



GenerationInfinity

**Enhancing digital skills,
competencies & safety in European
older adults & seniors!**



**Co-funded by
the European Union**

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Project Partners



Municipality of Gotse Delchev
(Bulgaria)



Fundacja "Fundusz Inicjatyw"
(Poland)



Fondazione Università Adulti
Anziani (Italy)



Bluechain
(Greece)



Social Nebula
(Greece)



LJUDSKA UNIVERZA CELJE
Ekipa dobrih ljudi

Ljudska Univerza Celje
(Slovenia)



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WP2 - TRAIN THE TRAINERS FRAMEWORK TRAINING

MODULE FOR TRAINER

Module 2: Digital Ageism and
Digital Transformation The
impact on the elderly in
Europe

Fondazione Università adulti/anziani



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The Training Path path

● **Module 1: Foundations & Awareness**

Module 2: Inclusive Design & Practice

Module 3: Action & Territorial Impact

● **Didactic Balance**

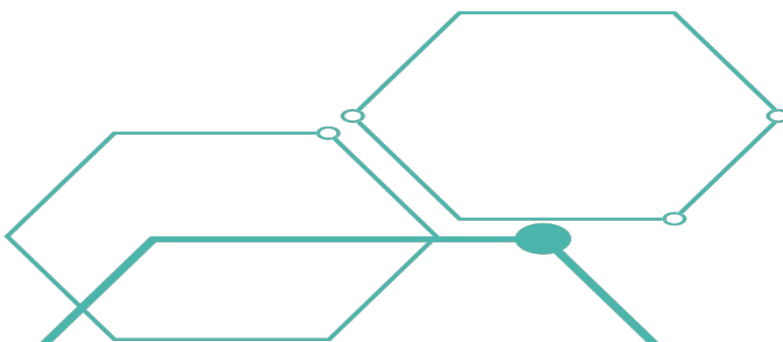
25% Theory

35% Discussions

40% Practical Activities

Central Objective

To transform trainers into active agents against digital exclusion and ageism.





The Trainer's Manifesto: Expected Outcomes

Analyze the Context:

Understand the impact of digitalization (Healthcare, PA, Finance) on different target groups of older adults.

Deconstruct Biases:

Recognize and dismantle age-related stereotypes in materials, policies, and digital products.

Adopt Inclusive Language:

Use non-discriminatory terminology focused on empowerment, without treating age as a 'problem to solve'.

Guide the Design:

Provide critical input to create training interventions that actively combat exclusion.

Decoding Digital Ageism

Classic Ageism

Prejudice based on age (cultural stereotypes)

Digital Ageism

Discrimination integrated into technologies. It manifests by omission (ignoring needs) or by design (exclusionary design choices).

Methodology

:

Guided discussion
and awareness
video.

Exercise

"My Prejudice":
Anonymous sharing
of common
stereotypes.

The Three Levels of the Digital Divide in the Third Age

- **Effective Use:**
Motivation and trust
- **Competences:**
Digital literacy (DigComp)
- **Access:**
Infrastructure and devices.

The Three Levels of the Digital Divide in the Third Age

Young Seniors (65-74 years)

Digital engagement and active seniors

Potentials: with recent presential reassignments

90% of digital renewal traveling deposited

Barriers: Overcoming digital and unique of “digital native”

Very Seniors (Over 80)

87% of healthy digital participation advisors

Barriers: they present fewer “digital scanners”

37% engagement and many digital circles

Solution: “varied digital engagement”

The Three Levels of the Digital Divide in the Third Age

- **Focus on European regional disparities (North/South).**
- **Trainer's Toolkit:**
Methodology: Analysis of Eurostat/DESI data.
- **Debate:**
Overcoming the concepts of “digital native” vs “digital immigrant”.

The Impact on Essential Services

● E-Government:

Obstacles in accessing public administration services (e.g., digital identities).

● Telemedicine:

Difficulties with monitoring apps and electronic health records.

● Banking Sector:

Closure of physical branches and forced transition to home banking.

Methodology:

Critical Analysis: Case study on a non-intuitive healthcare app and the resulting vulnerability risks.

