B- LAND
Promote and Strengthen Business Development Skills in Rural Communities

Module 6
Computer and Internet (including social media) skills

Developed by the Danmar Computers, Rzeszow, Poland

Co-funded by the
Erasmus+ Programme
of the European Union

Learning Outcomes

Level according to the Competence Framework (IO1): Basic/Moderate/High

Upon completion of this learning module, you will be able to:

- ✓ understand the importance of safety, security and reliability of digital tools;

- ✓ gain motivation to actively involve in inclusive T&L activities;

- ✓ benefit from digital tools for personal and professional development;

- ✓ enhance communication skills;

- ✓ enhance content preparation, creation and presentation skills;

- ✓ enhance digital assessment competences;

- ✓ enhance skills for sharing materials, documents and resources online;

- ✓ enhance digital classroom management skills

- ✓ enhance digital skills for the application of flexible solutions.

Unit 1. Introduction to computer and internet skills for low-skilled adults

Definition of key concepts and skills

Digital literacy is a wide concept that includes computer and internet skills. It covers the skills of *researching, creating, communicating and evaluating information*.

Digital education is the future of learning bridging the gap between school and home. All individuals should be guaranteed the equal participation in teaching and learning with the use of *information and communication technology* (ICT), innovative digital resources and inclusive methodologies.

This additionally enables the possibility of introducing emotional context into acquired knowledge, skills or competences for the purpose of practicing management of personal and professional development aiming towards the improvement of entrepreneurial skills.

Moreover, with ICT one can practice specific behaviour in realistic contexts, blending reality and virtuality, to compare different situations and test new solutions.

Unit 1. Introduction to computer and internet skills for low-skilled adults

Definition of key concepts and skills - continued

The Internet is a tool for knowledge transmission with the computer (or any mobile device with internet access) supporting the process. Low-skilled adults without previous experience in using ICTs, with only basic knowledge on digitalization or lacking skills for the future, will in the end mostly benefit from the solutions that new technologies have to offer, since most recent technologies are designed to simplify our lives. The challenge is to use the full potential of the Internet for *inclusive entrepreneurship education*.

Someone that can use technology around them to interact with the world is known as a *digital citizen*. This places digital literacy among the most fundamental skills, especially for entrepreneurship.

Unit 1. Introduction to computer and internet skills for low-skilled adults

Safety, security and reliability of digital tools - introduction

Safety, security and reliability of digital tools – are of high importance regardless of the type of digital activity, either offline or online, and should never be neglected. **You should always feel comfortable with the information you share, the tools you use and the things you see on the screen.** This implies the knowledge about basics of internet safety and responsible use of digital technologies for seeking information, communication, content creation and problem-solving.

Without any doubt, the Internet is a valuable source of information for people of different ages. Keep in mind that digitalization enables collaboration (e.g. through web-based platforms) and having access to a wider amount of resources (e.g. learning materials and news, among others). However, with the increased amount of information online and increased number of online users, increasing are also the potential threats, which you should be aware of.

A cyberattack is a crime that can take different forms, including hate speech, publication of pictures/information without the consent of the person, stalking or data stealing.

To prevent from such situations, if any information you find online looks suspicious, immediately withdraw from further activity on this action, be alert regarding ongoing processes on your digital device and turn on safe browsing in your browser settings, rather then investigating if the hidden activity was intended to cause harm to your device or steal any data.

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Safety, security and reliability of digital tools - basics of internet safety

Security measures are fundamental, especially important in terms of entrepreneurship.

Why?

Effective security measures in place contribute not only to your own safety, but also the safety of your business operations and your clients information.
Different security measures will be in place based on the type of your activity.

What are some basics?

Protecting sensitive data is an obligation in the EU as of 25 May 2018 (General Data Protection Regulation, GDPR). The regulation introduces limitations to both data collection and use, explaining what data protection and data privacy mean. As a result, your data cannot be used unless you agreed (and also you cannot use any data of a client without their consent).
You will find more information about this aspect in Module 7.

Then it is important you keep software and applications updated for any other efforts to be worth it. This will impact the activities you perform, but also those of the clients to your business.

Clients to your business mainly search for information online, thus it is critical to secure your online presence from the first online activity. Your visitors are interested in policies (data collection, shopping or shipping), which increases the probability of further content investigation when easily made available (e.g. on a website of social media).

