CITIES TEACH WEBINAR:
SENIOR AND INTERGENERATIONAL PARTICIPATION

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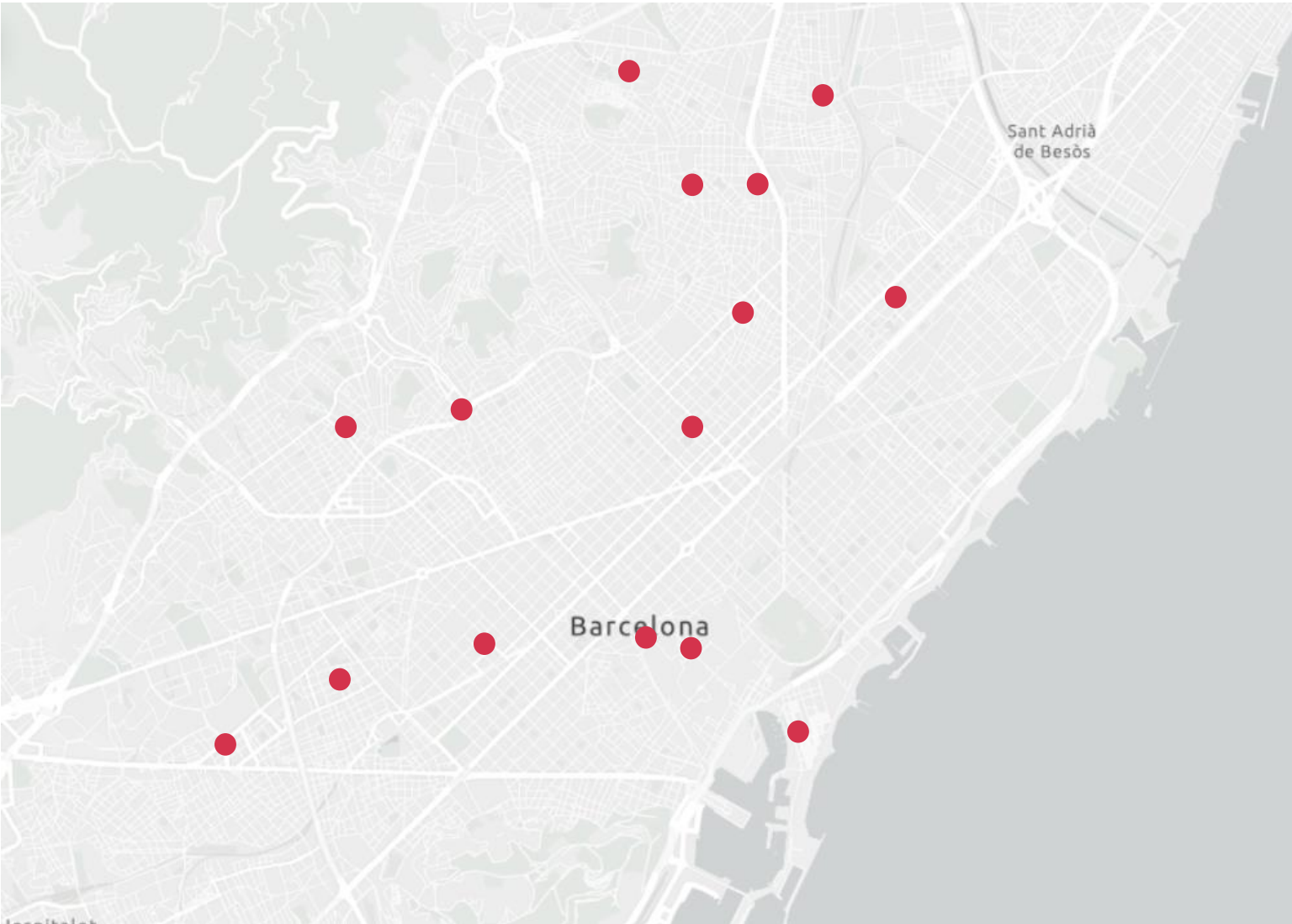
Cibernarium's Digital Skill Test

