

2017-1-NL01-KA204-035204

# NEEDS ANALYSIS SUMMARY REPORT

July, 2018



Funded by the  
Erasmus+ Programme  
of the European Union



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# 1. Introduction

This needs analysis is carried out by the team of NTCenter (BG) in July 2018. The analysis is part of the activities of IO1 of RED project. The project's main objective is to create and maintain an online platform which will provide help to European citizens with low literacy, numeracy and digital skills. The ultimate desired result from the RED platform is to increase the social participation and empower people with such deficits. It is intended to be an innovative tool and will teach digital skills, tackle low literacy and numeracy within different target groups.

Partners from seven European countries (Belgium, Bulgaria, Czech Republic, Italy, Netherlands, Slovenia and Spain) participate in the RED project. This Needs Analysis Summary Report is based on the data derived from the National Needs Analysis Reports of the participating organisations.

The needs analysis itself is aimed to determine **which are the specific target groups and potential stakeholders (primary and secondary) of the RED project in the participating countries**. Analysis reveals the needs on which there should be placed a specific focus, and also shows what are the expectations of the different target groups and potential stakeholders concerning the RED platform.

This serves as a reference document and is based, on one hand, on **meetings with stakeholders and interviews with experts**, and on the other hand, on **survey of sample of potential users** of the RED platform.

Although there are significant differences between the target groups of the individual organisations/experts which were contacted by the RED project partners (not only between the different countries but between the target groups in each country also), the analysis revealed some **overlapping needs** which can be effectively met by the RED platform and its intended resources. In addition, the RED platform will allow for each country to have custom content.

The needs of the different target groups are arranged in **several main topics** which we suggest to be included on the platform, with **each topic containing several specific items of interest**. The topics are as follows:

- Money
- Care



- Help [Social services (municipal and governmental)]
- ABC (Education)
- Work
- Home
- IT
- Alert
- Family

After analyzing data from national reports, we have identified target groups from all partner countries that have indicated their desire for more information in several areas. But in some countries there are specific needs of the target groups. (for example, Slovenia has the theme "Travel and Transport" and Spain - notes the Help topic).



## 2. Purpose of the needs analysis

The needs analysis is designed to:

- Assess the current levels of (1) target groups' perception of their own needs and (2) experts and stakeholders evaluation of needs of distinct target groups for the RED project in all partner countries;
- Assess the existing opportunities, bearing some similarity to the RED toolbox, to cope with various social problems which the target groups encounter;
- Explore the relevant topics which are suitable to be included in the RED platform, by way of conducting meetings and interviews with experts and survey of the identified target groups;
- Define selection criteria and determine the main topics of interest, and their sub-themes and focus issues;
- Ensure that the topics are relevant to the educational and socio-cultural features of the target groups/audience identified by the partners in the RED project;
- Provide a solid foundation for the development of the contents of the RED platform and for the delivery of the training/information materials to the target audiences.



## 3. Methodology

### 3.1. Data sources

The report is based on both primary and secondary data. Primary sources comprise an online target group questionnaire, interviews and face-to-face meetings with experts, information received from various stakeholders. Secondary sources which were used are different online publications and policy documents.

#### 3.1.1. Expert meetings and interviews

These seek to:

- Define with precision the target groups of the respective organisations/experts;
- Uncover existing problems of the different target groups;
- Find out which are the information needs of the target groups;
- Find out what sources of information are available and which resources are used in the process of seeking and interpreting the information;
- Understand experts' perceptions of the needs of the target groups;
- Prioritise the perceived and reported needs;
- Inform the participating organisations on the various experts' involvement and support activities with regard to coping with the lack of particular skills by the target groups;
- Serve as basis for designing the target group questionnaire (different for each country), based entirely on recommendations and suggestions by experts and stakeholders;
- Find out the sources of information which the different target groups know, prefer and use;
- Assess the most appropriate tools/techniques to convey the required information to the particular target group. When developing the online RED platform it should be taken into account what combination of techniques is preferred by the target audience, i.e. audio (voice recording), video (images), subtitles (text), interactivity (link and some kind of activity required by the participant);

#### 3.1.2. Target group questionnaire

The designed questionnaire seeks to:

- Obtain more detailed information about the target groups needs;
- Find common topics of interest among different target groups;



- Uncover target groups' attitudes regarding the use and benefits of the RED platform;
- Establish a “desirability of needs” scale to assist the decision-making on which topics should be considered a priority when planning and designing the content for the RED platform.

### 3.1.3. Online research

The online research efforts of all partners were focused on establishing what are the available means of informational and procedural assistance available to meet the target groups' needs. Central government, agencies and local government websites were screened for digital resources aimed at helping people with poor literacy and numeracy skills, and discovered a very limited number of such resources. It is clear that RED would contribute in a significant manner to providing resources in support of target groups' needs. In addition, we are confident that the experts and institutions we met will be using the RED resources in their day-to-day operations and interactions with the target groups.

## 3.2. Data collection process

The first step in the process of analysis was to determine which organisations/experts to approach. Personal contacts and online search were used by the partners in order to identify the most appropriate and relevant people to reach out to. The aim was twofold: firstly, to receive initial information and to determine the potential target groups and their needs, and secondly to use the experts as a intermediaries which will connect the partners with the specified target groups in each country.

Representatives of the partner organisations conducted formal and informal meetings with potential stakeholders on local level and national level - experts and representatives of government agencies, associations, municipal centres, social services, municipality social services, social communication center, labor unions, NGOs, adult educational institutions, outreach workers, physicians, psychotherapists, occupational therapists, volunteers.

All meetings and interviews were conducted by the end of June 2018. The formal face-to-face meetings were summarised in Meeting Memo reports by each partner. The following table shows data for the diversity of the reached organisations/stakeholders and the number of experts interviewed by country:



Country	Type of Organisations	Number of experts (n=113)
Belgium	Centers for adult primary education School for basic education Education for persons with illiteracy Department Flanders professional orientation services Social services Employment services Social housing services Support for persons without income	15
Bulgaria	Municipal centres Local governmental centres NGO s Associations Health-social centres	21
Czech Republic	Labor office Career centres Counselling organizations Municipalities-social departments	15
Italy	Municipal centers of Palermo - job department,social department, public instruction, "Council of Cultures" Local governmental centres Municipality of Municipal centers of Ragusa Associations to help immigrants	15
Netherlands	Municipal centers Local governmental centres Educational centres Training centres Health-social centres	15
Slovenia	Labor office Career centres Intergenerational centres Adult educational centres Adult training centers Associations Library of Velenje Youth Centre	15





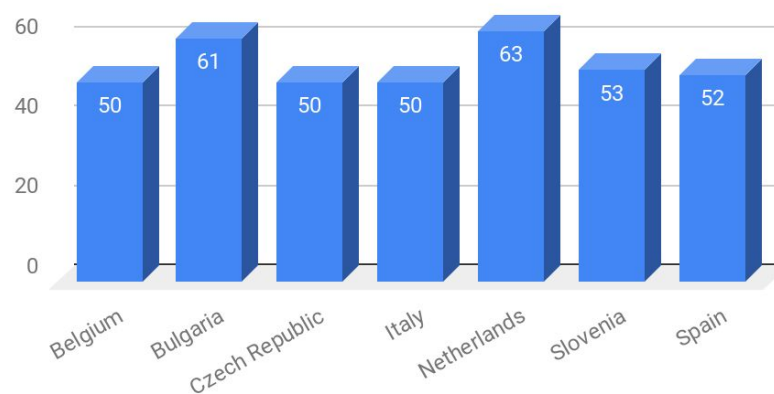
Spain	Cultural Associations Popular School of Prosperidad General Union of Workers Latin American Nursing Association Peruvian Women Network City Council of Madrid, Social services City Council of El Casar, Adult Education Center of “Azuqueca”	17
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These face-to-face meetings with experts resulted in a so-called “expert survey”. It was used to structure more precisely the stakeholders’ opinion of the needs of the different target groups in the different settings. These were used in the needs assessment process from primary and secondary stakeholders’ point of view.

