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Digitalized Financial Education for Seniors

INTERACTIVE
SCENARIO GAMING SOLUTIONS
FOR INCREASING ONLINE
FINANCIAL LITERACY OF SENIORS

INTRODUCTION



Demographic ageing within the EU is likely to be of major significance in the coming decades. Low birth rates and higher life expectancy are transforming the shape of the EU-28's age pyramid. In the coming decades the share of older persons in the total population will increase significantly. Unlike younger generations, seniors have not grown up with technology, therefore they are increasingly getting marginalized due to digital illiteracy.

Seniors rarely have people instructing and guiding them on how to use today's technologies, and it's often too complex for them to understand on their own. The DEFINE project aims to give these people the opportunity to get the needed skills via adult training providers/centers.

MAIN TARGET GROUPS



- SENIORS – PEOPLE ABOVE 60 YEARS INTERESTED IN ONLINE FINANCIAL MANAGEMENT SERVICES
- ADULT EDUCATION TRAINING PROVIDERS/CENTERS
- SENIORS ASSOCIATIONS
- FEDERATIONS OF TRADE UNIONS

Digital financial literacy is understood as the knowledge and awareness of digital financial services and products, empowerment on digital financial security issues and consumer trust in digital financial services.

KEY OUTCOMES

- Good Practice Catalogue on digitalized financial education for seniors
- Skill card creation including the strategy design and training curriculum
- Trainings for Digitalized financial education for seniors
- Transferability and Evaluation Handbook

MAIN BENEFITS OF THE PROJECT

The DEFINE project is set to upgrade seniors' skills in handling online financial management services to increase their active participation at financial markets again, to decrease their costs of participation due to upgraded online IT skills, to enhance their investment possibilities and understanding which leads to a minimization of disadvantages and fraud of this target group.