

MedLit#45+

Building advanced media literacy competences and digital skills of low-skilled adults 45+ through social media



Project summary

MedLit#45+ is a strategic partnership project in the field of adult education that is funded with the support of the Erasmus+ of the European Union, aiming to promote the skills development, employability and inclusion in the labour market of low-skilled and low-qualified adults.

The project aim is that low-skilled/low-qualified adults (especially over 45) will develop their media and digital skills in order to be able to effectively use social media in a way that can generate increased opportunities for them in the social and professional arena.

OUTPUT 1

O1: Development of digital skills building framework through social media for low-skilled/low-qualified unemployed persons over 45

The scope of O1 is to develop a methodological framework for the building of digital skills through social media of low-skilled/low-qualified unemployed persons over 45, so as to enhance their access to employment opportunities.

OUTPUT 2

O2: Development and pilot implementation of online resource platform for building the digital competences of low-skilled/low-qualified unemployed persons over 45

O2 concerns the development and pilot implementation of an online resource platform for building the social media competences of low-skilled/low-qualified unemployed persons over 45, based on the framework developed under O1.

OUTPUT 3

O3: Development and dissemination of manual for professionals supporting unemployed persons

The aim of O3 is to promote the use of the skills building framework and the platform to professionals and organizations active in providing training and support services to low-skilled/low-qualified unemployed persons over 45 (employment/career counsellors, PES, VET providers, recruiters, civil society).

THE ABOVE WILL BE ACHIEVED THROUGH THE IMPLEMENTATION OF THE FOLLOWING ACTIVITIES

1. Development of digital skills building framework through social media for low-skilled/low-qualified unemployed persons over 45
 - 1.1. Assessment of online recruitment, screening and selection methodologies, practices and tools
 - 1.2. Development of skills building framework
2. Development and pilot implementation of online resource platform for building the digital competences of low-skilled/low-qualified unemployed persons over 45
 - 2.1. Development of online resource platform
 - 2.2. Pilot implementation of skills building
3. Development and dissemination of manual for professionals supporting unemployed persons
 - 3.1. Development of manual for professionals
 - 3.2. Dissemination of manual to professionals



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MedLit#45+ targets

- low-skilled / low-qualified unemployed adults 45+ in Romania, Greece, Portugal, Spain & Italy
- employment / career counselors and/or relevant authorities, organisations and companies working with low-skilled/low-qualified unemployed (e.g. PES, recruiters)

Project objectives

- Developing the digital/media competences of low-skilled/low-qualified unemployed adults 45+ through innovative tools so that they are motivated and able to build a robust online professional identity to strengthen their access to employment, leading to social & economic inclusion.
- Enhancing the knowledge of employment/career counsellors and/or relevant authorities, organisations & companies working with low-skilled/low-qualified unemployed and equipping them with a new approach & tools for supporting and interacting with middle-aged unemployed persons through social media.

EU added value

The Project will contribute to the creation & dissemination of a common (& easily adaptable & transferable) framework & online resource platform that address a Union-wide challenge (and even more so since Romania, Greece, Portugal, Spain & Italy are among the countries with the lowest levels of digital skills, especially of low-qualified persons).



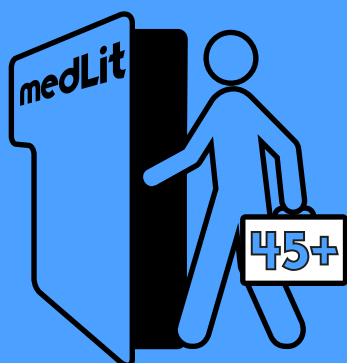
Follow us on the project website:

<https://medlit45.eu>

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