

Reaching different groups of vulnerable consumers

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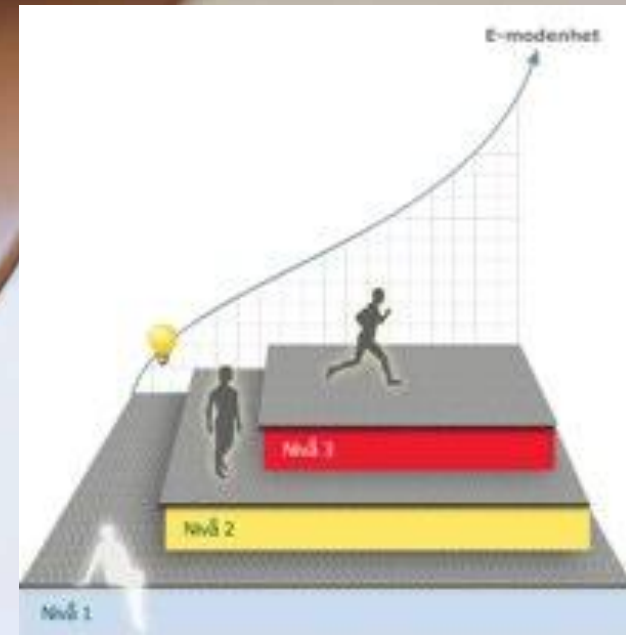
What is the situation in Norway?

- Vox: improve basic skills in the adult population
- Groups at risk
 - IALS, ALL
 - Citizen and user
- Many roles: users, consumers, citizens
- Weak digital competence
- Not just the elderly
- Digital divides



Framework for adult basic skills

- Towards a more flexible education system
- Competence goals
 - Digital competence
 - Everyday maths
 - Reading and writing
 - Oral communication
- Guidelines and tools
- Tests



Consumer education objectives and adult digital competences coincide

- “Process digital information that he/she meets in everyday life, working life and social life”
- “Make use of digital tools in order to take part in democratic processes” - empowerment
 - Use sources critically and have knowledge of copyright issues (Level 1)
 - Understand and protect his/her own safety through rules of safe and secure use, with a particular emphasis on the protection of personal information and information safety (Level 2)
 - Can search for and find high-quality providers of goods and services on the web (Level 3 - example)
 - (and more)

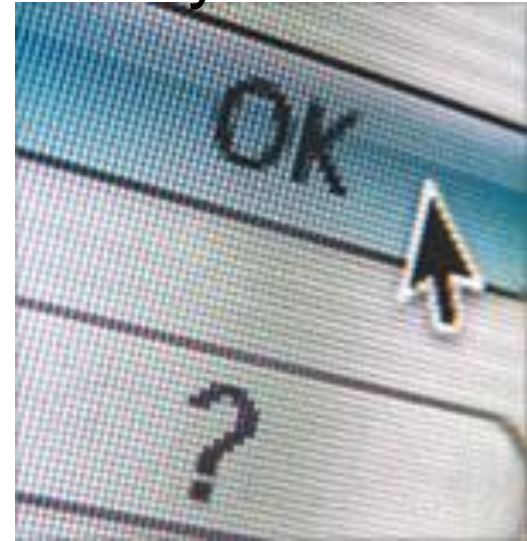
Implementation and results

- Open work process
- Programme for basic competence in working life
- Teacher training
- Wide range of learning arenas
- Meet the purposes or needs of the learners
- Motivation



Challenges

- How do we motivate seniors to use ict?
- How do we make the weak ICT users feel the need to use ICT tools and to improve their digital skills?
- Should teacher training be mandatory?
- Who is responsible?



National co-operation

Consumer issues:

- The Ministry of Children and Equality – Department of consumer affairs
 - digital competence
 - personal economy and consumer rights and obligations
- The Consumer Council of Norway
- Other consumer agencies

Digital competence in general:

- The Ministry of Education and Research
- The Ministry of Government Administration and Reform
- NGOs
- Teacher education institutions
- Other stakeholders

International co-operation

- We are working with
 - UK: Skills for life
 - Denmark: teacher training
 - Netherlands: CITO, testing everyday maths
 - USA: ETS, testing reading skills
 - EU: e-inclusion & e-skills programmes
- What else is going on?
- Who else should we be working with?

Sharing experiences

We want to learn from you:

- Any comments?
- Best practices?
- Ideas?

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Thank you all for listening!