



ICTskills4All

Empowering old adult
citizens for a digital world

Intellectual Output 6

A1 - Production of the
Exploitation Roadmap



Co-funded by the
Erasmus+ Programme
of the European Union

Project reference
2018-1-PT01-KA204-047353

16/02/2021

Document information

Project Acronym	ICTskills4All
Project Title	Empowering old adults Citizens for a Digital world
Title of the document	IO6. Exploitation Roadmap
Project Intellectual Output	IO6. A1
Project reference	2018-1-PT01-KA204-047353
Dissemination level	Confidential
Delivery date:	12/02/2021
Authors:	ALL DIGITAL in collaboration with ICTskills4All project partners
Keywords:	Exploitation, key stakeholders
Version document	1
Project website	https://www.ictskills4all.eu
<p>The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.</p>	

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1. Introduction

Project description

With an increasing aging population, older people are a significantly important segment of society who cannot be left behind. And within the older demographic, the very old are growing fastest. However, almost all digital technology consumer products and services are designed, produced, and exclusively marketed by and for younger people. In parallel with this disconnect, older people are already most likely to be victims of cybercrime, with the greatest losses. Policymakers must consider this with the technology industry and build education frameworks to support older peoples' adoption of technology. The economic impact of digitally excluding older people is very hard to measure, but not only must older people be protected and empowered by technology, they must be a key part of the digital world of the future. If this is not addressed, in the future older people will be less independent, less creative, contribute less economically (further fuelling the pension crisis), be more isolated and more disconnected.

In this context, the **ICTskills4All** "*Empowering old citizens for a digital world*" project wants to answer these specific challenges. ICTskills4All aims at fostering digital skills, self-confidence and online safety of older people aged 55 years and over who have minimal or no engagement with digital technology.

ICTskills4All is funded by the Erasmus+ Programme of the European Union, under the KA2 Strategic Partnerships in Adult Education action. The total project duration is 30 months: from September 2018 until February 2021. ICTskills4All is coordinated by the University of Porto and involves a total of 5 partners from 5 countries (Portugal, Poland, Latvia, UK, and Belgium). The aim of the project was to develop and pilot an intergenerational and peer-to-peer ICT Learning Programme to improve confidence, digital skills, and online safety of older people with no or basic digital skills in four of the project countries.

Project results

The ICTskills4All key project results are summarised below:

- **Report on existing online resources to improve digital skills in older adults, including type of information and content.** The resources collected were reviewed with particular attention to the type of information and content, the instruments used to evaluate the impact and the results obtained in terms of digital skills improvement and a final report with the best practices was created.
- **Report on intergenerational and peer-to-peer educational programs to improve digital skills in older adults.** The same procedure as above was followed but relating to in-person programs.
- **ICTskills4All Learning Programme** (online platform and training content for face-to-face training).
 - The Platform contains general information as well as simple training tools that can be accessed by the old adults in an autonomous way to improve their digital skills. A usability test was performed to evaluate how real users interact with the system. The Platform is available in 5 languages: English, Latvian, Polish and Portuguese.
 - Training Materials for in-person support based on intergenerational and peer-to-peer approach.
- **Project Recommendations** based on the results of training activities, for further transferability and upscaling of the project results.

All project results will be available on the project website: <https://www.up.pt/ictskills4all/>

ICTskills4All project partners:

- [University of Porto, Portugal](#) – Project Coordinator
- [HIPOKAMP, Poland](#)
- [Cybermoor Services, United Kingdom](#)
- [Rigas Aktivo Senioru Alianse, Latvia](#)
- [ALL DIGITAL, Belgium](#)

Purpose of this document

The Project's Exploitation Roadmap is being developed in order to provide information about the project outputs that have exploitation potential and to outline general and specific exploitation strategies and instruments at national and European level. It has been developed taking into account input from all project partners provided through a dedicated exploitation survey. This Roadmap contributed to the development of the project Intellectual Output (IO6) "Recommendations for transferability of ICTskills4All results".

2. Sustainability of project results: future use and application

This section describes the exploitation of the main ICTskills4All project results both by project partners, within their organisations or as part of their services and training activities, and by key stakeholders at local, national, and European level.

The following main Project Outputs have been identified for further exploitation by project partners and other interested organizations:

- O1. Report on online resources
- O2. Report of intergenerational and peer-to-peer educational programs
- O3. Online Platform
- O4. Training materials for the in-person support based on intergenerational and peer-to-peer approach
- O6. Recommendations for stakeholders and policy makers

Project scaling up potential scenarios: future applications by project partners

Partner organisations will continue exploiting the ICTskills4All results by:

- Using the collection of OERs as an online repository that can be filtered to find existing and proven methods.
- Including the training as part of their regular training offer or adapt it to other training concepts with the same target group as well as with other groups.
- Using the Online Platform as a ready-to-use tool in English in other projects.
- Promoting the training at the regional/local level among potential end users.
- Raising awareness among stakeholders and expanding the communities of practice.

