



## Press Release – 21<sup>st</sup> August 2009

### *‘Tackling Technology Together’*

The WEA East Midlands Region is pleased to be part of an exciting new £1.4m innovation and transnational project part-funded by the European Social Fund (ESF). Running from April 2009 to May 2012, the project aims to develop, test and deliver approaches to challenge the digital divide, ultimately helping to widen participation in employment and learning.

DAIN is an action research partnership project and involves three UK charities; The Workers’ Educational Association, NIACE and CEFET. Also involved are four transnational partners including Institut fur Lern-Innovation (Germany’s Institute for Innovation in e-learning) which is the lead transnational partner around sharing of good practice and dissemination of DAIN project findings.

Mike Attwell, WEA East Midland’s Regional Director, said yesterday ‘The key project staff are now in post and we are looking forward to taking the DAIN project forward. DAIN fits well with the aims of the WEA as an organisation which has always championed educational opportunities for those who have missed out in some way. DAIN is an excellent opportunity to continue our work by challenging digital exclusion and enabling everyone in society to benefit from the advantages of using technology as part of their daily lives.’

DAIN will operate in 8 areas across the East Midlands starting in Nottingham, Leicester, Chesterfield and Lincoln in year one. The project will deliver 200 community based ICT courses per year and will recruit, train and support at least 100 volunteers from the local target communities who will be known as Digital Activists. The role of the Digital Activist will be to engage and encourage people experiencing digital exclusion to get involved in using digital technology.

For further information please contact Andria Birch, DAIN Manager on 0115 9858203 or [dain@wea.org.uk](mailto:dain@wea.org.uk). End

	<p><b>Committed to Equality and Diversity</b>          Workers' Educational Association: East Midlands Region,          39 Mapperley Rd, Nottingham, NG3 5AQ          Website: <a href="http://www.wea.org.uk">www.wea.org.uk</a></p>	
<p>Funded by:</p>	<p>Registered charity number. 1112775. Company limited by guarantee in England and Wales no: <b>2806910</b>.          Registered office: 70/72 Clifton Street, London, EC2A 4HB.</p>	

**Notes for editors:**

**Workers' Educational Association ([www.wea.org.uk](http://www.wea.org.uk))**

The Workers' Educational Association (WEA) is a charity and the largest voluntary sector provider of adult education in Britain. It provides learning opportunities for over 95,000 people each year across all nine English Regions and in Scotland.

The WEA creates and delivers around 12,000 courses each year in response to local need across England and Scotland. The Association believes that education is life-long and should continue beyond school, college and university in order to help people develop their full human potential in society.

WEA courses are created and delivered in response to local need, often in partnership with local community groups and organisations, including trade unions.

For further information please contact:

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