

Best Practices in the Digital Inclusion of Older Adults

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The project aims to bridge the gap between policies and real practice, translating into action the goals set at the **European level** for a human rights framework against digital exclusion in older age.

Digital Immigrants vs. Digital Natives

Digital Immigrants



- Adopters of the web technologies
- Prefer to talk in person
- Logical learners
- Focusing on one task at a time
- Prefer to have interaction with one or few people rather than many
- Get info from traditional news sites

Digital Natives



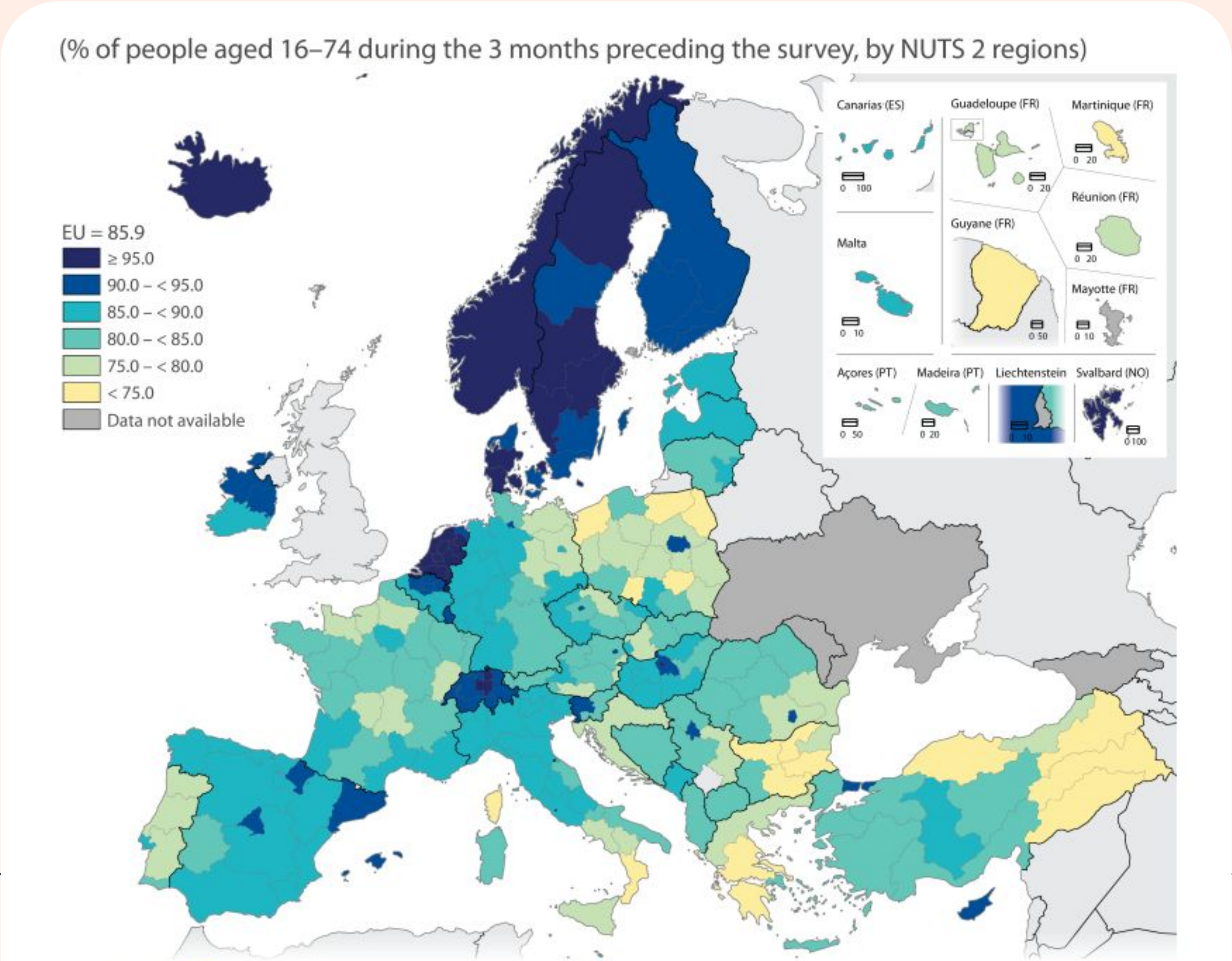
- Born during or after the digital age
- Always on, attached to a phone or other device
- Intuitive learners
- Multitask and rapidly task-switch
- Extremely social
- Multimedia oriented



