



OUTPUT 1

# **THE BASE LINE ANALYSIS**

**and comparative state of play**

National report prepared by



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## Introduction

Santa Cruz de Tenerife is one of the two capital city of Canary Islands, since 1927. The municipality is located in the northeast of the island, along the Atlantic Ocean, bordering the municipalities of San Cristóbal de La Laguna and El Rosario. The town is nestled between the bay that bears his name and the Anaga Mountains.

It has an area of 150.56 km<sup>2</sup>, ranking 4th in both the island surface and the provincia.<sup>17</sup> Its altitude in the historical district is 4 meters above sea level, while its highest point is reached in the hill known as Cruz de Taborno. It has 58 miles of coastline, divided naturally into the gorge of Santos. The city is located in a rugged area, forming a metropolitan area with the city of San Cristóbal de La Laguna with which it is physically located and joined.

January 1, 2013 Santa Cruz de Tenerife had a total of 203.585 inhabitants, ranking 1st in population since much of the island of Tenerife and the province of Santa Cruz de Tenerife, and 2nd place in the region.

By age was 69% of people between 15 and 64 years, 18% over 65 and 13% between 0 and 14.

By gender have 97.229 men and 106.356 women. Regarding the place of birth, 77% of the town's inhabitants were born in the Canary Islands, of which 55 % were born in the municipality, 14% in another town of the island and 7,4% came from another island the archipelago. The rest of the population comprised 10% of births in the rest of Spain and 13 % of people was born abroad.

For its part, the business of Santa Cruz de Tenerife is composed mainly of small businesses, and, most commonly, microenterprises. The tertiary sector is very intense; 92% of economic activities fall within the services sector, and 36.5 % of the total corresponds to trade, which has become an important influence on the local economy, especially with regard to non-food retail trade (25,5%).

Development Society of Sociedad de Desarrollo aims at boosting economic activity in the municipality of Santa Cruz de Tenerife, promoting entrepreneurship, improving the employability of its population, encouraging the training of human resources of the municipality and promoting the revitalization of sectors with greater presence in the local area, such as business services, trade and tourism.

In addition, the Development Society is a Job Agency granted by the Autonomous Community of the Canaries through the Canary Service of Employment. The services offered as Job Agency include training services, employment counseling, job placement and business counseling.

These lines of work within the Society of Development allow the development of a set of measures that will facilitate and promote the effectiveness of the AGEFACTOR project.

The Canary Islands is one of the so-called Ultraperipheral Regions of Europe (RUP), whose special conditions were appropriately enshrined in art. 349 of the Treaty on the Functioning of the European Union, which allows it to take account of its specific situation for the development of policies with a European dimension. All the ultraperipheral regions, and in particular the Canary Islands, have suffered in their labor markets the economic crisis and in which we are still immersed.

In the report "The European ultraperipheral regions in the single market: the EU's projection in the world" by Pedro Solbes Mira, includes a series of challenges among which we highlight one in particular, the need to develop a network of services to businesses and citizens which requires the application of ICTs.

The Spanish Employment Strategy and the Canary Training and Employment Strategy are set up as normative frameworks for the coordination and implementation of active employment policies, which should contribute to the employment of the active population, increase the participation of men and women in a sustainable labor market, improving productivity and quality of employment, based on equal opportunities, social and territorial cohesion.

#### Areas of action:

- Professional guidance
- Training
- Opportunities for employment and promotion of recruitment
- Employment and training opportunities
- Promoting equal opportunities in employment
- Opportunities for people with difficulties
- Self-employment and business creation
- Promotion of development and territorial economic activity
- Promotion of mobility (geographical and/or sectoral)
- Integrated projects

The Canary Training and Employment Strategy is the regulatory framework for employment policies in the Canary Islands. The Training and Employment Strategy is articulated in one general objective and in eleven specific objectives.

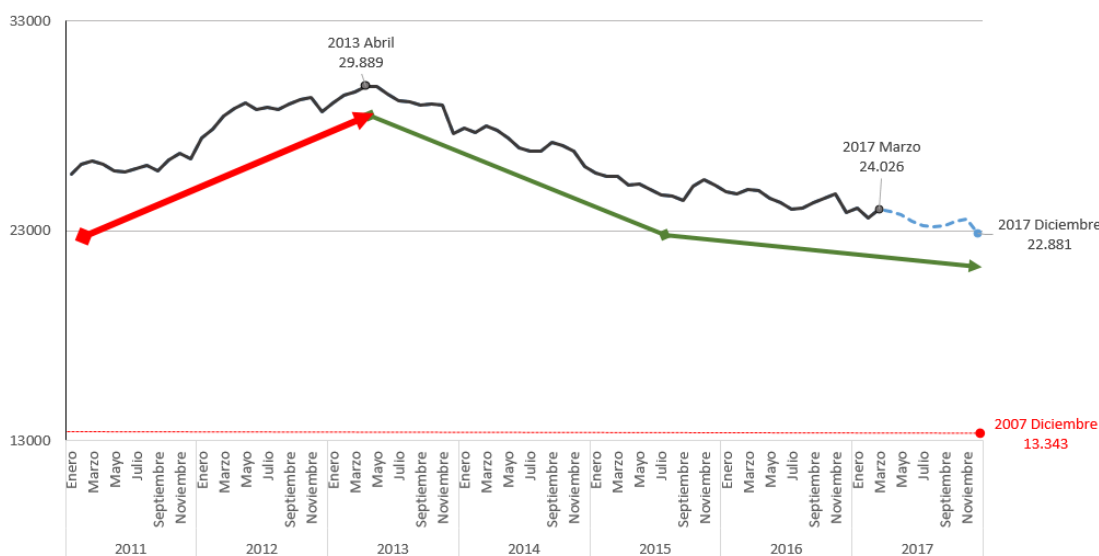
The general objective is to promote the employment of the active population and increase the participation of men and women in the labor market by promoting the incorporation of young people into working life by improving productivity and quality in employment in a labor market, sustainable work, based on equal opportunities, social and territorial cohesion.

The great economic crisis of the beginning of this century has had an important impact on the Spanish labor market, canary and of course in Santa Cruz de Tenerife. Its effect has

been so devastating that, in only 4 years, the number of unemployed people in the whole municipality doubled, from 13 343 people at the end of 2007 to 26 686 in November 2011.

Even today, after 9 years since it began and with some clear signs of improvement in the labor market, the number of people actively seeking employment is almost 24 000 people (about 10. 000 more people than before of the crisis). This is worst as time goes by.

**EVOLUTION OF UNEMPLOYED CITIZENS IN SANTA CRUZ DE TENERIFE. 2007 - 2016**



Data: Canary Employment Service. Elaboration: Socioeconomic Observatory. Society of Development of SC of Tenerife

Analyzing the data of the unemployed and contracted people in the metropolitan area of Tenerife and by levels of studies during the five first months of 2017 and comparing them with the data of one year before the Great Recession, we draw the following conclusions:

The results are similar now and before the recession; The people with secondary education level are the most contracted, regardless if this training is required to perform the work. However, it is observed that in the last 10 years:

1. The importance of people contracted with only primary education level has increased significantly
2. The importance of vocational training and university education level among unemployed persons has increased
3. The number of illiterate people has been reduced

## Analyses of the survey of adult learners 50+

The sample for the survey for the +50 people was divided into two groups. One group was given online survey with a Google form. The other group was given offline survey on paper.

We have tried to differentiate the results of both groups starting from the idea that the people who have done the online surveys start from a superior digital competences that the other group.

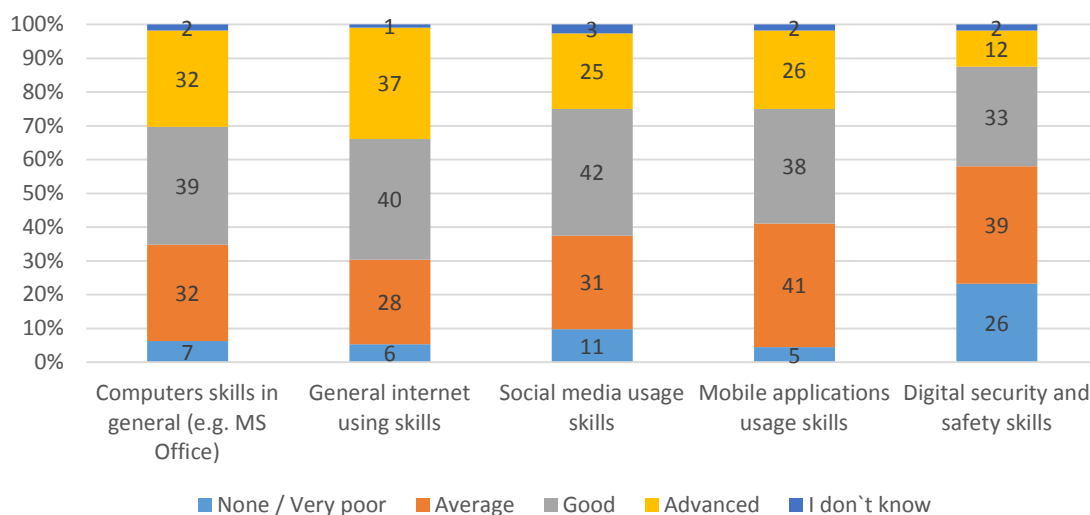
112 people completed the online survey and 36 people completed the offline survey.

The main results of the adult learners 50+ are:

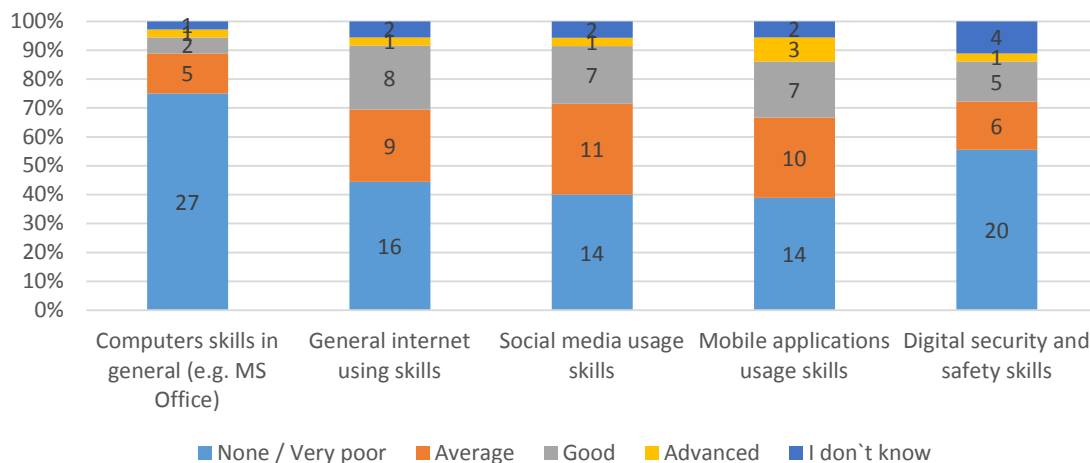
### Contents questions

General computer and digital skills.

### 1. Please rate your general computer and digital skills:



### 1. Please rate your general computer and digital skills (Offline):



In general terms, we can see that people who have responded online survey show better results in terms of digital skills.

*Mobile applications usage skills* are the best positioned answer: only 6,25% of "None / very poor" and "I don't know".

The second best answer has been *General internet using skills*: almost 75% of the answer were "Good" (35,71%) and "Advanced" (33,04%).



The worst results in the online survey were the *Digital security and safety skills*. In this case, 23,21% of the answers were rated.

