



# CAMPUS TOOL



## EDUCATING BABY BOOMERS IN THE FIELD OF DIGITAL SKILLS

This tool develops new program especially adapted to the people, aged 50+, and their way of understanding and accepting knowledge.

## HOW?

### Through the **CAMPUS** educational program

CAMPUS training is a tailored approach to educating older people in the field of digital skills. Following the research, in order to better understand the learning process in older people, the eDigiStars project team developed a digital skills training program.



## THE CAMPUS APPROACH

### TRAINING MODULES

MICROSOFT OFFICE

DIGITAL MARKETING

SOCIAL MEDIA  
MANAGEMENT

COMMUNICATION &  
COLLABORATION  
TOOLS

INTRODUCTION TO PLC  
PROGRAMMING

IT SECURITY

BASIC FINANCIAL  
SKILLS

BASIC LEGAL  
SKILLS

PRACTICAL TIPPS

STATISTICS - TRAININGS  
SITUATION IN 8 TERRITORIES

GOLDEN RULES TO ADAPT  
COURSES TO 50+ ADULTS'  
NEEDS

**SUCCESSFULLY  
TRAINED**

# 160

**BABY BOOMERS**



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