



kompetenzzentrum

TECHNIK • DIVERSITY • CHANCENGLEICHHEIT

[Competence Center Technology - Diversity - Equal Chances]

Online Competence for Female and Male Migrants in Germany. Results of the Survey

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Konferenz 30.9. - 2.10. Bonn

Ältere Menschen mit Zuwanderungsgeschichte
in Europa





Shaping the Future – Using the Competences of All



The non-profit organization Competence Center Technology – Diversity – Equal Chances develops and carries out a wide range of initiatives and projects that exploit the **potential of women as well as men** to make equal opportunity a reality in all spheres of society and work.





OBJECTIVES



- use diversity as a success factor in achieving gender and generational equality in social development
- benefit from women's potentials to shape technology, science and the information society
- realize equal opportunities for men and women
- create a broad social dialogue and promote a change of consciousness
- involve the public by way of broad campaigns
- get companies, research centers and universities involved into gender and diversity-related projects and public action



The activities are bundled into three areas of expertise:

Digital Integration

focuses on equal access to changed lifestyles and labor markets by technology

- **OUR GOAL:** to strengthen media literacy and increase Internet use

Training, further education and careers

concentrates on gender-oriented vocational and life planning and the transition from school to work.

- **OUR GOAL:** to foster new ways of thinking about career orientation and life planning

Higher education, science and research

intensifies efforts to promote talented young women in academic subjects and research.

- **OUR GOAL:** to promote equal opportunity and excellence in higher education and research



To accomplish those goals we offer the following services:

- Target-group oriented project and campaign development
- Event and project management
- Studies and expert opinions, series of publications
- Consulting and benchmarking
- Development of course and training concepts
- Networking

Web Platform www.kompetenzz.de



Series of Publications as a Download

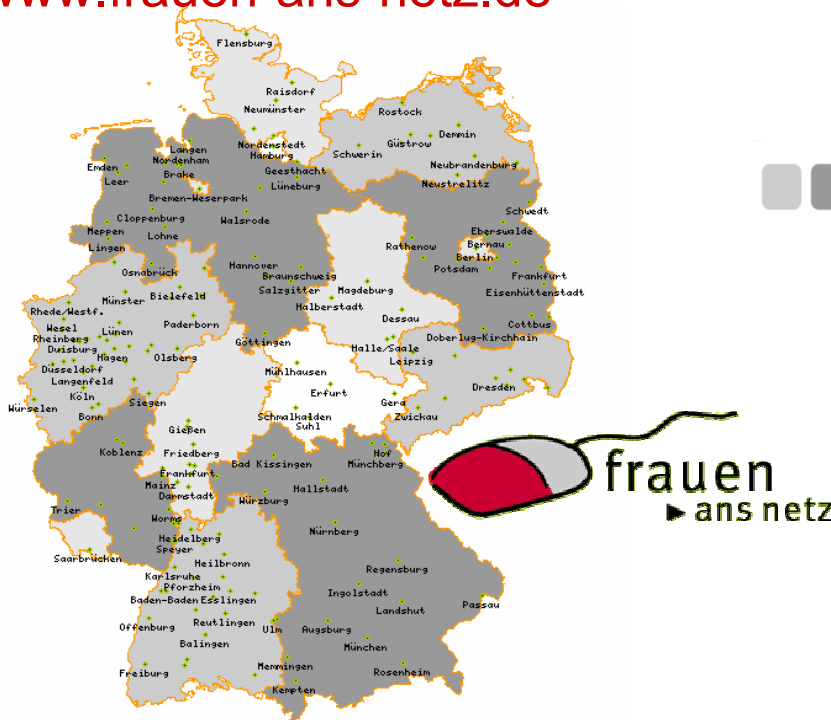




Selected Projects – Digital Integration

Women to Web Campaign gives access to the Internet

www.frauen-ans-netz.de



1998 to 2005

- more than 160.000 women participating in 17.600 trainings
- together with 400 organisations throughout the country
- Promoted by: Federal Ministry for Education und Research

50plus-to-Web gives experience in using to the Internet for senior citizens

www.50plus-ans-netz.de



2004 to 2005

- more than 37.000 participants taking part all over the country
- nearly 60 per cent women
- 58 per cent between 60 – 70 years old
- Promotes By: Federal Ministry for Family, Seniors, Women und Youth



Selected Projects – Digital Integration

Programm „Online 50plus – Internet connects”