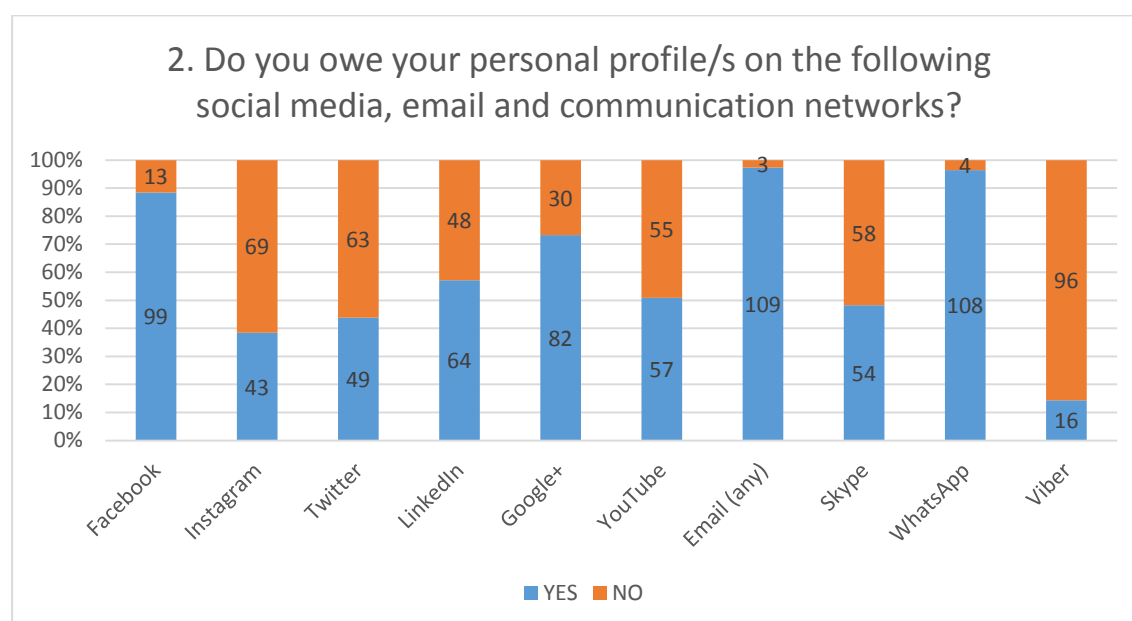
The results in the offline survey were worse than the online survey, in general. The mean percentage of “None / Very poor” answer were 50,78% in all general and digital skills. The highest score in this answer were in the *Computers skills in general* (75%).

The best result was on the item *Mobile applications usage skills*: the “Advanced” and “Good” scores were the most rated results.

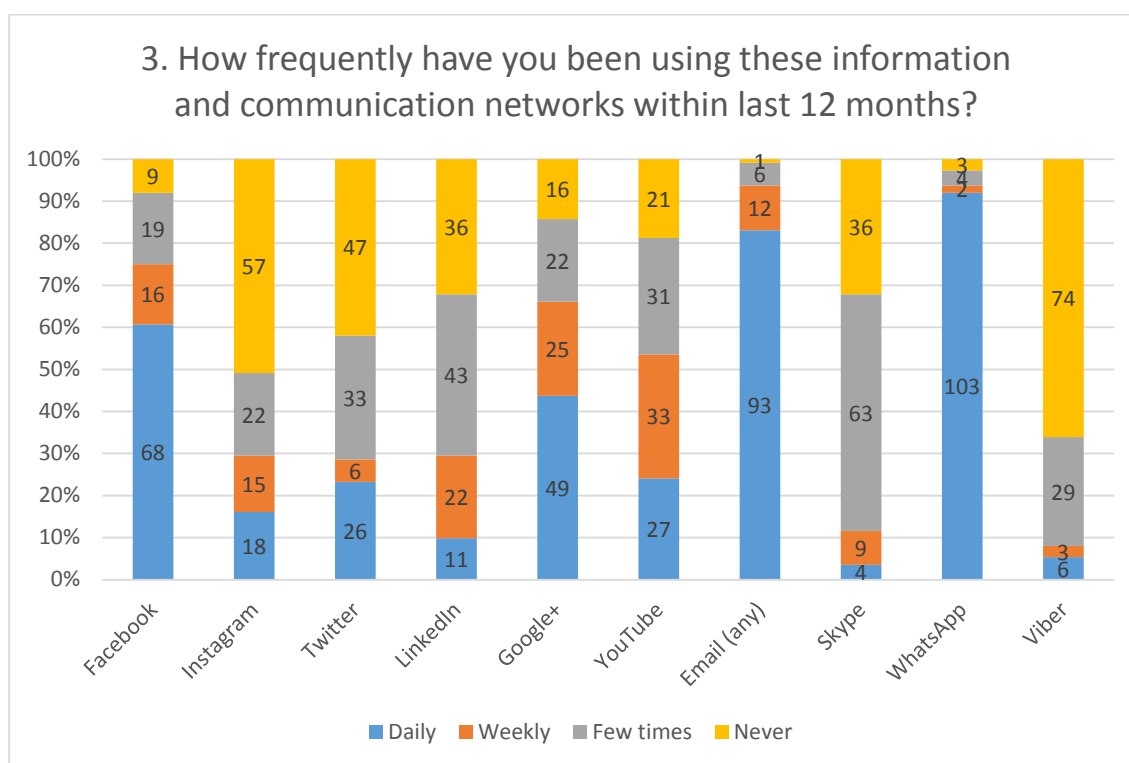
As it happened with the online survey, in general terms, excluding the lowest and non-known rates, Mobile devices usage skills are the best positioned skills.

Personal profile/s on social media, email and communication networks and frequency of use.

In this field, we can see the differences between online and offline surveys again. The first group show more presence on the social media network than the second one. There is coherence between having a profile and using it: people that say they have a social media or communication network the using of them is in the same tendency, they use them more often. In the case of offline survey, this results are no so clear.





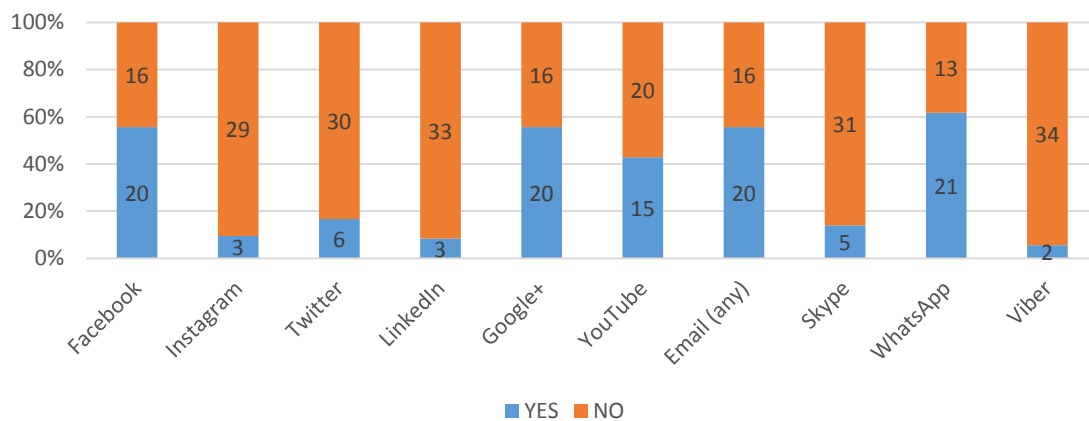


The main results of the online survey are:

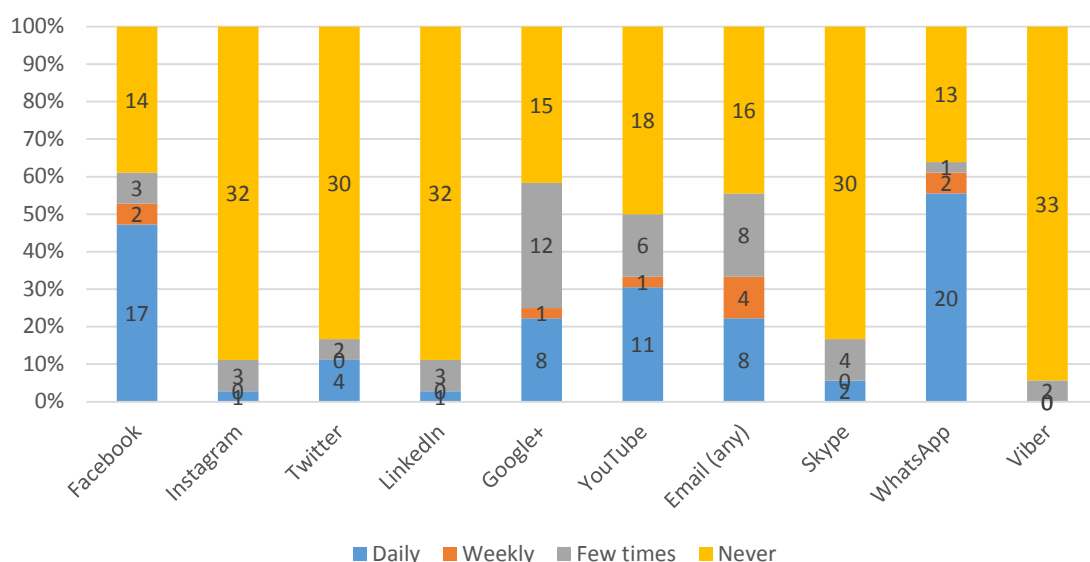
- 88,39% on *Facebook* (8,04% never use it; 16,96% use it few times; 14,29% use it weekly; and 60,71% use it daily)
- 38,39% on *Instagram* (50,89% never use it; 19,64% use it few times; 13,39% use it weekly; and 16,07% use it daily)
- 43,75% on *Twitter* (41,96% never use it; 29,46% use it few times; 5,36% use it weekly; and 23,21% use it daily)
- 57,14% on *LinkedIn* (32,14% never use it; 38,39% use it few times; 19,64% use it weekly; and 9,82% use it daily)
- 73,21% on *Google+* (14,29% never use it; 19,64% use it few times; 22,32% use it weekly; and 43,75% use it daily).
- 50,89% on *Youtube* (18,75% never use it; 27,68% use it few times; 29,46% use it weekly; and 24,11% use it daily)
- 97,32% have *Email* (0,89% never use it; 5,36% use it few times; 10,71% use it weekly; and 83,04% use it daily)

- 48,21% on *Skype* (32,14% never use it; 56,25% use it few times; 8,04% use it weekly; and 3,57% use it daily)
- 96,43% on *Whatsapp* (2,68% never use it; 3,57% use it few times; 1,79% use it weekly; and 91,96% use it daily)
- 14,29% on *Viber* (66,07% never use it; 28,89% use it few times; 2,68% use it weekly; and 5,36% use it daily)

2. Do you owe your personal profile/s on the following  
social media, email and communication networks?  
(Offline)



### 3. How frequently have you been using these information and communication networks within last 12 months? (Offline)



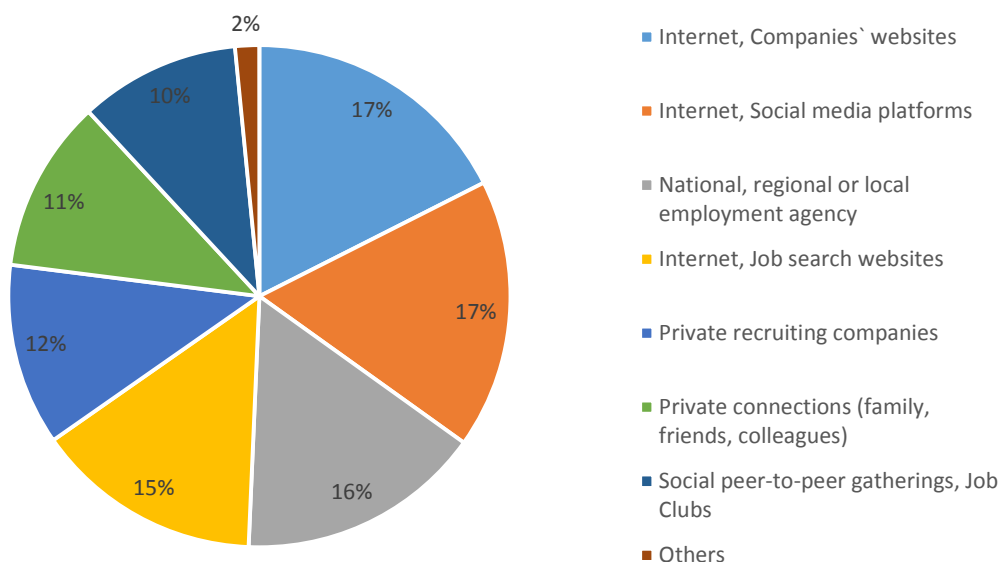
The main results of the offline survey are:

- 55,56% on *Facebook* (38,89% never use it; 8,33% use it few times; 5,56% use it weekly; and 47,22% use it daily)
- 9,38% on *Instagram* (88,89% never use it; 8,33% use it few times; and 2,78% use it daily)
- 16,67% on *Twitter* (83,33% never use it; 8,33% use it few times; and 11,11% use it daily)
- 8,33% on *LinkedIn* (88,89% never use it; 8,33% use it few times; and 2,78% use it daily)
- 55,56% on *Google+* (41,67% never use it; 33,33% use it few times; 2,78% use it weekly; and 22,22% use it daily).
- 42,86% on *Youtube* (50% never use it; 16,67% use it few times; 2,78% use it weekly; and 30,56% use it daily)

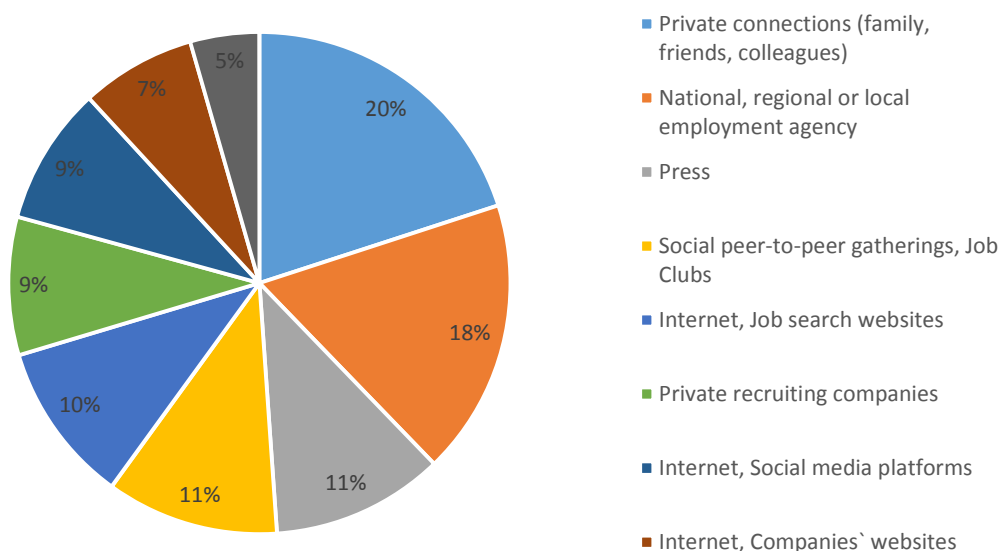
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- 55,56% have *Email* (44,44% never use it; 22,22% use it few times; 11,11% use it weekly; and 22,22% use it daily)
  - 13,89% on *Skype* (83,33% never use it; 11,11% use it few times; and 5,56% use it daily)
  - 61,76% on *Whatsapp* (36,11% never use it; 2,78% use it few times; 5,56% use it weekly; and 55,56% use it daily)
  - 5,56% on *Viber* (94,29% never use it; 5,71% use it few times)

Ways of job searching of +50 people

#### 4. Which of the following options you likely use to find a job:



#### 4. Which of the following options you likely use to find a job (Offline):

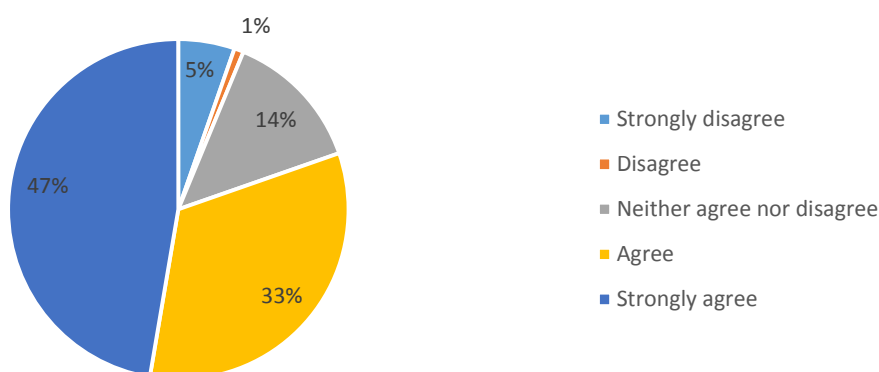


Level of agreement that increasing digital skills can increase the competitiveness in labour market and help to find a job or change to a better job

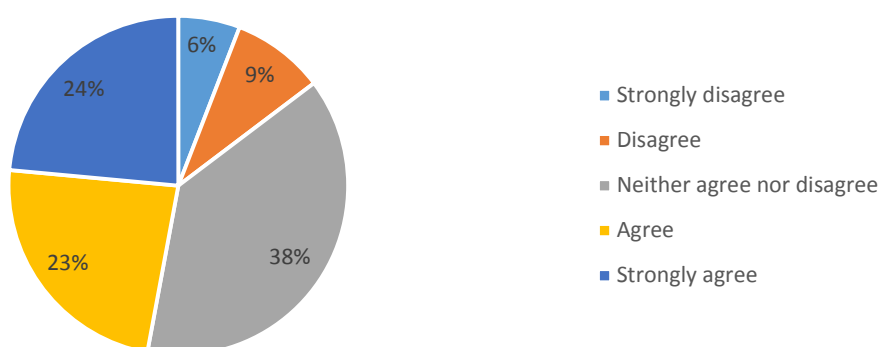
The most significant results in this question are related with the differences between the online and offline survey.

Around 80% of the answers in the online survey rates the values of “Agree” or “Strongly agree”. In the other hand, the offline surveys show a moderated position in the answers: 38% rates “Neither agree nor disagree”, 23% rates “Agree”; and 24% rates “Strongly agree”.

5. To what level you agree that increased digital skills can increase your competitiveness in labour market and help to find a job or change to a better job?



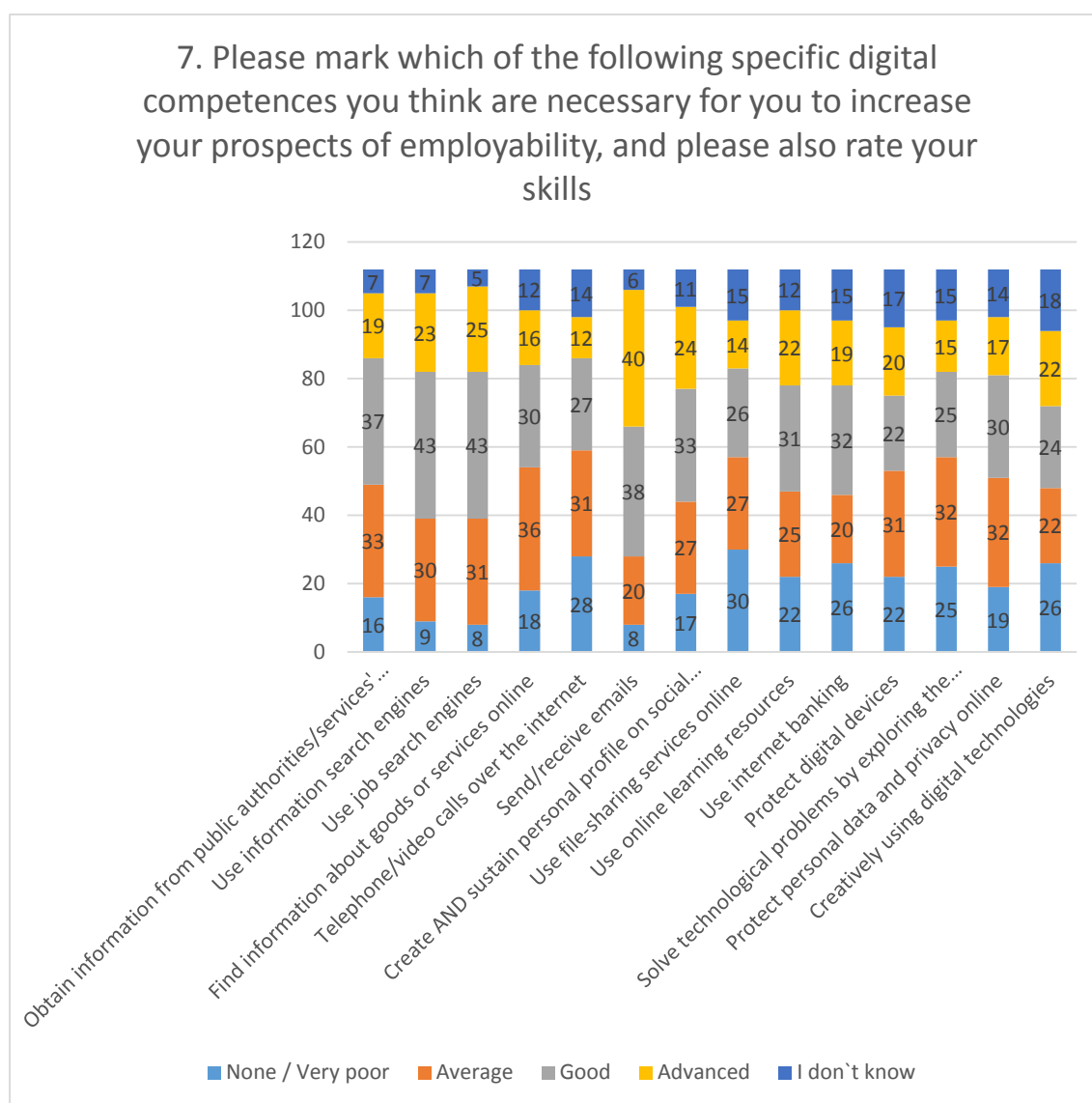
5. To what level you agree that increased digital skills can increase your competitiveness in labour market and help to find a job or change to a better job? (Offline)



Specific digital competences necessary for increasing the prospects of employability and rating

In both charts, we can see that *Send / receive emails* is the best rated answer. It means that people are more used to use email services in their average life and maybe, that's why they rate higher the development of this skill.