Barcelona and Digital Literacy

Pioneering public service

2010
Digital literacy initiative launched
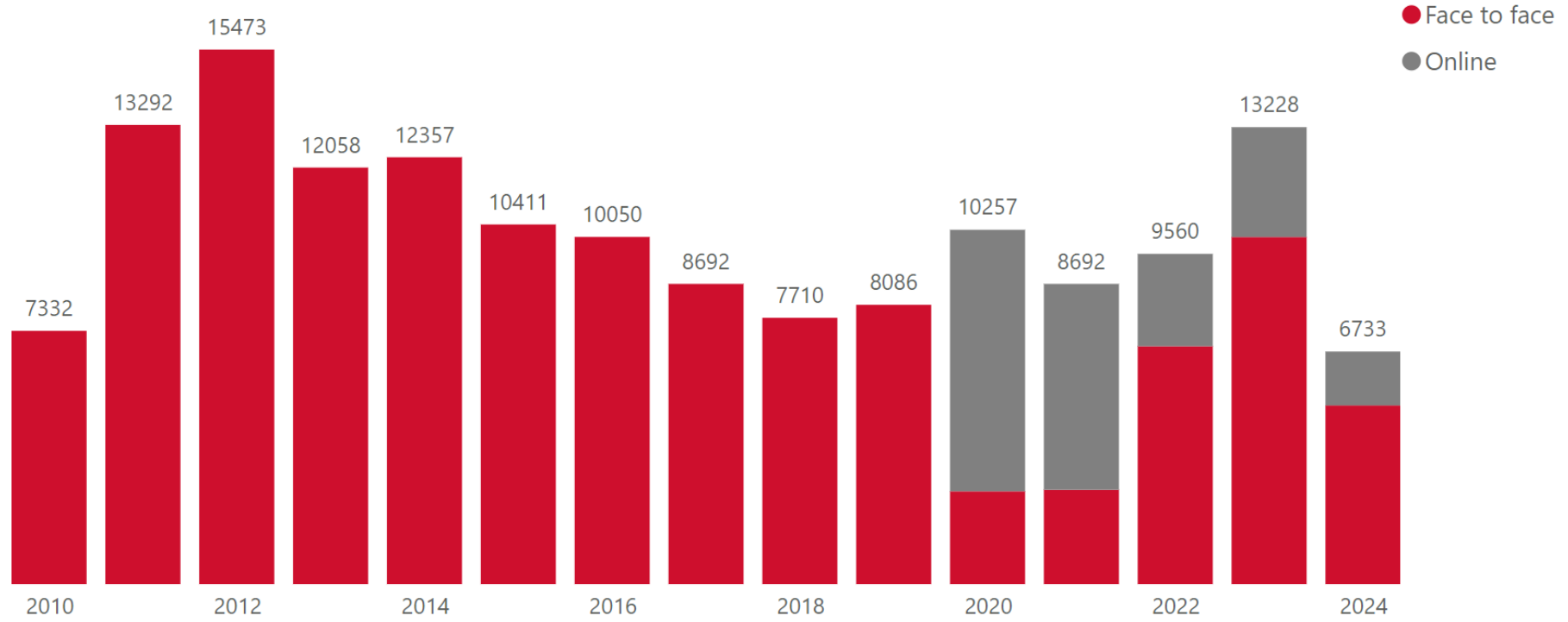
Extensive network

15
Training points + online platform

Wide ranging catalogue

40+
Free and short courses available

Nearly 15 years of digital inclusion iniciatives

- Face to face
- Online

Year	Value
2010	7332
2011	13292
2012	15473
2013	12058
2014	12357
2015	10411
2016	10050
2017	8692
2018	7710
2019	8086
2020	10257
2021	8692
2022	9560
2023	13228
2024	6733

170,000+ Atendees

35,000+ Individuals

2024 at a glance

Sociodemografic profile

Age & Sex

● Women ● Men

	Women	Men
90	0,03%	0,03%
80	1,10%	1,23%
70	8,01%	5,32%
60	16,86%	7,67%
50	19,70%	7,85%
40	14,17%	4,65%
30	5,58%	2,04%
20	2,74%	1,98%
10	0,52%	0,52%

Residence

- Ciutat Vella 3,43%
- Gràcia 4,92%
- Sarrià-Sant Gervasi 5,31%
- Sants-Montjuïc 6,45%
- Sant Andreu 8,22%
- Horta-Guinardó 8,27%
- Nou Barris 10,35%
- Sant Martí 11,39%
- Eixample 11,91%
- Out of Barcelona 26,24%

