

Leveraging Digital Competences
Senior Women - LIST

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e-Newsletter No.3

LIST Project Newsletter

ADVANCING SENIOR WOMEN'S DIGITAL SKILLS_updates from the project

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Welcome to the third issue of the LIST Newsletter where you will find:

- 1) Updates from the project
- 2) News from the Glasgow and Łódź teams and their progress in organising courses to women 50+
- 3) Insights on interesting resources on digital skills issues
- 4) Upcoming events

The rapid ageing of the population in Europe and the risk of a growing digital and quality of life gap between generations is a great challenge in Europe and beyond. Since 2012, the European Year for Active Ageing and Solidarity between Generations, the EU contributes to and supports intergenerational learning and active ageing through the development and use of digital skills.

LIST is a Lifelong Learning Programme project, involving partners from 6 countries (Austria, Greece, Norway, Poland, Sweden, United Kingdom) running from November 2013 to October 2015, aimed at supporting **senior women's inclusion in the knowledge society by closing the gender & age digital divides**. Senior women will be offered learning opportunities to improve their digital skills supported by qualified ICT teachers and young students trained as tutors.

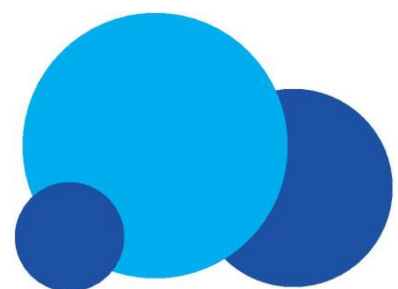
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IN SOME EU COUNTRIES OVER 50% OF THE POPULATION HAS STILL NEVER USED THE INTERNET



LIST ongoing and upcoming activities

Train the Trainers curriculum and Young tutors' recruitment

LIST partners are now busy with setting up the national training pilots in Greece, Norway, Poland, Sweden and the UK. Based on the partners' existing expertise and building on the needs' analysis, curricula has been designed aimed at training teachers and tutors.

Teachers will be experts in ICT adult learning, while tutors will be selected among students interested or engaged in pedagogical studies. The training curricula is focused on gender and generational digital divide as well as on innovative and interactive methodologies enabling them to work with seniors. In total, 120 trainers and tutors will be trained with the LIST's peer to peer quality certified methodology until the first months of 2015.

Digital Skills training sessions for senior women

LIST will offer training courses to at least 200 women in Sweden, Greece, Norway, Poland and the UK, so that they can become familiar with and learn how to use computers as well as mobile devices, and include web based services in their daily routines. Two courses for senior women of sixteen hours each approximately will take place during the 2015. In Scotland UK the pilot has already been finalised with great success and positive feedback from participating women (read the news on page 3).

Dissemination Campaign

First outputs of the LIST dissemination campaign were released and brochures, posters and flyers in 6 languages are now available in paper and digital versions downloadable from the [LIST Website](#). Two other sets of publicity materials have been released one targeting ICT trainers and tutors and the other addressing senior women. Moreover, National Press Conferences are being organised nationally by partners to inform the media and relevant stakeholders in all countries involved. This newsletter and the [LIST Facebook Page](#) are also part of the LIST project's dissemination campaign.

Final Conference

The Final Conference of the LIST project will take place on 11 September 2015 in Glasgow, coordinated by the University of Strathclyde. More details on this important event will be published as they become available.

✚ LIST – SWEDEN

Folkuniversitetet Uppsala
Yevgeniya Averhed
Bergsbrunnagatan 1 S-753
23 Uppsala
e-mail: yevgeniya.averhed@folkuniversitetet.se

☰ LIST – AUSTRIA

Zentrum für Soziale Innovation -
ZSI Maria Schwarz-Wölzl
Linke Wienzeile
246 A-1150 Wien
e-mail: schwarz@zsi.at

☑ LIST – NORWAY

ECWT
Eva Fabry
Grønland 58 N-
3057 Drammen
e-mail: eva.fabry@ecwt.eu

☰ LIST - POLAND

Spoleczna Akademia Nauk –
SAN Marta Kedzia
Ul Gdanska 121
90-519 Lodz
e-mail: mkedzia@spoleczna.pl

✕ LIST – SCOTLAND, UK

Centre for Lifelong Learning
University of Strathclyde
Lynda Scott
Graham Hills Building, 40
George Street
Glasgow G1 1Q
e-mail: lynda.scott@strath.ac.uk



A LIST success story from Glasgow: 40 women aged 50+ trained on digital skills

March and April were particularly busy months at the Centre for Lifelong Learning, part of the University of Strathclyde and LIST partner, as the pilot training activities were organized. The 6-week pilot builds on the successful 'Fear Free IT' programme run by the Centre. During March two Training the Trainers courses were held in Glasgow involving pupils from three local high schools. The University of Strathclyde has trained 16 5th and 6th year pupils and three trainers in the LIST curriculum.