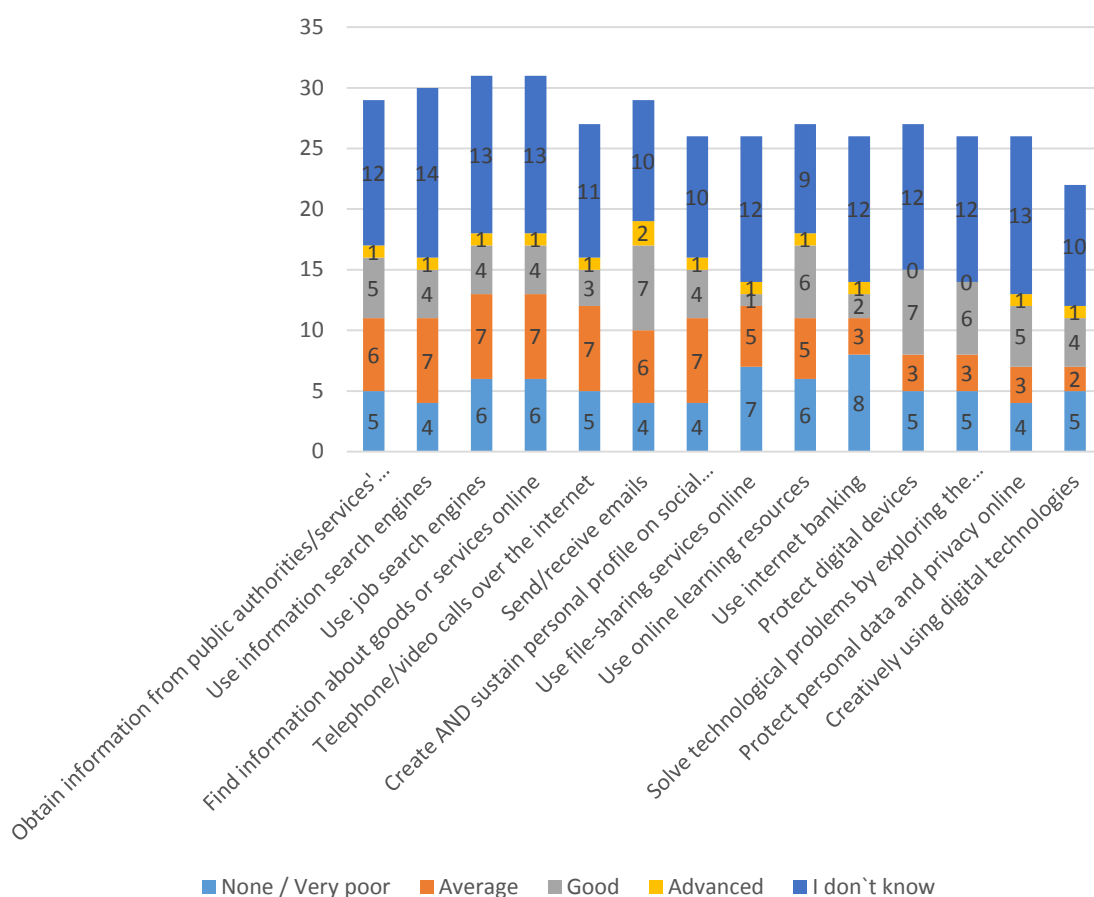
Another well rated skills have been rated in the online survey: *Obtain information from public authorities/services' websites*, *Use information search engines*, *Use job search engines*, *Create AND sustain personal profile on social networks*, *participating in online communication*.



The most significant result in the offline survey is the high score in the *"I don't know"* value. Around the 40% of the answers were in that position. It means that there is a lack of awareness of many basic digital tools.

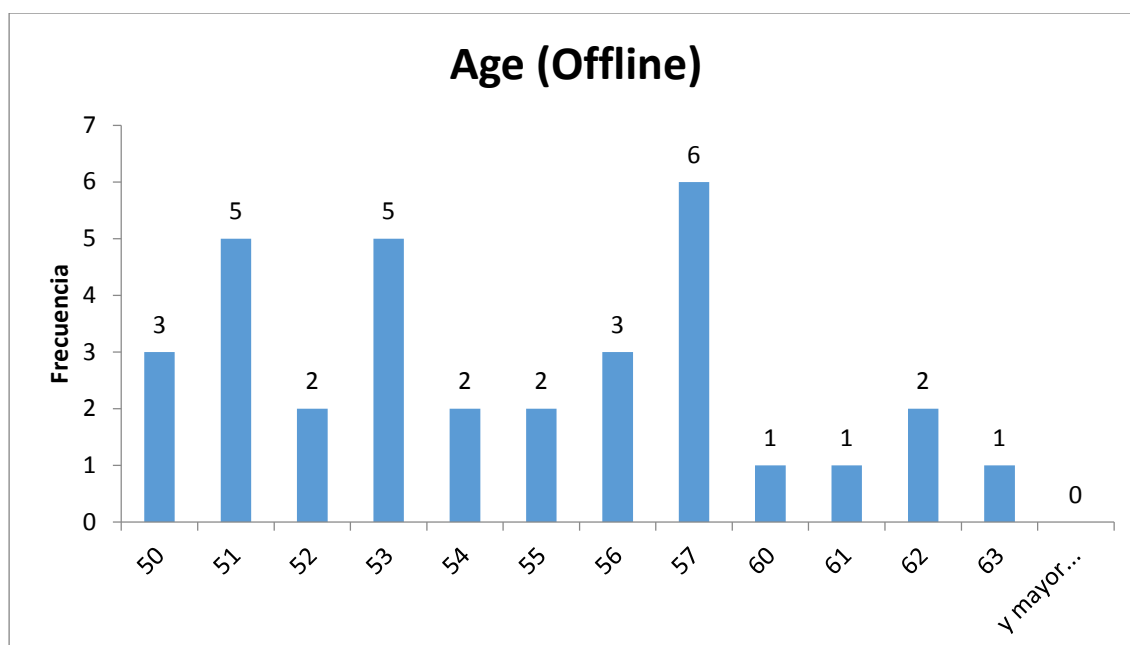
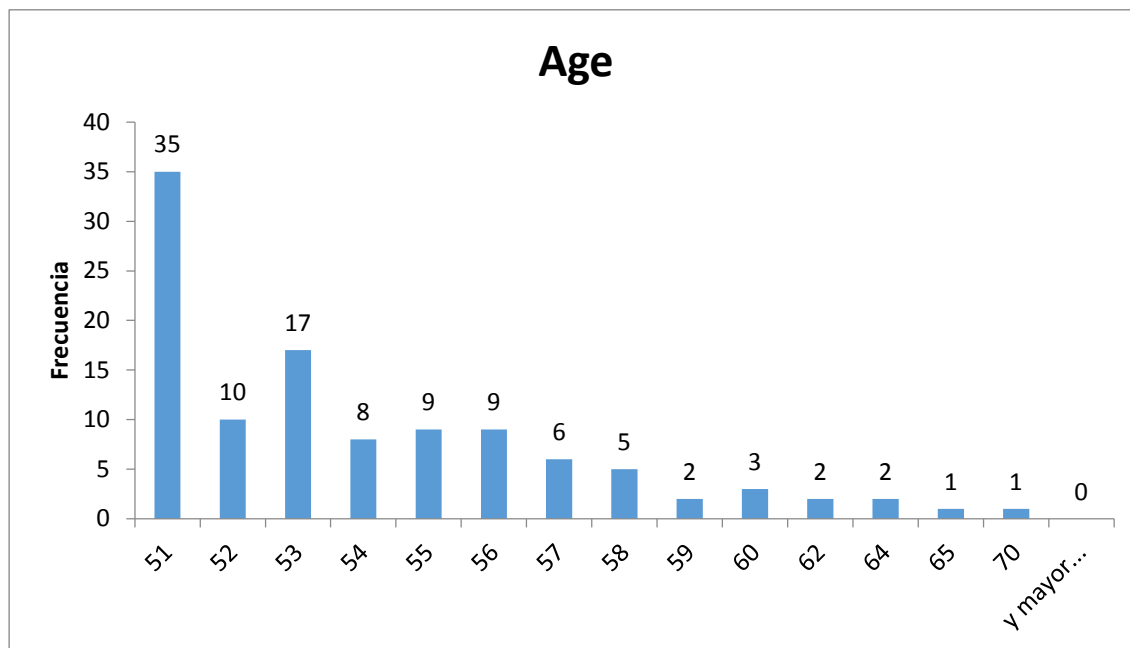


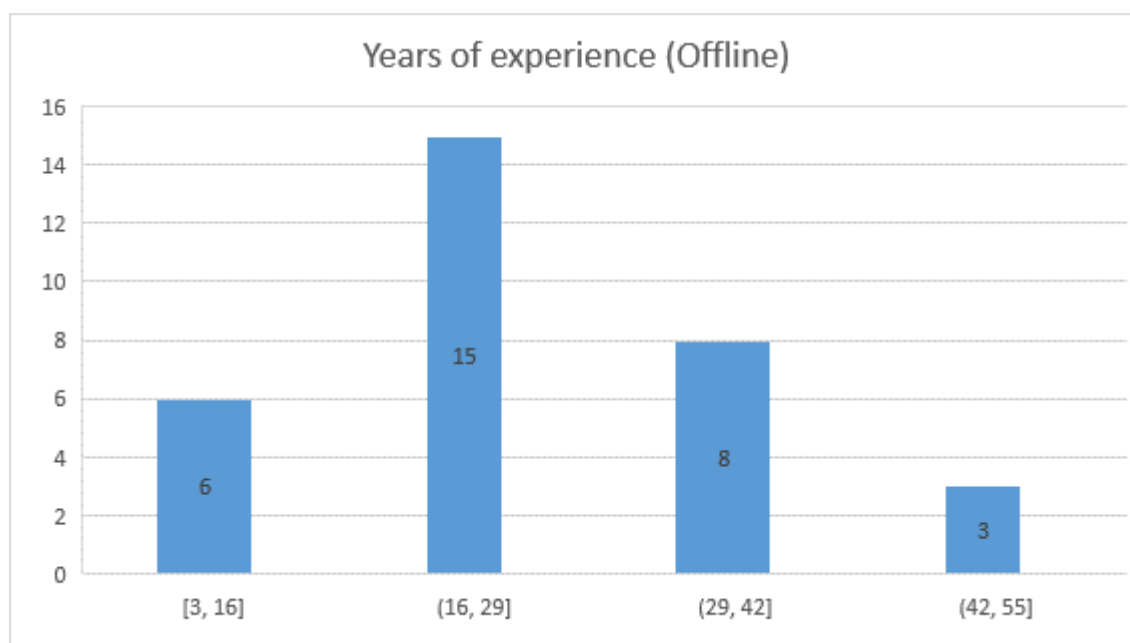
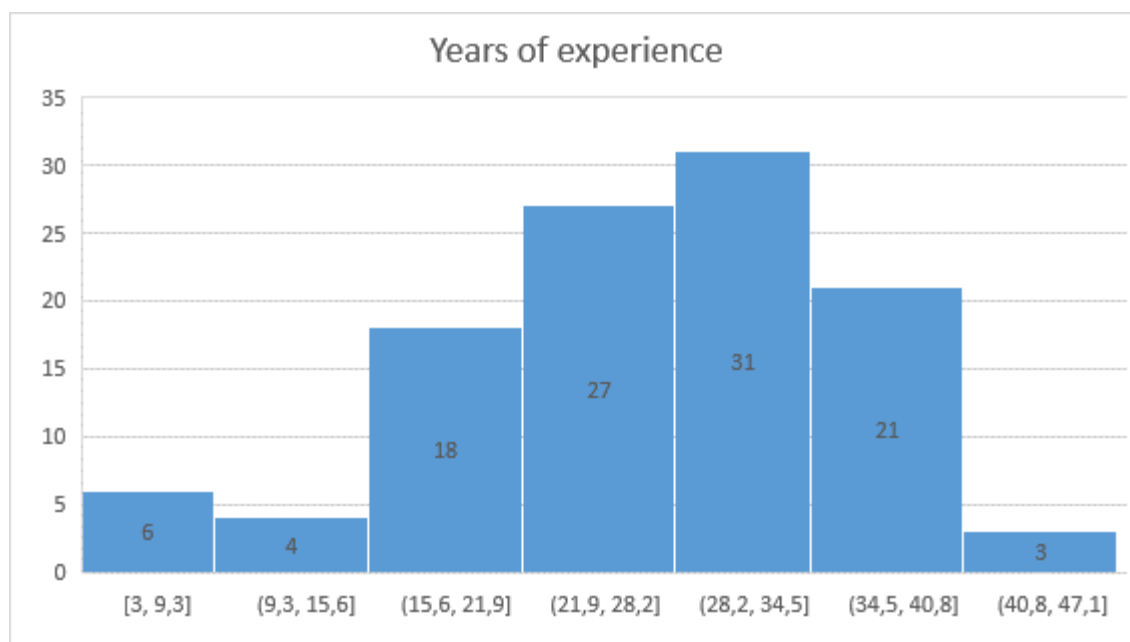
7. Please mark which of the following specific digital competences you think are necessary for you to increase your prospects of employability, and please also rate your skills in them? (Offline)



