Digital Unite

Digital Champions Network

BT

Many Happy Returns Event

Tuesday 19TH September 2017

#DU21

Mobilising a Digital Champion Movement

Emma Weston OBE,

Chief Executive, Digital Unite

50 ALBUMS OF THE YEAR
Q
The modern guide to music and more
TFI friday
Par l'équipe de
"Petits meurtres entre amis"
Trainspotting
UN FILM DE DANNY BOYLE
FESTIVAL DE CANNES 1996 - SÉLECTION OFFICIELLE - HORS COMPÉTITION
NOKIA
SONY
WALKMAN
SV57 TZA
www.alamy.com - J4FD5X

Digital skills challenge still as hard as it ever was

68%

of those offline say nothing can motivate them to get online

9%

(11.5m) without Basic Digital Skills

"The UK is facing a digital skills crisis"

House of Commons Science and Technology Committee 2016

The changing face of digital skills support

How people want to learn:

- ✓ **Person-centred**, learner-led
- ✓ In the **right location** for their needs
- ✓ Delivered at the **right frequency** for them
- ✓ Clearly **described**
- ✓ At the right **learning level**

Affordable mobile technology increasing digital capability

- ✓ **61%** look at their smartphone within 5 minutes of waking up
- ✓ Sharp rise in over 75s using tablets – from **15% to 27%**

Personalised support is key to inspiring & sustaining digital participation

Why people aren't online…

- NOT INTERESTED
- FEAR OF TECHNOLOGY
- DON'T SEE THE NEED
- DON'T KNOW HOW TO USE IT

Ongoing participation needs ongoing support

- **26%** of beginners do not use their new digital skills without ongoing support[1]
- **88%** of learners would use an informal approach to learning a new online skill[2]

[1]Citizens Online 2015 [2]BBC media literacy

Human capital in the digital skills revolution

Noun

Human capital

"The collective skills, knowledge or other intangible assets of individuals that can be used to create economic value for the individuals, their employers or their community"

Human capital in the digital skills revolution

For learners:

After their DC support **80%** had:

- ✓ Increased confidence in their digital skills
- ✓ Better understanding of digital technology, and
- ✓ Increased motivation to use digital technologies

"The Champions have been so good and patient and have been helping us at a pace we can manage"

For Champions:

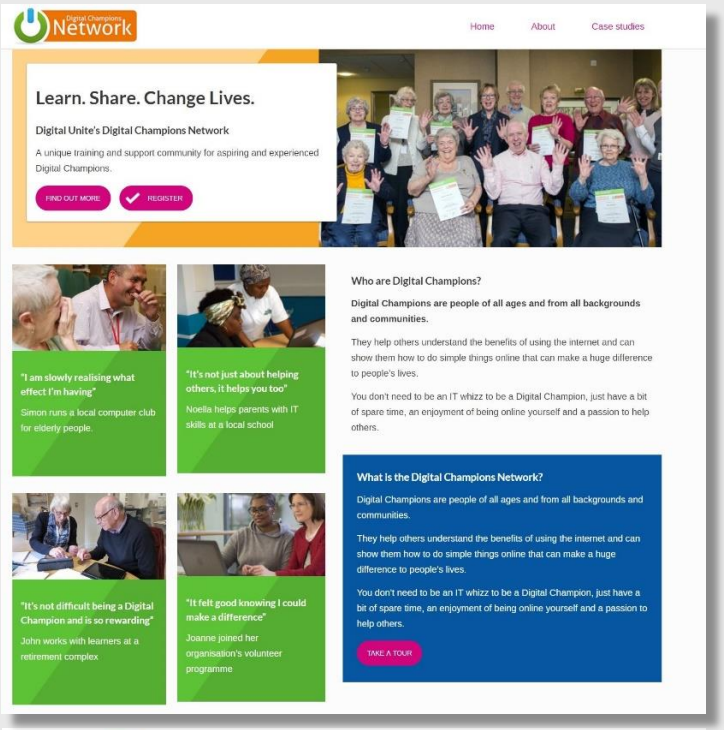
- ✓ **81%** said getting satisfaction from helping others is top motivation
- ✓ **70%** added skills and experience to their CV
- ✓ **80%** gained confidence

"Why do I do it? Well it's simple isn't it, because it helps people"

For communities:

- ✓ Annual social value of every individual getting online for the first time is **£1,064**