- Widely promote and share project resources and tools at national and European level.
- Ensure sustainability, accessibility and transferability of produced content and platform.
- Provide networking opportunities with other groups and organisations working in the field of digital inclusion and active citizenship of older people and share knowledge and resources with them.
- Stimulate participation in local, regional and national Communities by opening concrete space of collaboration and resource sharing.
- Promote societal change by allowing and advocating for a digital action plan addressed to older people and implemented at national level.
- Enhance, Improve, expand and scale up the ICTskills4All Curriculum, training programme and platform, through different actions such as:
 - Produce further common training content & assessment tools/instruments in English for all (or selected) modules and test them in different countries.
 - Produce short courses (similar to mini-credentials for HEIs) based on specific modules on the Curriculum.
 - Propose a large-scale pilot of the training in countries not originally involved in the project. Project partners could be involved as expert partners responsible for enhancing/updating the training content.
 - Within non-formal Adult Education sector: training addressed to other training providers and educators in order to support them in thriving with active ageing and digital inclusion.

The paragraphs below will zoom into each partner's specific plan to link the project's results to their activities and services at local, regional, national and European level:

University of Porto (Portugal):

The information retrieved in the two reports will be used by the University of Porto to facilitate the development of more diverse and targeted online as well as in-person programmes for older adults.

The Online Platform will be made available for free to be used by older adults, as well as other citizens wanting to improve their digital skills, start-ups and digital health-oriented companies.

The face-to-face educational materials will also be made available for free to be used by other organisations wanting to develop their own in-person courses.

Association HIPOKAMP (Poland):

As gerontological, educational expert organization, which is often asked for support, Association Hipokamp will be able to share project results with leaders of the groups working with persons 55+ as well as trainers and other interested in mentioning in publications and educational materials; sharing with authorities interested in preparing own educational strategies and programs; arranging discussions and planning for the future directions in ICT education for 55+, considering the most important documents as competences development strategies.

Cybermoor (UK):

Cybermoor will promote project results through social media and groups that work with older adults and particularly the in-person materials through existing ICT training groups that work with older adults. With regards to the Policy Recommendations, they will brief stakeholders and policy makers such as Adult Education Services, libraries and other ICT learning centres.

RASA (Latvia):

The project methodology and training have been highly valued by our seniors and trainers. At the foundation we will seek for more opportunities to carry out ICTskills4All training in the future to ensure its sustainability and popularity. Digitalization and inclusion of senior citizens is a national priority, and this activity/project helps achieve this national aim through nation-wide initiatives such as “Mana Latvija.lv”, “Dari digitāli”, “Digital Week”. Upon opportunity, RASA representatives will present the project results – training approaches, project platform and recommendations for stakeholders and policy makers at these national events or through sending out project overviews with the aim of dissemination among these organizations and their networks. This project is an important tool to help build communities, raise social inclusion and awareness of seniors’ needs. RASA will apply best practices learnt from this project to improve current activities – mainly social inclusion through digital training.

ALL DIGITAL (Belgium):

ALL DIGITAL, being a European Network of Digital Competence Centres working in the field of digital inclusion, will be responsible of exploiting the project results at European level using its main channels and addressing its member organisations, partners and European policy makers. More details can be found in section 4 “European Exploitation Strategies” of this document.

3. National Exploitation Strategies

The section describes the exploitation of project results in partners countries (Latvia, Poland, Portugal and UK) by pinpointing the main stakeholders, policy makers, events and national initiatives identified by each of them.

LATVIA

Stakeholders:

- Private entities: Baltijas Datoru Akadēmija, ICT companies LMT and tet.
- NGOs: Latvian pensioners federation, Apeirons, Sustento, NGO house, Senior University.
- Active members of RASA – including organizers of senior activities, trainers, educators.

Policy Makers:

- Ministry of Environmental Protection and Regional Development
- Ministry of Welfare
- Riga City Council
- State Culture Information Centre.

Forums/ Events/ Campaigns /Online Platforms:

- Latvija.lv Dari digitāli (Do digitally)
- ALL DIGITAL week
- Digital Agents initiative
- LMT digital smartphone skills
- State Revenue Service seminars on declarations and smartphone apps
- State Information Centre public library network

Communication Channels:

- Direct communication: Face-to-face meetings, E-mails & phone calls, Networking.
- Presence at events: Presentations, Discussion panels, Networking.
- Mass media: Press releases, Closing conference, Content co-creation.

