

KEEP 5G+

Social responsibility initiative for people 50+

“CONNECT, LATVIA!”

GOOD PRACTICES.

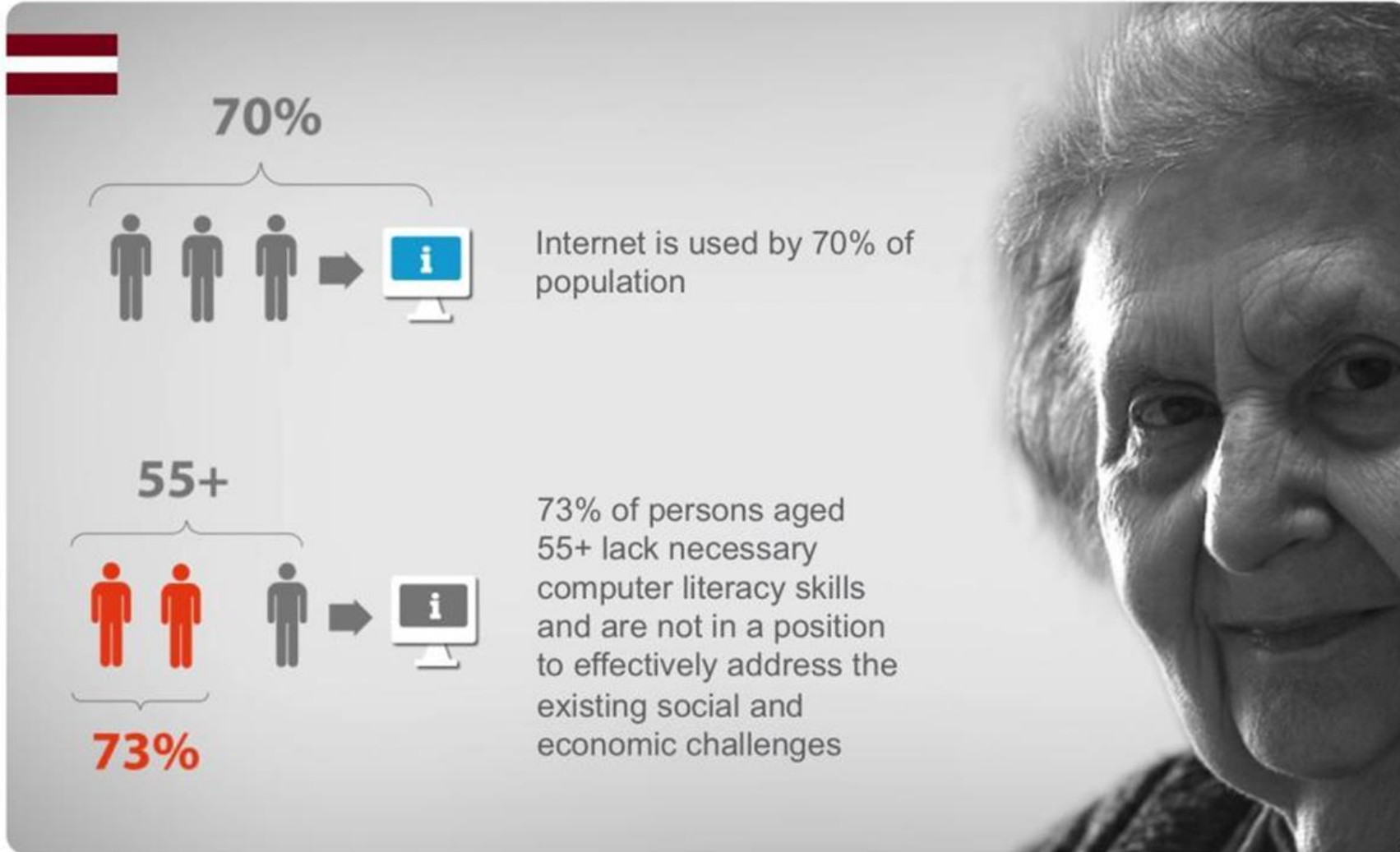
APRIL 2018

KARDITSA, GREECE

EUROFORTIS – LĪVA ŠVARCE

Background information

- ▶ Population ageing
- ▶ Pre-retirement age are at the greatest risk of unemployment and poverty
- ▶ One of the challenges for starting entrepreneurship 50+ is technology knowledge
- ▶ Access to the digital world - the key to society's integration



- ▶ Ageing population – spending more time in labour market
- ▶ Increase use of modern technologies – integral part of any job
- =
- ▶ Senior people without computer literacy – less chance to find work or start entrepreneurship

Social responsibility initiative “CONNECT, LATVIA!”