The Digital Champions Network
A catalyst for successful digital transformation



The Digital Champions Network

Some of our Members' successes

Affinity Sutton

170 Champions helping over **1,500** residents in the past year

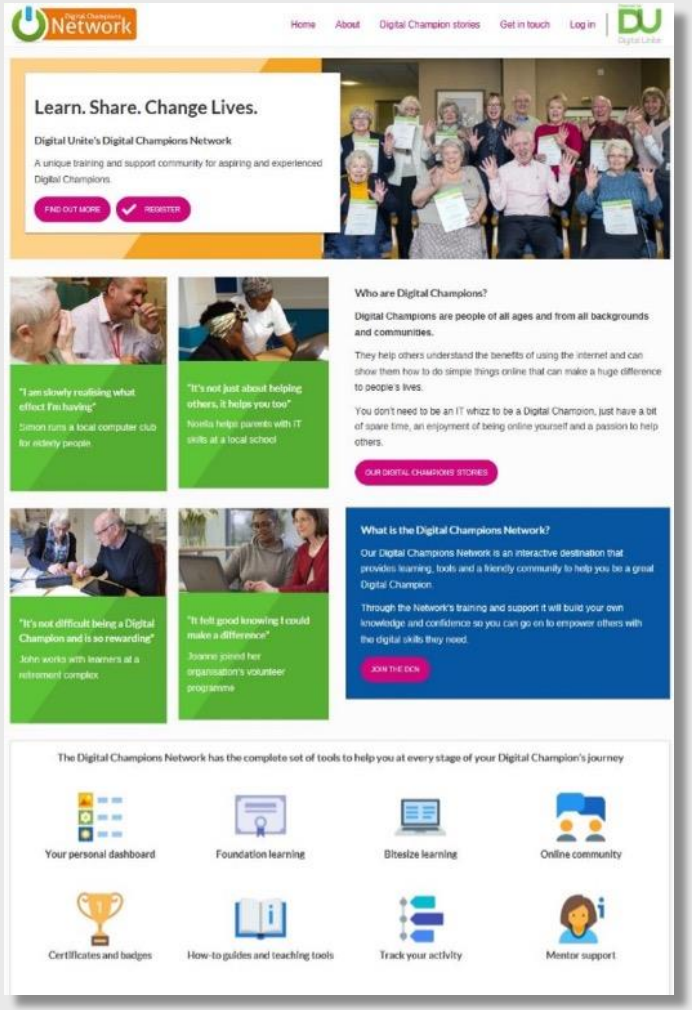
Nottinghamshire County Council

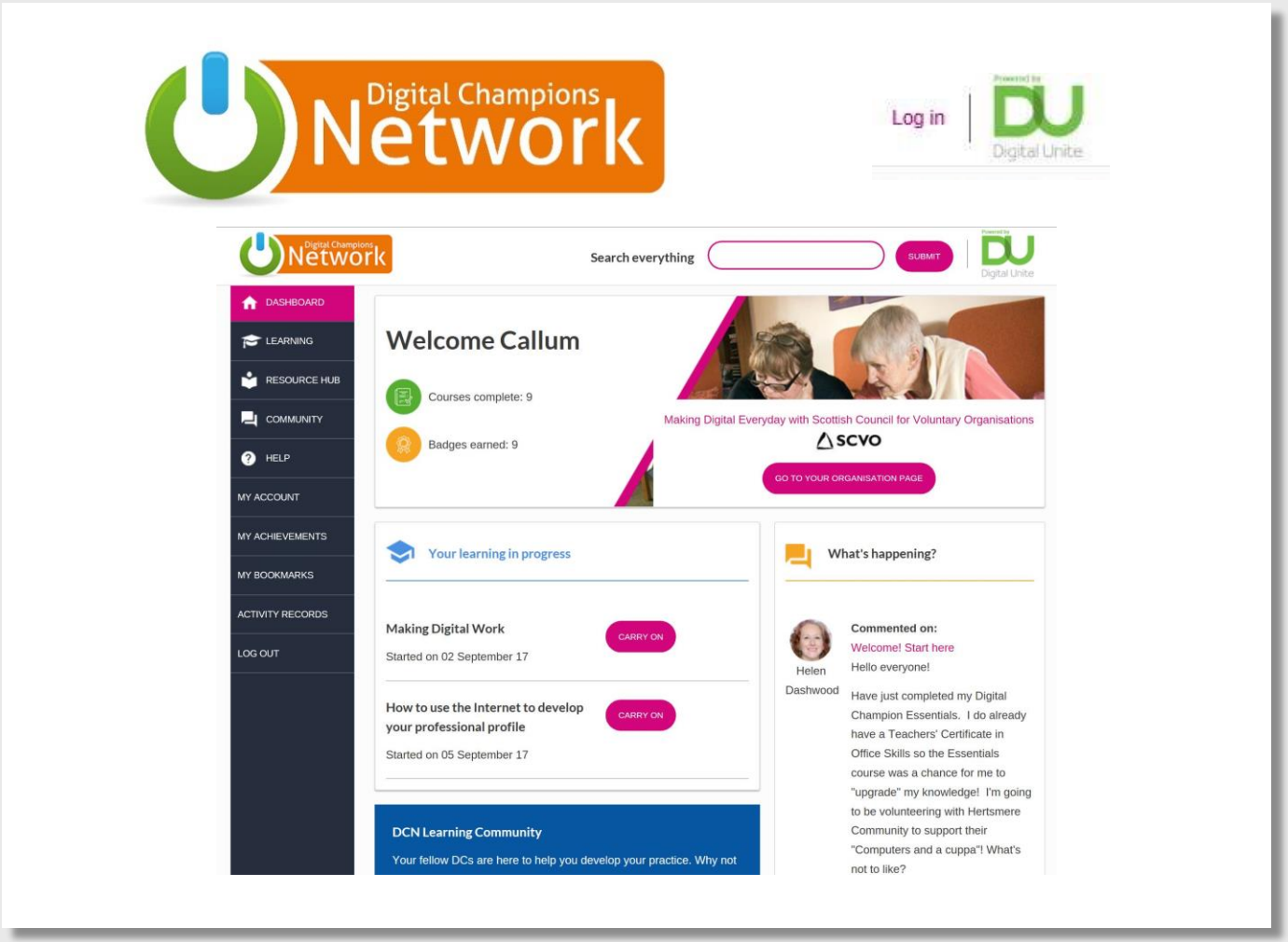
90 Champions helping in housing schemes, community centres and retirement villages across the county