- events and local action days for **senior citizens** of both genders
- offer of training courses on the topics “**E-Commerce**”, “**Travelling**” “**Health**”, “**Online Banking**” and “**Internet Security**”
- **to raise the level of Internet participation and media competency of the 50plus generation**
- **Ursula von der Leyen**, German Federal Minister of Family Affairs, Senior Citizens, Women and Youth acts as **patron** of the Online 50plus Programm
- In Cooperation with **BAGSO**, the German National Association of Senior Citizens Organisations, an umbrella organisation of more than 80 active German associations and actors as a solidarity-orientated action platform and interest group for senior citizens





Online Competence for Female and Male Migrants in Germany

- Perspectives on future offers for strengthening the interests in the use of the internet of women and men with migration background in Germany
 - Survey on facts and figures as well as projects and initiatives to get good practices
 - Conference with experts on the topics “Internet use”, “Media”, “Migration” and “Womens Studies” to initiate an interdisciplinary dialogue: 18./19.9.2008 in Berlin
 - Constitution of an advisory board to discuss the results and to develop recommendations for action
 - Presentation to the public in March 2009
- Promoted by the Federal Ministry for Families, Seniors, Women and Youth: 1.8.2007 bis 31.3.2009
- Website www.kompetenzz.de/digitale-integration





Selected Results of the Survey

Migrants and Media 2007

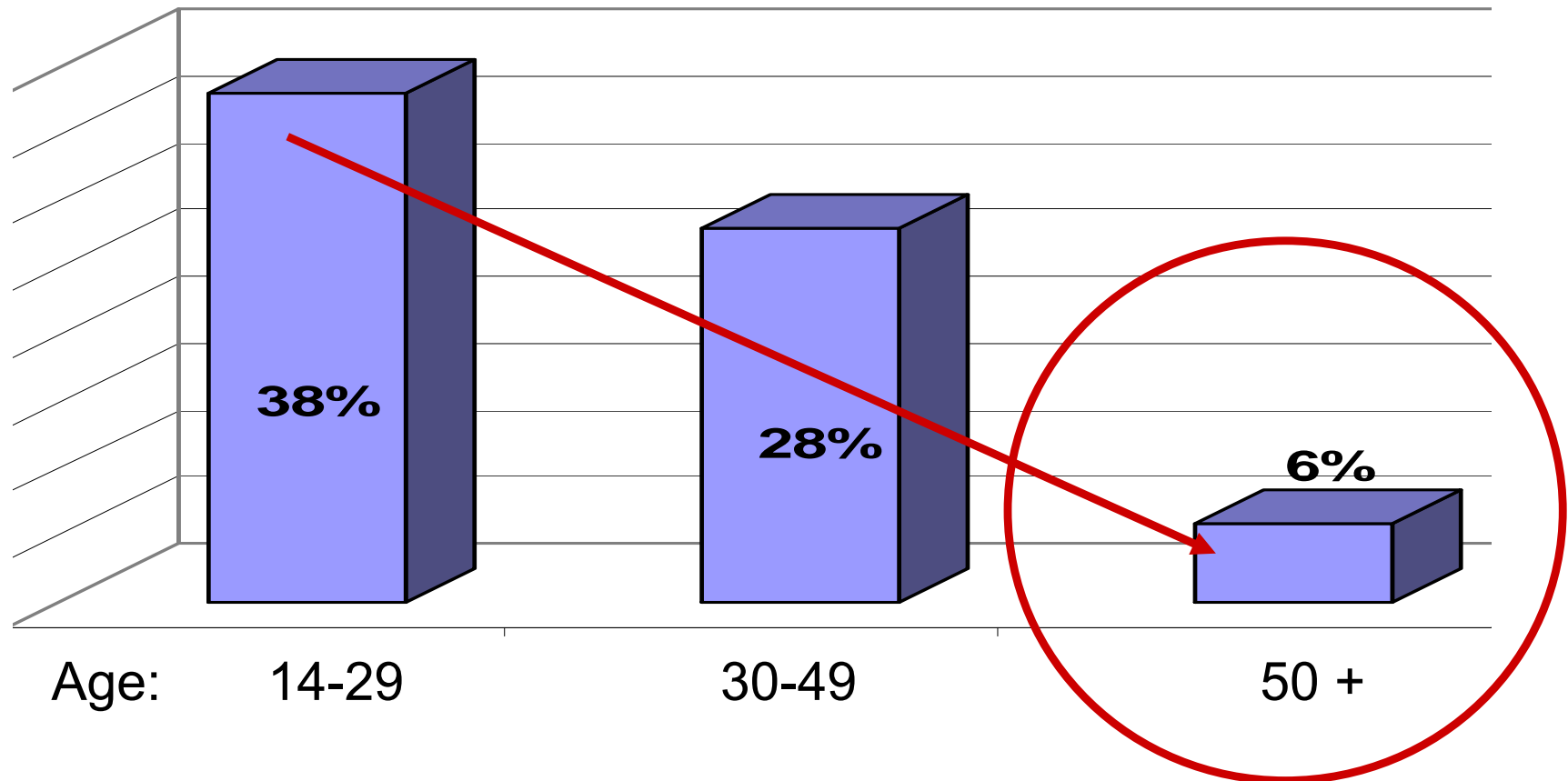
- first studie on persons with migration background (definition of the Federal Statistical Office)
- Sample: 3.010 persons older than 14 years, 500 with turkish, polish, italien, greek, former sowjet and former jugoslawien background
- Method: Computer Assisted Telephone Interview (CATI) also in native languages, october 2006 until february 2007