Employment status

Employed	29,80%
Other	9,91%
Retired	20,47%
Self-employed	7,49%
Student	3,20%
Unemployed	29,13%
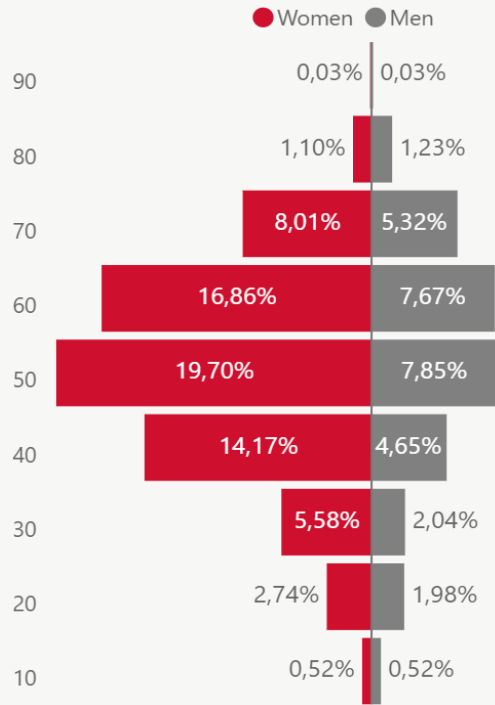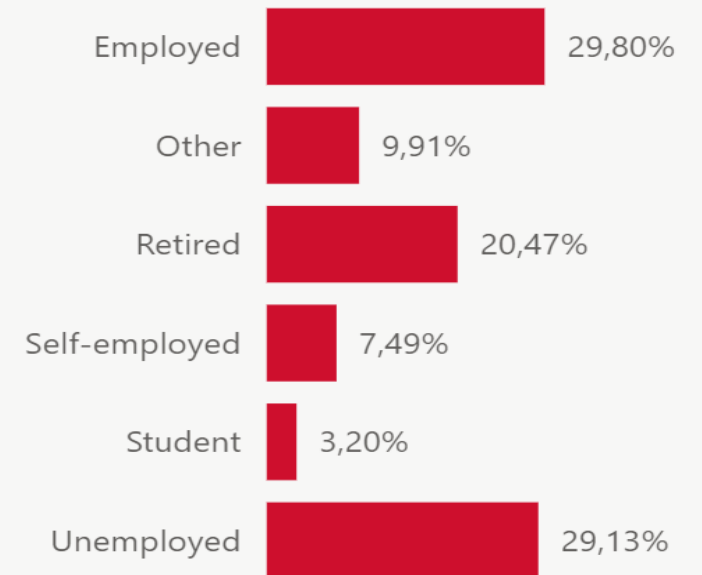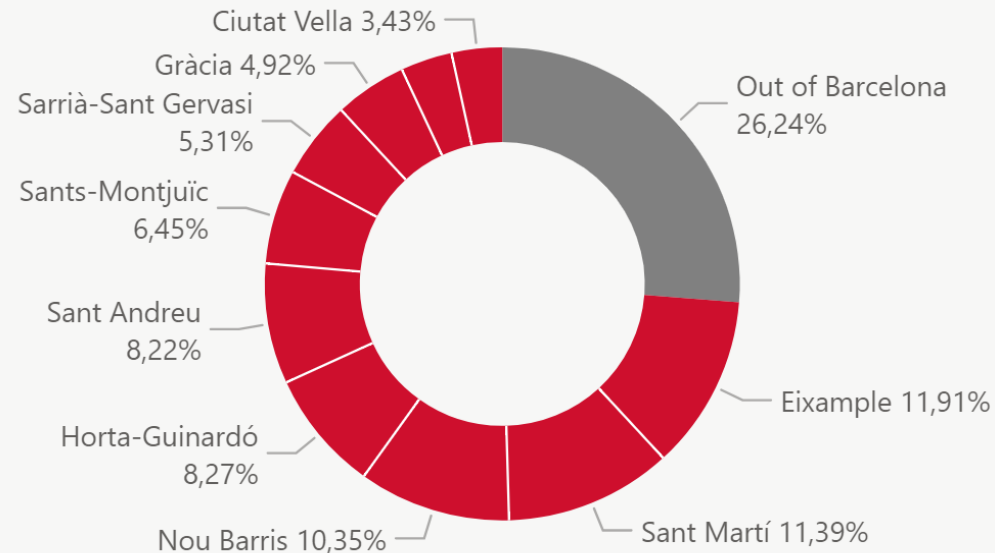
