



LIFE IS FOR SHARING.

Telekom CR-facts

Partner for BAGSO

We work with BAGSO (the German National Association of Senior Citizens' Organizations) to promote media literacy among seniors. As a partner, we sponsor the Goldener Internetpreis (Golden Internet Award). The award recognizes people over the age of 60 who use the internet skillfully and help others to get started in the online world. The next award ceremony is planned for November 2019.

In 2018, we once again took part in Deutscher Seniorentag (Germany's Day for Seniors), showcasing products and services aimed at people aged 65 years and over. These included mobile telecommunications, fixed-line and MagentaEINS offerings, apps for seniors, and security products by Magenta SmartHome. Visitors to our booth had the chance to use a variety of services. For example, we had two technicians available to set up mobile devices and answer technical questions. As an advisory board member, we are also involved in Digital-Kompass (Digital Compass), a joint project by BAGSO and DsiN. Digital-Kompass uses materials and regular meetings on digital issues to support internet guides who help seniors get online and explore the internet. A total of 75 Digital-Kompass locations are also being set up across Germany.

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