The next step was research of the the needs of the specified target groups in each partner country. Based on the interviews with the experts Target Group Questionnaires were developed in each country. This means that we have seven different questionnaires (one per partner organisation) adapted to the specific target groups identified during the first stage. The questionnaires are written in the national language of the participating organisation. It is essential having in mind that the potential respondents lack some basic skills in terms of literacy. That is why both paper and online versions are available in some partner countries.

The aim of the project team was to encompass wide range of (young) adults with low literacy, numeracy and digital skills, which are at distance to the society and the labour market. The number of respondents by country is shown in the following chart:

Number of respondents to the Target Group Questionnaire by country





### 3.3. Limitations of data collected

There were some limitations to the data collection process which should be considered when analysing the results and drawing conclusion. These could be described as follows:

1. The number of stakeholder organisations and experts met represents a small sample of all affected and dealing with the problem of adults with low literacy, numeracy and digital skills.
2. Some respondents needed help in order to fill out the questionnaire and probably there is some influence/bias from the person which actually filled the form.
3. Similar bias may be expected in cases where an assistant had to translate the questionnaire (e.g. for non-native speakers) to the respondent, since the translation may not have been correct, or may have been loaded with emotions and comments on the part of the assistant.
4. The respondents felt that they were assessed in some way which may result in deformation of the data received, a bias typical for most surveys of this type.
5. It was difficult to get the target group to cooperate, because the filling of the questionnaire was not directly related to any personal benefit, though the upcoming RED platform was thoroughly explained.
6. The survey provides perceived needs which are not verifiable using the tools of the RED project.
7. Respondents may have difficulties identifying themselves as part of a specific target group, hence the survey results concerning membership of a particular group should be read with caution.



## 4. Findings

This chapter reveals the main findings of needs analysis in each participating country. The assessment is divided in two paths - the experts' opinion and the target groups' opinion. The reason is that we consider it very important to find out which are the crossing points in the opinions between the two types of stakeholders. These give us a stable ground when it comes to choose which topics to be incorporated in the RED platform.

The countries are listed in alphabetical order.

### 4.1. Belgium

#### 4.1.1. Needs evaluation - the experts' opinion

A total of 15 stakeholders completed the survey. They have answered to nine questions. The conclusions brought are as follows:

Several target groups are identified namely:

- people with a low level of education
- persons with a disability
- foreign-language adults (19 - 58 years)
- homeless people
- people with disabilities
- neighbourhood work low-skilled, underprivileged, immigrants
- special youthcare
- immigrants
- low literacy
- immigrants with low education, young people
- low-skilled, unemployed
- immigrants, refugees
- disadvantaged families

The most important items to work out according to the Belgium survey of stakeholders are:

#### **Bank and Finance domain**

Online banking	80.00%
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Budget support / budget management	66.67%
Pay online via paypal, bank card	73.33%
<b>Family</b>	
Child benefit	53.33%
Request a birth certificate	46.67%
Childcare	60.00%
<b>Domain Work</b>	
Registering with the VDAB	80.00%
My VDAB	26.67%
Searching for a vacancy on the VDAB site	93.33%
<b>Education</b>	
Children Enroll in a school	66.67%
Taking a course at the VDAB	33.33%
Second chance education	40.00%
Applying for a school allowance	53.33%
Adult education	53.33%
<b>House / Property theme</b>	
Registering social housing	80.00%
Rental premiums	60.00%
Becoming a customer at energy supplier	46.67%
Passing meter readings	26.67%
<b>theme Care / Health</b>	
Health insurance (health insurance)	80.00%
Care requests (mental health care, youth care, general care)	40.00%
Making an appointment with the GP online	66.67%
<b>Safety / Justice theme</b>	
Online declaration	86.67%
Emergency number 112	66.67%
Protecting social media	53.33%
<b>theme (Local) Government</b>	
Applying living wages	66.67%
register in population register (move)	60.00%
taxes (tax on web)	80.00%

#### 4.1.2. Needs evaluation - the target groups' opinion

Totally 50 persons of the *target group* filled in the survey. This survey was a paper version, because of the fact this target group is not so familiar with computers and internet. The results are summarised as follows:



### **Finance domain**

Online banking	57.14%
Budget support / budget management	42.86%
Pay online via paypal, bank card	71.43%

### **Family**

Child benefit	57.14%
Birth premium	42.86%
Childcare	57.14%

### **Work**

Registering with the VDAB	85.71%
Taking a course at VDAB	28.57%
Searching for a vacancy on the VDAB site	71.43%

### **Education**

Children Enroll in a school	42.86%
Applying for school allowance	57.14%
Adult education	71.43%

### **House / Property theme**

Registration of social housing	57.14%
Become a customer at energy supplier	85.71%
Passing meter readings	28.57%

### **Care / Health**

Health insurance (mutual health insurance)	85.71%
Application for care (mental health care, youth care)	42.86%
Online appointment with the doctor	85.71%

### **Safety / Justice theme**









Online declaration	85.71%
Emergency number 112	57.14%
Protecting social media	85.71%

### **(Local) Government**

Applying for a living wage	42.86%
registration in population register (move)	85.71%
taxes (tax on web)	42.86%

It is observed that the top 3 results of the stakeholder survey almost overlap the results of the target group. The following table combines the top results from the two surveys:



 Bank/Overheid	 Gezin	 Werk	 Onderwijs
<ul style="list-style-type: none"><li>- Online banking</li><li>- Budget support</li><li>- Pay online</li></ul>	<ul style="list-style-type: none"><li>- Child benefit</li><li>- Request a birth certificate</li><li>- Childcare</li></ul>	<ul style="list-style-type: none"><li>- Registering with the VDAB</li><li>- Taking a course at VDAB</li><li>- Searching for a vacancy</li><li>- My VDAB</li></ul>	<ul style="list-style-type: none"><li>- Children Enroll in a school</li><li>- Applying for school allowance</li><li>- Adult education</li><li>- smartschool</li></ul>
 Huis	 Zorg	 Veiligheid	 Lokaal
<ul style="list-style-type: none"><li>- Registering social housing</li><li>- Rental premiums</li><li>- customer at energy</li><li>- supplier Passing meter readings</li></ul>	<ul style="list-style-type: none"><li>- Health insurance</li><li>- Care requests</li><li>- Making an appointment with the GP online</li></ul>	<ul style="list-style-type: none"><li>- Online declaration</li><li>- Emergency number</li><li>- Protecting social media</li></ul>	<ul style="list-style-type: none"><li>- Applying for an living wage</li><li>- registration in population register</li><li>- taxes (tax on web)</li></ul>

## 4.2. Bulgaria

### 4.2.1. Needs evaluation - the experts' opinion

A total of **21 experts were interviewed** during the first stage of the RED project. Some of them were approached by **face-to-face contact**, and a very small number - **by phone** (for reasons of inability to travel).

