

OUTREACH GUIDE

DIGITAL SKILLS

The guide that lists European best practices for
reaching out to audiences

GUIDE
N°1



Co-funded by
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Efficience
SOLIDAIRE & CRÉATIVE



DIGITAL SKILLS
Exchange of best practices between digital mediation players !

PREVIIFORM
Laboratório, Formação, Higiene
e Segurança do Trabalho, Lda.



EDITORIAL

EFFICIENCE

PREVIFORM

PRESENTATION OF THE DIGITAL SKILLS PROJECT

The **Digital Skills project**, funded under the **Erasmus + Education / Training** program, has the main objective of developing the practices of digital mediation stakeholders through two main axes:

- on the one hand, the (re)mobilization of populations furthest removed from digital technology thanks to "**Go Towards**" methods which allow them to be reached in places they frequent and at times which suit them;
- on the other hand, **the adoption of a posture and support adapted to specific audiences** (disability, travelers, etc.)..

The activities of the "Digital Skills" project include the development of **best practice frameworks** for digital mediation, the **creation of training modules** adapted to various audiences, the implementation of awareness-raising and training initiatives within partner organizations, and the dissemination and sharing of results in order to create a European community committed to the challenges of digital inclusion and the development of individuals' digital skills.



WHO IS THIS GUIDE FOR?

Digital mediators, digital experts, and public writers—whether you are professionals or volunteers working in a variety of settings such as libraries, community centers, digital public spaces, associations, communities, businesses, training organizations, etc.—you play a vital role in supporting the public in using digital tools and accessing online services.

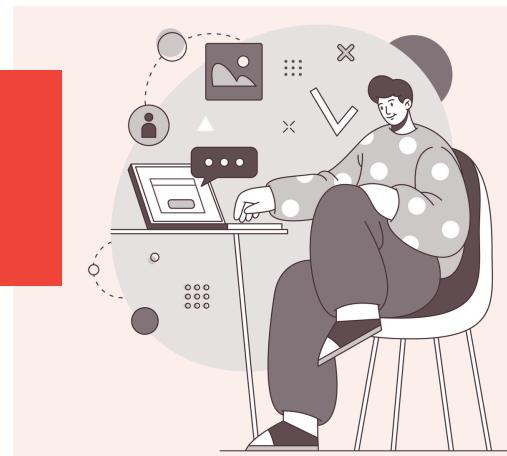
This first guide aims to strengthen your skills and knowledge by introducing you to a collection of inspiring projects across Europe that are innovating in their ways of reaching out to audiences, both in the physical and virtual spaces they frequent, and in the moments they are present in them.





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FONDATION CIBERVOLUNTARIOS

Deployment of a network of cyber volunteers throughout Spain

FACT SHEET 1



PRESENTATION

The Cibervoluntarios Foundation is a Spanish non-governmental organization that is a **pioneer in the field of technology volunteering**. The main objectives of the Cibervoluntarios Foundation are focused on bridging the digital divide by making technology accessible to all.



The foundation **provides free digital skills training to thousands of beneficiaries every year**, enabling them to interact effectively with essential services such as administration, banking platforms and other digital tools. The organization has thousands of **SMEs and small NGOs spread across the territory (urban, rural), which it supports in their digitalization** to strengthen their competitiveness and impact. It also promotes the **positive and safe use of technology** by raising public awareness of good practices and cybersecurity issues. The foundation drives digital transformation with a vision focused on **social impact**, so that technology truly serves human progress and solidarity. **The foundation also recruits volunteers from across the country** and trains them regularly to prepare them to lead workshops and provide personalized support as close to residents as possible. These **cyber volunteers** share their digital skills to help local communities become self-sufficient in using technology. The NGO was recognized as one of the **100 pioneers in digital transformation by the Financial Times**.

CIBER VOLUNTARIOS

IN A FEW WORDS

The Cibervoluntarios Foundation is a Spanish NGO that provides free digital skills training to citizens, especially the most vulnerable, through a network of cybervolunteers.

IN A FEW NUMBERS

Over **4,500** cybervolunteers

Over **70,000** young people trained

Over **4,900** collaborating entities (public, private, NGOs, schools)

Collaboration with **96** European organizations and universities

The Cibervoluntarios Foundation's approach is based on three fundamental pillars:

- Technological accessibility
- Tailor-made training
- Collective empowerment

It strives to make technology accessible to all, particularly to marginalized populations or those excluded from digital tools, in order to reduce inequalities of access.

Through practical workshops tailored to the specific needs of each community, the foundation offers training that meets local expectations.

Finally, it places great emphasis on promoting collective empowerment by providing individuals and organizations with the means to solve social problems through the use of digital technologies.

This participatory approach places beneficiaries at the heart of their digital transformation, making them actors in their own development.

The foundation is committed daily to strengthening the position of women in society through technology, providing them with the essential tools to participate fully and equitably in all aspects of social life. A "GO TO" methodology for the public that effectively relies on small businesses spread across the territory, and a large network of volunteers who are true ambassadors of digital inclusion working closely with residents.



OBSTACLES AND SOLUTIONS

The Cibervoluntarios Foundation has encountered several obstacles in promoting digital inclusion, including the digital divide and the lack of technological skills, particularly in rural areas and among vulnerable populations. To address these challenges, the foundation offers tailored training, such as interactive **workshops, to help young people develop basic digital skills.**

It also leverages local partnerships with businesses and local organizations to strengthen the impact and outreach of its initiatives.

Finally, **the foundation supports its volunteers by offering ongoing training** to ensure they remain competent and effective. These solutions enable the foundation to **bridge the digital divide and foster a more inclusive society.**

PARTNERSHIPS AND COLLABORATION

The Cibervoluntarios Foundation **relies on a strong network of partnerships and collaborations** to maximize the impact of its initiatives. It works with private companies that provide technological equipment and essential financial support for its projects. In partnership with public organizations, it implements technology education programs tailored to local needs. With the support of international NGOs, the foundation develops cross-border projects aimed at **promoting digital inclusion worldwide.**

Finally, it collaborates closely with educational institutions to raise awareness among young people about the opportunities offered by technology. These strategic collaborations expand the reach of the foundation's activities while ensuring their sustainability and lasting impact.

Want to know more?

<http://>



cibervoluntarios.org
info@cibervoluntarios.org

RESULTS AND IMPACTS

Since its inception, the Cibervoluntarios Foundation has generated significant results and a lasting impact in the field of digital inclusion. **More than 70,000 people are trained each year**, enabling numerous local communities to acquire essential skills to adapt to an increasingly digitalized world. This impact is made possible thanks to the commitment of more than 4,500 cybervolunteers and collaboration with more than 4,900 organizations across the country (rural and urban).

