

DIGIWIJZER.BE

E-INCLUSION GUIDE FOR WEST-FLANDERS

APRIL 26TH, 2024



- About the digital gap and how to address it
- Impact for social workers and other civil society actors
- Knowledge about e-inclusion offer
- Project Digiwijzer

Context

- Project Digiwijzer
 - Part of Strong Social Work West- Flanders
 - Initiative of POM West Flanders and House of Learning
 - Main partners:
 - Digibanks West Flanders
 - Zenjoy
 - Expertise line People, Society and Digitalization. Bachelor of Social Work, AUAS.
 - HOWEST

About the digital divide in Belgium

The impact of digital exclusion is greater than ever:

- Digital inclusion Barometer 2022:
 - 1 in 5 households have no internet access
 - 3 in 10 Belgians have limited digital skills
 - 46 % of the Belgian population is digitally vulnerable
- Digimeter 2023
 - 38% feel forced to participate in digital society
 - 51% indicate that technological changes and innovations come in too quick succession
 - 'Digital by birth' does not mean 'digital by nature'
- Accessibility Monitor 2020
 - Only 32% of the screened Belgian websites is accessible



About the digital divide in Belgium

Boost of initiatives on Flemish and European level

- E-inclusion for Belgium
- Flanders Action plan 'Everyone Digital'
- City deal 'E-inclusion by design'
- Learning community E-inclusion
- Digibanks
- ...

Impact on social workers and other civil society actors?

- Digital competences
- Digital inclusion and the target groups of social work
 - No access to smartphone, laptop, computer
 - No access to good internet
 - Limited skills
 - Limited support
 - Tools and websites are not well adapted
- What to do with digital help requests?
 - Do it themselves?
 - Refer to the best support?

Impact on social workers and other civil society actors?

- What to do with digital help requests?
 - Do it themselves?
 - Refer to the best support?
- Examples of requests:
 - How to register online on the social rental market?
 - How to book an online doctor's appointment
 - I want to know more about online safety
 - What to do if I have no internet connection?
 - How to find a job easily online?
 - How to create an account for online shopping?
 - What do I have to do when I don't get online?
 - I want to learn how to handle my tablet or iPad
 - How can I forward an e-mail?
 - The online route planner to take the train is too complicated for me.
 - How to make an online transfer?
 - I cannot install 'Itsme' (=digital identification app that allows Belgian citizens to log in to Government, banks, insurers,...)
 - ...



E-inclusion offer in Belgium

What is the best support and where to find it?

- E-inclusion offer is diverse and complex
 - Many different providers
 - Within West-Flanders also focused on rural reality
 - Tailormade pathways
- Digibanks and e-inclusion offer is growing fast
- Do social workers and other midfield actors know?
- Findability of these initiatives is difficult or too often in jargon
- Demand for overview of the offer increases sharply



E-inclusion offer in Belgium

What is the best support and where to find it?

- 'Digital Inclusion in Flanders', Leaflet of Mediawijs
- E-inclusion Offer Ghent, Leaflet of District09
- All Digital, a guide for residents and professionals, Leaflet Kortrijk
- Digital Along, an online overview of e-inclusion in Sint-Niklaas
- ...
- **Digiwijzer** = website that offers an overview of e-inclusion offer in West-Flanders

Digiwijzer Set-up

- Digi- 'wijzer' in English= Digi- 'pointer'
- → a website pointing to possible support regarding 'digital' issues
- For midfield actors such as social professionals, health professionals, educational professionals, ... to use with their target groups
- 4 objectives:
 - Overview of support for referrers
 - Place where organisers can post their offer
 - Avoiding overlap and chaos
 - Extra promotion for e-inclusion offer

Digiwijzer Set-up

- Cooperation between:
 - Province West Flanders, House of Learning West Flanders, Artevelde University of Applied Sciences and Zenjoy, web designer.
 - Start in April 2023
 - Steering committee to
 - Decide priorities
 - Define necessary functionalities
 - Test the prototype
 - Test putting offerings online
 - Give feedback on the approach to the info sessions on the Digiwijzer
 - Give feedback in general
- A work in progress

