



The Prince's
Responsible
Business Network



CLICKSILVER CONNECTIONS

Discover how you can help us improve digital confidence, combat loneliness and reduce social isolation among those aged 50+

THE STORY SO FAR...

We may be living in a hyper-connected digital age, but for many people the fast-paced online world and complicated tools at our disposal can act as obstacles and sources of stress rather than helpful tools.

Many people aged 50+ are being left behind as technology advances at an ever-increasing pace, feeling discouraged, disheartened and disconnected from family and friends.

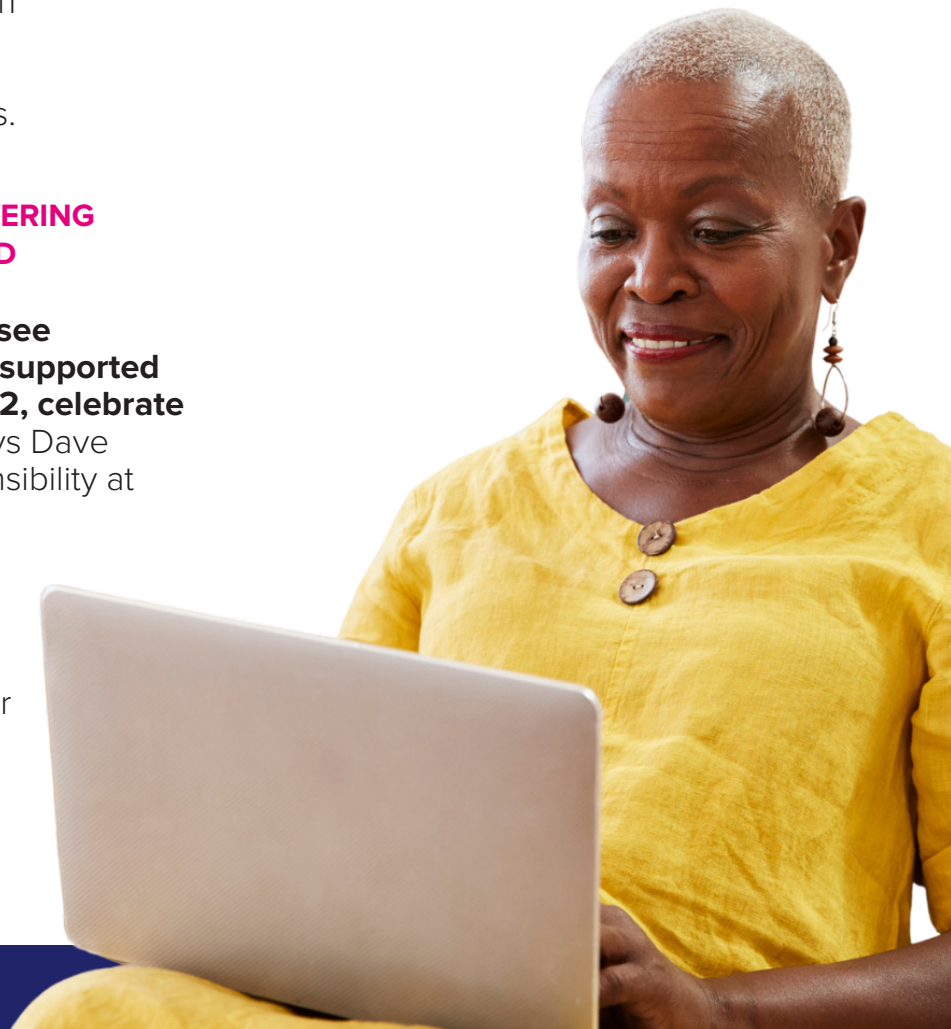
CELEBRATING 10 YEARS OF EMPOWERING INDIVIDUALS IN THE DIGITAL WORLD

“Capital One UK is really proud to see ClickSilver, a programme we have supported since its humble beginnings in 2012, celebrate its tenth anniversary this year,” says Dave Richards, Head of Corporate Responsibility at Capital One.

