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# Digital Inclusion

NearMe Learning Network
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# What does it mean to be digitally included?

- Devices

- Connectivity

- Skills, Confidence & Motivation

# Essential digital skills

I can communicate using tools like Email, WhatsApp, FaceTime or Messenger

I can buy things online and know how to check if a website is safe

I can use the internet to find out how to do something online

I can use the internet to access entertainment legally e.g. Spotify, Netflix or BBC iPlayer

www.digitalparticipation.scot



**Be safe, legal & confident online**

**Problem solving**
Find solutions to problems using digital tools and online services.

**Transacting**
Apply for services, buy & sell, and manage transactions online.

**Foundation Digital Skills**

**Communicating**
Communicate, collaborate and share online.

**Handling information & content**
Find, manage and store digital information and content securely.

# Digital exclusion in Scotland

- 23% of adults in Scotland don't have Foundation Digital Skills
  - 10% of people with internet access at home
  - 71% of people with no internet access at home

- 82% of adults in Scotland can do at least one task in each of the 5 Essential Digital Skills* – **18% can't**

- Age is a big factor – 96% of 15 – 24 year olds have all 5 skills, versus 46% of those aged 65+

- Only 51% of people with an impairment have all 5 skills, versus 84% of those with no impairment

*Foundation Digital Skills is a prerequisite for Essential Digital Skills
Lloyds Consumer Digital Index 2020

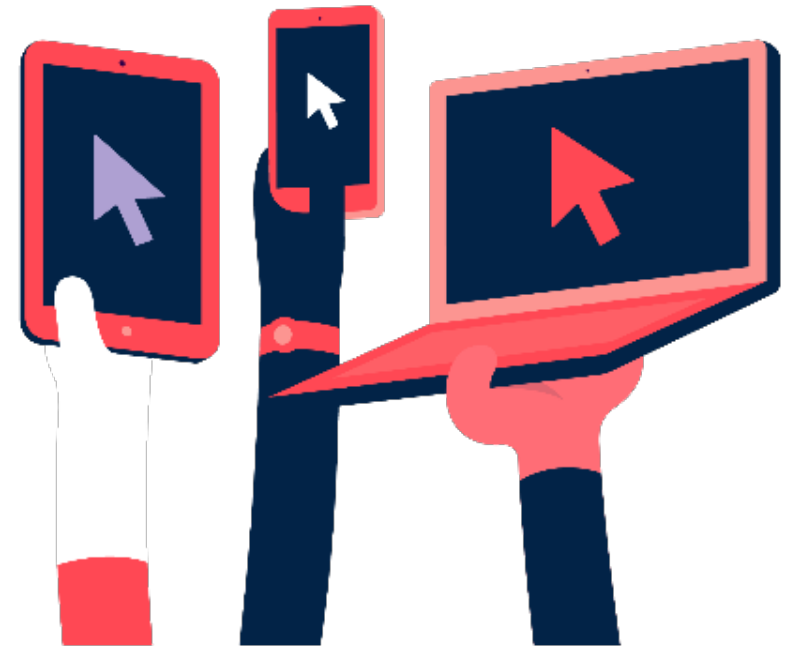How to...

# Embed digital inclusion in core service delivery

**https://scvo.org.uk/support/digital/guides/digital-inclusion**

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# User insights

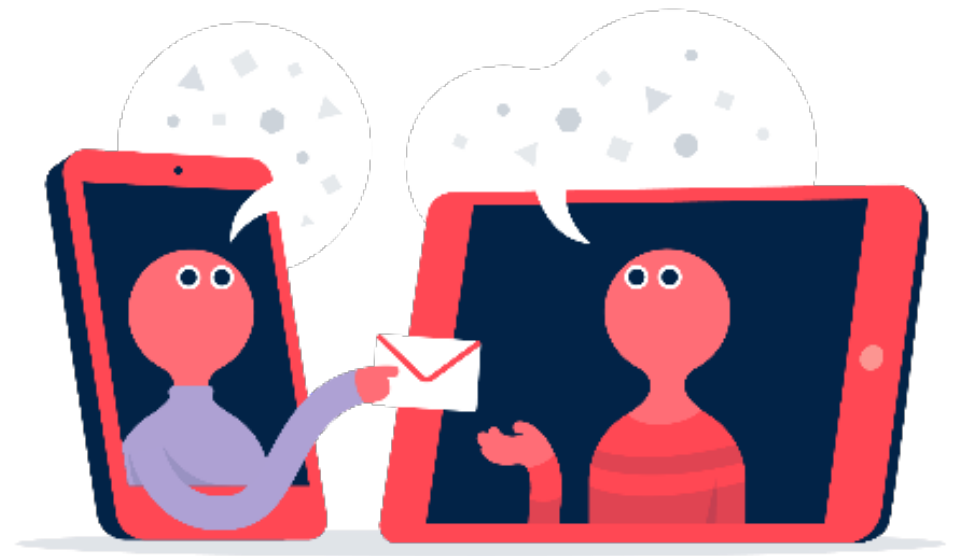- Connectivity and devices

- Skills

- Motivation

# Approach

- It's a journey
- Find the 'hook'
- Frequent, informal and flexible
- Don't re-invent the wheel
- Prioritise online safety

# Digital Champions

- Frontline staff/volunteers
- Trusted relationship
- Context of learner's life
- Digital as outreach
- Digital confidence, but
- NOT a digital guru
- People skills and patience



> " I was confident in my own day-to-day use of digital, but I would never have thought of just sitting down with somebody and trying to support them. I thought you had to be some sort of technical wizard for that. But the Digital Champion Training highlighted that it's not about the technology, it's more the day-to-day, and it has really helped us assist others to think more digitally and get online.

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# Creating the culture

- Buy-in from senior management

- Buy-in from staff/volunteers

- Embed in core service delivery

- Recognise efforts (qualification)

Digital inclusion...

# Collective responsibility

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# Thank you

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