Selected Results of the Survey

Migrants and Media 2007: Day Range Internet

- With increasing age the use of the internet decreases!

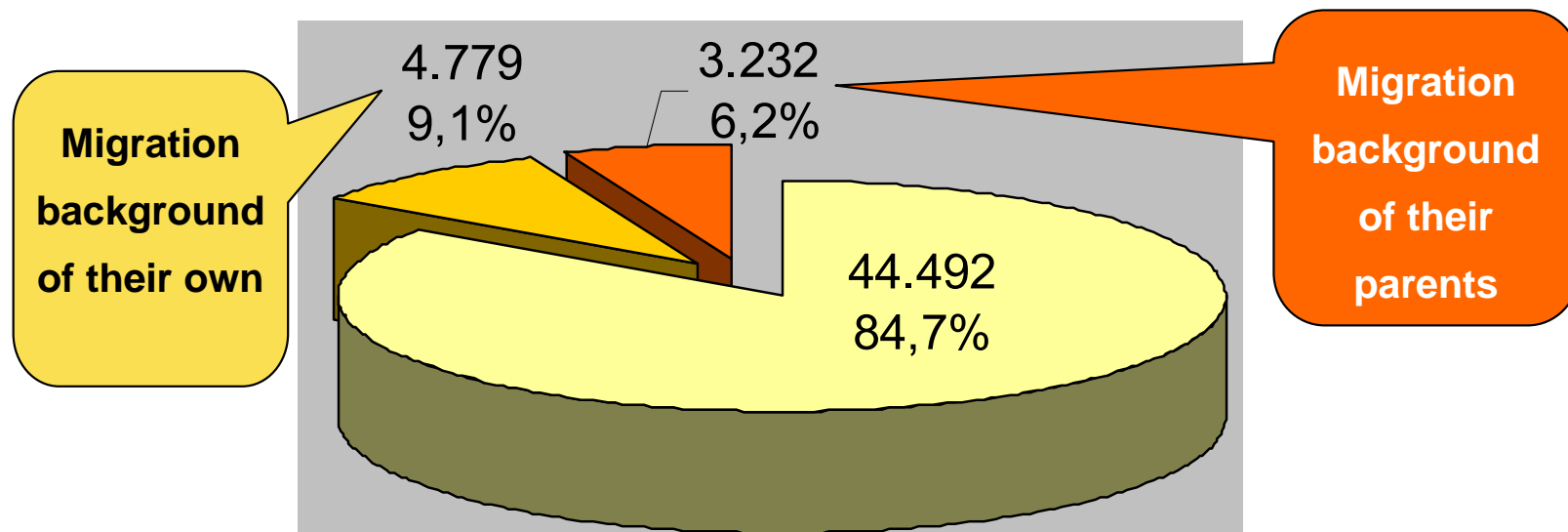




Selected Results of the Survey

(N)ONLINER Atlas 2008 of the Initiative D21

- Special Studie 2008 „Internet use and migration background“
- Sample: 52.503 germanspeaking People older than 14 years, 8011 with migration background = **15,3 per cent** (18,4 per cent by Mikrozensus 2006)
- Method: Computer Assisted Telephone Interview (CATI) february until april 2008