The Bulgarian partner took a different from the other partners approach to the expert surveys and decided, based on thorough methodological review, that they will be far more efficient in the form of personal interviews, and thus the survey for the target group itself will have been informed by the already collected expert opinions. Overall, this results in more sound and robust target group survey composition of topic areas and specific cases.

The talks with the various experts which were held resulted in a construction of a **'master list' of topics and specific issues** which they deemed appropriate for the target groups with which they work. **The list consists of 91 items.** Some analytical and editorial work was carried on that list: removed duplicates, re-phrased some items, grouped others, in order to construct a short and relevant Target Group Survey to be delivered online (using Google Forms).



#### 4.2.2. Needs evaluation - the target groups' opinion

The **target groups which were identified** and included in the Bulgarian survey are listed below. It is worth underlining that a combination of determinants were observed, i.e. homeless in general was not sufficiently specific, based on discussions with experts and stakeholders. Hence the Bulgarian partner replicated, to a large degree, the **definitions of the target groups which the stakeholders use** and are familiar with:

- specially trained mediators from the Roma-community
- integration of re-socialisation of unemployed and low-skilled people, low-income people, poor people
- homeless people over 18 years old
- homeless people aged 16 - 25
- disadvantaged people
- young people at risk with disability
- people with risky sexual behavior - sex workers
- intravenous drug users, prisoners
- alcohol, drug and gambling addicts
- roma community

Starting with this list as an initial point, **the relevant specific risk factors were identified, and the issues and topics which RED should consider when developing digital content:**

- homeless, with distance to the labor market, with unspecified level of education, with lack of basic digital and numeracy skills
- unemployed, large families, illiterate persons who have low skills
- people with functionally illiterate, with physical and mental disabilities
- people with functionally illiterate, risk of dropping out of society
- people in risk of dropping out of society, unemployed, with low (or without) income
- people in risk of dropping out of society, unemployed, with low (or without) income, homeless
- people from the Roma community in risk of dropping out of society, unemployed, with low or without income, functionally illiterate

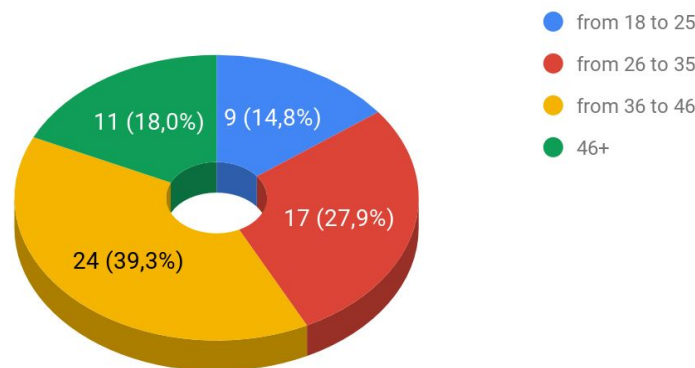


A total of 61 respondents filled in Target Group Questionnaire. All responses were received throughout the online version of the questionnaire. It was sent by e-mail to experts and partner organisations which have direct contact with the target groups, as well as published on the FB page of the Adam Smith College of Management (NTCenter).

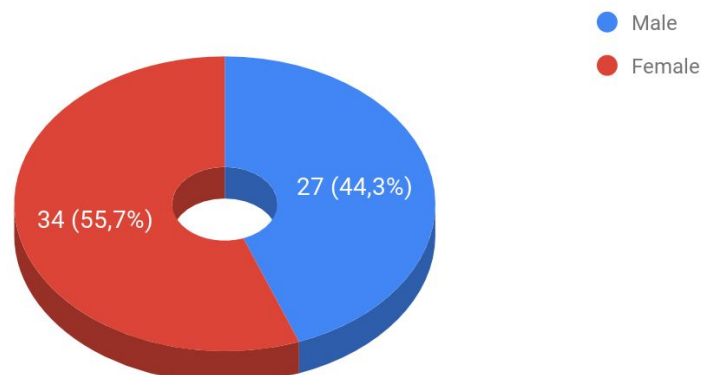
The Questionnaire consists of two parts: the first one concerning the demographics of the respondents, including membership of one or more of the identified target groups, and the second one aimed at finding out which specific needs of the target group are to be covered by the RED platform.

Hereafter are graphics which present the main demographic characteristics of the respondents to the Bulgarian survey.

### Respondents by Age



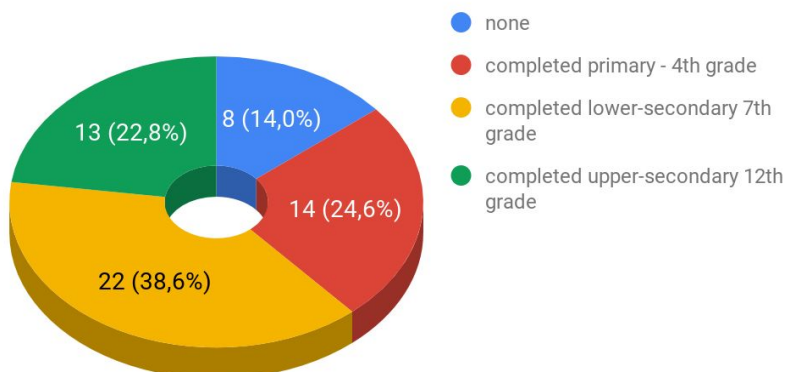
### Respondents by Gender



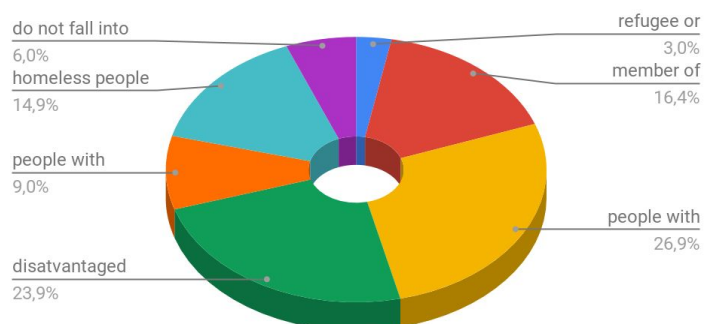




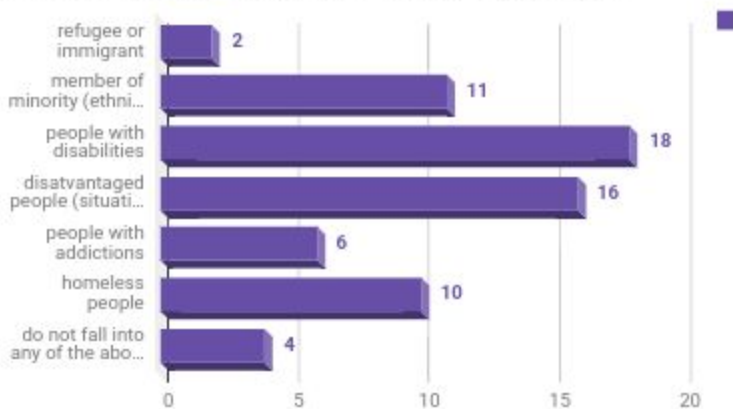
## Respondents by Educational attainment