KEEP 5G+

- ▶ Launched 2008/2009 by Lattelecom
- ▶ Unique project to reduce digital divide
- ▶ Target group



Age is not an obstacle to new knowledge!
“Connect, Latvia!” free computer education for seniors

“Connect, Latvia!”

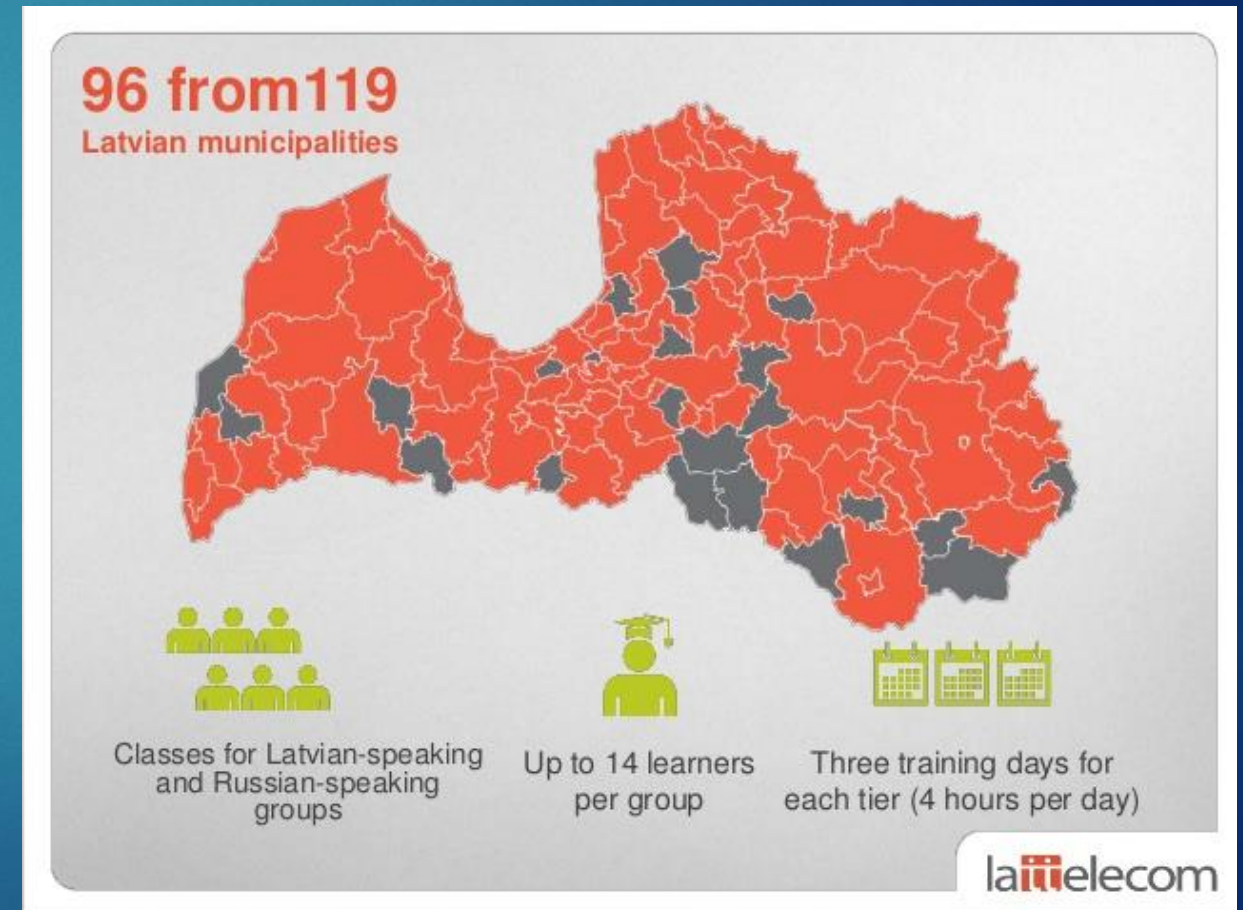
The goal of the socially significant project “Connect, Latvia!”, which is sponsored by *Lattelecom*, the largest electronic services provider in Latvia, is to promote computer and Internet accessibility for seniors, in this way lessening the digital divide and social exclusion



Social responsibility initiative “CONNECT, LATVIA!”

KEEP 5G+

- ▶ Broadest computer literacy training network
- ▶ Mission - full integration of seniors into society and its happenings
- ▶ To create unique training system



How it works?