What are you?



Daily internet users, 2023



Innovative Approaches to Bridging the Digital Gap



Belgium



Belgium: best practices

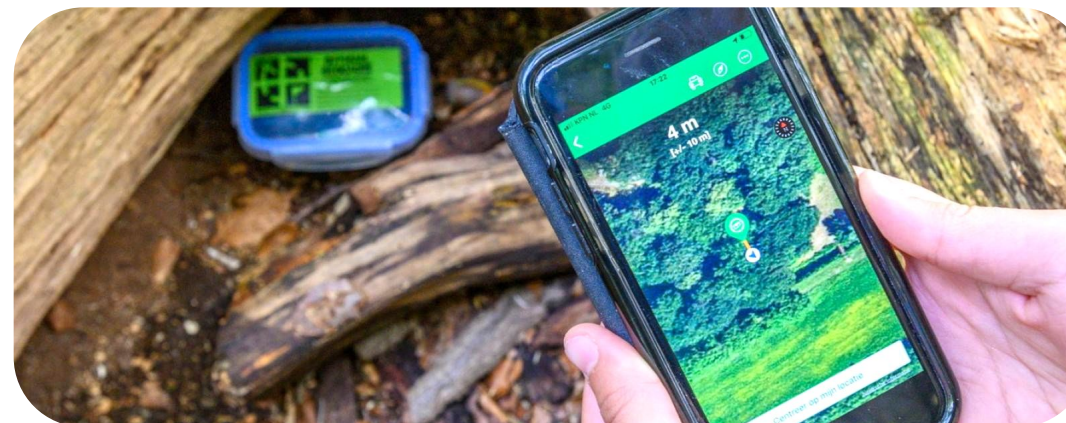
digit all Initiative by BNP Paribas Fortis

- Over 40% of the population at risk of digital exclusion
- Launched in 2020 to combat digital exclusion.
- Over 70 companies, government bodies, and NGOs.



Bridging Generations with Technology

- Outdoor treasure-hunting game using GPS.
- Encourages bonding between older adults and younger generations.
- Combines technology with outdoor exploration, fostering intergenerational connections.



Digitalization in the Belgian Prison System

- Focuses on e-learning and secure internet.
- Supports reintegration efforts by connecting inmates with digital resources.
- Expanded digital platform aims to reach 7,500 detainees, enhancing rehabilitation.



