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GREY PANTHERS
IDENTITY AND OUTLOOK

Since 2008, Grey Panthers has been reporting on changes in society, with a particular focus on older adults and senior generations. Founded as an independent news publication, it has gradually expanded its activities beyond journalism to include education and cultural initiatives, building an ongoing dialogue with readers and partnerships with the scientific community, institutions and businesses.

Today, Grey Panthers brings together editorial experience, an understanding of its audience, and communication and educational expertise to help make sense of the social transformations associated with longevity. Its direct relationship with older generations enables it to identify real needs and recognise opportunities for businesses and institutions.

Grey Panthers publishes daily articles covering culture, society, health and prevention, innovation and quality of life. Alongside traditional advertising opportunities, including banners and dedicated advertising space, it produces editorial features in collaboration with businesses and organisations, maintaining journalistic rigour and editorial integrity.

Its educational activities for adults and seniors range from the Digital School to digital citizenship courses covering online public services, including SPID, Italy's digital identity system, the Electronic Identity Card, the Electronic Health Record and the Citizen's Digital Record. The European MELISE project (2024–2026), dedicated to media literacy, helped inform the development of an original educational programme on Artificial Intelligence, successfully launched in October 2026 through in-person and online courses.

Longevity is reshaping people's relationships with work, health, housing, services and other generations. Grey Panthers explores these changes through its editorial work and its involvement in the Longevity & Silver Economy Observatory at Politecnico di Milano, of which it is a member**.**

Protecting personal autonomy, understood as freedom of choice and the ability to make decisions, combating ageism, fostering intergenerational dialogue and ensuring access to knowledge are central to new collaborations with universities, institutions and businesses, aimed at developing innovative responses and solutions for a longer-lived society.

Every project begins with dialogue among partners and attentive listening to the people it is intended to serve. Grey Panthers contributes its editorial and educational expertise, understanding of its audience and ability to engage participants, helping develop initiatives based on shared objectives and clearly defined responsibilities.

Grey Panthers 2027 – The future of a longer-lived society has yet to be written. Experience and knowledge can help create new possibilities. Grey Panthers has chosen this path and intends to pursue it with those who share its vision.

Milan, December 2026