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MOBI-DIG: Mobile Apps and Digital Services for Seniors

2023-2-ES01-KA210-ADU-000181337

ReConectados

PROMOTER OF THE INITIATIVE: Fundación Telefónica / Madrid, Spain /
<https://www.fundaciontelefonica.com>

TARGET GROUPS: Elderly people aged 65+

YEAR(S) OF IMPLEMENTATION: 2023-Present

DESCRIPTION:

The "ReConectados" initiative by Fundación Telefónica aims to promote digital inclusion among elderly people by providing them with the necessary digital skills and confidence to navigate the digital world. Through a series of workshops and online resources, the program teaches participants how to use smartphones, tablets, and computers, covering essential topics such as internet safety, online communication, and accessing digital services. The initiative is designed to empower older adults, reduce the digital divide, and enhance their social inclusion.

OUTCOMES:

- Improved Digital Literacy: Enhanced digital competencies among elderly participants, enabling them to use smartphones and other digital devices more effectively.
- Increased Confidence and Independence: Participants report greater confidence and independence in managing daily tasks through digital means.
- Reduced Social Isolation: The program helps reduce social isolation by enabling seniors to stay connected with family and friends via digital communication tools.
- Enhanced Cognitive Engagement: Participation in the program contributes to maintaining cognitive functions through continuous learning and engagement with new technologies.
- Promoted Intergenerational Learning: The initiative facilitates intergenerational learning and knowledge exchange, benefiting both elderly individuals and younger volunteers.
- Greater Online Safety Awareness: Increased awareness and understanding of cybersecurity measures among participants, ensuring safer internet usage.
- Supportive Learning Environment: Creation of a supportive and inclusive learning environment, making technology accessible and enjoyable for elderly users.

The program offers a blend of face-to-face and online training sessions, supported by video tutorials and confidence-building exercises. These resources are designed to be user-friendly and cater specifically to the needs and learning pace of older adults, ensuring they gain practical and relevant digital skills.

EFFECTIVE APPROACHES FOR IMPROVING DIGITAL COMPETENCES OF ELDERLY PEOPLE:

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



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WEBSITE OR OTHER ONLINE CHANNELS:

<https://www.fundaciontelefonica.com/noticias/presentacion-reconectados/>

<https://www.youtube.com/watch?v=akbnpW50vb4&t=2s>

<https://es-es.facebook.com/fundaciontef>