age UK
Love later life

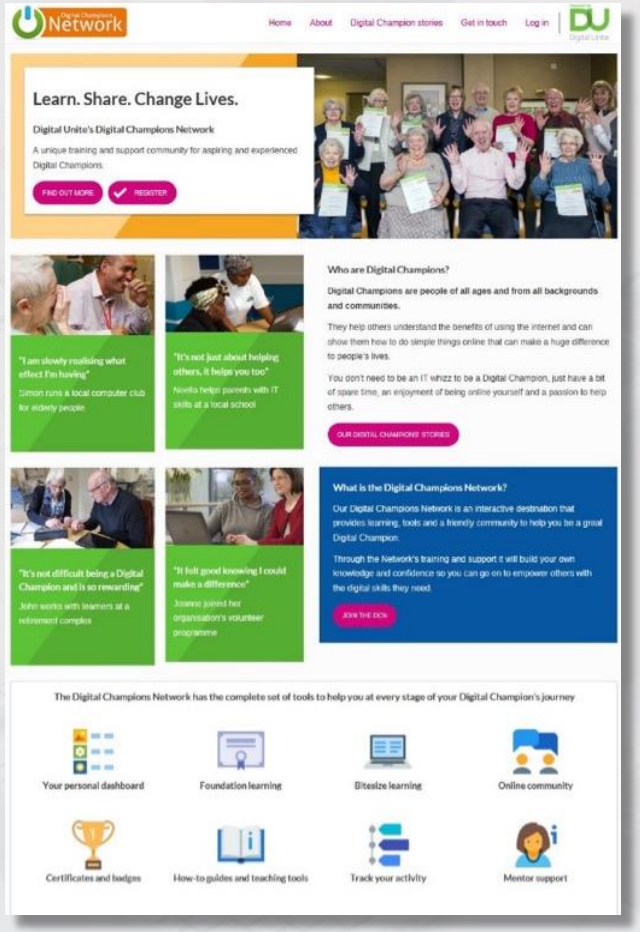
160 Champions engaging over **1,270** older people with digital technology

