

May 17, Internet Day

## **Red Eléctrica Group and Fundación Cibervoluntarios Launch Eje Digital, a Free Training in Digital Skills in rural areas**

- *This programme seeks to bridge the digital gap and improve digital skills in inhabitants of rural villages.*
- *It offers free courses on basic computer and smartphone use, digital marketing and digital management for SMEs and entrepreneurs, training for young people on cybersecurity or technological addictions, and handling of management applications for public administration employees, among others.*

**May 17, 2022. Fundación Cibervoluntarios and Red Eléctrica Group** launch [Eje Digital](#), a programme to support the digital transformation of rural areas that promotes the elimination of inequalities through the use of technology. The goal is to improve digital skills in inhabitants of rural villages located near the Red Eléctrica Group infrastructures and favour their economic and social reactivation.

Eje Digital began as a pilot project in four towns of Castile and León, Aragón and Andalucía: Fermoselle (Zamora), Villarino de los Aires (Salamanca), Villamayor de Gállego (Zaragoza), and Puebla de Guzmán (Huelva). The training sessions, 50 in total, will reach at least 400 people. However, the Cibervoluntarios Foundation and Red Eléctrica Group seek to replicate the experience in other towns across the country.

“Digitalisation entails the difference between being and not being, especially in rural areas. Many people have access to technology but lack digital skills, which is a limiting factor for them to communicate, study, work, make a doctor’s appointment, complete administrative processes or drive their businesses. For this reason, we have been working for over 20 years to provide digital skills to all citizens, because they are key to facilitating and guaranteeing equal opportunities”, Yolanda Rueda, President of Fundación Cibervoluntarios remembers today, May 17, Internet Day.

“The digital gap is larger in rural areas, where Red Eléctrica Group has been deploying our main power transmission and telecommunications grids. This is the reason why we are intensifying our actions to favour equal access to connectivity and skills for all the population with projects such as Eje Digital that seek sustainable, fair and inclusive access for all territories”, notes Antonio Calvo Roy, Director of Sustainability of Red Eléctrica Group.

In addition to training, Red Eléctrica has provided the participating municipalities with multifunction computer equipment for the creation of digital and coworking spaces open to all citizens, associations, freelancers and companies that need them.

The Eje Digital workshops are free of charge and given in both face-to-face format in small groups and online, depending on the demand and needs of the group. The courses are predominantly practical and adapted to all levels. The range of contents goes from a first approach to the Internet and the use of applications necessary for common tasks such as administrative procedures or medical appointments, to training on blockchain or an introduction to robotics. They also include training aimed at senior citizens on the use of

smartphones and at young people at educational centres on cybersecurity and cyberbullying, detection of fake news or promotion of STEAM professions.

Eje Digital also aims to support local economic development, therefore, it will offer free courses for SMEs, freelancers and entrepreneurs on ecommerce, digital marketing or big data. Likewise, there is training specific to the digital transformation of social entities.

Due to the pandemic, many entities and organisations have increased their online presence, which is why, now more than ever, it is necessary to support this digital transformation process that promotes the capacity for local development and action. Thus, Eje Digital will offer workshops to workers in municipal public organisations regarding tools to improve management and productivity.

Likewise, in order to provide further support once the workshops are finished, Eje Digital will keep a permanent helpline available to solve technological queries in under 24 hours at [www.ejedigital.org](http://www.ejedigital.org).

#### **About Fundación Cibervoluntarios**

[Fundación Cibervoluntarios](http://www.fundacioncibervoluntarios.org) is a Spanish NGO of international scope, created by social entrepreneurs. Since 2001, it promotes training and appropriation of technology by citizens and institutions with a single goal – to favour the digital transformation with a social impact and enhance the rights, opportunities and skills of thousands of people through the use and knowledge of all kinds of technological tools. To achieve this, they work with a network of over 1800 cybervolunteers and more than 1100 national and international organisations.

More information at: [www.cibervoluntarios.org](http://www.cibervoluntarios.org)

#### **About Red Eléctrica Group**

The [Red Eléctrica Group](http://www.ree.es) is a global operator of essential and neutral infrastructures through which it guarantees power supply and connectivity, supports a fair and inclusive ecological transition and contributes to social and territorial cohesion. Through its new approach to social innovation, the company aims to reduce digital, territorial, generational and gender inequalities with the purpose of improving the quality of life of the inhabitants of the communities where it is present.

More information at: [www.ree.es](http://www.ree.es)

#### **Press contact:**

Nuria Domínguez, Cibervoluntarios Foundation  
[nuria.dominguez@cibervoluntarios.org](mailto:nuria.dominguez@cibervoluntarios.org)  
647446361

Beatriz Tejada, Red Eléctrica Group  
[beatriz.tejada@ree.es](mailto:beatriz.tejada@ree.es)  
636338412