

# LEARNING-BY-SURFING

## Promotion of a smart ICT use for rural youth

### GENERAL INFORMATION

Priority **1. Innovation and knowledge economy**  
Subtheme **Information society**

Project title: **“LEARNING-BY-SURFING” Promotion of a smart ICT use for rural youth**

Main applicant: **Development Department – General Directorate of Telecommunications**

**Possible partners:** 8 to 12 regional public authorities from the European Union

- Local and regional authorities with competences in the fields of ICT and/or education and training
- Members of the European network of telecentres Telecentre-Europe

Approx. budget: **1.500.000,00 € - 2.000.000,00 €** ERDF Grant: **75%** or **85%** according to the country  
Period: **24 months from January 2012**, with possibility of extension of 12 months maximum.

### CONTENT OF THE PROPOSAL

#### Starting situation

As indicated in the Programme of Interregional Cooperation INTERREG IVC, access to ICT has been recognised as an important driver for the knowledge economy for organisations (businesses, administrations) and for people. When looking at ICT use rates, significant differences occur across the EU territory, especially between urban and rural areas where the digital alphabetisation rates are lower. In this context, the population in rural areas needs to be properly informed, qualified in the field of ICT. The youngest generations, who use ICT each time sooner, needs improved skills for a smart and safe use of new technologies.



#### General objective

The project “Learning by Surfing” aims to promote and disseminate a smart, educative and safe use of Information and Communication Technologies among population of rural areas, en particular among the youngest. It will also foster the joint participation of parents, teachers and seniors so that to develop mutual learning and intergenerational exchanges.

#### Specific objectives

- Exchanging experiences to develop and improve the ICT skills of he population.
- Identifying, analysing and transferring success cases of sensibilisation and training related to ICT use among young people in educational centres (primary and secondary schools).
- Carrying out pilot actions in order to verify and test the implementation of events, education days on responsible use of ICTs.

**Contact:** Marie EVERAT – [meverat@ideln.net](mailto:meverat@ideln.net) +34 915734760  
Katharina KÜHNELT – [katharinak@ideln.net](mailto:katharinak@ideln.net)

## Activities

### 1: Management and coordination

Management and Coordination of tasks related to administrative, legal and financial activities that are necessary to carry out the project.

- Finalisation and conclusion of the Partnership Agreement
- Preparation of Progress Reports.
- Organisation of the project's steering group meetings.
- Monitoring and control of the incurred expenditure.

### 2: Analysis of the starting situation and drafting of technical diagnostics of the Learning-by-Surfing partners

Production of a territorialised diagnostic based on surveys carried out by the partners on the qualification needs in terms of ICT use among young people and children, their parents, grandparents or older people in general in rural areas:

- Description of the ICT skills needed in each participant territory: Internet, mobile phone, smart phone, Digital Terrestrial Television, videogames, etc.
- Description of the profile of the target groups: the youth and their relatives in each participant territory.
- Identification of weaknesses and strengths in each participant territory in the field of skills development, training and education on the smart and safe use of ICTs.

### 3. Transnational exchanges of experiences of ICTs skills improvement among the youngest in rural areas

- Transnational workshops for detection and exchange of good practices
- Production of a Guide of Good Practices
- Creation and development of the web portal Learning-by-Surfing with resources and tools for skills development.
- Development of on-line joint services: resources map, qualification tools, e-learning platform for ICT trainers, etc.
- Study in situ visits of good practices examples.

### 4. Pilot actions – Transfer and introduction of promotion activities of a smart and safe use of ICTs

- Definition of the Good practices transfer methodologies adapted to each local/regional context
- Organisation of staff exchanges
- Development of several e-learning transnational courses and activities directed to young people and children, their parents, teachers and grandparents/elderly, on several themes, such as: educative videogames, quiz on safe use of mobile phones, smart use of web search engines, use e-Government services, etc.

### 5. Production of Implementation Plans

Implementation Plans aims to define how each partner participating in the cooperation will work to integrate the lessons learnt from the cooperation into its relevant policies.

- Definition of commitment for the future by each partner in the field of activities on smart and safe use of ICTs.
- Production of Implementation Plans to be put into practice after the end of the project through regional/local policies.

### 6. Communication and dissemination of the project Learning-by-Surfing

This include tasks such as activities aimed at disseminating the projects activities and achievements outside to the relevant stakeholders in Europe (e.g. policy makers at the local, regional, national and European levels.)

- Publication and dissemination of joint brochures and newsletter.
- Organisation of joint launch and closing conferences.
- Development of the project website.
- Organisation of a media campaign.
- Dissemination of the project outputs and results.

## Main results

- Diagnostic and analysis of needs
- Web portal Learning-by-Surfing
- Guide of Good Practices
- Joint events and study visits
- Pilot actions for implementation of activities and tools of ICT training of rural youth
- E-learning courses for ICT trainers