



Transnational project

Digital technology and diversity

Overview:

The title of the action plan, included in the operational project 2007-2013 (axis 4), is: "Invest in Human Capital and Networking, Innovation and Transnational Actions". It is an experimental laboratory to test new practices related to national and European concerns.

It aims at furthering equal opportunities in the workplace, without discrimination based on origins, age, disability, sexual orientations or religion.

Goals:

Today, Radios Broadcastings are undergoing radical technological transformations. Radio listeners have now access to Internet programs, can use streaming or Podcasts. As a consequence, Radio jobs are using new digital contents such as pictures, videos or Web texts. It requires new skills as compared to traditional ones.

In this context, disparities between workers tend to increase. Equal opportunities in the workplace are challenged.

Three groups are particularly concerned by this transformation:

- The young generation, especially disadvantaged people (from the working class, recent immigration...)
- The ageing workers (50 years old and more)
- People with disabilities

The transnational project overall objective is to create a methodological platform (kit) enabling shared ideas on the impact of digital technology on radio jobs.

Three objectives can be distinguished:

- Increase the occupational attainments of younger workers by using cooperative education ("work-study" program) in partnership with training centers and schools.
- Develop learning abilities and skills of ageing employees facing those transformations (sound engineers, journalists, radio hosts...)

- Enable cross-generational cooperation
- With a particular emphasis on people with disabilities

Radio France: Project leader

Radio France is public radio broadcasting. It has a stable (government subsidize) budget. It is also experienced in project support and project financial management.

Moreover, Radio France is already acting upon equal opportunities in the workplace through different actions plans.

The project is also an opportunity to set up an internal university. It will be based on European key experts shared opinions and good practices. A radio profession's representative will be in charge of the project.

Each partner will have to make out an analysis of digital technologies' impacts on jobs and equal opportunities in the workplace (younger and older employees, gender, health status, disabilities...). These shared diagnoses will be done in 2010.

European partners:

The project will involve 2 to 3 European radio broadcasting, identified through the European Broadcasting Union (EBU).

Calendar:

The project will be run from February the 15th to December the 31, 2010.

Budget:

The transnational activities will be 25% of the total budget. It must be equal between the different partners.

It is possible for partners to value the time spent, considering the average salary of the employees involved in the project.

We might choose the priority H: *Innovating projects and networking.*