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Safety, security and reliability of digital tools - responsible use of digital technologies for information

A basic security measure to perform even before you search for information online is checking that the network you want to connect to is stable and trusted.

Next when visiting various websites, especially for the first time, make sure the address is not misspelled so you do not intentionally get exposed to a scam or device virus-infection.

You can also verify a website by checking whether is has a **SSL certificate**.

What does this mean?

SSL stands for Secure Sockets Layer. This is a security protocol that creates an encrypted link between a web server and a web browser. It is implemented to secure connections from a web server to a browser, including transactions, data transfer, logins and social media browsing. To check if a website has this certificate, search for a padlock (green bar) or the 'HTTPS' on the address bar. 'S' stands for 'secure' in 'HTTPS'.

Safe browsing also means something else.
It is advised to clear browsing history (and cookies) so your preferences, data and other online activity history is erased and you are not <followed online>. Maintaining privacy is a good practice to follow.

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Safety, security and reliability of digital tools – responsible use of digital technology for communication

Responsible use of digital technology for communication **on the one hand** implies careful selection of what you are sharing with others across the Internet **and on the other hand** being precautious in the choice of the communication platforms you are using.

A good practice is keeping social media accounts or profiles on communicators private so unauthorized persons do not get access to your information. This becomes even more important if you use these accounts to get in touch with clients. Be cautious with entering personal and sensitive information online since you cannot be sure where and how long your data is stored, as well as who has access to it.

With this said, **create unique passwords that you should change from time to time**, e.g. combination of upper-case letters and lower-case letters, numbers, symbols or special characters, and always remember to log out of your accounts, especially when accessing them from another device.

You should also **be aware** of safeguarding internal security **when opening messages**. Do not open attachments that are of unfamiliar origin or download files from clouds that your clients are sharing if they have suspicious titles or come from unknown addresses.

The choice of a communication platform for entrepreneurship should highly depend on the preferences of your clients in order for the tool to be **useful** in the process of communication.

Unit 1. Introduction to computer and internet skills for low-skilled adults

Safety, security and reliability of digital tools – responsible use of digital technology for content creation

Digital technology eases content creation with the availability of various tools. Especially for entrepreneurship, the ability to use computer software deems to be essential. Within the digital environment there are many tools to choose from. The *Microsoft Office package with Word, Excel and PowerPoint* are the main programmes you should master, at least at basic level.

Which programme to choose for what type of content?

Microsoft Word is used for the creation of text documents, that can include various graphics or graphs. In it you can prepare reports with pie charts or lists of supplies, for instance.

Although, you can create tables in Microsoft Word, a better choice for this purpose will be *Microsoft Excel*, which is a dedicated programme for the creation of tables, but also calculations and separate data spreadsheets inside a single document. It will be useful for your Finance control.

Microsoft PowerPoint serves the purpose of presentation creation, e.g. like this one, and in comparison to text documents should be a combination of text and graphics, easing the transmission of information. In entrepreneurship it will be a useful support when presenting a product/solution to an audience.

Content created offline can then be shared online through various channels. Although you do not have control over the information about yourself being published by others, what you have control over is the material you are publishing online to the information of the general public. This said, any content that you create and make available online, either on social media, inside emails or across blogs, should be reviewed so it does not offend any person and that you are respecting copyright restrictions in the case you are using, re-using or modifying the content of others.

Unit 1. Introduction to computer and internet skills for low-skilled adults

Safety, security and reliability of digital tools – responsible use of digital technology for problem-solving

Problem-solving develops computational thinking, including logical thinking, design thinking and analytical skills. It is a skill you need to create meaningful content, either offline or online. For this purpose you also need to be honest, ethical and understand your audience to address them appropriately.

Regardless of the type of computer programme you choose, it is recommended that you are saving your document during its preparation (Ctrl+S) in order not to loose any data, e.g. in case of system updates or lack of power, but also that it is updated so you have access to all available functions.

However, even when practicing the previously described, software or hardware problems may occur.

What should I do then?

Troubleshooting. This means that you should try to detect the problem: shut down the programme/page/browser, restart it (or even your digital device), check the power and cables (stationary computer), scan any external devices you have plugged in (e.g. pendrive or disc).

It is also advised to collaborate to solve problems, share your opinions and develop schemes for adjusting, correcting or reusing content produced. Through practical implementation you will develop higher-level skills useful in personal and professional context.