Unveiling the new Digital Champions Network…





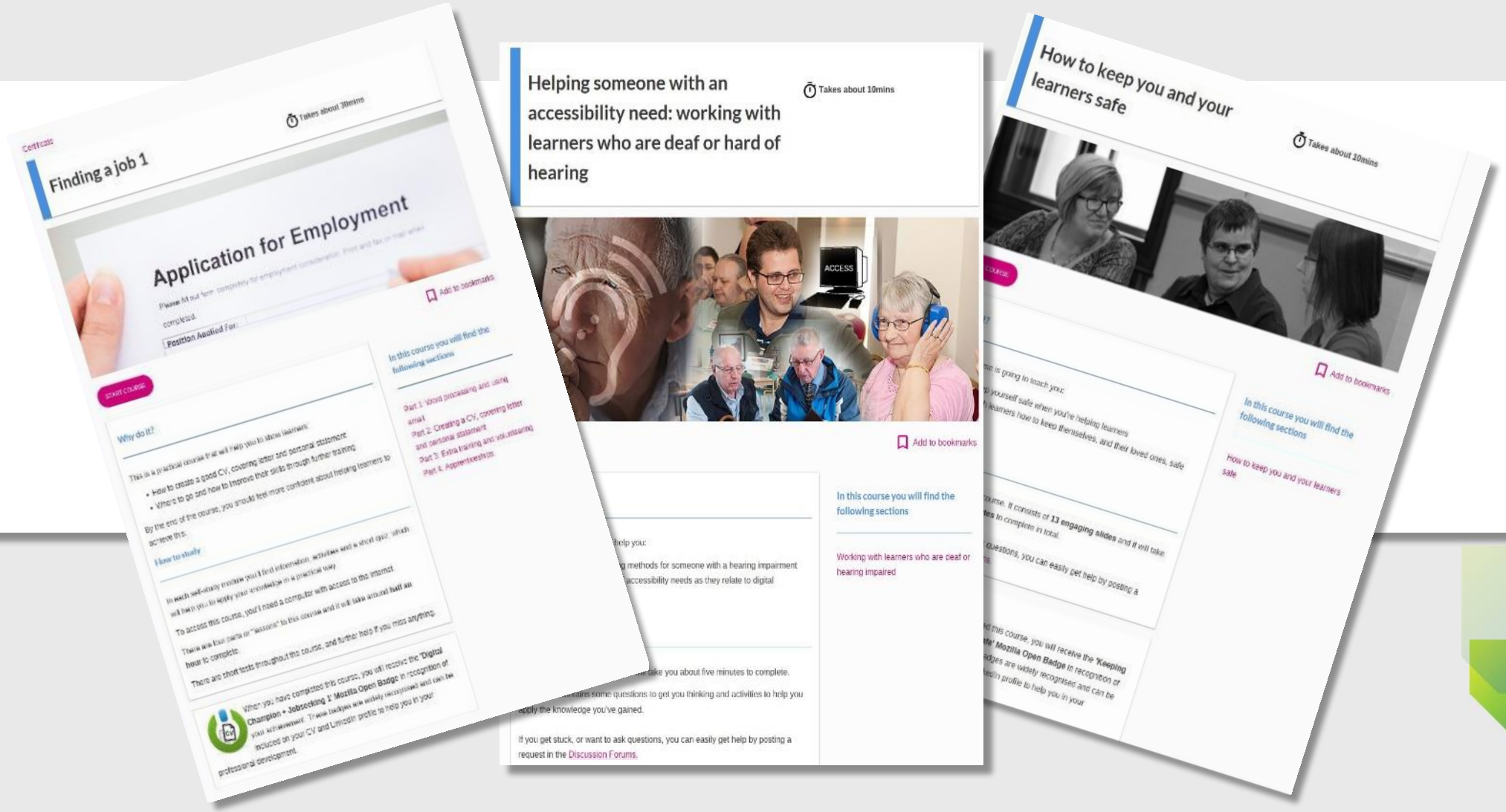
The Network combines



Evolution of learning design & delivery

- ✓ Learning stories
- ✓ Bite size training
- ✓ Community/social
- ✓ Scalable
- ✓ Content co-design
- ✓ Incentivisation, rewards & digital credentialling
- ✓ Personalisation
- ✓ Mobile optimised

