

MOBILE MONEY Project - An Erasmus+ Initiative to Promote Mobile Money Skills Among Seniors



Bucharest, April 8th 2024 – An important Erasmus+ project has been launched at the end of 2023 with the goal of enhancing the skills and competencies of the elderly in utilizing Mobile Money solutions.

Asociația Four Change, in partnership with Zavod IZRIIS (Slovenia), E-SENIORS (France), Greek Universities Network (Greece), Asociația Niciodată Singur - Prietenii Vârstnicilor (Romania), and Fundació Gesmed (Spain), applied for and developed the MOBILE MONEY project under the Erasmus+ Programme, KA220-ADU - Cooperation partnerships in adult education.

MOBILE MONEY is launched to improve the competencies of the elderly in using Mobile Money solutions. The project will create a Training Methodology using "gamification" and "learning by doing" techniques, offering training in a simulated, safe, and user-friendly environment. This approach aims to alleviate concerns and hesitations, enabling seniors to confidently utilize Mobile Money solutions in their daily lives.

With approximately 90 million individuals aged 65 and over in the EU-27, and this number expected to rise significantly in the future, the necessity for inclusive digital solutions is more urgent than ever. MOBILE MONEY seeks to enhance financial inclusion and digital literacy among seniors

The MOBILE MONEY project aims to achieve the following goals:

Bolster digital readiness, resilience, and capacity: The initiative will focus on developing digital skills and competencies among the elderly for using mobile technologies in managing money and conducting transactions. It involves creating a specialized "Mobile Money Training Tool" to promote direct skill acquisition and independence.

Promote inclusion and diversity: The project prioritizes social inclusion for seniors by increasing their autonomy and digital skills, enabling better communication with family and friends, and improving access to goods and services.

Improve access to high-quality learning opportunities: MOBILE MONEY will design a flexible training methodology tailored to seniors' needs, utilizing practical training, digital, and blended learning opportunities.

With a focus on active aging, digital skills, and economic and financial affairs, the MOBILE MONEY project seeks to enhance social inclusion, wellbeing, and access to goods and services for the elderly.

During the project lifetime, the consortium aims to impact:

- 75 seniors and 25 supports through Validation Pilot Actions.
- Over 3,000 seniors, supports, and stakeholders through Dissemination Actions and Multiplier Events.

Over the following five years, through approaches outlined in the Sustainability Strategy, the project aims to impact:

- 250 seniors and supports annually through courses and activities organized by partner institutions (1,250 in total).
- 3,000 seniors, supports, and stakeholders annually through Dissemination Activities (15,000 in total).

The Sustainability Strategy will ensure that project results, such as the Training Methodology, Training Package, and Mobile Money Training Tool, are accessible to organizations working with seniors,

professionals in the field, and entities involved with supporting individuals with special needs at the EU level.

For more information about the MOBILE MONEY project and updates on its progress, please visit www.elderlymobilemoney.eu.

For media inquiries, please contact: Asociația Four Change/ comunicare@4change.ro

Asociația Four Change was established in 2012 by civil society experts that wished to implement positive changes within Romanian society and within the communities where NGOs are having activities. Their aim was that Romanian NGOs to become strong and important entities that will empower vulnerable communities to provide accessible and professional social and health services to their citizens. www.4change.ro

IZRIIS Institute is a non-profit, non-governmental organisation founded in Slovenia, professionally oriented on the rights of the civil society, families (since 2004) and older adults in the information society (health data, GDPR, e-health access – since 2013), family rights, health issues rights, youth and children rights related to addiction and inclusiveness, legislation for health rights of youth and children. Since 2019 also information society policy, digital democracy activities, standards and accreditation of e-health services. <http://www.izriis.org>

E-Seniors is a non-profit non-governmental organization, founded in 2005 by Monique EPSTEIN, the general manager of the association. E-Seniors aims at fighting e-exclusion by providing access to and training in ICT to seniors and/or disabled people. Its main objectives are: to bridge the digital gap between generations, to foster seniors' social participation, to propose activities encouraging seniors to spend actively their free time. www.eseniors.asso.fr

GUnet – Greek Universities Network is a non-profit organization, SME, located in Athens, Greece. It was founded in 2000 by all Greek Universities with the mandate to drive the digital transformation and innovation in Greek higher education institutions (HEIs). The mission of the company is to promote, facilitate and coordinate the development and use of advanced information and communication technologies (ICT), services and applications in the Greek academic community, as well to support the digital transformation and innovation in Greek higher education institutions (HEIs). <https://www.gunet.gr>

The Never Alone – Friends of the Elderly Association was founded in 2015 and it rallies volunteers and resources against loneliness, social isolation and poverty among the elderly, in order to provide moral, practical and material support to seniors in Romania. The goal of the Association is to steadily act, both locally and nationally, against social isolation and the feeling of loneliness among the elderly, especially for elders aged 60 or plus. In order to achieve our purpose, the association rallies volunteers and resources to help improve the quality of life of elderly people and encourage community awareness and empowerment. www.niciodatasingur.ro

FUNDACIÓ GESMED/GESMED FOUNDATION promotes active ageing in the elderly, and the development of an active, healthy, participative, and safe life by specific training activities. It raises awareness among the general population about active ageing and fosters the development of knowledge and methodologies on the care of people in general, and of the elderly or people in a situation of dependency. The FUNDACIÓ GESMED is a non-profit organisation, created by GESMED S.L., as an instrument of its social commitment in the field of Corporate Social Responsibility, whose aims are the promotion of programmes, study, research and analysis in the socio-health field in all its aspects. www.fundaciongesmed.es

KA220-ADU - Cooperation partnerships in adult education

ERASMUS+ Project: 2023-1-RO01-KA220-ADU-000157797

Applicant Organization: Asociația Four Change (Romania)

Partner organizations: Zavod IZRIIS (Slovenia), E-SENIORS (France), Greek Universities Network (Greece), Asociația Niciodata Singur - Prietenii Varstnicilor (Romania), and Fundació Gesmed (Spain)

Project start date: November 1st, 2023

Project end date: October 31st, 2025

Project duration: 24 months