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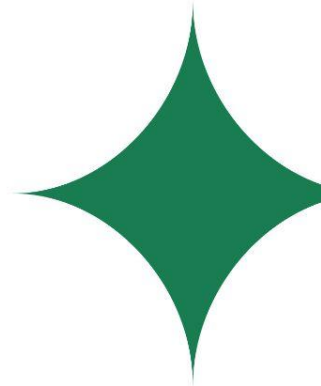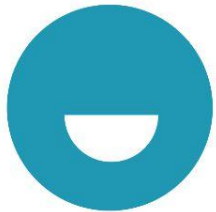
The Digital Collective
Driving Digital Inclusion

Why does DigiCo exist?

The Problem

In Europe, **44%** of adults still lack basic digital skills.

Why do we need to solve it now?

In the framework of the digital transition, digitally excluded individuals will be **even more excluded**. We need to act now to enable everyone to thrive in all aspects of society!

Our Mission

The Digital Collective is a non–profit organisation advocating for the **digital inclusion of marginalised communities** in Europe. We aim at closing the digital divide across Europe **by 2025** & across developing markets **by 2050**!

Our Approach

We drive a **fairer and more inclusive** digital society by creating solutions closest to the needs of communities by partnering up with public, private and third sector.
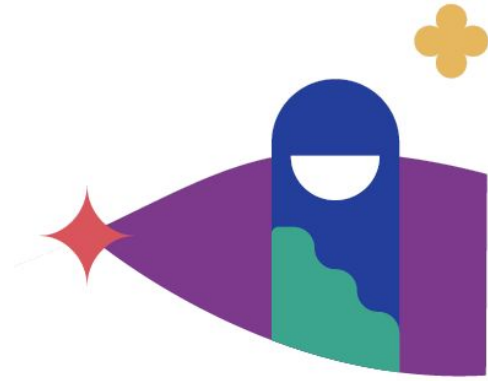
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What is our solution?

Inclusive Technology

We drive digital inclusion by applying **technology as an enabler for the social and economic integration of individuals** in vulnerable situations.

Through our **tech platform Skillify** we provide:

- Low skilled individuals with a **user-friendly, accessible & inclusive tool to assess their digital skills**, get training referrals and customised job ads

- Organisations across Europe with an **inclusive & accessible evaluation tool that benefits training**

Skillify Demo:

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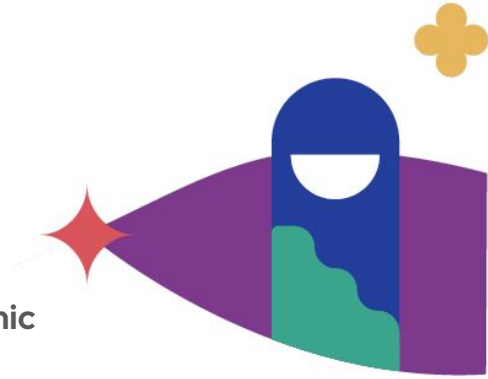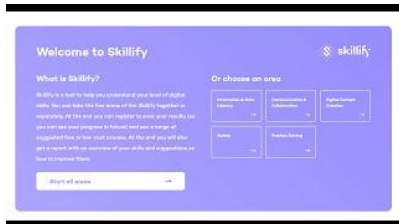
Who do we target: An Overview

- Individuals who are **Underrepresented** in policy:
  - NEETs
  - Unemployed Individuals & Job seekers
  - Work returnees/People distant from the labour market

- Individuals with a **low level of education and/or low income** (Groups who experience economic hardship)

- Ethnic minorities and/or **individuals with migration background** (e.g. refugees, undocumented or asylum seekers)

- **People with disabilities**

- **Women**

75% 25%

43% **ADULTS** between 35 and 49 years old

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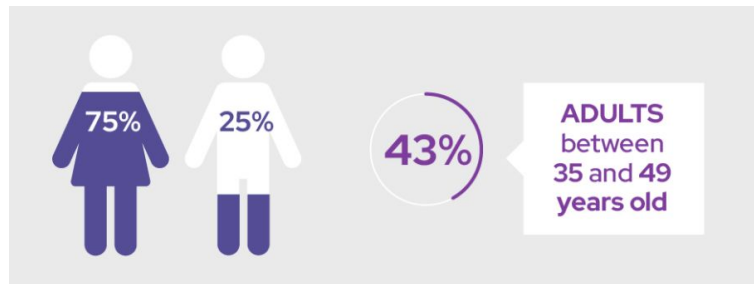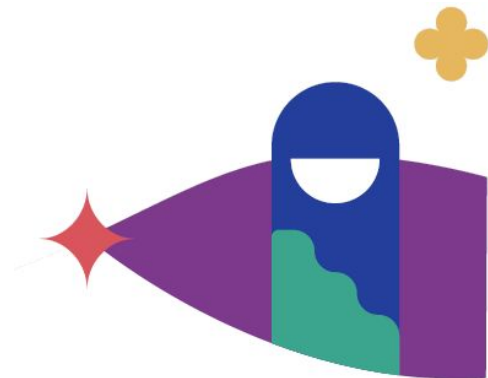
Our Intersectional Approach

We target vulnerable groups through an **intersectional approach**, making sure that different set of vulnerabilities are taken into account when designing our programs:

