



SHARING ECONOMY FOR SENIORS

IO3 - GUIDELINES FOR SHARING ECONOMY WORKSHOP



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1. About the workshop

1.1. The methodology

The guidelines are prepared for a group of 6-10 participants but can be also used with smaller groups. We suggest to use a participatory approach, where all participants are teachers and learners at the same time: interaction and active participation should be enabled and encouraged, participants should be willing to share their knowledge and experiences and support each other. Some participants might be already competent users, other not so much.

After each section there are questions for discussion, to enable sharing knowledge and experiences in the group. Each participant should have a copy of the SHES guide - study material with useful information, sources and links.

Please note that our guidelines, methodology and content are made to be highly adaptable to the local context and to the different expectations and ICT level of participants. Don't hesitate to adapt them according to the needs of local trainers and participants.

1.2. Workshop sessions

Duration of each session should be at least 2 hours. Please plan at least 3 sessions, or even more, with a group to cover all the topics.

The following chapters are designed to be studied and combined during the workshop sessions as desired; for example, two chapters in one session: introduction and smart phone for the first session etc.



2. Introduction to sharing economy

2.1. Introduction: What to expect? Let's start.

Description of the workshop, duration, its objective, also duration, coffee break etc.

Short presentation of group members and **Recommended ice breaking activity**: participants are divided in pairs, give them 10 minutes and ask them to tell 3 things about themselves to their pair. Then each person has to present the pair to the rest of the group.

2.2. Golden rules of group discussion

The moderator of the group can remind the participants to follow these simple tips for a good group discussion:

- Listen to each other
- Please do not interrupt while another person is speaking.
- Everyone in the group should be given a chance to contribute.
- Individual interventions should not be too long.
- When speaking, stay on the topic and try to avoid unnecessary details.
- Try to make your story short, giving other persons a chance to speak and react.

2.3. Basics of sharing economy

Instructions: You can give a short presentation of sharing/collaborative economy, definition, its idea and concepts, how does it function in your country, areas (transport and mobility, housing and accommodation, other kind of exchange of services and goods), some good practices.

Suggested study materials: [SHES IO3 guide](#), for more details see the [IO1 introductory study](#) and [IO2 report on user requirements](#), PowerPoint slides on Sharing Economy.

Questions for discussion: *Participants tell what they expect from the workshop and what they wish to learn. What applications and sharing economy platforms they know and already use, what they like about them, problems they might encounter when using the touch screen gadgets (smartphone or tablet).*

3. What is needed to use sharing economy platforms?

3.1 Devices: smartphone and tablets

What is a smartphone and a tablet? (description, differences – see the [SHES guide](#)).

Which smartphone functions do the participants mostly use? Which applications?

Instructions: Trainers should follow online video instruction/tutorials on how to use a smartphone in their country/language (see links in national languages in the [SHES guide](#)). They should be clear, user friendly, step-by-step. The idea is to follow these instructions, learn from on-line tutorial, to exercise already acquired ICT skills or learn about functions on the smart phone, performances, tips or shortcuts one might not know yet.

Suggested study materials: [SHES guide](#), section on smartphones and also see [IO2](#) report on users requirements – the chapter about ICT and seniors, advantages and barriers, tutorials in your national language.

Exercise/homework: *participants follow the chosen tutorial and give a feedback: Anything new? Would you recommend it to others? So far, were there any problems encountered when using the touch screen gadgets (smartphone or tablet)?*

3.2 Netiquette

Netiquette is a set of unofficial rules for good behaviour and politeness for users of online and digital technologies such as the Internet, email, chatrooms etc.

Suggested study material: Guidelines and tips for mobile phone and email communication, for discussion groups, forums and for social media are published in the [SHES guide](#).

Questions for discussion: *What in particular do you like in email communication, when do you use it? What are its advantages – comparing to SMS, calling directly or using messaging apps (e.g. WhatsApp)? What do you find most annoying?*

3.3 Internet safety and personal data protection

Basic rules and tips:

- Do not post any personal information online.
- Think carefully before posting pictures or videos of yourself.
- Keep your privacy settings as high as possible.
- Think of a strong password and never give it out to the third person.
- Think carefully about what you say before you post something online. Respect other people's views, even if you do not agree with someone else's views.

