

# Digital: Engagement & Empowerment

Aniela Kaczmarczyk  
@anikacz



[goodthingsfoundation.org](http://goodthingsfoundation.org)



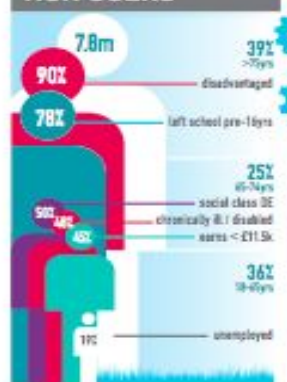
**Good Things**  
Foundation

**2.3m+**



## NON USERS

never use the internet



## SKILLS

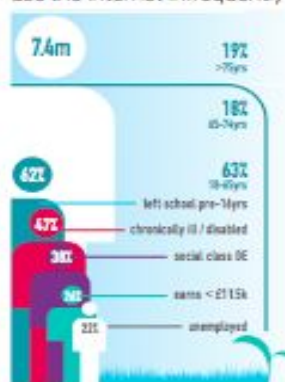


## BARRIERS

get help to learn

## LIMITED USERS

use the internet infrequently

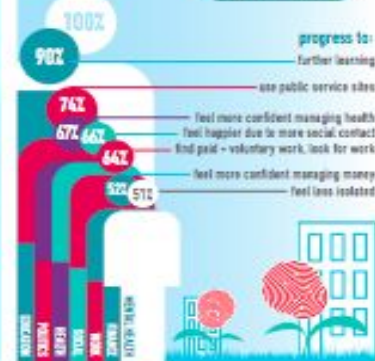


## BASIC DIGITAL SKILLS

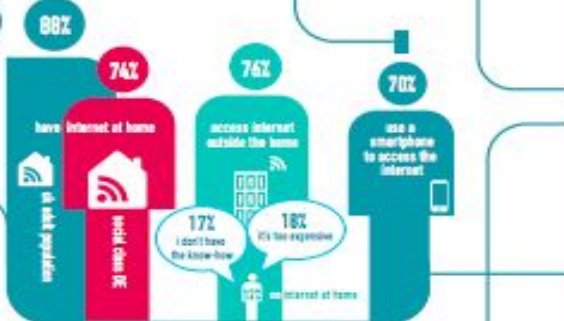
get access

use the internet frequently

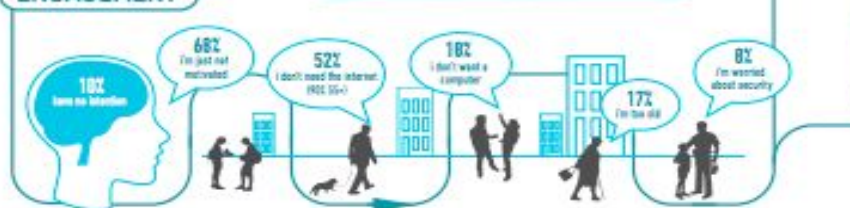
## BENEFITS



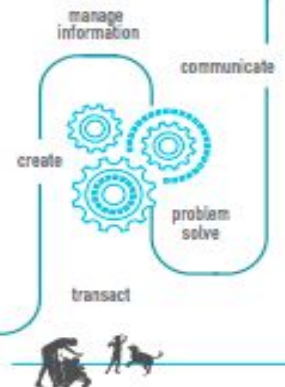
## ACCESS



## ENGAGEMENT



discover



£744\* saved a year by being online  
£644 using cashback and discount sites only  
\*2018 for low income individuals