Unit 1. Introduction to computer and internet skills for low-skilled adults

How to motivate learners to actively involve in learning activities – introduction

Motivating adult learners to actively involve in learning activities is highly influenced by the level of skills these adults demonstrate and their interest in different tools, as well as the familiarity with various techniques and the willingness to engage in new teaching methods.

Andragogy is a more complex discipline than pedagogy, encompassing the assumptions of readiness to learn depending on need, experience, self-direction, problem centered focus, knowledgeable learning and internal motivation (by Knowles).

Digitalization has increased the motivators offering many more forms of digital content to make teaching & learning (T&L) more interesting, moving away from traditional forms of standard textbooks.

By *digital content* is meant data and digital resources, grasping, among others, the following: information on the Internet, websites, multimedia content (images, audio or video); online games, interactive quizzes, software, educational apps, social networks, virtual learning environments and digitalized learning material– so like the B-LAND Course Modules.

Unit 1. Introduction to computer and internet skills for low-skilled adults

How to motivate learners to actively involve in learning activities – techniques

There is a variety of techniques aimed at motivating to learn, encouraging creativity and promoting open communication. The following can especially be recommended in the context of low-skilled adults and for entrepreneurial education:

Experimental learning, also known as learning by doing, provides opportunities for self-reflection and learning from mistakes, while practicing in real context, e.g. growing plants to learn the seasonal cycles. It can also be part of a teamworking strategy.

Peer support, also known as peer collaboration, is a group technique characterized by the exchange of experience between at least two persons sharing a similar feature (workplace, job type, age, skill level).

Participatory learning, also known as collaborative learning, predominately focuses on the cooperation between learners for coming to conclusions and participating in activities together as a group to learn.

Flipped learning is aimed at turning around the traditional scheme of T&L, so that theory is absorbed at home, while in the classroom practical applications are applied.

Gamification is still a new trend in education, often combined with m-learning (learning on mobile devices), conveying elements of games in the learning process to make it more playful. As the previously mentioned techniques it can gather a group of learners together to solve a problem, but additionally can include a reward system, e.g. points or digital badges.

Apart from the commonly used and fool proofed techniques, of high motivational value are AR (Augmented Reality) and VR (Virtual Reality) solutions, yet requiring investment. These two enable the connection between virtual and real world for the projection of new environments or situations.

Unit 1. Introduction to computer and internet skills for low-skilled adults

How to benefit from digital tools for personal and professional development

Digitalization is for the benefit of every individual and when efficiently used digital tools serve for personal and professional development. You can engage in different activities that involve using digital tools, whether at home or at the job. Yet with the fast pace of life, expected are flexible solutions that boost concentration rather than waste time.

You should have a good *work-life-balance*, which means you have time for hobbies, friends and families, and efficient use of digital tools (digital calendars for deadlines, mailing app for quick reads and replies to received information, social media for staying in touch with the society or customers). Make sure though that you are not over dependent on new technologies replacing simple mental processes in those that are addicted to them.

While *work-based-learning* gives the opportunity to develop soft skills, practice problem-solving and assess resilience to stress, and it is worth taking on the experience of internships, job shadowing or voluntary work, also to develop digital skills. Self-learning through research work and participation in digital solutions for entrepreneurship will also impact your growth.

If you are an entrepreneur you will benefit from digital tools for at least 3 of the following reasons: communication, connectivity, accessibility, new possibilities, productivity, data storage, saving costs and time, precision, promotion, boosting sales, easing flexible payment methods and multi-channeling, to name just a few.

Besides the ability to work in a team, creativity, the sense of innovation and communication skills, employers are also looking for digital competencies in their future employees.

Unit 2. Computer and internet skills necessary for T&L

Digital tools for communication - email

Although available are more complex communication technologies, *emails remain commonly used for online communication.* There are some key features of every electronic mail.

Start with a strong subject line ('title' of the email), which accounts for the first impression. This is a test for you, whether you are able to attract the recipient of your email. The main content of an email should be prepared in the language and style appropriate to your recipient, e.g. formal when you are writing to a customer or sending a CV, and informal when it is a personal email. Remember about adding a heading, i.e. the name of your recipient, and a your signature at the end. Emails should not remain anonymous. Also make sure you have the correct email address of your recipient. Finally, check that the attachments are not "too heavy" and are the right ones.