Sweden



Sweden: best practices

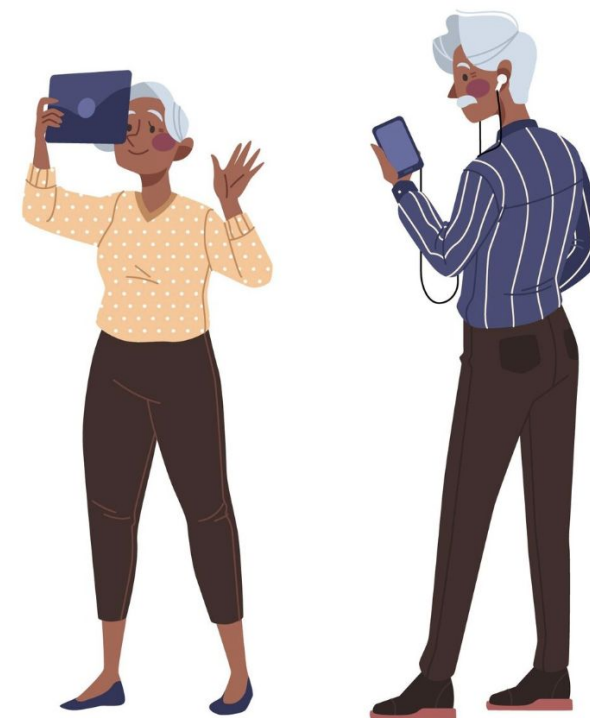
Libraries at the Forefront

- Public libraries are core to digital education for all ages.
- Digital support includes access to devices, loaning e-books, and organizing digital workshops.
- Swedish Library Association supports outreach efforts, including campaigns in remote areas.



Digivän

- Digivän: Seniors paired with "digital friends" for skill development.
- Successful model, continues with municipal support.

