

medLit 45+

Building advanced media literacy competences and digital skills of low-skilled adults 45+ through social media

The project

MedLit#45+ is a strategic partnership project in the field of adult education that is funded with the support of the Erasmus+ of the European Union, aiming to promote the skills development, employability and inclusion in the labour market of low-skilled and low-qualified adults.

Objectives

MedLit#45+ intends to develop the digital competences of low-skilled/low-qualified unemployed adults 45+ through innovative tools so that they are motivated and able to build a robust online professional identity to strengthen their

access to employment. Furthermore, the project intends to enhance the knowledge of employment and career counselors and/or relevant authorities, organisations & companies working with low-skilled/low-qualified unemployed, by equipping them with a new approach & tools for supporting and interacting with middle-aged unemployed persons through social media.

Overview

Although the Digital Agenda target of 75% of the EU population using the internet by 2015 was achieved in 2014, the level of use is still below this target for several Member States, among which Roma

nia, Greece, Portugal & Italy. In terms of digital skills, considering that to function effectively in a digital society more than low level skills are needed, about 45% of the EU population can be considered as insufficiently digitally skilled (having either low or basic digital skills). In Romania 74% of the population does not have the skills they need to function effectively in the digital world, while the share is over 50% in Greece, Portugal & Italy and over 40% in Spain.

Nowadays, almost 90% of jobs are estimated to need at least some level of digital skills in the EU and therefore digital competence is increasingly linked to participation in the labour market. Moreover, the new social media tools (such



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as Facebook, Twitter, LinkedIn, blogs etc) have become great resource for networking & establishing an online identity. Through attractive professional profiles, job-seekers can connect with potential employers, highlight their skills & experiences or even make their business attract investors. At the same time, more and more recruiters use social media profiles as a source of reference when recruiting new employees, either for high, medium or low skill jobs.

It is thus important to motivate low-skilled/low-qualified adults 45+ to develop and upgrade their media literacy and digital skills for the effective use of social media in a way that can generate increased opportunities for them in the social and professional environment.

Project outputs

- Development of digital skills building framework through social media for low-skilled/low-qualified unemployed persons over 45.
- Development and implementation of online resource platform for building the digital competences of low-skilled/low-qualified unemployed persons over 45.
- Development and dissemination of a manual for professionals supporting unemployed persons.
- other professionals working with/providing support to low-skilled/low-qualified unemployed persons equipped with new tools and methodologies that can facilitate the (re)integration of unemployed persons over 45 in the labour market.
- Enhanced awareness and knowledge (through workshops and other dissemination means) of at least 100 (in total) employment/career counsellors and relevant professionals in Greece, Italy, Portugal, Romania & Spain, on using the new tool and methodologies to provide tailor-made services to their target group.

Expected results

The expected results upon project completion are:

- Enhanced media & digital literacy skills and competences of at least 100 (in total) low-skilled/low-qualified unemployed persons over 45 in Greece, Italy, Portugal, Romania & Spain.
- Increased use of social media for professional purposes by the trained low-skilled/low-qualified unemployed persons over 45 in Greece, Italy, Portugal, Romania & Spain.
- Employment/career counsellors, PES, VET providers, recruiters and/or

The partnership

The project is carried through a partnership between 6 countries:



Romania

ANDCTR - Asociația Națională de Dezvoltare
Continuă a Tineretului din România



Spain

Magenta Consultoría Projects S.L.U



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Greece

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Italy

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Greece

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de Ensino Lda

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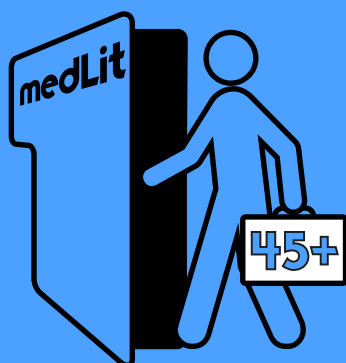
United Kingdom

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