

LINKING SENIORS TO DIGITAL MEDIA LITERACY, DEMOCRACY AND DIVERSITY

PROGRAM PRESENTATION



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Project Reference n. 2021-1-PT01-KA220-ADU-000026060

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2023 | Consortium of LINK Project



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WHAT IS LINK PROJECT?

'LINK' project is a 2-year European project, between organizations from Portugal, Italy, Spain and Poland, within the scope of the Erasmus+ Strategic Partnerships in Adult Education Program, and funded by the European Commission.

This project aims to create an educational strategy aimed at the senior population, to promote digital literacy and conscious participation in democratic life, addressing how online disinformation can affect democracy and the electoral process, and strengthening knowledge and sharing of European Union values.

OBJECTIVES

- 1) To create a capacity-building programme to develop digital media literacy and a mindful democratic participation among senior citizens.
- 2) To empower facilitators and educators on how to promote an active and mindful citizenship among seniors.
- 3) To encourage the exchange of experience and methodology among partners, reinforcing the network, and increasing organizations' capacity and educators' competences.
- 4) To reflect on democracy pillars and seniors' fundamental role as European Citizens towards democracy preservation, promoting their social and digital inclusion.
- 5) To create awareness on how disinformation and propaganda events interfere with democracy, promote critical thinking, media, and digital literacy.
- 6) To experiment and analyze different digital tools to promote the potential of European Citizenship as a mean to improve civic engagement and social inclusion among seniors.
- 7) To raise awareness among seniors to the importance of the common EU values, the principles of unity and diversity, reinforcing a sense of belonging to a common European space, creating connections, and providing sense of unity.
- 8) To provide an opportunity to participate in two transnational educational exchanges among seniors from different countries, reinforcing a European identity and Intercultural learning.

WHY DO WE NEED THIS PROJECT?

European societies are ageing. In 1950, only 12% of the European population was over age 65. Today the share has already doubled, and projections show that in 2050 over 36% of Europe's population will be 65-plus years old.

Promoting older citizens' civic engagement and participation has emerged as key topic to society. Especially in a time where major disinformation campaigns are interfering with democratic processes, with 68% of Europeans admitting coming across to fake news at least once a week in a recent study done by the European Commission in 2018.

Furthermore, recent studies have shown that people over 65 share seven times more fake news than young users do in social media. This situation especially got worse with the COVID-19 pandemic where the exposition, traffic, and using of internet to stay informed and share information increased drastically. The spread of both disinformation and misinformation can have a range of consequences, such as threatening our democracies, interfering with elections, polarizing debates, and putting the health, security, and environment of EU citizens at risk. As a major challenge for Europe, it requires a coordinated response of all agents in society and a strong focus on education in media literacy and engagement of all generations towards a mindful citizenship.

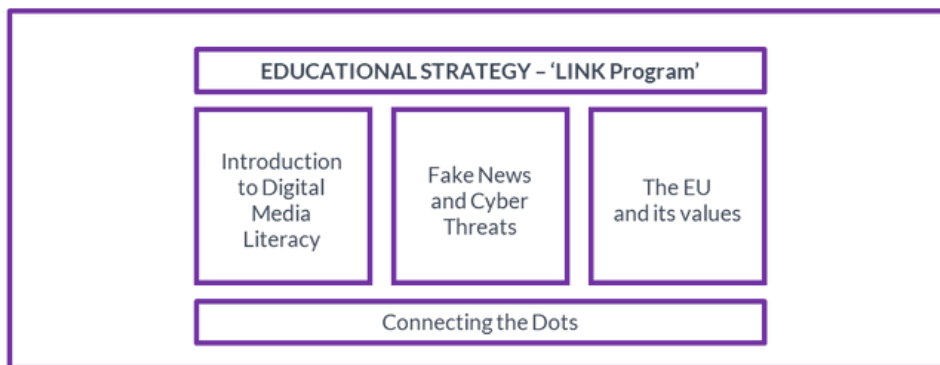
THEORY OF CHANGE

FACTS

European societies are ageing.
68% of Europeans admit coming across to fake news at least once a week.
Disinformation campaigns are interfering with democratic processes.
People over 65 share more fake news in social media.

GOAL

To empower senior citizens to become digitally literate, informed, and conscious participants in democratic processes, with a strong awareness of the European Union values.



OUTPUTS

Seniors have improved digital literacy skills.
Seniors understand the importance of critical thinking in the digital age.
Seniors are aware of European Union values and their significance.

SHORT-TERM OUTCOMES

Increased Awareness: Seniors recognize online disinformation and its potential impact on democracy.
Confidence: Seniors feel confident using digital tools for information gathering.
Community Involvement: Seniors actively participate in local community and democratic activities.

INTERMEDIATE OUTCOMES

Critical Thinking: Seniors apply critical thinking skills to evaluate online information.
Digital Engagement: Seniors engage with digital platforms to stay informed and express their views.
European Union Values: Seniors can articulate European Union values and their relevance.

LONG-TERM OUTCOMES

Informed Voting: Seniors make well-informed decisions during elections, reducing the impact of disinformation.
Active Participation: Seniors actively engage in democratic processes, contributing to a healthier democracy.
Promotion of EU Values: Seniors become advocates for European Union values within their communities..

IMPACT

A more digitally literate, conscious and engaged senior population that contributes to a strong democratic society, while promoting European Union values.

AVAILABLE DOCUMENTS

LINK PROGRAM

Program
Presentation

Key Concepts

Observatory
of Good
Practices

Transversal
Guidelines for
Facilitators

Program of
Activities

Program
Impact
Measurement

- Program Presentation: presents a brief introduction to LINK Program.
- Key Concepts: provides useful information and theoretical knowledge to support facilitators in LINK Program implementation.
- Observatory of Good Practices: presents a compilation of Good Practices identified related to the project topics.
- Transversal Guidelines for Facilitators: gives transversal guidelines about how to implement LINK program with seniors, namely using non-formal education and experiential learning methodologies.
- Program of Activities: Compilation of LINK Program activities.
- Program Impact Measurement: Global Impact Assessment Report of LINK Program and tools that facilitators can adapt and use to measure the impact of LINK program implementation with their target group.