Together, they develop major **European projects focused on digital transformation and social innovation**.

For example, the NADINE project involved 428 participants, including vulnerable migrants, asylum seekers, and refugees in Greece, Spain, and Belgium, who tested the platform with promising results.

Furthermore, the Ciberseniors project trained 269 older adults in Europe on the safe use of ICT tools to facilitate their independence. These are two examples but there are many more!



LESSONS LEARNED AND ADVICE

Over its years of experience, the Cibervoluntarios Foundation has learned several key lessons to maximize the impact of its initiatives. Tailoring **training to the specific needs of beneficiaries** has proven essential to ensure its effectiveness and relevance. Forging strong partnerships with businesses, public institutions, and other organizations has helped multiply impacts by combining resources and expertise. The foundation has also learned the **importance of supporting its volunteers by investing in their ongoing training** to make them increasingly skilled and effective in the field. Finally, **it has relied on simple and engaging communication to demystify information and communication technologies (ICT)**, facilitating their adoption and use by all.

VISION OF THE FUTURE

The Cibervoluntarios Foundation aspires to a future where technology is a lever for **social innovation and the empowerment of citizens**, particularly those in situations of digital vulnerability. It is committed to **ensuring that everyone has the opportunity to access, learn, and use technology to promote their autonomy, strengthen their rights, and improve their employment and social participation opportunities**. Thus, the Cibervoluntarios Foundation's vision for the future is to continue to be a **key player in bridging the digital divide, fostering digital inclusion and promoting the responsible and beneficial use of technology for all**.



DIGITAL TRAVELLERS

Libraries as places of digital mediation

FACT SHEET 2



PRESENTATION

Digital Travellers (DT) is a project designed to **promote the digital**, and therefore social, **inclusion** of people vulnerable to exclusion due to their lack of digital skills. According to the European Commission, nearly 44% of the population lacks basic digital skills, even though approximately 90% of future jobs will depend on them.



Digital technology plays an increasing role in daily life, whether for banking, bill payments, administrative procedures, or tax returns. The Digital Travellers project aims to strengthen the digital skills of as many people as possible by **mobilizing librarians, key players in non-formal education**. Its intermediate objective is to demonstrate, through a pilot project, that it is possible to effectively and cost-effectively train a wide audience using a "**train the trainer**" approach, **supported by appropriate and accessible educational resources**.

The Digital Travellers website **offers an online library** with **numerous resources categorized by theme** (tool proficiency, access to information, communication and collaboration, content creation, security, and problem solving). **The resource library primarily targets librarians, but also digital mediators, educators, and social support organizations to help them become digital caregivers**. The educational resources developed are made available to facilitate workshop facilitation.

DIGITAL TRAVELLERS

IN A FEW WORDS

Digital Travellers is a project that aims to create a large library of online resources to train trainers at low cost and make digital technology accessible to all.

IN A FEW NUMBERS

80 librarians trained
4 pilot countries

An online library to train librarians to become digital caregivers

This project targets a wide range of citizens, including seniors, migrants, and people from disadvantaged backgrounds. The resources developed as part of this project take into account the local context of each partner country and the specific needs of these groups.

Throughout this project, the stakeholders collaborated with public libraries, which are essential partners in reaching and supporting users who are excluded from digital technology.

The aim was to demonstrate that the "train the trainers" approach is effective in combating digital exclusion and can be easily replicated by other European partners, enabling them to reach a wide audience in their respective areas. The library, a place frequented by a large number of citizens, thus becomes a place of digital mediation.

All resources are accessible online under the Creative Commons license, allowing everyone to use them freely. The facilitator training support documents are only available in English.

People who are digitally isolated can visit Digital Travellers partner libraries across Europe for training and support. These libraries, located in several European countries, offer workshops and training sessions led by digitally trained librarians.



OBSTACLES AND SOLUTIONS

The Digital Travellers project encountered several major obstacles related to the digital divide and international coordination. One of the main challenges was digital exclusion, which limits many populations' access to essential services such as online banking, bill payments, and administrative procedures.

To address this, **educational resources** were created and **adapted to local needs to provide targeted training for disadvantaged groups**.

Another challenge lay in the difficulty of coordinating efforts across several countries with different cultural and organizational contexts. To address this challenge, the project relied on strong partnerships with national libraries and specialized NGOs, fostering close collaboration and harmonization of methods. These solutions helped overcome obstacles while maximizing the project's impact.

PARTNERSHIPS AND COLLABORATION

The Digital Travellers project is based on a strategic collaboration between **several European partners**. These partners include organizations such as Libraries Without Borders in Belgium, foundations such as FRSI in Poland, and national libraries in the Netherlands and Finland.

The mobilization of these stakeholders, complemented by the expertise of Public Libraries 2030, illustrates a **concerted approach** to maximizing the project's impact by integrating local needs and promoting the **sharing of best practices across Europe**.

<http://www.digitaltravellers.org>

Want to know more?

<https://www.digitaltravellers.org>

RESULTS AND IMPACTS

The Digital Travellers project has produced concrete results and a lasting impact on digital inclusion in Europe. The creation of an online platform with free, locally adapted educational resources, accessible under a Creative Commons license, has facilitated access to quality educational tools for all.

80 librarians were trained in four pilot countries (Belgium, Finland, the Netherlands, and Poland). These trainers then shared their skills with their communities, improving access to essential digital tools for everyday life. The project also influenced European public policy, through strategic recommendations **highlighting the importance of digital inclusion**. Digital Travellers has thus demonstrated the effectiveness of the "train the trainer" approach, serving as a model for addressing the digital divide on a large scale and the presence of libraries in local communities as **digital mediation centers**, a concept of pooling resources to promote digital inclusion.