POLAND

Stakeholders:

- Seniors organizations and groups, for example: Seniors Clubs; U3A; Seniors Councils; Seniors Federations and U3A Federation; seniors daily-care centres; intergenerational centres.

- Organizations and institutions working for/with older adults: educational, cultural, social and care institutions; NGOs; authorities on all the administrative levels.
- Libraries – the national network, delivering ICT support for seniors
- Educational institutions, specialized in the pedagogy, gerontology and andragogy, as well as training centres, training companies.
- KOMETA- Network for ICT Education; <https://kometa.edu.pl/>; Grazyna Busse from HIPOKAMP and Maria Magdalena Poulain from 2035 Foundation are experts in this network.

Policy Makers:

- Council for Seniors Policy at the Ministry for Family, Labour and Social Policy
- Digitalization Council at the Ministry of Digitalization; Rdc@mc.gov.pl

Forums/ Events/ Campaigns / Online platforms:

- See 2.3 plus <https://latarnicy.pl/>, <https://latarnicy2020.pl/> - Project "Latarnicy2020.pl" ("Light Keepers") is an initiative for digital education of people aged 44-64 and over 65 who are the largest digitally excluded group in our country. The substantive foundations of the activities were developed as part of a project implemented by the "Cities on Internet" Association together with the Ministry of Administration and Digitization in 2011-2015 under the slogan: POLISH DIGITAL EQUAL OPPORTUNITIES [PCRS].

Communication Channels:

- Seminars, trainings, conferences, workshops as well as social media and other internet tools.

Financial means:

- Local/regional/national funding programs dedicated to the seniors.

PORTUGAL

Stakeholders:

- **Industry** - Altice Labs; ClusterMedia Labs; INOV INESC; Fraunhofer Portugal; ISA - Intelligent Sensing Anywhere; Exatronix Innovation Insight; JMS; Medtronic Portugal; Telfax; CSSEF - Cooperativa de serviços de Saúde Envelhecimento e Formação; Inova+; Mais Família; Tempo XL - Animação Sénior em itinerância; Cãovida Club; Acordar a Sorrir; Ajuda & Companhia; Associação Portuguesa de Certificação; Bioskin, Molecular and Cell Therapies, S.A.; Casa Maior; Cidade dos cuidados; Comfort Keepers; Competências; CSSEF - Cooperativa de serviços de Saúde Envelhecimento e Formação; Diapotek - Gestão Terapêutica; FARMAinove; IncreaseTime; INOVA+; Mais Família; Merck; Nuada;

ProASolutions.pt - Arquitetura, Gestão de Acessibilidades e Mobilidade, Lda.; ProdigyFrontier, Lda;
TEMPO XL - ANIMAÇÃO SÉNIOR EM ITINERÂNCIA; The Travel Health Experience;

- **Citizens community** – APDP - Diabetes Portugal; Associação Cura+; Apre! - Associação de aposentados, pensionistas e reformados; APPC - Associação do Porto de Paralisia Cerebral; DECO - Associação Portuguesa para a Defesa do Consumidor; CA50+; Centro de Caridade Nossa Senhora do Perpétuo Socorro; Centro de Desporto Adaptado - Sport Club do Porto; Coração Amarelo; Cuidadores Portugal; Delegação Norte da Associação Alzheimer Portugal; Espaço T; Fundação MOA de Portugal; Fundação Portuguesa “A Comunidade Contra a SIDA”; G.A.S. Porto - Grupo de Ação Social do Porto; Instituto de Ação Social das Forças Armadas I.P.; Médicos do Mundo; Mundo a Sorrir; EAPN - Rede Europeia Anti-Pobreza/ Portugal; Rotary Club do Porto; Rotary Club de Leça da Palmeira.
- **Decision Makers / Health Care Providers** - Câmara Municipal do Porto; Administração Regional de Saúde do Norte; Área Metropolitana do Porto; Associação Portuguesa de Farmacêuticos Hospitalares; Celestial Ordem Terceira da Santíssima Trindade; Centro Hospitalar de São João; Centro Hospitalar do Porto; Comissão de Coordenação e Desenvolvimento Regional do Norte; Domus Social - Empresa de Habitação e Manutenção do Município do Porto; Instituto Português de Oncologia do Porto Francisco Gentil; Junta de Freguesia do Bonfim; Ordem dos Arquitectos - Direção Geral Norte; Ordem dos Enfermeiros; Ordem dos Farmacêuticos Portuguesa; Ordem dos Médicos – Secção Regional do Norte; Ordem dos Nutricionistas; Ordem dos Psicólogos – Secção Regional do Norte; Santa Casa da Misericórdia do Porto; SENSUUM et al; União de Freguesias de Gondomar (S. Cosme), Valbom e Jovim; Unidade Local de Saúde de Matosinhos;
- **Academia** - Universidade do Porto; Instituto Universitário da Maia; Associação Rede de Universidades da Terceira Idade; Centro de Estudos em Desenvolvimento Humano | CEDH; Centro de Investigação em Atividade Física, Saúde e Lazer; Centro de Investigação em Desporto, Saúde e Desenvolvimento Humano do Instituto Universitário da Maia; Centro de investigação em Geografia e Ordenamento do Território; Colégio Luso Internacional do Porto; Escola Superior de Enfermagem do Porto; Escola Superior de Tecnologia da Saúde do Porto; Escola Superior Saúde Santa Maria; European University Continuing Education Network; Fraunhofer Portugal; HEI-Lab; ID+ Instituto de Investigação em Design, Media e Cultura; Instituto de Ciências Biomédicas de Abel Salazar da Universidade do Porto; Instituto de Engenharia de Sistemas e Computadores, Tecnologia e Ciência; Instituto de Investigação e Inovação em Saúde da Universidade do Porto; Instituto de Sociologia da Universidade do Porto; Instituto Piaget; Instituto Superior de Serviço Social do Porto (ISSSP); UPTEC - Parque de Ciência e Tecnologia da Universidade do Porto; Universidade Lusófona do Porto; Universidade Sénior de Rio Tinto.