There are many email service providers and most of them are free. It is recommended to have a Gmail account (by Google) so that you can make use of Google Docs or even YouTube after logging in to your Gmail. With a Google account verification across various services across the Internet is also possible.
In business, Microsoft Outlook is also commonly used.

E-mailing is a powerful tool in entrepreneurship, especially due to the distance and limitations in terms of communication. Yet the time you send out the emails may be important, e.g. if your target audience are agriculture suppliers, they will more likely be opening their mailboxes in the evenings after work, yet if they are representatives of outsourced services to the business, e.g. logistics or marketing, you will more likely reach them during the day.

Unit 2. Computer and internet skills necessary for T&L

Digital tools for communication - social media

Social media is a powerful communication tool since you can reach the whole globe, expect immediate reaction and even track market trends or human behaviours.

Social media is experiencing its rise with the growing amount of features it has to offer. Although the first was Facebook and although it was designed for university students, now there are other similar platforms that are willingly chosen, also to support business activities.

The choice of social media channels for business purposes will depend on the type of business operation. Instagram or Pinterest are recommended for more "visual sectors" (furniture, culinary), while YouTube if you will be sharing video demonstrations of your product (installation process) or localization (farm). The most professional social media channel is LinkedIn. It is also useful in job seeking – information included in your profile will be viewed by potential employers and yourself you can search the job offers on the platform to directly apply for the job. Twitter is for short messages with up to 280 characters. While Facebook remains to be quite universal, both for business and personal profiles.

It is advised to use the so-called #hashtags across social media to reach more audience with your posts.

Unit 2. Computer and internet skills necessary for T&L

Digital tools for communication – video calling

Video calling has gained in popularity with the increased amount of online meetings resulting from the transition to remote work in the times of the global covid-19 pandemic. It is then when more video-callers started to appreciate this quick form of getting in touch with others to come to conclusions, eliminate doubts, solve problems or simply exchange information.

When participating in video calls you can practice communication and expression skills.

Skype and Zoom are the most commonly used video calling platforms for business. With them you can share your screen even with multiple callers, instant message or arrange one-to-one video calls. WhatsApp and Facebook Messenger are more commonly chosen for personal conversations.

Unit 2. Computer and internet skills necessary for T&L

Digital tools for content creation & presentation – PowerPoint, Prezi, Canva and Visme

PowerPoint is a Microsoft application for the creation of slide show presentations. It is a very basic tool, but also easy to use.

Prezi is a similar presentation software to PowerPoint, but web-based. What also differs Prezi from PowerPoint is that it does not take the form of slides, but screens (canvas), which allow for a more interactive presentation. The solution is free to use.

Canva is an example of a more advanced tool since it not only serves the purpose of creating presentations, but is a visual collaboration tool, offering an enormous amount of templates for creating various types of material, i.e. invitations, brochures, charts, posters, presentations, videos, your business logo or social media content. Although, Canva can be perceived as a design programme, it is not required that you have Photoshop-like design skills, since this tool is very intuitive and easy to use, and for free.

Another solution is Visme, which is a software for the creation of presentations, but also video tutorials, charts and business documents (letterheads or invoices). However, the use of the solution is limited with a free account, since you can only download your work as JPG, otherwise present it online.

Unit 2. Computer and internet skills necessary for T&L

Digital tools for content creation & presentation - Screencast-O-Matic

Screencast-O-Matic is a software that enables video recordings. You can either capture the screen to make a presentation, record yourself or share a presentation. The solution is used to make video tutorials, e-learning videos or for conference presentations. To launch the recorder and capture screens it is recommended to download the desktop app. The maximum duration of a single video is 15 minutes, but you can create many videos, e.g. by topic. The videos can be stored online (private view or public view) or downloaded as mp4.

All of the mentioned tools for content creation & presentation are designed for business and education (and can be incorporated in hybrid learning, for instance).

Unit 2. Computer and internet skills necessary for T&L

Digital tools for assessment – Google Forms, Kahoot!, Mentimeter and AnswerGarden

Google Forms is a type of Google Document, which means you will need a Google account to create assessments, unless you are only completing an assessment than the direct link is all you need. This web-based solution provides templates to choose from and the owner of the questionnaire sees the results that can be further analyzed. It is yet another solution that allows for collaboration between its users.