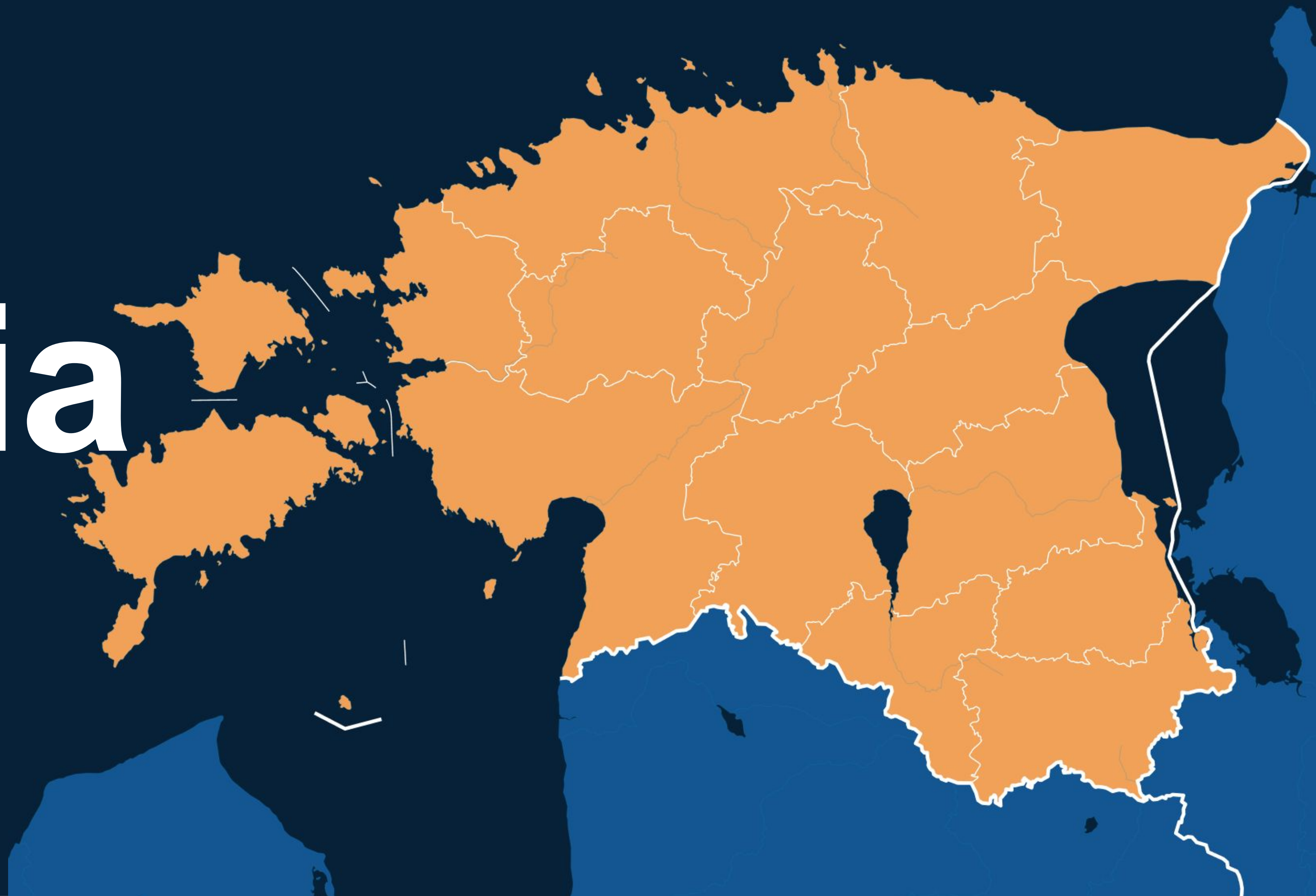


Coop

- Grocery shopping collaboration with Coop for older adults.
- Involves personal assistants using digital tools, ensuring choice and convenience.



Estonia



Estonia: best practices

Annual Digital Inclusion Summits

- Knowledge sharing on digital accessibility for older adults.
- Focus on evaluating current policies, sharing best practices, and planning future strategies.
- Includes workshops and training sessions to enhance digital skills.



Barrier-Free Digital Public Services

- Simplified interfaces and voice navigation to make e-services more accessible for the elderly.



Libraries as Digital Literacy Hubs

- Tech Time Sessions provide hands-on support with digital tools and applications.
- Digital Literacy Workshops focus on basic computer skills and online safety.
- Mobile Library Services bring digital resources to rural seniors, ensuring equitable access.



Greece



Greece: best practices

Learning City, Municipality of Larissa

- Computer Learning Program for older adults by the Department of Social Policy.
- Aimed to enhance digital skills in a supportive environment.
- 200+ participants engaged in a 40-hour program on computer use and internet navigation.



Access to the Digital World

- Aimed at combating digital illiteracy among seniors.
- Courses on using tablets, social media, and essential digital tools.
- Involved 15 municipalities, benefiting over 10,000 older adults.



Digital Life Learning

- Focused on creating macro laboratories to improve digital skills for seniors aged 65-74.
- Involved university students as trainers, gaining micro-credentials in the process.
- Operated in 4 EU countries for broader impact.



Germany



Germany: best practices

e-Government Services

- Centralized online platform for accessing public services, including permits and tax submissions.
- An eID system linked to the national ID card.
- Allowing older adults to manage services online, benefiting those with mobility issues.



e-Health Services

- Electronic Patient Record (ePA) & Electronic Health Card (eGK) centralize health information.
- Certified digital health apps (DiGA) are also available to support chronic condition management

