

# THE DIGITAL DIVIDE BETWEEN URBAN AND RURAL AREAS

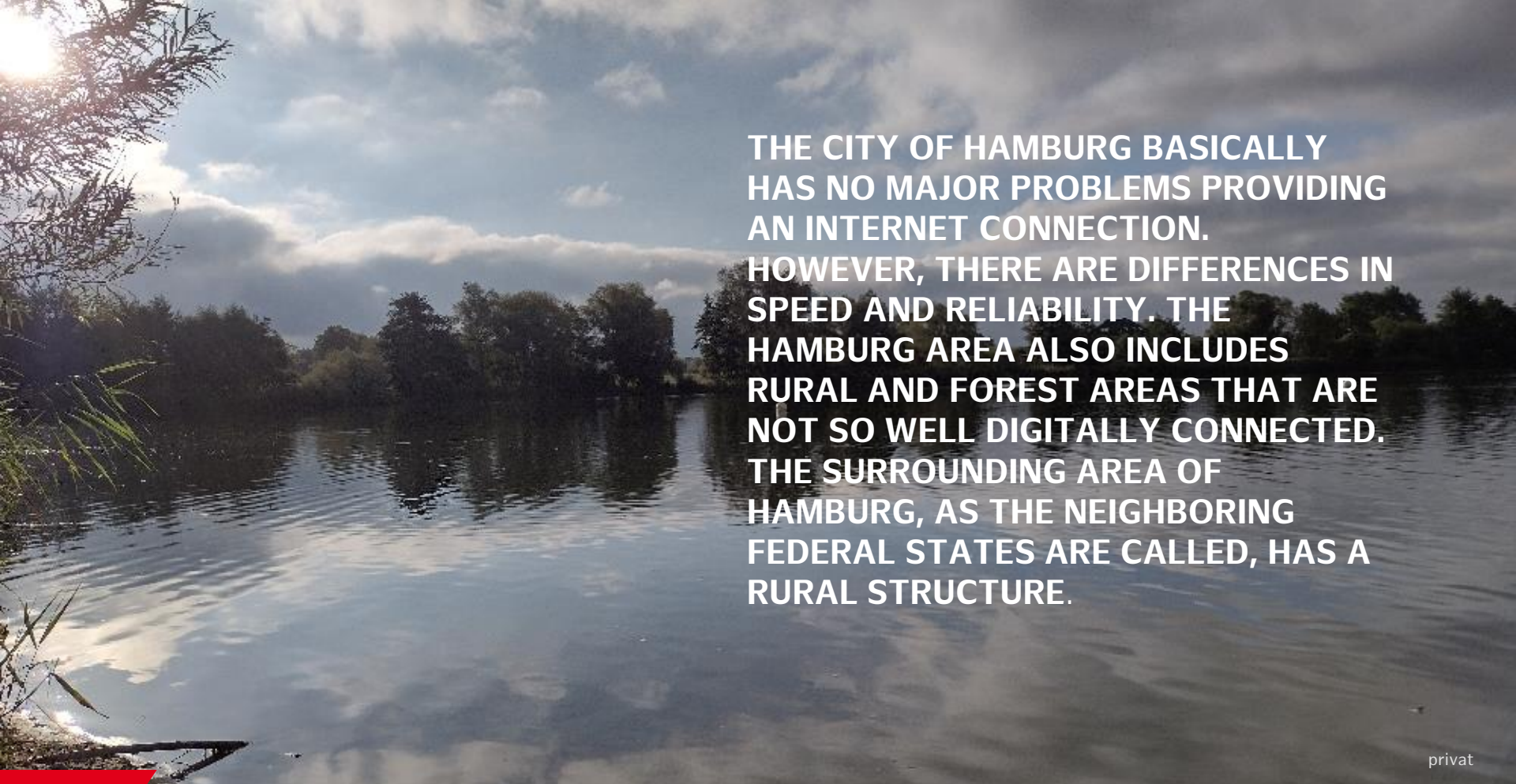
The digital divide between  
generations

Mediaserver Hamburg / Maxim Schulz

06 December 2022 | Cluj-Napoca



Hamburg



**THE CITY OF HAMBURG BASICALLY HAS NO MAJOR PROBLEMS PROVIDING AN INTERNET CONNECTION. HOWEVER, THERE ARE DIFFERENCES IN SPEED AND RELIABILITY. THE HAMBURG AREA ALSO INCLUDES RURAL AND FOREST AREAS THAT ARE NOT SO WELL DIGITALLY CONNECTED. THE SURROUNDING AREA OF HAMBURG, AS THE NEIGHBORING FEDERAL STATES ARE CALLED, HAS A RURAL STRUCTURE.**

privat

# GENERATIONS DIVIDE

**Checkout**  
Time left 7:53

Website  
hamburg.de

Organisation\*  
Hamburg District Altona

Nationality\*  
Dutch

Age\*  
 15-29  
 30-64  
 65 or older

Do you wish to receive further information about the developments\* of EUDIGIT, including event invitations?  
 Yes  
 No

