



social city

WIEN

Richard VRZAL, CEO

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SOCIAL CITY VIENNA

- **Social City Vienna** was **founded 2013** together with **stakeholders** from the public, private, scientific and social sector together with the City of Vienna.
- **Founding members** have been **Erste Bank, Vienna Insurance Group** and the **former mayor of City of Vienna**.
- Idea was to develop and identify on the interfaces of these described stakeholder social innovation
- Projects are run within Social City or as a spin off or as an own project brand
 - Spin offs are currently: Social Innovation Research Vienna, Imfino
- How are projects designed? **public- hybrid- private**
- Legal structure
- What is social innovation in general: ***“Process of emergence, implementation and dissemination of new social practices in different areas of society.”***
- What is the focus of Social City and social innovation? How does Social City Vienna works? Develop applied **social innovation models**



PLATFORM AGAINST LONELINESS

PARTICIPATE ENGAGE CONNECT

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 **Bundesministerium**
Soziales, Gesundheit, Pflege
und Konsumentenschutz

**Interreg
Europe**



Co-funded by
the European Union

KORALE

Overview

Theoretical approach

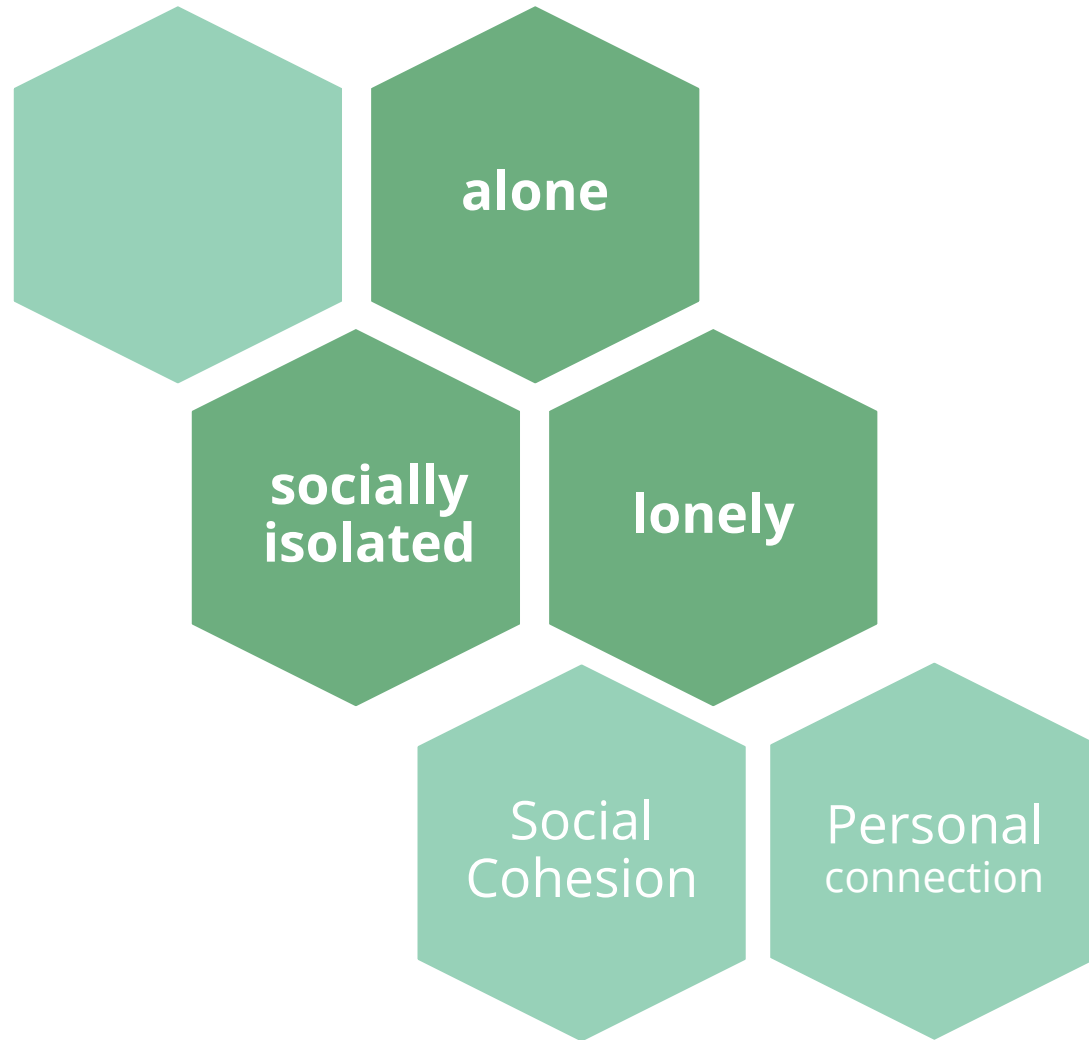
- Definition of terms
- Risk factors & current studies
- Loneliness - A challenge for society & health

