately thinks of her grandmother Elisabeth, who struggles with loneliness since her husband died a few years back. She notes down the website on her smartphone and remembers to tell her grandmother about this the next time she visits her.



On her next visit to her grandmother Elisabeth, she tells her about this podcast she had read about. The name Caringwise seems to ring some bells in Elisabeth's mind and she remembers someone mentioning it on one of her radio channels that she regularly listens to. Elisabeth's granddaughter lets her know, that the podcast is streamed weekly on Sundays at 5 pm on SRF 3. Elisabeth is intrigued by what she hears and takes a note to remember to turn on the radio at 5 pm that coming Sunday evening.



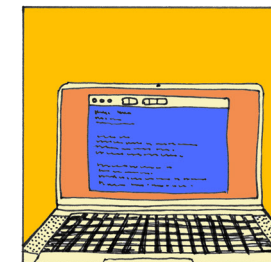
Sunday 5 pm comes along and she tunes in to SRF 3. There, she hears a conversation between an elderly man called Thomas and a younger woman called Sabrina. Thomas shares stories about his life and talks about how his life was affected by WWII and how everything changed after that. From time to time Sabrina asks him a question. Elisabeth feels the conversation flowing easily and thinks to herself that it sounds just like conversations her husband used to have with their grandchildren.



Elisabeth gets so wrapped up in the conversation that time flies and she forgets that an hour had passed already. It was the first time in a long time that she didn't feel a sense of loneliness on a Sunday evening since her husband had passed. At the end of the podcast they mention, that any senior is welcome to email Caringwise under caringwise-podcast@gmail.com with stories they would like to share.



Elisabeth has a nostalgic moment where she remembers her own stories and experiences that she regularly tells her grandchildren and would like to share with other people. She reaches for her laptop and types out an email.



Us. Caringwise, gets an email from a lady called Elisabeth Keller. In the email, she states that she listened in to last Sunday's podcast between Thomas and Sabrina and how much she loved the concept. She lets us know that she has a few stories and experiences of her own that she would like to share. We email her back, thanking her for reaching out to us. We ask Elisabeth to name a few topics that she would be interested in talking about and explain that based on these, we would find a matching young adult to hold the conversation with her.

03 STORYBOARD



She gets back to us with four different topics. Being married for 58 years, her first experience flying to the US back in the 50s, her experience in designing and sewing all her children-s clothes back in the day and last but not least, her famous tondant chocolate cake recipe. This sparks our interest, so we start to outsource a younger person who has a passion for traveling and design. We then thought of HSLU Design&Kunst possibly having a student whose interests and passions would correlate with the abovementioned ones of Elisabeth.

Since all of us from the core team of Caringwise study at HSLU also, we knew that it would be easy for us to get ahold of someone there. Indeed, we found a girl named Marie Wanger. She's 23 years old and has a passion for traveling, graphic design and photography. Since this correlates with the topics Elisabeth would like to talk about, we see this as a perfect match. Caringwise contacts Marie via email explaining who we are and what our podcast is all about. We tell her about Elisabeth and ask her if she would be interested in doing one of these podcasts with her.

Marie emails us back saying she had heard of us before and that she is very interested but she has some questions about the organizational aspects of the podcast. Where would it take place since she is from Lucerne and Elisabeth lives in Bern and if she would have to organize the recording material herself, which would be difficult for her. We email her back with all the details. The podcast would take place at Elisabeth's house in Bern, Caringwise would cover all the travel expenses from Lucerne to Bern and back. Furthermore, we would provide all the material needed for the podcast, bring it to

Elisabeth's house, and later we would collect it again. We would then do all the editing of the audio footage and upload the podcast to our website and stream it on SRF 3 on Sunday at 5 pm, a week later. Marie excitedly agrees since she had been looking for ways to broaden her knowledge and her networking circle and sees it as an interesting opportunity to do so. We ask both Elisabeth and Marie to send us a few dates and times that would suit them so that we would be able to coordinate the session. They both agree on a time and date.



We visit Elisabeth an hour before the scheduled session to have a quick chat with her and deliver the equipment needed to record. Marie arrives and Elisabeth shows her to her garden. First, they briefly get to know each other without recording just yet. They have some coffee and biscuits and quickly realize how naturally the conversation flows thanks to their common interests. Wrapped up in the conversation and nearly forgetting to start recording, Marie suggests turning on the microphones. They seem to have so much to talk about and the conversation keeps on going for 1.5 hours. During

the conversation, Marie tells Elisabeth about her dream of traveling to the US one day. That's when Elisabeth remembers some contacts that she still has from her days she spent in the us that she would love to share. Elisabeth gives Marie her phone number and they promise to stay in contact. Filled with joy from those past hours spent together, they hug goodbye. A member from Caringwise picks up the equipment at Elisabeth's home and asks how it went. After receiving positive feedback from Elisabeth, we thank her for her time and remind her to listen in next Sunday at 5 pm.

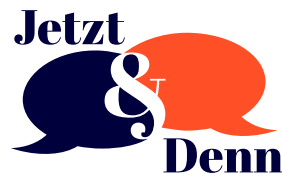
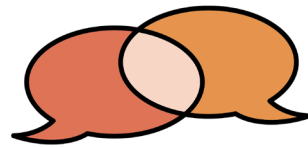


Back at our office, we edit the audio footage and send the audio file to our radio partner, SRF 3, for them to broadcast it that upcoming Sunday at 5 pm. After the broadcast we upload it to our website www.caringwise-podcast.ch for everyone to be able to access and enjoy at any given time.

03 CORPORATE IDENTITY

In the beginning we worked with more earthy tones. We received the feedback, that it is too yellowish, which is why we conducted more research and had a look at colors older people prefer. There are a lot of clothes the elderly like to wear, which come in blue and red. So we thought that these colors would catch the attention of the older target group.

After this decision, we wanted to make the combination a little bit more modern and up to date to catch the younger people's attention as well. Therefore, we came up with the two colors in blue and orange, which act really well together and are able to catch people's attention when they see it for the first time.



Final Corporate Identity

04 PODCAST WEBSITE

On our podcast website you can find all the recordings of our podcast archived in a classification system and sorted by different keywords, therefore, everyone can listen to the podcast whenever and wherever they prefer to. Moreover, all of the recordings are connected with pictures and a short description documenting the process, the topic, and the people involved. On our official CARINGWISE website, however, you can find more general information about our organization, our working process regarding the "JETZT&DENN" project, and interesting information and interviews connected to our process.

Interested listeners do not only have the opportunity to listen to our podcast whenever and wherever they want, but also on the device they prefer - different phone models, computers, laptops, iPods, etc., which therefore, allows them to be more flexible while listening to the podcast.

For our final product we have recorded a first podcast regarding the coronavirus, everyday life of an elderly and younger person, and how it is affected. We have enclosed the podcast „Living with the Corona Virus“ to our documentation.