## Respondents by RED Target groups



## Respondents by RED Target groups





The most important items according to the Bulgarian survey of participants are distributed in the following categories:

### **PERSONAL FINANCE**

- *Checking own bank account saldo/transactions*
- *Online payment*
- *Issuing a debit card*

### **ONLINE SAFETY/DIGITAL LITERACY**

- *Safe use of the internet*
- *Online payment*
- *Use of social networks*

### **WORK**

- *Seek for job*
- *Registration at the labor market*
- *Looking for a job on the Internet*

### **EDUCATION**

- *Writing CV and cover letter*
- *Adult learners opportunity*
- *Professional courses*

### **HOUSEHOLD**

- *Accommodation in a municipal house*
- *Family management*

### **SOCIAL SERVICES**

- *Terms and conditions for using different social services*
- *Financial aid/services from Agency for Social assistance*

### **LEGAL ASSISTANCE**

- *Help in case of domestic violence*
- *Traveling with child abroad*
- *Criminal record certification*
- *Use emergency number 112*

### **HEALTH/CARE**

- *Personal health card*
- *Health insurance status*
- *Procedure for invalidity pension*
- *Procedure for changing GP*



The processed results from the questionnaire revealed the following ranking, indicating how desirable/needed a particular item from the initial list (compiled together with experts and stakeholders) is.

NTCenter intends to use this list as an order of activities, starting to produce informational and support materials for items at the top of the list and working our way to the bottom.

<b>Major items of interest to respondents</b>	<b>Rating</b> 0 = no interest 10 = great interest
How to find professional courses for computer literacy, hairdressing, cooking	6,89
Information on adult learning centers	6,64
What is the procedure for accommodation at a temporary accommodation center	6,25
Terms and conditions for using different social services: offices for social services, day center, CSRI	5,49
What is the procedure and submission of invalidity pension documents	5,41
Financial aid/services from Agency for Social Assistance	5,25
What is the procedure for registration in the labour office	5,08
How to write a cover letter and CV	5,00
How to isyung personal health card	4,67
Looking for a job online	4,67
How to check my bank account and how to pay my bills?	4,59
What is the procedure for accommodation in a municipal house	4,59
How to check my social security	4,51
Criminal record certificate - Documents and Procedure	4,10
What is the procedure for issuance of ID card, driver's license, debit card	3,93
What about traveling with a child abroad	3,85
How to check my health insurance status	3,61
Help in case of domestic violence	3,52
When can I get help on 112?	3,08
What is the procedure for changing the GP	2,38



## 4.3. Czech Republic

### 4.3.1. Needs evaluation - the experts' opinion

In order to identify the needs of the target group, the Czech partner has addressed more diverse organizations so that the resulting work would serve the largest group of people. Representatives of Euroface Consulting have had meetings with several organizations where they have described the RED project and its goals in detail. The RED platform is discussed and 5 interviews are written in total. Stakeholders have served as intermediaries for meeting the target group they are in constant contact with. A total of 15 experts from different stakeholders have filled out a questionnaire. A few questionnaires are filled in on the spot and some are sent by email.

According to the results of the survey of the stakeholders a number of national public services should be placed on the RED platform. Different possible platform icons as well as various websites and courses are discussed.

### 4.3.2. Needs evaluation - the target groups' opinion

Three target groups are distinguished by the Czech partner:

- Unemployed persons with unknown level of education - specification helps targeting of supporting activities
- Job seekers
- Immigrants

The target groups are addressed through stakeholders. Questionnaires are provided in Czech language and uploaded to Google Forms.

50 people from the target group have completed the survey. 9 people filled in paper version and 41 people completed the survey online. Some of the questions in the survey are not answered by all participants. The gathered data shows that the survey is completed by 24 women and 13 men. Respondents' age is in the range of 18 - 61 and over years old.

The following topic options for the RED platform are suggested to the respondents:

- Welfare system (divided into three parts - Allowance, social benefits and foster care, contributions to people with disabilities)
  - Energy/Internet/Phone/TV
  - Money/banking/Insurance
  - Employment
  - Education



- Security/Police/ Justice
- Using computer/Phone
- General facilities

After considering Target Group Questionnaire and stakeholder survey the Czech partner proposes the following icons/topics to be included in the platform:

## **HOME/HOUSE**

- TV and Radio fees
- Calculation and change of energy supplier
- House Renting and sales online

## **SOCIAL & CARE**

- Welfare system (social benefits and foster care)
- Senior passport - discounts and benefits for seniors
- Family passports - discounts and benefits for families with children

## **MONEY**

- PayPal
- Internet banking - online shopping
- Tax return
- Online calculations (net wage calculation, insurances, etc)

## **FAMILY/EDUCATION**

- Public transport information and bookings
- Online Library
- Overview of high schools and online enrolment

## **IT**

- Moje ID
- Czechpoint
- Governmental portal-Helpful links

## **WORK**

- Online Resume (including determining qualification EQF)
- Apply for a job
- Online professional guide



## ALERT

- Online police reporting - mobile phone theft
- Safe use of the internet
- Záchranka - a life-saving Mobile App

### 4.4. Italy

The analysis conducted by the Italian partner aim to examine the target groups identified, low digital, literacy and numeracy skills (referred as LDLNS) and existing initiatives in Sicily, noticed by primary and secondary stakeholders.

#### 4.4.1. Needs evaluation - the experts' opinion

Different groups of stakeholders are assembled by reference sector:

- Institutional,
- Social,
- Economic and
- Information

A distinction is made between primary stakeholders (who have direct interests) and secondary stakeholders (who have general, supportive interests).

Results of all formal and informal meetings are been collected in a database. A survey is filled out by 15 experts from stakeholder organisations. It consists several elements:

1. Personal/Institutional information (name, organisation/function, contact details, website)
2. Content to be integrated in the platform on different topics
3. Platform content: tutorial, videos, voices/sound, text, etc.
4. Personalization for target group: possibility to choose a path using the platform for different target groups (immigrants, citizens, parents, etc.

#### 4.4.2. Needs evaluation - the target groups' opinion

Based on the interviews with experts several target groups are revealed:

- Immigrants, refugees, ethnic minority
- Unemployed and people with low or medium level of education
- Adults with low gital skills



- People at risk of marginalisation for different reasons as women victim of violence and young people that drop out school
- Young people from VET with low digital and literacy skills
- Families of Italian citizens living abroad

The target group is approached indirectly through the stakeholders located in Sicily. 50 people have completed the Italian version of the Target Group Questionnaire online. Not all of them have filled in personal data for privacy reasons.

