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Cooperating Partners:

Coop/Wankdorf Center
Swisscom AG
Wikimedia Foundation

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Third Age Online Community & Collaboration

**Bridging the Digital Divide
Engaging Older Adults in Online Activities
Making the Most of Their Collaborative Energy
Creating Benefits for Older Adults and Society**

A European Research Project under the Leadership of the
Bern University of Applied Sciences



COMMUNITY



The challenge

Modern information and communication technologies offer us new possibilities to engage in social interactions, to move a share of our social contacts to the internet and to use the framework of online communities to participate in processes of value creation. For a number of reasons, older persons use these opportunities only partially and tend to underestimate the opportunities that ICT has in store for them. What is more, online communities are striving to involve more persons above the age of fifty years in their volunteer activities and are determined to use older persons' diverse experiences and competencies more efficiently.

Older adults still hesitate to engage fully in the social web

Project aim

The TAO project aims on the one hand to develop efficient methods to raise the number of older persons using and benefiting from online social communities. On the other hand, its goal is to develop strategies for online collaborative projects to successfully integrate more older persons.

The goal: increase older adults' participation in online communities



Main outputs

The project's main outputs comprise:

- useful measures for the promotion of older persons' participation in online communities, such as workshops, support offers or new services
- a handbook containing effective strategies for a better inclusion of older persons in online communities
- technological solutions improving user experience in the context of online communities (accessibility and usability)

Measures for inclusion, a handbook for community operators, enhanced user experience

Benefits

In order to achieve sustainability, a triple win situation is aimed for:

Older persons will profit from an enriched selection of services, from facilitated access to online communities, and from enhanced social integration and participation in the information society.

Community operators and online communities will have the necessary know-how to attract and to involve more older adults.

Society as a whole will profit thanks to enhanced intergenerational integration and inclusion of older persons. The project will also foster charitable activities of the participating community partners aimed at e-inclusion and free access to knowledge.

Expected outcome: a triple win for older adults, online communities, and society as a whole

COLLABORATION