

Social Agents promoting active aging through ICT

Tranferring guidelines



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SECTION A – THE ACTing METHODOLOGY

I. Introduction

These *Transferring Guidelines* are a key result of the ACTing project, “*Social Agents Promoting Active Ageing through ICT*”, a transnational European project aimed at transferring an innovative teaching methodology for social agents working in the fields of active ageing and digital inclusion.

The aim of the document is to provide a framework on how the methodology was transferred and developed in the project, as well as on how other interested stakeholders can adopt and further use this methodology. The ACTing methodology focuses on strengthening the capacities, skills and attitudes of social agents working with senior citizens through ICT and encourage their e-inclusion through active participation amongst elderly communities.

Thus, this document is addressed to social agents activating in the field of active ageing, as well as to other organisations in the field that are interested in developing singular initiatives aimed at the digital and social inclusion of elderly.

What will find here?

In the **first section** of these guidelines, you will find information on the ACTing project and its innovative methodology, the profile of the social agents and the developed training, as well as the process of launching the singular technological initiatives with elderly.

The **second section** includes different forms that have been used within the project for the documentation and evaluation of the singular initiatives.

Not least, within the **third section** you will find information about the partners of the consortium of the ACTing project.

The transnational ACTing project has been supported by the European Commission within the Lifelong Learning Programme.

II. The ACTing project

ACTING is a transnational project funded with support from the European Commission (OAPPE, National Spanish Agency for the Lifelong Learning Programme) and led by FUNDETEC, Spain. The project has been implemented during October 2013 – September 2015 and has involved five partners from four different countries (Italy, Romania, Spain and Switzerland).

ACTing has aimed at transferring a teaching methodology for social agents working in the fields of **active ageing and digital inclusion**, based on a previous project called [Mayores con Iniciativa](#), led by FUNDETEC, which has meant a revolution for Social Agents working with elderly in their approach to ICT in Spain. This methodology mainly focuses on **empowering social agents working with senior citizens to promote the social and digital inclusion of the latter**. In other words, it is not about teaching seniors how to use ICTs but rather about making them aware that ICTs can be a useful, helpful and powerful means to achieve their objectives, develop their interests, enhance their social participation. In turn, it facilitates active ageing and inclusion into the Information and Knowledge Society for the seniors.

The specific objectives of the project are:

- To provide social agents with the necessary skills and tools to be effective facilitators of elderly's e-inclusion, through the development of ICT skills focused on aspects of their daily life, and at the same time, promoting their active aging (also at a mental level).
- To carry out the necessary adaptation process to local concrete realities (agents' profile, available ICT spaces, culture and traditions, areas of interest, ...) to make the methodology viable and useful in those contexts.
- To contribute to the perception of ICT as an useful and helpful tool to face many of the problems associated with aging;
- To foster the implementation of singular initiatives, not based on concrete topics or seminars, but "on-demand" from seniors' interest, guided and supported by those social agents previously trained in the necessary methodology to lead the whole process.
- Giving visibility to the launched initiatives and their achieved results.

More details about the ACTing project can be found on the website <http://www.acting4elderly.eu/>.

The notion of Active Ageing has been defined by the WHO as 'the process of optimizing opportunities for health, participation and security in order to enhance quality of life as people age'¹. Active ageing aims to promote the idea of the older citizen as a full member of society,

¹ Definition of the World Health Organisation, available at http://www.who.int/ageing/active_ageing/en/

fulfilled from both professional and personal points of view, playing an active role and as independent as possible.

Age has turned to be the 2nd **cause of social exclusion** in the modern world. **This, together with** the new emerging social exclusion cause – **the digital one** – **put senior citizens in a very disadvantaged place in our current society**: the so called “information and knowledge society”. But **ICT could eventually become**, not exclusion but **a strategic and ally element** for elderly.

The development of ICT skills for everyday life can be an effective mean to address many of the problems associated with aging, such as loss of memory, impaired vision and hearing, lack of communication, access to information, lack of mobility and loss of independence etc.

But in order to be able to effectively intervene in the life of elderly and contribute to their digital inclusion, according to their own needs, social agents need to be trained in this new methodology promoted by the ACTing project, which is explained in the following section.

III. The ACTing methodology – an overview

As previously mentioned, the ACTing methodology is based on the former project [Mayores con Iniciativa](#) that has been transferred to new contexts in Italy, Romania, Switzerland and Spain.

