

Emdedded Digital Champions

Eilidh Little
Digital Development Officer



Embedded digital champions

Work for organisations providing services to people who are sometimes digitally excluded

Informal digital nudges often linked to specific digital skills and digital transactions

Embedded Digital Champion model

Two types of Digital Champion:

- Working in a service-based role who provides digital skills support as part of their front-line service
- A Champion who works internally to lead colleagues on the use of digital within their role

Our approach

- Supporting charities and voluntary groups
- Established relationships with digitally excluded
- Can deliver ‘digital nudge’ or ‘digital action’
- Volunteers and front-line staff
- Trained 400+ Digital Champions
- Supported 2000+ end learners



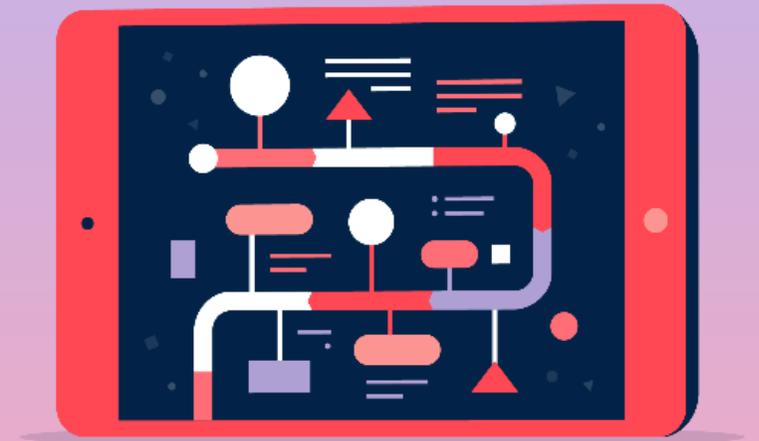
Our training and resources

- Face-to-face training
- Access to Digital Champions Network
- Ongoing tailored support
- Sharing good practice events
- Access to wider network



Buy-in and a Gatekeeper are key

- Buy-in from the top
- Resourced and nurtured appropriately
- Become a cultural norm
- Have a 'Digital Motivator' – a key person who can take a lead role, influence, shape and flex



Flexible training & resources are vital

- Build a 'Digital Toolbox'
- Focus on key areas like financial inclusion, gaining employment, accessibility, health and wellbeing and communicating with friends and family
- Get expert input
- Don't reinvent the wheel



It's about people not digital

"I've been learning new things to do on the computer....I feel good helping other students and residents."

Camphill BD service user supported by one of their Digital Champions

"It's been a godsend to help me try and learn the basics...Everyone I work with needs this to apply for benefits, so I need to try and keep up with them. My son stays in Australia and it's great to be able to keep in touch."

Jean, a LEAP service user supported by their Digital Champion

Our key takeaways...

- Make sure people buy-in
- Have the right motivators in place
- Take a flexible approach to training and resources
- Keep it person-centred focused
- Sustainability will evolve naturally

