



INCLUSION & DIGITAL DIVIDE

Volunteering Program



Brussels
15th Nov 2024

About me

Javier Lopez. Seville. Spain.

Regional Head of Digital Inclusion
Click_A Program.
Spanish Red Cross



✓ **Regional Head of Programs.** Andalusia Red Cross since 2008

- ✓ Youth Red Cross (2008-2017)
- ✓ Digital Inclusion (2015-Today)

✓ **Research group member and PhD Candidate.** University of Huelva

- ✓ D-Inclusion Project
- ✓ Senior Digital Mentoring



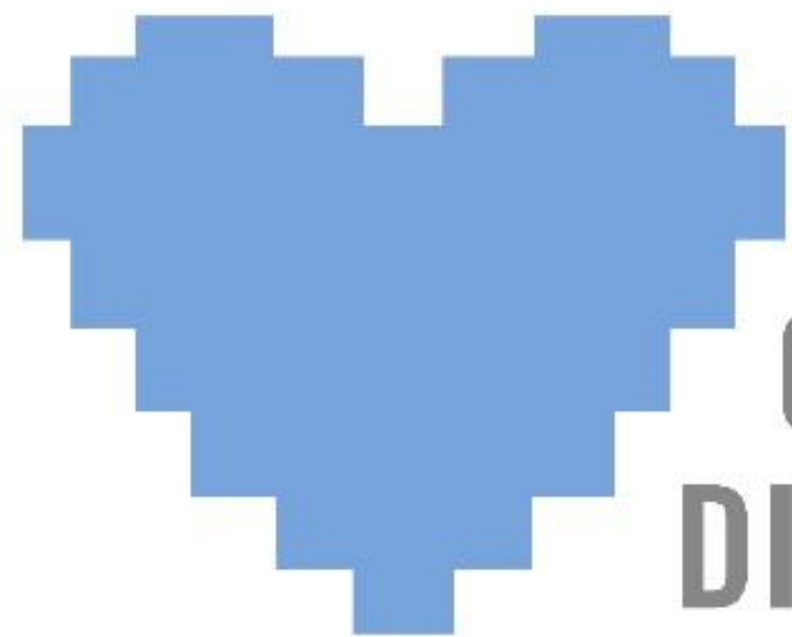
✓ **Bachelor of Pedagogy.** University of Granada - 2006

✓ **Doctoral Studies. Research Proficiency.** University of Granada - 2010

✓ **Master's Degree in Social Economy and Management of Non-Profit Entities.** University of Barcelona – 2010

✓ **Executive Program - NGO-NLO Leadership And Management.** ESADE. Institute Of Social Innovation.

SINCE 2008



ANDALUCÍA
COMPROMISO
DIGITAL



+15 YEARS WORKING ABOUT DIGITAL INCLUSION OF ANDALUSIAN PEOPLE

Promoting **digital culture** and technology is essential for all people to have access to the same opportunities

Digital transformation must be **accessible and useful to all people.**

The Red Cross in Andalusia offers **answers to the digital needs of the people** we serve with a humanitarian approach and the guarantee of social rights.





FUNDER



1.7 Specific programmes aimed at groups at risk of digital exclusion



Andalusian Digital Training Plan 2022 - 2025



1.7 Programas específicos dirigidos a colectivos en riesgo de exclusión digital

ORGANISMO RESPONSABLE	Agencia Digital de Andalucía – Consejería de la Presidencia, Interior, Diálogo Social y Simplificación Administrativa.
PÚBLICO OBJETIVO DESTINATARIO	Ciudadanía en general. Personas en riesgo de exclusión social.
TEMPORALIDAD	2022 – 2025.
OBJETIVOS ESTRATÉGICOS A LOS QUE CONTRIBUYE	OE1. Mejorar las competencias digitales de la ciudadanía desde un enfoque universal. OE2. Facilitar el acceso y uso del mundo digital de aquellos colectivos con mayor riesgo de excl. digital.

JUSTIFICACIÓN, DESCRIPCIÓN Y PRINCIPALES OBJETIVOS DE LA ACTUACIÓN

Estos programas ponen especial énfasis en disminuir la brecha digital en colectivos en situación de vulnerabilidad o con dificultades para adquirir competencias, como son las personas con bajo nivel de renta, personas mayores, en brecha de género o con bajo nivel educativo.