Equipping your Digital Champions to help learners with different needs



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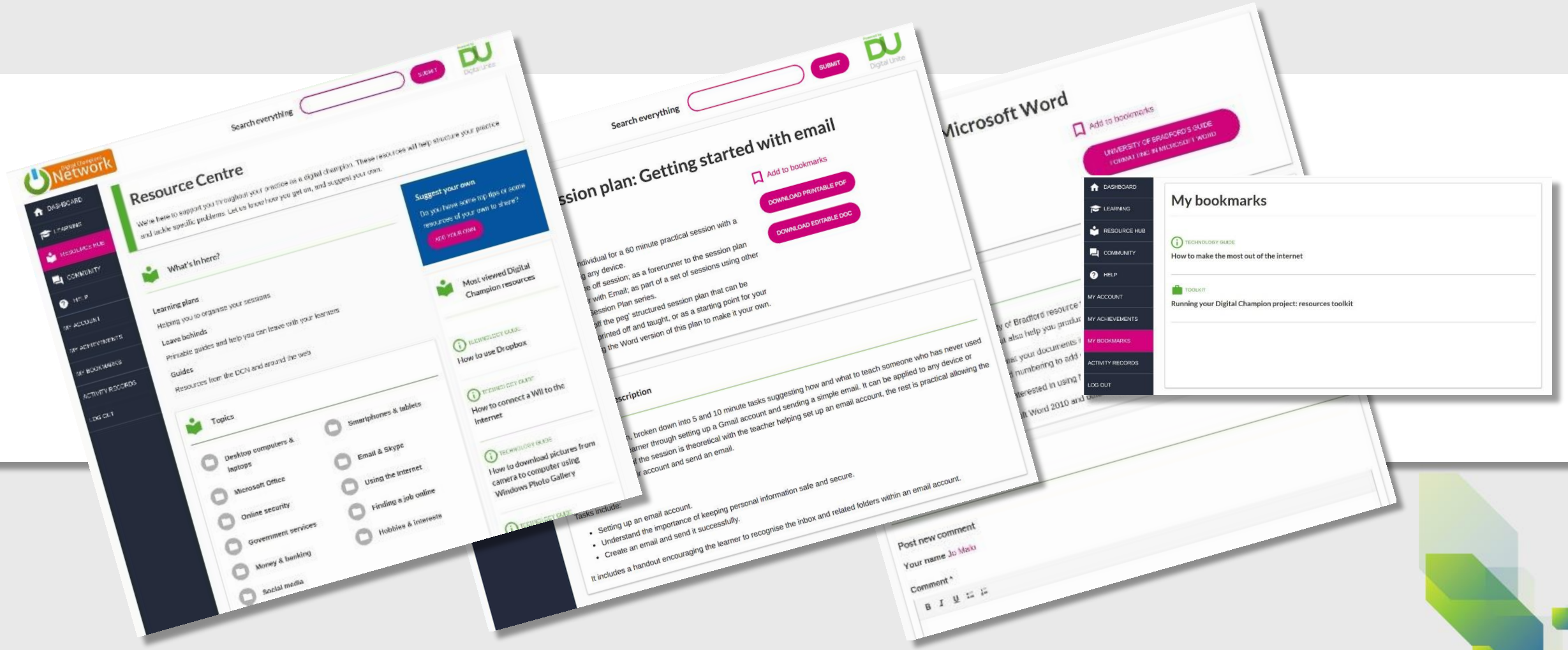
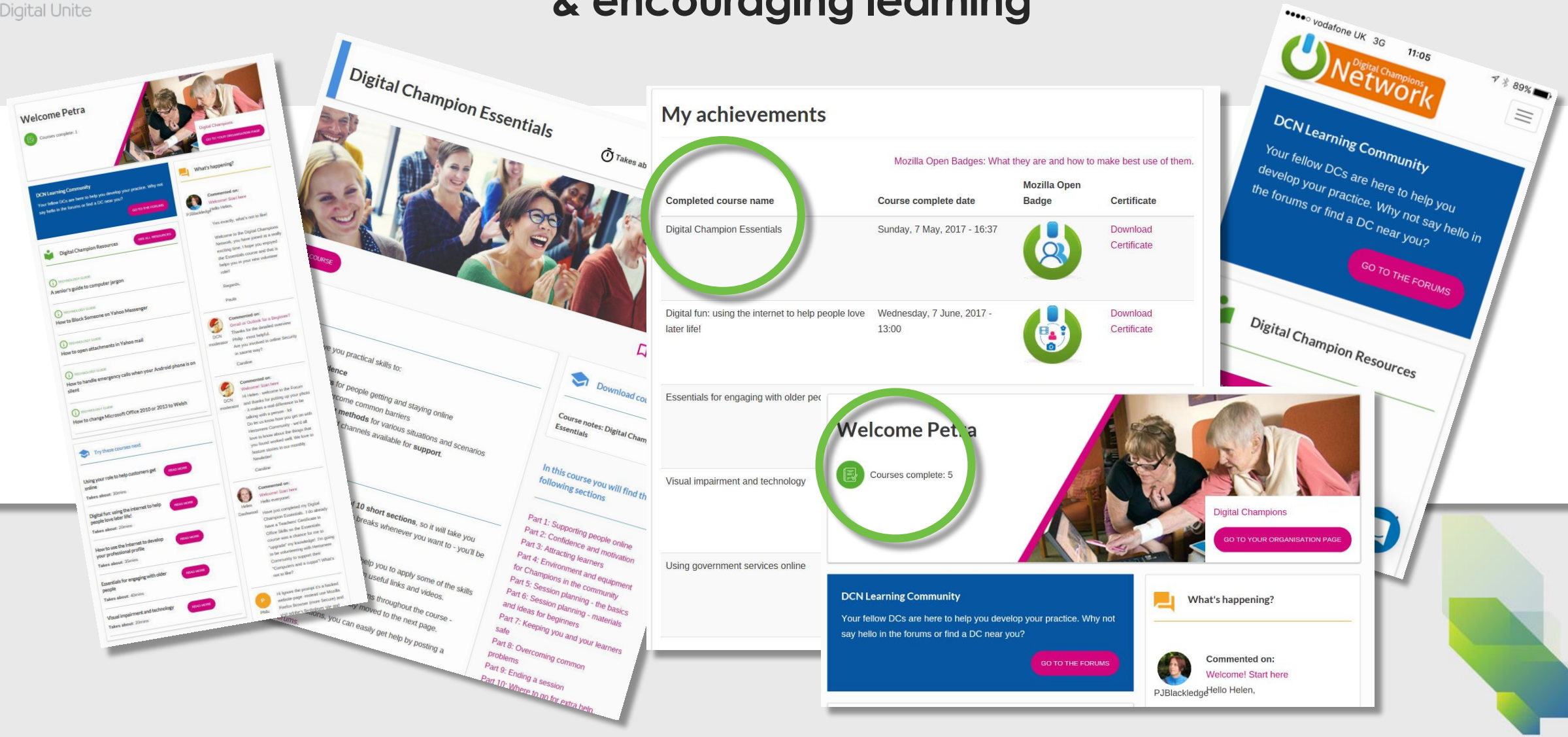
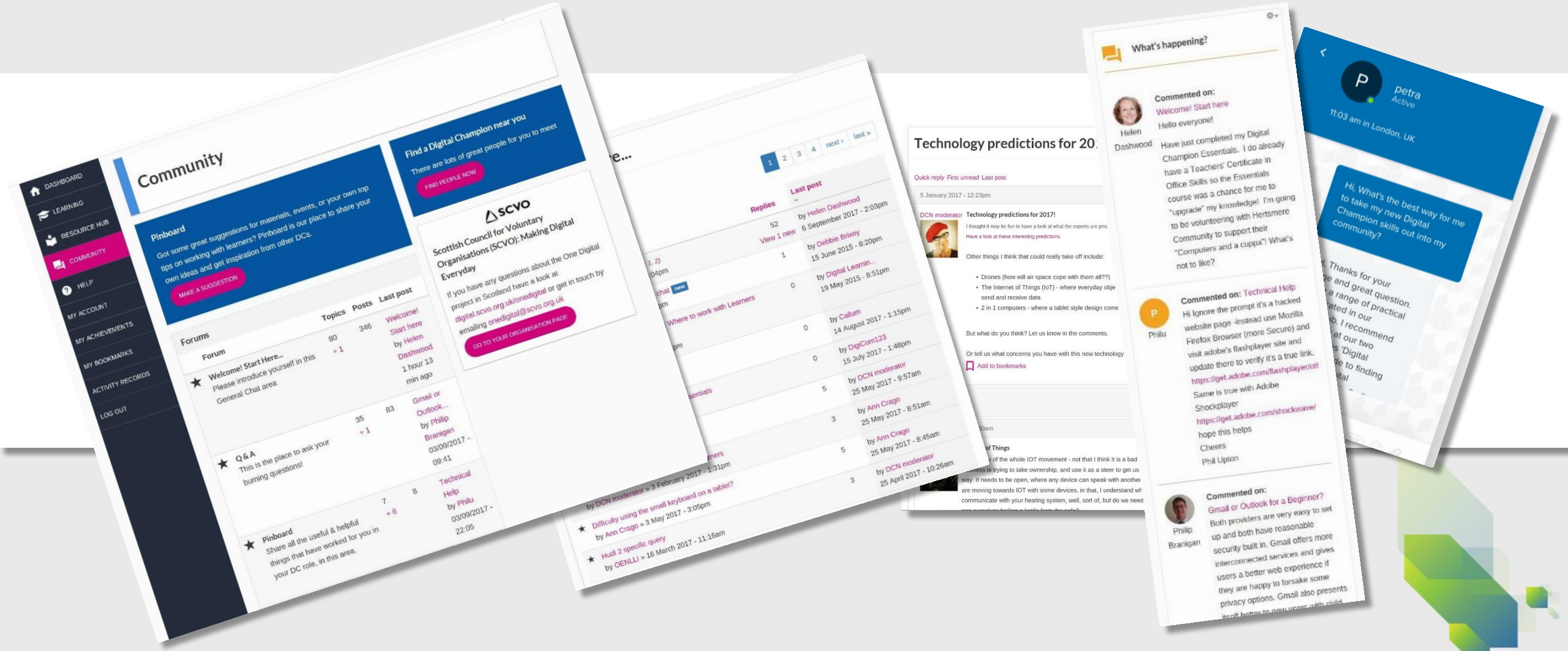