Kahoot! is an engaging learning game-based platform where you can create learning games, quizzes or self-assessments, and join kahoots created by others with the availability of a PIN (code). This learning by doing solution enables learners to have control over the T&L process. You can use it for free with up to 3 peers or decide to try a full version for free for a 7 day period.

Often compared with Kahoot! is Mentimeter, a short-assessing tool that can be used for reviewing information, quizzing or even gathering ideas while brainstorming. It is a simple solution for real-time feedback. It is believed that Mentimeter is better suited for business, although results are anonymous.

AnswerGarden is another solution for feedback in real-time. It can be used more as a brainstorming tool and in collaborative tasks with groups (either while conference or in T&L activities). It is fully anonymous, not time consuming and suggested for short answers. It is a free solution to use.

Unit 2. Computer and internet skills necessary for T&L

Digital tools for sharing and storage – WeTransfer and DropBox

Online storage is the answer to the need for new document storing solutions.

Clouds are a way of sharing and storing documents online. They are virtual spaces for file storage, file sharing and even file protection (back up). The solution allows for keeping your documents, pictures or files in one virtual space.

Popular and frequently used digital tools for sharing and storing documents online are:

WeTransfer, for free you can share files up to 2GB. The service has been called <almost a social entrepreneur> supporting many creative projects.

DropBox, for free for 30 days to share and store files from 3GB to 5GB.

The presented solutions are compatible with mobile devices, tablets and computers.

You can also consider other solutions for digital sharing or storage. The decision which solution to choose often results from registration. Users prefer those tools with no registration, but also when they do need to install software.

Unit 2. Computer and internet skills necessary for T&L

Digital tools for sharing and storage - Google Drive

[Google Drive](#) is a commonly used solution for storing files and sharing files. It is integrated with other Google tools (Docs, Calendar, Forms, Sheets, Photos, etc.). In order to use this solution is necessary to have a Gmail/Google account.

Instructions on how to use Google Drive to share single resources (for instance documents or slides):
1. Choose the resource you want to share.
2. Upload the resource to your Google account.
3. From the screen of the resource, in the top right corner you will see "Share" which you should click.
4. Insert the email address of the person you want to share your resource with or choose from the list.
5. Decide if they can just view or also comment or edit the file by marking the correct role.
6. After clicking "Done", a notification will be shared to the email(s) you have previously inserted.
7. If you do no want to insert email addresses, you can also decide to copy the link to share with anyone across the Internet.

