

GOOD PRACTICES

Partner Organisation
Synthesis
Cyprus

1 – Organization / Individuals	
Name	JOANNEUM RESEARCH DIGITAL
Country	Austria
Type of Organization	NGO
Address Website	www.joanneum.at/en/digital
Contact	pr@joanneum.at

2 – Action / Project / Activity	
Title	MASELTOV Mobile Assistance for Social Inclusion & Empowerment of Immigrants with Persuasive Learning Technologies and Social Network Services
Duration	Jan. 2012 – Dec. 2014
Category	Production of innovative mobile applications
Description	<p>Target group: Immigrants Immigrants from North Africa (Arab speakers), Turkish and Latin America</p> <p>Methodology: MASELTOV is a partnership of 14 organizations from 6 countries(Austria, Greece, UK, Spain, Italy, Cech Republic). The project recognises the major risks for social exclusion of immigrants from the European information society and identifies the huge potential of mobile services for promoting integration and cultural diversity in Europe. MASELTOV realises this project goal via the development of innovative social computing services that motivate and support informal learning for the appropriation of highly relevant daily skills. A mobile assistant embeds these novel services that address activities towards the social inclusion of immigrants in a persuasive and most intuitive manner which is highlighted in MASELTOV with a representative application of most essential / beneficial information and learning services – such as ubiquitous language translation, navigation, administrative and emergency health services.</p> <p>MASELTOV intends to motivate immigrants with persuasive learning services for the appropriation of the local second</p>

	language, playful learning of cultural understanding and basic literacy. MASELTOV takes advantage of the interplay between learning and social computing in order to apply learning (i) through communication as well as (ii) in the situated context, i.e., right at the spot where it matters, therefore jointly reinforcing the learning effect and the fostering of social inclusion.
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3 – Products / Results	
Description	What type of products/ resources? Online resources Mobile applications
Links	www.maseltov.eu
Impact on target groups	Support the social inclusion and integration of immigrants by providing more immediate language and information mobile support right at the spot, within typical situations: in the office, at the shop, assistance in emergency and for urgent navigation needs.