## Socio-demographic analysis

### Age and years of experience





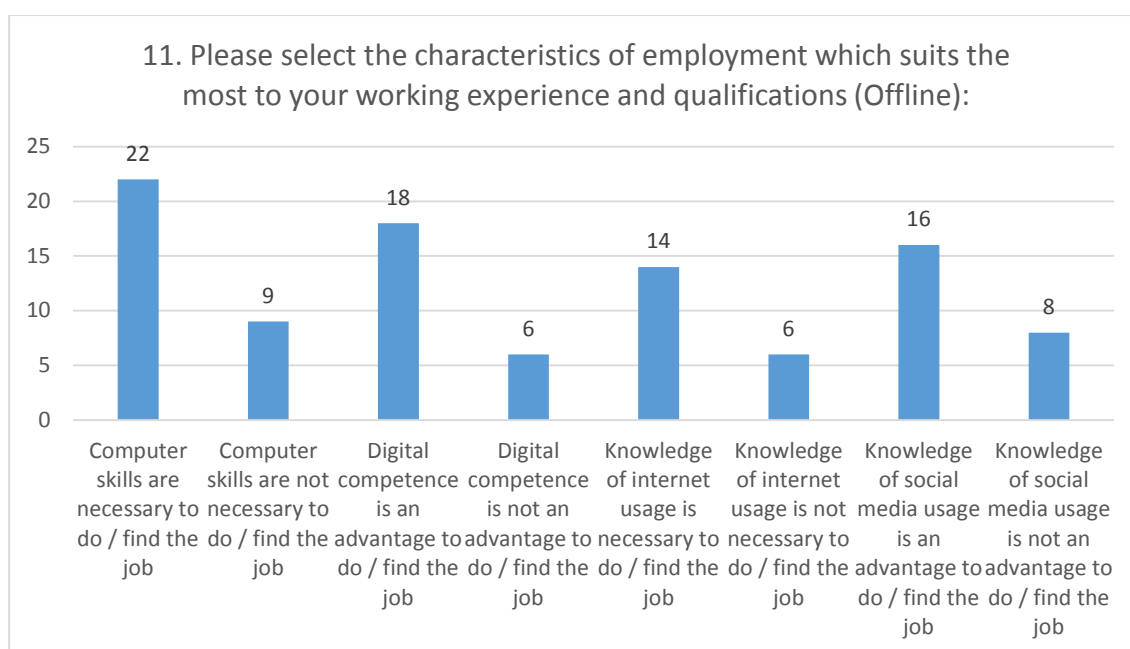
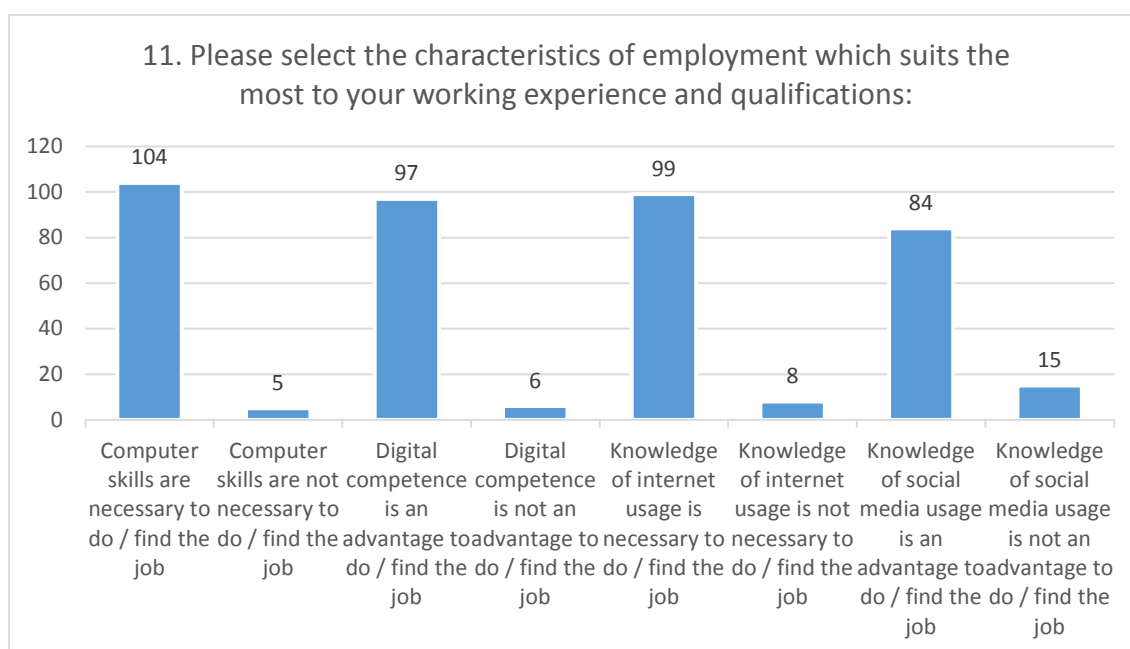
Characteristics of employment which suits the most with the working experiencia and qualifications of the participants in the survey

The answers of this question went in the same direction in both groups (online / offline). The most rated answers were:

- Computer skills are necessary to do / find the job

- Digital competence is an advantage to do / find the job
- Knowledge of internet usage is necessary to do / find the job
- Knowledge of social media usage is an advantage to do / find the job

So, in general terms, people are concious of the importance and needness of the digital skills for employment.

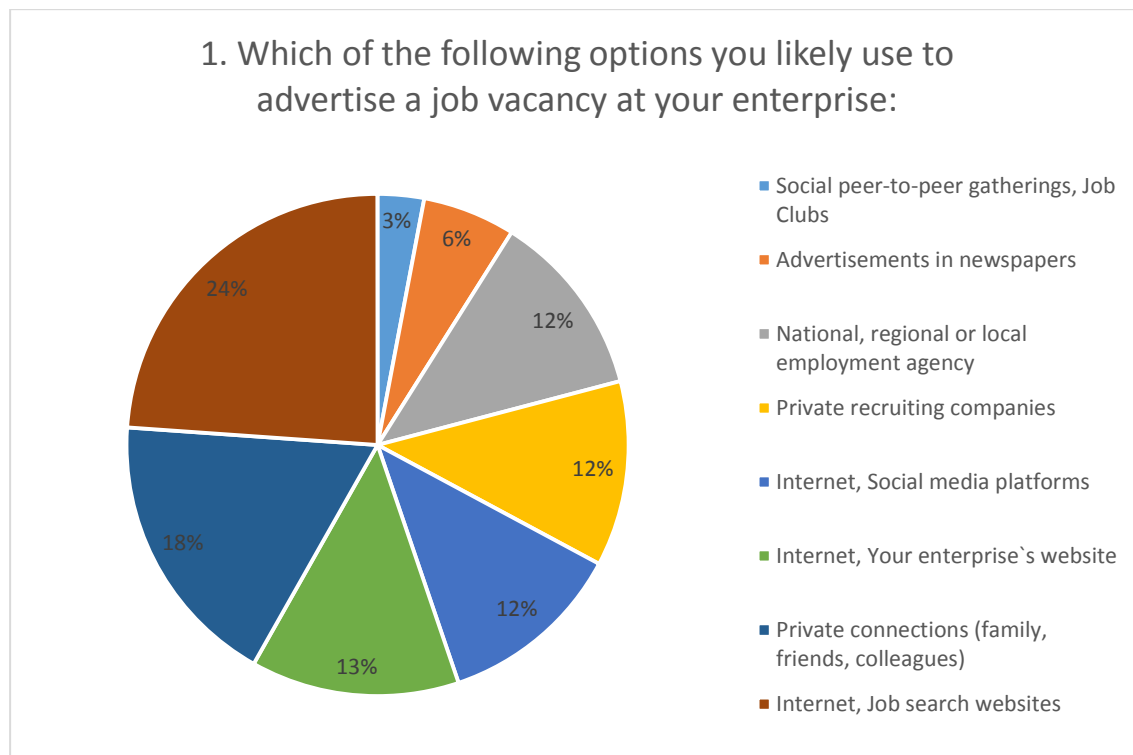


Region where they work or look for a job: Mainly, Spain (Santa Cruz de Tenerife)

## Analyses of the survey of companies

The survey of companies was complimented by 30 companies. The sample was selected from a data base of companies that we have in our organisation. We didn't collect information about activity of the companies but most of them are from the service and commerce sector.

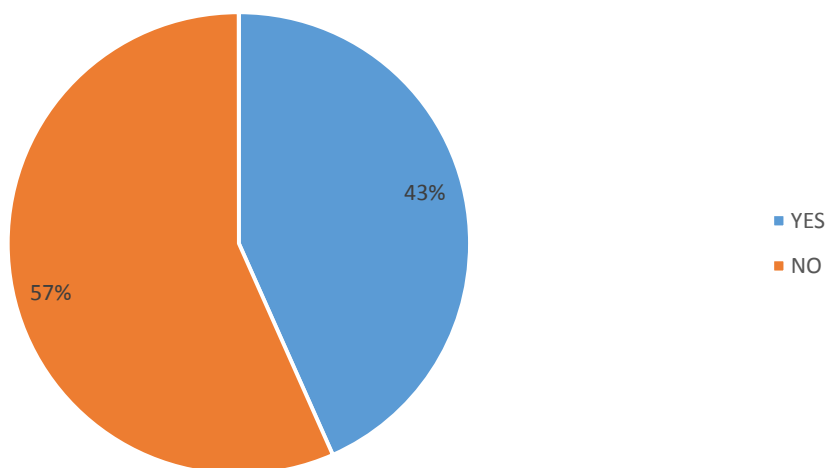
Recruitment practises and competences' needs:



The most rated option has been *Internet, Job search websites* (24%); in second place, *Private connections (family, Friends, colleagues)* (18%) has been rated. The other options related with Internet rated the 25% of the answers (*The enterprise's website* – 13%-; *Social media platforms* – 12%-).

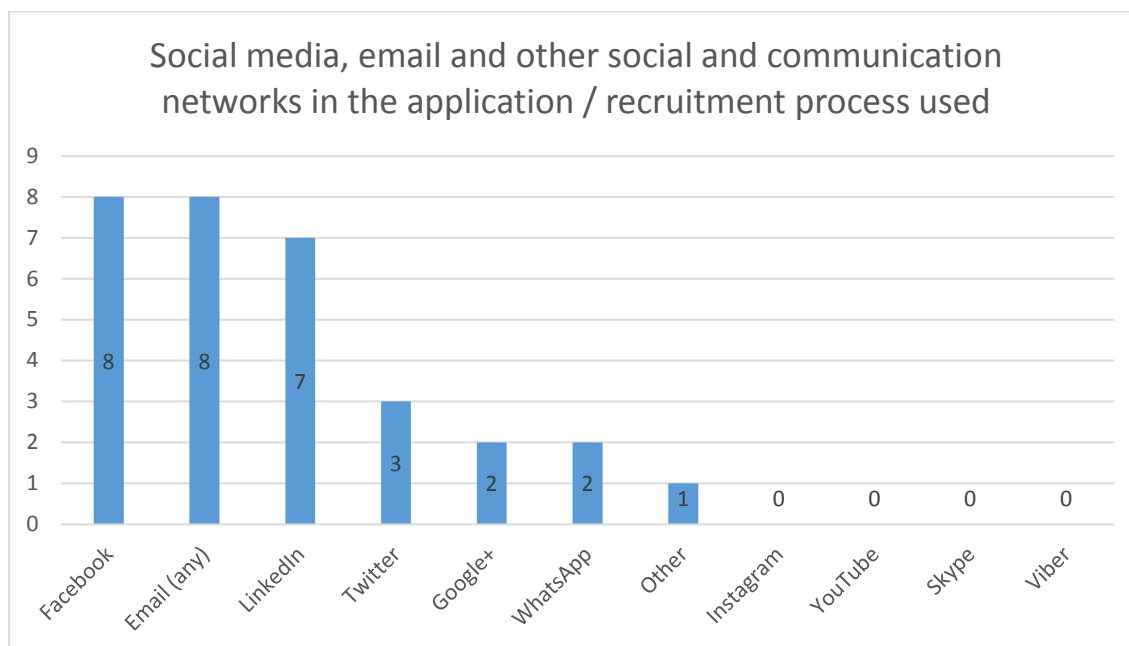
It means that the online ways to advertise the job vacancies are well positioned. The traditional ways such as newspaper are low significative (6%).