**Register**

**The digital divide between urban and rural areas**  
 6 December 2022, Cluj-Napoca hybrid event  
 ZIMIC SAAVOR

**Order summary**

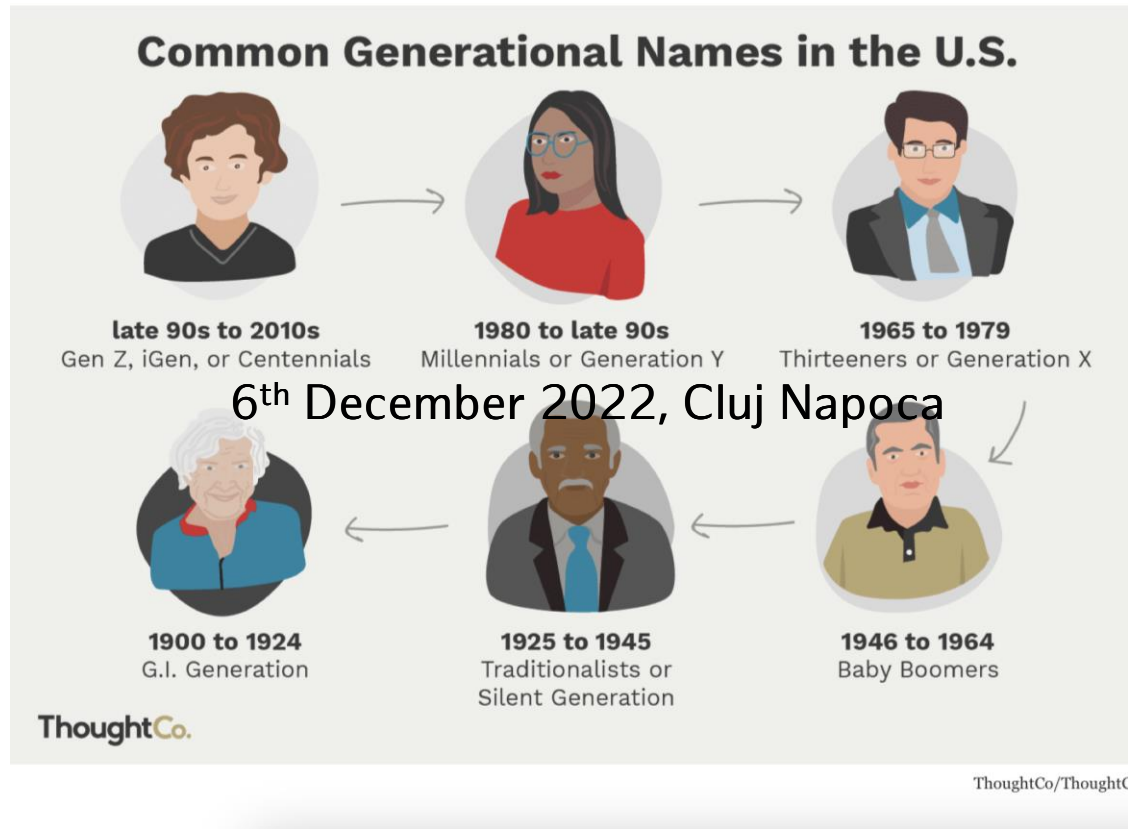
1 x General Admission	\$0.00
Delivery	\$0.00
1 x eTicket	
<b>Total</b>	<b>\$0.00</b>

JAN VAN DEN HEUVEL





# GENERATIONS DIVIDE



6<sup>th</sup> December 2022, Cluj Napoca

# GENERATIONS DIVIDE

**Silent (Lost) Generation ( < 1945 ) 75- +**

**II WorldWar Generation (1946-1955) 66-75yr**

**Babyboomer Generation (1955-1965) 56-65yr**

**Generation X (1966-1980) 41-55 yr**

**Generation Y (!981-1995) 26-40 yr**

**Generation Z (1996-2009) 14-25 yr**

# GENERATIONS DIVIDE

## WLAN availability

- At work
- At home
- Public places such as:
  - Public Transport / Airports / Hotels / Conferences etc.
  - Restaurants / Canteens etc.
  - Hospitals / Hospices / Recovery
  - Shopping Malls
  - Freifunk (network initiativ free wifi)