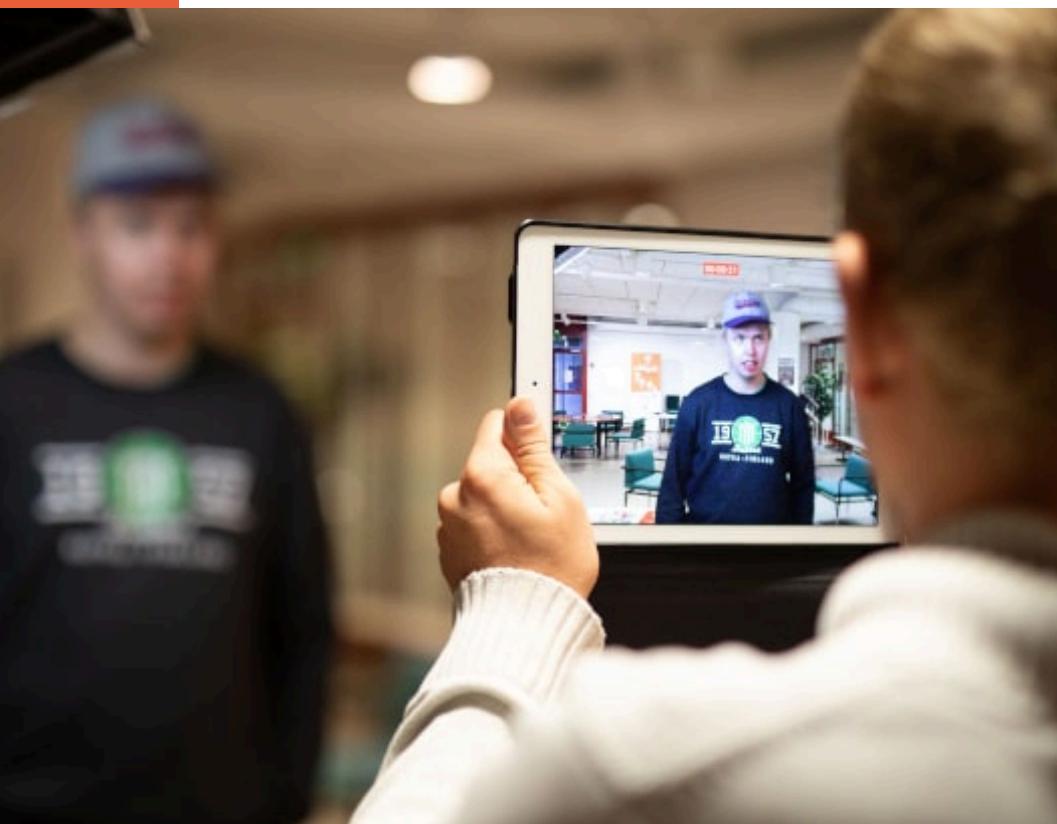
LESSONS LEARNED AND ADVICE

Key lessons learned from the Digital Travellers project highlight the importance of adapting educational resources to local needs to maximize their impact. **Libraries played a crucial role, as they are accessible locations across cities, towns, and villages, for disseminating digital skills to diverse audiences.**

The "train the trainer" approach also proved highly effective, reaching a wide audience at low cost. A key piece of advice is to **foster strong partnerships** with local stakeholders to ensure seamless coordination and the adaptation of solutions to different cultural and social contexts.

VISION OF THE FUTURE

The future vision of the Digital Travellers project is to expand the initiative to other European countries to reach an even wider audience. The **integration of new technologies and digital learning methods** will help us remain at the **forefront of digital inclusion**. To further grow the community, the website offers the opportunity to become a facilitator and help bridge the digital divide by joining a community of committed digital inclusion stakeholders! The project also aims to **develop more resources** for marginalized populations and **continue to influence European policies** to ensure equitable access to digital skills for all.





OPEN SOURCE POLITICS

FACT SHEET 3

Promoting online participatory democracy by developing and deploying open source tools in France

**Open
Source
Politics**



PRESENTATION

Open Source Politics is a company operating in the Social and Solidarity Economy sector. It develops free and open-source digital platforms and leads collective intelligence workshops to support public, private, and nonprofit stakeholders engaged in participatory initiatives.

The organization has an innovative digital outreach component that allows it to reach out to audiences and ensure the inclusiveness of its work.



OPEN SOURCE POLITICS

IN A FEW WORDS

Open Source Politics is a company in the field of Social and Solidarity Economy that develops free and open source digital platforms and leads collective intelligence workshops to support public, private and associative actors engaged in participatory and inclusive approaches.

The Open Source Politics team is **composed of committed professionals**. It includes consultants, developers, data engineers, and other experts dedicated to promoting the digital commons.

The company's core values encompass participatory **democracy, the use of free and open source software, collective intelligence, commitment to the social and solidarity economy, and inclusive digital technology**. These principles guide their actions to **strengthen citizen participation and transparency** in various sectors of society. Reaching out to all audiences by providing tools accessible to all and supporting local stakeholders to better engage with those most excluded from digital technology.

"We are a team that cares about common interests."

IN A FEW NUMBERS

Millions of citizens engaged through its platforms

3 flagship solutions

+20 experts

Open Source Politics offers three open source solutions to strengthen citizen participation and democratic governance:

- **Decidim**: A citizen participation platform for organizing consultations, participatory budgets, and online debates.
- **Grist**: A data management and visualization tool facilitating the analysis of information from participatory processes.
- **Rudi**: A platform promoting the secure sharing of local data for greater transparency and collaboration.

These solutions aim to promote open and participatory digital governance by prioritizing digital technology as a forum for consultation.

Open Source Politics' expertise lies primarily in Decidim, a collaboratively developed platform that allows for the structuring of citizen participation processes such as public consultations, participatory budgets, debates, and online deliberative assemblies. Drawing on an ethical and transparent approach, Open Source Politics advocates for a digital transformation that serves democracy, emphasizing data sovereignty and citizen involvement in decision-making.

All citizens are included, even those most removed from digital technology, as Open Source Politics offers a rapid response kit that brings together various documents and materials to help digital mediation professionals support these audiences. This kit aims to facilitate access to participatory platforms by providing resources tailored to the needs of those less familiar with digital tools.



OBSTACLES AND SOLUTIONS

Open Source Politics faces several challenges, including the adoption of open source tools, citizen mobilization, interoperability with existing systems, funding, and compliance with data regulations. To address these challenges, the company focuses on **supporting and training organizations**, developing awareness-raising strategies to encourage citizen participation, and developing interoperable APIs and solutions. To ensure its sustainability, it diversifies its revenue sources and promotes the sharing of developments with other open source software stakeholders. Finally, it places major **importance on security and data protection** by guaranteeing hosting that complies with European standards.

Furthermore, users can **register for meetings on the platforms without having to create an account**. This aims to reduce barriers to participation while collecting essential information from participants (name and email address).

These solutions help **strengthen the transparency and effectiveness of participatory tools** while supporting an **ethical digital transition**.

PARTNERSHIPS AND COLLABORATION

Open Source Politics relies on a **network of partnerships and collaborations** to strengthen the impact of its solutions. By working with local authorities, public institutions, and civil society organizations, the company **co-develops participatory approaches** tailored to the needs of local stakeholders. It also collaborates with open source communities, particularly around the Decidim, Grist, and Rudi solutions, to share developments and ensure the continuous improvement of its tools. Furthermore, alliances with companies specializing in **sovereign hosting and cybersecurity** ensure compliance with **data protection** standards.

