

## **Lithuania: 'Išmanusis aš' (iSmart) contest**

### **Organization**

Country: Lithuania

Website: [www.omnitel.lt](http://www.omnitel.lt),

Contacts: Daiva Selickaitė

Omnitel head of public relations

Phone: +370 686 85906

Email: [d.selickaite@omnitel.net](mailto:d.selickaite@omnitel.net)

### **Organization implementing the project**

Name: GS gain and sustain OG

Country: Austria

Web site: [www.gainandsustain.eu](http://www.gainandsustain.eu)

Contact person: Mag. (FH) Sabrina Schifrer, Tel: 0043 650 6348883

### **Context**

In earlier days, one of the parental tasks was to communicate knowledge to their children, but nowadays everything has turned upside down: one would hardly find a parent who would not boast about his kid being a whiz in the computer or mobile telephone world. Hence, children could be teachers for their families about the cutting edge technologies as well as to give some advice to prevent parents from awkward or even dangerous situations because of their lack of experience.

Mobile telecommunications company Omnitel is the largest mobile operator in the Baltic States. It is part of the TeliaSonera group, providing a wide spectrum of reliable and quality telecommunication services including transmission of voice, data, imaging, information, entertainment and financial operations. Omnitel network has about two millions of users. Since its establishment, the company has been actively contributing to the country's technological and social development.

The target groups envisaged were school-age children and students – all digitally-native / digitally-smart youth (as the teachers) and all parents, grandparents, adoptive parents (as the learners)

### **Action**

The contest 'Išmanusis aš' (iSmart) has been initiated with the purpose to encourage the younger generation to share their knowledge and skills in the newest technologies with their parents, grandparents, and other adults, to increase self-esteem of both participating target groups, enhance mutual respect and trust.

The contest was open to anyone who has made at least one video or photo report of the youngster teaching adults to use a computer or a smart phone and its programs and uploaded their reports on the [www.IzmanusisAs.lt](http://www.IzmanusisAs.lt) website. The number of reports was unlimited.

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The contest took place in seven stages, each lasting one week. Weekly voting for the best work was done via the social network Facebook, clicking on 'Like' under the most interesting report. The authors of the most popular "work of the week" have been awarded with smart phones. A special commission has chosen the absolute winner of the contest.

### **Outcomes and impact**

During the contest, the website [www.IsmanusisAs.lt](http://www.IsmanusisAs.lt) was visited by more than 36 thousand persons from all over Lithuania. The organizers received 31 entries, illustrated by photos and video recordings with the most popular lessons – on how to use smart phones, calls and chat programs, electronic payment of bills through the internet and e-mail writing.

The participants' age was from 13 to 18 years. The *grandprix* went to one of the youngest competitors, a thirteen-year-old girl, who even posted 4 pieces of work showing how she instructed not only her relatives and teachers, but also random senior passers-by on the street.

The greatest benefit of the contest was achieved through engagement of the target groups into the intergenerational learning process not only by teaching and learning the subject, but also by transmission of values from one generation to another and recognition of those values as significant and important. The initiative resulted in the increased interest in intergenerational issues and greater confidence in the teaching competences of youth.

### **Quotes**

*'Hi, my name is Gytis, in these photos you can see how I am teaching my grandfather to use modern technologies. What seems to us so simple, it can be very difficult to use it for older people, but my grandfather is quickly learner:) he learned all the tricks very soon:)' (Gytis Kasparavičius)*



All report online: <http://www.ismanusisas.lt/darbai/134>

*'My grandfather is probably one of the oldest participants in this contest. This year we look forward to his 77<sup>th</sup> birthday. He is an active citizen, punctual, responsible and still restless. He is my model in a lot of ways.'* (Henrikas Gaidamavičius)



All report online: <http://www.ismanusisas.lt/darbai/87>

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*'My mother has several relatives living abroad. I suggested calling them using Skype, because it is very easy and costs nothing, and when I said that she will be able to see them on the screen, she immediately agreed! :)' (Roberta Rimkutė)*



All report online: <http://www.ismanusisas.lt/darbai/97>

**More reports online:** <http://www.ismanusisas.lt/darbai>