Platform against loneliness in Austria

- History
- Project goals
- Activities & measures

Q&A

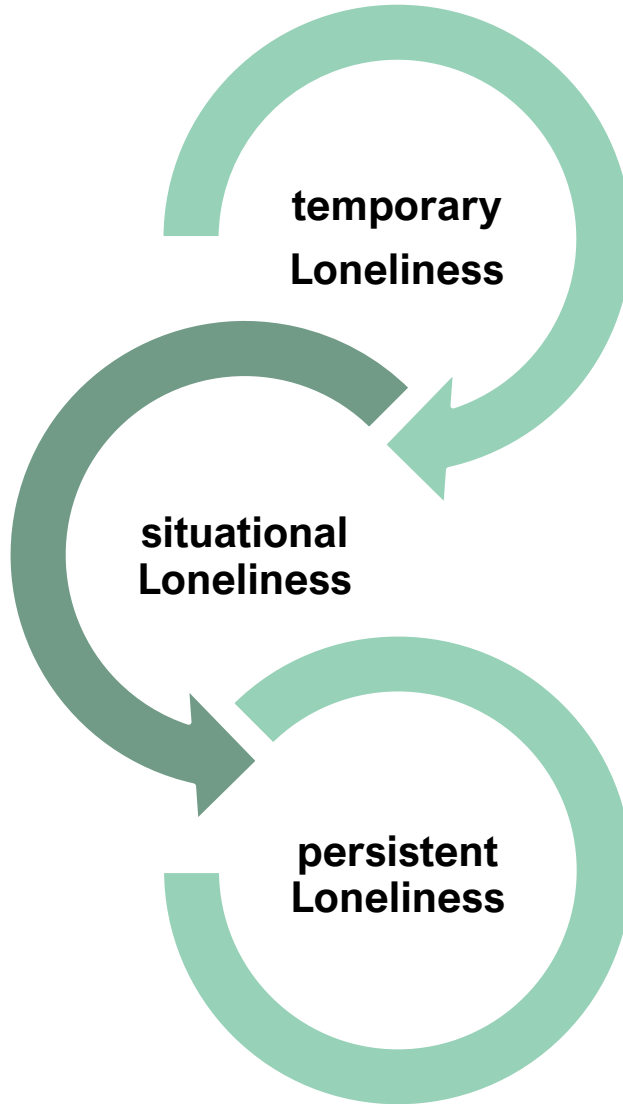
Loneliness – Solitude – Social Isolation



Course of Loneliness / Luhmann (2022)



Reaction to events (up to one year),
sometimes psychosomatic complaints, slow
withdrawal involves risks



