

“DigiWork - digital skills for adult learners” - Progetto n.
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Recruitment and selection of participants

DigiWork
digital skills for adult learners

REPORT



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REPORT of implementation of the Procedure in the DIGI WORK Context

The following example describes how the participant search and selection procedure was concretely applied by **Punto Europa (Italy)** , **EduAge (Bulgaria)** and **Anglo Service (Spain)** , small partners of the DigiWork project . This scenario is designed to demonstrate a practical application and tailored to the size and limited resources of a small partnership.

Phase 1: Target Identification

1.1 Analysis of the local context

- **Punto Europa (Italy)** conducted a territorial analysis in the province of Chieti and Salerno, using demographic data provided by ISTAT and local reports on digital skills, to identify areas with high unemployment rates and low levels of digital skills. Three rural municipalities have been identified where the adult population has poor digital skills and a high risk of social exclusion.
- **EduAge (Bulgaria)** examined reports from the National Statistical Institute (NSI) to identify regions with significant digital disparities, focusing on urban areas with high rates of workers over 50, identified as priorities for training intervention.
- **Anglo Service (Spain)** mapped local companies in the Andalusia region, focusing on SMEs reporting difficulties in adopting digital technologies among older employees, identifying three companies as potential training partners.

1.2 Collaboration with local authorities and communities

- **Punto Europa** collaborated with local social services and employment centers in the three identified municipalities, organizing information meetings to present the DigiWork project and collect registrations for the training courses.
- **EduAge** partnered with the Sofia vocational training center, which helped distribute leaflets and information about the project to older workers enrolled in retraining programs.
- **Anglo Service** worked with the Malaga Chamber of Commerce to organize a series of meetings with local entrepreneurs, presenting the project as an opportunity to improve company competitiveness through digital employee training.

1.3 Use of pre-existing data

- All partners used existing data to refine target identification. **Punto Europa** used regional unemployment reports, **EduAge** analyzed data on digital skills among workers in Bulgaria, while **Anglo Service** examined local company reports to confirm training needs.

Phase 2: Engagement and Communication

2.1 Creation of information material

- All partners used information brochures.

2.2 Awareness campaign

- **Punto Europa** organized a series of public meetings in the municipalities involved, facilitating the participation of adults interested in improving their digital skills.
- **EduAge** conducted an informative webinar, in collaboration with the vocational training centre, to explain the project opportunities to local workers and trainers.
- **Anglo Service** used the professional mailing list to reach companies, inviting them to participate in an online presentation session of the project.

2.3 Partnership with companies

- **Punto Europa** collaborated with local companies to offer internships and internships to course participants, encouraging their participation and ensuring immediate practical application of the skills acquired.
- **EduAge** has partnered with IT companies in Sofia, who have offered technical support and tutoring during the training courses.
- **Anglo Service** has negotiated with local SMEs the possibility of providing free training to employees in exchange for the companies' participation in the monitoring and evaluation of the courses.

2.4 Direct recruitment

- All partners used local facilitators to recruit participants. **Punto Europa** activated a network of educators who visited Abruzzo's third age universities and day centres, while **EduAge** sent employment consultants to local markets to promote the project.

Phase 3: Support for participation

3.1 Logistical Support

- **Punto Europa** provided free transport for participants from rural areas to the training centers and distributed tablets to participants who did not have them.
- **EduAge** offered evening and weekend courses to suit participants' work needs, ensuring greater flexibility.
- **Anglo Service** has provided a continuous technical assistance service throughout the training course, helping participants to overcome any technological difficulties.

3.2 Incentives for participation

- **Punto Europa** offered regionally recognized certificates to participants who completed the courses, while **EduAge** offered the possibility of participating in a post-training mentoring programme.
- **Anglo Service** organized a final networking event, where participants could meet potential employers and showcase the skills they had acquired.

3.3 Monitoring and feedback

- All partners have implemented a continuous feedback system. **Punto Europa** used weekly questionnaires to monitor participant satisfaction, **EduAge** conducted individual interviews mid-course, while **Anglo Service** collected feedback via online surveys.

3.4 Creation of a Community of Practice

- **Punto Europa** has created a WhatsApp group dedicated to participants, where they can share experiences and useful resources. **EduAge** has started an online forum for mutual support between participants, and **Anglo Service** has organized monthly online meetings to maintain the network of contacts and encourage ongoing collaboration.