Digital paths for Over 50+ entrepreneurs

Web and social networks as resources for Senior Workers

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Digitising and Over 50+ workers

A gap

A research by Google Italy tells that 94% of over 50-aged unemployed people believe that digital skills are "important" but only 14% took a course about.

Just 15% used regularly professional social network and only 17% has an experience in online training course.

Generally, over 50-aged people evaluate themself not expert in digital matters particularly in networking and application services and solutions.

Digital issues as resources

Digital skills or digital tools?

The question is to focus attention not on digital skills as competencies to show in labour market but improve the use of digital tools in order to exploit networking, personal branding, communication and professional updating.
The use of social platform as Linkedin is an example; the CV format and role is changed and a digital and social approach helps people to transform the old paper version in the new dynamic digital release.

Digital labour market

Digitising as personal empowerment

Digital skills/attitudes nowadays are import as transversal competences to support people to be more integrated and efficacy in work environment.

The Google survey tells that over 50-aged workers believe that digital skills could help them in self-entrepreneurship projects; particularly 42% talks about "possibility to change passion in opportunity" and 48% says that digital could "helps entrepreneurial projects"

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Google training programme

Digital Excellence

"Digital Excellence" (Eccellenze in Digitale, in italian) is an initiative by Google, in partnership with the Union of italian Chambers of Commerce.

The programme is dedicated to people who want to improve digital skills to promote themself in labour market.
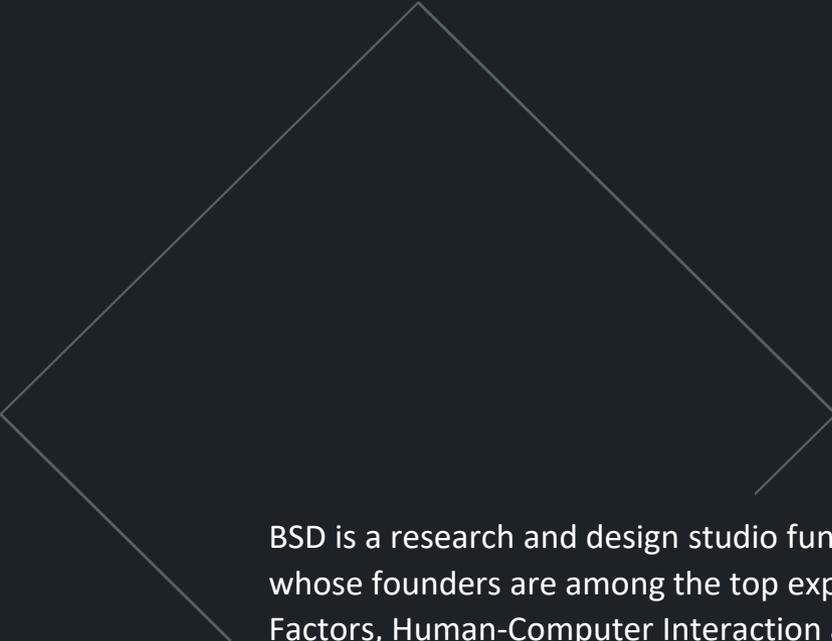
The initiative is based on on-line course and public seminars. The on-line courses are based on a model structured in:
- self evaluation and choice of skills to learn
- customised training activity
- certification

Seminars are dedicated to specific issues, for example the next one is about "Your in digital enterprise - training focused on small enterprises that want improve on-line business"

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Thanks!

BSD is a research and design studio funded in 1990 whose founders are among the top experts in Human Factors, Human-Computer Interaction and Interaction Design. BSD impacts on the potential of its clients through research-based, design-driven innovation.

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