Inspire

Achieve more by embedding digital inclusion throughout your organisation.

Digital Unite

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What is Inspire?

Inspire is a 40 minute, CPD accredited training course that raises awareness of digital inclusion.

It helps everyone in an organisation understand what it is and why it matters to their business.

And it changes behaviour, encouraging workforces to act in ways that are more digitally inclusive and more efficient.

It opens organisations up to a whole new range of digitally inclusive opportunities.

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

Sally Caughey

Head of Digital Inclusion, Capgemini

Why does digital inclusion (DI) matter?

Everything today is 'digital' 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.** They struggle to engage and thrive in the everyday digital world.

'Digital inclusion' means everyone, regardless of background or ability, being able to use technologies like the Internet.

Digital inclusion underpins gaining digital skills. It includes having access to data, devices and connectivity. And having the knowledge, confidence and skills to use them safely.

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

Why does it matter to your business?

£9.48

The return on every £1 invested in digital inclusion

£23bn

Projected boost to the economy by improving basic digital skills in the workforce

54%

of people say a company's commitment to ESG influences their buying decisions

The Government is driving a national commitment to DI in which the private sector plays a leading role. It's more than helping with skills or donating kit. It's based on making DI part of everyday business, across the business. Getting involved is not just the "right" thing to do. DI is the bedrock of digital service transformation and good for…

Your staff: empowered to do their jobs and help their customers & co-workers.

Your customers and service users: who confidently use your digital services.

Your reputation: internal and external as staff support their communities in meaningful programmes that strength your commitment to social value.

Your bottom line: there are huge returns in having digitally confident customers and colleagues.

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

What can being digitally inclusive do for you?

There are a host of ways a digitally inclusive workforce can benefit your business. Inspire training will support your people to:

- design better digital products and services

- support their colleagues in the digital workplace, understand challenges

- be positive and proactive about digital transformation internally and also with customers and other stakeholders

- create coherent, meaningful, quality-assured employee volunteering

- meet CSR/ ESG goals and turn targets into practical actions

- fulfil social value commitments.

How does the course work?

Inspire can be followed by individuals in a self-directed way online.

It can also be delivered to a group of learners in a workshop format, either online or in person.

Inspire makes people realise why digital inclusion matters to your business and its customers. It nudges them to think about what they can do to help in a proactive, everyday way - across the workplace, in their social circles and communities.

Inspire then encourages them to pledge to take a specific, practical action and help someone else with their digital inclusion and skills.

Your own digital habits

In an average day, how many times do you go online or use a digital device?

Choose your answer, then select *show feedback*.

Fewer than 10 times a day

More than 10 times

More than 15 times

So many times that I'm not sure!

Show feedback

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What kind of pledges do people make?

Making a pledge makes people think about digital inclusion in a personal, relevant way.

The pledge holds them accountable. It increases the likelihood that they'll take action. And helps them see the difference their actions can make.

I am going to support my colleagues by spending time with them showing them what to do on online platforms/tools and providing resources to enable them to undertake tasks rather than me doing it quickly for them.

I pledge to help my dad who has never never switched on a computer and says he doesn't trust them. I will show him how to switch on a computer and teach him how to logon and use the internet safely.

Help the lady living in the same building as me who is 84 and a widow. To help her navigate submitting gas and electric readings.

Support a visually impaired colleague in using certain in-house tools/a platform that doesn't meet accessibility requirements.

Easy to set up and deliver

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

As well as access to the Inspire training platform for learners and project managers, we provide:

- resources, advice and support to get Inspire running smoothly and the organisation engaged and onboard

- a suite of tools to monitor and evidence progress with visual dashboards and exportable data sets

- training and resources to deliver Inspire through workshops

- monthly strategic support, biannual monitoring reports with analysis and recommendations