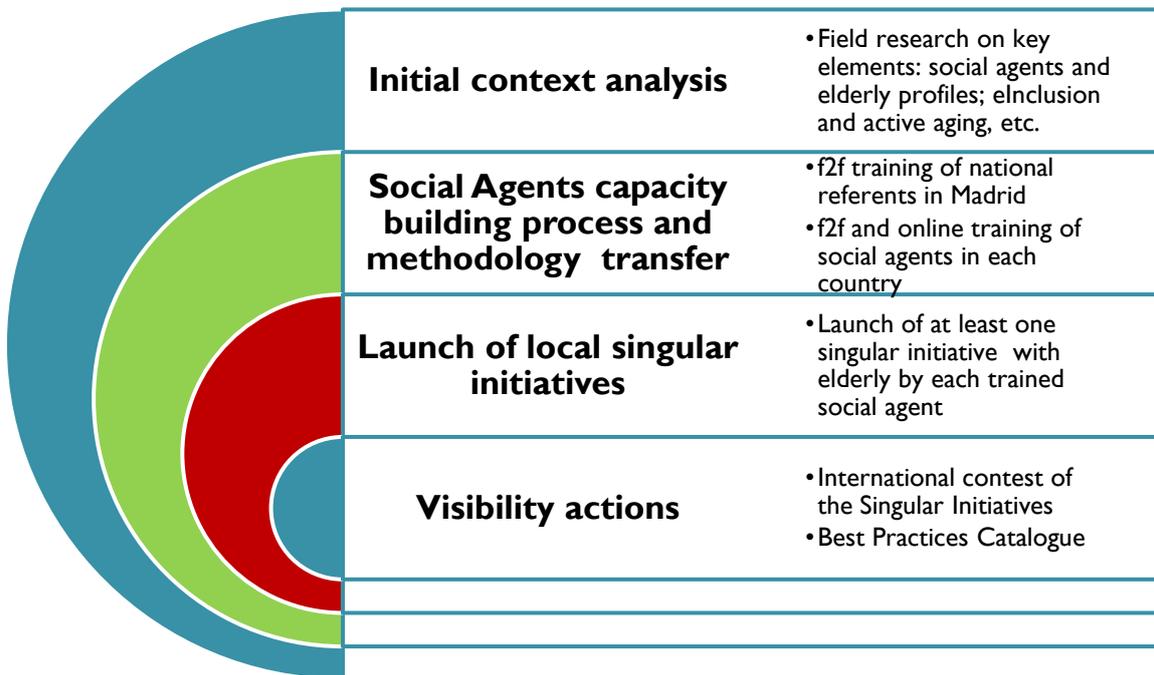
In order to be able to adapt the methodology to the national realities, an **initial context analysis** was carried in each country in order to collect data and trends on elderly people and their use of ICTs and to identify the profile of social agents. The context analysis report is available on the project website, at: <http://www.acting4elderly.eu/context-analysis-2/>

Afterwards, a **national referent** was chosen in each country from each partner organisation, in order to monitor and support the transfer process. The national referents attended a face to face training in Madrid, in May 2014, and afterwards have subsequently transferred the acquired knowledge and methodology to a minimum of 10 local social agents, by means of face to face and online training on the e-learning platform of the project.

Not least, each trained social agent had to launch a **local singular initiative** with a group of elderly, reflecting their interest and needs.

The **visibility of the actions** has been ensured by means of an **International Contest of the Singular Initiatives** and the development of the **Best Practices Catalogue** comprising the best two initiatives in each country. You can find information about the international contest, as well the catalogue of best practices, on the project website <http://www.acting4elderly.eu/>.

The following figure provides an outline of the project work and transfer process of the ACTing methodology:



IV. The social agents profile and training

In the context of the ACTing project, the **targeted social agents** are people working in different types of agencies and organizations (public and private, non-profit and profit) providing advice and assistance to elderly people and responding to their demands and interests, among other strategies, with the help of ICT.

In other words, we consider social agents those people or entities aimed at direct intervention with the elderly groups. In a generic sense, they are those mediators working with the elderly in their centres, associations, ICT spaces, and even people from their social or family environment. We are referring to volunteers, promoters of technological services and capacity building processes (telecentres), social workers institutions - public and private- working with this group.

