



ABOUT MY E - START

My e-Start is a two-year Erasmus+ programme launched in October 2020. The project engages with the development of digital skills among senior citizens, individuals with low or no formal education and training experience, as well as people with a migration background.

The aim of My e-Start is to contribute to digital inclusion of disadvantaged groups of people and address the digital gap by designing, developing and promoting sustainable and tailored products, which are widely applicable and highly impactful.

My e-Start will equip people with the basic digital competences and empower them in using the most common e-Government and e-Commerce services in their countries such as e-Banking, tax declarations, online payments and use of e-ID cards.

WHAT IS THE 'EASY LANGUAGE' APPROACH?

Given the audience the project aims to reach, it is important that all aspects of My e-Start are easily understood, approachable, operable and robust to maximise the positive impact to those who can most benefit from it, namely, adults with low or no digital skills.

All developed materials will use the concept of 'easy language' by providing simple instructions, clear visual elements and well-structured content to facilitate a user-friendly experience to the learners. In other words, the language of the Online Environment that will be developed by mid-2022 will be based on the concept of 'easy language,' including basic vocabulary, short sentences, little volume of text and concise explanations.

NEXT STEPS

Having concluded the Report on Digital Competences and therefore the IO1, the partners held their second transnational meeting virtually on February 10, 2021. Supposed to be hosted by CSI in Nicosia, Cyprus, the meeting provided an opportunity for all partners to discuss the progress thus far and the next steps of the project. The meeting focused on the development of the content for the Online Environment (IO2). This output is led by BUPNET and will be based on the digital competences framework defined in IO1. As of now, partners have defined the structure of the Online Environment content and are now working to develop the relevant material.

WHO WE ARE

My e-Start is implemented by six organisations operating across Europe, with the aim to provide disadvantaged groups with digital and media competences to be able to navigate the ever-changing digital world safely and confidently.



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WHAT WE HAVE BEEN WORKING ON

The organisations of Landkreis Kassel, BUPNET, CATRO, CSI and die Berater held the launch of the My e-Start project on October 21, 2020, which was virtually hosted by Apricot Management that is based in Loughborough, United Kingdom (UK). During the kick-off meeting, partners set the foundations, aims and expectations that they aim to reach through this project.

As a first step, each partner conducted a thorough national research to identify the digital inefficiencies in terms of competences of disadvantaged learners as part of the Intellectual Output 1 (IO1). CATRO of Bulgaria led this phase by providing comprehensive guidelines and support to all partners. The partner organisations have since been holding monthly meetings to monitor the progress of the project, as well as optimise procedures of communication and coordination.

By January, all partners had submitted their national reports to CATRO, which then was responsible to put together the transnational Report on Digital Competences that will advise the following steps and product development of the project. The Report on Digital Competences provides an overview of the current framework in Germany, Cyprus, Bulgaria, Austria and the UK in terms of e-services analysis, factors of digital exclusion, public support measures directed at people with low or no digital skills, as well as the most common devices used and the most important and useful e-services for disadvantaged adults.

Another core element of the Report on Digital Competences is the development and analysis of the 'easy language' concept which will inform the language, functionality, friendliness and effectiveness of the project's products and services.

The report will be shortly available on My e-Start website in English, while an executive summary will be provided in all partner languages.