This year we have hit a significant milestone as we celebrate 10 years of ClickSilver Connections, a programme established to help older UK residents use technology to gain confidence and improve their digital skills.

“My confidence has improved 100%. It gave me the confidence to face things head on...to think logically to solve problems and to develop a strategy to reduce stress.”

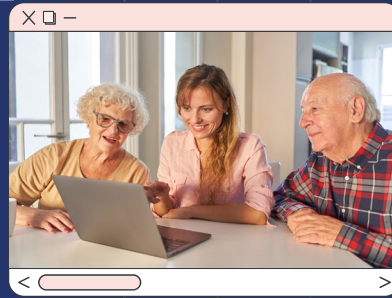
Rosie, participant in the ClickSilver Connections programme.



TIMELINE

2012

ClickSilver launches with volunteers from Notts Trent University. First programme kicks off with volunteers from Notts Trent University acting as digital mentors for those 50+



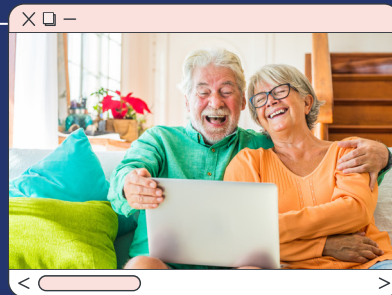
2013

- ◆ ClickSilver wins Big Tick Award
- ◆ ClickSilver expands to take on volunteers from the University of Nottingham to increase the pool of mentors



2017

ClickSilver reaches milestone of engaging over 1,000 participants and mentors



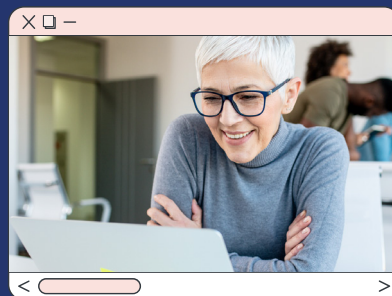
Overall participant confidence increased

100%

Capital One impact report 2017-18

2018

ClickSilver expands to London partnering with Capital One



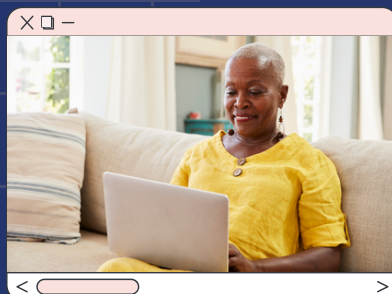
[Watch an interview between Chris and her mentor](#)

2020

ClickSilver evolves to become 'ClickSilver Connections' moving online to support older people through the pandemic

92%

of participants surveyed felt more equipped to access online services and navigate various platforms



2022

ClickSilver celebrates 10 years of tackling loneliness and isolation by launching new participant matching platform



HOW IT WORKS

ClickSilver Connections matches mentors from BITC's member businesses with individuals over the age of 50 to help them develop their digital skills.

For some people, like Rosie who signed up for support during the pandemic, this can mean getting help using a laptop or Android phone to send important documents and receive photos from family members who live abroad.

For others, like Christine, this may be understanding how to use a tablet to make zoom calls or to send emails to family and friends when feeling lonely.

BENEFITS OF CLICKSILVER CONNECTIONS

- Provides support for those living alone (although the programme is not restricted to this group!)
- Helps reduce feelings of isolation and loneliness
- Increases confidence in the use of technology
- Enables participants to connect with friends, family and local interest groups

HELP US TACKLE LONELINESS AND SOCIAL ISOLATION AMONG THOSE AGED 50+

We know there are more people, like Rosie and Christine, who would benefit from the support of a ClickSilver Connections mentor.

We are looking to partner with organisations who can refer individuals who could benefit from digital skills support. As a referral partner your organisation will be supported in the following ways.

- We will work with you to connect participants with trained mentors from our member businesses.
- We will work with you to ensure that the best interests of the participant are put first in relation to safeguarding and wellbeing, and any safeguarding concerns are properly investigated.



CONTACT US

Email clicksilver@bitc.org.uk to find out more about ClickSilver Connections and how your organisation can become a referral partner

www.bitc.org.uk