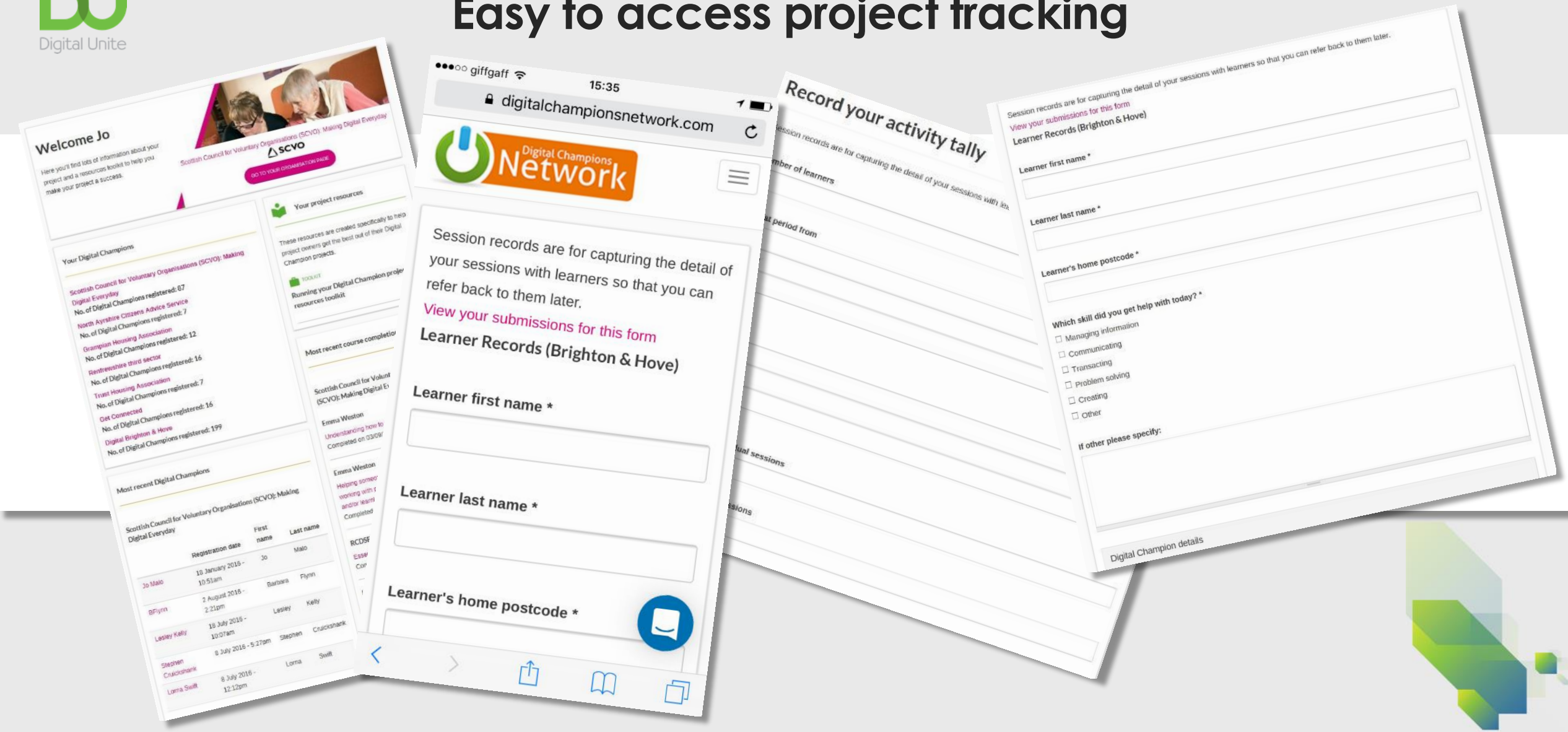
Supporting personal development & encouraging learning



