

MEMORANDUM OF COMMITMENT IN SUPPORT OF SENIORS' DIGITAL LITERACY



Aging is a global phenomenon. Senior citizens represent an important and ever growing part of our European population, economy and society. Irrespective of the current economic crisis, this poses manifold questions as to how member states (MS) can best ensure social inclusion, active citizenship and participation in life, economy and the society, access to services, goods and opportunities in order to enable healthy well-being and independent living thus minimizing the cost on their families, the society and the economy in general.

The consortium proposes to join the efforts in developing an innovative, targeted and high quality digital LLL programme for disadvantaged senior citizens - elderly for the acquisition of digital skills, which will support in a systemic way active aging, access, social inclusion, participation, communication and personal development through the use of the digitalized learning eco-system to be developed, as well as through the use of on-line communication provided through social media and platforms across Europe.

In the above context the project pioneers to design, develop, pilot test, implement, monitor and evaluate the following materials and tools:

- ✓ Digital Competence Framework with benchmarks and indicators which will help for the monitoring of the learning process and assessing the newly acquired skills.
- ✓ THE TEACHING AND LEARNING DATA BANK with Visual Step-By-Step Digital Guides for digital up-skilling learning programme for seniors aiming to equip them with the basic digital skills to apply to their daily life.

This includes the following Learning Modules aiming at supporting seniors, educators and other stakeholders:

- Module 1 Information & Data Literacy
- Module 2 Communication and Collaboration
- Module 3 Digital Content Creation
- Module 4 Safety
- Module 5 Problem Solving
- Module 6 E-Services



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- ✓ Dynamic and interactive e-platform to support the digital up-skilling of adults to meet the needs of the labour market;
- ✓ Assessment and Validation Tools (quizzes and Open Badges System) to monitor, record, evaluate and validate the acquisition of digital skills and competences;
- ✓ TOOL KIT for organisations to develop, implement and monitor strategies, and digitally oriented learning pathway opportunities for supporting disadvantaged seniors to acquire or upgrade their digital skills to meet the needs of the digital world and the labour market;
- ✓ SENIORS' DIGITAL SUPPORT CENTRES in the form of on-line and in-house providing a wide range of services - training, mentoring and guidance – for the target group;
- ✓ DIGITAL EDUCATIONAL PACK with interactive learning and training resources Digital Active Aging in support of the value of EU Agenda for Adult Learning – part of the EU Active Aging week;
- ✓ A TARGETED DIGITAL UP-SKILLING PROGRAMME (offered on-line and in-house) for disadvantaged seniors to be accompanied with a LEARNING PACK supported by the SENIORS' DIGITAL FRAMEWORK and DATA from the survey based on their needs.

If you would like to support our Seniors Go Digital, please visit our website:

<http://seniorsgodigital.eu/>

or Facebook page:
SeniorsGoDigital



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With this Memorandum of commitment all organisations and their members, at all levels agree to put the principles of SENIORS GO DIGITAL project into practice through its policies, activities and practices. It is a formal and public acknowledgement that an organization is committed to promote Adult Learning in order to provide disadvantaged seniors (low-skilled, retired, unemployed, marginalised, refugees, asylum seekers, with fewer opportunities etc.) opportunities to acquire, re-skill or up-skill their digital competences, so they can be socially included in the digital era, by implementing SENIORS GO DIGITAL TOOL KIT that will support organisations and authorities to design, develop and monitor their own INCLUSIVE STRATEGIES FOR seniors Active Aging.

Stating your support and commitment to SENIORS GO DIGITAL project is fairly easy, and only requires the following steps:

1. Letter of support: We ask organisations and individuals to share a letter of support. The letter should include the following statement: “As a supporter of the Principles Adult Learning for Active Aging, I / we are fully committed to actively embody the concepts of SENIORS GO DIGITAL, represented in the policies, activities and practices guiding our daily activities. Throughout this letter I / we acknowledge specific roles and responsibilities I/ we will fulfill in this partnership.”.

2. Logo: Organisations should share their logo for inclusion on the SENIORS GO DIGITAL website, Social Media pages and other promotional materials.

3. Ambassador(s): Organisations should identify at least one person who will serve as the Ambassador of SENIORS GO DIGITAL. The role of this person will be to increase awareness and support the integration of Adult learning and Active Aging in the policies, practices and activities of the endorsing organisation.

Ambassadors will encourage the expansion of participation in the training programme among target groups through the existing communication channels.

Ambassadors will encourage and facilitate the participation of other institutions and organisations in outreach opportunities.

Ambassadors will promote, discuss and support activities related to the identified field of cooperation.

4. SENIORS GO DIGITAL Campaigns & Communities: Ambassadors will actively support the campaigns, initiatives and/or activities conducted related to the project in order to raise awareness among the direct and indirect target groups, to up-skill and re-skill disadvantaged seniors’ digital literacy, to promote personal development and social inclusion, that will support in a systemic way active aging. The consortium will assist the campaigns by sharing guidance materials, TOOL KIT, promotional materials, e-learning platform, will make connections to other stakeholders and organisations and provide details on upcoming events.

Embracing the Principles of openness, cooperation and collaboration, SENIORS GO DIGITAL hopes that individuals and organisations will share their successes stories in fostering Adult Learning and promoting Active Aging in their own work. The project has developed a Case Study Template to make it easier for organisations and individuals to share experiences back with the community.