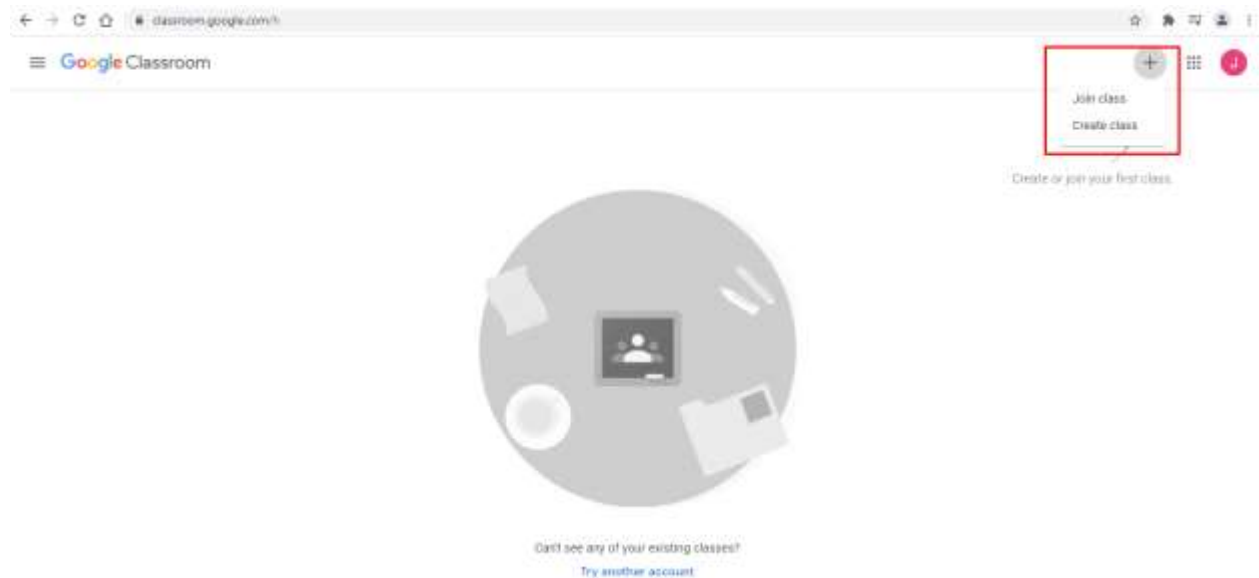The total size of files stored on your Drive is 15GB.
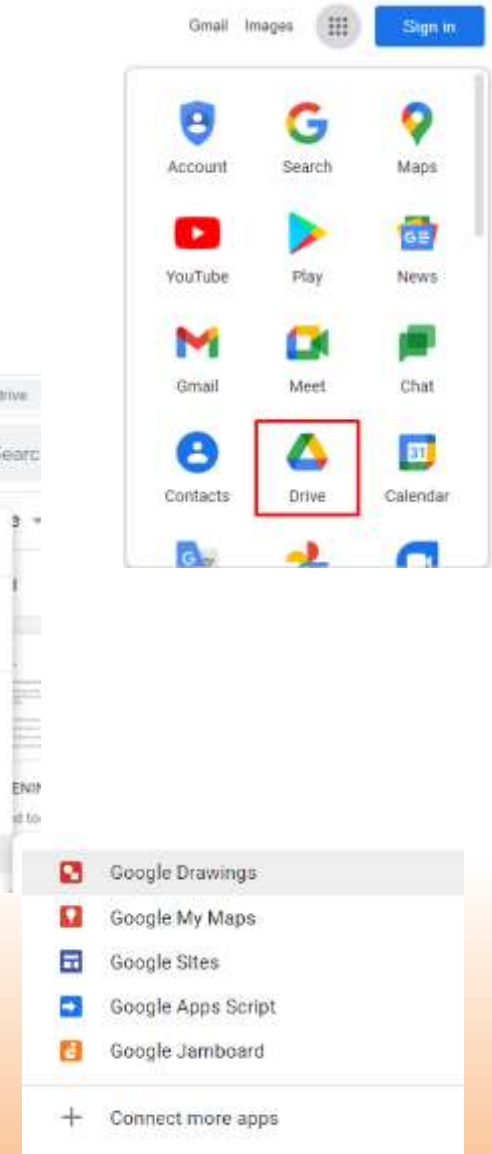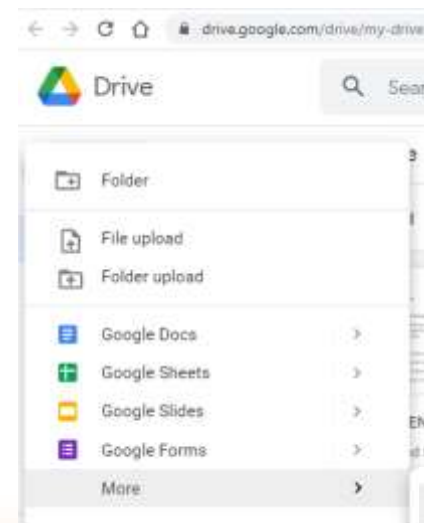
Unit 2. Computer and internet skills necessary for T&L

Digital tools for classroom management - Google Classroom and Microsoft Teams

Online collaboration platforms allow quick and easy access to information. With a Google account you can easily contribute to a Google Classroom, the community based social tool for sharing resources, assessment and general teaching/learning. Learners can join an existing one, while a school/university should create the online classroom space. To join a class you need a class code from your teacher.

While Microsoft Teams is another classroom management tool that offers online workspace and videoconferencing. It can be accessed through the Microsoft 365 Package, the web portal or via an app. A free version is available. The solution is more frequently used by schools rather than in business.

Unit 2. Computer and internet skills necessary for T&L

Digital tools for classroom management – Moodle

Moodle is an example of a collaborative platform frequently chosen for digital classrooms/e-learning, gaining in popularity especially with the transformation to remote learning. The modern model of T&L is a combination of traditional classroom T&L, CBT (Computer- Based Training) and WBT (Web-Based Training), introducing blended learning for a more flexible classroom. This so called *pull model of learning* facilitates proactiveness of learners and increases their participation in T&L, focusing more on communication and impacting their engagement in activities for the development of key skills. However, with the increasing needs to provide remote solutions and working environments, professional training is possible also through learning management platforms like Moodle.