These synergies allow Open Source Politics to broaden its scope and promote more open and democratic digital governance.



Want to know more?

<https://opensourcepolitics.eu/>

RESULTS AND IMPACTS

Since its inception, Open Source Politics has **helped transform citizen participation by deploying digital platforms** used by numerous communities, public institutions, and organizations.

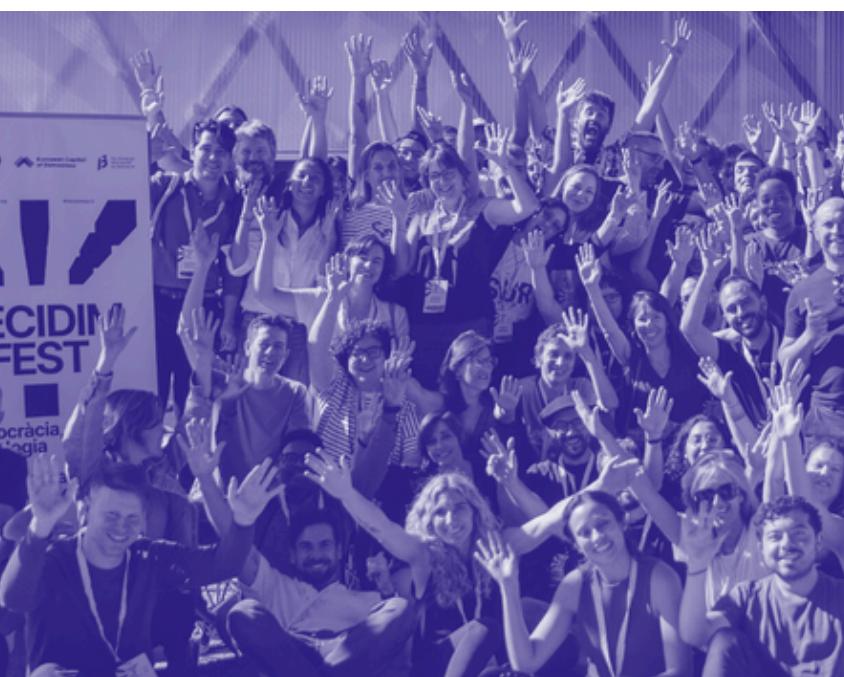
Thanks to its open source tools, it has facilitated thousands of consultations, participatory budgets, and deliberative processes, involving millions of citizens in France and internationally. Its commitment to transparent and inclusive governance has **strengthened trust in participatory approaches** and enabled greater consideration of citizen contributions in political decisions. Furthermore, its commitment to compatible tools and independent digital technology has encouraged the **adoption of ethical solutions that respect personal data**, thus contributing to the **development of responsible digital technology that is accessible to all**.

LESSONS LEARNED AND ADVICE

The Open Source Politics experience highlights several essential lessons for the success of a digital participation project. First, **accessibility and transparency are key** to promoting tool adoption and building user trust. It is also crucial to involve stakeholders from the design stage of platforms to ensure their relevance and effectiveness. Second, **collaboration with public, private, and non-profit stakeholders allows for the pooling of resources** and ensures the sustainability of initiatives. Furthermore, choosing open source software offers greater flexibility and guarantees control over data, but requires support to be fully leveraged. Finally, it is important to plan mobilization and training strategies to encourage the active participation of citizens and organizations. These lessons show that the success of a digital participation project **relies on a collaborative approach, open governance, and a constant commitment to innovation and digital ethics**.

VISION OF THE FUTURE

Open Source Politics aims to continue developing ethical and inclusive digital solutions to strengthen participatory democracy. The project also focuses on collective intelligence and technological innovation, particularly by exploring the potential of artificial intelligence to enhance citizen participation. At the same time, it intends to strengthen its commitment to digital sovereignty by promoting infrastructures that respect personal data.





CAFÉ GERMAINE

A mobile café designed to strengthen social ties and promote access to rights and digital technology



FACT SHEET 4



PRESENTATION

Café Germaine, created in 2017, is a **mobile digital café** that travels the roads of Vendée to **meet residents in towns and villages**. Its main objective is to **create social connections between residents** by encouraging exchanges and supporting local initiatives. The project is led by the Federation of Social Centers of Vendée.



Germaine is a converted, easily identifiable, and user-friendly **truck** equipped with various digital tools such as computers, tablets, video game consoles, robots, virtual reality headsets, and a 3D printer. Its mission is to reach out to the residents of Vendée by traveling through towns and villages in a friendly, easily recognizable, mobile vehicle designed to foster entertainment and interaction. Café Germaine adopts an "**outreach**" approach, directly meeting residents in their daily environments. This approach allows it to reach a wider audience, including those who do not usually frequent social or community centers. In 2021, a "small-format" version of Café Germaine was launched with fewer technical constraints and can be booked free of charge by organizations that are members of the Fédération des Centres Sociaux (Fédération of Social Centers).

A traveling meeting space where everyone finds their place

CAFÉ GERMAINE

IN A FEW WORDS

Café Germaine is a traveling mobile café designed to strengthen social ties, combat isolation, and promote access to rights and digital technology, while bringing life to local communities. Whether it's a skate park to engage young people, a school drop-off point, a busy square, or a convenience store for families or the elderly, the truck stations itself directly in the heart of spaces frequented by the population, with whom it seeks to engage and foster social connection.

IN A FEW NUMBERS

Created in 2017

Over 3,000 meetings



At the heart of this project is the goal of strengthening ties between residents of the same area, supporting their initiatives, and encouraging their daily commitment to building a more united community.

Its action is rooted locally and concretely, with the aim of breaking the isolation faced by many people, particularly seniors, and combating inequalities in access to social rights and digital tools.

Café Germaine takes the form of a specially designed vehicle, both identifiable and user-friendly, equipped to meet the diverse needs of the population. This mobile space offers:

- A café space for discussion and sharing a friendly moment.
- Digital workshops to introduce residents to new technologies and bridge the digital divide.
- Support with administrative procedures to help those who encounter difficulties accessing social rights.
- Activities and discussion times to encourage intergenerational interaction and boost local life.

Each intervention is tailor-made, in collaboration with residents and local stakeholders, in order to adapt actions to the specific needs of each territory.



OBSTACLES AND SOLUTIONS

One of Café Germaine's main challenges is **reaching the most isolated audiences, particularly in rural areas**. To address this challenge, the project relies on local stakeholders and attractive events. Its visibility has been enhanced through **effective communication and a recognizable vehicle**. Its sustainability relies on a **mixed-funding model combining grants and partnerships**. Finally, to ensure a participatory dynamic, the involvement of residents and partners is encouraged **through discussions, co-developed activities, and volunteer commitment**.

