



## Newsletter - Summer 2015

### Welcome to TEAL's 4th Newsletter!

Life transitions are challenging because they force us to let go of the familiar and face the future with a feeling of vulnerability. Most life transitions begin with a string of losses: The loss of a role; person; place or sense of where you 'fit' in the world. TEAL (Transitions into Enterprise for Adult Learners) responds to these challenges which all partners (UK, Spain, Germany) face by providing adult learners with new pathways to re-engage with learning and improve their knowledge and competences to consider making a transition into enterprise e.g. from unemployment or redundancy.

#### 3rd Workshop - e-Inclusion for Older Learners & Enterprise Learning. Positive Interventions for Engaging Older Learners - German Perspective



The 3rd Workshop took place on the 16th of April in Erlangen, Germany, the home of New Technologies and Learning in Europe (NTL).

The partners met for the 3rd Workshop, on a pleasant day, to review the progress of the project to date. TEAL is continuing to develop into a useful guide and at the same time into a constantly growing network.

The workshop began with a short ice-breaking session and a round of short presentations from the participants, in which they had the opportunity to tell their personal stories regarding 'life transitions'. This exercise was regarded by the participants as very enriching and a good starting point to better understand the situation of people aged 45 to 50+ in their transitional challenge.

This introduction was followed by three sessions, in which participants were asked to debate:

- E-INCLUSION for Intergenerational-Inclusion / Intergenerational-Inclusion for E-INCLUSION;
- Taking your Business Online;
- Workshop Wrap Up: Lessons Learned: The European Perspective: Differences and Communalities, Cross-National Synergies and Problems Shared, Priority Recommendations and Positive Interventions for engaging Older Learners.

## E-INCLUSION for Intergenerational-Inclusion / Intergenerational-Inclusion for E-INCLUSION



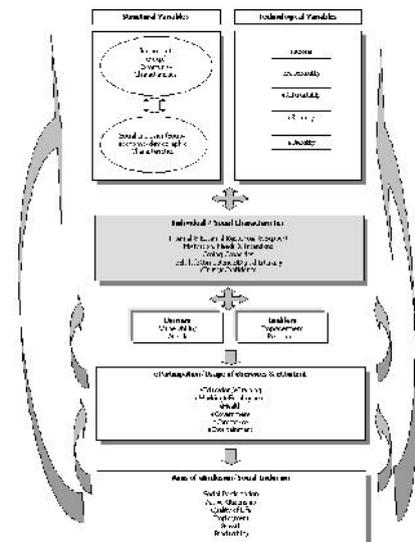
As an introduction to the first session there was a focus on the German perspective as a starting point to the debate on intergenerational perspectives for Inclusion and e-Inclusion:

- Demographic change is increasingly becoming an issue in Germany.
- Pensions are dropping and citizens are at risk of poverty and social exclusion.
- There is still a gap between policies, particularly education and training and reality.
- Reaching the official retirement age in employment is still an exception.
- Although a steady increase in employment amongst the older work force can be observed during more recent years, a substantial amount of employment is covered by marginal employment.

- Germany needs to work on a portfolio rewarding mechanism approach based not only on money but also on recognition.
- As Germany is providing more money for start-up companies, encouraging experienced older people into enterprise seems like a good way to help combat this problem.

e-Inclusion measures aims at tackling the above challenges by reducing especially the still prevailing ‘Digital Divide’ amongst many citizens, especially amongst older persons. In other words e-Inclusion addresses the fact that the world can be divided into people with or without access and with or without the capacity to use Information and Communication Technologies in a meaning- and purposeful way. Nowadays e-Inclusion is increasingly perceived in a more holistic and integrated way. The widely agreed (e-)Inclusion framework consists of the following dimensions:

- Structural variables (e.g. socio-demographic / economic etc);
- Technological variables (e.g. access, security, special needs etc);
- Individual & social variables (e.g. digital competences; motivations and needs; support structures);
- e-Participation or Usage of e-Services & e-Content;
- Aims of e-Inclusion.



The participants also agreed that intergenerational learning and practice are important means to increase the digital skills and competences of older learners i.e. reduce the Digital Divide and by these means better prepare them for the requirements of the current labour market.

Intergenerational learning can be seen as a process, through which individuals acquire skills and knowledge, but also attitudes and values, from daily experience, from all available resources and from all influences in their own ‘life worlds’. Intergenerational practice in turn aims to bring people together in purposeful, mutually beneficial activities, which promote greater understanding and respect between generations and may contribute to building more cohesive communities (EAGLE, 2007).

In addition a rapid growth in the older segment of the population can be observed across the world thus it is in the public interest to get this advanced age group interested in contributing to society. Older people tend to be the subject of factors such as age discrimination as well as having lack of attractive employment options. In order for them to resume economic activity, starting up in business may be one solution. Moreover, senior entrepreneurship can prolong the working life of older people, reduce older-age unemployment and increase the social inclusion of elderly people.

Several initiatives that provide great examples on how positive interventions can be seen across Europe are:

- Senior Citizens Network Erlangen (SEN; <http://www.seniorennetz-erlangen.de>) that opened 15 years ago in order to bridge the Digital Divide amongst elderly citizens in Erlangen and surroundings.