Senior education process:

Application



Classes



Knowledge refresher



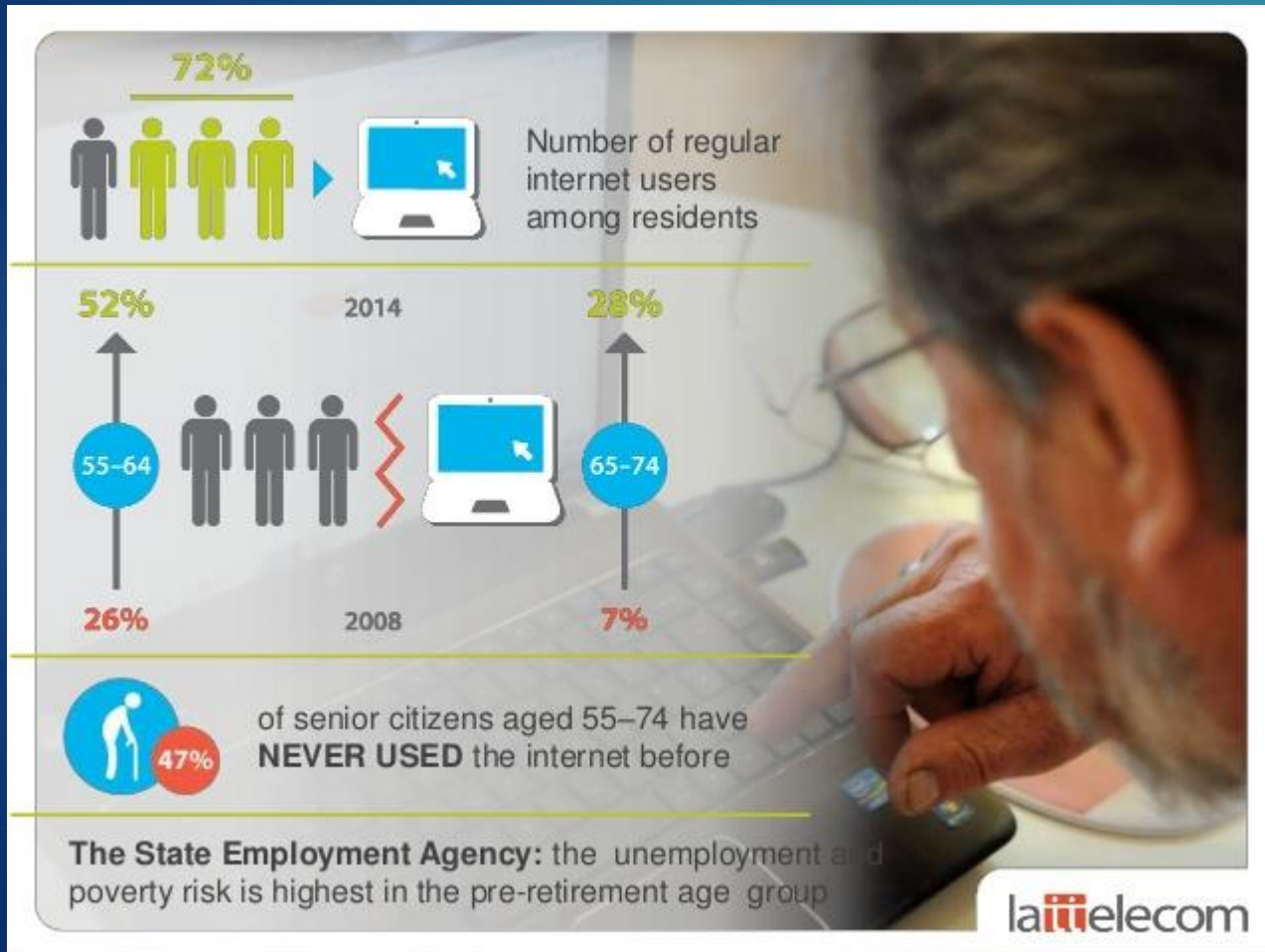
Anyone interested over 50 years of age

85%
would like to learn
more about Internet use

90%
rate the classes as
interesting and useful

99%
positively rate teacher professionalism
and responsiveness

- ▶ Target:
- ▶ In 2016 already 31 000 have been trained



2018 = 30000

- ▶ Every 4th participant was from 50-55 years old
- ▶ 51% of seniors stated that they are still working
- ▶ Participants have confirmed that it reduces elimination from the labour market and promotes entrepreneurship



Seniors as Old as Ninety-one and Ninety-three Master Computer Literacy in Latvia


81%

of seniors who have mastered basic computer and Internet skills, and have begun to use them daily responded that it has improved their daily life, allowing them to feel a greater sense of belonging to modern society

The Record:

