



# E-SENIORS

LIFE BEGINS AT 50



## seniors, Handicapped and

## ICTs\*

Combating:

E-Exclusion

The Digital Divide

Electronic Illiteracy

Spreading Internet Culture

→ Solidarity in the Digital Society



*Une société numérique solidaire*



# The “Positive” Context



## Increased Life-Expectancy

1.3M Seniors > 85 (France)

Advertisements, family and society have convinced seniors

that digital technology is:

- “in” and the way to stay “connected”
- a tool to maintain individual autonomy
- a way to combat isolation



As a result:

seniors no longer want to be left in the dark....

in a way, they no longer have a choice...



# The “Other” Context



- Lack of infrastructure outside of cities  
40% of the French (8M seniors) are not equipped
- High cost of equipment: E-Sidor, Magui, Ordissis etc.



**Solution: Recycled Computers**

**BUT:**

Steps must be taken to bring about demand

- Subscription Cost

**Solution: Subsidized Internet Subscription**

- Fear of the Machine

“I’ll never get it”; “at my age, why bother?”

**Solution: E-SENIORS – to educate and enlighten!**



# Our Target Public (1)

## Retired and Able-Bodied Seniors

For these individuals, E-Seniors offers

- group classes adapted to rhythm and needs
- advice about equipment
- computer assistance at home

This should result in:

- making better use of free time
- avoiding isolation
- facilitating access to information and training
- making life simpler (administrative formalities, purchases, etc.)





# Our Target Public (2)

## The Handicapped (often seniors)

Similarity to the problems encountered through the effects of age and certain handicaps (memory loss, visual and auditory deficiency, etc.)

For this group, ICTs are made accessible through:

- advanced hardware and software technologies
- accessibility standards



This means:

- access to work, training and information
- simplified communication

# Our Target Public (3)

## Seniors receiving in-home support/care services

Their number is growing because:

- Retirement homes are insufficient in number and expensive
- This reflects government strategy
- Seniors prefer to stay in “their own place”



For this group, ICTs facilitate autonomy and are tools for:

- communication = to end isolation.



# Our Target Public (4)

## Day Care Centers

- MCI/Alzheimer Patients (“younger” individuals)
- Mentally Handicapped (all ages)

Cognitive and/or physical stimulation through:

- simple use of email and surfing the Web
- interactive games on console



# Our Target Public (5)

## Retirement Homes

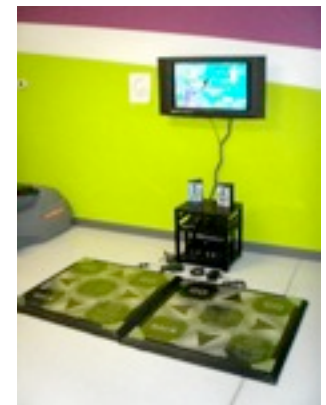
It's not enough to

- provide food and personal/custodial care
- install a TV in a common-room

Leisure-time activities are also necessary

Here, ICTs can “come into play” via:

- Magui, E-Sidor or Ordissimo = simplified computers
- stimulating group activities







# Seniors and Work (1)

- the + 45/50 year-olds who are/want to be productive and gainfully employed
- retirees, including those with a volunteer activity, or a paid activity as an additional source of income
- **who have been E-EXCLUDED:**
- **have never been trained on computers**
- **have never needed them in their professional lives**

Same situation for some long-term unemployed, workfare/welfare recipients, housewife





# Seniors and Work (2)

They need the Internet and the Web to:

- create résumés/CVs and write letters
- email this information and receive responses
- access job-related websites



They need:

- simplified training with a minimum of technical jargon
- a convivial and reassuring setting

in order to:

- ❖ overcome defeatist attitudes
- ❖ achieve self-confidence

# Our Activities (1)

## Basic Introduction

For beginners (customized rhythm and objective)

- to acquire Internet CULTURE
- to demystify/gain control over these strange machines

