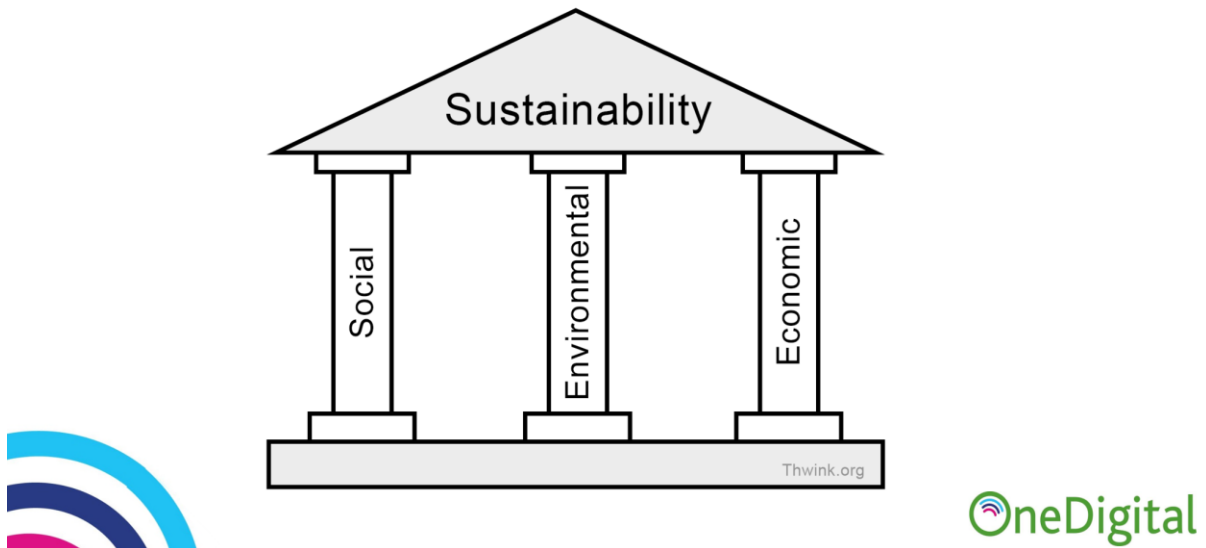


## Workshop write up - Sustaining digital inclusion projects

### Pillars of sustainability – model

#### Workshop discussions



The three working groups highlighted the following as being key to sustaining digital inclusion projects.

#### Environmental

- Right entry points
- Collaborating environment
- Organisational culture that promotes change
- Staff buy in
- Ability to exploit opportunities
- Choosing the right approach, knowing your audience
- Flexibility - iterate and then refine
- Multiple buy-ins needed - across services - leadership/trustees
- Community room/spaces/hubs (x 3)
- Free WiFi/MiFi (x 2)
- Business as usual
- Constantly changing tech (challenge)
- Rural/urban (challenges)

#### Social

- National mapping of services (x 2)
- Straight forward approaches
- Needs analysis
- Raising awareness of digital inclusion
- Honesty re pros and cons of digital
- How digital inclusion services connect with each other

- Research – who are local partners
- Willingness of volunteers to get engaged
- Having enablers/ pinpoint who is a community connector
- Reaching out to customers
- Build trust in the community
- Good peer support network/sharing experiences/skills exchange among Digital Champions (x 2)
- Not being solutions-led but people led
- Not needing to be a tech whizz, people skills more important
- E-safety training
- Staff and volunteer turn/over/loss of knowledge
- Volunteer consistency and pressures on time (challenge)
- Digital toolkit (knowledge hub) – don't reinvent the wheel
- Cultural shift – normal behaviour
- Train leaders and staff – build organisational capacity
- Free conferences
- People power – management and supervision costs/volunteer management (challenge)
- Induction process for Digital Champions built in
- Motivation – incentives/celebrate successes/client outcomes/knowledge
- Recruitment and retention of Digital Champions
- Training pack for new starters
- Social media/LinkedIn are double-edged, a bit of a bubble

## **Economic**

- Write a business case
- Future mapping/business planning
- Plan how to measure impact/social return on investment/cost benefit analysis
- Resources and funding/using existing resources/capacity within the organisation/seed funding (x 5)
- Buy-in from funders - understanding value of digital inclusion and needs
- Saving money/potential benefit
- Incentives
- Project leads identified
- Build into everything that we do
- Measurement of outcomes
- Use free resources eg WiFi
- Different data for different target audiences
- Efficiency/productivity/customer satisfaction
- Digital capability/well-being/public cost
- Reducing transactional costs
- Supporting channel shift work
- Training in digital skills to use digital solutions (eg GP Apps)