



# FAITH

## Feeling Safe to Transact Online In the Third Age

FAITH is an innovative project that aims to address the issue of digital marginalisation of adults 55+ by building their capacities and confidence to use internet and digital technologies to transact online.

### The project

FAITH will seek to build a robust support network engaging volunteer peers, the family environment, the community, and local market in an effort to facilitate the use, and ultimately adoption, of ICT in the everyday life of older adults. Over the course of the project, the FAITH partnership will develop and implement an ground-breaking Peer-to-Peer mentoring programme that builds on the principles of motivation and support as a way to narrow the digital divide.

### Our main goals

1. Building the digital skills of adults 55+ to undertake a range of online transactions for performing everyday tasks, while increasing their sense of trust and safety online.
2. Motivating adults 55+ to use the internet and perform online transactions by enlisting the support of ICT competent older adults as positive role models.

### Project Details

FAITH is funded by the ERASMUS+ Programme of the European Union. The project's activities started on January 2021 and its duration is 24 months.



3. Sensitizing family members and carers on the importance of their role in the digital integration of older people.
4. Raising the awareness of professionals from the local community and market on effective ways to address the digital needs of older adults through age-friendly products and services.
5. Informing policy at local, national and EU level about the need to take measures for the digital inclusion of older generations.

## Our plan of action

- Needs assessment and specification
- of older adults' needs and barriers to the use of internet and online transactions.
- Development of learning and training materials
- aiming to build the capacities of older adults on how to use the internet and make online transactions.
- Capacity building and training
- of adults 55+, family members and carers, and professionals from the local community and market.
- Awareness raising and advocacy
- for the digital inclusion of older adults as a way to empower active engagement and participation.

## What we hope to achieve

- ✓ Adults 55+ benefiting from improved digital skills and increased confidence and trust in ICT and internet use.
- ✓ ICT competent older adults trained as peer mentors and having opportunities for increased community engagement and participation.
- ✓ Family members and carers gaining a better understanding of their role in supporting digital inclusion of older adults in their environment.

### We are just getting started, stay tuned for more!

Over the past 6 months, the FAITH consortium has mapping level of digital inclusion of older adults in Greece, Italy, Cyprus, and Portugal through desk and primary research with adults 55+, their family members and carers, and professionals from the local community and market.

Visit our brand-new [website](#) to stay informed about the soon to be released results!

- ✓ Community actors and service providers acquiring deeper insight into the digital inclusion needs of older people and knowledge on how to prevent their digital marginalisation.
- ✓ Local market representatives better comprehending the digital needs of the older generations and how to make their products and services more age-friendly.
- ✓ EU, national, and local stakeholders having at their disposal an improved evidence base on the level of digital inclusion of older adults and effective ways to narrow the digital divide.

## The consortium

FAITH is a common effort of 7 partner representing 6 EU countries: 50 Plus Hellas (Greece), Anziani e Non Solo (Italy), Center for Social Innovation (CSI; Cyprus), Misericórdia of Amadora (SCMA; Portugal), Symplexis (Greece), AGE Platform Europe (Belgium), and BK Consult (Germany)