- online Meet Ups with other Inspire business users, sharing learnings, challenges and best practice, hosted by our CEO, Emma Weston OBE.
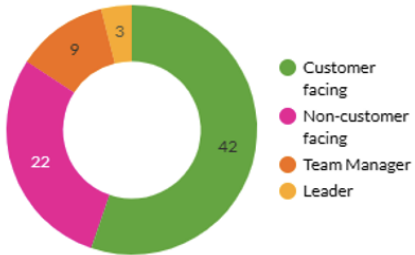
I have been loving the Inspire Meet Ups, thank you for facilitating them!
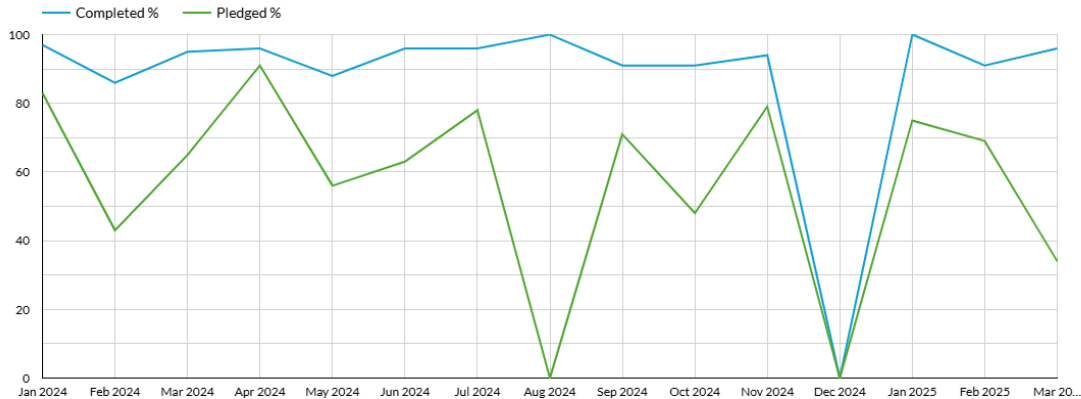
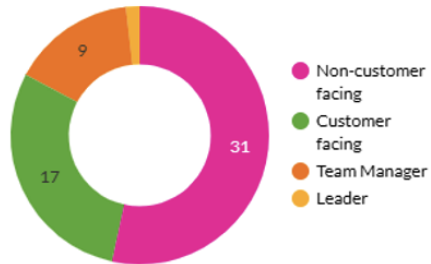Ramona McGarry, Coventry City Council
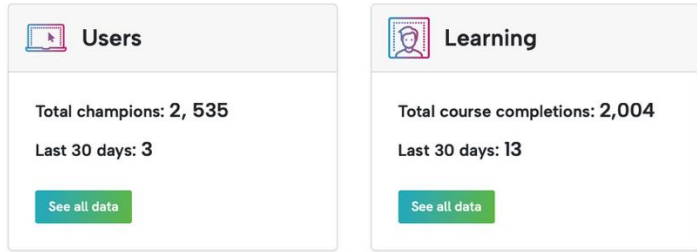
Easy to measure

Project Managers (PMs) can access all their data from a visual dashboard which shows project and individual progress.

These dashboards allow PMs to report in way that's easy to understand at a glance. Inspire is designed to make in-depth monitoring easy, and all data sets can be exported and explored.

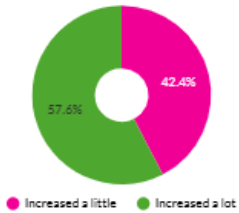We can provide extra support on measurement, evaluation and data management if you require it.

We are a data driven organisation. Digital Unite make reporting really easy.
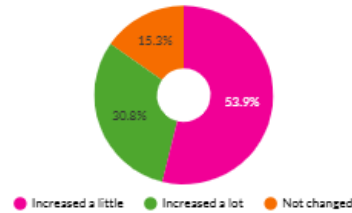
Toby Leonard, Capgemini

How does it affect organisational behaviour?

