



## **“Aging Well Together for a Long Time”: When ethics and agility reinvent solidarity in France and Laos!**

### **Context and challenges of Oui Ensemble project, in unison between France and Laos**

Experience in the health sector, working closely with the Lao Ministry of Health, has been crucial in identifying priority needs and developing appropriate co-development solutions. This follows two flagship initiatives which, despite promising initial conditions, were suspended after three years of implementation under a memorandum of understanding (MOU).

- Initiative 1: Training sessions for local actors: strengthening medical and organizational skills.
- Action 2 - A mobile clinic in rural areas of Luang Prabang province (target: people aged 55+, and informally younger patients): testing a replicable model in isolated areas, using a flexible and inclusive approach to meet needs not covered by existing systems.

**Why this decision?** Because transparency is non-negotiable. Our decision, though difficult to make, was a necessary choice to preserve our integrity and the trust of our donors.

The review of these three years revealed expenses that deviated from the initial spirit and objectives of the initiative. Rather than perpetuating an opaque system in the face of an unexpected budgetary challenge (61% of the budget devoted to travel, an increase of 43%), we chose to learn from this experience in order to build a better future. Surprisingly, it was the gap between the initial objectives and their implementation that led us to develop an innovative economic model.

**This initial project will therefore always remain the cornerstone of the Oui Ensemble project, developed jointly by France and Laos.** It has enriched our thinking on the sustainability of solidarity initiatives by demonstrating the link between “individuality” and “collectivity,” an alchemy that lies at the heart of our commitment.

**How is this possible with an “interrupted” project?** Because this interruption was a catalyst. What did it teach us? The most sustainable solutions arise from a shared perspective. Failures are just disguised steps. Ethics is not a hindrance but the foundation of sustainable innovation.

This Laotian adventure, with our Franco-Asian heritage, has enabled us to rethink our economic model and turn it into a lever for social impact aligned with the Sustainable Development Goals for “Aging Well Together for a Long Time,” which is not just a slogan: it is a promise not to sacrifice any generation on the altar of progress, with a commitment to transparency that has become a strength.

Indeed, whether in Laos, France, or elsewhere, we have understood that **ethics and agility** are two sides of the same coin for dignified aging for all. And these **two skills**, coupled with our expertise in the field, have highlighted the importance of placing people at the center of systems. Not to mention that it is a collective challenge and an opportunity to reconsider life in relation to our relationship with time and others!



**Ethics and agility?** These are the 2 invisible pillars that are essential for reinventing healthy aging and inclusion.

- **Ethics:** Working with and alongside aging populations, both in France and Laos, has made us realize one thing: without **trust** and **respect for values**, no innovation can last. Whether in training, project management, or tool design, every decision must be guided by human impact, not just performance. This is what shaped the Oui Ensemble project, where **social sustainability** takes precedence over publicity stunts.
- **Agility:** In a world where skills become obsolete in a matter of years, rigidity is a luxury we can no longer afford. Our experience in cooperative management and solidarity-based development has shown us that the key is to **adapt without losing sight of meaning**. For example, we need to transform ineffective training programs into concrete pathways, adjust “software” to the changing realities of users, and so on.

**Like the Mekong River that connects territories, today we aim to build bridges:** between generations, living beings, and systems for harmonious and supportive aging, by aligning our Sustainable Development goals to be achieved in France and Laos.



## The concept of “Aging Well Together for a Long Time”? It's a pragmatic solution for a possible future!

- **On a social level?** It's an approach to break isolation and reduce inequalities through ethics, by maintaining constant dialogue between stakeholders to refine mechanisms, adjust budgetary challenges, and consolidate the sustainability of social actions.
- **In terms of innovation?** It is a confirmation of the need to revisit financing systems and models to place people at the heart of the mechanisms. It is a conviction that now guides our work. Our “Oui Ensemble operating software,” coupled with our computer software, is designed to ensure that no support or training goes to waste, because true progress is measured by the lives it transforms.
- **In terms of expertise?** It strengthens our ability to manage complex projects in challenging environments, which is a key skill for ensuring scalable and sustainable deployment.

## What about tomorrow?

The secret to a future built on solidarity lies in our ability to listen to the silences that fuel our determination to prove that **innovation** and **integrity** can be reconciled **with meaningful transmission**. Because the future of life, work, and aging cannot be built without these two cross-cutting skills.

**Oui Ensemble embodies this transmission: a bridge between knowledge, generations, and territories, for solidarity and innovation in aging.**

These lessons led us to create the Oui Ensemble project, which required **computer software** to host our tools in a way that guarantees **transparency, agility, and sustainability** in the management of social projects designed to have a real social impact.



**This software, a simplified management and organization dashboard, is not just a tool. It is a philosophy in action built around a backbone structured around:**

- 1 Individualized monitoring** so that each path is unique and each skill has its place.
- 2 An alliance between all stakeholders** (organizations of all legal statuses and solopreneurs) to create an inclusive ecosystem.
- 3 A measurable social impact** to make progress visible, because transformation is experienced, shared, and evaluated.

## Computer software coupled with real unicorns to fulfill our commitments 🦄

We are not talking about the unicorn as a myth, a “startup grail,” an unattainable ideal.

We are talking about the real unicorn, the one we all carry within us: uniqueness, strength, dream...

The unicorn that comes to life when experience meets audacity, when every person, regardless of age or background, finds their place.

Our unicorn is a bridge between memory and the future. It is an ecosystem where everyone contributes, where diversity becomes a source of wealth. It is a commitment to grow together and “Age Well Together for a Long Time,” because true luxury is not rarity, it is [the ties forged across the world](#).

We chose the unicorn as a symbol for what it represents: a vision where aging rhymes with opportunity. In the Asian zodiac, February 17, 2026, marks the beginning of the Year of the Horse.

The natural transition between these two symbols is a coincidence that reflects our ambition: [to build an intergenerational bridge between East and West](#).

- 🦄 Through the unicorn, which we see as symbolizing an alchemy between individuality and collectivity, an approach where each generation, resilient in the face of socio-economic challenges, finds its place, without exclusion or collective fear.
- 🐎 Through the horse, which symbolizes execution, energy, and speed, with a field-tested management and organizational toolkit to support the transition.

## 2026: We continue to move forward!

After imagining the unicorn and its design phase, it's time for action with the momentum of the horse and its community. Because “Aging Well Together for a Long Time” also means daring to move forward, and this new year must be the one in which we deploy the centerpiece of our puzzle: an IT system designed to make our humanistic vision scalable.