

– WHAT A COMMUNITY CAN DO TO SUPPORT THE DIGITAL PARTICIPATION OF SENIORS–

<u>Organisation(s):</u>	City of Hannover	
<u>Country:</u>	Germany	
<u>Contact Person:</u>	policy@esn-eu.org	
<u>Theme:</u>	<input checked="" type="checkbox"/> Ageing & Care <input type="checkbox"/> Asylum & Migration <input type="checkbox"/> Young People <input type="checkbox"/> Children & Families <input checked="" type="checkbox"/> Community Care <input type="checkbox"/> Co-Production <input type="checkbox"/> Disability <input type="checkbox"/> Housing & Homelessness	<input type="checkbox"/> Active Inclusion & Employment <input type="checkbox"/> Integrated Services <input type="checkbox"/> Mental Health <input type="checkbox"/> Service Quality & Management <input checked="" type="checkbox"/> Technology <input type="checkbox"/> Workforce Support <input type="checkbox"/> Minimum Income <input type="checkbox"/> Other, please specify:
<u>Principles of European Pillar of Social Rights:</u> <i>Check the 20 principles here.</i>	Chapter III. Social protection and inclusion 20. Access to essential services Chapter I. Equal opportunities & access to the labour market 1. Education, training, and life-long learning 3. Equal opportunities	
<u>Current status of the practice:</u>	<input type="checkbox"/> Concept and design phase <input checked="" type="checkbox"/> Execution & monitoring phase <input type="checkbox"/> Consolidation phase <input type="checkbox"/> Scaling Up and Transformation Phase <input type="checkbox"/> Other (please specify)	
<u>Social issues addressed</u> <i>Please explain the problem you attempt to solve</i>	Out of a population of 555,000 in Hannover, 140,000 residents are aged 60 and over, making up 25% of the population. Technology and digitalisation have weaved their way into everyday life in Hannover, leaving many older people behind as they find themselves digitally illiterate. Therefore, this practice addresses the increasing digital divide between older and younger generations in Hannover.	
<u>Objectives:</u> <i>Please provide a maximum of three objectives in bullet points.</i>	<ul style="list-style-type: none"> • Enabling older people's participation in society through innovative digital services • To support a self-determined life in old age. • To achieve successful ageing in the digital world. 	

<p><u>Activities:</u> <i>Please summarise the activities put in place to achieve the objectives (maximum 200 words).</i></p>	<ul style="list-style-type: none"> • Digital participation, including digital communication with older people, support in the use of digital media, and technology-assisted living. • Support in the use of digital media, including training courses for older people on how to use computers, tablets, and smartphones, and volunteer media with technology guides. • Digital media for communication with older people, including online consulting, a neighbourhood platform, a digital city map, live streaming, podcasts, and an accessible website designed for older people. • Other activities include: <ul style="list-style-type: none"> ○ Digital offer card for 60 plus ○ Networking events ○ Smart model apartments with digital infrastructure and technical advice ○ Digital care ○ Digital skills development for older people and care employees ○ Digital administration and organisational development ○ Digital citizen services
<p><u>Evaluation of practice:</u> <i>Please explain how you evaluate the practice, and what the results were/are so far</i></p>	<p>The individual services already implemented are very well accepted and successful. Every year, 900 people visit the smart model flat; more than 2,000 older people over 65 use the digital neighbourhood platform.</p> <p>30 volunteers support the senior citizens in learning how to use smartphones, tablets and the like and solving software problems. On average, 1,500 consultations take place annually.</p>
<p><u>Source(s) of Funding</u></p>	<p>From the municipal budget and project-related third-party funding</p>
<p><u>List three key elements for successful implementation</u></p>	<ol style="list-style-type: none"> 1. Involving older people in the implementation of digital services such as equipment for training formats or website design. 2. A large part of the measures, such as the "smart model flat" and the "Care Lab 4.0", are aimed at multipliers in senior citizens' work so that a broad distribution of services can be achieved in the target group. 3. Volunteer media and technology guides: Almost 30 volunteers support senior citizens using smartphones, tablets and the like. Through this proactive counselling, the barrier to the use of digital technology is further lowered.

<p><u>Links to supporting documents:</u> <i>e.g. website or report of the practice</i></p>	<p>https://www.seniorenberatung-hannover.de/info/digitalisierung</p>
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