

UNIVERSITY OF THE THIRD YEAR (U3A, BOTSWANA) SERVICES MARKETING BROCHURE: SPECIFIC TO NETWORK OF RETIREES

INTRODUCING UNIVERSITY OF THE THIRD AGE (U3A) AND NETWORK OF RETIREES

- 2.1. U3A is a capability platform present in many countries including some African countries like Zimbabwe and Nigeria, working collaboratively with U3A, Botswana. As the organization is still new in Botswana, a need to diversify its services so as to attract a sizable number of older adults (55 years and over) led to the formulation of networks of retirees. The main goal being to have U3A operate as
- i. A coordinated multidisciplinary platform to promote, advocate for and support the inclusion of older adults 55 years and over in the cultural, social and economic development
 - to nurture their capabilities and capacity to contribute to the silver economy.
 - To be empowered through empowering others
 - To engage in and support activities on healthy ageing and age with rights
 - To promote positive mindset change by combating stereotypes, stigma and discrimination against older adults (55years and above) by recognizing their talents, experiences, skills, knowledge and competences as key to the social and economic advancement of our country, Botswana.
- 2.2. Already Network of Retired Academics (NeRA) has been fully constituted (November 2023) and has attracted many retired academics; it is in the process of obtaining its trademark certificate. Interest has also been indicated for Network of Retired Diplomats (NeRD) and Network of Retired School Administrators (NeRSA).

WHAT SET US APART OF OTHER ORGANIZATION FOR RETIREES

- 3.1. Our pillars
- Silver Economy
 - Age with Rights
 - Intergenerational Cohesion and Zero tolerance to Ageism
 - Holistic inclusion and empowerment of older adults 55 years and over
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RELEVANCE TO BOTSWANA'S INCLUSIVE DEVELOPMENT

- 4.1. Based on its non-discrimination and inclusive development approach as encapsulated in Vision 2036 and the earlier Vision 2016, participation of older adults 55years and over is of paramount importance. The silver economy is the same concept as the greying economy, referring to the need for development policies to recognize the contribution of and adapt to the needs of older people.

- 4.2. U3A recognises the immense knowledge that retirees possess and the value add such knowledge can make to grow the economy and develop our communities. Our own Setswana adage, “*Letlhaku le lesa le agelwa mo go le legologolo*” buttresses the concept of leveraging on the knowledge, experiences, skills and competencies of the people of the 3rd age.

THE PURPOSE AND BENEFIT

- 5.2. The benefits are many and include
- i. Contribution of older adults 55 years and older to the Silver Economic of Botswana
This in turn can sprout into other benefits like promoting empowerment rather than dependency or deficient approaches to needs and challenges of older adult; stimulation active engagement and motivation to look forward to retire from formal work knowing of and being assured of continuous active engagement; being proactive in addressing some challenges that would come with the increasing population of older adults in Botswana, as projections indicate.
 - ii. National relevance and International visibility of Botswana as living the promises of signing the Political Declaration and Madrid International Plan of Action on Ageing, endorsed April 8-12,2002 at the Second World Assembly on Ageing, Madrid, Spain. We understand that through the Ministry of Health and Wellness’s July 2019 Situation Analysis of Ageing and Health of Older Adults in Botswana, a Policy on Ageing is being developed. The development and implementation of this policy can tap from the vast experiences of members of the Networks of Retirees.
 - iii. Preservation of the Botswana Cultural Heritage
Promote our rich culture of interconnectedness, in this case, collective responsibility of different networks of the retirees whenever there is an issue/challenge Botswana faces. We are well-accustomed to the fact that ‘human reality is unified’, that is, no single discipline can be relied on for addressing intractable challenges of this country. “African cosmos is like a spider web: its least elements cannot be touched without making the whole vibrate” (Etieyibo, 2016).
History made can be recorded - The complementarity and multidisciplinary of expertise can make possible to dig into our past, to research (applied and impact) put on paper something the younger generation can refer to, enlivening the first President of Botswana adage of a ‘nation without a past is a lost nation’.
 - iv. Intergenerational Cohesion and Zero Tolerance to Ageism
Shoot off include Positive Mindset Change of younger generations seeing the worth of the older generation, thus enlivening the Setswana adage, *Letlhaku le lesa le agelwa mo go le legologolo*). The degenerated morality in the country could be addressed through formalised networks of the U3A.
 - v. To enhance international Professional Collaboration
Many retirees have built professional network and this background can be used to help Botswana to connect meaningfully with the outside world. Many challenges such as declining quality of life, political instability, debilitating poverty, unemployment, health issues like HIV/AIDS and Ebola require capabilities and competencies for operating in the global world, possessed by some retirees and also for the purposes of benchmarking.
 - vi. Contribution to the Positive Mindset Change

As the President of Botswana said, we need to ensure of 'an inclusive economy in which all shall have a meaningful role to play', older adults included and they need a platform like U3A and professional network to continue contributing to the socio-economic development.

NEEDED SUPPORT TO GROW THE NETWORKS

- 6.1. Formal recognition and inclusion as partners with national organs advocating for and supporting empowerment of older adults and zero tolerance to ageism
- 6.2. Mechanism to be in place for a collaborative working with other nation builders like CBOs, NGOs, Private, etc.
- 6.3. Government need-based support to be mutually agreed upon
- 6.4. Diversifying activities to keep older adults fruitfully engaged