



BLOOMING MENTAL WELLBEING AND SOCIAL INCLUSION  
THROUGH OUTDOOR PHYSICAL ACTIVITY

# BLOOM AMBASSADORS

EASY OUTDOOR ACTIVITIES  
TO KEEP THE BLOOM SPIRIT ALIVE  
(PRINT VERSION)



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Project Reference: 2023-2-PT01-KA210-ADU-000182287

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2025 | Consortium of BLOOM Project

# ABOUT THE BLOOM PROJECT

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## **BLOOM: Blooming Mental Well-being and Social Inclusion through Outdoor Physical Activity**

BLOOM is a European project that brings together organisations from Portugal and Slovenia through the Erasmus+ Programme for Adult Education. Over 18 months, and with the support of the European Commission, BLOOM is dedicated to helping older adults thrive — mentally, emotionally, physically and socially.

At its heart, BLOOM believes in the power of movement, nature, and connection. The programme uses outdoor physical activities not only to strengthen the body, but to stimulate the mind, lift the spirit, and bring people together. By combining gentle exercise with fun cognitive challenges and shared experiences, BLOOM offers a simple, inclusive, and joyful way to support mental well-being and social inclusion in later life.



It's about  
staying active,  
staying  
connected —  
and continuing  
to bloom at  
every age.

## **BLOOM AMBASSADOR KIT**

This kit is designed for BLOOM Ambassadors — senior leaders who want to keep promoting well-being, mental sharpness, and social inclusion after the project ends.

### **WHO ARE BLOOM AMBASSADORS?**

BLOOM Ambassadors are older adults who have taken part in the BLOOM project and want to help others enjoy the same benefits. You don't need to be an expert, just willing to share, support, and stay involved.

### **YOUR MISSION:**

- Talk to others about BLOOM
- Invite them to join you in outdoor activities
- Support people who feel lonely or unsure
- Keep the spirit of BLOOM alive in your community

### **AFTER THE PROJECT ENDS: WHAT YOU CAN KEEP DOING**

Even after BLOOM ends, your role doesn't have to stop. You can:


- Continue inviting people outdoors
- Keep talking about mental well-being and social inclusion
- Ask your community centre or city council to support similar activities
- Be someone others look to for encouragement and connection



## YOUR SIMPLE ACTION LIST




Here are easy things you can do — at your own pace, in your own way:

### Weekly or Monthly

ACTION	
Invite a neighbour or friend for a walk in the park	
Share your BLOOM story with others (in a short talk or casual chat)	
Call someone who lives alone and ask if they'd like to join you	
Organise a small walk with 2–3 people once a week	
Ask a local group (church, senior club, library) to let you talk about BLOOM	
Do a short outdoor memory game or simple activity from BLOOM (see next page)	
Suggest a BLOOM style activity to a community group	
Take part in a community clean-up, gardening day, or walk	

## 10 EASY ACTIVITIES YOU CAN LEAD IN YOUR COMMUNITY

These activities are fun, low-pressure, and perfect for small groups in parks, gardens, or neighbourhood paths.

<b>1. Walking &amp; Talking</b>	
<p><b>What to do:</b> Invite a friend or a few neighbours for a gentle walk. While walking: ask simple conversation starters:</p> <ul style="list-style-type: none"> <li>○ What was your favourite childhood game?</li> <li>○ What's one thing you're proud of?</li> <li>○ If you could visit anywhere, where would you go?</li> </ul> <p><b>Why it helps:</b> Combines light exercise with memory recall and meaningful conversation.</p>	
<b>2. Memory Lane</b>	
<p><b>What to do:</b> Choose a nice outdoor setting and ask participants to bring an object or photo from their past. Sit in a circle outdoors and take turns sharing the story behind it.</p> <p><b>Why it helps:</b> Encourages personal storytelling, builds social connection, and boosts memory.</p>	
<b>3. Gratitude Circle</b>	
<p><b>What to do:</b> Sit outdoors in a circle. Pass a small object (stone, flower, or pinecone). When someone holds it, they share: "One thing I'm thankful for today is..."</p> <p><b>Why it helps:</b> Creates positivity, reflection, and a strong sense of community.</p>	

#### 4. Nature Reflection



**What to do:** Find a quiet green space (park bench, garden, or trail). Guide a 5-minute reflection:

- “What sounds do you hear?”
- “What colours do you see?”
- “Take a deep breath — what do you feel?”