In order for a social agent to be able to attend the ACTing training, he/she has to:

- Be involved in providing advance and assistance to elderly, including by means of ICT;
- Have access to a space where technology devices and services can be made accessible to elderly, according to their interests;
- Be motivated to follow a complex training of over 100 hours and dedicate time and engagement in launching a singular initiative with elderly;
- Have at least a basic level of computer and technology literacy, to be able to facilitate at his/her turn the use of these devices by the elderly;

The training of social agents

The training of social agents is composed of:

- ✚ **A face to face workshop** for the social agents to become familiar with the ACTing methodology and their role in the project (within the project, we organized the face to face training as a 2 days workshops, however other institutions may decide to organize it as a one day workshop).
- ✚ **Online training** – 10 learning modules delivered on an e-learning Moodle platform, complemented by discussion forums and a HelpDesk available for questions.

The suggested content for the face-to-face training workshop is:

- Introduction of participants (group dynamics);
- The role of social agents;
- Seniors and their attitude towards ICT;
- Methodology of the Acting Project: unique technology initiatives;
- Group Dynamics : collaborative creation of an unique technology initiative;
- Communication and Visibility Plan initiatives;
- The e-learning platform.

Note:

If you are interested in obtaining the training materials for the face-to-face session, free of charge, please contact your national partner or the project coordinator. Contact details are available at the end of this document.

The online training

The main goal of the training course is to offer a number of resources, tools and ideas to support social agents working with elderly in the promotion of active ageing through ICT.

The specific objectives are:

- ✚ To know the key points of the **relationship between elderly people and ICT**;
- ✚ To set the **essential elements to launch the singular initiatives**;
- ✚ To learn how to **invent, design and apply the singular initiatives with the elderly**.

The online training is structured in **10 modules**, at the rate of **10 hours per week** for each module, thus 100 hours in total.

Each module is structured in 3 sections:

- ✓ Module **Introduction** with the module goals and general approach;
- ✓ The **didactic guide** with the detailed description of what to do in that module (readings, tasks...);
- ✓ **Additional resources**.

The following table presents the structure of the modules, in terms of objectives and contents:

Module	Main objective	Topics
Elderly people and ICT	to assess the barriers that seem to curb access to ICT by the elderly	<ul style="list-style-type: none"> • Diagnosis and barriers. • Different profiles according to attitudinal factors • Values of ICT. • Motivating our target group.
Active Ageing	To get familiar with the “active ageing” concept and with the European and national strategies to promote it, especially those using ICT	<ul style="list-style-type: none"> • What is active ageing? • European scene • Growing old in the age of technology
Singular Initiatives	To help social agents in the process of launching the singular initiative, making the knowledge and experience transfer easier.	<ul style="list-style-type: none"> • What is a singular initiative? Elements. • Open list of categories.
Communication plan	To define the dynamisation strategies to be used by social agents within the project, as well as for the recruitment of beneficiaries and elder participants, the singular initiatives launch and the initiatives visibility.	<ul style="list-style-type: none"> • Dynamisation strategies • Internal tools • External tools:
Social Networks	To know the concept and utilities of social networks, as well as how to use them as a socialization tool promoting communication and active participation, also for senior citizens	<ul style="list-style-type: none"> • What are social networks? • Social networks as integration tool for elderly
Data Protection	To know the key concepts and rules regarding personal data and personal data processing.	<ul style="list-style-type: none"> • Key concepts • Data subjects’ rights • Specially protected data
Online Safety	To promote reflection and capacity building among social agents on what are the main online risks and threats and how to build prevention strategies	<ul style="list-style-type: none"> • Matrix of risks and threats. • Prevention actions. The role of social agents. • Prevention resources and tools. • Digital identity.
Mobile devices and APPs	To contextualize the present use of mobile devices and APPs and their impact in the learning process of groups like seniors	<ul style="list-style-type: none"> • Contextualization and tendency about the use of mobile devices and APPs among elderly. • Effects of introducing those devices and APPs in the learning processes for the improvement of the social integration and active participation of elderly
Team Building	Knowing the concept, philosophy,	<ul style="list-style-type: none"> • Team work

and Team Work	strategies and advantages of team work and how to actively practice team building dynamics	<ul style="list-style-type: none"> Team building Skills and tools
Tips & Tricks – open module	To gather interesting resources ; to provide tips and tricks for working with the elderly ; to provide a space for questions and doubts	➤ Resources, tips, advice, doubts

Note:

If you are interested in obtaining the training materials for the online training, free of charge, please contact your national partner or the project coordinator. Contact details are available at the end of this document.