Esta iniciativa contiene, entre otras, las siguientes actuaciones:

- Capacitación y apoyo personalizado que aporte un aprendizaje sencillo, útil y enriquecedor, individual o en pequeños grupos para que se desenvuelvan con más soltura, seguridad y confianza en el uso y manejo de las Tecnologías de la Información.
- Desarrollo de itinerarios formativos sencillos para la adquisición de competencias digitales básicas.

El objetivo principal que se persigue con esta actuación es facilitar la adquisición de competencias digitales como medio para lograr una sociedad en igualdad a través de la inclusión digital.



COLLABORATIONS



Universidad de Huelva
Vicerrectorado de Investigación y
Transferencia



Proyecto I+D+i PID2021-123552OB-I00 financiada por MICIU/AEI/
10.13039/501100011033 y "FEDER Una manera de hacer Europa"

I+D+i TED2021-129253B-I00 financiado por MICIU/AEI/ 10.13039/501100011033 y por la
"Unión Europea NextGenerationEU/PRTR"

fundación | **Magtel**

ca:A Consejo Audiovisual
de Andalucía

tecsoS
FUNDACIÓN TECNOLOGÍAS SOCIALES



Digital
SKILLS FOR
inCLUSION



Red Social Innovation
by french + spanish red-cross

Centro Internacional de Recursos de Innovación Social

Mobile Week
MÁI AGA

GEN
ERA
CIÓN **D**
España | digital ²⁰/₂₆

ALL DIGITAL
ENHANCING
DIGITAL SKILLS
ACROSS EUROPE
somos digital



Cruz Roja
Inclusion & Education
areas

Digital Divide
Volunteering_RC



IDENTITY, MISSION & OBJECTIVES

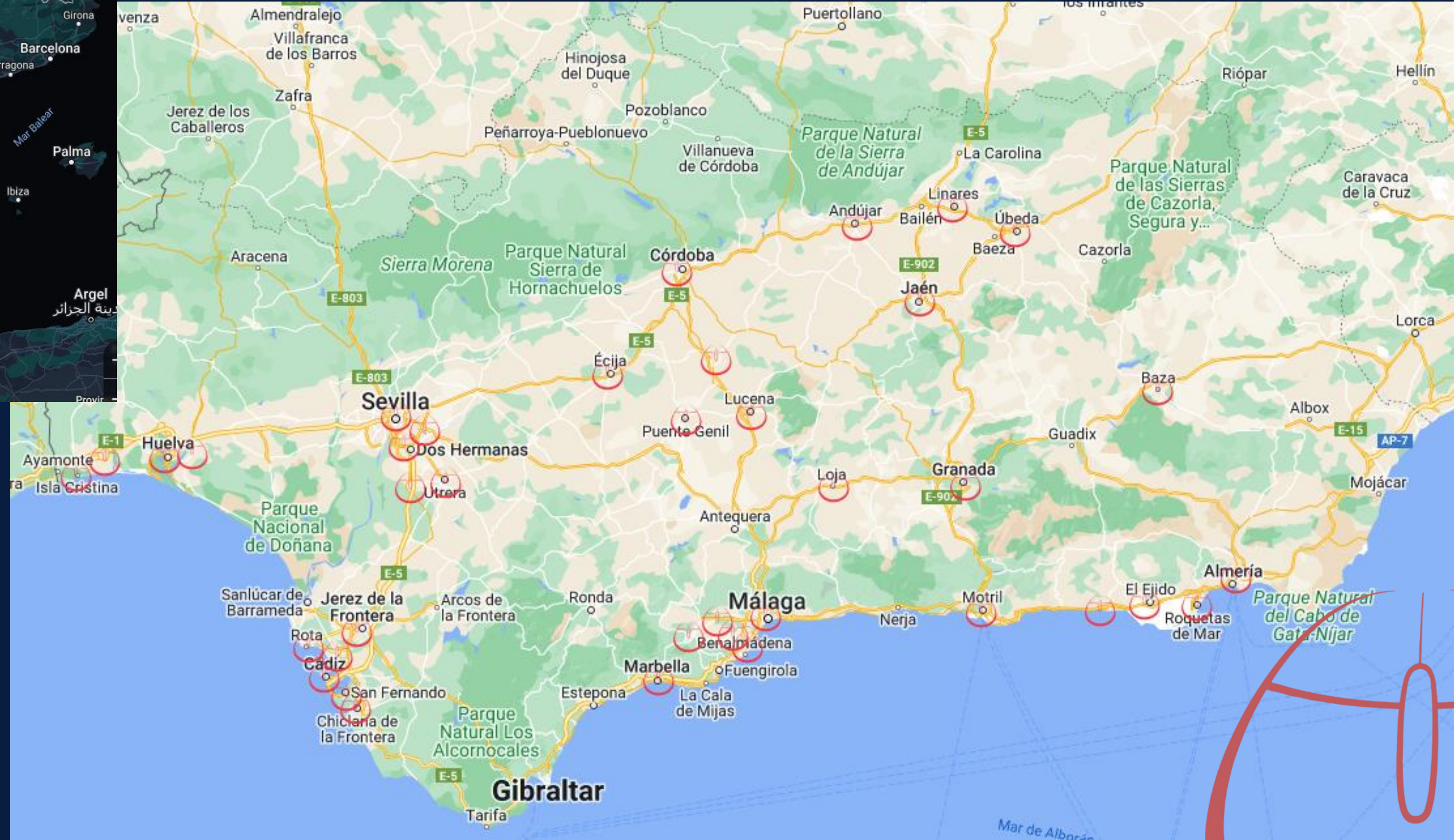
- ✓ Providing **close and effective responses** to digital divides
- ✓ **Accompany** the need to acquire and/or improve **digital skills, knowledge and competencies**
- ✓ Promoting **digital-social inclusion** and **personal autonomy**
- ✓ Facilitating **access to essential rights** for people in situations of vulnerability and inequality
- ✓ Always through **volunteers actions**