2. Do you use social media, email and other social and communication networks in the application / recruitment process?

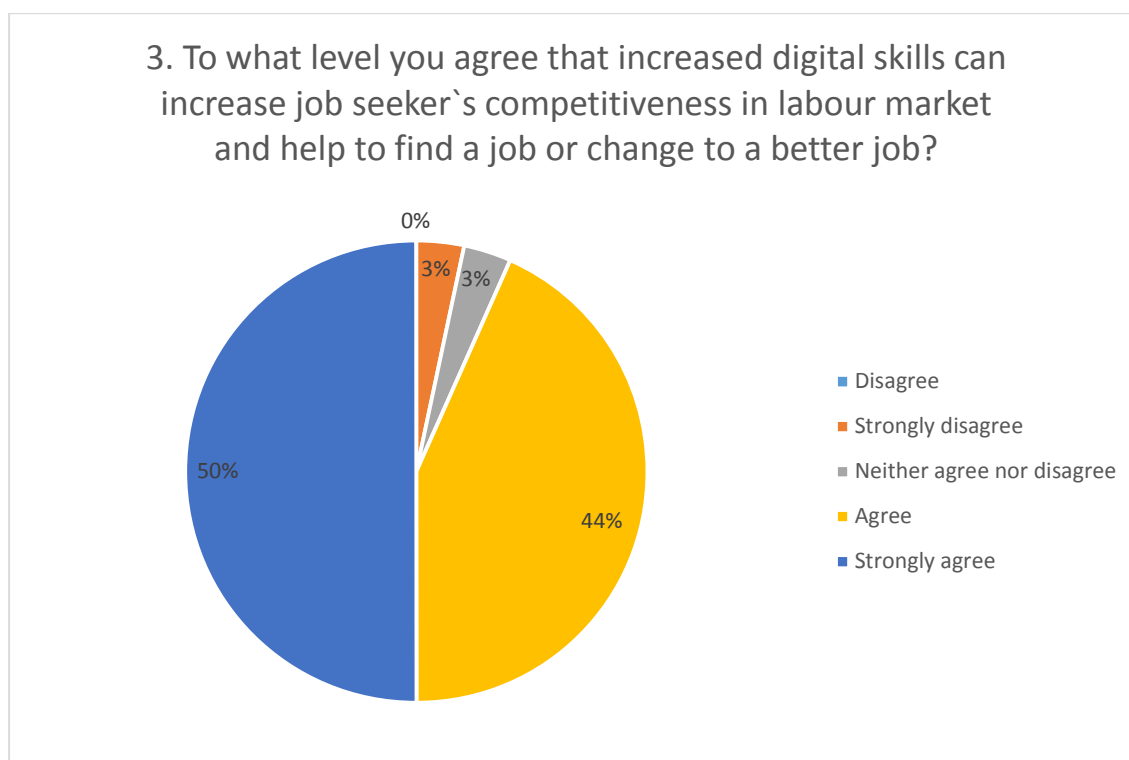


The rates in this field indicate that almost 60% of companies don't use social media, email or other social and communication network in the application / recruitment process.

As we saw in the previous chart, only 12% of the companies rates *Internet, Social media platforms* as a way of recruitment. So we could increase the sensibilisation of the using new technologies applied to Human Resources processes.

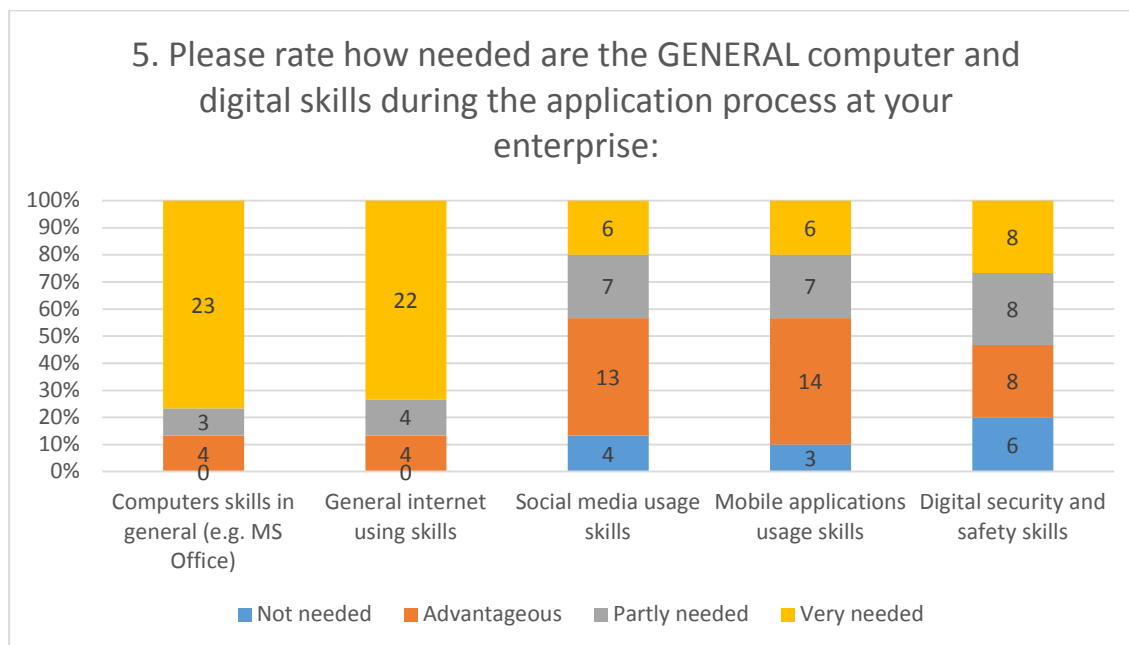


Being more specific, the most rated answers were *Facebook* and *Email*, 25,81% each one. The third most rated answer was *LinkedIn* (22,58%). None of the companies selected *Instagram*, *Youtube*, *Skype* or *Viber*.





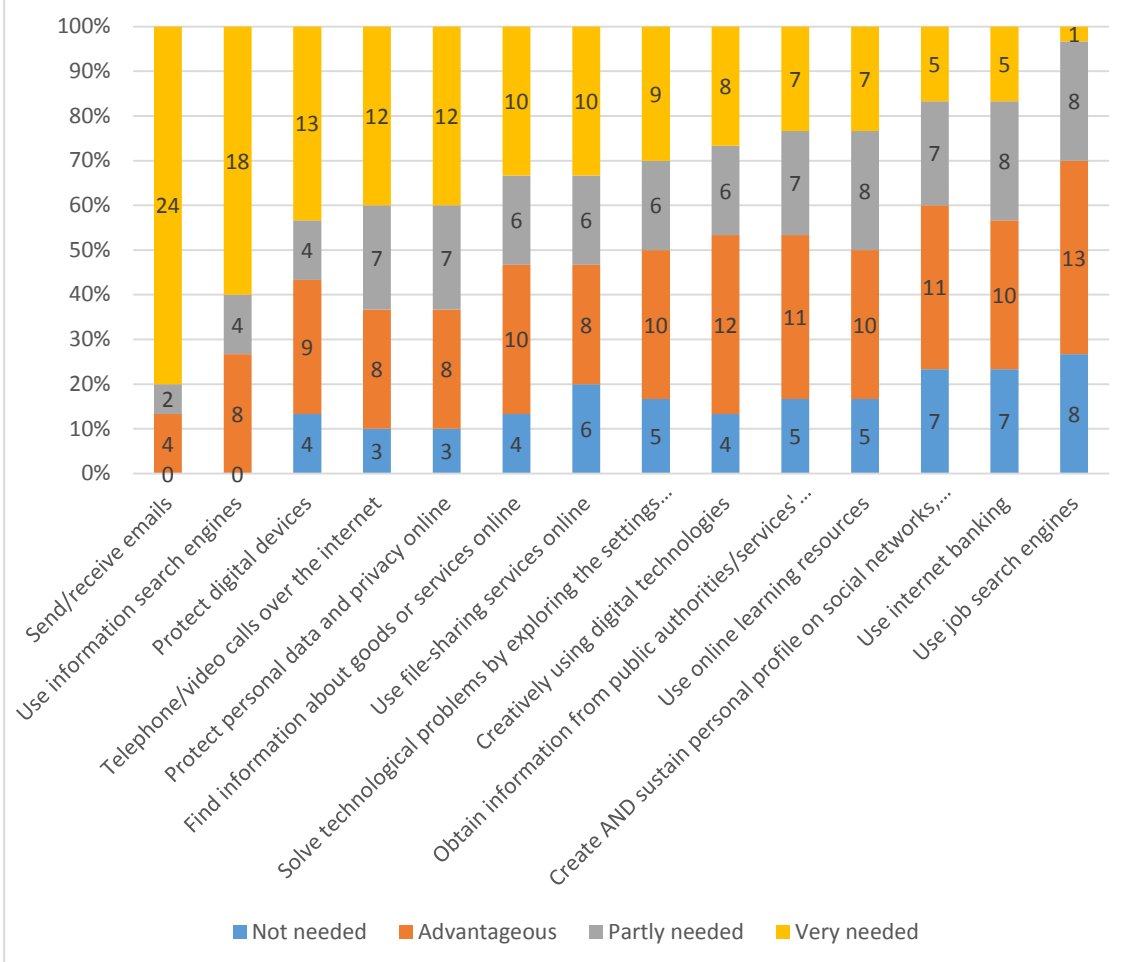
To this question, we can see a very clear position of the companies: almost the 95% of the companies think that increasing the digital skills of the job seekers, they would be able to find or change to a better job. So, digital skills are very well valued.



The most needed digital competences according to the results of the survey are *Computers skills in general* and *General internet using skill*. In both cases, none of the companies chose the "Not needed" option and the highest scores in both answers were "Very needed".