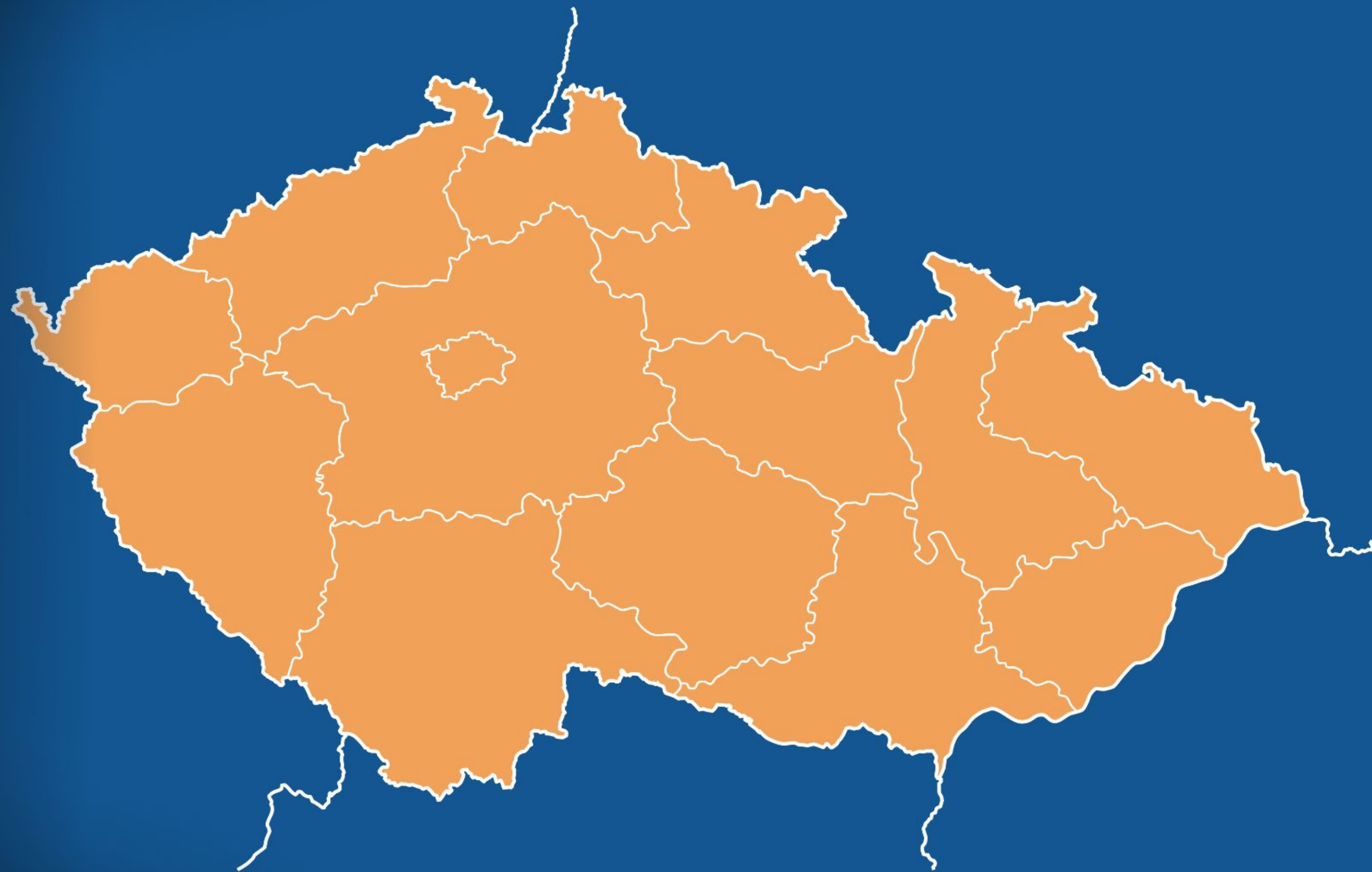


Information & Education

- DigitalPakt Alter initiative focuses on building digital skills through local education and counseling.
- Café Anschluss provides computer and internet support for people aged 50+ for over 25 years.



Czech Republic



Czech Republic: best practices

Digital Odyssey

- Aimed at seniors 65+.
- Enhances digital literacy with free online courses.
- Features the "Intergenerational Translator" for simplifying digital terms, making learning accessible.



Elpida and the Elbot Project

- Focuses on digital and media literacy, with projects like "Seniors Write Wikipedia."
- Offers e-learning platforms like ELBOT for accessible education.



Robotic Care in Social Services

- Robotic assistance, including digital pets and communication robots, is being introduced in care facilities to support but not replace human interaction.



Conclusions

- **Global Lessons:** Each country offers valuable insights into promoting digital inclusion for older adults.
- **Collaboration:** Cross-border learning and cooperation can amplify successful strategies and ensure that all seniors have equal access to the digital world.
- **Key Takeaways:**
 - Digital skills are essential for older adults to access vital services and stay connected.
 - National programs and regional initiatives play a key role in bridging the digital divide.
 - Technology should be accessible, user-friendly, and tailored to the needs of seniors.



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OR



Thank you for your attention.

Any questions?