Policy Makers:

CCDRC - Comissão de Coordenação e Desenvolvimento Regional do Centro; CCDRN - Comissão de Coordenação e Desenvolvimento Regional do Norte; CCDRLVT - Comissão de Coordenação e Desenvolvimento Regional de Lisboa e Vale do Tejo; CIRA - Comunidade Intermunicipal da Região de Aveiro; AMP - Área Metropolitana do Porto; AML - Área Metropolitana de Lisboa; Câmara Municipal de Aveiro; Câmara Municipal do Porto; Câmara Municipal de Lisboa; Entidade Reguladora da Saúde; ANACOM - Autoridade Nacional de Comunicações; DGS - Direção-Geral da Saúde; ARSC - Administração Regional de Saúde do Centro; ARSN - Administração Regional de Saúde do Norte; ARSLVT - Administração Regional de Saúde de Lisboa e Vale do Tejo; Administração Central do Sistema de Saúde (ACSS); Portuguese Pharmaceutical Society; Portuguese Medical Society; Portuguese Psychological Society; Portuguese Nursing Society; Confederação Nacional das Instituições de Solidariedade (CNIS); Instituto da Segurança Social; União Distrital das Instituições Particulares de Solidariedade Social (UDIPSS-Porto).

Forums/ Events/ Campaigns / Online platforms:

- <https://cm-feira.pt/grupo-de-reflex%C3%A3o-s%C3%A9nior-de-santa-maria-f%C3%B3rum-s%C3%A9nior->
- <https://www.eapn.pt/eventos/1158/forum-novos-seniores-novas-respostas-e-experiencias-inovadoras>

Communication Channels:

- Facebook, Senior Universities, Development of ICT actions/events for seniors.

Financial means:

- The platform being hosted by University of Porto will allow it to always be active, and the contents systematically updated by PhD students.

UK

Stakeholders:

- Glenmore Trust, Age UK Carlisle and Eden, Gateway Centre Kendal, Northern Fells Group, Fair Foods, Carlisle Carers, Bolton Exchange, Oaklea Trust, Brampton Community Association.

Policy Makers:

- Age UK, Good Things Foundation, Department for Culture Media and Sport, Department for Environment Farming and Rural Affairs (DEFRA).



Forums/ Events/ Campaigns / Online platforms:

- Good Things Foundation – Learn my Way.

Communication Channels:

- Media and use of organisation's contacts to disseminate reports.

Financial means:

- Combining project results with other projects we are managing such as SOSCI and MANY.

4. European Exploitation Strategy

ALL DIGITAL will be responsible of exploiting the project results at European level. To this end, it has identified the main stakeholders that will be addressed at European level as well as potential events, forums, initiatives etc.