The Human Cost: Anxiety and Exclusion

Isolation:

Social and relational exclusion.

Loss of Dignity:

Erosion of personal autonomy when access is solely digital.

Technological Anxiety:

The psychological burden of a lack of trust in the medium.

Methodology: Simulation: experiencing the user journey of an older adult navigating a complex site or managing multiple passwords.

Discrimination by Design: Beyond the Interface

Cognition:

Workflow complexity, information overload.

Vision:

Reduced font size, insufficient contrast.

Motor Skills:

Buttons too small, complex touch gestures (e.g., pinch-to-zoom).

Solution: Introduction to age-friendly design principles.

Methodology: Usability Workshop: Evaluate a public app from a senior perspective.

The European Policy Framework



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Digital Decade:

EU priorities for digital skills.

FRA Report:

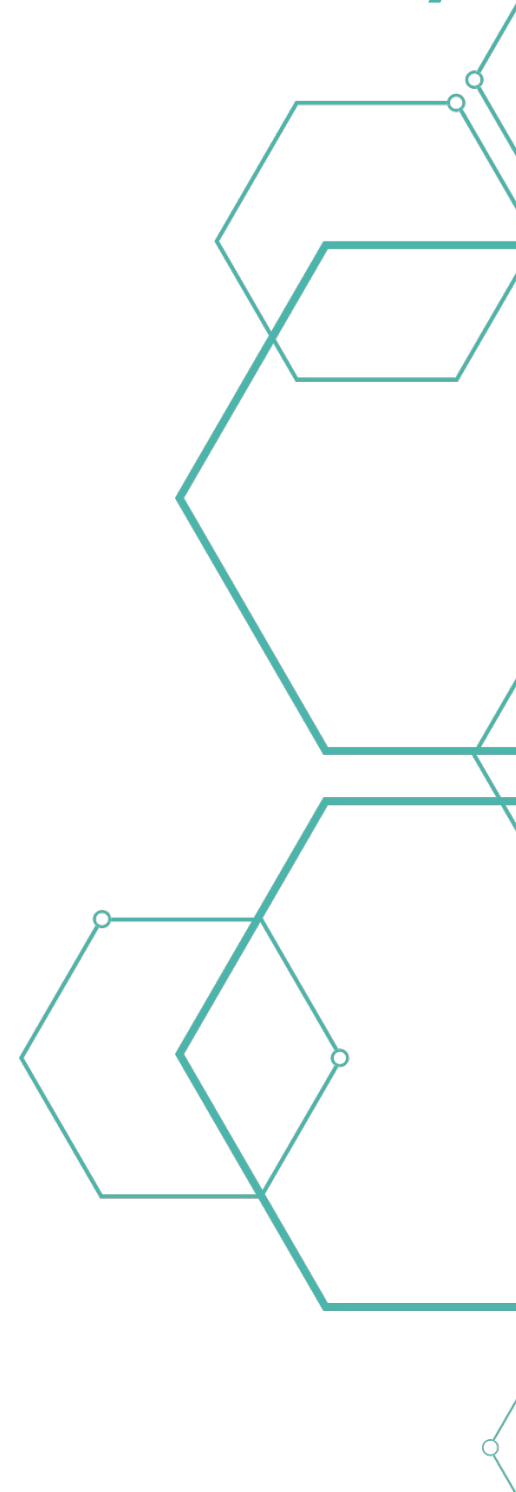
Data from the Fundamental Rights Agency on equal access to services.

AGE Platform Europe:

Initiatives for active aging.

Methodology:

**Reading and Synthesis:
Analysis of key extracts from EU policy documents.**





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DigComp 2.2 vs. Daily Reality

Information & Security:

Recognizing an SMS scam (Phishing).

Communication:

Video calling grandchildren abroad.

Problem Solving:

Booking a specialist medical appointment online.

Methodology: Mapping Exercise:

Connecting the real needs of seniors to DigComp competence areas.





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The Anti-Ageism Educator: Principles of Andragogy

● The Paternalistic Gap-Filler:

Focus on the 'defect', childish language, rescuing attitude.

