



...AND THE PROJECT BEGINS!

GENERAL OBJECTIVE

The project "Provide digital autonomy to 50 seniors in Brazil" promotes training actions focused on the digital autonomy of the senior population to achieve the empowerment of older people, guarantee dignified, active and healthy aging, and reduce ageism, contributing to their reintegration into the world of work.

SPECIFIC OBJECTIVES

- To mobilize elderly people who voluntarily commit to participating in the project;
- To promote training workshops for the development of socio-emotional skills and digital literacy skills for elderly people over sixty years of age;
- To include in the Citizen Network Talent Center those users who complete the socio-emotional training and digital literacy workshops with a minimum of 75% attendance and participation;
- To direct users from the Talent Center to opportunities for reintegration into the workforce;
- To monitor contracted users throughout the duration of the partnership;

TARGET AUDIENCE

Elderly people aged 60 and over who are in vulnerable situations and/or at social risk.

START OF ACTIVITIES

Following prospecting with the Community Base of the Military Police, a visit was agreed upon with the presence of the Sergeant and the Corporal, the multidisciplinary team from the Family Health Unit, and the social worker, who carried out all the mobilization for this

moment with the Citizen Network team, which was carried out to detail the dissemination of the project.

In collaboration with the Community Security Base, in conjunction with the Family Health Unit, the project was promoted with the Citizen Network team present on site, and with good participation from the public. The enthusiasm was noticeable among the elderly people in the community. The partner network was fundamental to the execution of this activity, welcoming us and enabling the progress of this action, carried out by the Citizen Network team.

We are very excited about the start of this project, which will benefit the growing elderly population in Brazil.