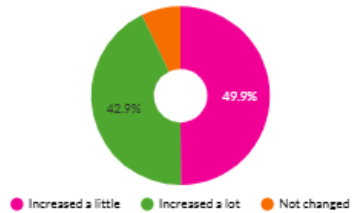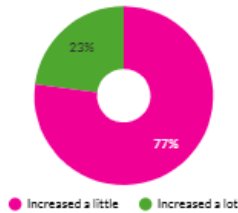## Knowledge of digital inclusion

Workshop

57.6% Increased a lot
42.4% Increased a little

● Increased a little ● Increased a lot

eLearning

15.3% Not changed
53.9% Increased a little
30.8% Increased a lot

● Increased a little ● Increased a lot ● Not changed

Confidence to support others

Workshop

42.9% Increased a lot
49.9% Increased a little

● Increased a little ● Increased a lot ● Not changed

eLearning

23% Increased a lot
77% Increased a little

● Increased a little ● Increased a lot

Likelihood of supporting others

Workshop

42.9% Increased a lot
49.9% Increased a little

● Increased a little ● Increased a lot ● Not changed

eLearning

23% Increased a lot
77% Increased a little

● Increased a little ● Increased a lot
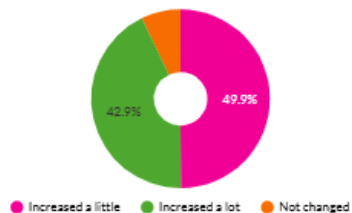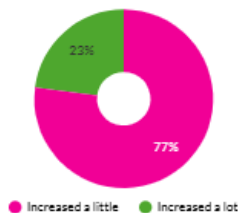
Inspire changes the way people behave, and we can prove it. Inspire business user data evidences that:

• 84.7% report increases in knowledge

• 92.9% increases in confidence

• 92.9% say likelihood of supporting others has increased

• 73% go straight on to make a pledge to help someone else.

Inspire data monitoring tools allow you to drill down, for example to cross reference changes in thinking to an employee's role within the organisation.

We can also tailor the content within Inspire to highlight certain behaviours, and tailor our impact monitoring questioning to track the effect it is having.

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Inspire: corporate case studies

Adding value and delivering impact

Inspire as the foundation for meaningful employee volunteering

VMO2 Business struggled to create a volunteering programme that met expectations; had real impact, and aligned with their aims and values.

As part of "Connect More", they used Inspire as a foundation course after which employees started helping friends and family. If they wanted to, they could then go further and train on our Digital Champions Network and start volunteering in the community.

These opportunities were often with their clients or community partners which strengthened business connections as well as genuinely helped learners.

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, Virgin Media 02 Business

Inspire as the basis of inclusive digital customer service

NFU Mutual are a leading insurer, with a client base that skews older, rural and tends not to be digitally savvy.

They wanted to move more services online but maintain the values that have made them so successful, and take customers and colleagues with them as they become digital-first.

We worked with them to create a bespoke version of Inspire using their scenarios, scripts and language that's been rolled out across customer facing teams.

Teams need to be supported to embrace the roll out of digital products and customers should have the best possible experience. …..Preparing customer facing teams, and also crucially including their input and bringing them on the inclusion journey, is key. Ella Beck, NFU Mutual

Inspire as a way to weave digital inclusion across a business

Global tech consultants Capgemini have DI commitments in both their CSR and ESG strategies and we've worked together since 2020 on an evolving DI programme.

Putting thousands of employees though Inspire has provided an organisational foundation that enables them to translate their wider strategies, and social value commitments, into practical action.

Inspire graduates help friends and family with digital skills and can also deepen their volunteering in a range of structured ways and with the wider community.

Digital inclusion is now woven into their social value commitments. Digital Unite runs three place-based community projects for Capgemini and Inspire is one of the training offers made available to those communities.

Capgemini's Inspire graduates deliver online Inspire workshops to our public sector Inspire clients including local authorities. Corporate opportunities grow as our public sector Inspire client base grows. It's a win-win!

Why work with Digital Unite?

- We're recognised leaders and innovators in digital inclusion. We've been delivering DI for more than 25 years and won personal and professional awards.

- We've worked with hundreds of organisations across private, public, health and voluntary sectors.

- Our Inspire clients range from global tech consultancies to local authorities and universities.

Working with Digital Unite has been an amazing experience. Their support has had a genuinely transformative impact on our work. It's not just about helping us with digital access — it's about opening our eyes to how digital inclusion can become a core part of everything we do.

Programme Lead, Building Self Belief

Find out more about...

➤ Inspire

➤ Costs

➤ Our work with corporate clients

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