easy access  
advanced skills

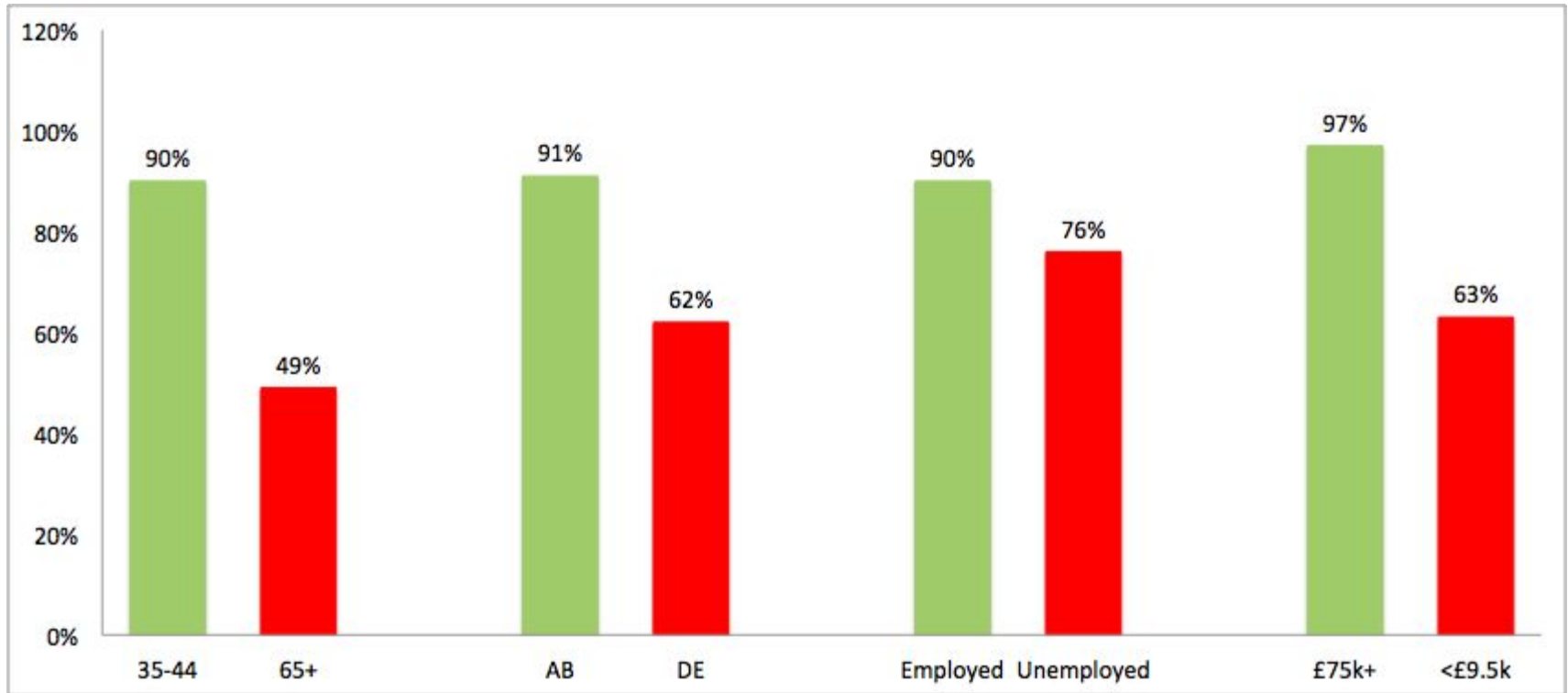
Good Things Foundation

meaningful engagement



www.goodthingsfoundation.org/28  
www.goodthingsfoundation.org

# 11.5 million adults still lack one or more basic digital skills



Data: % that have all five basic digital skills

Source: Consumer Digital Index, Lloyds Banking Group/Ipsos MORI, 2017

**Charity and digital social change organisation.  
Better lives through digital.**

**Digital inclusion.  
Social outcomes through digital.**

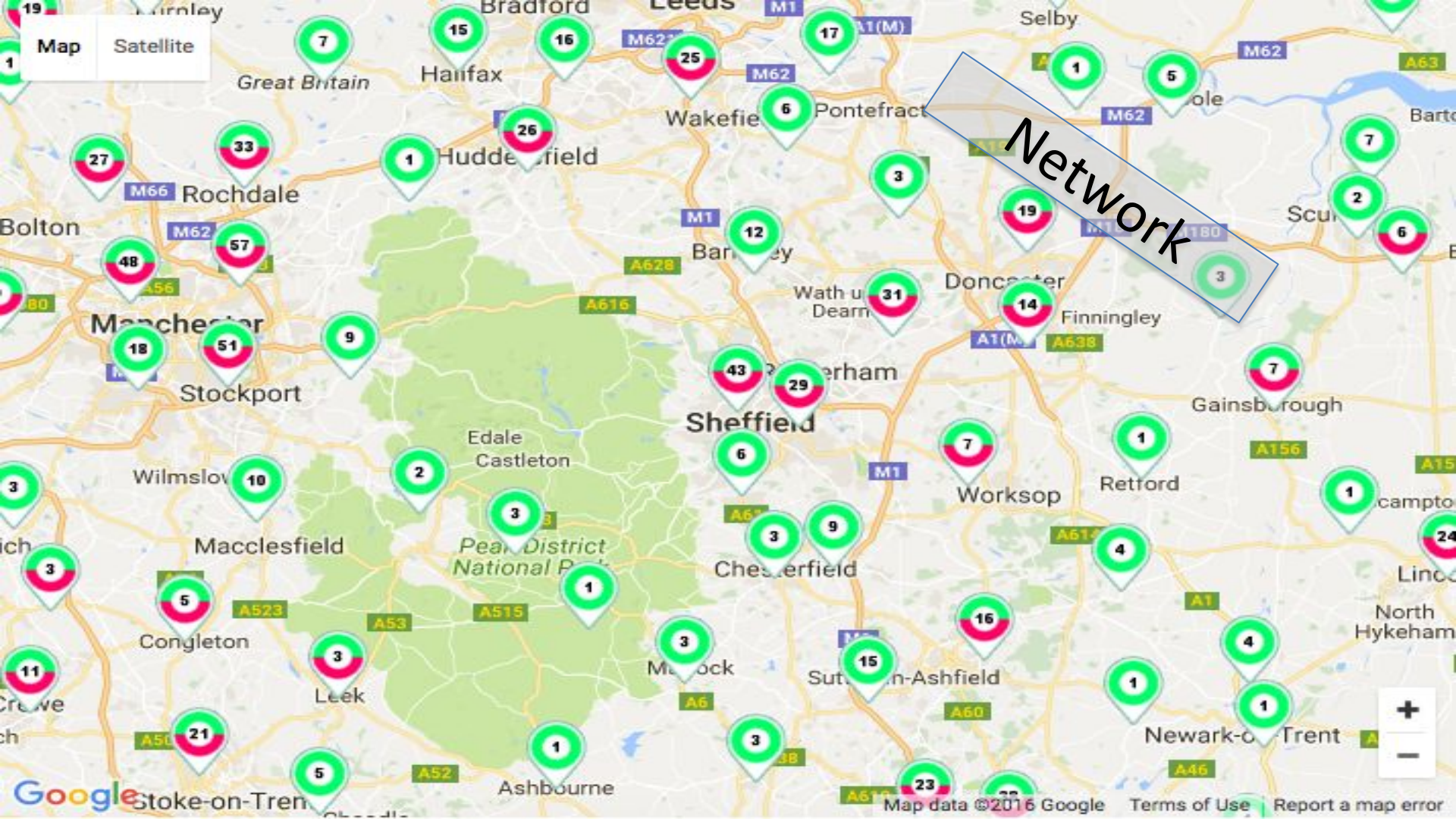




# A big club with a shared vision







## Online Basics

- Using the internet
- Completing online forms
- Using email

## Online Safety

- Keeping your information safe online
- Staying safe online

## Improving your health online

- GP services online
- Using NHS Choices

**learn  
my way**

[www.learnmyway.com](http://www.learnmyway.com)

## Managing your money online

- Online banking
- Making money work

## Using your computer or device

- Using a keyboard
- Using a mouse
- Using a computer

## More internet skills

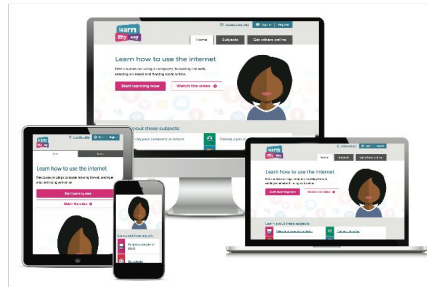
- Online shopping
- Socialising online
- Using Facebook

## Finding a job online

- Job hunting online
- Using Universal Jobmatch
- Job interviews

## Public services online

- Introduction to public services online
- More about public services online
- How to use Universal Credit