The survey consisted of a number of elements:

1. Personal information (name, age, contact details)

2. Online information chosen from a list of options ticked by respondents on the following topics:

- Central Government/Social Institute/Income Taxes
- Municipal/Government & Common Taxes
- Social Housing Associations
- Energy/Internet/Telephone /Television Providers
- (Local) Care Suppliers/Insurers /Institutions
- Money/Debt
- Work/Income
- Education (including numeracy)
- Security/Police/Justice
- General Facilities
- Computer/Standard Managements

3. Description of the optimal functioning of the platform (channel and instruments used to see the explanations/instructions: tutorial, video, video+voice, video+text, only text, more options combined).

As a result of the needs analysis the following topics and sub-topics are proposed by the Italian partner of the project:

## **HOUSE**

- Register/respond (social) rental property
- Home search portals
- Energy/water/gas/electricity readings

## **SOCIAL & HEALTHCARE**

- Digital healthcare and medical prescriptions



- National Social Security Institutes
- Long-term care
- How to order a medicine/prescription

## **MONEY**

- Taxing administration online (citizens' services)
- Internet banking (use/request/services)

## **FAMILY/EDUCATION**

- Care suppliers (for child too)
- Educational services (schools and VET courses for young people)
- Public Library

## **DIGITAL AGENDA/P.A. (Public Administrations)**

- Governmental website/Municipality's Online Services
- Digital Identity (SPID) of the Government and other institutions
- ID, passport and other documents from the public administration

## **IT, COMPUTING and SECURITY**

- Use of the PC
- Parental control/Security on the web
- Basic mathematical formulae

## **JOB - WORK**

- How to apply for a job (CV, job interviews, etc.)
- Job opportunities (institutional website)
- National Institute for Insurance against Accidents at Work
- State benefit

## **4.5. Netherlands**

The analysis conducted by the Netherlands partner aim to examine the target groups identified low literacy, numeracy and digital skills noticed by primary and secondary stakeholders.





#### 4.5.1. Needs evaluation - the experts' opinion

Within the project 8 different groups of stakeholders are distinguished. A distinction has been made between 4 different types of interests, i.e. domains (economy, politics, social and information) and primary stakeholders (direct/specific interests) or secondary stakeholders (general interests/major importance for support).

The idea was first to schedule an appointment with the stakeholders to provide more background information about the RED platform, to look at their vision on this subject and to decide how to get support. Minutes are taken of all these interviews. These minutes are used in the development of the platform (such as: how do we reach this target group, what is interesting to show on the platform, what are things that must be considered and there is sufficient support for cooperation etc). 5 of the most important interview reports can be found in separate documents.

It was necessary to use the stakeholders as an intermediary to get in touch with the target group. With their help, a part of the LDLNS people in the Netherlands has been reached for the need analysis. It was done to get a solid overview of the wishes of the target group concerning the RED platform. Also it was decided to question the stakeholders through a so-called "expert survey". This survey was filled out by 15 experts from the stakeholder organisations and the survey consisted of several elements;

1. General information (name, organization / function, possible contact details)
2. Content platform (which topics should be integrated on the platform according to the experts on different topics)
3. Platform Content / Layout (what should be considered regarding the videos, sound clips, described text)
4. Information target group (is there an added value to offer videos on the mobile phone / tablet, the target group has a computer, they can read a QR code and what recommendations are there to improve language proficiency in the exercises).

#### 4.5.2. Needs evaluation - the target groups' opinion

The target group is indirectly approached for the need analysis by knowing the primary secondary stakeholders in especially Zeeland. They are asked to act as intermediaries and to fill in the developed survey (paper version / online version) together with the target group, in which the need was analysed for the RED platform to be developed. 63 people from the target group have completed this survey. 14



people filled in a paper version, 49 people completed the survey online. The survey was mainly filled out by female participants (44) and a smaller group of male participants (19). The age of the participants in the survey can mainly be scaled between 27 - 51 years. This survey consists of a number of elements;

1. General information (name, age, any contact details)
2. Online information (Which information the target group would like to see explained on the platform - Several options could be ticked under the following topics)
  - Central government / Social Insurance Bank / Government taxes
  - Municipal / Provincial Government / Municipal taxes
  - Housing associations
  - Energy / Internet / Telephony / Television providers
  - (Local) Healthcare Providers / Insurers / Institutions
  - Money matters / Debt restoration
  - Work / Income
  - Education (including numeracy)
  - Security / Police / Justice
  - General facilities
  - Computer / Telephony use
3. Explanation on platform (How the target group would prefer to see the explanation on the platform: only video, only sound, only text, having a manual or a combination of all)

As a result of this need analysis the Dutch partner proposes the development of the following topics on the RED platform:

#### **HOME/HOUSE**

- Register / respond (social) rental property (s)
- Energy / water / gas / electricity readings

Under the "HOME" icon, the development of an i-Flip is started, which explains how to register for a (social) rental home and to respond online to the offer.

#### **CARE**

- Submit digital healthcare invoices
- Order prescriptions / medicines from the pharmacy

Under the "CARE" icon, the development of two video tutorials is suggested. One for submitting healthcare notes to (different) national healthcare providers. Since there



are likely to be similarities in the online submission of these invoices, this will be examined and an appropriate offer will be created. Secondly, in collaboration with local pharmacies, where repeat prescriptions/medicines can be ordered online, it will be looked at the development of this video tutorial.

## **MONEY**

- Taxing administration online
- Internet banking (use / request)
- Paying on the internet (iDeal)

Under the "MONEY" icon, the development of an i-Flip with an explanation about the use of the online environment of the tax authorities is suggested. In addition, it will be investigated whether/how the application and use of internet banking can be mapped (eg which bank, comparative procedures, etc.). Safe payment via the internet through 'iDeal' also receives attention. Here, specific alternatives are looked at.

## **FAMILY**

- Online Child Consultation Clinic + Vaccination scheme

Starting with the mapping of the online environment of the 'Child File' of the online Child Consultation Clinic. This will be offered under the "FAMILY" icon.

## **IT**

- Governmental website / Municipality
- Digital Inlog of the government

Under the "IT" icon, video tutorials development for the government's online environments and the application and use of a DIGI-D.

## **WORK**

- Social Security website
- Apply for a job

It will be started with development of a video tutorial for the online environment of the website of the Social Security office and will end up under the icon "WORK". It will also be investigated whether/how to apply online and possible training/advice can be mapped. Here, specific alternatives are looked at to possibly refer to them.

## **ALERT**

- Online Police reporting
- Safe use of the internet



- Neighborhood Whatsapp

Via the website of the Police it could be started with the mapping of the procedure to make an online report under the "ALERT" icon. In addition, it will be investigated whether/how the safe use of the Internet and the use of 'Neighborhood Whatsapp' can be offered. A consideration here will be to reflect existing alternatives. This will be decided following a research.

The target group survey also points out that it is necessary a number of national public services to be placed on the RED platform. If possible a connection to be made specifically with local providers/organisations. The goal is to match the needs of the target group as well as possible.

