

FAITH in brief

- ✓ **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.

Partners

The two-year project, running from January 2021 to January 2023, is a common effort of 7 partner organisations.



50 Plus Hellas – GREECE
50plus.gr



Anziani e Non Solo – ITALY
anzianienonsolo.it



Center for Social Innovation – CYPRUS
csicy.com



Misericordia of Amadora (SCMA) – PORTUGAL
misericordia-amadora.pt



Symplexis – GREECE
symplexis.eu



AGE Platform Europe – BELGIUM
age-platform.eu



BK Consult – GERMANY
bk-con.eu



faith-project.eu

▶ : FAITH

f : faith.project.eu

#FAITHProjectEU

Feeling Safe to Transact
Online In the Third Age

FAITH

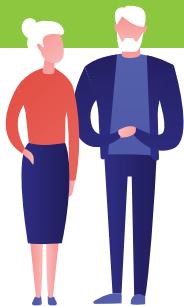


Co-funded by the
Erasmus+ Programme
of the European Union

This leaflet was produced with the financial support of the European Union. The European Commission's support for the production of this leaflet does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein. Project number: 621403-EPP-1-2020-1-EL-EPPKA3-IPI-SOC-IN

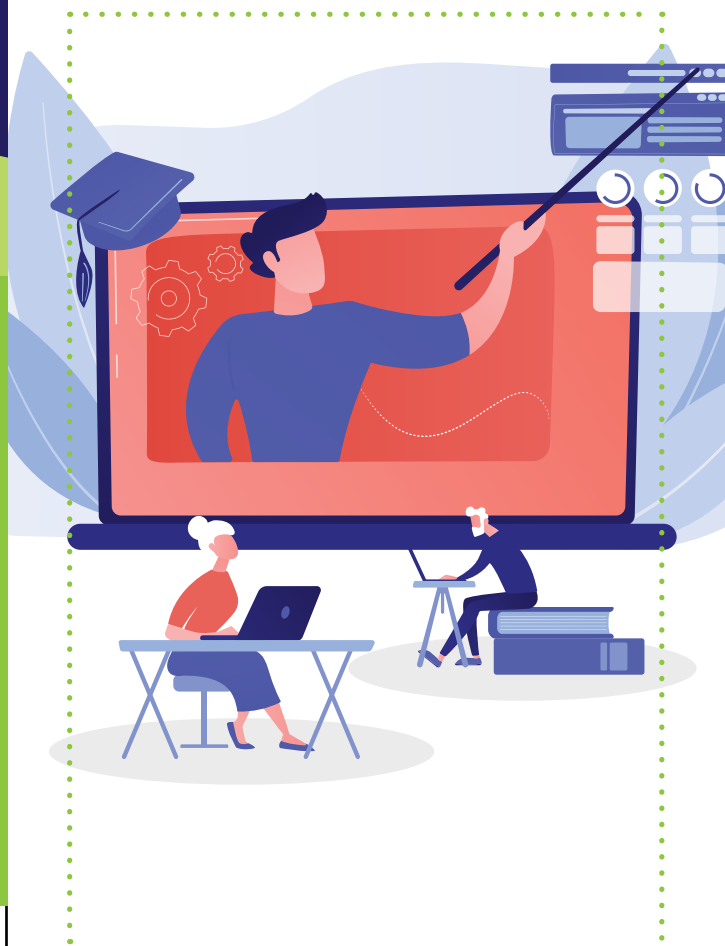
The project

FAITH is a two-year project funded by the ERASMUS+ Programme of the European Union that aims to combat the digital marginalisation of adults 55+ by building their capacities and confidence to use internet and digital technologies to transact online. In doing so, the FAITH partnership will develop and implement an innovative Peer-to-Peer mentoring programme that builds on the principles of motivation and cooperation, building a robust support network that engages volunteer peers, the family environment, the community, and local market.



FAITH activities aim at:

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.
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.



Target groups and impact

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.

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.