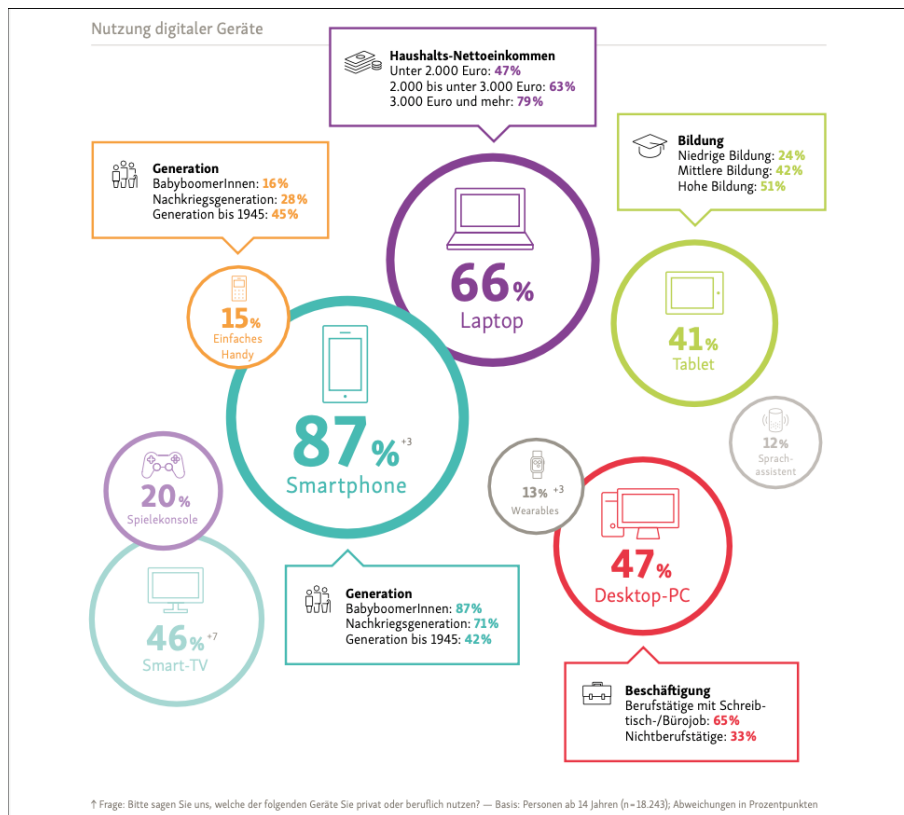
# EQUIPMENT EVOLUTION

PC

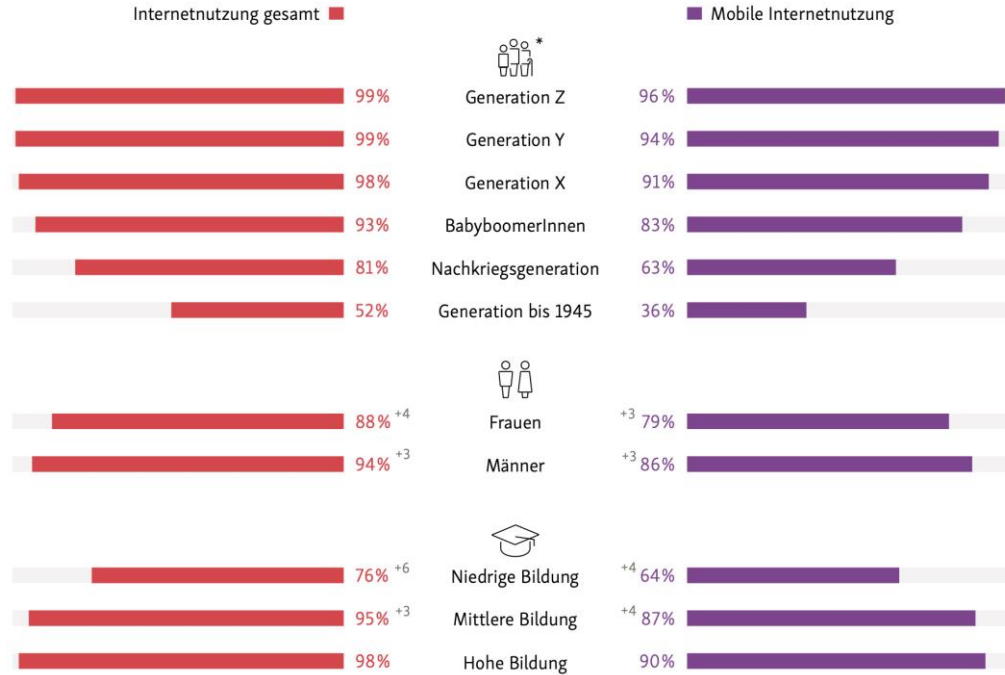
Laptop

Tablet

Smartphone



## (Mobile) Internetnutzung verschiedener Gruppen





# DIGITAL NEEDS

## Available Services

vs

## Skills

- Financial services
- Public services
- Bank services
- Medical services
- Public Transport
- Entertainment
- Shopping
- etc.

# FIRST STEPS IN THE CITY OF HAMBURG

Hamburg does have legislation to provide WLAN in retirement homes

Support Senior Citizen Centers with hardware and support training facilities by digital mentee (Funding programm für digization of public senior citizens' clubs 2022)

A cargo bike as a mobil information stand about digital offers in the senior citizen's clubs

## Provide support for a lost generation

Numbers:

- District Altona 275.000 people
- 18% are 65+ 49.500 people
- 16% are imigrants 44.000 people

# NEW TABLET INTRO IN ALTONA



Michael Boehnert/BSB

JAN VAN DEN HEUVEL

Seite 11



# HOW TO EAT AN ELEPHANT?

ONE BITE AT A TIME !!



Mediaserver Hamburg / Andreas Vallbracht