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MOBI-DIG: Mobile Apps and Digital Services for Seniors

2023-2-ES01-KA210-ADU-000181337

DONATE A LESSON

PROMOTER OF THE INITIATIVE: Znanie Association / Sofia, Bulgaria / <https://znanie-bg.org/>

TARGET GROUPS: Elderly people; Young volunteers

YEAR(S) OF IMPLEMENTATION: 2014 – ongoing

DESCRIPTION:

The initiative “Donate a lesson” aims at developing and improving the skills and knowledge of elderly people in digital technologies. The promoter of the initiative, Znanie Association, recruits young volunteers who help elderly people learn how to use a computer, the Internet, new technologies and Social media. The activities are organised twice a week (an hour and a half each) during a period of 3 weeks in small groups of up to 5 people. This allows the participants to get to know each other and work together efficiently. The volunteers are recruited through the platform for volunteers TimeHeroes.org.

The idea of the initiative “Donate a lesson” is to facilitate the elderly to connect with their family and friends living abroad, to use the Social media and to help them feel engaged and independent. Through the initiative Znanie Association supports the local community and the society not only by providing training activities but also by providing the opportunity for socialisation and engagement of the elderly people in public life.

OUTCOMES:

In the period November 2014 – October 2020, more than 600 elderly people have been trained by over 80 volunteers within 18 training events. The average age of the elderly is 70 years.

Upon completion of the training:

- The elderly people have gained and improved skills and knowledge in working with a computer, the Internet, smartphones and tablets, Social media, different types of channels for online communication, etc.
- The young volunteers have overcome some stereotypes as well as gained experience in working with elderly people which often is a delicate and specific area

EFFECTIVE APPROACHES FOR IMPROVING DIGITAL COMPETENCES OF ELDERLY PEOPLE:

- Training course (face-to-face, online or blended)
- Intergenerational learning methodology
- Confidence-building methodology

WEBSITE OR OTHER ONLINE CHANNELS:

<https://znanie-bg.org/%d0%bf%d1%80%d0%be%d0%b5%d0%ba%d1%82%d0%b8-%d0%b8-%d0%b8%d0%bd%d0%b8%d1%86%d0%b8%d0%b0%d1%82%d0%b8%d0%b2%d0%b8/%d0%b4%d0%b0%d1%80%d0%b8-%d1%87%d0%b0%d1%81-2/>