

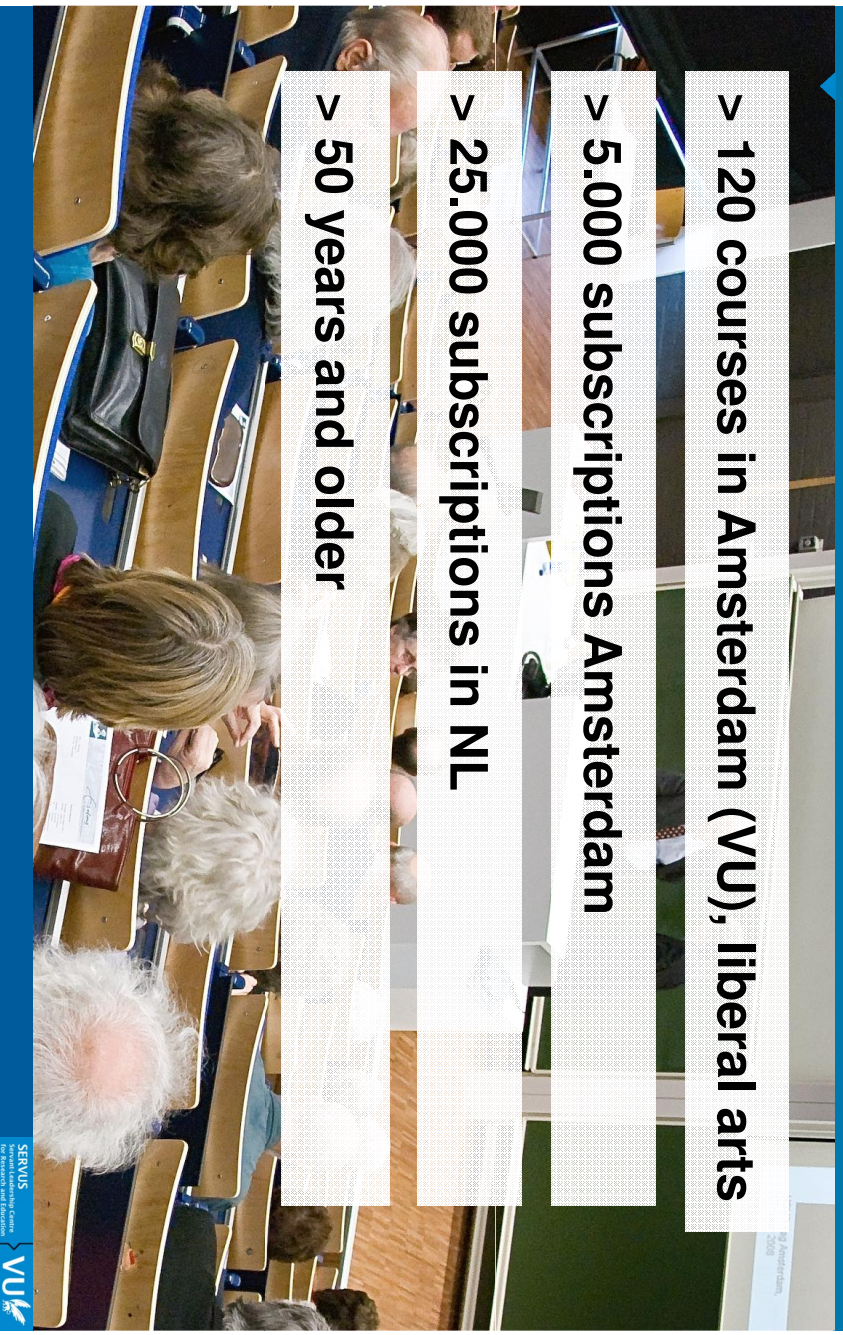
## HOVO AMSTERDAM THE JOY OF LIFELONG LEARNING

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### HOVO AMSTERDAM: LEARNING LATER IN LIFE

- > **120 courses in Amsterdam (VU), liberal arts**
- > **5.000 subscriptions Amsterdam**
- > **25.000 subscriptions in NL**
- > **50 years and older**



“Why would old people  
want to learn?”



# the Joy of Learning

# SCHOLAE

## Aristotle

> development, fulfillment,  
self improvement



## Modern meaning

> institution, building,  
obligatory education



HOVO creates opportunities so  
that students may choose and  
build autonomy

# SCHOLAE

1. **society level:** educated people

2. **individual level:**  
regular studying → happier people

## SERVANT LEADERSHIP

- > **HOVO serving the students:**
  - > the customer is king, free choice
- > **HOVO leading the students:**
  - > educating students
- > **Students leading HOVO:**
  - > choosing the courses that HOVO thinks might be good for them

## LEARNING ACROSS GENERATIONS

- > HOVO Children University
  - > shared interests, shared learning
- > Study choices in later life
  - > inspiration
- > Students teaching seniors
  - > <http://rotterdamcultureel.blogspot.nl/>
- > Physical proximity
- > Teaching and learning: younger teachers learning from senior students (character building)

More information:  
[www.hovoamsterdam.nl](http://www.hovoamsterdam.nl)