



PRESS RELEASE

On January 14-15, 2025, the Memorable project was officially launched in Sofia, Bulgaria, hosted by the Alzheimer Bulgaria Association. This Erasmus+ initiative is dedicated to creating a dementia-friendly society by integrating art and culture to strengthen connections between individuals living with dementia and their communities.

The Memorable consortium includes the Alzheimer Bulgaria Association (Coordinator, Bulgaria), SHINE 2Europe (Portugal), AFEdeMy (The Netherlands), ISIS Institut für Soziale Infrastruktur (Germany), and Dublin City University (Ireland).

Partners outlined the project's goals and action plan at the kick-off meeting. Key activities in the following months include desk research on dementia-friendly cultural practices in partner countries and interviews with people living with dementia, informal caregivers, and experts to co-create impactful project outcomes.

"This enriching collaboration connects countries with diverse expertise and backgrounds. Together, we aim to create meaningful change for people living with dementia across Europe," said Lora Lyubenova, project coordinator from the Alzheimer Bulgaria Association.

The Memorable project will focus on empowering volunteers, caregivers, artists, and cultural professionals through training to create dementia-friendly cultural spaces. It will support museums, galleries, and cultural venues in becoming more accessible to individuals with dementia.

Expected outcomes include a European Compendium of Dementia-Friendly Cultural Practices, a Curriculum and Training Manual, an E-Learning Platform for accessible training, and a Policy Booklet with recommendations for promoting dementia-friendly cultural practices.

Updated information on the project will be available at <https://memorable-project.eu/>.



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