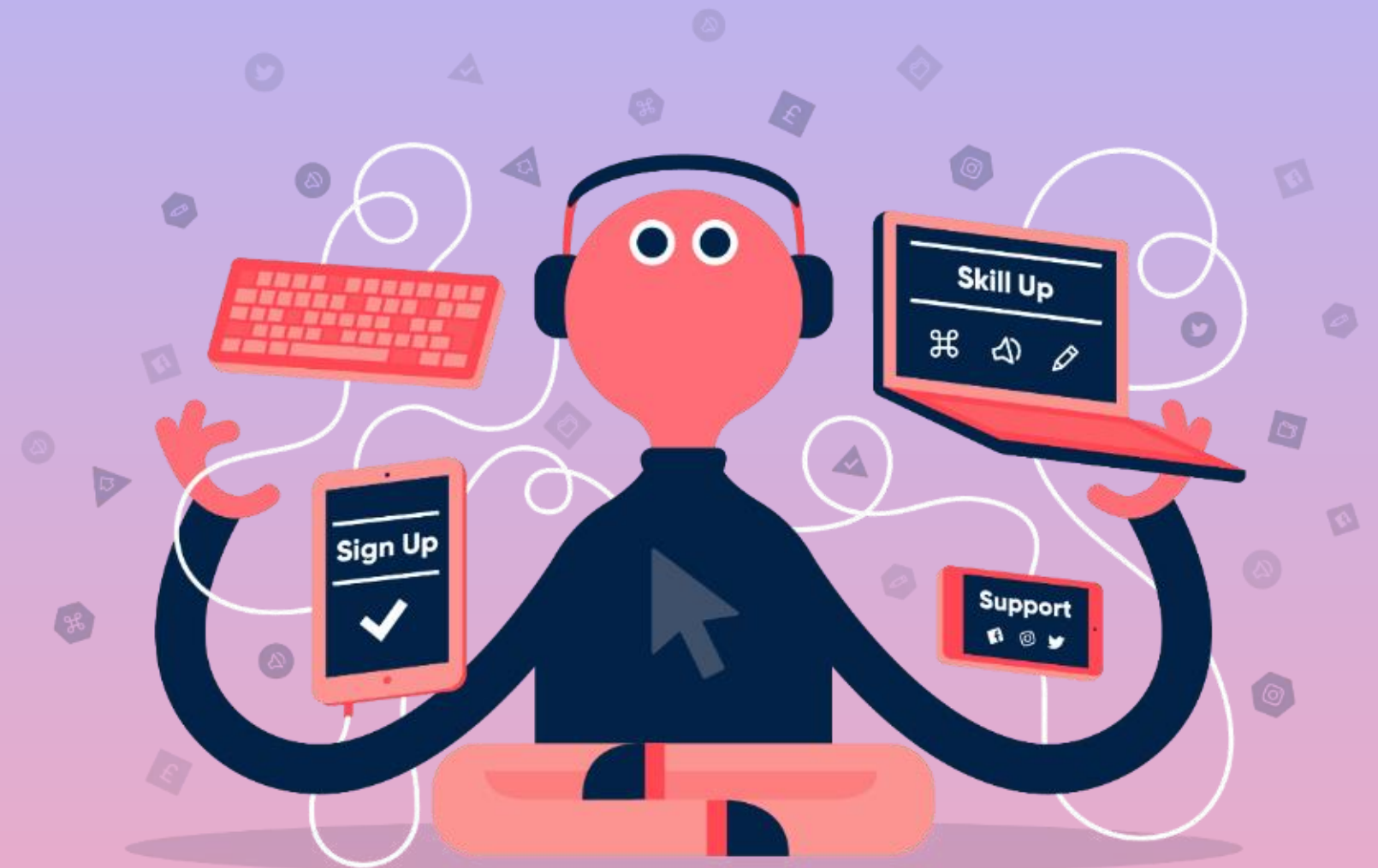


---

# Embedded Digital Champions

Aaron Slater  
Digital Participation Project Manager

---



@digiscot  
@RNSlater



Our purpose is to **support, promote** and  
**develop** a confident, sustainable  
voluntary sector in Scotland



