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MOBI-DIG: Mobile Apps and Digital Services for Seniors

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iai@connectados

PROMOTER OF THE INITIATIVE: Generalitat Valenciana, Institut Valencià de Finances (IVF), Conselleria de Hacienda y Modelo Económico. (Valencian Government) / Valencian Region, Spain / <https://www.gva.es/va/inicio/presentacion>

TARGET GROUPS: Elderly people aged 65+

YEAR(S) OF IMPLEMENTATION: 2022-Present

DESCRIPTION:

The "iai@ connectat" initiative, launched by the Generalitat Valenciana, aims to provide digital training for elderly people to ensure they can interact equally with administration, commerce, and banking. The program offers free workshops on cybersecurity, digital banking, and electronic signatures across all municipalities in the Valencian Community. These workshops are designed to help older adults feel secure and confident in using digital technologies, thus reducing the digital divide and enhancing their social inclusion.

Many workshops have been and are being held, such as the workshops 'Tips to be an iai@ connectat' and 'Health on your mobile', given by volunteers from the banking sector and the Conselleria de Sanidad de la Generalitat Valenciana, with the participation of around 180 elderly people.

OUTCOMES:

- It has significantly improved the digital literacy of over hundreds of elderly participants.
- The program has expanded to cover 200 municipalities, offering more than 200 courses.
- Participants have reported increased confidence in handling online transactions and administrative tasks, improved awareness of cybersecurity, and better understanding of digital banking operations.
- This initiative has not only facilitated their daily digital interactions but also promoted their independence and social inclusion ([Cybersenior](#)) ([TICs](#)) ([ESMARTCITY](#)).

The program includes a series of face-to-face training sessions focused on practical skills such as using electronic signatures for administrative tasks, understanding cybersecurity threats, and performing digital banking operations. These sessions are supported by video tutorials and confidence-building exercises to ensure that the elderly participants feel capable and secure in their digital interactions.

As for the team of trainers, they are staff from the University of Valencia, who have received prior training in order to guarantee the quality and homogeneity of all the workshops given and share the same teaching materials.

EFFECTIVE APPROACHES FOR IMPROVING DIGITAL COMPETENCES OF ELDERLY PEOPLE:

- Training course (face-to-face, online or blended)
- Video tutorials
- Mobile application
- Online platform
- Confidence-building methodology



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WEBSITE OR OTHER ONLINE CHANNELS:

<https://iaioconnectat.org/el-programa/>

<https://iaioconnectat.org/los-talleres/>

<https://www.facebook.com/GVAhisenda/videos/iai-connectat/677557980743170/>