Indicative Sample:

- Cost per learner: **€1,237.77** are needed to train one **single low–skilled woman with parental needs**

- Breakdown of costs:
    - 24 hours of training spread throughout 4 weeks
    - Face-to-face support
    - Access to IT equipment
    - Onsite childcare facilities
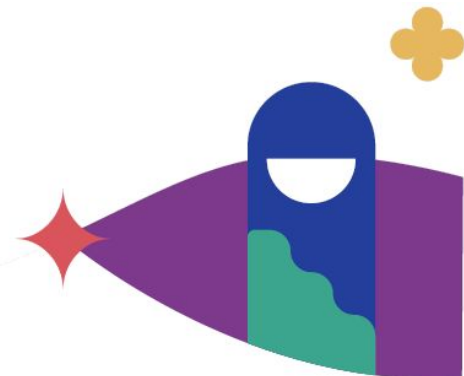
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Our Impact: 1964 individuals impacted

AFTER UNDERTAKING TRAINING OF 45 HOURS ON AVERAGE, OUR STUDENTS:

OVERALL IMPACT

+23%

Increase of digital **skills** levels according to DigComp

EMPLOYABILITY

72% Of students created an online **resume**

33% Of students **applied for a job** online

78% Perceived the training as **useful** fo their professional life

DIGITAL AUTONOMY

85% Feel more **confident** in using digital tools

91% Are using digital tools **as a routine**

86% Use the **internet** for personal or leisure activities

LIFELONG LEARNING

30% Enrolled in **further training**

ECONOMIC INCLUSION

71% Used digital tools to better manage their finances through **online banking**

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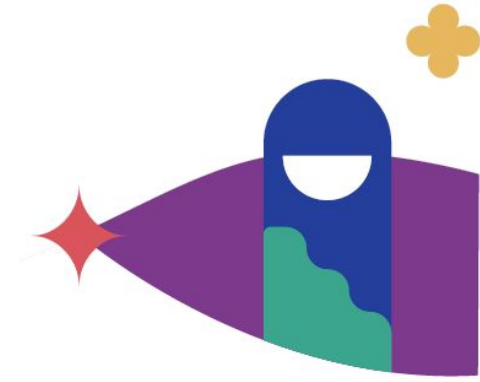
Our Impact: Awareness-raising & Advocacy

Awareness-raising

- **133 members from 30 countries** as members of our Community of Practice
- **8 events** raising awareness on digital inclusion
- **30 publications** (Handbooks, Toolkits, Articles, Case Studies)

Policy Advocacy

- We take part in **EU stakeholder/policy consultations**
- We provide **policy recommendations**
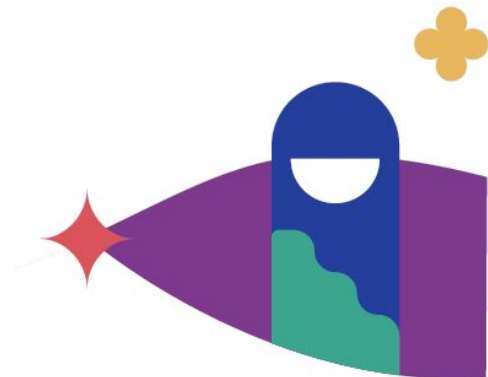- We contribute to **high level panels**
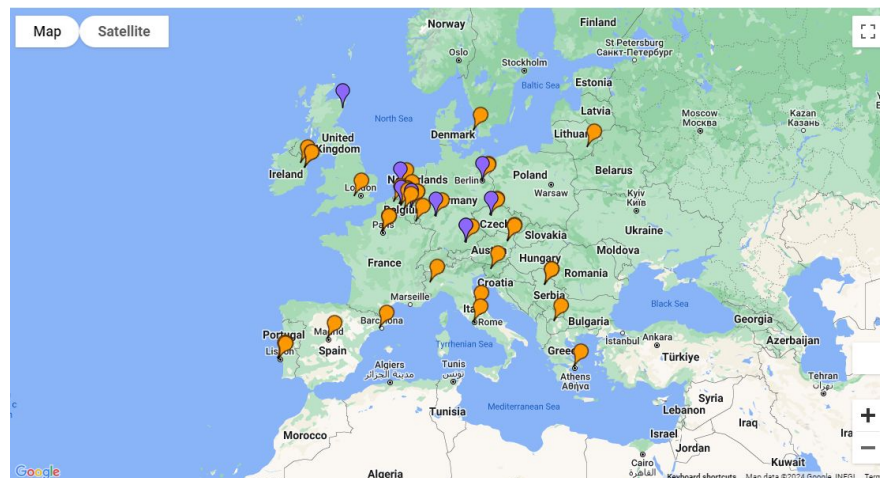
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How can we scale up?

Our Plan

We have tested our approach & we have impacted 1962 individuals across EU.
We would like to **scale up our work in order to impact more people and more markets**.

How will we do it?

- Making sure that **existing infrastructures** work for disadvantaged groups
- Supporting trainers to reach those target groups through a **TTT model**
- Implementing more **partnerships-based digital upskilling projects**
- Increasing our **geographical scope**

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Thank you!

Useful links: DigiCo's website | Skillify self-assessment test

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