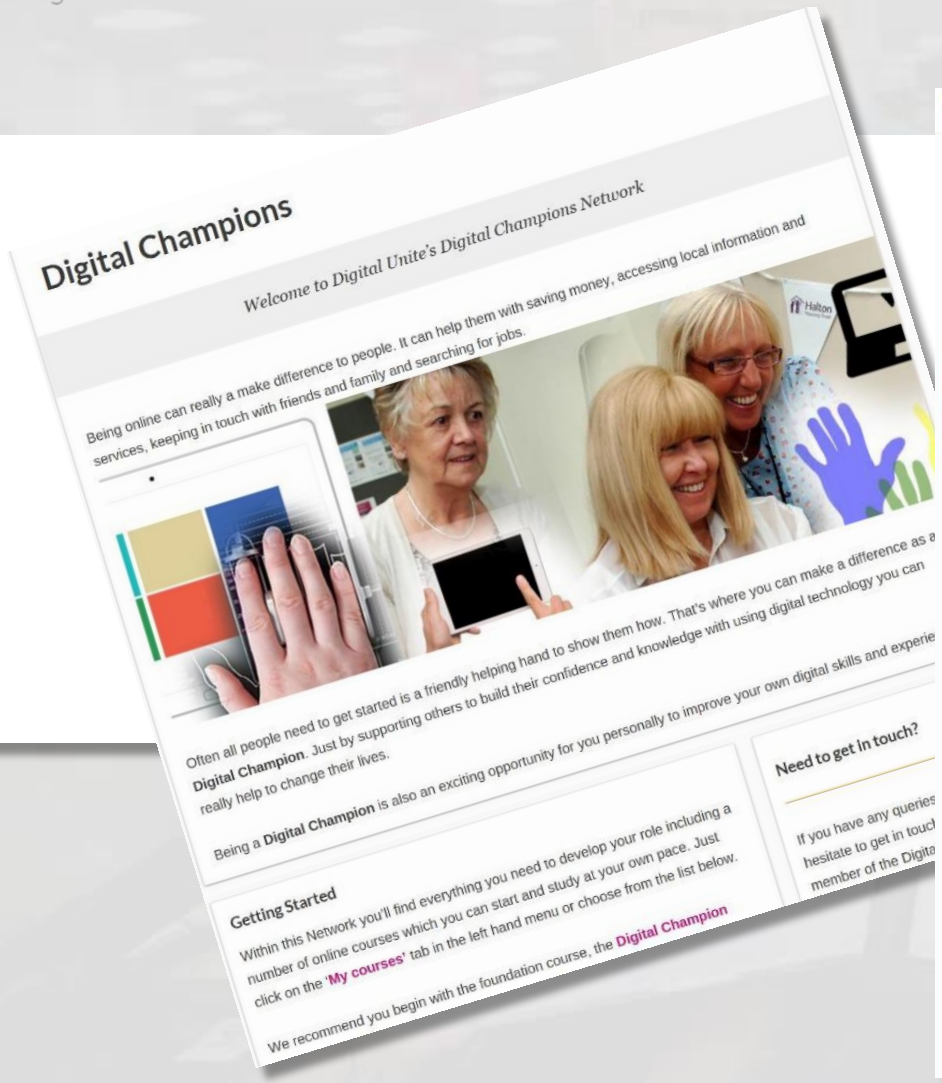
Peer support for greater engagement & sustainability