CLICK_A
IT'S A
PROGRAM

TRANSVERSE
MODULAR **ADAPTABLE**
SUSTAINABLE INTEGRAL



+580 Digital Volunteers
20 People Staff Team



46
Locations
+20000 residents

OUR 2024* **SUCCESSES** FOR DIGITAL INCLUSION



23.786 ATTENTIONS
12.599 Individuals
462 workshops



9492 USERS
65% are women
38% senior +55



583 VOLUNTEERS
11.186 hours



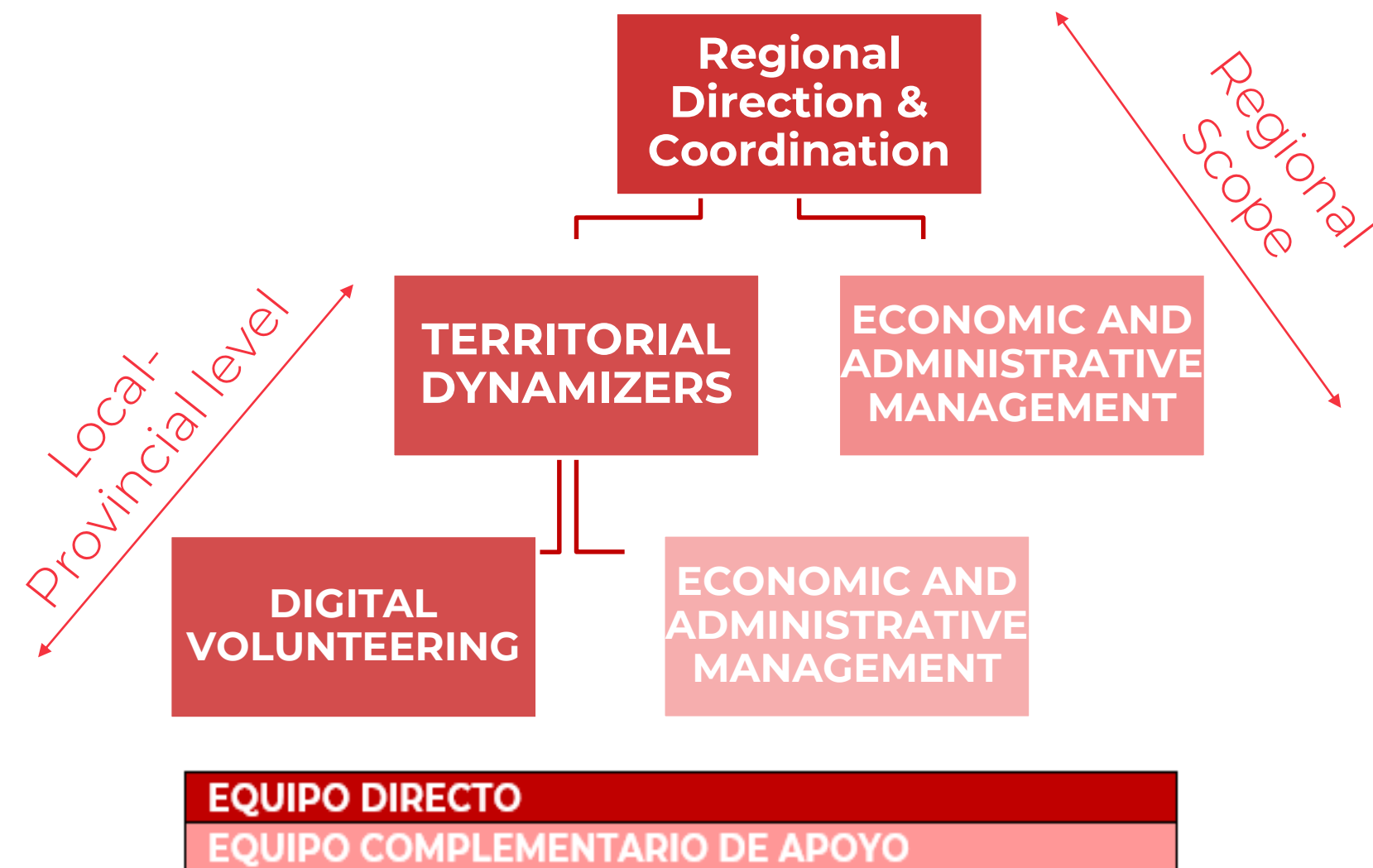
HUMAN RESOURCES PROFILE

DIGITAL VOLUNTEERING

STAFF – TECHNICAL TEAM



- Interest in technology and digital issues (with at least a medium level in various fundamental or basic digital skills)
- Ability to detect digital needs and gaps in other people
 - Apply to contribute to the definition of an individual intervention plan adapted to the person, with a focus on real needs, rights and social inclusion, considering that technology must be at the service of people to make their lives easier
- Skills for the managing and dynamization of volunteering
- Autonomy, proactivity, creativity and capacity for innovation
 - Teaching skills



The Click_A team



sois Personas Faro



Our great team!



nunca dejéis de brillar

GRACIAS #EncuentroClick_A2023

I Encuentro Autonómico
Voluntariado Digital

ANTEQUERA (MÁLAGA)
18 y 19 NOV '23

El voluntariado como
faros digitales

vuela





Click_A

Competencias Digitales





OUR METHODOLOGY

STEP BY STEP



THE CLICK_A METHOD