**Mobile  
Optimised**



**Learner  
Data  
Analysis**





Department  
for Culture  
Media & Sport



HM Revenue  
& Customs



Department  
for Education



Ministry of Housing,  
Communities &  
Local Government



Department  
for Work &  
Pensions

jobcentreplus



Cabinet Office  
Government Digital Service

**NHS**

England

Government

PARTNERSHIP



Online Centres  
Network



Good Things  
Foundation



turas nua



LLOYDS BANK



Non Government



COMIC  
RELIEF

SCL



BRITISH  
COUNCIL



MACMILLAN.  
CANCER SUPPORT



THE PRINCE'S  
COUNTRYSIDE  
FUND



Digital Unite



TalkTalk

Waitrose



BARCLAYS



John Lewis Partnership



the Money  
Advice Service



GO  
ON UK

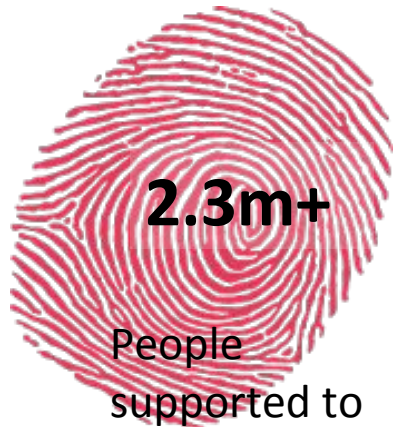
# Economic & Social Benefits

- For Government
- For Society
- For the person
- Value all along the chain



**Good Things**  
Foundation

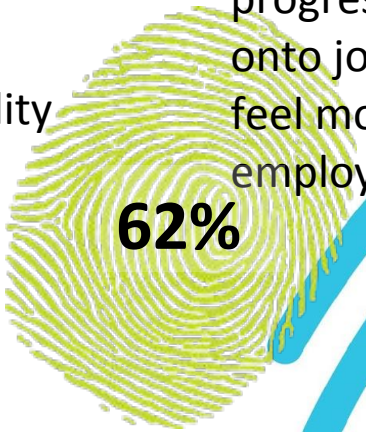




People supported to gain better basic digital skills



Have improved their quality of life



Have progressed onto jobs or feel more employable



Feel more in charge of their finances and able to manage their money



Good Things  
Foundation







278,588

People  
supported in  
2016-17

38%

Reduced calls  
and visits to  
Gov; channel  
shift

£37.4m

Savings to Gov due to  
channel shift of these  
people

£15 per  
person



Good Things  
Foundation

**168,560 People**  
have moved into  
employment  
saving Gov  
**£1.36bn**

Job and skills package - Understanding job hunting online Tools Audio Close

Understanding job hunting online

Understanding job hunting online

Welcome to the Understanding job hunting online course.

Please select a module you want to do, then select the Next button.

<input checked="" type="radio"/> Introduction	not started
<input type="radio"/> Searching for jobs online	not started
<input type="radio"/> Creating a CV online	not started
<input type="radio"/> Universal Jobmatch	completed
<input type="radio"/> Understanding job hunting online quiz	not started

Back Reload Next

**learn my way**

Welcome to  
**How to...Universal  
Jobmatch**


HTML5 0.2.0 Build html

The audio is turned off

If you would like the text on screen to be read out to you please turn the audio on below; and then select the Start button.

☐ Turn audio on ☒ Turn audio off

**Start**



Centre: 3451985

Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

*Helen Milner*

Helen Milner - Managing Director UK online centres  
Your username is: helenmilner@gmail.com  
Your unique Learn My Way identifier is: 1000034  
What course will you try next? Visit [www.learnmyway.com](http://www.learnmyway.com) to continue your online journey

**Well done!**



# £744

is the average annual saving for online consumers in the UK

This figure is £516 a year on average for low-income consumers



# Put the person at the centre.

A woman with reddish-brown hair tied back, wearing black-rimmed glasses and a dark t-shirt, is smiling broadly at the camera. She is resting her chin on her clasped hands. The background is a blurred office or home workspace with a computer monitor and some papers visible.

Understanding their situation, needs, barriers.

Identify how digital could help achieve a personal outcome and work with them at their pace to achieve that outcome.

Informal, supportive. Based on relationship.

Sometimes say “get online”  
– but mean get a job, or  
apply for welfare, or get in  
touch with family, or feel  
less lonely

# Digital is a foundation for wider resilience

Not just about skills  
build independent users  
enable and empower people to better  
look after themselves

**“teach a person to fish”**



**Good Things**  
Foundation





Goal of independent  
and confident internet  
users

We seek to **enable**  
and **empower**



Good Things  
Foundation



# Let's Just Do It

**Network:** 'a big tent'; volunteers very important

**Embed:** embed within other activities (job clubs, disability charities), not bolt-on

**Access:** Ask Telecoms Companies to provide a free (or sustainable and affordable) access offer for low income excluded people.

**Be Ambitious.**

# Working together makes good things happen



Thank You  
@anikacz



[goodthingsfoundation.org](http://goodthingsfoundation.org)