Furthermore, to remain attractive and relevant, the project must constantly innovate and keep abreast of digital developments. Maintaining the machines and vehicles and improving the layout are also essential actions to keep the project alive.

PARTNERSHIPS AND COLLABORATION

The project relies on a strong network of partnerships and collaborations that allow it to amplify its impact and ensure its sustainability. Local authorities (town halls, **inter-municipal authorities**, Departmental Council) play a key role in supporting the project financially and facilitating its implementation in the regions.

The Community Social Action Centers (CCAS) and the Social Living Spaces (EVS) collaborate closely with the Café Germaine team to identify residents' needs and **organize targeted actions**.

Finally, **volunteers and committed residents actively contribute** to the life of the project by helping with animation and relaying information within their community.



Want to know more?

<http://cafegermaine.fr/>
germainecafenumerique@gmail.com

RESULTS AND IMPACTS

Since its launch, Café Germaine has helped **strengthen social ties in many Vendée communities**.

Digital workshops have enabled many residents to **familiarize themselves with new technologies**, thus bridging the digital divide.

Friendly moments spent over coffee have fostered **intergenerational exchanges** and the **development of local initiatives**.

LESSONS LEARNED AND ADVICE

Café Germaine's experience highlights the **importance of mobility and flexibility in reaching diverse audiences**. **Adapting to the specific characteristics** of each region and **co-developing initiatives with local stakeholders** is essential to ensure the relevance and effectiveness of interventions. Furthermore, **using digital technology** as an **outreach tool** has proven to be an effective lever for **building social connections**.

VISION OF THE FUTURE

The project continues to evolve! Café Germaine aims to expand its reach by covering more Vendée municipalities and increasing the frequency of its activities. It plans to diversify its activities, particularly by strengthening digital support and intergenerational exchanges.

The project also aims to consolidate its network of partners to ensure its sustainability and experiment with new formats, such as thematic events or collaborations with other traveling organizations. Finally, Café Germaine is looking to undergo a makeover and will, in the future, take on a completely new look!





CAFÉ NUMÉRIQUE

Organize interactive conferences to share knowledge and make digital technology accessible to all

FACT SHEET 5



PRESENTATION

The Digital Café is a Belgian initiative that **organizes interactive events**, primarily conferences and workshops, on a variety of digital-related topics. Its goal is to **make the digital world accessible and understandable to all** audiences, from beginners to experts. The Digital Café concept is based on the idea of democratizing access to digital information and facilitating discussion around new technologies.



By organizing **free events open to all**, the project brings together industry professionals, enthusiasts, and the curious. The conferences cover topics as diverse as **cybersecurity, artificial intelligence, digital design, and the impact of new technologies on society**. The main objective is to raise public awareness of digital issues and support participants in their adoption of technological tools. The goal of the digital cafés is to **make digital technology more accessible, support the public in their learning, and strengthen the local digital community**.

Digital Cafés are events organized to foster discussions around digital technology. They take place in various locations, including public spaces, cultural centers, and educational institutions. These locations are **chosen to be easily accessible** to the target audience, **allowing a wide audience to participate** in the discussions and workshops.

CAFÉ, NUMÉRIQUE

IN A FEW WORDS

The Digital Café is a Belgian project that organizes free digital events to promote inclusion and the exchange of ideas.

These conferences cover a variety of topics, from cybersecurity to artificial intelligence, and feature industry experts.

IN A FEW NUMBERS

594 events

29 cities across Belgium

7,867 participants

779 speakers

Learn, exchange, and connect around digital technology

The Digital Café implements various initiatives to make digital technology more accessible to a wide audience. This includes the regular organization of free events such as conferences, workshops, and interactive discussions. Each event is designed to meet specific needs, ranging from an introduction to digital tools for beginners to more technical presentations for experts. In addition, the project collaborates with professionals, businesses, and educational institutions to enrich the topics covered, creating an environment conducive to knowledge exchange and digital inclusion.

The Digital Café addresses a wide variety of digital topics, such as cybersecurity, artificial intelligence, the digital transition in businesses, digital inclusion, and the digital transformation of society. Specific initiatives include practical workshops on the use of digital tools, conferences on recent technological innovations, and discussions on digital ethics.

The project also fosters exchanges between professionals and participants to create opportunities for collaboration and continuous learning.



OBSTACLES AND SOLUTIONS

Like any ambitious project, the Digital Café encountered obstacles, particularly in terms of accessibility. The main challenge lies in the diversity of the audience, with varying levels of digital knowledge. To address this, solutions have been implemented: **events are adapted according to skill levels**, with simpler presentations for beginners and more in-depth sessions for experts. Furthermore, the issue of language was also addressed, with the **implementation of real-time translations** or mediators for non-French- or English-speaking audiences.

Finally, the organization faced the challenge of securing stable funding, which was made possible thanks to **strong partnerships with public and private institutions**.

PARTNERSHIPS AND COLLABORATION

The success of the Digital Café relies heavily on the partnerships and collaborations established with **various stakeholders in the digital, education, and business sectors**.

Partners include universities, technology companies, local associations, and public authorities. These partnerships not only **ensure a diversity of topics covered**, but also **ensure a broad reach for the events**.

By collaborating with experts and local organizations, the project successfully reaches diverse audiences and adapts to the specific needs of each community.



Want to know more?

<https://www.cafenumerique.be/>

RESULTS AND IMPACTS

The Digital Café has had multiple results. First, it has contributed to **greater digital inclusion in Belgium** by providing access to essential information about the digital world for people from all walks of life.

Event participants have acquired new skills, whether in the use of digital tools or in more technical topics such as cybersecurity or artificial intelligence. The project has also **strengthened ties between various stakeholders in the digital sector**, facilitating better collaboration and greater dissemination of best practices.

Furthermore, it has also played an important role in promoting innovation and the development of local digital projects.

LESSONS LEARNED AND ADVICE

One of the key lessons learned from the project is the importance of **adapting events to the specific needs of each audience**. The Digital Café learned to better understand the expectations of its participants and adjust the formats of its conferences and workshops to ensure they are both accessible and interesting for everyone. Furthermore, **it was found that partnerships with local experts and stakeholders are essential** for successfully capturing the attention of local communities and maintaining a high-quality offering. The main advice from this experience would therefore be to know your audience well and create participatory events where the **exchange of ideas is at the heart of the experience**.



