



VIVENDI FOUNDATION

Art for the love of life.

OUR MISSION

Improving the quality of life of elderly through music on a daily basis, with a focus on people with dementia.

There are more and more people with dementia, In 2030 it will be the number one cause of death. Their days are filled with unrest, anxiety and loneliness. Which applies to many elderly throughout the world.

Music is the key to connect, to sooth and to give faith.

We know that when we integrate music into the care system, we:

- Improve the wellbeing of the elderly
- Need less medication
- Improve the quality of work for the hero's working in care
- Work will be done more efficient



WHO ARE WE?

The Vivendi foundation is founded six years ago by Astrid Nijssen. It started with young professionals who bring memories alive with nostalgic music theatre and let the elderly (with dementia) forget that they forget.

In the last 6 years we've made 6 shows, been in 500 care centres and met more than 30.000 elderly, often with dementia.

In 2019 we started to give workshops to caregivers to integrate music on a daily basis. But through experience and research we found out, they need more help.

We want to improve our proposition and structurally improve the lives of millions of people through music.

Michael Christensen has brought joy to millions of terminally ill children in hospitals, by starting the Big Apple Clown Care unit. This foundation is active in many countries, like the Netherlands: cliniclowns.nl.

We want to bring joy to millions of elderly and people with dementia, around the world.



PROPOSITION

Music can bring you back in time.
Everybody has a song that makes them feel alive.

If you can find these musical treasures of the elderly, you can stimulate them during the day. With the right song you get the people who don't want to go out of bed... dancing in the morning.

The positive effect of music on the target group is better known nowadays, but caregivers don't know how to find or how to use it.

We want to make it as easy as possible with the most effect. That's why we offer them the music kit.

- App Phase: Plan and UX ready
- A handy music device, Phase: Found a partner
- Workshops, Phase live
- Live-music by professionals, live



THE APP

- Helps caregivers to use the right music at the right time.
- Offers the opportunity to make individual lists with Spotify, that helps to relax or activate people during the day.
- Offers a share point between caregivers and family.
- Offers a personalised experience with voice messages of family members.

LIVE MUSIC



THE MUSIC KIT



WORKSHOPS

- Six short interactive workshops
- Easy to fit in to the work schedule of the caregivers.
- Offers tools, insight and guidance.
- Stimulates use of the app and music device.

MUSIC DEVICE





OUR AMBASSADORS

FRITS VAN EERD

CEO/Owner Jumbo Supermarkt (2nd chain in the Benelux)
Entrepreneur, rally driver 24h of Le Mans,
trumpetplayer.

ROBIN DE LEVITA

Dutch theatre- and television producer, who
produced shows on West End and Broadway. And
won several Tony Awards.

ERIK SCHERDER

Dutch professor of neuropsychology on the
University of Amsterdam.

NAVARONE

The first band on The Voice worldwide.

A PROPOSITION IN THE HEART OF SPOTIFY'S MISSION:

"To unlock the potential of human creativity by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by it."

With this foundation you will inspire and improve the daily lives of millions of people around the world.

WHAT DO WE ASK

- Spotify as our partner/ambassador.
- Yearly funding.
- Help us to reach elderly all over the world.
- Help us to connect young and old through music.





WHAT DO WE OFFER

- Positive brand association, for the thousands of employees who have parents, relatives and family in those age groups. And the millions of customers who relate to this topic.
- A bigger reach in the target group 70+
- More streams
 - Expectation (after consulting ZIN (Governance institute for health care)) is that healthcare in the Netherlands will contribute to this initiative, and therefore bring a solid revenue stream to Spotify.

THANK YOU

We look forward to explain our proposition
through a video-call or when Covid-19 protocols
allow it, in person.

