Good practice

Workshops for Digital Literacy of people of the third age

Working Group: Digital

Member State, County: Croatia, Varaždin County

Thematic areas: Demographic Dynamics and Migration, Digital and Physical Connectivity, Quality of Life and Equal Access to Services

Basic project details

Lead organisation:

European Talent Centre Croatia – Centres of Excellence of the Varazdin County, adult education institution - Croatia

Partner organisations:

- Varaždin County
- University of Zagreb, Faculty of Organization and Informatics
- Federation of Pensioners' and Elderly Persons' Associations
- Towns and municipalities of Varaždin County

Initiative duration: October 2024 - December 2026

Overview and objectives

The initiative consists of workshops designed to encourage the development of basic digital skills among the elderly. These include searching for information online, using email, navigating social networks, accessing the government's one-stop-shop portal (e-Citizen), using e-banking services, and ensuring safe Internet use.

The initiative aims to enhance digital literacy among elderly individuals by providing hands-on training, enabling them to participate more fully in the digital world. The goal of the initiative is to bridge the digital divide and enhance the digital skills of elderly individuals, promoting their social inclusion and independence, and allowing them to have equal access to services.

Context

The initiative addresses the digital divide among elderly individuals, many of whom may lack the skills and confidence to use digital technologies effectively.

Target groups

Elderly individuals, particularly those with limited digital skills.

Actions

Social inclusion: Mapping digital profiles, creating a platform for those who support seniors in building digital skills, developing a manual to enhance the digital competencies of social service workers, with the aim of enabling them to transfer these skills to digitally excluded and vulnerable seniors—and collecting ideas to improve the digital skills of elderly individuals.

Financial allocation

Total budget: EUR 40 000

EU co-funding: No

Sources of funding:

- County Government: EUR 25 800
- Private funding: EUR 14 200

Working Group Insights

"In agreement with the other members of the Digital WG, I selected this good practice because it addresses the critical challenge of insufficient digital skills among people of the third age and vulnerable groups. Many seniors struggle with online services, thus limiting their access to essential resources. This practice offers a hands-on, practical approach with great potential to improve digital inclusion. It stands out as an innovative and scalable solution, equipping elderly individuals with critical skills. The initiative's accessibility, real-world impact, and ability to foster independence is its real added value.

Implementing this practice contributes to talent retention by empowering elderly individuals and vulnerable groups with digital skills, enabling them to stay active in society and the workforce. Bridging the digital divide enhances their ability to access services, communicate, and even pursue remote or part-time work. Digital literacy fosters lifelong learning and independence, reducing social isolation. The initiative's inclusive approach supports an ageing yet capable population, allowing them to contribute their experience and skills, ultimately strengthening the local talent pool".

ROBERT KELEMEN
Msc. Assistant Head for development programs, Department for Education, Culture and Sport, Varazdin County

Results

The initiative's key outputs include workshops, educational materials, and a support network, equipping elderly individuals with essential digital skills. As a result, participants gain confidence in using online services, email, social networks, e-banking, and government portals like e-Citizen. These achievements reduce digital exclusion, enhance social inclusion, and promote lifelong learning. By fostering independence and digital empowerment, the initiative improves the quality of life for seniors, enabling them to stay connected, access vital resources, and actively participate in today's digital society.
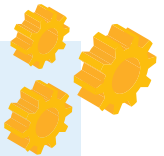
Success factors

Success factors include tailored training programmes that addressed the specific digital needs of elderly individuals, increasing confidence and digital participation. They also include strong community support, and collaboration with local organisations.

Implementation challenges

Engaging elderly individuals, ensuring accessibility of trainings, and providing ongoing support.

The conclusion of our expert Robert Kelemen, Msc. Assistant Head for development programs, Department for Education, Culture and Sport, Varazdin County

"This good practice proves that digital literacy is for everyone. Empowering seniors with digital skills fosters their independence, inclusion, and connection in today's world".

Useful sources

Official website: https://etch.hr

https://glasila.hr/upload_data/site_files/svvz1623.pdf

https://digitalnapismenost.com.hr/istrazivanja/

https://projects.foi.hr/projects/public/active/en/359

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