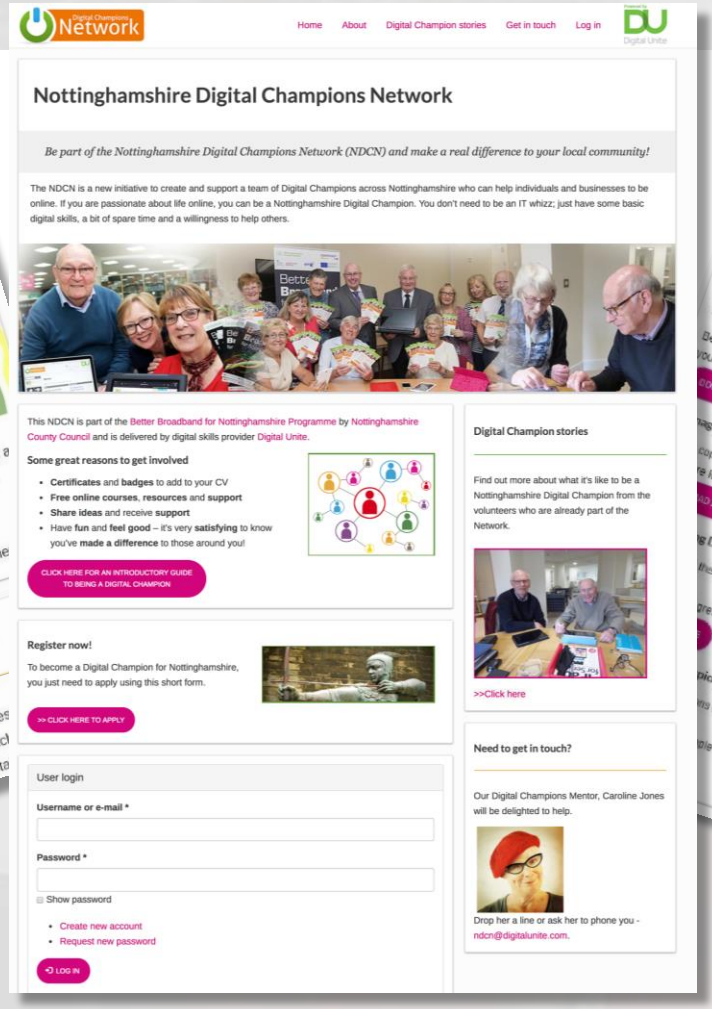


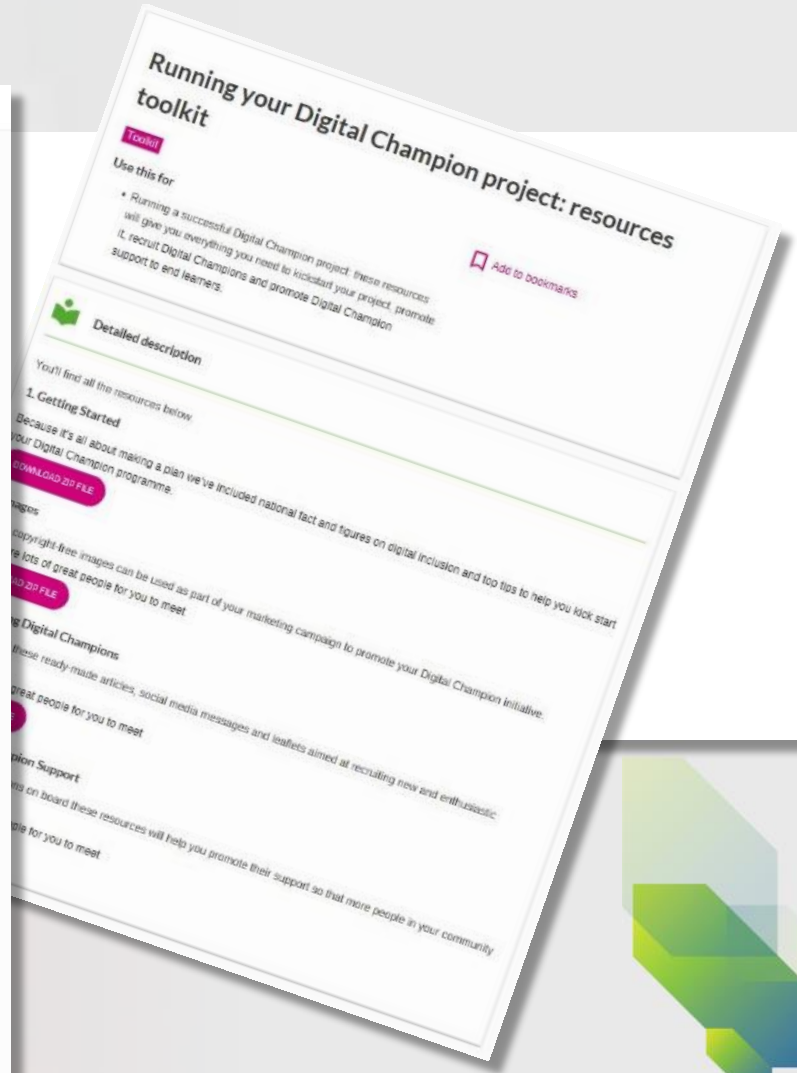
Easy to access project tracking



Tools to maximise project success







Our Digital Champion Network works!

- ✓ **9 out of 10** Digital Champions would recommend our courses!
- ✓ Over **80%** of Digital Champions said the Network's courses increased their knowledge and confidence!
- ✓ **75%** said the training was relevant to their needs
- ✓ **50%** successful course completion rate against an international average which is under **10%**
- ✓ **60%** consider mentor support important to them
- ✓ **80%** want the latest information on technology
- ✓ **79%** want teaching resources for their learners

Many happy returns indeed

For organisations

If your Digital Champions support just…

- ✓ **10** clients a year to gain access to the internet, **OR**
- ✓ **24** clients a year to start online learning, **OR**
- ✓ **37** clients a year to start online shopping…**THEN**

Digital Champions Network

= **MORE** social value than cost **&** Channel shift **SAVINGS**

Many happy returns indeed

For Digital Champions themselves

Huge personal and professional benefits through volunteering

- ✓ **79%** developed their interpersonal skills
- ✓ **73%** more likely to be recruited
- ✓ **76%** felt physically healthier and;
- ✓ **94%** felt mood improved

For beneficiaries

Digital and financial capabilities interlinked

- ✓ Average online annual saving **£744**
- ✓ Digital literacy **boosts** employability
- ✓ **97%** felt email skills are important to the majority of roles in their organisation
- ✓ **Reduces** social isolation
- ✓ Lacking social connections has the same negative health outcomes as smoking **15** a day

New opportunities to get involved

LOTTERY FUNDED

Significantly discounted membership of the Digital Champions Network, including some limited free places for smaller organisations

Available for a ***limited time*** only

21 years on – our vision

Widespread, scalable and sustainable personal and organisational capacity to cascade digital skills

Millions of Digital Champions who are skilled and motivated to empower their communities and workplaces

A self-sustaining, self-motivating **learning community of Champions**

A cross sector organisational collectivism to build and sustain digital skills through Champions and ongoing development and support for those DCs

A **widespread transfer of knowledge and learning** about train the trainer and volunteer programme support models which benefits the many.

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