

More than 75 million European adults see family or friends no more than once a month and around 30 million European adults often feel lonely.* Poor health, economic disadvantage, belonging to a marginalised group and not being connected to the local community are associated with higher levels of overall isolation. This is a growing trend across Europe.

75

million European
adults see family or
friends no more than
once a month *

30

million European
adults often feel
lonely*

The COW project focuses on the development of measures to reduce loneliness and increase wellbeing. The starting point is linking the concept of "culture on prescription" to adult education practices. **COW builds on the potential of art, creativity and community building to promote social resilience, inclusion and wellbeing.** The project is built on international exchange, expert discussion and joint identification of solutions which will be published in a Compendium and a Practical Guide to be used by educators, cultural, social care and health institutions, as well as by artists themselves.



The target group we seek to impact most is people experiencing isolation and loneliness, people from marginalised groups, those at risk of poverty or chronic physical and mental illness. A suitable arts-based learning opportunity can help individuals gain confidence, build social capital and increase resilience.

As disseminators of the approach, the project addresses artists and cultural professionals who are interested in the concept of 'culture on prescription' and who are involved in community building activities. This target group also includes adult education providers, NGOs and organisations in the social and health sectors that have the potential to promote the Culture on Prescription approach. We hope that COW will raise awareness of the positive impact of arts and culture on health and wellbeing in the wider community.

* Joint Research Centre of the European Commission, based on European Social Survey (ESS) (2019)

culture-for-wellbeing.eu

WEB

The project involves two partner organisations from Germany and the Czech Republic – the Association for Creativity in Education and ISIS Institut für Soziale Infrastruktur gemeinnützige GmbH.