Digital Divide is a <mark>complex and evolving issue</mark>, influenced by technology trends and socio-economic factors
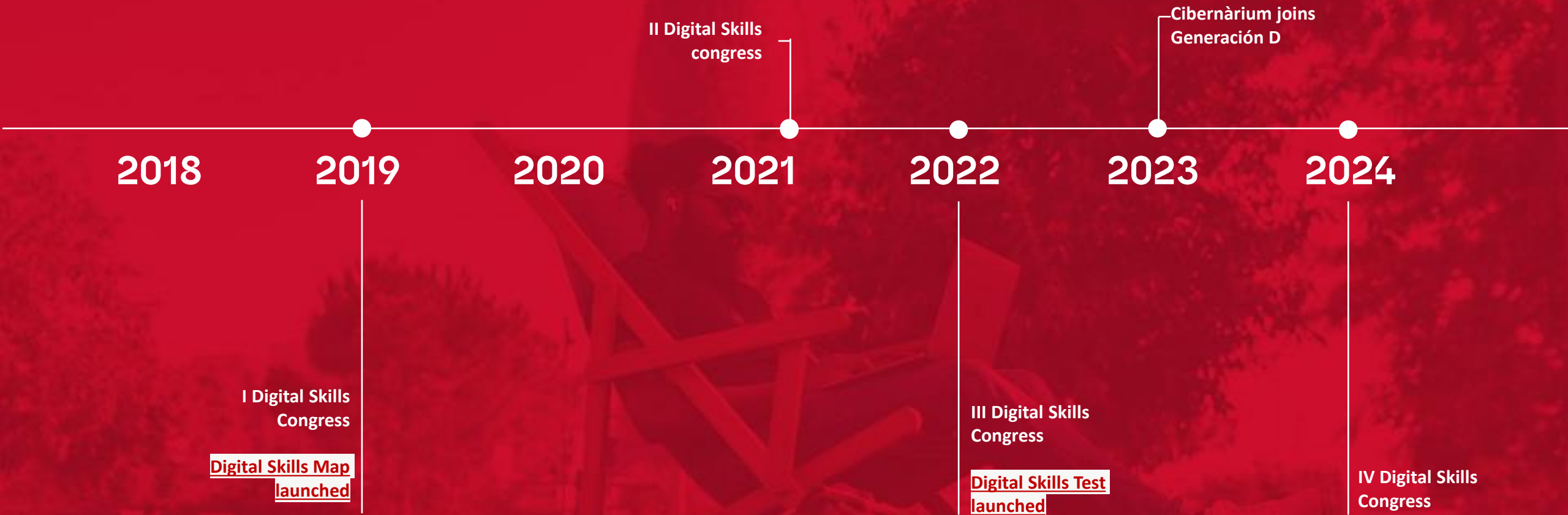
→ **Individual level**

