

RuralTIC: a project to help older people get on better with technology

LOCATION: Seville

DURATION: 1'23"

SUMMARY: RuralTIC is a Vodafone Foundation initiative, which through the company Alma Natura from Huelva, tries to familiarise older generations with new mobile devices in rural areas of Andalusia with a population of less than 5,000. Some of these senior citizens have never seen or used a smartphone or tablet.

VTR

Ambience: "There you go, press it."

These people are over 65, some of them a lot older, and live in a village of the Sierra Norte in Seville with very few neighbours... they have discovered that just one finger can give them access to a whole new world.

FINA MILLA

Student

"Although sometimes I get muddled because I want it to do one thing and it does another."

We are in the mobile classroom of RuralTIC, a Vodafone Foundation initiative, which through the company Alma Natura from Huelva, tries to familiarise older generations with new mobile devices in rural areas of Andalusia.

JUANJO MANZANO

Alma Natura

"Many older people, in some way, have never touched a screen to make it do things."

ISRAEL MANZANO

RuralTIC Supervisor

"They were used to actual buttons and now we are switching them to icons and touch-screen display."

It's all taught in a fun way, through games. The first lesson: how to use your finger. Now, we will start the second one.

Ambience: "Mobiles out!"

ÁNGELES RUIZ

Student

"This is really old."

ISRAEL MANZANO

RuralTIC Supervisor

"They have been using mobiles for a long time to call and receive calls. And all of a sudden they can send whatsapps and photos, but not with a traditional mobile, they have to change to a smartphone."

Many of them don't even know what these are. The modern devices of their grandchildren, they say, the devices they aren't allowed to touch.

JUANJO MANZANO

Alma Natura

"They want the first opportunity to take the plunge and be able to handle them because when they are at home, in their house, it's as if they always have someone trying to correct them."

Here, they are allowed to make mistakes, because this is what learning is all about. Trying again and again, however new the technology is.

For more information or support please call +34 662 369 820 or email info@andalusianstories.com