After a few weeks the LIST course for senior women has been delivered by trainers employed by the university but older women have also been supported by newly trained young tutors highly skilled in ICT and equipped to assist in delivering the course. The main aim of the LIST course was digital inclusion of older women and the programme covered topics such as, social networking sites, searching and finding information online and taking and sharing digital photographs which were highlighted by an initial research phase according to training needs among this particular group.

As **approximately 40 women aged 50+ attended the course**, a mutual intergenerational benefit from the two groups coming together was resulting from the training activities **and feedback has been extremely positive.** Jem Fraser, a student on the LIST course commented, *'The combination of trainer and senior pupil's works really well. They have different perspectives regarding topics such as, social networks and between them they can answer all our questions - no matter how basic they may seem!'*

A focus group comprising of both trainers and the school pupils will be held to determine what was effective in terms of the training programme and what aspects did not work so well. This information will be used to fine tune the training programme and make any improvements.



LIST courses to be started soon in Poland with women from urban and rural environments

In Poland only 13% of women over 50 are active in the labour market, while the percentage of working men over the age of 50 is 51,3 (GUS, 2013). The reasons of this is not only of financial nature, as the difference between payments as the gender pay gap is about 6.4% only, among the lowest in Europe (Eurostat, 2013). The reasons are also of cultural nature. There are living stereotypes in Poland that women should focus on bringing up children and take care of homes: no matter as mothers or grandmothers. Additionally, up to the year 2013, women were allowed to retire from the age of 55, so this age was commonly regarded as the end of professional activity for women. Leaving the labour market at that age might increase gaps in keeping up with digital skills, therefore initiatives like the LIST project can really be useful to combat the digital divide.

In Poland the LIST activities are coordinated by Społeczna Akademia Nauk, which is a private university with 20.000 students and numerous academic staff, operating in 5 branches across Poland as well as in other European countries.

Apart from the educational activities, the University has been involved in several EU projects related to ageing and promotion of active life.

LIST train the trainers courses were held at the beginning of May 2015 and hosted by Społeczna Akademia Nauk.

The group of 10 students of Educational Science were trained, but the training were held according to the PBL method, so

the group of students was very active.

Courses for senior women are scheduled for June to take place in Poland. During four meetings every week, there will be courses for about 30 women

in the computer classroom at the branch of Społeczna Akademia Nauk located in Belchatow.

Women are recruited from the towns of Belchatow and Radomsko, and surrounding and thus in the group there will be participants from the town environment as well as from rural environment. The decision to choose Belchatow and Radomsko which are small towns of about 50 thousand inhabitants, resulted from the fact that there are not so many possibilities for the target group as in the big urban agglomerations and thus LIST project will be a good opportunity to activate the elderly people, including women there.

Resources and projects on digital skills in the knowledge society

ICT for Inclusive growth. The global Information Technology Report 2015

The Global Information Technology Report 2015 is the result of collaboration between the World Economic Forum and INSEAD ([link to download](#)). It measures national performance in terms of digital economy through the Network Readiness Index, a composite indicator made up of 6 different sub indicators such as Readiness, Environmental, Business, Usage and Impact. Issues at stake in the LIST project are addressed by specific indicators under several sub indexes such as skills, individual usage and social impact. The 2015 edition confirms Europe as one of the best connected and most innovation-driven economies in the world where 7 out of 10 top ranked countries harnessing Information Technology are European. In particular Nordic countries continue to perform well, and the Baltic countries are slowly but surely bridging the gap with the Nordics. The group performance of Western European countries is also strong while the gap of the Southern European sub-region is only partially mitigated by positive trends in terms of government usage of ICT. Eastern European Countries continue to be stable or losing ground with the exception of Poland and Romania. For those interested into issues of digital divides, Chapter 1.2 is particularly worth reading, reviewing ICT's impacts on income inequality in the last 30 years. It also reviews macro and microeconomic literature on ICT impact on the effects of income growth highlights the role of these technologies as income

multipliers, confirming the vision of greater ICT-driven inclusive growth in the future and highlighting specific policies and programs aimed at enhancing the income effects of ICT on lower-income and marginalized populations.