- Limited awareness of personal digital skills are where to start.
- Prejudices and misconceptions about digital literacy.

→ **Municipal level**

- Lack of data on digital skill levels and the digital divide.
- Difficulty designing effective public policies and tailoring services.

Timeline

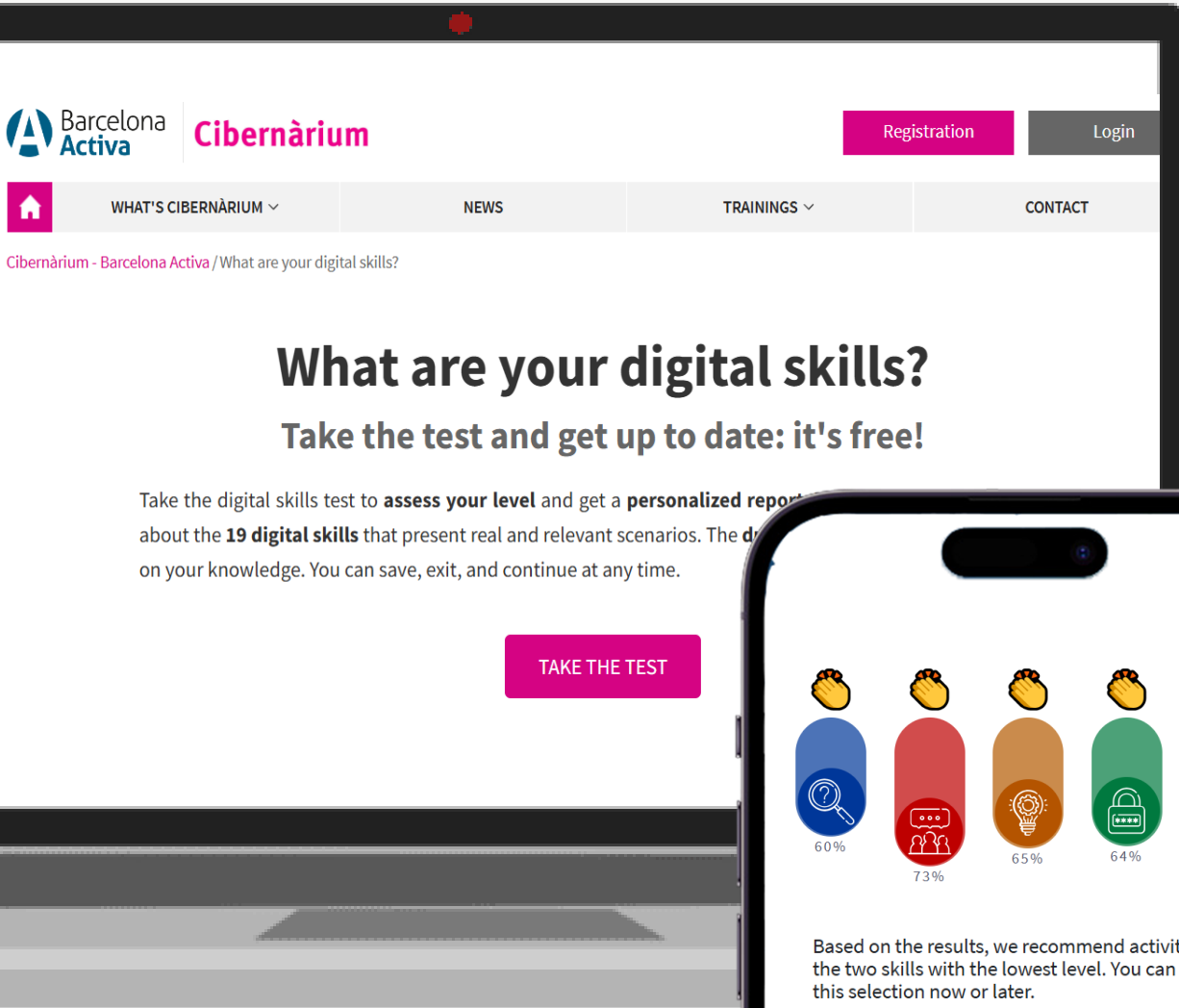**II Digital Skills congress**

Cibernàrium joins Generación D

2018   2019   2020   2021   2022   2023   2024

I Digital Skills Congress

Digital Skills Map launched

III Digital Skills Congress

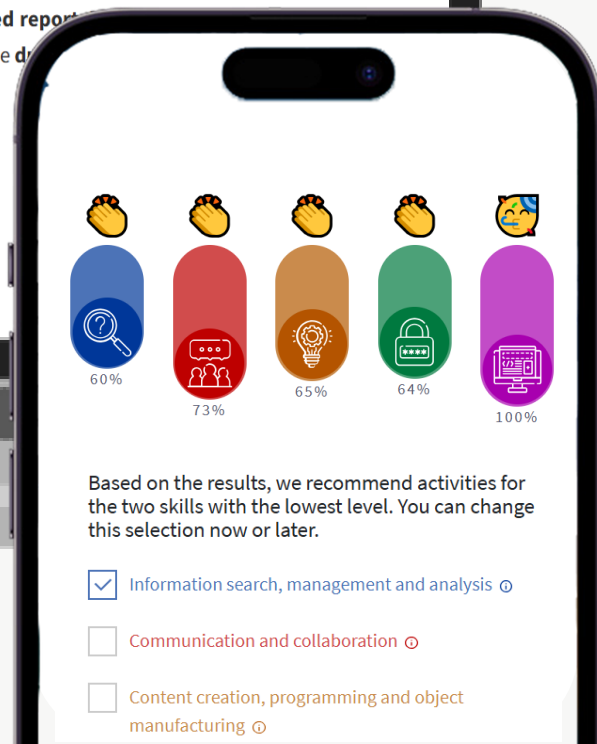Digital Skills Test launched
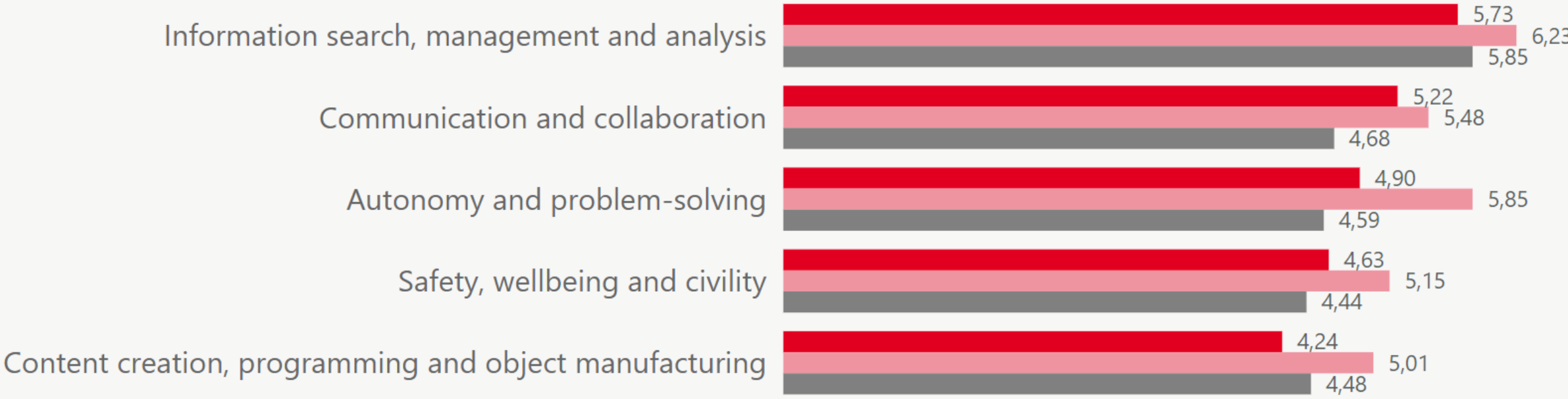
IV Digital Skills Congress

Digital Skills Test

→ Online test to assess individual skill level.

→ Detailed report containing results.

→ Personalised recomendations for free activities to improve.

11,000+
Tests taken

Understanding our Digital Divide

Legend: Women, Men, None of the above

Category	Women	Men	None of the above
Information search, management and analysis	5,73	6,23	5,85
Communication and collaboration	5,22	5,48	4,68
Autonomy and problem-solving	4,90	5,85	4,59
Safety, wellbeing and civility	4,63	5,15	4,44
Content creation, programming and object manufacturing	4,24	5,01	4,48

Tailoring our Digital Inclusion strategy

Bar chart with values by Age:

Age	Value
10	3,81
20	4,93
30	5,27
40	5,30
50	5,09
60	4,68
70	4,00
80	3,16
90	2,89