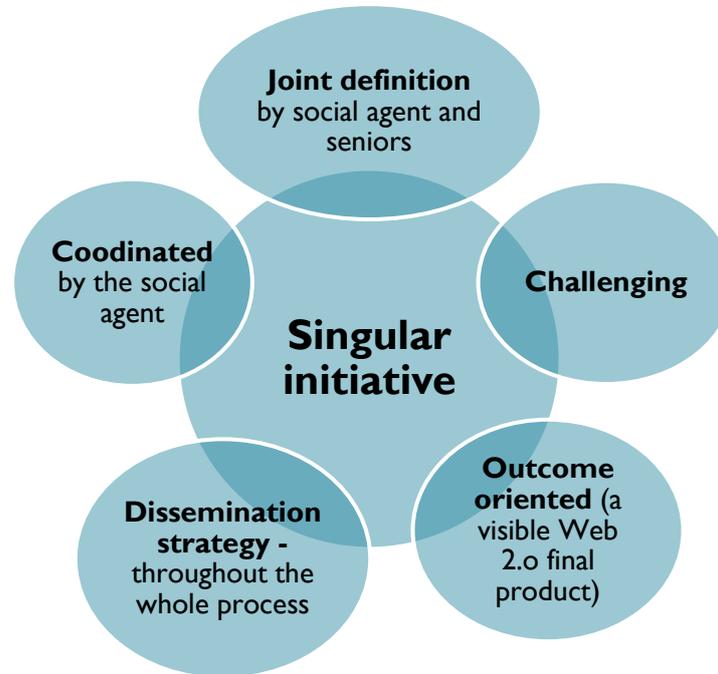
V. The singular initiatives launching process

The unique **innovative** initiatives are actions that allow the approach to ICT of distant groups to them, focused on offering solutions adapted to their specific needs and interests. These initiatives involve the **acquisition of skills** related to the use of ICT by the beneficiaries. The technologies that work in each initiative, allow to develop **personal skills and abilities** important to maintain and extend, also improving the image of these elders before their family, friends and contacts, and even their own personal self-esteem. This encourages **social and technological integration** through a natural process based on the interests and needs of elder people (reducing isolation, avoiding travels, making information and some services more accessible, etc.).

Note:

The singular initiative can be launched by a social agents in parallel with the training course.

✚ The basic elements of a singular initiative are:



Each initiative will make use of available resources, based on the interests of the participants. Each group will try to take advantage of various technologies within reach.

Initiatives can be organized in different categories of reference. The following list presents few of the possible categories, not being exhaustive:

- **Intergenerational initiatives:** promoting greater participation of children and / or youth in a common work around ICT with elderly.
- **Recovery of Historical Memory:** creating stories collection, digitalization of photographs, etc..
- **Approach of ICT in daily activities:** to facilitate elderly everyday life through the use of electronic services, online communication tools, etc.
- **Active aging: in order to enhance different skills and personal capabilities** - both motor and cognitive level.
- **Use of technologies for social participation (social web):** blogs, podcasts, social networks, etc.
- **Digital Publication:** newsletters, newspapers, magazines, diaries ...
- **Gadgets:** addressed to learn how to use new technological devices: GPS Navigator, Mobile, MP3, tablets ...
- **Gender initiatives:** promoting equality of opportunities between men and women in the Information Society.

In short, all kind of initiatives can be developed, as long as they are developed using any 2.0 tool, online space, electronic device or ICT-related element, **keeping also in mind that**

elders must be the protagonists, either personally or in collaboration with others in their environment (grandchildren granddaughters, neighbourhood youth or association, professionals dedicated to the care of older people, etc.).

 **The phases of the development and launching of the singular initiatives**

In order to launch a singular initiative, the social agents must carry out the following steps:

- **Selecting the group of elderly** with whom they will work;
- **Identifying the specific needs** and interests of the group, in terms of ICT, as well as potential interests for them to develop thematic initiatives;
- The **planning and organization of the singular initiative**, jointly with the group and reflecting their interest;
- **Choosing the technologies** to work with;
- **Implementation/development** of the initiative, including the complementary training activities with the group;
- Ensuring the **realization of the goal/end product** of the initiative (video, web page / blog, photo album, digital magazine);
- **Networking and providing visibility** to the initiative (involving associations and civil society in the campaign of singular initiatives; using webs and/or social networks for the visibility of the initiative and its final product).
- **Writing the final report of the initiative.**

Note:

The forms used in the project for registering/planning the initiative and for writing the final report are available in the Annexes section of this document. You can also find there an annex with the criteria used for evaluating the singular initiatives for the international contest.

