

## Local workshop on the elderly, the digital divide & citizenship - April 2021



# PARTICIPANTS DATA



**Men: 64,86%**

**Women: 35,14%**

**Number of experts (local stakeholders, city staff): 23**

**Number of senior citizens: 14**

# Senior citizens participation

**The sanitary crisis made it impossible to physically gather seniors citizens; in addition, discussion through videoconferences showed the limits of the exercise as:**

- Most local stakeholders were not able or allowed to welcome citizens on site (to avoid the spreading of the pandemics)
- Most seniors weren't able to connect on their own at home to participate in the workshop

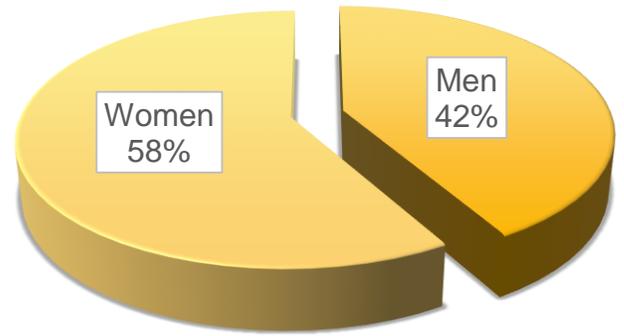
This is the reason why the City of Marseilles completed its workshop with the survey of seniors, directly on a vaccination spot.



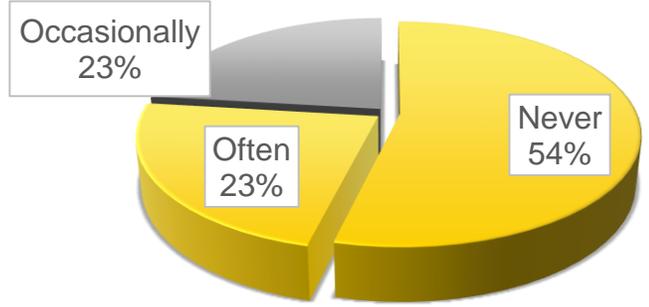
# Senior citizens participation

## ▶ RESULTS OF THE SURVEY

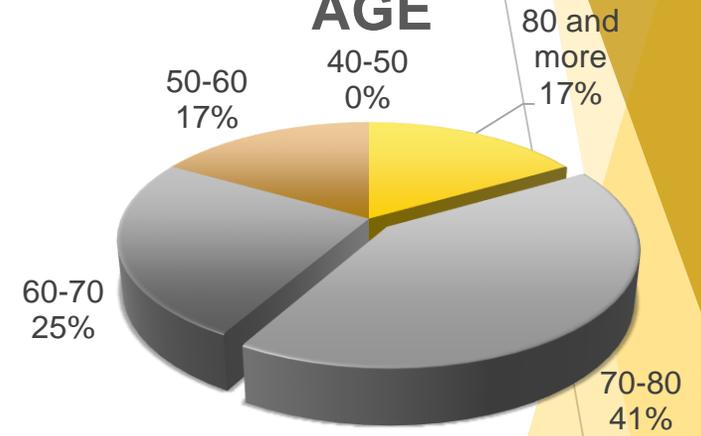
### GENRE



### HOW OFTEN DO YOU CARRY OUT YOUR ONLINE PROCEDURES?



### AGE



This survey has been presented to the people in front of the vaccination center in Marseilles (we proceeded in accordance with the public health measures on covid-19). Main topics: Digital divide - Digital tools - Vaccination and lockdown - Number of attendees: 14

# Senior citizens feedback

## Main reactions, lessons learned, expressed needs and proposals :

- ▶ Request for more training (workshops) to master the tools before buying it
- ▶ Ask for lending of tech equipment (tablets, computers, printers) that are too expensive
- ▶ Necessity to get a home assistance to fulfill online procedures, especially during sudden crises such as the Covid-19 pandemics which let people unprepared (and the consecutive lockdown)

## Project n°1: La Maison du Bel Age itinérante (The digital airstream, a mobile house for the elderly)

The 'Département des Bouches-du-Rhône' (local authority; NUTS 2 level) has been promoting for a long time public support to seniors in order to fight against their isolation, raise their awareness on digital tools and assist them in their online administrative procedures

'Maisons du Bel Age' are public facilities daily open to seniors with a large scope of services including digital matters

Each week the 'Mobile House for the elderly' (a connected airstream) travels across the territory to offer the same services closer to the users particularly in small towns and villages

### Service to seniors:

#### Training:

Laptop training sessions (12 hours) for beginners; target: 3,000 to 5,000 seniors (2021-2024); individual support is offered to help facilitate the use of mobile phone, tablet and computer.

#### Providing equipment:

To help the senior population which is not digitally equipped.

After a successful experimental phase with a sample of users, a new service will be offered this year in the Maisons du Bel Age consisting of a loan of tablets (with 4G package).

These tablets are specifically dedicated to seniors (simplified interface, large characters, ...); target: 5,000 tablets available for loan (2021 -2024).

#### Offering pleasure and well-being:

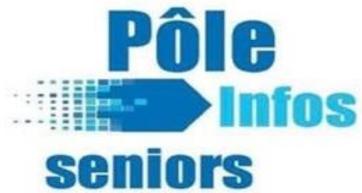
Digital technology must also be perceived as a means of relaxation and escape. 2 projects have been initiated to achieve this goal:

- Adapted game consoles will be soon available at all Maisons du Bel Age (a console that has already proven its positive effect on this population)
- Initiation to virtual reality (through travel, relaxation and cognitive stimulation modules) will be offered at the Maisons du Bel Age in 2021, including in the connected airstream. In the experimental phase, this activity was a great success.





