



www.digitalunite.com

0800 228 9272

Inspire

Inspire is a quick, easy-to-implement learning programme that enables you to:

- Embed digital inclusion across your organisation
- Turn ambition and strategy into measurable action
- Deliver digital inclusion change





We're using Inspire to amplify our business-wide commitment to digital inclusion and help our people to do something practical about it.

It's motivating everyone to get involved and generating great engagement with our digital inclusion mission.

It's all measurable so it's easy for me to demonstrate impact to the rest of the business.

We've also learned how versatile Inspire is and are now looking to share it with our clients and supply chain too.

Sally Caughey

Head of Digital Inclusion, Capgemini

What is Inspire?

- Inspire is a way to embed digital inclusion at every level from **call-centre to c-suite**.
- It is an **interactive training course** that raises awareness of digital inclusion and motivates people to do something meaningful about it by **pledging to help someone they know** develop their digital skills.
- Your people are inspired to act and you create a base from which to implement broad and evolving digital inclusion strategies that make a real difference.



What is digital inclusion?

Everything is digital these days from prescriptions to parking, education to employment, housing to healthcare.

But **a third of people in the UK have low or very low digital skills** and are excluded from playing a full part in society.

“Digital Inclusion” means everyone regardless of background or ability, can use technologies like the Internet.

It means they have the data, devices, connectivity and crucially the skills they need to safely and confidently connect and engage.

1.6m

people are completely offline

16.8m

of us have low or very low digital skills

52%

of the UK labour force lack the essential digital skills for work

4 out of 10

households with children don't meet the Minimum Digital Living Standards

£659

The “digital dividend” - how much people with good digital skills make & save a year compared to those without

£1.4bn

In efficiency savings the Government could make through improved digital uptake

£6.3bn

Is lost to the UK economy every year through poor digital skills

Why does it matter?

- Digital exclusion is bad for individuals, business and society.
- It damages lives, wastes money and it divides us.
- All organisations in all sectors have a role to play in tackling it.
- And everyone, whether they're volunteers, customer facing staff or in senior leadership roles, needs to understand the challenges and how to meet them.



£9.47

is returned for every £1 invested in digital inclusion

54%

Of customers say a company's commitment to ESG influences their buying decision

57%

of people would accept digital skills training from a brand

What's in it for organisations?

Tackling digital inequality isn't just the "right thing" to do. It's crucial to the success of all organisations in all sectors - public, private, charity/third sector. Truly digitally inclusive organisations have:

- **Happy customers and service users** who can confidently use digital services and who feel that the organisation is listening to them.
- **Happy staff and/or volunteers** who have the skills they need to do their jobs and to help their customers & co-workers.
- **A healthy bottom line:** there are huge returns in having digitally confident customers and colleagues.

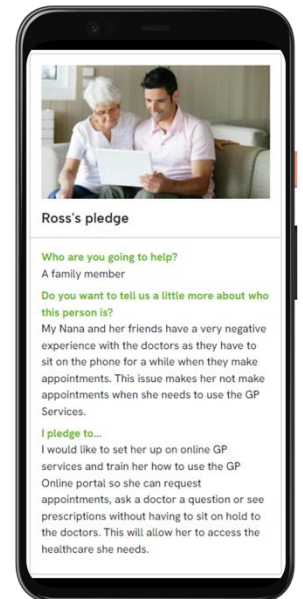
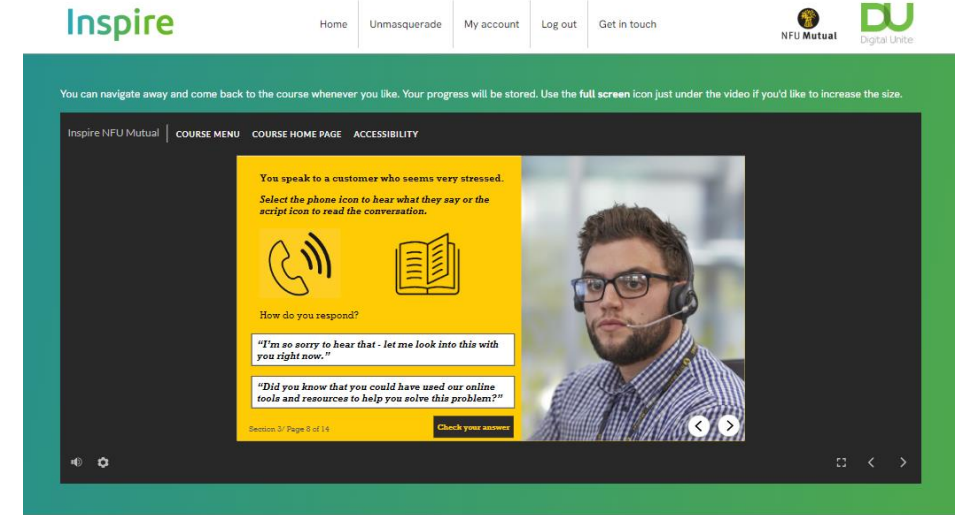
Once digital inclusion is embedded in an organisation, people also begin to recognise new opportunities to create products and services that are truly inclusive, efficient .. and profitable.

