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MOBI-DIG: Mobile Apps and Digital Services for Seniors

2023-2-ES01-KA210-ADU-000181337

DIGITAL TUESDAY

PROMOTER OF THE INITIATIVE: Vodafone/Ziggo / The Netherlands / www.vodafoneziggo.nl

TARGET GROUPS: Elderly people

YEAR(S) OF IMPLEMENTATION: Since 2023

DESCRIPTION:

Digital Tuesday has been initiated by mobile provider VodafoneZiggo with the aim to help elderly people navigate the challenges of the digital society. The sessions are organised weekly at several VodafoneZiggo shops in the Netherlands and provide older members of society with personal and practical help with all digital queries.

Elderly people who have difficulties keeping up with the rapid developments in the digital world often feel anxious and unsure when using digital devices. Research by Innovation Inc. shows that many visit telecom shops for help, especially if they don't have family nearby. In crowded shops, however, they can feel overwhelmed and a burden. 'Digital Tuesday' addresses these issues by providing a special drop-in session each Tuesday from 10 am to 1 pm, where extra time and attention are given to various digital issues. Elderly people can freely attend the sessions regardless of whether they are customers or not.

OUTCOMES:

Seniors who experience difficulties with using digital devices and have digital questions often need personal support. During 'Digital Tuesday', employees of VodafoneZiggo stores take time to answer these questions, so that seniors feel more confident digitally. This way, they keep everyone connected in a rapidly changing digital society.

Additionally, older people are connected to initiatives that can help them gain digital skills, like the free [Welcome Online](#) course.

EFFECTIVE APPROACHES FOR IMPROVING DIGITAL COMPETENCES OF ELDERLY PEOPLE:

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

WEBSITE OR OTHER ONLINE CHANNELS:

<https://www.vodafoneziggo.nl/en/nieuws/digital-support-for-older-people-during-digital-tuesday-at-vodafoneziggo-stores/>