## 4.6. Slovenia

### 4.6.1. Needs evaluation - the experts' opinion

The Slovenian partners report that experts survey has been done in several phases. First phase is identification of the stakeholders. Those are identified with aim to discuss the needs of the target group from a different angle. The contact persons have been reached and identified. Some are involved in interviews and others participated by filling out the questionnaire. In total 5 interviews are been done and 16 questionnaires returned.

The interview is directed discussion on topic of improving basic literacy of the target group. Available tools are discussed, and needs identified. Suggestions are collected on topics and content. Feedback will serve as guidelines in developing a platform and selecting relevant topics.

Questionnaire is prepared in Slovenian language, and link is sent to relevant organizations. Participants in interviews serve as contact persons and forward the survey to their colleagues.

The survey included:

- Personal / Institutional information (name, organization / function, contact details, website)
- Content to be integrated on the platform on different topics
- Platform Content: tutorial, videos, voices / sound, text, etc.
- Personalization for different target groups (immigrants, citizens, parents, etc.)

### 4.6.2. Needs evaluation - the target groups' opinion

The aim of the target group survey is to contact potential end users and gather information which would support the development of the RED platform. A



questionnaire is prepared and translated. The target group is selected. It includes a group of adult attending ICT course for beginners, a group of migrants attending integration course, two groups of participants in job club workshops, unemployed people, seniors, youth, people with disabilities, adults in general, low-skilled adults, people with social problems. A total of 53 participants provided feedback, including which topics they would they like to see in the developing RED platform.

The survey consisted of:

1. General information (name, age, any contact details)
2. Online information they would like to see on the RED platform:
  - Central government / Social Insurance Bank / Government taxes
  - Municipal / Provincial Government / Municipal taxes
  - Housing associations
  - Energy / Internet / Telephony / Television providers
  - (Local) Healthcare Providers / Insurers / Institutions
  - Money matters / Debt restoration
  - Work / Income
  - Education (including numeracy)
  - Security / Police / Justice
  - General facilities
  - Computer / Telephony use
3. Information on how the information should be presented on the RED platform (which channels should be used, in what form information should be provided).

After receiving all the information from desk check, questionnaires and interviews analysis was done. The main conclusions are:

- When looking for information adults prefer direct contact, especially those with lower literacy. Most are sceptical regarding the use of online services regarding their rights and prefer personal assistance.
- Online services would be used if step-by-step guidance is provided and contact number available in case “something goes wrong”. However, when looking for information online, most would prefer to find them on one spot. This is where RED platform would fit their need and we see the strongest impact.
- Instructional videos that are available are mostly in EN and specific videos in SI language would be appreciated.
- Information is scattered, and one must be willing and capable to look for it. Easier access through common platform would be beneficial. Again, good opportunity for RED platform.



- Adaptations should be done for different target groups, especially migrants. (target oriented information more visible and emphasized)

As a result of the conducted study on the needs of the target groups, the following topics are identified:

### **HOME/HOUSE**

- Register/respond (social) rental property (s)
- Energy/water/gas/electricity readings
- Building permit, Construction permit
- Rentals and sale (online search)

### **HEALTH and CARE**

- Social benefits (How can I obtain financial social assistance etc.?)
- How can I join the compulsory health insurance?
- How do I obtain a European health insurance card?
- How can I report death; forms of last will etc.?
- Care at home (making request)

### **MONEY**

- How to obtain a tax identification number?
- How to submit a tax return form
- Internet banking (use/request)
- Online shopping
- Mobile apps (banking)

### **FAMILY**

- Enrolment of a child in a kindergarten/school
- Eligibility for subsidy for reduced payment of kindergarten
- Maternity leave Parental leave
- Family benefits
- Child benefit

### **PUBLIC ADMINISTRATION**

- Governmental website/Municipality
- Public services available on-line (e-uprava)
- Obtaining ID card and passport
- Reporting lost documents
- Digital certificate



- Change of residency
- Requesting certificates (birth, death, marital, household community)

## **WORK**

- Unemployment benefits
- Job search
- Receiving certificate for employment period
- Retirement (calculation)
- Rights from the employment relationship
- Health and safety rights at work

## **EDUCATION**

- Online library (search and reservations)
- Applying for schools
- Obtaining scholarship
- Obtaining financing of studies
- Available enrolment places

## **TRAVEL and TRANSPORTATION**

- Documents and visas
- Travel information
- Public transport information and bookings
- Vehicle registration
- Obtaining driving license
- Google maps (obtaining direction)
- Using [prevozi.org](http://prevozi.org) service

## **4.7. Spain**

### **4.7.1. Needs evaluation - the experts' opinion**

A total of 17 experts were approached either by face-to-face interviews or by “Experts’ Survey”. The selected stakeholders work with different target groups and encompass wide range of organisations - non-profit, self-managed, associations, labour unions, local administrations. The following table summarises Spanish participating organisations and their respective target groups:



Organization	Context	Target Group
“Asociación Cultural Escuela Popular de Prosperidad” <b>(Cultural Association Popular School of Prosperidad)</b>	Neighborhood community center: - Services to the training community - cultural groups - consumer groups	Adults and Immigrants and refugees. The aims are: - literacy - computer literacy - cultural workshops - integration ludic activities
UGT “Unión General de Trabajadores” <b>(General Union of Workers)</b>	Labour union. All educational levels and all the ages in the working market	For the project: Women working in cleaning companies and hotels/ restaurants. Estimated 80.000 people
AELA “Asociación de Enfermería Latinoamericana” <b>(Latin American Nursing Association)</b>	Social inclusion and empowerment of nurses.  “Give support through training”	Latin American nurses resident in Spain
“Red Mujeres Peruanas” <b>(Peruvian Women Network)</b>	Empowerment, visibility and entrepreneurship of South American women.  “Training as a path to enter legally into the work market”	Peruvian women and South American women
“Ayuntamiento de Madrid, Servicios Sociales” <b>(City Council of Madrid, Social Services)</b>	Social services to adults of all the ages	Adults, any age
“Ayuntamiento de ‘El Casar’, Centro de Educación de Adultos de ‘Azuqueca’” <b>(City Council of ‘El Casar’, Adult Education Center of ‘Azuqueca’)</b>	Full support of the City Councils: - El Casar - Uceda - Azuqueca.  Stable spaces for workshops, training and education. Temporal use of other resources as schools and libraries. Young and motivated team.	Around 50 people between 18 to 80 y.o.: - Kids with problems at the secondary school. - Adults studying for the secondary grade. - Immigrants Moroccan women studying Spanish - Elder persons studying basic skills, general culture, history and English

#### 4.7.2. Needs evaluation - the target groups’ opinion

Based on the results of the interviews with the experts and the Experts’ survey a target group survey was developed. The Spanish partner has received 66 filled in questionnaires but only 52 were fully completed. Only those fully completed were included in the needs analysis and the Spanish National Report respectively. General demographic information and optional contact information were gathered. The questions in the questionnaire were arranged in nine topics. For each topic a number