**temporary
Loneliness**

Short-term, momentary moods, can
motivate to get back in touch

**situational
Loneliness**

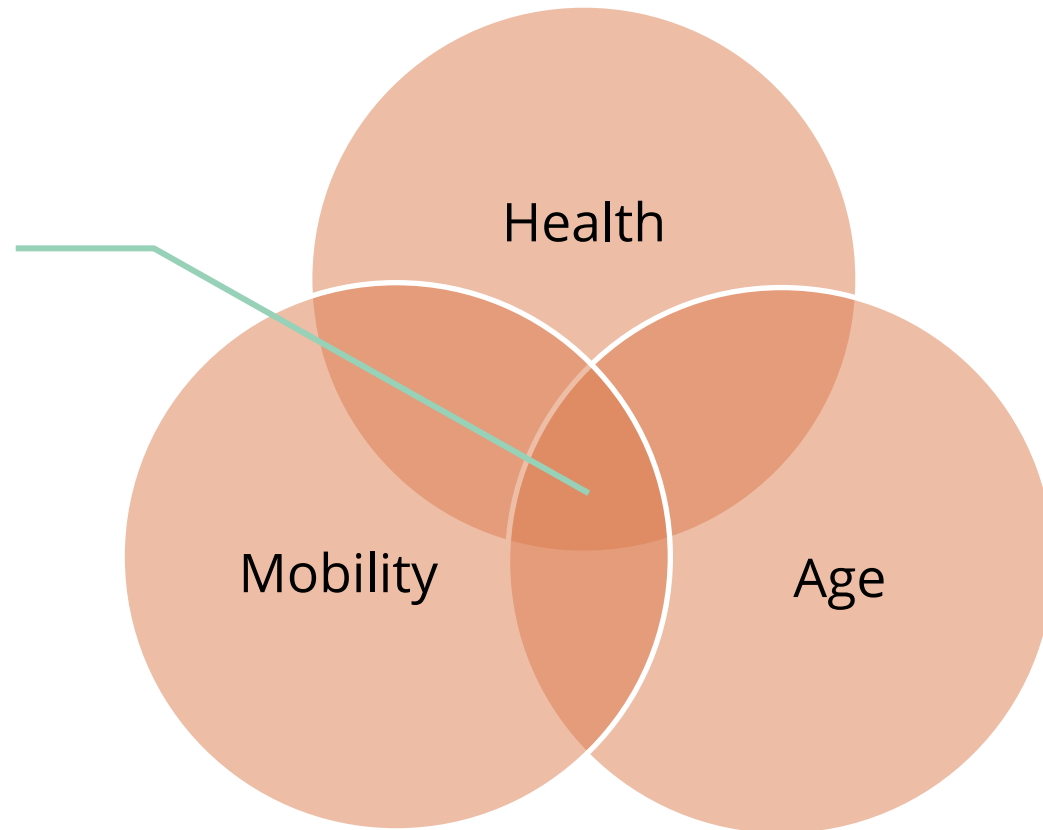
**persistent
Loneliness**

Longterm suffering,
without a specific event

Risk factors & phases



Social life and personal environment:
family situation, partnerships, peers,
profession (Casabianca & Kovacic 2022;
Petrich 2011; Baarck et al. 2021)



Risk phases

CHANGE OF
SCHOOL

RELO-
CATION

PARENT
HOOD

PANDEMIC

Life course



Current studies

Austria: Caritas short survey on loneliness 2023

42 % often or sometimes feel lonely

16 % experience severe loneliness

Particularly affected: **Young people (16-29 years), people with a low income**

Europe: Study by Joint Research Centre (JRC) 2024

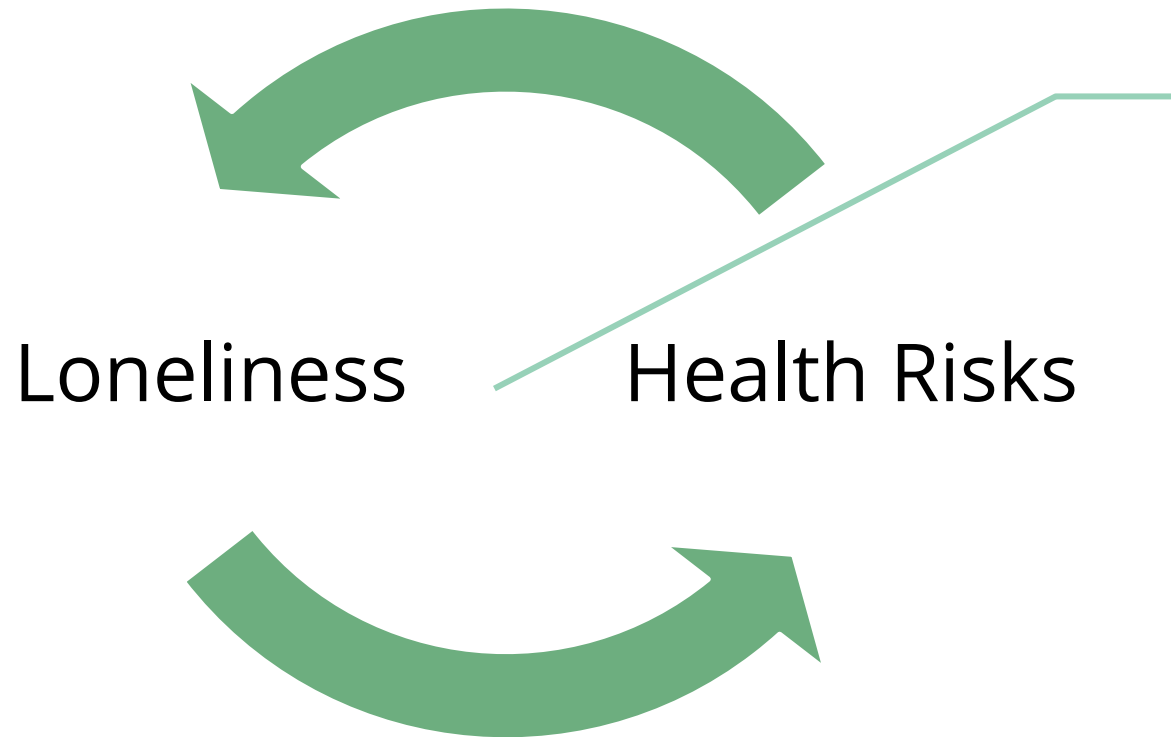
13 % of Europeans feel lonely very often or always

