An approach for digital inclusion for local governments

What is Digidak?

Started in 2003 – about 18 years of experience
On demand of the government to help citizens with the increasing digital challenges of society

Develop a method for as many people as possible (including specific target groups) to improve there digital skills in a short time

A few numbers...

Anno 2020:

- 40% of the flemish people had few or less digital knowledge. During the lockdown this became even more visible and lots of people got even more excluded from society.

- 30% has no connection to internet

- Smartphone is often the only computer people have to go online

- 51% never shopped on the internet

- 37% never used e-banking

- 56% never used e-administration

digidak

Mission Digidak

We built a new digital society for people, with people and in there own neighbourhood

Empowering citizens (sometimes specific target groups)
And increase there participation in (digital) society
+
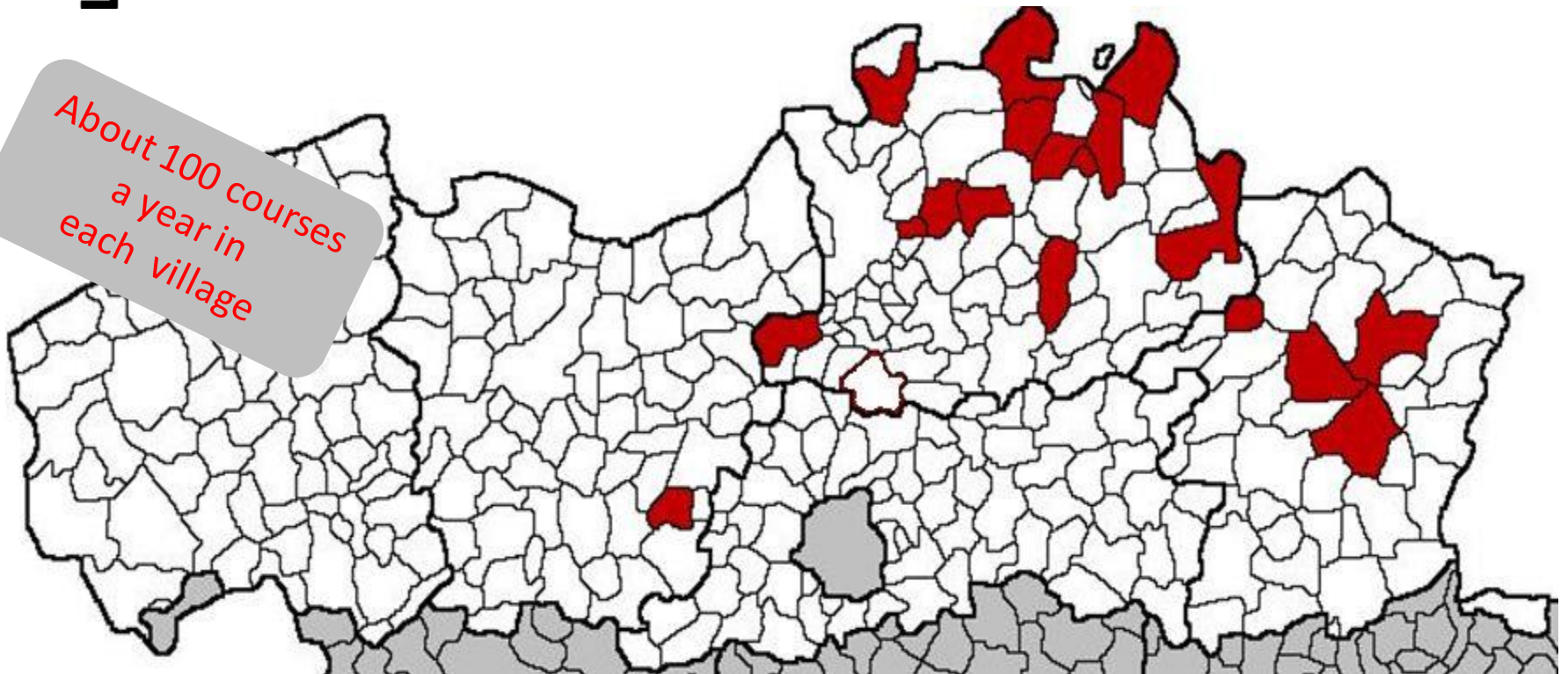**Working on social cohesion**
(using digital skills as an excuse)

How?

Computer courses

Free entrance

Reason for Succes= accessability!

- Public service (cheap)
- Well trained volunteers (same goals, dedicated/local ambassadors, social skills)
- Understanding your public (bottom-up approach, survey of talents, needs,...)
- Accesible locations (public places)
- Accesible courses (basics, short, small groups)
- Bringing people together with ICT as an excuse
- Professional back office-team (quality standards, technical support, support volunteers,…)
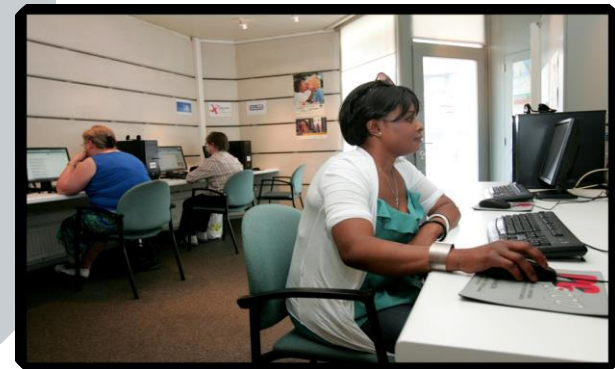
Target groups

In the beginning: Mostly older people with standard questions (what is a computer, how to work on it,…)

Now:
- All kinds of people and a lot more new questions because new challenges became more prominent (f.e. less fortunate people have no laptop for schoolwork, more cybercriminality, importance of social media increased, every service has an app, banks are closing,...)
- Some target groups are more difficult to reach than others

!!! Outreaching approach became more important to reach everybody!

Insights on how to teach something

Excercises

Lessons learned

- **Get to know your trainees (level of knowledge and competences,interests/hobby's, fears, learning style,...) > work with small groups!**
- **Work on self-confidence of trainees (start with basics and give compliments on little successes)**
- **Use the talents of your trainees > peer to peer learning**
- **Not to much theory, lots of excercises (doing it themselves) + possibility to practice after the courses**

Digidak pro

Digidak = based on the needs of all citizens

Digidak pro = based on the needs of employers or government

Why digidak pro?

Almost every workingplace requires more and more digital skills but lack an internal training program

- new jobs because of automatisation
- new job requirements: social services (fe cleaning ladies Dienstenthuis, banking staff,.)

Keeping employees on board!
Research results show:

- Older employees lack more digitall skills then younger employees
- Lacking digital skills is often reason for older employees to become demotivated in there job
- But! learning digital skills can go easier as expected with older employees because they can make quicker connections because of there experience

Need to improve digital skills with the unemployed (low-threshold approach is needed > Digidak!)

What do companies need?

Often: Office 365 (Word, Excel, PPt), Internet + e-mail, Teams 365/zoom , Cybersecurity , Social media

= Already developped in a course by Digidak

+ specific needs: using the companies app or a specific administration tool, ...

= in development

What can Digidak pro offer?

- **Internal pre-screening is always needed! (detecting the needs of the company and the employees)**

- **Offering (workrelated) courses on Digital (workrelated) topics (Office 365, Cybersecurity, outlook, social media,..)**

- **Using insights from other projects and previous experiences**

- **Train the trainers for HR -managers**

Questions?