Moodle enables to create customized learning environments and invite learners to join.

MoodleNet on the other hand is a space where you can search for open educational content.

Unit 2. Computer and internet skills necessary for T&L

Other digital tools for information and problem-solving

Below are a few recommendations of digital tools (especially apps) for information and problem solving.

Google Translate and Deepl will assist in immediate translations to multiple languages, also of documents.

Another language supporting tool is Duolingo, which offers free language learning toolboxes.

XE Currency and Money Transfers app will assist in converting amounts of various currencies, showing exchange rates and tracking money transfers.

Google Maps and Apple Maps will assist in planning your route, getting directions and finding information about businesses.

Doodle is a free meeting scheduling tool that sends out notificiations and supports time management.

Unit 2. Computer and internet skills necessary for T&L

Aspects of inclusion, accessibility and personalisation in relevance to digital solutions

Technology aims to fill the gap in approaching learners with different abilities, not necessarily disabilities, and more tools are available for equal participation of learners in education.

The way information is accessed across the Internet essentially depends on four things.

Firstly, device settings. This means that you can manage accessibility features from the control panel on your device, either sound, speech, text or visual aspects, to make content more accessible.

Secondly, browser settings. This means that from the level of the browser you can adjust the settings, so it is only the online content that you make more accessible. For this purpose install an add-on, e.g. Chrome Accessibility extensions.

Thirdly, the accessibility widget. This means that more and more sites have widgets that aim to improve accessibility, especially for those with visual and motor impairments, but also dyslexia or other learning disabilities, though highlighting links, text spacing, read page function or keyboard navigation, among others. The respective button will be placed at the top corner of the website.

Fourthly, publishing. This means that when publishing information online yourself you have control over the content, i.e. how it will be viewed, the chunks of texts, amounts of visuals or language simplicity, which will impact users' online experiences.

Therefore, when the content you are viewing online does not meet your expectations or simply is not inclusive in your context, instead of exiting the page, check for the above described solutions.

Unit 2. Computer and internet skills necessary for T&L

Aspects of inclusion, accessibility and personalisation in relevance to digital solutions – continued

Accessibility features on smartphones are also to assist users in their digital experience. These features are already built in the device you just need to turn them on after going to the Settings menu. You will be able to choose from the screen reader (a voice assistant), other visibility enhancements (e.g. zoom options), hearing enhancements (e.g. subtitles), interaction and touch settings (e.g. physical keyboard keys), to name the most commonly used ones. Notifications and voice labelling are examples of more advanced accessible features for smartphones. Google Play Shop for Android and Apple Store for iOS also offer various apps devoted to content accessibility.

Interesting choices of apps for the agriculture sector include:

Seeing AI, which is an intelligent camera application for iOS useful for persons with visual and physical impairments narrating the world around them.

Lookout by Google, which use's the phone's camera, to identify levels, read text from documents, identify banknotes and explore surroundings.

The above information will provide for a more personalized experience.

Conclusions

Seeking for information, communicating, content creation and problem-solving are among the key skills of digital literacy. Each and every one of them are essential either if is for education or business. Worth adding is that the European Commission has recognized digital literacy as one of the competences that European citizens should master.

Since we already know that the Internet is a barrel full of information, it should also be highlighted that e-learning provides for better information acquisition by learners in comparison to traditional lessons, introducing more flexibility into T&L and streamlining the information transfer process, as well as communication.

Newer forms of T&L methods are continuously being introduced, among them are AI and AR technologies. Collaborative platforms will remain a tool for engaging learners and facilitating learning, as well as supporting business development.

In order to benefit from digital tools for personal and professional development, you need to make use of them in a smart way, obeying safety and security measures and wisely choosing the tools you need. You should choose digital tools that will actually be useful, assist in the daily routine, support tasks and which you are familiar in using. Only then will you benefit from their use. Therefore, check which solutions suit you best and focus only on those instead of being distracted by conditioning stimuli.

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What is next?

- ✓ **3 Case studies**
- ✓ **Evaluation in the B-LAND Multilingual APP**

THANK YOU FOR YOUR ATTENTION!