Age
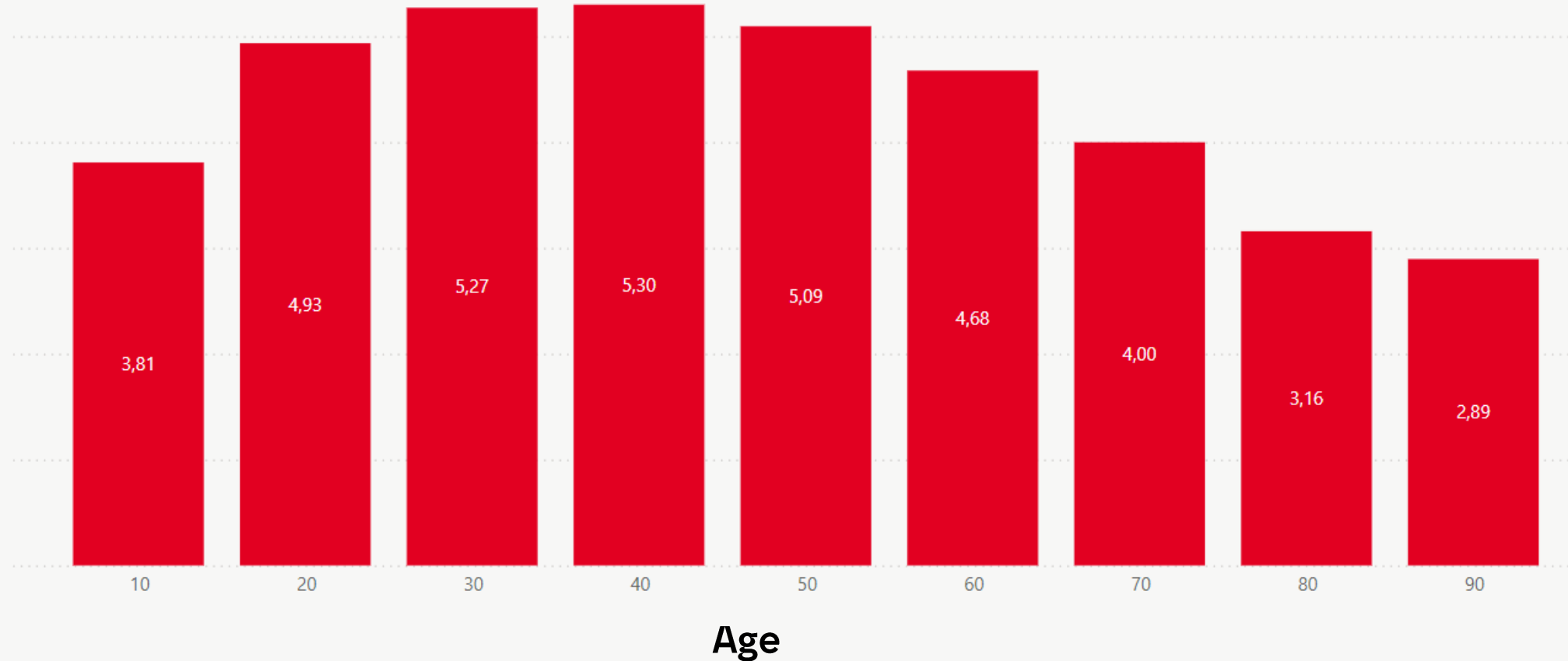
Tailoring our Digital Inclusion strategy

Education Level

Primary education	3,68
Secondary education	4,75
Tertiary education	5,47

Employment Status

Retired	3,98
Student	4,43
Other	4,83
Unemployed	4,94
Employed	5,38
Self employed	5,60

Tailoring our Digital Inclusion strategy

Average income

- 16,000 - 21,999€
- 22,000- 23,999€
- 24,000 - 32,999€
- 33,000 - 41,000€

District	Value
Sarrià-Sant Gervasi	5,19
Gràcia	5,16
Eixample	5,07
Sant Andreu	5,07
Sants-Montjuïc	5,02
Ciutat Vella	4,98
Les Corts	4,98
Horta-Guinardó	4,96
Sant Martí	4,84
Nou Barris	4,61