How does the course work?

Inspire unpacks the issues around digital inclusion, explains how people can help others and encourages them to pledge to take a specific action and help someone with a digital skill.

Inspire training content can also be tailored to your organisation. This is especially useful for customer support teams across different sectors and contexts, who may need specific customer facing support.

Learners can complete it independently or via a workshop online or in person. You can choose a combination of delivery methods to suit your audience.



What kind of pledges do people make?

Inspire motivates people to make small and impactful commitments to support friends, family, colleagues and local communities.



I helped my neice who's just started secondary school and had to do loads of homework online.



I set up my father on an iPad as he wanted to have more contact with the family and to be able to book online appointments at the doctors.



I helped my friend by giving him the confidence and knowledge to advertise his construction business online.



I helped my mum learn how to internet bank and I did it at HER own pace.



Someone's just joined our office and they can't use Teams. I've pledged to help them understand it.



I taught my Nan to take photos on her phone. Now she sends us all pics all the time!

How is the course delivered?

Inspire can be completed as self-directed learning or in a workshop. Both methods are CPD certified. We provide full resources to support each one. All users have access to the course online for a year to revisit whenever they like.

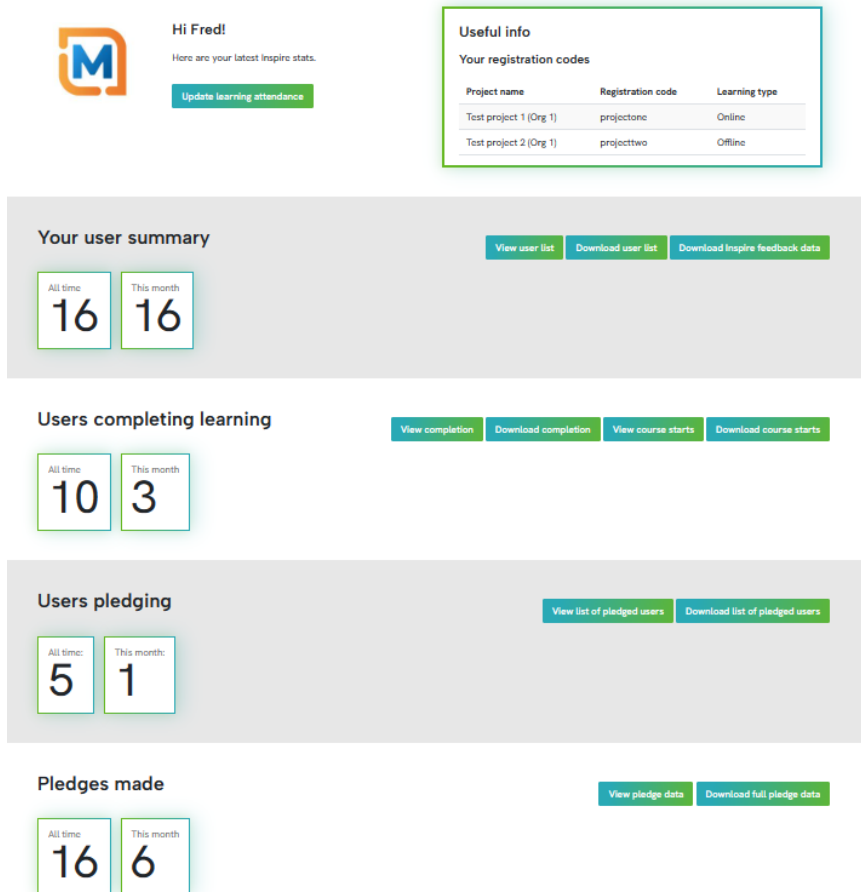
- eLearning

Users register online and complete the course independently. It takes around 40 minutes and can be done on any device at a time and place that's convenient for them.

- Workshop

Online or in person. This takes around 90 minutes (though some organisations like to take longer, others do it in an hour). The workshop lets you engage your users in directed reflection and discussion. This can bring the team together, as you think about digital inclusion in your own organisation.

We provide detailed course notes and a PowerPoint template so you can deliver it in-house. We can also provide a facilitator.



Monitoring and reporting

- Project Managers can access their Inspire data from an easy-to-use dashboard which records learner progress, including pledging.
- All data can be interrogated in situ and exported.
- Some clients commission us to do additional reporting and analysis – which we love doing!
- We can also support clients to create bespoke M&E frameworks.



We are a data driven organisation. Digital Unite make reporting really easy.

Toby Leonard, Capgemini

The impact of Inspire

Inspire challenges preconceptions and exceeds expectations in a way that you can evidence.



Very easy to follow along with and very engaging.



I like the inclusive way that Inspire is able to help everyone, from new starters to experienced senior team members, to appreciate how they can help others.