STEP BY STEP



Intervention Strategy

We take care of the tasks and digital processes for the person that they can't handle on their own.

Accompaniment

We teach in a friendly, straightforward, and natural way so that everyone can gain enough independence in the digital world.

Assessment

Assistance

Taller

Commitment

THE CLICK_A METHOD

RECEPTION & EVALUATION

1 DEVICES AND CONNECTIVITY

The first digital divide has to do with accessibility. We will know what devices a person has access to or can afford, if they are sufficient for what he or she needs, as well as if he or she has connectivity possibilities (internet) both at home and outside.



DIGITAL SKILLS

The second type of digital divide has to do with the knowledge, skills and attitudes towards the digital world that each person has, according to the European framework DIGCOMP 2.2

2



We will use official DIGCOMP tools

PLATAFORMA DIAGNÓSTICO | **vuela**

3

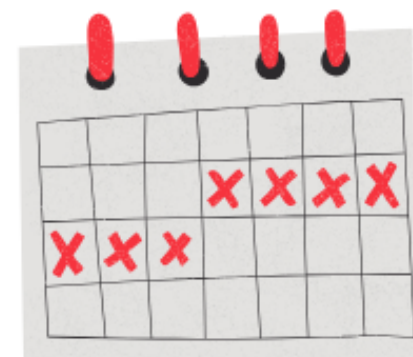
NEEDS AND INTERESTS

Each person needs or uses technology and the Internet for different things: communicating, getting information, entertaining or having fun, running errands, looking for a job, learning, working, shopping... It is important to know what the person needs and what interests them in order to adjust our response, seeking their usefulness and autonomy.



