

# DIGIEDUHACK SOLUTION CANVAS

<b>Título de la solución:</b>	NEXO DIGITAL	<b>Nombre del equipo:</b>	NEXO DIGITAL
<b>Reto abordado:</b>	Digital Citizenship: Skills and Knowledge for the Common Good	<b>Categoría del reto:</b>	Wellbeing in digital education
<b>Antecedentes del equipo:</b> <small>(multiple selections possible in case of mixed teams)</small>	<p><b>Higher Education Students</b></p> <p>Teachers</p> <p>Others (please specify) <input type="text"/></p>	<p>Researchers Primary</p> <p>School Students</p>	<p>Professionals</p> <p>Secondary School Students</p>

**Solution description**

Nexo Digital is a literacy agent for interactive courses powered by AI, designed to train students in digital citizenship skills. Through micro-courses, collaborative activities, and multimedia content, it aims to encourage the ethical and responsible use of technology. Topics include data protection, digital empathy, and misinformation. The AI personalizes the learning experience and tracks each user's progress, fostering comprehensive digital literacy.

[https://www.canva.com/design/DAGUBAfYrxo/K9nEJ-847Y7bkpdlIOPXA/edit?utm\\_content=DAGUBAfYrxo&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGUBAfYrxo/K9nEJ-847Y7bkpdlIOPXA/edit?utm_content=DAGUBAfYrxo&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

**Context**

The improper use of technology can lead to issues such as misinformation, cyberbullying, and lack of privacy. Nexo Digital addresses these challenges, aligning with Sustainable Development Goal 4, which aims for inclusive and quality education.

**Target group**

Nexo Digital is aimed at 4th and 5th-year high school students and early-cycle university students (1st, 2nd, 3rd, and 4th cycle). High school students develop early digital skills and are introduced to the university environment, while university students also serve as mentors and continue to develop their own digital competencies.

**Impact**

A literacy agent promotes responsible digital citizenship. It will reduce issues of misinformation and improve digital interactions. This will benefit students, educational institutions, guardians, and society as a whole. Students will acquire skills to identify reliable information, protect their privacy, and take care of their mental health in the digital environment. Educational institutions will strengthen their formative role, reducing problems such as cyberbullying. Furthermore, guardians or tutors will benefit from having more informed and secure members, and as a result, society will gain responsible digital citizens. Therefore, misinformation will be reduced, and more ethical online interactions will be fostered.

**Describe it in a tweet**

Nexo Digital: An interactive course literacy agent that promotes responsible digital citizenship, using AI to train students in key competencies for the digital age.

**Innovativeness**

It is distinguished by its use of AI, which personalizes content and offers real-time support. It also incorporates group activities like interactive sessions on Teams and quarterly in-person events, balancing technology with human interaction to create a learning community that nurtures personal connections.

**Transferability**

Nexo Digital can be adapted to other educational contexts and audiences, such as teachers or professionals seeking to enhance their digital literacy. The modules can be used in professional development programs or corporate training sessions.

**Sustainability**

We will capitalize on UPC's partnerships with international universities, using this network to extend Nexo Digital to additional educational institutions. By securing institutional subscriptions and corporate sponsorships, the platform ensures ongoing enhancements as a digital literacy agent with a significant social impact. This strategy also enables access to grants and strategic alliances, fostering responsible digital citizenship, combating misinformation, and reinforcing its growth and relevance within the educational landscape.

**Team work**

We are a multidisciplinary team composed of three students from Marketing and Business Administration and one student from Law. This combination of expertise has allowed us to work collaboratively and overcome time constraints, successfully developing the Nexo Digital solution. The Marketing and Business Administration students contribute knowledge in communication strategies, project management, and market analysis, which are essential for the effective design and promotion of the Nexo Digital platform. On the other hand, our Law colleague brings her experience in privacy regulations and data protection, ensuring that the platform complies with the legal and ethical standards required to responsibly handle data from minors.