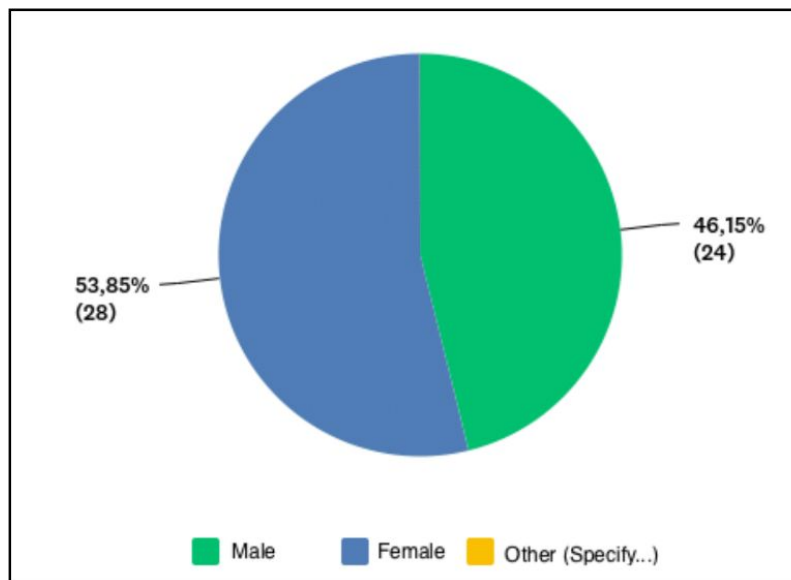
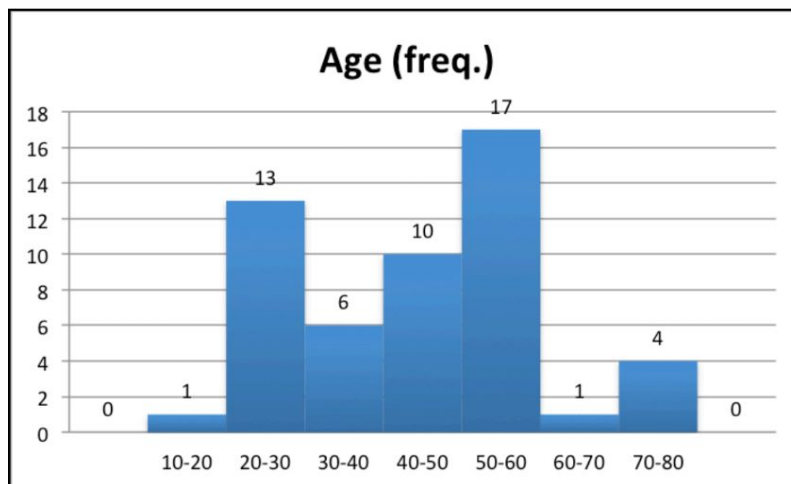




of subtopics were proposed and the respondents were asked to rank them depending on his/her own preference. An empty space was provided where the respondent could suggest additional subtopics. A question, concerning the preferences of the respondents related to the format of the online resources on the RED platform, was also included.

The target group survey was made by an online questionnaire. There are also paper versions both in Spanish and English. The English language translation is intended to be used mainly for project documentation purposes.

Hereafter are presented graphics which show the distribution of the respondents by age and gender:





The analysis of the questionnaire answers revealed the following topics and subtopics which were identified as the most relevant for the Spanish part of the RED platform. In bold are marked the subtopics which will be developed during the project lifetime and in italics those which will be available on the platform but have been developed on other websites and have free access.

## HOME

- **Municipal taxes: direct debit**
- Citizen Service Offices: pre-appointment
- *Webs of supply companies: Contracts, invoices*
- Municipal taxes: postponed payment

## CARE

- **Medical Services: Appointments family doctor, nursing, specialist**
- *Gender violence: Reception and support for victims of gender violence*
- Dependence: Applications
- Information about aid to dependent people
- Medical Services: European Health Card

## MONEY

- **Digital Certificate: Application, Download, Renewal, Installation**
- *AEAT: Personal Income Tax, Deadlines, RentaWeb, Draft, important verifications, presential procedures*
- Online Banking
- Procedures Social Security: Labor Life, Contribution Bases, Retirement

## FAMILY

- **Public transport Card, Procedures, Aid**
- City council: Certificate of Census
- *Civil registry: Birth certificate*
- Large family procedures
- *Mothers with gender violence (informative)*

## ICT

- *Internet Searches*
- *Main concept of the use of the browser*
- Explanation of social networks, use, functions, privacy
- *Email and Communication*



## WORK

- **Labor Life Report and Contribution Bases**
- **Personal Income Tax - Withholdings (General regime, Autonomous)**
- **Consult unemployment data (Simulation)**
- *Offer of public employment*

## EDUCATION

- *Online library*
- **Search language learning websites**
- **Library Card**
- **Driving license**

## HELP

- **Unemployment grant**
- **Unemployment subsidy**
- *Dependence Evaluation Application, Dependence Assistance Application*
- **Aids Transportation: young people, elderly, pensioners**

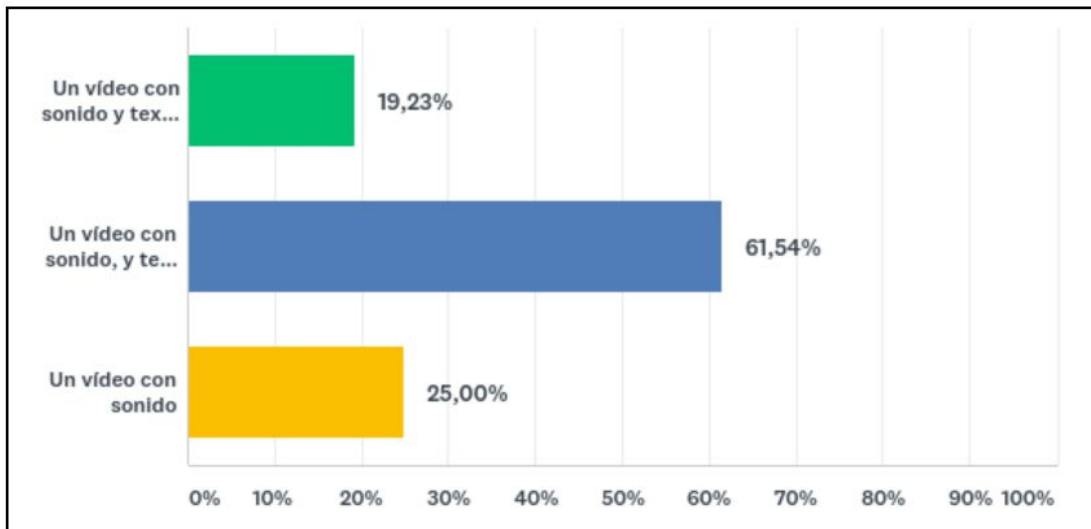
## SECURITY

- **ID and Passport Management**
- **Use of Electronic ID**
- **Digital Certificates, Application and Renewal**
- *Complains and accusations in person and online*

It is important to note what were the preferences of the respondents concerning the format of the materials which will be used on the RED platform. The following graph shows the attitudes of the Spanish respondents:



Question: How would you like to see the online explanations?



