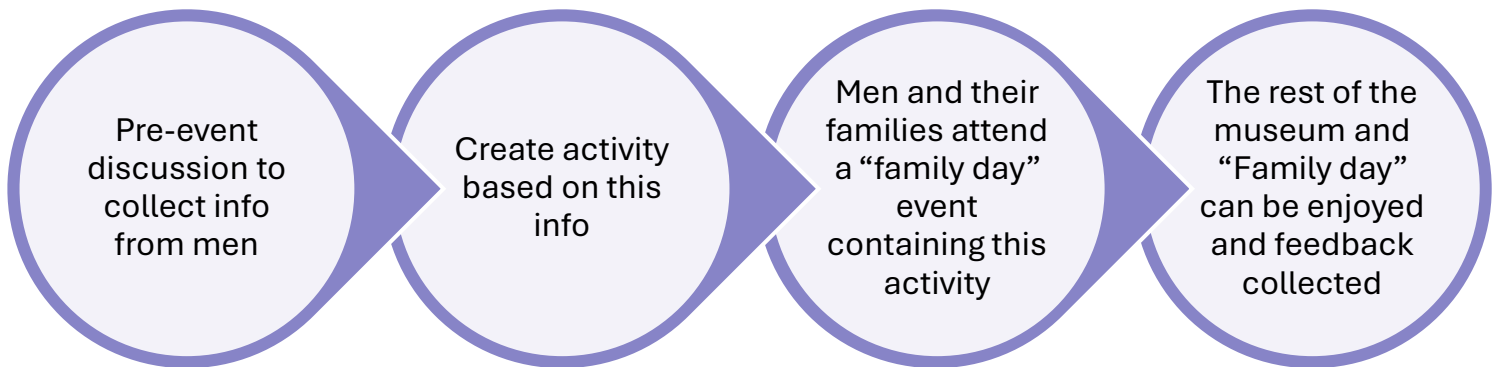


Family day and user-generated activity

Objectives: Utilize particular knowledge that elderly men may have in addition to expert museum knowledge; Connect and share this knowledge across generations; create new materials and additions to museum exhibits; allow elderly men to share their personal stories with the museum, the public, and their own families.

Target group: Elderly men and their families (grandchildren, adult children, nieces and nephews, etc.)

Event Step-by-step



Materials and equipment:

- Activity sheet developed with men
- Information sheets to be placed by exhibits
- Pens and writing pads
- Snacks and activities for youngest children to be completed during feedback session



Step One: Gather information from the elderly men

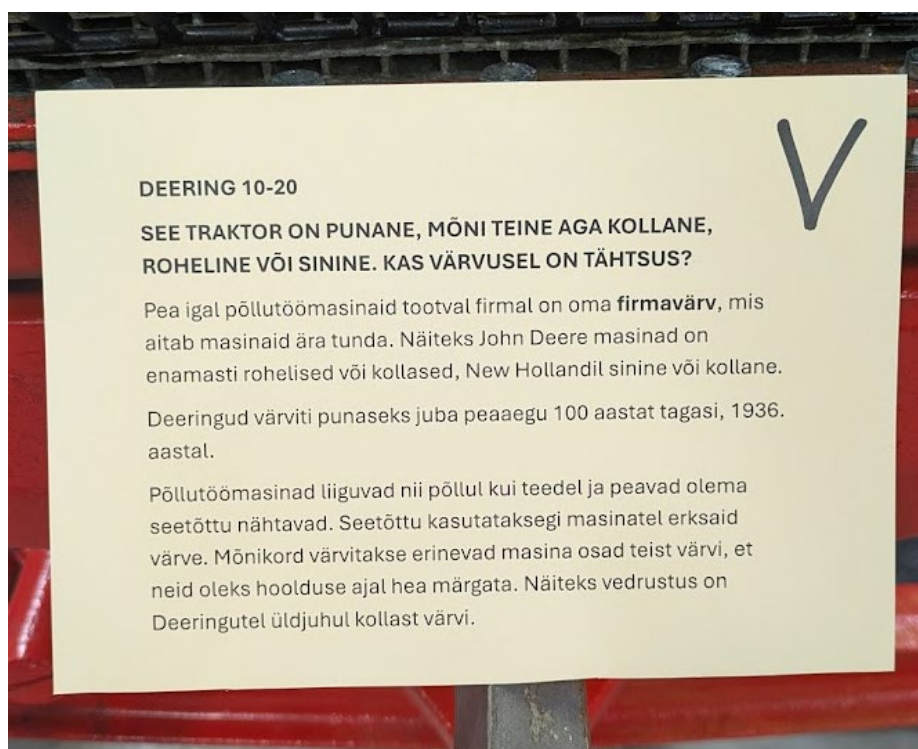
In the case of the Estonian Agricultural museum, the elderly men we worked with had excess knowledge and stories relating to items on exhibit. In a separate session, collect this info (oriented towards a young audience) and format it as a scavenger hunt activity where the children can ask questions and the grandparents can help answer them.