OBJECTIVES, AVAILABILITY AND TIME

4



We will set a series of objectives to achieve and adapt our intervention model to your availability and the time you want to spend on your process. We adapt to your pace!

Intervention Plan

Based on the information we have obtained in the interview with the person, we will determine the best way to support them in their process of acquiring or improving digital skills, and we will mobilize the volunteers and resources necessary to achieve the objective.





Connectivity



Digital Skills



Devices

OUR RESPONSE TO DIGITAL INCLUSION

INTEGRAL - ADAPTATIVE - PERSONALIZED

CLOSENESS & HUMANITY





WELCOME & RATING

ACCOMPANIMENT

ATTENDANCE

WORKSHOP

DIGITAL

ACTIONS & RESPONSES

Depending on the **needs of each person**, and the **personal intervention itinerary** planned in the reception and evaluation phase, **as many actions and sessions as necessary**. This can be **combined and chained** over time until the objectives agreed with the beneficiary are completed and the desired degree of digital competence is reached, or their need is resolved.





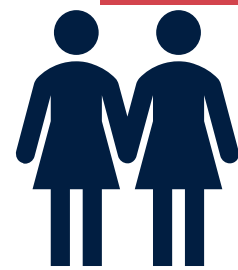
CUSTOM

WELCOME & EVALUATION

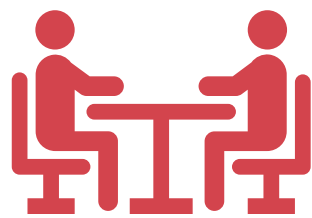
**ACCOMPANIMENT
ATTENDANCE**

DEVICES

MONITORING

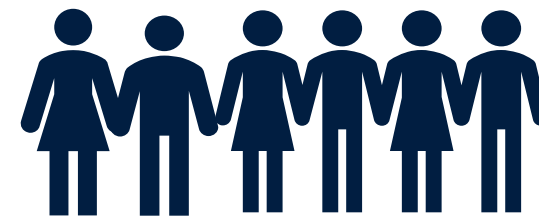


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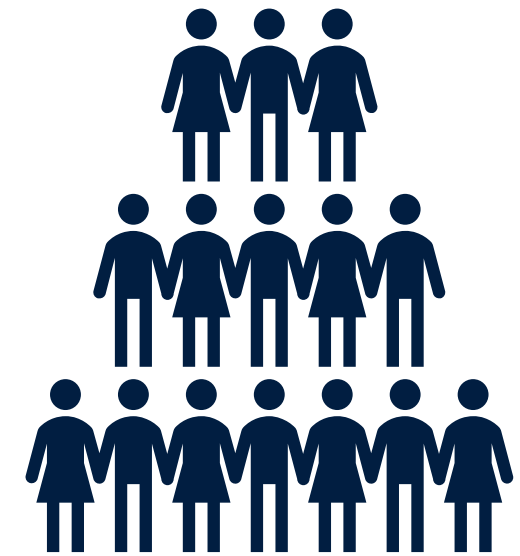


GROUP

**ORIENTATION
CAPACITATION-WORKSHOP
AWARENESS-TALKS**



>6





Life & digital inclusion stories



CLOSENESS & HUMANITY

INTEGRAL - ADAPTATIVE - PERSONALIZED ATTENTION



REAL & SIMPLY SOLUTIONS TO REAL NEEDS

ANYONE CAN HELP ANOTHER



CARE, AFFECTION AND SUPPORT FOR OUR TEAMS AND USERS



VOLUNTEERING

SOLIDARITY

DIGITAL

TRANSFORMATION

PEOPLE



We Promote Responses for Digital Inclusion
Digital volunteering and Heart
Leaving no one behind

For more information:

Click_A Digital Skills | Digital Volunteering

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THANK YOU!

cuzroja.es