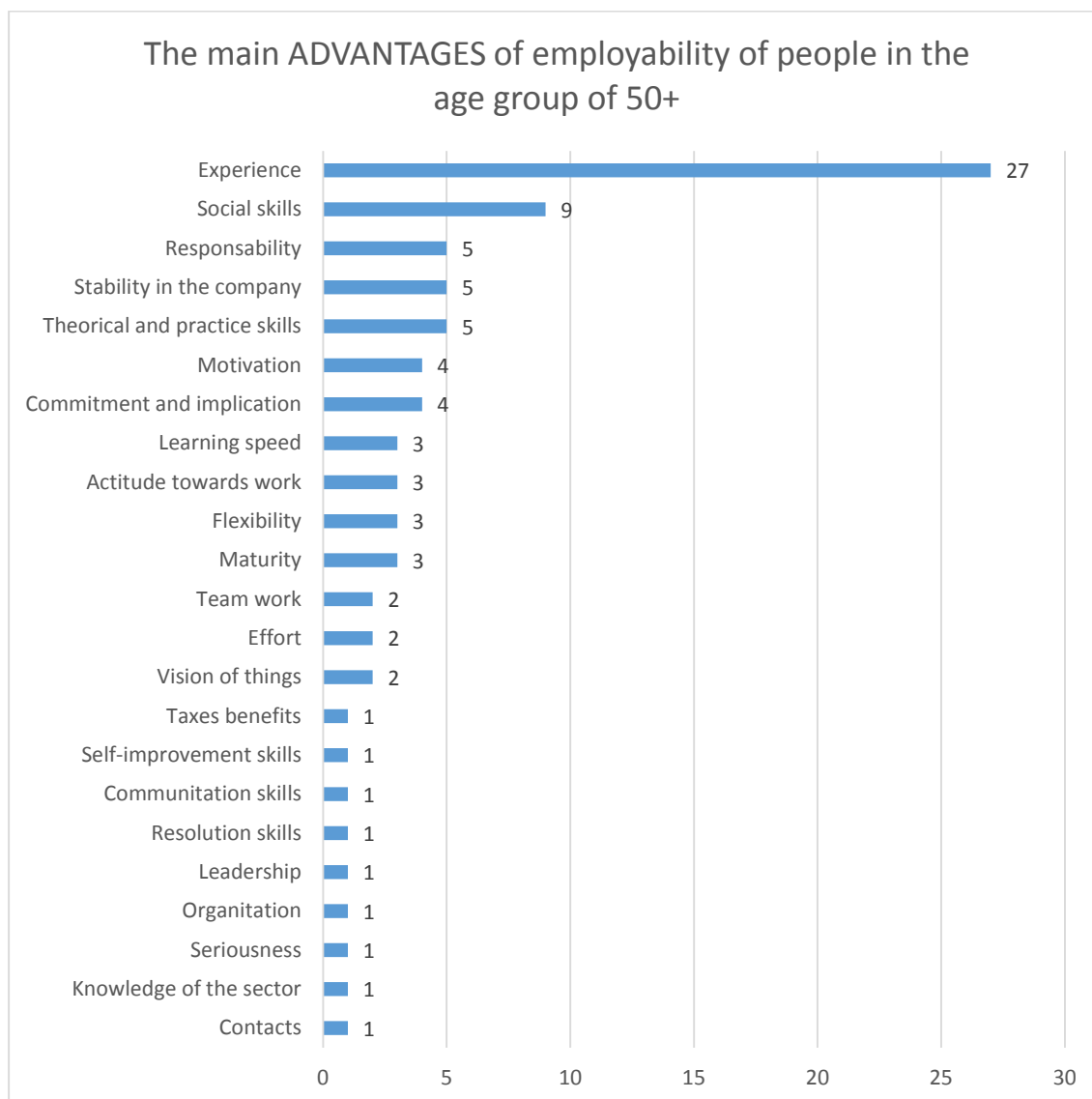
In the other hand, *Digital security and safety skills* was the option that rated a higher level of "Not needed" answer.

7. Please rate how needed are the SPECIFIC computer and digital skills during the application process at your enterprise:

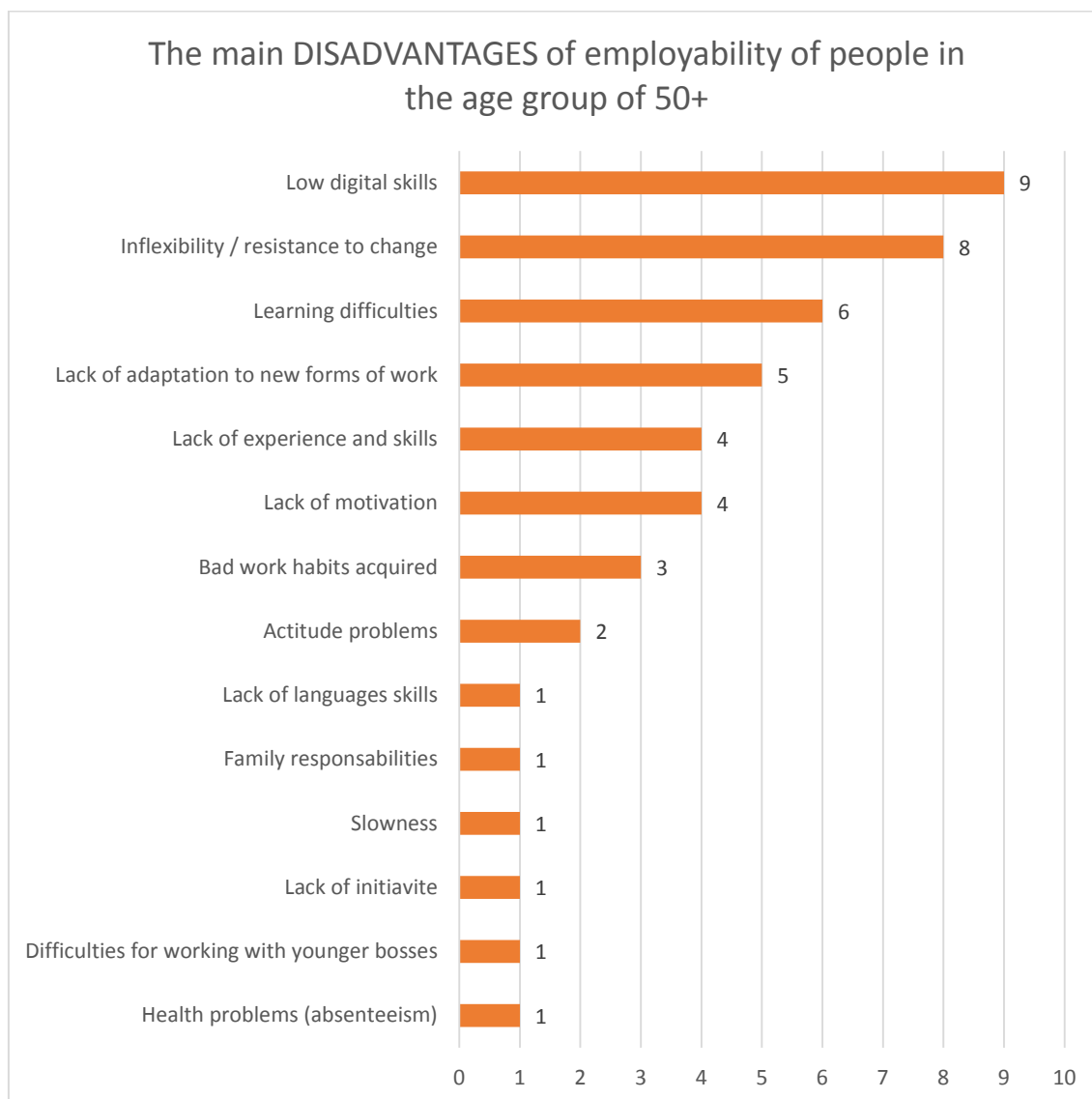


Clearly, the using of Email is the best rated specific skill: 80% of the companies rated "Very needed" and none rated it as "Not needed". The second best rated option was *Use information search engines*.

In the other hand, *Use job search engines* was rated as "Not needed" in more cases. It doesn't show a very high rate but we could think that a company doesn't need their workers have to look for another job position.



The main advantage of hiring people over 50 is the experience. That was the highest rated answer in the survey. Other well rated skills were: social skills, responsibility, stability in the company, theoretical and practice skills, motivation, commitment and implication, learning speed, attitude towards work, flexibility and maturity.

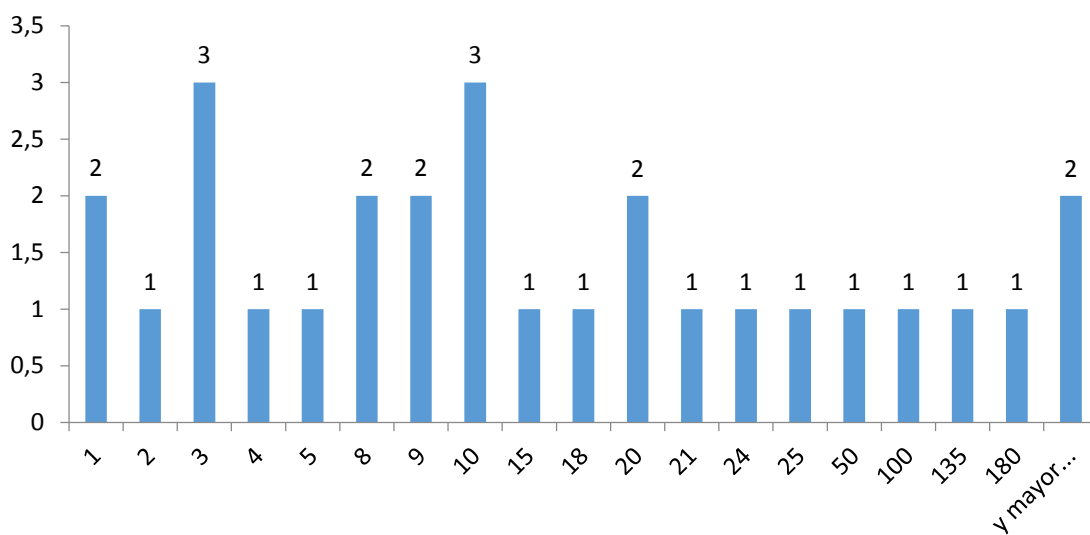


In the opposite side, the worst rated features were: low digital skills, Inflexibility / resistance to change, learning difficulties, lack of adaptation to new forms of work, lack of experience and skills, lack of motivation and bad work habits acquired.

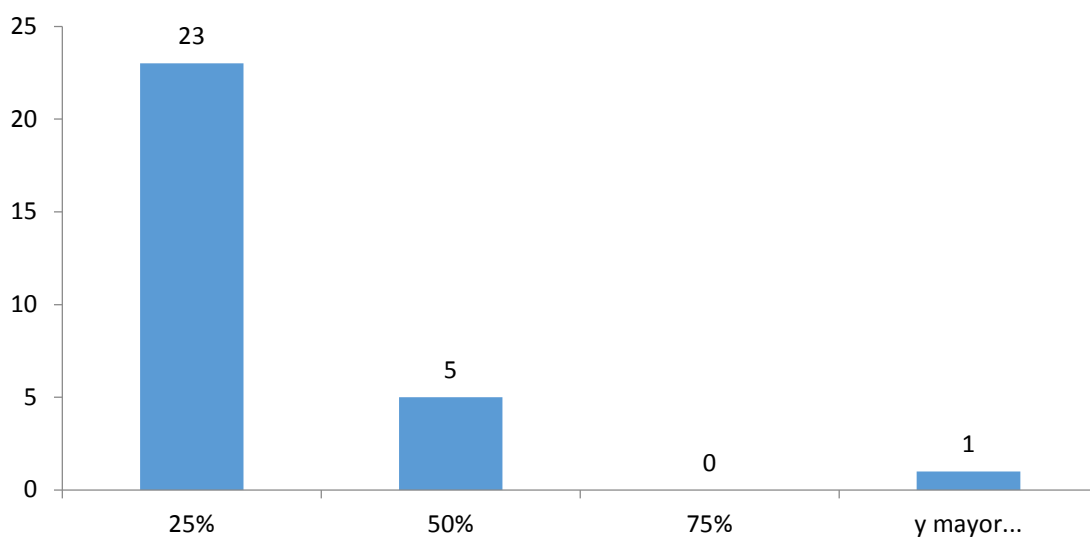
### Enterprises' profile

The following charts show the profile of the companies that filled in the survey. It wasn't a big number of questionnaires and the sample wasn't representative but we can have an approach to the issue with the answer we collected.