**Why it helps:** Promotes mindfulness, reduces stress, and increases emotional well-being.

#### 5. Garden Stretch Walk



**What to do:** Gather a small group (2-3 persons) and invite for a walk. Take a walk with 3–4 pause points. At each stop, do a light stretch:

- Reach up to the sky
- Gently twist side to side
- Stretch arms wide

**Why it helps:** Encourages awareness of body and surroundings.




#### 6. Movement in Nature



**What to do:** Alone or in a small group, go for a walk and assign simple moves to items you spot, for example:

- Bird = 3 small jumps
- Flower = 3 arm circles
- Bench = stretch to the sky

**Why it helps:** Makes walks playful and active.

<b>7. Walk &amp; Count</b>	
<p><b>What to do:</b> Go for a walk in a small group and during the route count a specific thing (e.g., flowers, red doors, birds). At the end, compare what everyone saw.</p> <p><b>Why it helps:</b> Combines light physical activity with observation and memory.</p>	
<b>8. Step &amp; Spell</b>	
<p><b>What to do:</b> Walk in a line or circle. A leader says a word (e.g., “bloom”), and with each step, participants say a letter. Once complete, pick a new word!</p> <p><b>Why it helps:</b> Engages memory and rhythm through walking.</p>	
<b>9. Thematic Nature Walk</b>	
<ul style="list-style-type: none"> <li>• <b>What to do:</b> Choose a nature theme (e.g. trees, flowers, birds, or seasons) and guide a slow, mindful walk where participants observe, share memories, and chat about what they notice. Notice details and make it sensory (pause to look, listen, touch, or smell). For example:             <ul style="list-style-type: none"> <li>○ Trees – Compare bark, leaves, or height. “Which one feels oldest?”</li> <li>○ Flowers – Look for colours, shapes, scents. “Which one do you like most?”</li> <li>○ Birds – Listen for bird calls, try to spot one, or guess its name.</li> <li>○ Seasons – Observe signs of spring, summer, autumn, or winter. “What’s changing around us?”</li> </ul> </li> </ul> <p><b>Why it helps:</b> Encourages light, sustained movement; Boosts attention and awareness of surroundings; Sparks curiosity and conversation; Promotes emotional connection to nature and group members; Creates a calming, positive shared experience.</p>	



## 10. Follow the Leader



**What to do:** In a small group, one person leads and adds simple movements:

- Walk with high knees
- Swing arms gently
- Do two side steps

Take turns being the leader!

**Why it helps:** Keeps energy up with light coordination practice.

## TIPS FOR BLOOM AMBASSADORS

- **Keep it simple:** Focus on connection and joy, not perfection.
- **Adapt for the group:** If someone can't walk far, do the activity with short distances and pauses.
- **Invite regularly:** A weekly or monthly walk or chat is enough to keep the BLOOM spirit alive.
- **Be welcoming:** New people may feel shy. Greet them warmly and include them gently.

## YOU ARE THE SOUL OF BLOOM

With your initiative, the BLOOM message will continue to grow — bringing more smiles, stronger minds, and deeper connections to your community.

## REMEMBER: SMALL ACTIONS, BIG IMPACT

You don't need to do everything. Just doing one or two simple things each week can make a big difference for someone else. Your kindness, energy, and voice help the BLOOM message grow.

***Let's keep blooming — together!***



BLOOM Project website  
<http://www.project-bloom.eu>