## Our approach

- Supporting charities and voluntary groups
- Volunteers and front-line staff
- Established relationships with digitally excluded
- Address confidence and motivation
- 'digital nudge' or 'digital action'
- One-to-one support
- Continued informal learning opportunities



 **SCVO**

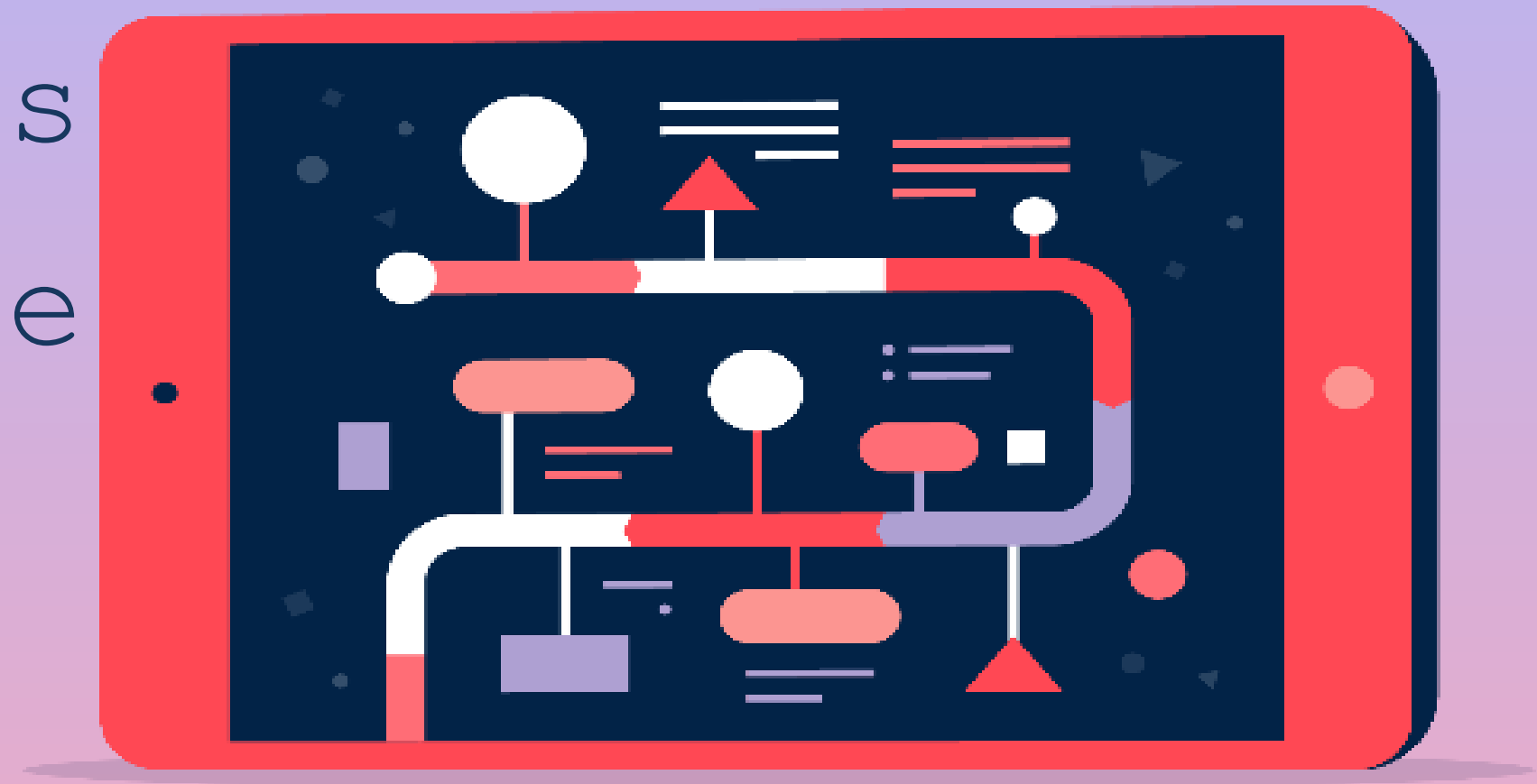
# Our training and resources

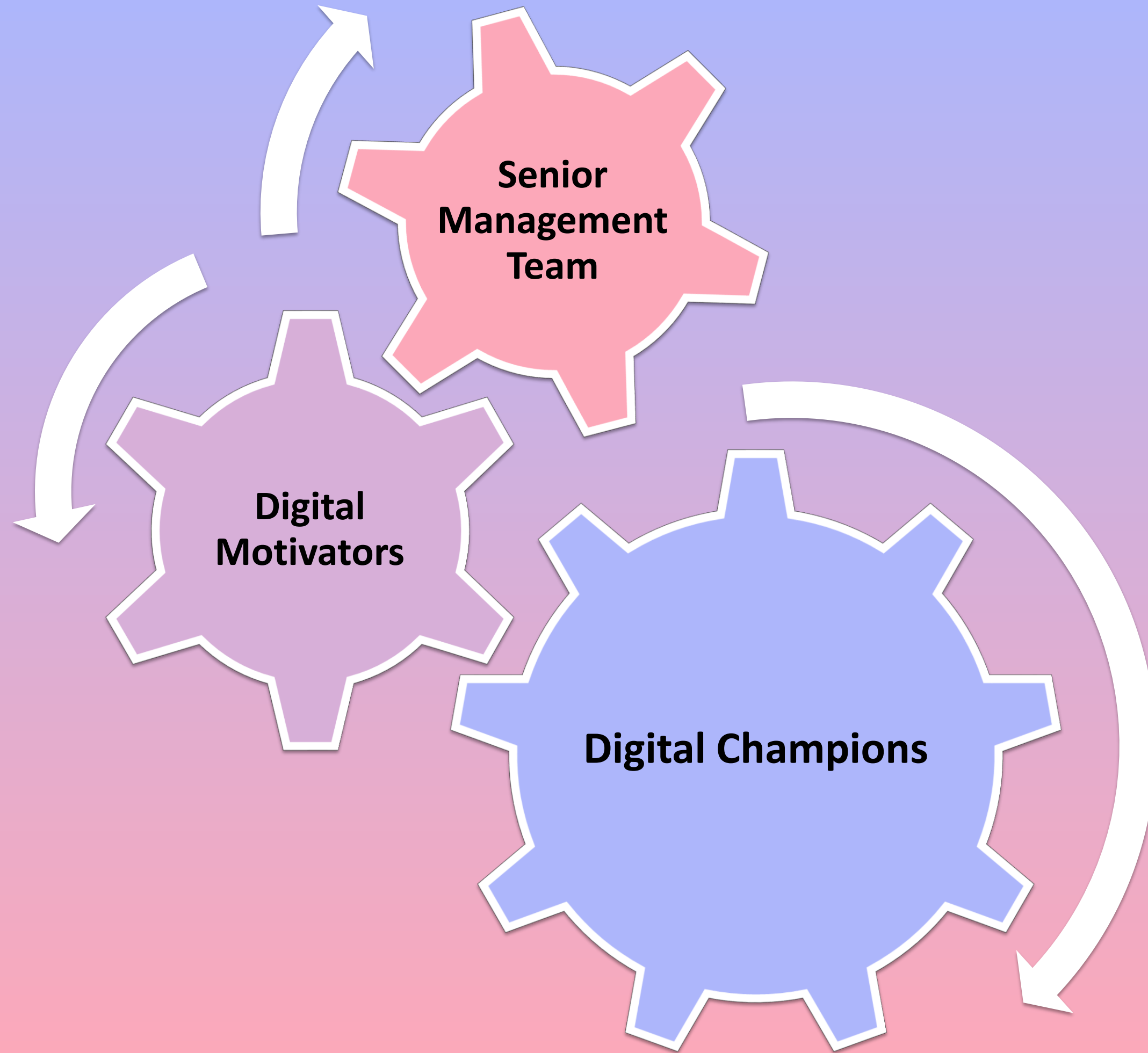
- Face-to-face training
- Bespoke
- Access to Digital Champions Network
- Ongoing tailored support
- Good practice events
- Access to wider network
- Expert input
- Don't reinvent the wheel



# Challenges

- Staff/volunteers fears
- Organisational culture
- Relevance
- Motivation
- “Not my job”





## 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
- Sustainability will evolve naturally...



It's about  
people, not  
digital





# One Digital Case Study

Beyond the Screen in partnership  
with SCVO

Airdrie CAB



SUSIE PATERSON  
Service Development Manager

AIRDRIE CAB

**citizens  
advice  
bureau**

Free, Impartial and  
Confidential Advice.