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Marseille Nord



Pour les personnes  
de • de 60 ans  
résidant sur les 13e, 14e, 15e et 16e  
arrondissements



## Project n°2: Geront'O Nord, network of solidarity at home

To combat digital exclusion of seniors, the Marseilles-based association 'Géront'O Nord' offers a free introduction to digital technologies and an assistance in administrative steps through a network of mutual aid.

This NGO is aimed at seniors over 60 years old who can no longer move around, or are isolated living in the 13th, 14th, 15th and 16th districts of Marseille (among the poorest in Marseilles) to fight against the isolation of seniors, to strengthen their social connection.

To achieve this, the following means are deployed:

- Computer personalized training sessions at home
- Support sessions for paperless administrative procedures
- Provision of computer equipment and Internet connection for the duration of the assistance
- A team composed with a project manager and volunteers

What has been clearly assessed so far:

- The huge impact of the health context on the implementation of the action, and the fact that such crises enlarge the digital gap among senior citizens
- A visible and measurable change in the digital skills and self-confidence of the beneficiaries supported
- The support must not be limited to digital technology
- Seniors are interested in social networks
- A difficulty in reaching the most digitally illiterate audience



## Project n°3: 'La Bastide du Ginestet', a day care center managed by the family/seniors Unit of the City of Marseille



The City of Marseille's family/seniors Unit is aimed at independent seniors in Marseille aged 60 and over. **Their role is to fight against the isolation and loneliness** of retirees, to promote their autonomy and allow them to maintain a social role.

In their 'Provençal Bastide', the team sets up **cultural, sports and leisure activities**, some of which are free of charge and others for which there is a charge.

Aimig to promote a dynamic relational fabric and the maintenance of good physical and mental health.

La Bastide du Ginestet is participating in the City's civic service project by welcoming young volunteers for the third consecutive year. Allowing two different generations to meet and **create social links**.

Moreover, the young people propose a workshop that allows the seniors to better understand and use their cell phones. Their participation reinforces the action led by the municipal team to fight against the isolation of seniors.

It is also proposed to seniors a free workshop of **sensitization to online administrative** steps at a rate of 2 hours per week, every Tuesday morning.

### The need for mainstreaming such initiative?

With the Bastide du Ginestet, the City of Marseille currently provide only one 'all-in-one amenity' for seniors. Elsewhere in town, services are provided in cultural/social infrastructures, not always with the same homogeneity.



## Action/Project n°4 : Emmaüs Connect

For 10 years, **Emmaüs Connect** has been fighting to make digital technology an opportunity for everyone

Emmaüs Connect endeavors an **'end-to-end digital strategy'** which starts with equipment collection (**LaCollecte.tech**) and distribution to disadvantaged persons

The network also provides **14 digital solidarity spaces offering equipment**, recharging at solidarity prices and free support in essential skills (86,000 beneficiaries; 2,500 advisers at national level). **Training sessions on digital** are also proposed to non-specialized social workers (6,000 professionals trained)

### What support for seniors?

- Check-up of the level of digital exclusion and identification of barriers
- Adaptation of courses to convince and mobilize
- Promotion of social links (source of leisure), facilitation of daily life rather than access to rights
- Active pedagogy and regular practice
- Close contact with seniors to develop human relations; high level of supervision to reassure and demystify
- Work with relay partners (social workers, public administration, businesses) to identify problems and find solutions

<https://emmaus-connect.org/>



# Best practices

1. **Project n°: 1 – La Maison du Bel Age itinérante (The digital airstream, a mobile house for the elderly).** The airstream covers the whole territory, even the rural areas, and allows seniors to be welcomed and helped with their administrative steps and to entertain thanks to virtual reality devices and game console → **Digital goes to people in a old-fashion way (the market place) much appreciated by seniors**
2. **Project n°: 2 – Geront'O Nord, network of solidarity at home.** The NGO offers personalized assistance to old people at home, in the disadvantaged neighborhoods of Marseille to help them with their administrative procedures, reduce isolation and fix technical problems) → **Digital is provided at home**
3. **Project n°: 3 – ‘La Bastide du Ginestet’,** a day care center managed by the family/seniors Unit of the City of Marseille provides on-site free group workshops for a better **knowledge in daily use of digital tools** such as computer, tablet and smartphone → **Digital is collectively provided on-site with an integrated approach** (multiple services) and a nice place to spend a day
4. **Project n°: 4 - Emmaüs Connect** (National NGO) benefits from the long-lasting experience of Emmaüs foundation which has a wide range of partners including businesses; the whole chain (from gathering tools to installing them at home) is ensured; in addition, the action/project develops digital solidarity spaces open to the public → **Digital is both ensured at elders’ home and in the NGO amenities**

# Relevance of selected best practices

## Link with EUDIGIT's objectives

EUDIGIT's objectives	Action/ project n°
Strengthening EU citizenship and citizens awareness	1, 2, 3, 4
Contributing to reduce the digital gap in cities	1, 2, 3, 4
Co-building digital policies with citizens	1, 3



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# Thank you for your attention!