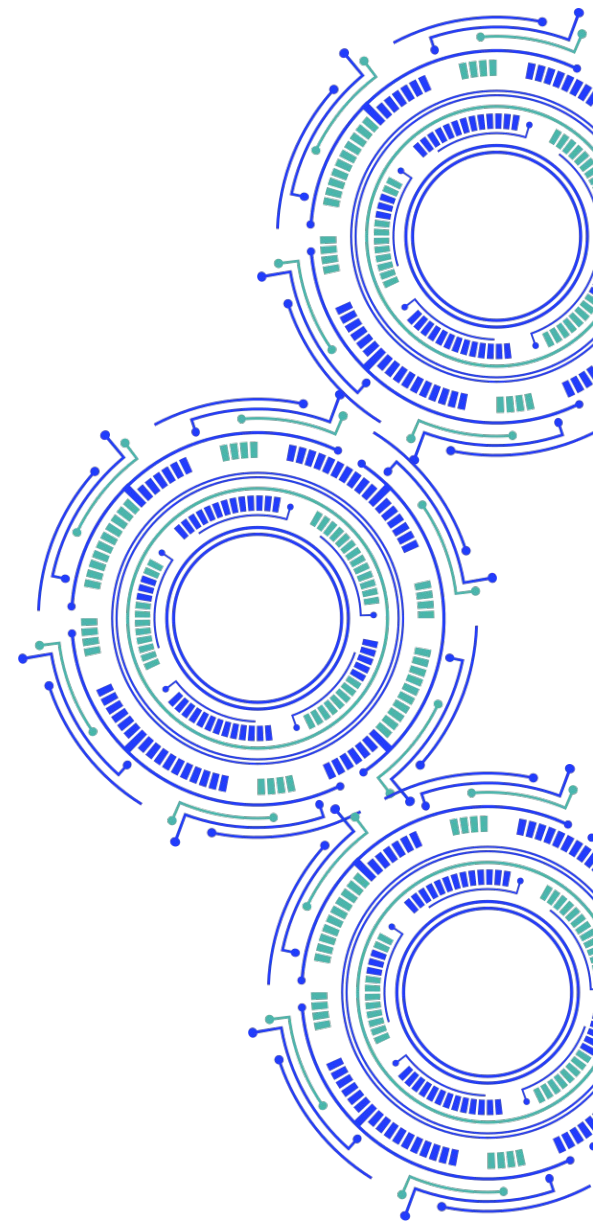
● The Empowerment Facilitator:

Promotes autonomy, respects life experience (Andragogy), peer language.

Methodology:

Role-Playing:

- Manage a learner's technological frustration while maintaining an empowerment approach.



From Awareness to Action

Anxiety Reduction:

Techniques to lower the barrier of technological fear.

Peer-to-Peer Learning:

Create support networks within the classroom.

Intergenerational Solidarity:

Reverse mentoring models (youth supporting seniors and vice versa).

Methodological Workshop:

Structure a practical session based on real and meaningful tasks.

Redefining Impact

- **Quality of Life Indicators:**

Beyond technical ability; measuring the increase in Independence and Quality of Life.

- **Stress-free test environments.**

Methodology:

Discussion on assessment tools:

Use of qualitative approaches (interviews, focus groups) and quantitative.

The Trainer's Final Assessment

● 40% Ongoing Assessment:

Active participation and short critical analyses presented during sessions (e.g., usability workshops).

● 60% Final Project Work:

Drafting a “Critical Analysis and Corrective Proposal Report”.

Final Project Task

Select a real digital service, identify elements of digital ageism, and propose methodological and inclusive design solutions.

The Trainer's Summary Framework

Mindset

Start from real needs (Andragogy).

Focus on self-efficacy.

Empathy for anxiety and cognitive load.

Environment

Slow and relaxed pace.

Short sessions, clear clear light, no noise.

Safe and non-judgmental space.

Action

Problem-Based Method.

Scaffolding & Fading.
Break down into micro-skills.

Only positive and practical feedback.



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Thank you!



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