36 % experience loneliness at least occasionally

Particularly affected: **Generation Z (15-30 years), disproportionately affects migrants, LGBTQIA+ people, people with disabilities.**



Loneliness & Health



Proven correlations:

- Higher mortality risk
- Cardiovascular diseases
- High blood pressure
- Dementia
- Alzheimer's
- Depression
- Anxiety disorders
- Harmful behaviors such as smoking, lack of sleep or exercise, unhealthy diet

(Baarck, Kovacic 2022)



**PLATFORM AGAINST
LONELINESS**
PARTICIPATE ENGAGE CONNECT

ORIGIN & INNOVATION PROCESS

2018 Loneliness & social isolation workshop with stakeholders

2019 Focus group discussion & solution brunch

2020 Campaign #LoudVoicesAgainstLoneliness

2021 Initiative for a dedicated platform against loneliness

2022 Launch of the platform against loneliness in Austria

with the support of the Ministry of Social Affairs

2023 First Participatory Congress & Dialogue Day in Vienna

2024 International Forum Against Loneliness

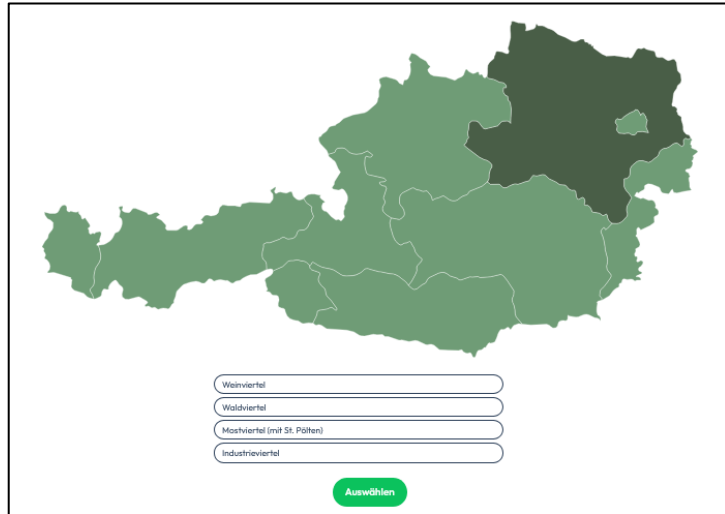
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PLATFORM AGAINST LONELINESS: Structure



1. ONLINE PLATTFORM

Database & mediation

2. NETWORK

Close gap between target groups

3. PILOTPROJECTS

Scientific evaluation & monitoring

PLATTFORM AGAINST LONELINESS: OBJECTIVES



- **EXCHANGE & DIALOGUE**
- **PARTICIPATION & ENGAGEMENT**
- **AWARNESS & SENSITIZATION**
- **POLICY & RESERACH**

EXCHANGE & DIAGLOGUE: INTERNATIONAL FORUM AGAINST LONELINESS



PARTIZIPATION & ENGAGEMENT: COMMUNITY WALKS & CAFES



PARTICIPATION & ENGAGEMENT: COMMUNITY WALKS & CAFES



- “Personalized” offers
- Diverse definitions of social connectedness among participants
- Factors such as group size and age groups are decisive
- Addressing loneliness in existing interventions, promote contact opportunities and skills
- Use different communication channels (social media, apps e.g. Meet5, gemeinsamerleben.com, newsletter, email distribution list)

PARTICIPATION & ENGAGEMENT: Österr. GEMEINSCHAFTSPREIS 2024 - Competition for projects against loneliness



