



Landåstorget Seniornett club



Seniornett Norway

1



Landåstorget Seniornett club

- **Norway has an ambition to become one of the leading nations using IT technology (i.e. PC/Internet) in all its public services**
- **The number of PCs and users of Internet in our country is regarded to be very high.**
- **Seniors find it however difficult, and annoying, to queue for services, less and less available to them.**

2



Landåstorget Seniornett club

- **Internet usage in order to gain access to public services in Norway is increasing**
- **Many seniors have fallen behind by not being trained in the use of PC's and Internet through their careers**
- **The PC/Internet development is so rapid they feel overrun, and believe themselves unable to learn and cope with "the technology of their grand children"**

3



Landåstorget Seniornett club

- **Equal opportunities and access to services requires that seniors master these new technologies**
- **It may take a little longer, but experience shows that older people can learn sophisticated usage when they break the first barriers and are motivated!**

4



Landåstorget Seniornett club

- It is often only a question of taking away their fright for something which is new to them and seems difficult "from the outside"
- This is the Norwegian Seniornett clubs' "mission"

5



Landåstorget Seniornett club

Average usage of Internet the last 3 months, in percent of sex and age groups

AGE	2007 ♀	2007 ♂	2008 ♀	2008 ♂	2009 ♀	2009 ♂	2010 ♀	2010 ♂	2011 ♀	2011 ♂
16-24	84	90	98	95	99	96	97	99	97	95
25-34	84	92	91	94	96	97	98	96	98	99
35-44	85	88	92	91	96	93	95	95	95	98
45-54	81	80	88	87	84	89	93	90	94	95
55-64	67	69	63	86	70	84	75	87	84	90
65-74	40	54	40	46	50	71	54	70	58	69
75-79	16	29	19	42	15	33	19	63	13	38

6



Landåstorget Seniornett club

- **Seniornett was started 14 years ago by a group of enthusiastic women wanting to introduce seniors to IT/PC**

(Teaching Old Dogs new Tricks!)

- **Oslo and surroundings established 6 clubs during the first years**
- **Today we have 132 regional clubs, in total about 6.000 members**

7



Landåstorget Seniornett club

- **An expansion program was initiated for the Bergen area by the end of 2006**
- **We formally established Landåstorget Seniornett Club in April 2007**
- **Today in the area where we have our club in Bergen, more than 22% of the local population group is > 66 years**

8



Landåstorget Seniornett club

How do we get our members ?

We do some serious "marketing":

- Place information sheets:
 - At the local library
 - On notice boards at the local mall
- Motivate our course students to join
- Adds in local newspapers
- And most importantly, by word of mouth

9



Landåstorget Seniornett club

- We applied to various beneficial institutions for funding for new PC equipment
- We got:
 - Our first 4 PCs from the a well known foundation in Bergen
 - 1 PC from a local bank
 - 6 PCs and a multifunctional printer/scanner as well as MS Office licenses for all PCs from Seniornett Norway .
 - Later we have obtained 8 new PCs and various other equipment

10



Landåstorget Seniornett club

- **Our most successful "trick" was to issue an open invitation to a first PC "Clinic". Anybody with IT questions or problems with their PC was invited to attend.**
- **This secured 30 new members in less than 2 hours, and they in turn motivated others to join later.**

11



Landåstorget Seniornett club

- **In order to have a satisfactory use of the club, it is important that the members have a basic knowledge of PC use. And if not; - they are invited to attend one of our courses**
- **The membership to date is 55+**

12



Landåstorget Seniornett club

- **Our monthly theme meetings are however very popular.**
- **In addition we can offer a variety of courses both for members and others**
- **On these special theme days, we also gain new club members**

13



Landåstorget Seniornett club

- **Enrolled members may bring one friend; whom we hope to see as a member later**
- **Our future hope is that some of our members later may lead their own special interest groups, or act as "helpers" to others using the PC room on their own**

14

To further inspire to the use of PC's and Internet,
Seniornett and it's local clubs host a yearly event:

Senior surf

Thousands of seniors around the country get a
free and first introduction to IT and the use of
Internet during this day (September 29th, 2011)

15



16



Landåstorget Seniornett club



17



Landåstorget Seniornett club



18

Landåstorget Seniornett club representing Seniornett Norge

Thank you!

19