**Airdrie  
Citizens  
Advice  
Bureau**

# Strategic Priorities

Improve effectiveness and embed digital efficiencies

Introduction of digital by default systems, particularly in welfare benefit were noted to present communities with challenges and additional impact on services

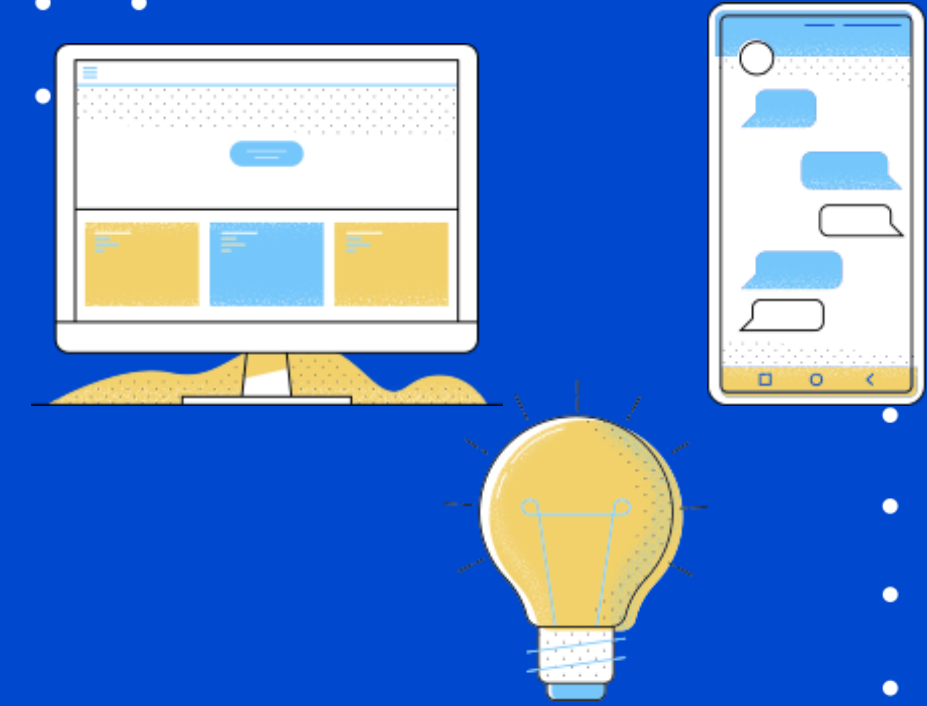
## What we want to achieve

- Encourage and Empower Clients to learn new skills
- Maximize on digital mediums
- Increase Digital Communication
- Develop interactive website and social media presence



# Digitally committed

In line with Government objectives for a digitally smarter Scotland



In 2017 we launched our 'Beyond the Screen' project with the support of funding awarded under the Digital Participation Charter Fund

## The Need :

Following a digital capability study, analysis demonstrated a digital capability of below the national average.

- To make the large and expansive digital world seem that much smaller
- Increase confidence with skills to use and enjoy
- Introduce communities to practical digital applications
- Access information
- Understand safe browsing
- Simply keeping in touch with families

# What we achieved

- 22 workshops
- 432 individuals
- 148 face to face appointments
- 86 front-line workers
- 7 digital champions
- Library setting - 80 individuals supported to build digital skills supporting employment
- 150 individuals supported to build digital skills to identify local services & communicate electronically



# In Action



# Lasting legacy

- **Further funding from RBS Skills and opportunities** which aims to build financial resilience through digital tools
- **We continue to train, develop and include digital skill inclusion as part of our service provision to staff and volunteers.**
- **Embedded digital process as an organisation with HR online tool Breathe HR**
- **Allowed us to invest in service delivery with multi - channel advice provision.**
- **Created a digital culture within the organisation.**
- **Our digital participation continues to reduce social isolation and increase economic prospects.**
- **Peer to peer learning continues an ethos of empowerment for staff and volunteers.**