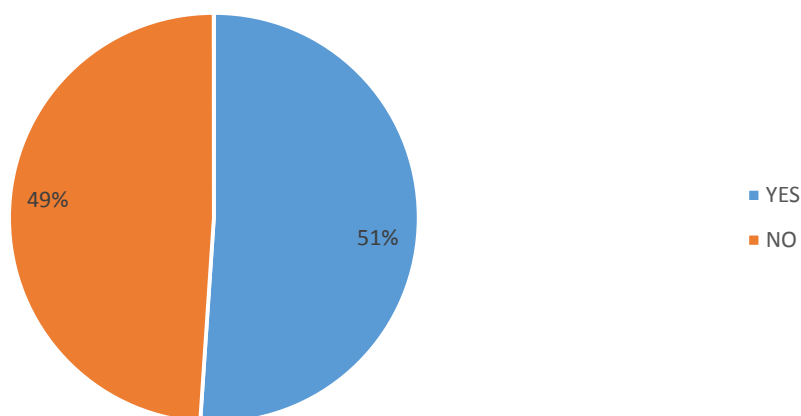
## Number of employees



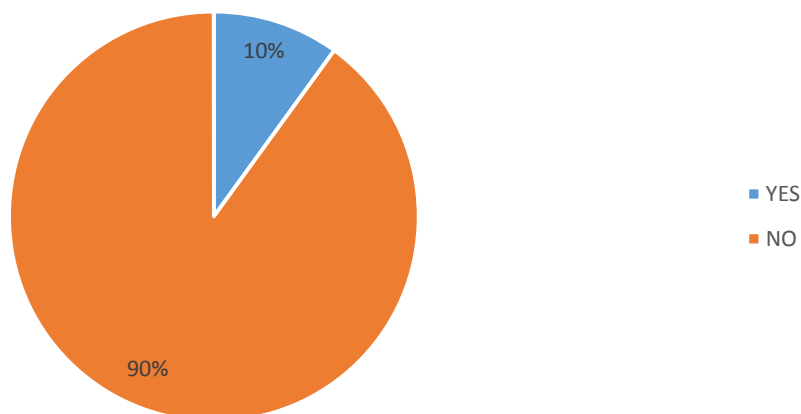
## Percentage +50



### Training of skills and competences necessary for job



### Corporate policy measures towards employees of age 50+



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## Main conclusions of the focus group

The meeting of the focus group was developed on June 5 at the Development Society. It was attended by the following people:

- Enma Fernández: Territorial Director of the ONCE-INSERTA Foundation (entity of the ONCE Foundation for the training and employment of people with disabilities).
- Mar Solagastuia, head of the Femete Placement Agency (Provincial Federation of Metal Companies and New Technologies)
- Alba Pérez Núñez, advisor and teacher of Radio Ecça (educational and learning center, born in the Canary Islands on February 15, 1965. ECÇA radio uses technology (radio or ICT) to do its educational work)
- Jorge Asín, manager of ICADEPRO and member of CEOE (training company, specialist in the integral management of training, through the design, planning, coordination and continuous exchange of knowledge and skills)
- Teresa Cabello, computer teacher at SINPROMI (The Insular Society for the Promotion of People with Disabilities, SINPROMI SL, is an entity belonging to the Cabildo Insular de Tenerife. Its objective is social and labor integration, as well as improvement in quality of life of people with disabilities on the island of Tenerife.)
- Esther Sarmiento, Barrios X employment coordinator, FIFEDE (The Canary Islands Insular Foundation for Training, Employment and Enterprise Development (FIFEDE) is an entity belonging to the Tenerife Cabildo Insular that works with the objective of encouraging the generation of employment of quality in the island, improve the education of the population, especially of the unemployed, and boost business activity, both in the creation of companies and in the consolidation of projects)
- Eloy González, manager of the company Innovática Gestión del conocimiento (Enterprise for developing tools for social consulting and new technologies.)
- Ana Molina, advisor for the project "Improving Accessibility in the Neighborhoods of Santa Cruz de Tenerife and Recovery of Pedestrian Tracks in Anaga"
- José Manuel Dioniz Ruíz, a worker over 50
- Dolores González Dávila, Training Technician of the Development Society
- Elena Romero Ruiz, Training Technician of the Development Society



- 
- Cristóbal Díaz Jorge, Intermediation Technician of the Development Society
  - Juan Luis Perdomo Falcón, coordinator of the employment, training and entrepreneurship area of the Development Society

The meeting began with a brief explanation of the AGEFACTOR project, focusing on output 1. The results of surveys of people over 50 and companies was then made.

After this exhibition, the participants were asked to make their contributions, opening a debate. The main conclusions reached during the discussion were as follows:

It is necessary to promote the use of new technologies and the use of social networks by people over 50, as there is still a large percentage of people of this age unfamiliar with them. Through specific training workshops the knowledge and approach to these tools is facilitated. On the other hand, for those with more difficulties, more intense support would be needed to achieve an adequate level of use.

It is suggested different training actions of digital skills to be developed, such as personal identity, personal brand, good use of social networks, job search through the internet, etc.

Also it is important to have more accessible, easy reading and simple webs.

It is also noted the importance of awareness campaigns to change the perception of people over 50 on New Technologies. The main attitudes to social networks and new technologies are fear and rejection. Public Administration should promote awareness actions. This negative attitude is corroborated by a 50-year-old worker who participates in the focus group, explaining his experience, the saturation of digital information and his rejection towards new technologies and the use of social networks. For this reason, it is necessary that the employment agencies segment the digital contents to transmit people in the best possible way to the users.

In addition, Public Administration should include digital competences within key competences (language, mathematics and English). On the other hand, it is necessary make training course more flexible and adapted to the new circumstances, for example, a modular training and content adapted to the labor market, in this case in relation to new technologies.

To summarize, the group's main conclusions:

- General agreement with the results of the survey of adult learners 50 and companies.
- Need to carry out awareness campaigns towards new technologies and social networks in the people of +50.
- Reinforce the training actions of computer literacy and digital skills.
- Foster digital tools with simple design.

- Avoid saturation of digital information, segmenting contents.
- Enhancement of awareness campaigns towards companies to recruit people +50.



## Main conclusions and outcomes of the in-depth interview

Xiomara Méndez García, author of "enbuscade.org" has been interviewed for the Sociedad de Desarrollo's team.

"enbuscade.org" is a blog about training and employment in the Canary Islands.

The interview was held in the Development Society on May 31 and was attended by Dolores González Dávila, Elena Romero Ruiz, training techniques of the Development Society and Cristóbal Díaz Jorge, technical intermediary of the Development Society.

It was followed the in-depth interview proposed by the project partnership and the interview was recorded in a video. We started with a brief explanation of the AGEFACTOR project, focusing on output 1.

The main contributions of Xiomara Méndez were:

- People +50 are reluctant to use social networks and NNTP, they use them out of necessity. Persistent rejection of change. There is lack of confidence and insecurity.
- In general they use social networks as if it were a traditional way of job search. They do not know the patterns or the ways of use. Prior training is required.
- There are no specific designs of digital tools for employment aimed at people +50.
- Tandem recruitment of young people and +50 people would be very beneficial for the transfer of knowledge and experience. Spaces of communication between young people and the +50.

- Young people are more aware of their lack of work experience than people +50 of the importance of social networks.
- Computer skills and basic knowledge fails. Greater awareness of digital skills is needed.
- Example of good practices: the knowledge capsules of the Development Society (basic skills, use of e-mail, Internet job search, etc.).
- SMEs in the Canary Islands make little use of social networks. It is very difficult to find examples in relation to HR management.
- Why not create the figure of the digital tutor in companies? To provide a support service for people with low digital skills – brought to recommendations.

[www.enbuscade.org](http://www.enbuscade.org)

Facebook / Twitter: @enbuscadeorg

## Case study

**Centro de Formación AFS, S.L.** was created in January 1996. Its main objective was to provide occupational training to adults to cover the needs of the market at that moment. The quality of the services and the satisfaction of the clients were the vision from the beginning. The Company was established in Carrizal, Ingenio (Gran Canaria island).

In 1998, Centro de Formación AFS, S.L. started to collaborate with the Canary Islands public employment service in the training plans for unemployment people. This collaboration meant to have a new building in 2000 because the number of training actions became higher and higher.

In 2009 was opened a new training center in Las Palmas de Gran Canaria, the capital of the island and in 2010, the Carrizal center was remodel to be fully accessible for disable people.

In 2012, a new center was opened in Santa Cruz de Tenerife and the next year, Centro de Formación AFS, S.L. was authorised as a private employment agency.

From the beginning, one of the most important objective of the Company has been the excellence. Through the years, several international quality, environment and management systems have been implanted in the organisation. Actually, the Company is certificated in

ISO 9001, ISO 1400, EFQM 400+, EMAS, and has implanted an integrated Excellence Manager tool.

In the beginning of the Company, formal HR procedures didn't exist. The recruitment ways were the personal contacts and the paper CVs that people left in the office. There weren't Social Media and the structure of the organisation was very small so the needs were covered with that way of working.

But as the Company grew, the need of changes appeared. The Company changed its management procedures, framed into the quality standards (ISO 9001) that included selection, internal training, evaluation and management of the Human Resources.

The Social Media were included too in the procedures. They are used for recruitment and job searching websites but for a marketing and commercial issues too. Actually, our own staff are in charge of the management of our social networks, additionally, we have an outsourcing company expert in digital marketing and SEO positioning. The company has its own job website.

From 2014 a Equality Plan has been established. The organisation has been able to include equal HR procedures, not only between men and women, also in different groups of age.

Nowadays, HR management is very consolidated thanks to the EFQM of quality and Excellence +400 and the Equality Plan. It allows the continuous improvement in the process. Additionally, they try to disseminate their mission, vision and values to their clients, suppliers and other companies.

They also have different digital tools such as CRM system for the administration of the clients; or Power BI for analysis and sharing information, so they put in value high digital competences of the staff.

The selection processes are based in the evaluation of professional and personal competences not in other factors. For example, not long ago, they hired a 53 years old woman for one position in Tenerife, taking into account only the competences of the candidates. The selection tools allow to evaluate the digital competences in the very first steps of the process, and then, we confirm if the candidate matches with the job profile in a personal interview.

They don't have a specific action for the +50 people but their Equality Plan guarantees the no discrimination.

The main difficulties they had to face up in the change of management were the inclusion of new technologies into the processes. The information and training were the keys. That allowed a good attitude towards the change in the staff of the organisation.

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Regarding to the HR field, the difficult was to get used to a determined procedure. Now, everybody has to follow the steps of the same procedure in every place of the Company. They must to control and register the inputs and outputs of the process. The organization has a Welcoming Plan, training plan and evaluation of the staff that facilitate the management of the HR.

Another difficulty they had to face up was the costs of all of this changes. But the benefits that they have received back have been worth it. To prioritize the benefits of the investment is better than the economic costs is a recommendation.

The best recommendation from Centro de Formación AFS, S.L. to another SMAs is they have to think the investment in your staff is the best investment of all. If they do it correctly, they will see the benefits in a non-long future.

All the information was provided by Alexis García Pestano, Manager of Centro de Formación AFS, S.L. and HR responsible.

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## Overall national conclusions and recommendations

Taking in account all the information that we have collect in this report, we can stablish a main conclusions and recommendations for the design of the outputs of the Age Factor Project:

- The +50 jobseekers are aware of the need and importance of digital skills but have resistance.
- Campaigns for increasing sensibility are needed, focused on +50 job seekers and companies also.
- The use of NNTT based recruitment techniques is not a general practice in companies nowadays. They're on the way but still used traditional practices. Big companies are using innovative methodologies but SMEs aren't. The SMEs are not gotten familiar with it and they don't use to have HR management strategies or HR department.
- Digital content must be segmented and adapted to people over 50 years of age. If we don't take it in account, we could run the risk of loosing information.
- The web sites must be accessible in both the design and the contents.
- An approach of dealing with all of this issues with people +50 could be a "tandem" work of support with a mentor.
- A previous training in basic digital skills (eg. Knowing how to run with a computer) is needed.
- Mobile devices are gaining ground. People +50 are having problems in using NNTT in other kind of devices (eg. They can check the email on the mobile phone but not in a desk computer).
- Digital security is important and needed for +50 people and companies.