MOBI-DIG: Mobile Apps and Digital Services for Seniors

2023-2-ES01-KA210-ADU-000181337

Conectando Mayores

PROMOTER OF THE INITIATIVE: Fundación AEB and Asociación Séniors Españoles para la Cooperación Técnica (SECOT) / Spain / https://www.aebanca.es/ ; https://www.secot.es/

TARGET GROUPS: Elderly people aged 60+

YEAR(S) OF IMPLEMENTATION: 2023 - Present

DESCRIPTION:

"Conectando Mayores" is an initiative launched by Fundación AEB and SECOT aimed at providing digital literacy training for elderly individuals. The program offers free courses led by retired professionals who volunteer to share their knowledge and experience. These courses teach participants how to use digital devices to perform everyday tasks such as mobile banking, online shopping, and staying in touch with family through social media and communication apps.

The training sessions are conducted in various social centers, day centers, and senior residences across urban and rural areas, ensuring wide accessibility. The main goal of the initiative is to reduce digital isolation among older adults, enhance their autonomy, and improve their overall quality of life.

OUTCOMES:

➢ Enhanced confidence and independence in using digital devices.
➢ Improved skills for managing online banking and shopping.
➢ Increased ability to stay connected with family and friends through digital communication.
➢ Reduction in social isolation.
➢ Promotion of continuous learning and cognitive engagement.
➢ Support for intergenerational learning through volunteer-led training.
➢ Trained more than 1,500 elderly individuals in 2023.

The "Conectando Mayores" program includes both classroom and online training, offering individual and group sessions. Digital accompaniment through volunteer support is provided. The training aims to improve self-esteem and independence, combat unwanted loneliness, facilitate intergenerational relationships, and preserve cognitive abilities. The program is available in cities such as Madrid, Málaga, Sevilla, Jaén, Álava, Asturias, Baleares, Barcelona, Castellón, Vigo, Alicante, Valencia, La Rioja, Vizcaya, Valladolid, Salamanca, and León.

EFFECTIVE APPROACHES FOR IMPROVING DIGITAL COMPETENCES OF ELDERLY PEOPLE:

➢ Training course (face-to-face, online or blended)
➢ Mobile application
➢ Peer-learning methodology
➢ Confidence-building methodology
➢ Personalised digital mentorship & Group workshops

WEBSITE OR OTHER ONLINE CHANNELS:

https://www.65ymas.com/sociedad/nace-escuela-digitalizacion-conectando-mayores-profesionales-jubilados_47486_102.html

https://www.facebook.com/sharer/sharer.php?u=https://www.65ymas.com/sociedad/nace-escuela-digitalizacion-conectando-mayores-profesionales-jubilados_47486_102.html