



MedLit 45+

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

Project

The MedLit45+ project after almost 2 years of activity is about to end. The development objectives envisaged in the application phase have been successfully achieved by the partnership. In all 6 partner countries, over 150 users were involved in the tasting phase and through the dissemination activities it was possible to reach around 2000 people among stakeholders and general public.

Objective

The main operational results concern the creation of 3 Outputs, which were the basis of the intellectual production proposed by the partnership.

Despite the significant increase in the use of ICT & social media by low-skilled/low-qualified adults, they demonstrate a low level of awareness and understanding of the broader implications that their online activity can have on their social & professional life. Through the project activities has been possible to create an impact in the target groups by transferring practical and innovative skills.

EU added Value

The added value of implementing the project at EU level is that it 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. The project is contributing to the further implementation of the New Skills Agenda for Europe. Digital competence is not only about being familiar with digital technologies, but also about the way new technologies & online media are used. Through the project innovative and accessible resources have been established promoting Digital technologies as key drivers of innovation, growth and job creation.



Outputs Delivered

OUTPUT 1

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.

The Output consists of five national reports/case studies by the five EU Member States (Greece, Italy, Portugal, Romania and Spain), which identified the national context of digital skills of citizens, the relevant policies and practices and the role of social media in the recruitment process. Additionally, ten interviews with human resource managers were conducted in each country (50 in total), in order to identify the digital competence of their employees, the social media usage and their perceptions regarding older employees. The main finding of this study is that three out of five countries (Greece, Italy and Romania) are far behind the EU 28 average regarding the level of digital skills, while Portugal and Spain perform better, especially in the younger age groups.

OUTPUT 2

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.

The E-learning platform available for free on the project website is an innovative tool translated in 6 languages and has been created following the European digital competence framework for citizens (DigComp). Five modules have been designed to offer a comprehensive learning experience to the final user involved. The modules are Safety, Problem solving, Information Processing, Communication and Interaction and Basic content creation. Through lectures, practical exercise, quiz, media files and evaluations the platform offer a unique experience for target groups in order to increase their digital competencies.

OUTPUT 3

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 manual for professionals guide includes an analysis of the MedLit45+ new approach, while it describes the Platform that has been developed during the implementation of the project. Furthermore, the manual incorporates an overview of the course content and delivery modes that have been developed in the context of IO2. The manual for professionals also covers the expected individual learning styles and illustrates a short section on course evaluation.

The partnership



Romania

ANDCTR - Asociatia Nationala de Dezvoltare
Continua a Tineretului din Romania

MAGENTA

Spain

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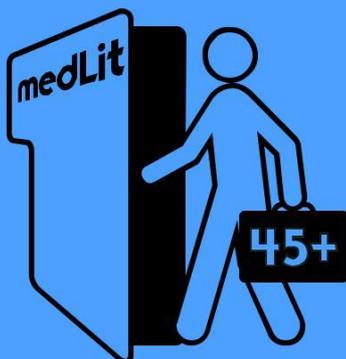
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