The feeling of helping someone with digital skills truly makes your job feel worthwhile” VMO2 volunteer



97% would recommend the course.

87% said they were more likely to volunteer to help someone with digital skills.

73% of workshop attendees go straight on to make a pledge



Our Connect More programme joins the dots by mobilising our employees to deliver free digital skills training and make a real impact on everyday lives and communities.

Using Digital Unite's online training and tools is an important first step in that journey.

Hayley Sykes

Head of Brand, Virgin Media O2 Business

Achieving more with Inspire

The organisations we work with use Inspire as the basis for a wide range of activities. Such as:

- Embed digital inclusion across an organisation and turn inclusion strategies into action.
- Meet CSR/ ESG targets.
- Create coherent, meaningful volunteering programmes aligned with organisational goals.
- Fulfil the skills side of digital transformation, both for staff and customers.
- Underpin social impact bids.
- Make digital inclusion part of everyday business

And though they might come to use with an initial goal, these grow and evolve as the training takes hold.



While we are technically a client for DU, we work more like partners. They're not just delivering a solution, they got to know us and helped us shape and model a platform that suits our needs.

Sally Caughey, Head of Digital Inclusion,
Capgemini



How we support you

Promoting digital inclusion and engaging colleagues can feel lonely, particularly in busy organisations where it (often) isn't anyone else's priority! Using a wealth of experience we support with ...

- Expertise to fill any knowledge gaps and a wealth of helpful connections.
- Project support that's right for you: whether that's continuous practical support or occasional strategic calls.
- Access to a community of practice: our clients are passionate about their projects and we run regular sessions to bring people together and share ideas.
- Curiosity and an enthusiasm to find solutions and help you grow and evolve your digital inclusion offering.

Why work with us?

- We're recognised leaders and innovators in digital inclusion. We've been working in it for more than 25 years and won personal and professional awards.
- We've worked with hundreds of organisations across the private, public and third sector.
- Our Inspire clients range from major financial institutions and global tech consultants to local authorities and universities.
- We're creative, agile and passionate. We're great in partnerships, fitting round big organisations, filling gaps and complementing strengths.
- We love what we do; we'll always go the extra mile.



Digital Unite's professionalism, enthusiasm and creativity have been key to making this project the success that it is.

Lynn Smith, Programme Lead, NHS England





Digital Unite

Get in touch!

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Find out more

... about [Digital Unite](#)

... about [Inspire](#) and where it can take you

... about [the costs](#)

Got a question? Send us [an email](#).