SECTION B: ANNEXES

Annex I - Singular initiative: registration and documentation form

Part I: Singular initiatives registration form

INFORMATION ABOUT THE SOCIAL AGENT

Name and surname*:

Entity/Organization you work for (If you are freelancer/work on your own, please specify)*:

Region/county/city*:

Country:

Email*:

Telephone number*:

INFORMATION ABOUT THE SINGULAR INITIATIVE

Title*:

Link to videos/webpage:

Needs/ justification for this initiative. Please describe the needs you have detected in your group of elderly and in your community that determined you to plan this initiative.

Goals/ Objectives. Please describe the goals and objectives you want to achieve with your initiative.

Short description*. Please describe shortly what you plan to do in your initiative.

Calendar of your initiative:

From*..... (YYYY-MM-DD)

To* (YYYY-MM-DD)

Comments on the schedule proposed:

Number of participants estimated*:

Specific features of this group of people. Please describe the characteristics of the group you will involve.

Impacts expected in people involved in this initiative. Please describe the impact/changes you expect this initiative to have on your group.

Particularities. Why is this initiative singular/innovative?*

Main tasks you plan to develop in the initiative:

- Training
- Web products (blogs, podcast, wikis; videos in Youtube)
- Other Products (presentations, videos, docs)
- Others (please specify):

Dissemination strategy you will adopt in your initiative:

- Mailing
- e-Mailing
- Press media
- Dissemination through contacts.
- Others (please specify):

Annexes. Please attach any relevant annexes.

Other information:

Part 2: Final report form of the singular initiative

INFORMATION ABOUT THE SOCIAL AGENT

Name and surname*:

Entity/Organization you work for*:

Region/county/city*:

Country:

Email*:

Telephone number*:

INFORMATION ABOUT IMPLEMENTED SINGULAR INITIATIVE

Name of the initiative*

Final number of participants involved in the initiative:

Number of women:

Specific features of this group involved. Please describe the final group of people you involved.

Activities developed. Please describe the activities you have developed in your initiative.

Calendar of your initiative:

Materials and products developed *. Please describe what materials and products have been developed in your initiative.

Achievement degree of stated goals. Please mention to what degree you have achieved the initial goals you planned for your initiative.

Impact of your initiative. Please describe the impact your initiative had on your group of elderly, on the community, etc.

Dissemination strategy. Please describe shortly how you have disseminated/promoted your initiative.

Difficulties met in the implementation of the initiative and how you have solved them:

The main achievement of your initiative in one sentence:

Relevant links of your initiative:

Any future idea(s) based on your initiative? Any other important information to share?

Annexes. Please attach any relevant annexes.

Annex 2 – Criteria for the evaluation of the singular initiatives

Title of the initiative	Innovation	Creativity	Technologies used	Usefulness	Impact	Methodology	Visibility	TOTAL POINTS

For each criterion, please award points from 0 to 5, where 0 represents the lowest score and 5 the maximum.

Explanation of the criteria:

- Innovation – the initiative is innovative, it proposes new means by which elderly people are able familiarise with technology, so that they can use it for the development of a specific activity/outcome.
- Creativity – the initiative encourages the stimulation of creativity of elderly.
- Technologies used – the initiative implies the use of one or several appropriate ICT tools and electronic devices, adapted to the needs and capacities of elderly.
- Usefulness – the initiative responds to the interests and demands of elderly and strengthens their abilities and skills needed for their personal autonomy, improving their social and technological integration.
- Impact – The initiative has produced a visible impact on the life of elderly (they are now more confident in the use of ICT, better integrated socially and technologically and benefit of an increased self-esteem).
- Methodology - The activities performed with the elderly within the initiative are adequate; they stimulate the participation of all elderly; the elderly were supported by the social agent (and other volunteers, if it is the case) in an appropriate way.
- Visibility – the initiative has been disseminated in local national context by a variety of means, making it visible in the local community.

SECTION C: PROJECT PARTNERS



FUNDETEC

The Foundation for the Development of Information Technology in Business and Society

Website: <http://www.fundetec.es/>

Email: fundetec@fundetec.es



ESPLAI Foundation

Website: <http://fundacionesplai.org/>

Email: fundacion@fundacionesplai.org



Fondazione Mondo Digitale

Website: www.mondodigitale.org

Email: info@mondodigitale.org



ICVolunteers

Website <http://www.icvolunteers.org>

Email: info@icvolunteers.org



AEPMR (The Association for Lifelong Learning in Rural Areas)

Website: www.aepmr.ro

Email: office@aepmr.ro