Stakeholders:

- As pan-European network organisation, ALL DIGITAL AISBL (AD) will exploit project results primarily within its members which are 70 organisations (ICT community centres, public libraries etc.) in the field of non-formal education providing access to Internet and ICT tools, as well as digital trainings, certification, and opportunities for vulnerable people, including elderly people.
- The Collection of Best Practices could be used by AD members as a database that can be filtered to find existing and proven contents and methods to create curriculums and supplement existing training concepts.
- The Training Materials will prove to be very useful for AD members as they contain many different learning activities that will be used/ adapted for other training concepts, both for the target group of the project, senior citizens, and also for other target groups. The same applies to the Online Platform.
- Moreover, most of the activities that AD undertakes are related to the creation and promotion of innovative solutions and good practices in the fields of digital skills and digital inclusion. To this end, AD is directly engaged with a variety of stakeholders within the non-formal education and e-skills training fields: European associations and member organisations, civil society networks, ICT private companies and the European Institutions. Among the others, the Lifelong learning Platform (LLL); AGE Platform; European Association of Adult Education (EAEA) etc. They might be interested in using and adapting the Training Materials as well as the Online Platform. The same applies to the Best Practices' collection that can be used as database of existing and proven contents and methods.
- The Policy Recommendations will be the main tool used by AD in exploiting the project results among stakeholders and policy makers, especially the European Institutions. The production of Policy Recommendation falls within AD role in research and advocacy on digital literacy and e-Inclusion geared towards governments and other stakeholders.

Campaigns:

- ALL DIGITAL Week - the campaign encourages Europeans to take active steps towards understanding digital transformation and benefiting from it by developing an adaptive mindset and

lifelong learning approach. The AD week will be a good occasion to raise awareness on the specific needs of older adults and the need to ensure the digital inclusion to this target group.

Events:

- ALL DIGITAL Summit – it is the AD Annual Conference which bring together around 200 participants from all over Europe interested in the digital inclusions of Europeans with a low level of digital skills, including elderly people. Already in October 2019 the AD Summit has been an occasion to bring the ICT Skills 4 All project to the attention of its participants through a lightning talk specifically devoted to the project.

Online Platforms:

- Unite-IT Platform – (<http://www.unite-it.eu/>) is a community building and development e-Inclusion Network with different members: professionals working for organisations specialised in digital inclusion, ICT teachers, trainers from telecentres and NGOs, or people simply interested in digital skills and community development. The Platform has different thematic working groups. The most appropriate one to exploit the results from the ICT Skills 4 All project is “Vulnerable Groups at risk of exclusion” working group. This working group has already been used to feature the project (here). This provides a space for collecting and sharing practices on how digital competence can assist groups at risk of exclusion to reconnect with learning, as a means to foster employability, social inclusion and social cohesion. This online portal contains a wealth of information on events, projects, stories, resources and good practices and policies in Europe in the field of digital inclusion.
- Lifelong Learning Platform (LLL-P) – it is a members Network organisation working mainly in the field of non-formal education. They cooperate with other civil society organisations in education and training on joint positions regarding mainstreaming digital skills, making Erasmus+ more effective and articulating joint messages to the EU institutions. LLL-P was addressed to promote the project results (Collection of Best Practices, Training Manual and Online Academy) and the online final international event to their members. The Policy Recommendations will be disseminated as well in the LLL-P network.
- EPAL Platform – it is a European, multilingual, open membership community of adult learning professionals, including adult educators and trainers, guidance and support staff, researchers and academics, and policymakers. It is part of the European Union’s strategy to promote more and better learning opportunities for all adults. The Platform has already been used to feature the project and it will continue to be used to exploit the project results.
- AGE Platform – it is a European network of non-profit organisations of and for people aged 50+, which aims to voice and promote the interests of the 200 million citizens aged 50+ in the European Union and to raise awareness on the issues that concern them most such as anti-discrimination,

employment of older workers and active ageing, social protection, pension reforms, social inclusion, health, elder abuse, intergenerational solidarity, research, accessibility of public transport and of the build environment, and new technologies (ICT). As platform specifically addressed at older adults, it will be a privileged forum for the exploitation of the project results. AD has already been in touch with some of its representatives and will continue to build a network with them for the exploitation of the project Policy Recommendations.

- Digital Skills Map – it is a platform designed within the partnership “Jobs & Skills in the Local Economy” of the (“Urban Agenda for the EU”) which provides results, insights and knowledge of various projects from different European regions enabling transfer to other areas. This European initiative will be the perfect tool to allow the project visibility and potential transferability.

Synergies with other projects

- ICT4 the Elderly – it is another Erasmus+ project running at the same time as ICT Skills 4 All and having similar aims. Synergies between the two projects have already been developed during the AD Summit 2019 where a joint presentation was given during the plenary session.
- ICTskills4All has been promoted on the European Digital Inclusion Map: <https://digitalinclusion.eu/digital-map/>



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of the European Union

Project reference
2018-1-PT01-KA204-047353