Community Nursing Dornbirn

Stadt Dornbirn



gemeinSAMradln Rikscha Projekt

Arbeiter-Samariter-Bund Österreichs,
Landesverband Wien



IRINA Impulse & Räume für Inklusion in der Nachbarschaft

Caritas der Erzdiözese Wien



PARTICIPATION & ENGAGEMENT: Österr. GEMEINSCHAFTSPREIS 2024 – Competition for projects against loneliness



KLEINSTADTBIOTOP

Vöcklabruck

Verein Kleinstadtbiotop



neunerhaus Café

neunerhaus Hilfe – für
obdachlose Menschen



Queer Base Café

Queer Base – Welcome
and Support for LGBTIQ
Refugees



AWARENESS & SENSITIZATION PILOTPROJECT „SOCIAL CORNER“



- **Focus on overcoming loneliness among young people**
 1. Online campaign - raising awareness of the issue
 2. Third places - moderated meeting places before the start of events
 3. Fundraising campaign - free participation in events



social
corner

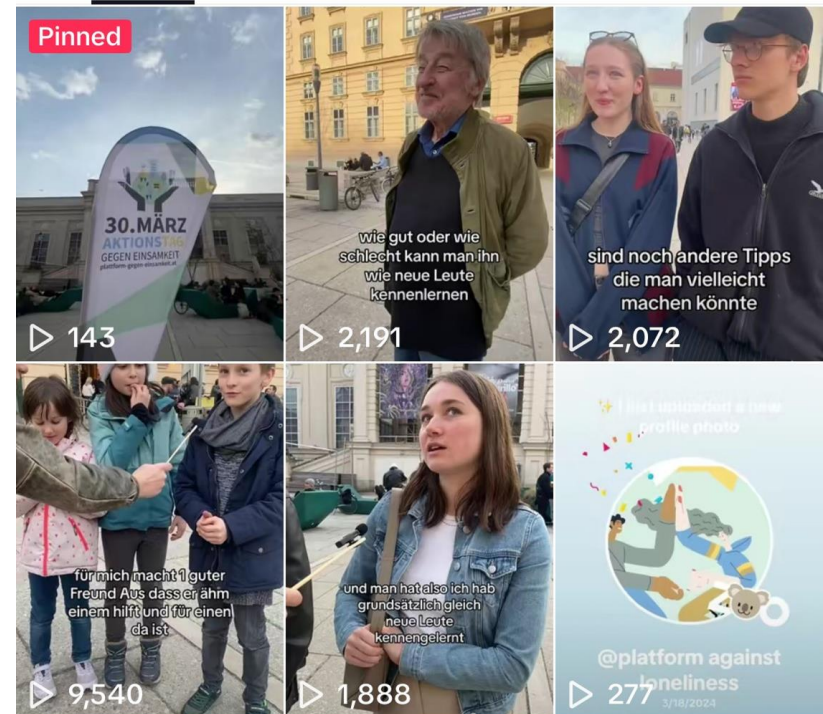
The logo for 'social corner' features the text 'social corner' in a white, lowercase, sans-serif font. To the right of the text is a graphic consisting of a white circle with a location pin icon at the top. Inside the circle are several stylized human figures in yellow and white, some holding hands, symbolizing a community or social gathering.

AWARENESS & SENSITIZATION CAMPAIGNS



by platform against loneliness 📍 Vienna

plattform-gegen-einsamkeit.at



PROJECT PARTNERSHIP KORALE 2024-2028

Interreg
Europe



Co-funded by
the European Union

- **First European Interreg Initiative** to Address and Prevent Loneliness and Social Isolation through Policy Instruments in Six European Regions
- Focus: **Knowledge Transfer** between Inter- and Regional Levels & Building a **Network of European Experts**
- Target Groups: **Youth/Young Adults & Elderly People**
- **Viennese Health Goals:** Psychosocial Health & Health Literacy
- **Austrian Health Goal:** Strengthening social cohesion
- **2028:** Publication of a collection of good practices & policy guidelines



PROJECT PARTNERSHIP REGIONS

- Social City Wien - Österreich
- Adinberri Foundation - Baskenland / Spanien
- Santa Casa da Misericórdia de Lisboa - Portugal
- Fingal County Council - Irland
- Stadtverwaltung Aalst - Belgien
- DEFACTUM / Zentralregion - Dänemark .





Q & A ?

Thank you!



PLATTFORM GEGEN
EINSAMKEIT



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