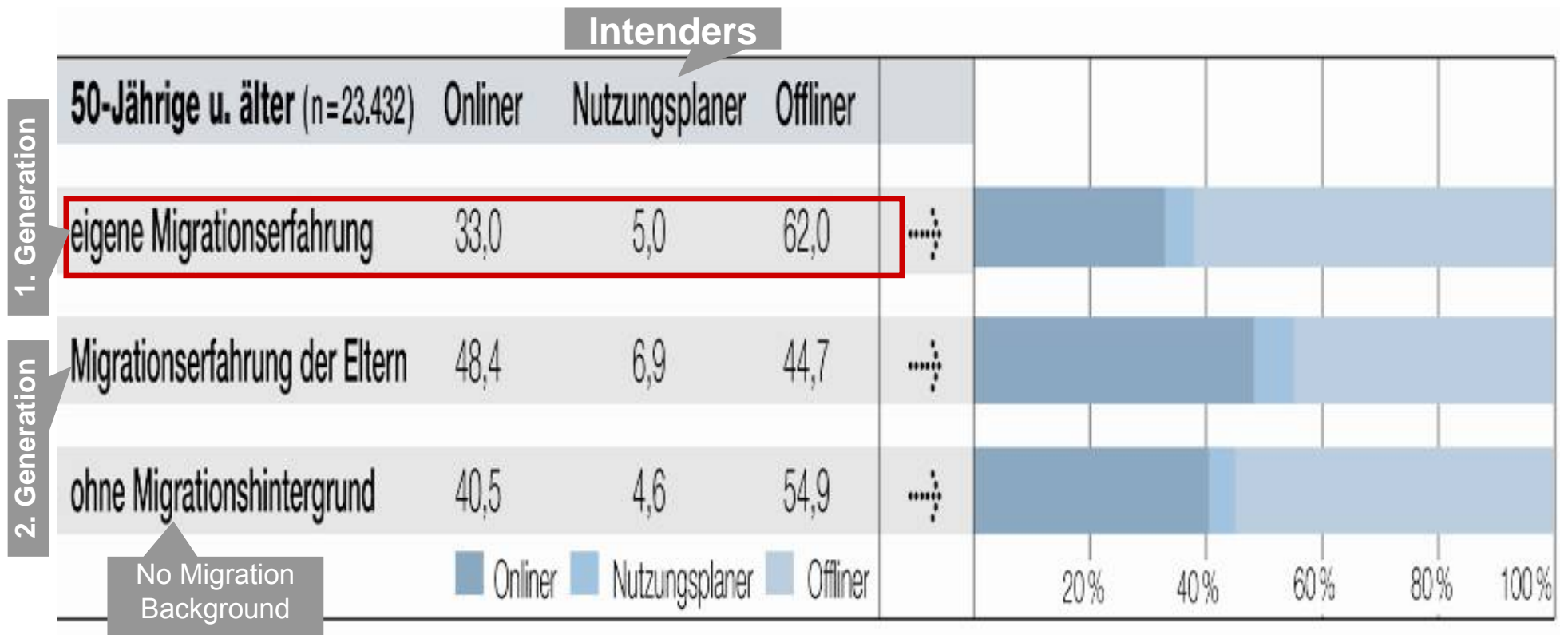




Selected Results of the Survey

(N)ONLINER Atlas 2008 „Internet use and migration background“

- **Senior Immigrants (1. Generation) use the internet less intensive than any other group of the population in germany**





Selected Results of the Survey

Modellprojekt Bennohaus Münster

„Senioren: Medien – Migration – Integration – Partizipation“

- senior migrants are highly affected by the digital divide
- barriers are the missing knowledge of the German language, difficulties to read and write in their native language and their economic and social-cultural living conditions
- 200 participants to the PC- and internet trainings free of charge also in the native languages
- Web platform www.senioren-migranten.de





Selected Results of the Survey

Modellprojekt Bennohaus Münster

„Senioren: Medien – Migration – Integration – Partizipation“

Success factors (results of the evaluation)

- **Networking:** the participation of lokal institutions and individuals in the development and running of the project
- **Webspace:** Using the internet to connect institutions and organisations in the region
- **Target Group orientation** of subjects and methods
- **approach to visiting intercultural education work**
- **bi-lingual, women-only and generation-spreading tranings**

Obstacles

- **economic situation of senior migrants**
- **misssing technical infrastructure of migrants self organistions**
- **absance of bi-lingual trainers**



Selected Results of the Conference

Experts Working Group „Elder Female and Male Migrants“

Main Theses

- 1. The specific target groups of senior migrants have to be defined in regard of their language abilities, their social-economic situation and their individual learning biography.**
- 2. Internet offers chances for the resumption of general education and communication with and about their „home“ countries and cultures.**

Thank You for Your Attention!

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