### Preferences

- (61,54%) A video with sound, and text and images in another part of the screen
- (35%) A video with sound
- (19,23%) A video with sound, and text and images in another part of the screen, and also a manual



## 5. Conclusions and recommendations

The main output of the RED project is the RED online platform which will incorporate different tools meant to help people with low literacy, numeracy and digital skills to cope with social problems they encounter in their everyday life. The aim of the needs analysis in each participating country is to give solid foundation for the process of selection of the main topics and subtopics to be covered.

Research included several elements conducted via surveys, interviews and meetings:

- [1] the needs of the local target group regarding online educational assignments for gaining knowledge for literacy and numeracy (what are their needs in relation to what the platform will offer);
- [2] the needs of the local target group regarding the way of presentation of the social and public services of government and other organisations with explanation of these online services adapted to this target group (what are their needs in relation to what the platform will offer);
- [3] the expert opinion of primary and secondary stakeholders (what do they think the need is of this target group and what should be included on the platform regarding the educational assignments and the development of videos).

All partners conducted the needs analysis of the target groups in their own countries. The objective was to specify which are the most appropriate and needed topics and subtopics to be covered on the platform. In this process the partners approached experts/organisations, which are in direct contact with the main beneficiaries of the project and representatives of the target groups themselves.

Our research revealed that the RED platform will be not only convenience but also it is a necessity for some of the target groups under consideration. The target groups's lack of knowledge on how to use basic social and government services should be supported in order to integrate these people in the society and in the labour market.



Based on the findings of the partner organisations the following table was drawn which summarises the topics suggested by each country:

Topics	Country						
	Belgium	Bulgaria	Czech Republic	Italy	Netherlands	Slovenia	Spain
<b>Finance domain, Personal finance, Money</b>	<i>Finance domain</i>	<i>Personal finance</i>	<i>Money</i>	<i>Money</i>	<i>Money</i>	<i>Money</i>	<i>Money/ Finance</i>
<b>Online safety/Digital literacy, IT, Computing and Security</b>		<i>Online safety/Digital literacy</i>	<i>IT</i>	<i>IT, Computing and Security</i>	<i>IT</i>		<i>ICT</i>
<b>Job-Work, Work</b>	<i>Work</i>	<i>Work</i>	<i>Work</i>	<i>Job-Work</i>	<i>Work</i>	<i>Work</i>	<i>Work</i>
<b>Education, Family/education, Education/Digital literacy</b>	<i>Education</i>	<i>Education/ Digital literacy</i>	<i>Family/ education</i>	<i>Family/ education</i>		<i>Education</i>	<i>ABC</i>
<b>House/property theme, Household, Home/house</b>	<i>House/property theme</i>	<i>Household</i>	<i>Home/house</i>	<i>House</i>	<i>Home/house</i>	<i>Home/house</i>	<i>Home</i>
<b>(Local) Governmental, Social services (municipal and governmental), Digital agenda/ P.A. (Public Administration), Public Administration</b>	<i>(Local) Governmental</i>	<i>Social services (municipal and governmental)</i>		<i>Digital agenda/ P.A. (Public Administration)</i>		<i>Public Administration</i>	
<b>Safety/justice theme, Legal assistance/Alert</b>	<i>Safety/justice theme</i>	<i>Legal assistance/ Alert</i>	<i>Alert</i>		<i>Alert</i>		<i>Alert/ security</i>
<b>Travel and transportation</b>						<i>Travel and transportation</i>	
<b>Care/health, Health care, Social/care, Social/health care</b>	<i>Care/health</i>	<i>Health care</i>	<i>Social/ care</i>	<i>Social/ health care</i>	<i>Care</i>	<i>Health care</i>	<i>Care</i>
<b>Help</b>							<i>Help</i>

Based on the data, it can be concluded that nine of the topics are relevant to the different target groups. Most people indicated that they needed additional information.



Several topics have emerged to be essential for the target groups in all participating countries. These are the main topic areas/headings which we recommend to be included on the RED platform.

❖ The most common topics which all countries show interest in, are:

**Money** - (Finance domain, Personal finance) which includes: Digital certificate, Internet banking, Online paying, How to submit a tax return form, PayPal, budget management, taxing administration online

**Work** - (Job-Work) which includes: registration in Labor offices, unemployment benefits, job opportunities. Social security website

**Care** - (Health care, Social/care, Social/health care) which includes: Health insurance, welfare system (social benefits and foster care), long term care, submit digital healthcare invoices

**Home** - (House/property theme, Household, Home/house) which includes: registration in social house, TV and radio fees, register and respond rental property, social benefits, home search portals, municipal taxes - direct debit

❖ Less common topics, where between 4 and 5 countries show interest in, are:

**Education** - (Family/education, Education/Digital literacy) which includes: adult learning opportunities, Online Library, Available enrolment places

**Alert** - (Safety/justice theme, Legal assistance) which includes: Emergency number 112, online police reporting,

**Family** - which includes: Public transport information and booking, care suppliers (for child too), online child consultation

**IT** - (Online safety/Digital literacy, IT, Computing and Security) which includes: Helpful links, use of the PC, digital inlog of the government

**Social services (municipal and governmental)** - (Local) Government, Digital agenda/ P.A. (Public Administration), Public Administration which includes: Registration in population register, Government website, ID and passport

❖ The target groups of two countries have stated specific needs which are specific to these countries only:

**Travel and transportation** - Slovenia - Travel and transportation, Travel information, vehicle registration

**Help** - Spain - Aids Transportation: young people, elderly, pensioners, Dependence Evaluation Application



Further the overall analysis shows that not all topics are equally important in each country. There are also subjects which are covered in a few partners' analysis (like the topic "Transport and transportation" which is pointed out only in Slovenian report).

We recommend that the RED platform development takes into consideration these specific preferences and that a country-specific list of key topics is provided for each language version of the platform. Because of these same national specifics of the different target groups and to account for possible extensions in the future, we suggest that the partners will have freedom to add more topics by their choice in addition to those listed above. This follows the same logic as partners having the freedom to elaborate on different subtopics depending on the results of the national surveys.

Further, the discussions with stakeholders and experts revealed and confirmed that videos have a particular advantage as medium of conveying practical information and advice:

- Power of image and sound
- Easily understood by all, even by individuals with special needs or speaking a different language
- Promotes creativity and critical thinking
- Contributes to digital literacy
- Consistency with the modern way of communication
- Can be used in different environments and science fields

The analysis in all countries reveals that a three-dimensional approach is recommended. A combination of a voice-over, screen recordings such as the cursor of a mouse moving across the screen or clicking on something as well as reading basic language concepts seems to be the most appropriate one. During the process of creating the videos it should be beared in mind the target groups' lack of basic literacy, numeracy and digital skills. They have problems with reading simple texts, retrieve simple facts or make straightforward judgements and they are not able to deal with longer or more complex texts. Materials should be put on the RED platform using simple icons as to easily recognise what the topic in question is. The videos should include visual, step by step tutorial, a little bit text. The research shows that the recordings should be short (no longer than 3 minutes), using clear language, large fonts and simple terms and concepts.