District and Income
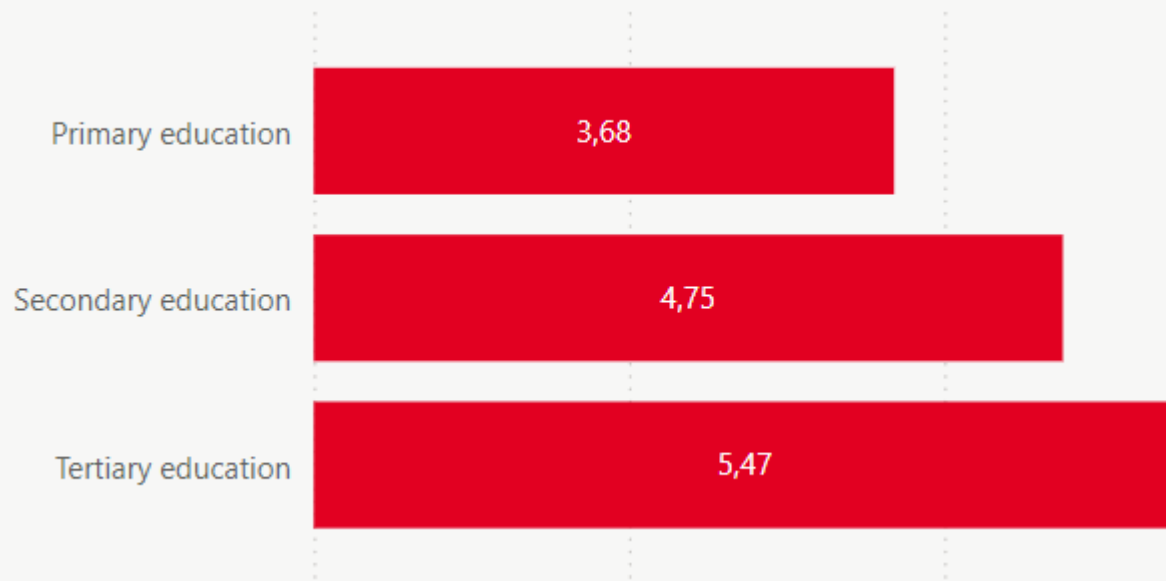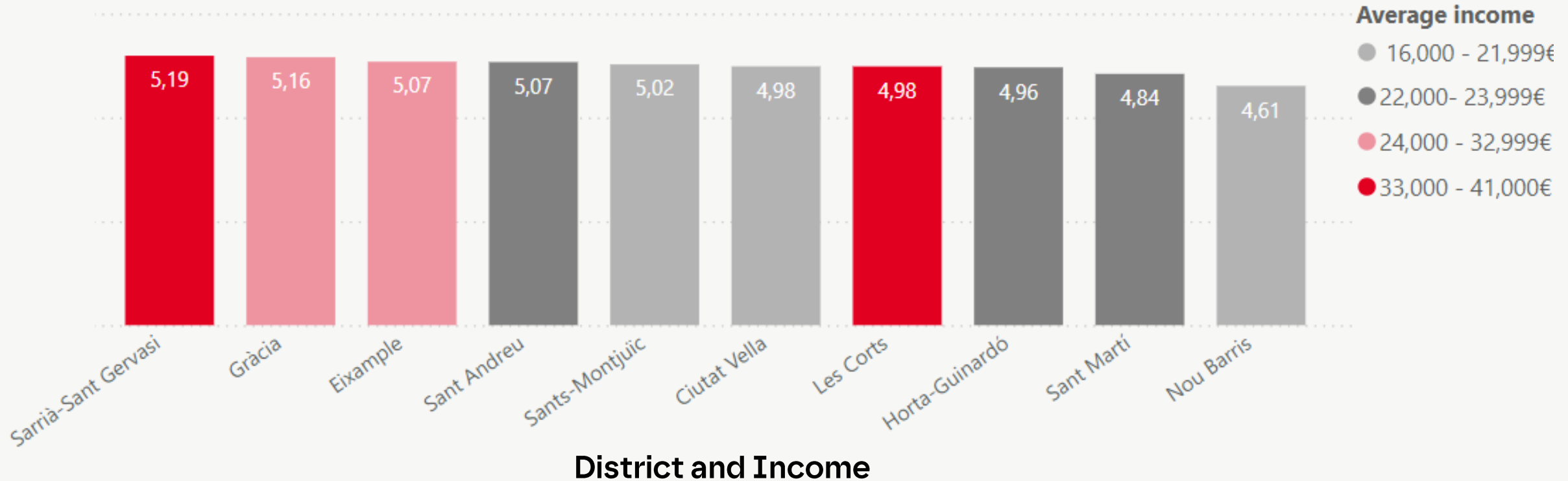
Conclusions

01 **Common framework for Digital Skills**
Based on a standardized approach to define, measure and certify digital skill levels at a local, regional and national and European level.

02 **People centric tool**
Designed to prioritize individual needs and empower users to take charge of their digital skills development

03 **Monitor progress and promotes lifelong learning**
Tracks skill improvement over time and encourages continuous learning for all demographics and at any given point through a lifecycle.

04 **Real time diagnosis**
Provides instant feedback on skill levels and enables immediate action both at an individual and at a municipal level.

05 **Data driven policy design and service delivery**
Leverages detailed insights to inform effective public policies and tailor our digital literacy initiatives.

For more information

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