- The [Prince's Initiative](#) supports people aged over 50 who are out of work or at risk of redundancy to become self-employed or set up in business in the UK.
- [FEMALE](#) project aims to support women entrepreneurs across Europe who have recently started their business, to strengthen skills and competences, both in terms of hard and soft skills.
- The [G&G \(Grandparents & Grandchildren\) Initiative](#) is aimed at promoting and facilitating the active digital citizenship of elderly people by using communication technologies as a means to stimulate and encourage intergenerational learning and mutual understanding between generations in Germany and Europe.
- [InfoGerar](#) - 'Generate Interaction through e-Inclusion' is an initiative that aims to enable the active participation of elderly and young people to provide critical reflection, entrepreneurship and creativity on topics of important significance to the European context.
- The '[Memoro](#)' project in France, Germany, Spain, the UK and Italy collects stories from older entrepreneurs and produces short films to promote entrepreneurship amongst older people.

To conclude there are a variety of initiatives at regional, national and European level to support older people in a changing society. Intervention methods that can be taken and developed from these include: group mentoring, specialised workshops, intergenerational learning, sharing of specialised knowledge to raise awareness and sharing stories of positive older role models.

## ➤ Taking your Business Online

Rachel Ferla, self-employed and owner of the company Organise Chaos, gave a workshop on how to take a business online through a clear and concise presentation. During the workshop the participants also had the opportunity to try some of the software that she presented on their smart devices.



The following checklist sums up the topics that have been discussed during the workshop:

- Domain name;
- Website;
- Professional email;
- Social Media Plan;
- Customer Database and Mailing list

Social Media Platforms

Facebook: "No longer 'cool' for the younger generation". The largest demographic is 25-34 year olds. Facebook posts tend to be visible for longer than Twitter posts and they should be 10% in marketing, 90% interest.

Twitter: almost half of its users worldwide prefer to read, rather than send out tweets themselves. Tweets should be short and frequent - pictures go down well, as do things that reflect your audience's passions.

Pinterest: Great for showcasing your products in a visual way, especially if you have something really creative like cakes or cushions! There are different categories to 'pin' your photos to, so see which is most applicable.

Thanks to this workshop the participants got a better idea of how to take their business online in just a few steps that can be easily implemented without paying for a professional service.

*Hopefully your efforts will pay off and you will get the results you wanted. Good luck!*  
- Your Organise Chaos Team!

The contribution that Rachel Ferla gave to this workshop on e-Inclusion is very consistent and shows how older entrepreneurs can gain the ability to use new technologies and the online environment to their advantage.

## ➤ Lessons Learned: The European Perspective

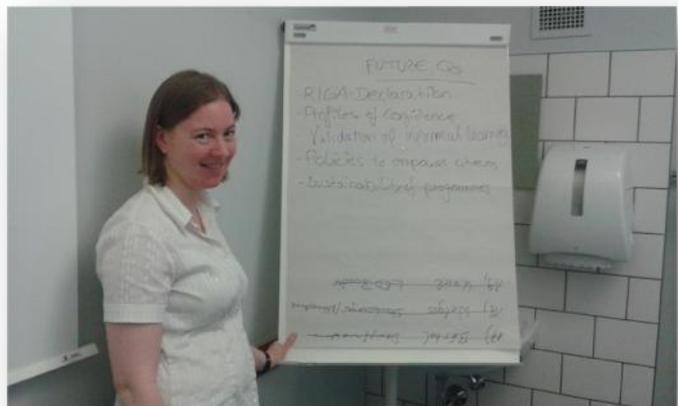
The 3rd Workshop of TEAL closed with a concluding session focusing on the lessons learned from a European perspective. The participants looked at differences and communalities, cross-national synergies and problems shared as well as on positive interventions for engaging older learners. Some findings are reported below.

Why do older learners not use technology?

- Fear: often old people are scared of failing;
- Time vs Effort: e.g. it is easier to use phones than e-mails;
- Loss of control;
- Need of human contact.

During the workshop the participants discussed the relevance of positive advantages that technologies and e-Inclusions measures may have:

- Inclusion for 'freedom' (e.g. being able to buy online, free Skype calls etc.);
- Learning by 'Googling';
- Not being isolated, but connected with people.



The workshop closed with a look into the future. Open questions and areas of investigation may include:

- ➔ Status of the goals as defined in the Riga Ministerial Declaration on e-Inclusion;
- ➔ Profiles of confidence and trust;
- ➔ Validation of informal learning
- ➔ Policies to empower citizens;
- ➔ Sustainability of programs.

## ➤ Closing the Workshop



The 3<sup>rd</sup> and last Workshop of TEAL was again a pleasant and informative experience accompanied with local Franconian delicacies ... it provided grounded feedback and participants were able to discuss their experiences with fellow colleagues from Europe. As in the first two workshops all participants engaged in their own way and contributed significantly to the results!

Stay tuned and visit the TEAL website at [www.teal-project.eu](http://www.teal-project.eu) for the latest developments and join our [Facebook Page](#) for more pictures, videos and updates!



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