Step Two: Family Day

Among all the other exhibits and activities that a family could visit for a family day, one where a grandpa or adult with more technical knowledge on the topic of farm machinery can interact with a young person should be included. During the family day, children can ask their grandparent about the various machinery as prompted by the information sheets in the exhibit, and the grandpas can teach.

Activity:

A letter search activity that ensured children and their grandparent would visit each info placard in the exhibit and discuss the question and answer together.



Resources

Personnel	One museum worker to collect the information, guide the men, create the activity, and then help guide the activity during family day Elderly men from the community (volunteer)
Time	Family Day duration 4 – 6 h Planning and preparation ~ 4-6 h Implementation (incl. printing and preparing the activity) ~1-2 h Feedback and documentation ~1–2 h
Space and equipment	An existing museum exhibit and associated space Equipment and materials to print the necessary info sheets and placards.
Budget	Rough estimate for personnel cost is 400-500 € Printing and Materials 20 – 100 € (Depending on quality and permanence of information placards)

Highlights from the feedback

The men had A LOT of ideas to discuss when coming up with the activities

There was not always agreement: some men thought this particular activity was too difficult or involved for younger children

Men noted that during the activity, intergenerational knowledge transfer was mutual—the children were teaching and sharing as well

Children were most interested in the “game” aspect, but it provided an opportunity for the older men to teach

The museum appreciated the knowledge brought in by the men

Interest in traditionally gendered occupations or topics (e.g. machinery or farm equipment) can be fostered by the men in younger generations regardless of gender

Recommendations and tips:

- Having this event occur in two parts is ideal, as it more directly involves the elderly men than if they simply showed up for a “family day”. It also allows the museum to collect the information from the elderly men for their own use.
- Structure this knowledge collection in some simple way. For example, we brought them around to each machine on display and had them place notes on it. We also recorded the discussions that occurred.
- For a “family day”, remember to include other (more standard) exhibits as well. At the agricultural museum, we visited the animals in the barn. But the intergenerational learning continued even though there were no set activities.
- Museums like the Agricultural Museum feature exhibits on the topic of “lost knowledge”. These represent opportunities for older people to pass on knowledge of older objects, professions, and ways of doing things before they are lost forever to younger generations.

Partners and reaching the target group:

- Pensioners’ associations
- Local schools
- Men's groups
- Local Facebook groups
- Local events dissemination pages (municipality website)
- Elderly care facilities
- Hobby groups

Appendices and materials:

- [Example of work phases and time spent](#)
- [Business Model Canvas](#)

Appendix 1

Example of work phases and time spent

Estimated working hours for the event (total approximately 20 - 30 hours)

Planning and preparation (~6-8 h):

- Gathering the elderly men and holding a development workshop for the activity
- Designing the activity based on these results and any other “family day” activities

Marketing and reaching participants (5–10 h):

- Designing and producing marketing materials (e.g. print ads, social media posts) ~3–5 h
- Distribution: cooperation with elderly facilities, elderly groups, other local networks, bulletin boards, Facebook, etc. ~2–5 h

Implementation (~8-10 h):

- Printing, hanging and distributing the necessary materials
- Setting up the space
- Event duration from 4 to 6 hours
- Collecting feedback and documenting during the event

Processing feedback (1–2 h):

- Reviewing and summarizing the feedback
- Recording possible development notes

Appendix 2

Business Model Canvas