Finally, the need to focus on closing the gender gaps in ICTs is one of the five policy recommendations highlighted in the report, recognizing that due to a series of economic and socio-cultural reasons, women still use mobile devices and computers to a less extent than men.

Europe: Top 10 countries harnessing information technology	
Networked Readiness Index 2015	Global rank*
Finland	2
Sweden	3
Netherlands	4
Norway	5
Switzerland	6
United Kingdom	8
Luxembourg	9
Germany	13
Denmark	15
Iceland	19

Source: World Economic Forum, 2015
*2015 rank out of 143 economies.
**The Index measures how economies use the opportunities offered by information and communications technologies for increased competitiveness and well-being.

The Riga Declaration on e-skills. A call to action

The [e skills for jobs campaign 2015](#) was launched in Riga on 13th March by the European Commission and the Latvian Presidency of the EU and confirms the commitment of the EC to address the digital skills gaps and to raise awareness of the problem in EU member states. On the same occasion, multi-stakeholder representatives from governments, industry, academia, NGOs across Europe have joined forces with the European Commission to push for further action to stimulate investment, the acquisition of digital skills and the creation of jobs to recover economic growth in Europe.

[The Riga Declaration](#) is stating that **“e-skills are of fundamental importance to Europe’s medium to long-term economic future. They enable economies to take advantage of the productivity gains from adopting digital solutions; meet the growing industry demand for skilled staff, and increase opportunities for individuals in today’s difficult job market. (...). Europe must unlock the potential of digital technologies to fuel growth and jobs”**. The 10 principles of the Declaration are stressing the request to the EC and Member States to continue pursuing the e-skills for the 21st Century policy through Digital Single Market measures as well as tools such as [the Grand Coalitions for Digital Jobs and Growth](#) and their national deployment. Special emphasis is given to Life Long Learning and Training for enhancing e-skills and overcoming gaps. The e-skills for jobs 2015 campaign will be delivered by a consortium led by [DigitalEurope](#) and [European Schoolnet](#) in collaboration with pan-European partners such as [ECWT \(European Centre for Women and Technology\)](#), [CSR Europe](#) and [Telecentre Europe](#). Stay connected on [Twitter](#) and [Facebook](#)!



The AGE UK Network

[Age UK](#) is a charity providing services and support at a national and local level to inspire, enable and support older people. It works through a network of 170 branches, 75,000 volunteers and 450 charity shops. Among its diversified offer, tools and services to support digital inclusion of older people play a prominent role.

The Age UK Digital Inclusion Network has 178 member organisations throughout the United Kingdom delivering computer skills training to more than 10,000 older people across the country annually.

The program functions based on partnerships between government, industry, and the voluntary sector which prove to be key to bringing about digital equality and allowing the older generation to be included in the economic and social benefits of the online world. In addition to training courses, Age UK has set up an entire and rich section of its website titled [Making the most of the Internet](#) to help senior people to teach themselves and become more confident with ICT computers and mobile devices and get acquainted with internet safety and privacy/data protection use as well as preventing on line scams. It also contains motivational stories from senior peers about 'how Internet has changed my life' and inspiration from 60+ Digital Champions.



Upcoming events

Spotlight on digital capabilities_Manchester (UK), Media City, 3rd – 4th June 2015

Organised by [UCISA \(Universities and Colleges Information Systems Association\)](#) at MediaCityUK, this two days event is particularly interesting to all professionals involved in supporting and promoting digital skills development, such as IT trainers, learning technologists, library and IT staff and educational developers. The Agenda will include a mix of plenaries and workshops presenting successful approaches and practices, as well as some lessons learnt. The event will highlight the key findings from the UCISA Digital capabilities survey from Summer 2014 which revealed a rich and diverse range of approaches and practices to supporting staff and student development. Hashtag to follow the live tweeting: #udigcap
[Link to the Event's website](#)
[Agenda of the event](#)



Digital Learning Days_ Paris (FR), 23rd and 24th June 2015

[Digital Learning Day](#) is promoted and organized by [ILDI \(International Learning & Development Institute\)](#) and it is the perfect event for French speaking people interested into having a high profile update about the impact the digital transformation is having into learning and training both from a pedagogic and an economic point of view. The first day will be devoted to a Conference with continued digital interaction with participants in a BYOD (Bring Your Own Device) mode through a dedicated app: tackled issues will span from connectivism and neurosciences and new learning models to methodological changes brought about by mobile learning and MOOCS. The second day will be structured into 2 optional training workshops (on Digitalizing Training practices and Neurolearning Pedagogy) where attendees will have the opportunity to analyze case studies and draft, present and get feedbacks on their own projects assisted and coached by ILDI experts.

