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MOBI-DIG: Mobile Apps and Digital Services for Seniors

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La Compañía - Digital Inclusion Project for Seniors in Aragón

PROMOTER OF THE INITIATIVE: Government of Aragón “La Compañía initiative” / Aragón Region, Spain / <https://lacompania.aragon.es/mediador-digital/>

TARGET GROUPS: Elderly people 65+

YEAR(S) OF IMPLEMENTATION: 2022-present

DESCRIPTION:

La Compañía is an initiative by the Government of Aragón, aimed at bridging the digital divide for people over 65 years old. It leverages a network of senior volunteers who act as digital mediators, helping their peers acquire essential digital skills. This initiative is part of the region's broader efforts to foster digital literacy and promote social inclusion among older adults.

Activities:

1. Workshops and Training Sessions:

- The program includes workshops that cover basic to advanced digital skills, such as using smartphones, tablets, and the internet. Sessions are designed to be user-friendly and cater to the specific needs of seniors.
- Specialized workshops focus on online safety, email use, and handling digital tools like social media and online banking. These sessions also teach seniors how to recognize and avoid online scams.

2. Mediación Digital:

- Senior volunteers, known as digital mediators, receive training to help their peers. These mediators play a crucial role in the program, offering one-on-one tutoring and group sessions to ensure that participants feel confident using digital technologies.
- The mediators also facilitate thematic monthly sessions that cover topics like mobile banking, online shopping, email management, cloud storage, and using advanced applications.

OUTCOMES:

The La Compañía project in Aragón has achieved significant outcomes in promoting digital literacy among seniors. Since its inception, the program has successfully engaged over 108 participants through 26 training sessions, accumulating nearly 1,000 hours of instructional. These efforts have empowered seniors by enhancing their digital competencies, enabling them to navigate online environments with greater confidence and independence.

The project has also fostered a supportive community of senior digital mediators who help their peers overcome digital challenges. These mediators, who are themselves over 65, have been trained to deliver digital skills training, thereby extending the program's reach and impact. Additionally, the initiative has contributed to reducing social isolation among older adults by facilitating greater online communication and engagement.



Overall, La Compañía has significantly bridged the digital divide for Aragón's senior population, promoting active and connected aging.

La Compañía is a digital literacy program specifically designed for seniors over 65 in Aragón. The initiative provides workshops and one-on-one training sessions to enhance digital skills, empowering seniors to use smartphones, tablets, and the internet confidently. The program also trains senior volunteers as digital mediators who assist their peers in learning these skills.

Outcome:

- **Improved Digital Competence:** Over 108 seniors have participated in nearly 1,000 hours of training, significantly boosting their ability to navigate digital environments.
- **Enhanced Social Inclusion:** The program helps reduce social isolation by enabling seniors to communicate online and access various digital services.
- **Empowered Volunteers:** Digital mediators gain valuable skills and recognition, fostering a community of active, engaged seniors who support each other in overcoming digital challenges.

Method: The program employs a peer-learning methodology where trained senior volunteers (digital mediators) provide instruction to their peers through workshops and personalized tutoring sessions. The training covers basic to advanced digital skills, online safety, and the use of essential applications like email, social media, and online banking.

EFFECTIVE APPROACHES FOR IMPROVING DIGITAL COMPETENCES OF ELDERLY PEOPLE:

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

WEBSITE OR OTHER ONLINE CHANNELS:

<https://www.facebook.com/lacompania.aragon.es>

<https://www.youtube.com/@LaCompaniaMediacionDigital>

<https://lacompania.aragon.es/mediador-digital/>

[La compañía: red de voluntariado y mediación digital para personas mayores de 65 años – Blog LAAAB](#)