

# EDU-CODE

## “Fostering Coding Education in Europe”

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### *Description of Target Group*

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**VERSION CONTROL**

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01	11.01.2016	1st version
02	17.01.2016	2 <sup>nd</sup> version

## **DIRECT TARGET GROUP**

The target group of the project consists of adults and young adults who are over 20 years old (men and women), and who do not have previous knowledge of coding.

Through this project it is intended to engage working class and lower middle class workers, as well as inactive adults (e.g. housewives) or registered job-seekers.

Members of the direct target group are mainly out of school or of traditional educational paths such as university degrees, but are involved in or have a preference for non formal and informal learning activities. However, they are expected to at least have a secondary-school level of education, given that coding requires basic logic and reasoning skills.

Users in this target group seek to acquire technical and transversal skills that can improve their curriculum and can make their professional profile more spendable, or to improve their ability to give support to their children with homework and use of ICT tools.

Special attention will be given to participants with fewer opportunities, whether facing educational difficulties or geographical obstacles at a European level. Italy, Spain and Greece (three of the partner's countries) are among the least proficient European countries in problem solving in technology rich environments (PIAAC survey).

## **INDIRECT TARGET GROUPS**

Indirect target groups are the stakeholders that can exploit the results and will be reached mainly through dissemination and exploitation activities:

- Training and educational centres: they can use the platform, contents and games to organise courses or to train teaching staff
- Civil society organisations dealing with family issues: they can use and promote the results to favour intergenerational learning, responsible use of ICT and active participation of citizens
- Association dealing with gender gap issues, to promote actions to fight the

## EDU-CODE Target Group

- gender digital divide and stimulate interest of women and girls in ICT
- Public authorities and decision-makers, as they are responsible for setting up policies aimed to favour lifelong digital learning. The first output will contain policy recommendations.

Can we add Universities which offer education for adults like the University of the Third Age?