➔ to learn how the Internet can make life simpler

➔ little technical jargon

➔ conviviality

➔ lots of practice

with PATIENT, often “senior,” instruct

- Equipment-purchasing advice and assistance



# Our Activities (2)

## Home Computer Assistance

Installation

First Steps

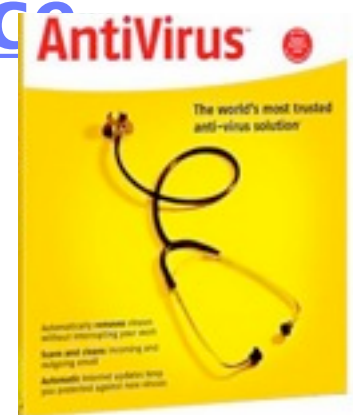
Solving Minor Problems

➔ In addition:

Training (for those receiving in-home support/care services)

50% tax reduction (“Human Service Programs”)\*

Volunteers for persons in a precarious situation





# Our Activities (3)

## Exergaming and Memory Workshops

Interactive video games for:

- **Physical Exercise** → "Fitness" for Seniors!

Wii Fit & Wii Balance Board tennis, golf, ski slalom, dance, bowling

- **Cognitive Stimulation** against memory loss;



# Our Activities (4)

## “Senior Cyber Club”:

### A Bundle of Thematic Workshops

Beyond the “Basics”



Digital Photography/Video Training

Introduction to Audio (Audacity) and Music (Cubase)  
Applications

Intergenerational Memories Collection/Trar

Blog Writing

Interactive Messaging/Visual Chat

Computer Karaoke

Sightseeing with Google Earth



# Our Activities (5)

## Improving Senior Employability

### The Basics:

Word, Email, Internet Searches

### New ways of working:

- Part-time, teleworking
- Business Creation
- E-Commerce



### Virtual Storefront (Site) Creation

Serious games for job-interview simulation

Social Networks

For heads or volunteers in non-profit or volunteer

# Our Activities (6)

## E-Administration

Complete On-Line Management/Information :

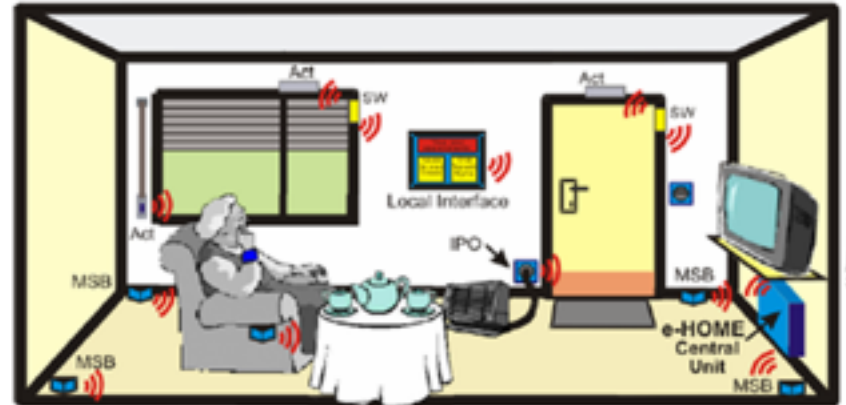
- **For everyone:** Taxes, social security, weather, public services, civil formalities, bank accounts
- **For retirees:** Retirement calculations, culture and travel sites
- **For the world of work:** Job-search, benefits/services



- And finally: The concepts of **e-citizenship** and **e-**



# Projects (1)



## Using gerontechnologies means :

- Better communication and avoiding isolation
- Improving both health and quality of life
- Automation for better confort
- Behavioral and physiological monitoring through sensors
- Security and energy saving monitoring : smoke detector, burglar alarm system, temperature measuring

# Projects (2)



European ICT/PST « Long Lasting Memories »  
partnership:

ICT platform which combines cognitive exercises with physical activity as a countermeasure against age-related cognitive decline in individual homes, in care centers or hospitals

And for near future :

- M@D (Ambient assisted living) : the electronic housekeeper 24h/24
- “Proxima” package of cell-phone accessible local/neighborhood services (geo-localization of public



# E-SENIORS

**Join us at:**

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