VISION OF THE FUTURE

The Digital Café project aims to expand even further, with the goal of reaching a greater number of cities and participants. The idea is to continue exploring new digital-related themes, such as the challenges of the energy transition or the impact of technology on society. In the future, the project aims to strengthen its network of partners and speakers to offer ever richer and more diverse events.

One of the major objectives for the future is also to sustain these meetings through continuing education and support initiatives for professionals and the public wishing to improve their skills in the digital field.



EFFICIENCE

Network of third-party digital inclusion locations located in shopping malls

FACT SHEET 6

Efficience
SOLIDAIRE & CRÉATIVE



PRESENTATION

Efficience is a **non-profit organization** that began operations in October 2017 in Maubeuge (Nord, France). Building on its experience in the field of **digital inclusion through leading workshops** in partner organizations and providing certified training in basic digital skills, **the organization opened its first digital inclusion third-party space** in a shopping mall (Auchan Hypermarket) **in 2021**.



This project was made possible thanks to the **support of NHOOD**, the leading European shopping center company.

After a short-lived experiment lasting a few months, the third-place quickly found its audience.

Today, the association manages **three third-places located in shopping malls**. The **welcome is unconditional** (no age limit, socio-professional status, etc.). The third-places are available to both individuals and social integration professionals seeking **new tools to address the digital illiteracy of their beneficiaries**.

First third place of digital inclusion established in a shopping mall in France

Efficience

IN A FEW WORDS

- Non-profit association.
- Founded in 2017 in Maubeuge, Hauts-de-France.
- Design and management of digital support spaces within Auchan shopping centers.

IN A FEW NUMBERS

12 employees

€600,000 budget

50 volunteers

10 volunteers

40 non-profit partners

3 third-party spaces in Hauts-de-France

1 third-party space in Île-de-France

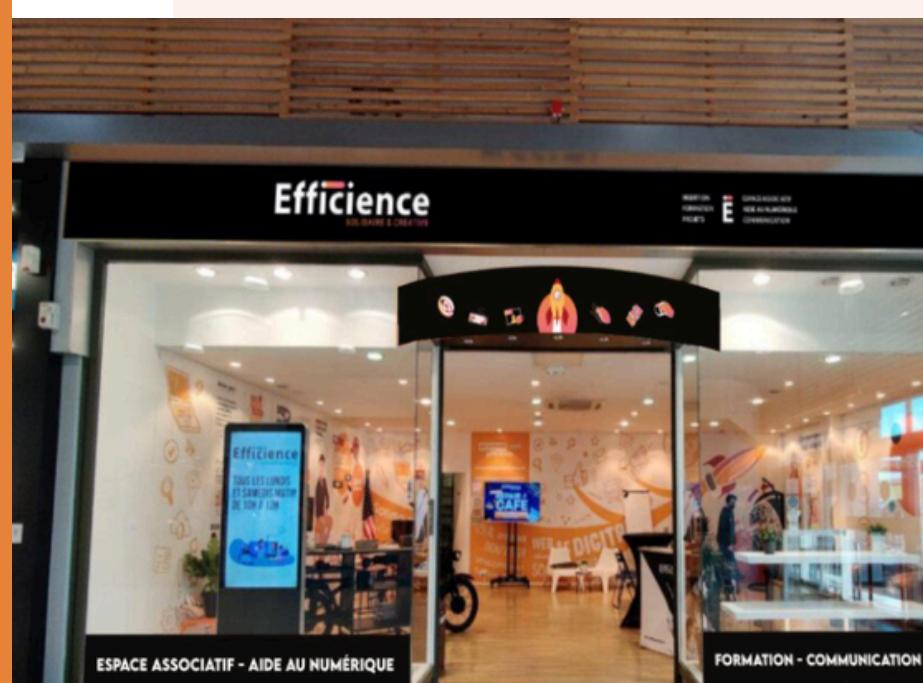
8,000 beneficiaries per year

The primary difficulty for beneficiaries is their **lack of digital literacy**, along with the fear of being scammed. Initial interactions are more often focused on **reassuring people about their capabilities** and giving them an overview of the possibilities. **The majority of spontaneous requests concern smartphone use.** This is why the gallery's telephone operators direct several people a day to the third-place to help them get started with their new equipment.

The fact that the association already existed facilitated the third-place's visibility. **Group workshops are regularly held there for beneficiaries of partner organizations.** As everywhere, the crowd attracts people.

Efficience is careful to communicate, on its social media, about the diversity of the audiences the team is able to help (age, disability, entrepreneurs, job or training seekers, etc.).

The third-place offers fun activities **on Wednesday afternoons and a repair café on Saturday mornings**, but there are no specific slots for each category of situation. This goes a long way toward making the space welcoming and non-stigmatizing. A retiree can get help using their smartphone while a student brushes up on office tools, or an entrepreneur learns how to use social media to develop their projects.



OBSTACLES AND SOLUTIONS

A third place for digital inclusion in a shopping mall is a first in France. It was necessary to overcome the divide between commercial and non-commercial activities.

On the structural side, it was necessary to adapt to the operating rules of a shopping mall (opening hours, security). Communication is also an issue Efficience is constantly working on.

Indeed, it must be made clear that the structure is a free digital mediation service for all. This also requires an attractive weekly program of activities.

PARTNERSHIPS AND COLLABORATION

The Efficience concept is based on **supporting local ecosystems**. The development of third places requires a needs assessment with local authorities and key stakeholders in the area.

The match between the local area and the proposed Efficience solution triggers a process of **creating a new space dedicated to the inclusive digital transition**. Key stakeholders (nonprofits) and local and regional authorities are stakeholders in the process.



Want to know more?

www.efficiencecreative.fr
bonjour@efficiencecreative.fr

RESULTS AND IMPACTS

Among the beneficiaries, some use multiple resource structures (social centers, media libraries, community centers). The Efficience third-place is where you can come and carry out **your own procedures with a digital mediator who monitors you for mistakes** and helps close pop-ups and other unwanted messages. The **beneficiaries don't really have time constraints** and know they can ask for repetitions as needed.

For example, we have an elderly person who arrived with just an old laptop she'd taken from her grandson and is very frustrated at no longer being able to manage her daily activities independently due to digitalization. After a year (maybe two), she's juggling multiple email accounts, is no longer afraid to communicate with institutions via her online accounts, and has even ended up buying a smartphone because "it's more convenient for using social media."

There are also examples of people in vulnerable situations who were not told that it was necessary to cancel their insurance policies for their old equipment online. This **represents several dozen euros per month saved for these beneficiaries** by learning how to assert their rights.



LESSONS LEARNED AND ADVICE

Implementation times for such a project are very long (approximately 1.5 years for the opening of a third-party space). There are many procedures to follow, particularly regarding the safety regulations specific to shopping centers, which also depend on the scope of the developments to be carried out.