Oldest senior is 93 years old! Aina Rodriguez-Mata was born at the same time as Latvia - November 1918. Furthermore, a 91 and a 92 year old gentleman participated in the classes



"Connect, Latvia!" senior opinion:



85%

would like to learn more about Internet use



90%

rate the classes as interesting and useful



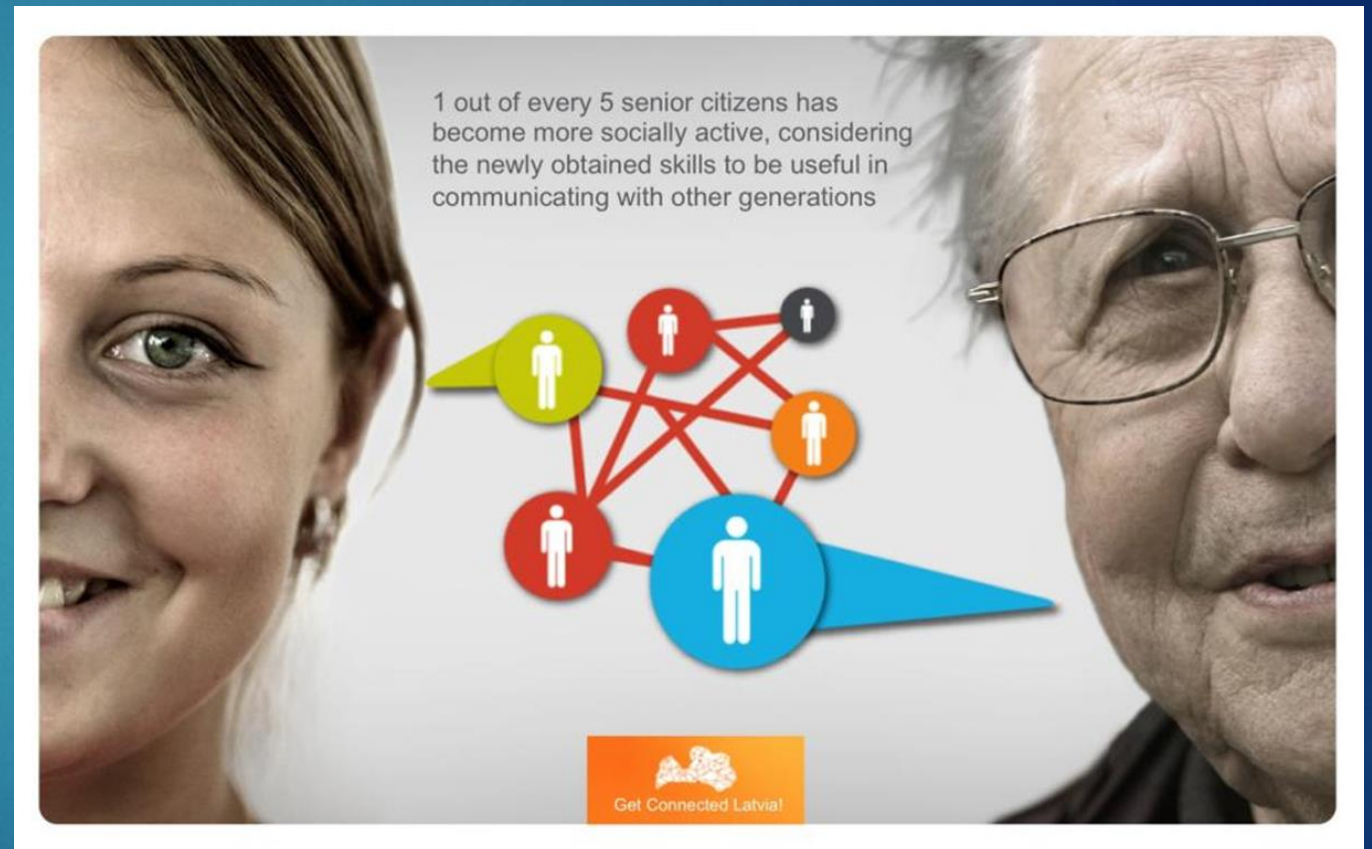
99%

positively rate teacher professionalism and responsiveness

Results:

IN THE CONTEXT OF KEEP50+

- ▶ Use of technology is crucial in entrepreneurship
- ▶ Highest rate of entrepreneurial activity among 55-64 years old
- ▶ Importance of computer literacy for people 50+



KEEP 5G+

Thank you
FOR YOUR ATTENTION

- ▶ *All the pictures used in the presentation are taken from Lattelecom social responsibility initiative's 'Connect, Latvia!' communication materials.*