



## PRESS INFORMATION

### **Bake against Poverty: Baking apple strudel to fight old-age poverty**

Grannies wanted – Starting now, the Generationencafé “Vollpension” is looking for international support and starts its international call against increasing old-age poverty and isolation among the elderly. Until 30 June 2021, seniors from all over the world can apply to generate extra income from home by holding their own online baking courses, even during the corona times, and to stay in digital contact. This Viennese social enterprise wants to encourage as many seniors as possible to apply for their “Bake Against Poverty” campaign, and supports the participants in media and digital competence. The first baking courses will be online in autumn 2021: [www.bakeagainstpoverty.com](http://www.bakeagainstpoverty.com). This campaign can financially be supported in advance at [www.crowdfunder.co.uk](http://www.crowdfunder.co.uk).

(Vienna, 22 April 2021) Old-age poverty and isolation are two globally growing challenges which have strongly been intensified by the corona crisis. In Austria alone, more than 220,000 seniors live in poverty, the majority of which are women. “Viewed globally, this problem is a much bigger one, social systems like we have here in Austria are utopian and far from the reality in many countries. People work until they are not able to any more, or are supported by their families”, says Hannah Lux, one of the founders of the Austrian social enterprise Vollpension. “We want to provide a solution for at least a small part of seniors, but more importantly, we want to draw attention to the basic problem behind all of this.”

### **Successful model to go international**

The digital baking platform “Vollpension BakAdemy” was the way out of the corona crisis for the Austrian social enterprise with its two Generationencafés (literally translated: generation coffeeshop, but we like to call them: generation-bridging cafés) in Vienna. Through this platform, seniors provide on-demand video baking courses and online live baking courses. The latter are going international and giving older people access to an additional income from their own home. “Smart phone penetration is much higher than we think in many countries of the global south, and at the same time, the market for online courses is getting bigger, as our work in Austria confirmed in recent months”, says Moriz Piffl-Percevic, founder of Vollpension. “In future, people will be able to learn how to bake

pastries from all over the world. An example would be sticky rice with mango, taught by a granny from a backyard in Bangkok.”

## **Grannies wanted: Bake against poverty**

The Vollpension grandmas and grandpas are sending out an international call to take part in the campaign. “When we were looking for seniors for our second Generationencafé, more than 450 people applied within 48 hours. We can see that the demand for jobs for older people is high, and this is why we want to give seniors all over the world the possibility to collaborate with us on our online courses”, Lux says. In a multi-language campaign video, seniors are encouraged to apply. Karin, a 63-year-old baking grandma from Vienna explains: “I love broadcasting a live baking course from my

own kitchen. The world gets right into my own home, I can talk to young people, and I can even earn some extra money. And then they all proudly show their cakes, which motivates me even more to continue with this. This application campaign will bring in many international colleagues, and I am really looking forward to this. And I really do hope that old-age poverty and isolation among the elderly will get much more attention, particularly in the time of corona.” Via the international platform [www.crowdfunder.co.uk](http://www.crowdfunder.co.uk), anyone has the possibility to financially support the “Bake Against Poverty” campaign.

## **Eligibility requirements**

Until 30 June 2021, we are looking for people above the age of 65 who want to provide online baking courses in English or their national language under the motto: Bake Against Poverty. The most important requirement is the application video with a personal introduction in English. If this isn't do-able, then the seniors' children, grandchildren or neighbours can translate on-site as a kind of granny buddy. Additionally, the seniors must have access to an end device with internet access, and they must either have the technological skills themselves to organise a video call for up to two hours, or they must have support from their granny buddy. During this live baking course, the grandma or grandpa should bake a pastry or a country-specific dessert and explain the process step by step to up to eight participants. A comprehensive training and, if necessary, an appropriate end device provided by Vollpension will make access for seniors as easy as possible.

## **About Vollpension**

The Generationencafé Vollpension has been visited by more than 200,000 guests per year from all over the world at both of its sites in Vienna since 2015. This social enterprise employs 80 people in total, with more than half of them older than sixty, living alone and/or affected by old-age poverty. Vollpension BakAcademy developed out of several innovation workshops at the beginning of the corona crisis in March 2020, when the doors of gastronomy needed to stay closed. In addition to crowdfunding, this digital expansion

helped the Austrian company get through this crisis. In October 2020, the platform went online after several months of development and with more than twelve hours of comprehensive on-demand video courses, and a comprehensive range of live baking courses. “More than 500 participants have attended our more than 150 courses, and increasingly more companies are also booking the courses. But private groups book our courses too, in order to meet up with their loved ones who do not live close to them, and to bake together in a relaxed atmosphere with one of our grannies”, says Julia Krenmayr, managing director of Vollpension. Additionally, Vollpension BakAdemy is part of Google Digital Garage.

The application deadline for “Bake against Poverty” ends on 30 June 2021. The first baking courses will be online in autumn 2021 in different languages. Press and video material, as well as social media content is available immediately here for download. We are available for any interview inquiries or any other requests at [press@vollpension.wien](mailto:press@vollpension.wien). Additional information on eligibility requirements in advance can be found at [www.bakeagainstopoverty.com](http://www.bakeagainstopoverty.com). This campaign can financially be supported in advance at [www.crowdfunder.co.uk](http://www.crowdfunder.co.uk).

### **Contact person for international PR:**

Annemarie Bernhardt

[press@vollpension.wien](mailto:press@vollpension.wien)

+49 30 286 153 08

The international Vollpension team is looking forward to answering any of your questions in the following languages: German, English, Italian, Dutch, French, Russian, Serbian/Croatian and Tagalog.