Instructions: Read the section on internet safety in the SHES guide.

Material: PowerPoint slides on Internet safety and personal data protection

You can also refer to this online tutorial in English:

<https://staysafeonline.org/stay-safe-online/managing-your-privacy/privacy-tips-older-adults/>

Questions for discussion: *What is your experience on this topic? Any interesting stories to share? Why is Internet safety so important? Did you have any bad experiences on Internet?*

3.4 How to use application and platforms?

App is short for 'application' – it is a software program that you use online or on mobile devices. Apps help you to perform many tasks on your phone.

Instructions: You can help participants explore applications.

How to download an app? How to join - register (sign up)? How to navigate?
Which are useful apps and smart phone functions for everyday life?
Find the answers in the [SHES guide](#).

Questions for discussion: *Ask participants to share with others which applications they use most, why, what they like about them, what not etc.*

The group can discuss and decide which applications they need or find most useful and would like to learn more.

Examples from the [SHES guide](#): Applications for communication (e.g. WhatsApp or Viber – participants shall open their own group for internal communication), Google maps, QR code, apps for weather forecast, Covid-19 digital contact tracing etc.

4. Sharing economy initiatives and how to use them

In this chapter you can find instructions how to run workshop sessions:

4.1. 1st session

First part:

Introduction of sharing economy and its initiatives/platforms, their background, main sectors: housing (including intergenerational co-housing), transport (carpooling, car sharing), time banks, sharing knowledge & hobbies, services & consultancies, sharing tools & exchanging clothes, cooking & food waste, peer financing & solidarity etc.

Instructions: Explain sharing platforms' main functioning rules and national regulations, using materials from the SHES guide and feedback from seniors from the user requirement research.



Material: PowerPoint slides with examples of Sharing Economy platforms, SHES introductory study, SHES guide

Questions for discussion: *What do you think about sharing economy concept? Have you ever used Sharing Economy initiatives and platforms? Your experience? What barriers do you see that could prevent seniors to use them?*

Second part:

Instructions: Select one of the sharing economy initiative, prepare a presentation: description and its platform. It should be commonly known and used in your country.

The following set of questions can be used as a template:

1. Description of the initiative: what is it about, how does it work, who is it for etc.
2. What is exchanged or offered? (services, goods, knowledge, assistance, time etc.)
3. Is the whole registration and participation process online, or is partly offline?
4. Is the platform professionally or voluntarily managed? Profit or non-profit?
5. Is the platform intuitive and user friendly? Any particular skills required?
6. What are the benefits for seniors in terms of active ageing and social inclusion?
7. What are the potential stimuli and barriers for seniors to engage on this platform?

Try the platform in practice, with the group - download app, see how it works etc.

An example – presentation of car-share initiative:

Which companies offer this service in your country, how does it work? If you do not have a personal experience, ask somebody who does. What are the conditions to join, how to download the application, how to find the closest car-share parking, see which cars are available, how to make a reservation, how to unlock the care (all with the smart phone) etc. The best idea is that the whole group visits the parking place (study visit) and see and try it on the spot by themselves.





Tips: It is recommended to show a PowerPoint or similar tool for presentation. Share your screen (in case of online workshop) or prepare a computer/projector to show it to participants if they are in the same room.

Task: After this presentation each participant chooses one sharing economy initiative that he/she knows best, study it (for homework) and present it to other group members at one of the next sessions.

4.2. 2nd and following sessions

Instructions: For the next sessions, you can plan two presentations of sharing economy initiatives per session. They can be done by participants according to the guidelines above.

Reminder: Do not forget to start each session with an ice-breaking activity.

Tip: Participants might not have the capacity or confidence to prepare presentations about sharing economy platforms. If they are overwhelmed by this task, this can be adapted. The concept of presentation can be simplified. It can be only a short intervention on a subject/platform that interest them, for example.

4.3. Final session

Wrapping up, what has been learned, feedback from participants.

The evaluation session is essential to be able to determine if our methods and materials were adapted to the course or if any improvement should be made or if any further instructions should be given. Evaluation questionnaires will be given to participants and to trainers in order to report on the complete experience.

Material: evaluation form