The **layout is very important** for the success of the space. **Ergonomic and movable furniture** is used to ensure both working comfort and the ability to accommodate a variety of configurations. A decor that is both welcoming and surprising is used to encourage familiarity and creativity.

The **diversity of the audiences being helped** is not always easy to achieve or maintain, but it is a **real added value for the third-party space**. Some beneficiaries go from being helped to being helpers, which is all the more beneficial for them in their digital learning process.

VISION OF THE FUTURE

The concept is currently **being rolled out to other areas**.

Efficience is drawing inspiration from the new challenges it has observed to improve its service offering.

Local areas are increasingly interested in projects that enable their residents to **develop their skills**.

Increasingly, the organization is going beyond simply overcoming **barriers related to digital illiteracy**. The third place can become a space where the beneficiary can take the next step toward their development and independence, in safety.



PLAY FOR CHANGE

FACT SHEET 7

Reaching out to audiences through the implementation of digital outreach



TechLab
Le hub de l'innovation
technologique



PRESENTATION

"Play for Change" is an innovative initiative led by a collective of field actors from the Hauts-de-France region. Integration stakeholders, digital inclusion stakeholders, and associations specializing in people with disabilities have come together to develop a fun and engaging approach to attracting NEETS audiences.



The project was led by the **AFP France Handicap TechLab** (2022 to 2024), as part of the national "Digital Outreach" call for projects launched by the Caisse des Dépôts and Banque des Territoires.

Young people living with disabilities and those experiencing NEET expressed a need to meet professionals outside the healthcare and social care sector.

To help them regain their self-confidence and promote their professional integration, workshops combining skills development and video games were implemented by the project consortium.

PLAY 4 CHANGE

IN A FEW WORDS

- A project led by TechLab AFP France Handicap in 2022.
- Reintegrating young people with disabilities into the professional world through the digital world and video games.
- Developing resources to extend the project's impact to other regions.

IN A FEW NUMBERS

2 years of experimentation

7 consortium members

1 associate partner

3 SMEs involved

Combining physical and digital outreach to reach isolated audiences

Video games are becoming increasingly popular in France year after year, and many experts have long considered them a recreational activity with sometimes harmful effects on health. However, in recent years, numerous practices have developed around gaming: esports, video game schools, practices in various organizations, and rehabilitation through gaming.

The challenge was therefore to shift the fun aspect of gaming to a practice that would allow the development of soft skills that could be used in a professional context. To achieve this, a methodology had to be developed to attract young NEETs, whether they have a disability or not, engage them, and then promote them to companies, training organizations, or support structures. Finally, the objective was to strengthen the confidence and empowerment of these young people by involving them as true stakeholders in a concrete project.

A first phase of testing was conducted with three IMEs, where young people with disabilities were supported for several weeks.



OBSTACLES AND SOLUTIONS

Ensuring a presence on the communication tools that target audiences are familiar with and use daily is essential to reaching them. Thus, it was essential to capture the attention of young NEETs and retain their long-term engagement.

To achieve this, several social media platforms were created and maintained: Twitter (widely used by the target audience), Instagram, YouTube, Twitch, TikTok, Facebook, Snapchat, Discord, and WhatsApp.

The creation of a Play For Change server on Discord helped bring together young people identified at an event or on social media. To this end, private, thematic discussion channels were created to provide them with long-term support. Similarly, Twitch contributed to the development of gaming communities through live video broadcasts and the instant chat feature.

RAISING AWARENESS AMONG YOUNG PEOPLE OF THE CONTRIBUTION THAT VIDEO GAMES CAN HAVE IN THEIR FUTURE PROFESSIONAL PRACTICES

PARTNERSHIPS AND COLLABORATION

To reach the target audience, a partnership was established during the project with Vegacy: an association working closely with various social-professional integration partners in the area (local mission, employment center, community, associations, etc.).

This local esports organization, which has been operating in the area for several years, specializes in the gaming ecosystem. It organizes workshops aimed at developing specific skills transferable to the professional world (the ability to team up around a project, problem-solving skills, etc.).

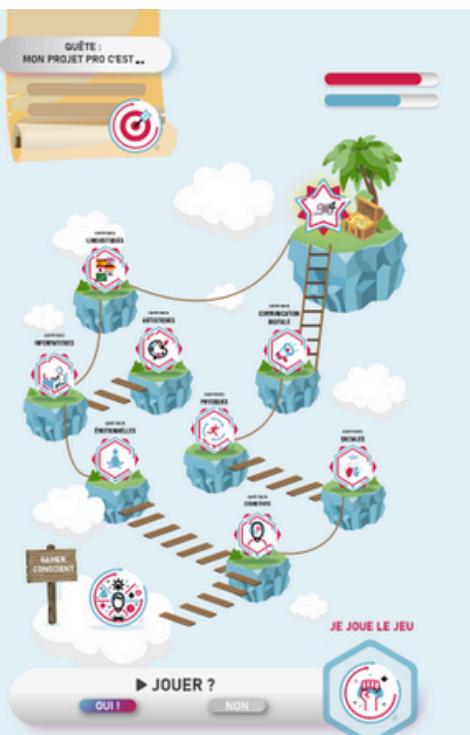
To enable young people with disabilities to play and work, a dedicated space equipped with computers and consoles has been set up within the Maison Universelle in Villeneuve d'Ascq.

The initiative created a lasting bond between digital professionals and young NEETs. Connections were primarily established through the events Play For Change attended: a booth and gaming terminals were provided to engage young people via a fun interface. Also, organizing online tournaments and collaborating with well-known influencers in the world of video games proved to be one of the most successful communication strategies for reaching young NEETs.

Furthermore, the skills acquired through video gaming are recognized through an "Open Badges book." It follows the logic of the "skill trees" commonly found in video games: a series of skills to be unlocked throughout the game, depending on the paths chosen and the strategy adopted. This system helps build young people's confidence in their professional integration.

LESSONS LEARNED AND ADVICE

It is essential to adopt the platforms and communication tools used by young people to capture their attention and retain their engagement. Youth participation during events continues and is sustained over time through the exchange channels established on social media. Furthermore, promoting skills through a fun system of prior learning validation strengthens the motivation of young NEETs by offering them concrete recognition of their progress.



TESTIMONY



SEBASTIEN VERMANDEL,
CHEF DE PROJET

“

Mobilizing NEET youth can be difficult in person. We had to reach this audience via social media, through existing esports events, or through events organized by members of the P4C consortium.

