

## What is digital inclusion?

Digital inclusion is the ability of individuals and groups to access and use information and communication technologies



11%

of adults (5.9 million)  
have never used the internet

62%

of future digital inclusion learners  
progressed to, towards or within employment

11%

of people aged 54 years and  
under lack all basic digital skills

## Why is digital inclusion so important?

### **Social justice:**

Equality, improving lives | Employment, social isolation

### **Economic growth:**

Welfare reform moving online

- Enabling people to improve their level of educational attainment
- Improving employment prospects
- Building new better digital businesses
- Digital technology is unlocking people's creativity and entrepreneurialism

### **Health & Social outcomes:**

- Digital technology is enabling people to lead healthier lifestyle, e.g. Seeking health information online, making GP appointments
- Digital technology is enabling people to communicate and connect with others
- Digital technology is making it easier for people to access public services through online service information and transactions

## What do we offer?

We are able to help businesses reach their ultimate goals. Our expertise can provide your business with the essential marketing tools needed. Our dedicated team, are able to give each individual the support, advice and assistance required.

### **Coordinator**

Italy- INFORMAMENTIS EUROPA

### **Partners**

Italy GODESK S.R.L

Estonia YSBF - YOUTH IN SCIENCE AND BUSINESS FOUNDATION

United Kingdom KBM CONSULTANTS

Cyprus RIVENSCO CONSULTING LTD.

Turkey KIR-CED—KIRSEHIR KULTUR SANAT CEVRE KORUMA DERNEGI

## **Activities taking place:**

### **Transnational project meetings:**

The partners planned to have 5 Transnational Project Meetings, coinciding with “MILESTONES” of the project.

### **One Joint Staff Training Event:**

Aimed to train the adult educators and gives the opportunity to increase the impact of the project. The Joint Staff Training Event will have a multidisciplinary approach and the really-intensive work-sessions where the staffs are going to be able to transmit the knowledge and assess the learning pathway for the educators; in long term it will have an effect on the exploitation of the project results over the project lifetime.

### **Preliminary research:**

Each partner will be carrying out research about Digital Inclusion, in their own country

### **Best practices:**

Each partner will produce 15 best practices examples about Digital Inclusion, in their own country

### **Good practice examples:**

- Tailor support around the unique barriers that stop people going online, and adapt to people's needs which change over time
- Provide simple, low cost options for those who are socially and economically excluded to get online
- Bring digital into people's lives in a way that benefits them; helping them do things they care about and can only do online
- Make it easier to stay safe online by providing simple and straightforward advice and tools
- Work together to maximise expertise, experience and resources to better meet user needs
- Identify wider outcomes that can be delivered by helping people become independently confident online and use data to understand what works

### **Digital inclusion is defined in terms of:**

- Digital skills - Being able to use a computer, and browse the internet. This is important, but a lack of digital skills is not necessarily the only, or the biggest, barrier people face.
- Connectivity and access to the internet- People need the right infrastructure but that is only the start.
- Accessibility - Services should be designed to meet all users' needs, including those dependent on assistive technology to access digital services. Accessibility is a barrier for many people, but digital inclusion is broader.



**KBM**  
**Work Experience in London**

**Phone: +44 20 3879 6949**

**E-mail:** [info@workexperienceinlondon.com](mailto:info@workexperienceinlondon.com) | **Website:** [www.workexperienceinlondon.com](http://www.workexperienceinlondon.com)