Once identified at an event or on social media, young people were systematically invited to join the Discord server set up to participate in online tournaments, receive information about upcoming skills-building workshops, and be offered individual support to advance personal or professional projects.

We also used the Twitch platform, featuring influencers who attracted their community around video game themes. To participate, participants had to complete a questionnaire about their professional situation.

This allowed us to reach NEETs audiences. This solution is powerful but comes at a cost due to the presence of sometimes expensive "influencer" speakers."



Want to know more?

<https://techlab-handicap.org/p4c>



LES PROMENEURS DU NET FACT SHEET 8

Youth professionals who provide an online presence to young people



PRESENTATION

The **Promeneurs du Net** program is a national educational program established in 2012. It is aimed at **young people aged 12 to 25** and is supported by the social action of the Caf (French Association of Family Allowances). Net Walkers (PDN) are **youth professionals** who provide an online presence to young people, maintaining a **listening, prevention, and support** function.

They are active on various online platforms such as **social media**, where they provide on-call time slots, in addition to their physical missions within social centers, **youth centers**, youth workers' centers, **digital spaces**, and local missions. They are educators, facilitators, integration advisors, or digital mediators and come from different **structures in the educational, socio-cultural, medico-social, animation or mediation sectors**.



“Joining the Net Walkers really allowed me to facilitate my interactions with young people. [...] It’s where we connect with them much more easily, where we clearly share all the information we can give them.”

Sabrina, Net Walker, Rouen



LES PROMENEURS DU NET

IN A FEW WORDS

- National educational project to support young people
- Educational presence online
- Implemented in 2012

IN A FEW NUMBERS

Activities in **97** departments across France

2,930 Internet Walkers (2022)

5 national partners

Certain **practices** are developed by support workers to target the **needs of their audiences**.

The use of **analytical tools** such as Google Trends makes it possible to identify young people's concerns using keywords, with insights by age group and geographic area.

PDNs position themselves on trendy **platforms popular** with young people, such as Snapchat, Instagram, TikTok, and Discord. The latter allows them to **create spaces** based on communities (servers) that contain several themed chat rooms. These include chat rooms dedicated to local life, for example.

This gives PDNs the opportunity to interact with young people through these channels, and they may be required to occupy several channels, for the various types of young people they support. Thus, PDNs **adapt** their interventions according to their **personal interests**.

Similarly, on Twitter, thanks to the hashtag system and the search function, it is possible to retrieve young people's questions. The Tweet Deck platform also allows for **monitoring** of the app, using a keyword system to find **specific questions** (jobs, housing, issues, etc.). The PDNs then interact directly with them on their posts to answer their questions.

Sometimes, they are required to **adapt their online hours based on the youth's availability**, such as in the evenings after school.

OBSTACLES AND SOLUTIONS

It's clear that **youth professionals**, such as educators and activity leaders, are already **well established in physical spaces** frequented by young people (schools, community centers, streets, etc.). However, a major challenge remains: their presence in the **digital space** remains insufficient, even though young people spend a large portion of their time online.

To address this issue, the Net Walkers program allows professionals to **extend their physical outreach to social media**, thus promoting continuity in supporting young people.

PARTNERSHIPS AND COLLABORATION

The project has a national scope and an educational and prevention focus, and is supported by **five major national stakeholders**:

- Family Allowances
- Ministry of Urban Affairs, Youth and Sports
- Ministry of Families, Children and Women's Rights
- Internal Security Fund
- Agricultural Social Security Fund

"I see myself as a kind of a "Pascal le grand frère". These young people live in isolated places, are with their families all the time, and don't know where to turn... So many confide in me on social media."

**Valentin Chaves, youth worker
at the Grandvilliers social center in Oise.**

RESULTS AND IMPACT

As part of their online presence, the Net Walkers engage with young people at various levels, depending on their professional mission:

- Information regarding the organization (schedules, activities, etc.) and local events;
- Thematic information (school guidance, health, prevention, cyberbullying, etc.);
- Support in implementing projects and monitoring individual progress

The Net Walkers are required to **answer questions from the young people** they support and to **monitor**—with compassion—**their published content**. Social media allows them to share information about organized events or promote local assistance.

LESSONS LEARNED AND ADVICE

The Net Walkers' approach is based on a **methodology centered on trust and dialogue**. One of the key lessons learned from this initiative is the importance for professionals to be clearly identified on social media. By displaying their **professional status** and adhering to a national charter, they offer young people a reassuring and structured environment.

Another key factor is the **confidentiality of exchanges**. To establish a lasting and secure relationship, Net Walkers must adhere to strict ethical principles, thus ensuring a **supportive and supportive environment**.

Because this system is primarily based on **human relationships**, professionals integrate the young people they support into their online network by becoming "friends," allowing them to interact easily. This approach fosters a bond of trust, while maintaining a **clear professional framework** and ensuring compliance with the commitments defined by the national charter.

"Our department is a pioneer in the development of this system. Various authorities and administrations have been jointly investing in this method for several years now..."

Hugo DIMSTER, NET Walkers coordinator for the Pas de Calais (62) department.



"We run our network of Internet walkers through monthly group sessions to train and inform about digital developments and raise awareness of best practices in this unique mission, particularly in its regulatory aspects."



Want to know more?

www.promeneursdunet.fr



THE LAST WORD

EFFICIENCE

PREVIFORM

A SECOND GUIDE IS AVAILABLE

This guide has allowed you to explore innovative practices for reaching out to audiences who are excluded from digital technology, drawing on inspiring European initiatives. However, effectively supporting these audiences is not based solely on "reaching out" methods: it also requires a detailed understanding of each audience's specific needs and the adoption of appropriate approaches. This is why a **second guide has been designed**, dedicated to understanding audiences in situations of digital vulnerability and the most relevant approaches to promote their inclusion. Based on European projects, it offers concrete tools, case studies, and feedback to better understand the expectations of people experiencing digital challenges, whether they are people with disabilities, seniors, young people experiencing social disruption, or vulnerable groups. We invite you to explore it to enrich your practice and adopt more effective strategies to remove barriers to digital and social inclusion.



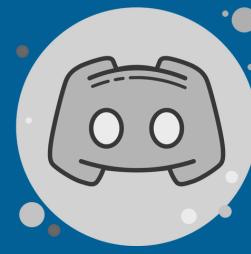
JOIN US ON DISCORD

This collaborative space is open to all mediators wishing to share resources, exchange experiences, and co-construct solutions adapted to the digital challenges facing Europe.

Together, we can create a dynamic and committed European community of mutual aid.

Join us now!

[HTTPS://DISCORD.GG/CA8KTQXHEA](https://discord.gg/CA8KTQXHEA)



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