Digiwijzer Project process

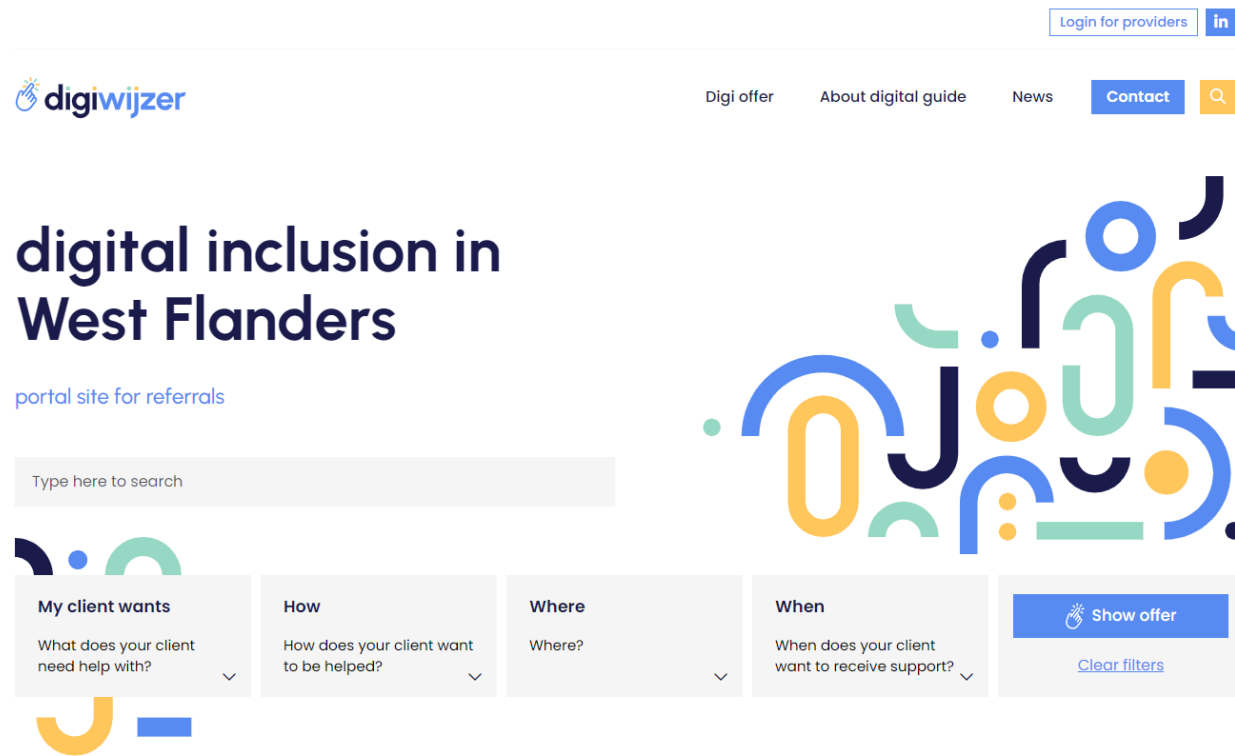
- Work in progress
 - Prototype is ready and in testing phase
 - Target group analysis has been done
 - Uploading e-inclusion offerings is going on
 - Planned soon: Publicity and sensibilisation
 - Online webinars
 - Interactive sessions with Digibank staff
 - General information sessions

- Big launch of Digiwijzer in autumn

Digiwijzer preview

- Homepage with filters:
 - What does your client need?
 - How would your client like to be helped?
 - Where does your client like to be helped?
 - When does your client like to be helped?
- Search page

Digiwijzer, preview



The screenshot shows the Digiwijzer website interface. At the top right, there is a "Login for providers" button and a social media icon for LinkedIn. The main navigation bar includes "Digi offer", "About digital guide", "News", and a "Contact" button with a search icon. The main heading is "digital inclusion in West Flanders", with the subtitle "portal site for referrals". Below this is a search bar with the placeholder text "Type here to search". A filter section contains four dropdown menus: "My client wants" (What does your client need help with?), "How" (How does your client want to be helped?), "Where" (Where?), and "When" (When does your client want to receive support?). To the right of these filters is a blue "Show offer" button and a "Clear filters" link. A large, colorful graphic of stylized human figures is positioned on the right side of the page.



Digiwijzer, preview

My client wants
What does your client need help with? ▾

My client wants

- Help with digital questions
- To do a study
- Use WiFi
- Using a computer
- Borrow a device
- Restore a device
- Information about social rates

West Flanders
portal site for referrals

Type here to search

My client wants ▾ | **How** ▾ | **Where** ▾ | **When** ▾ | [Show offer](#) | [Clear filters](#)

My client wants



- Help with digital questions
- To do a study
- Use WiFi
- Using a computer
- Borrow a device
- Restore a device
- Information about social rates

[Clear filter](#) | [Further](#)

How do you work with Digiwijzer?

With the search help above or via the digital offering page, you can quickly search for the most appropriate support answer to your client's digital questions.

Click on the tiles of the most suitable offer so that you can provide your client with concrete information. You can print or



Digiwijzer, preview

How
How does your client want to be helped?

Where
Where?

How does your client want to be helped?

- One-on-one guidance (digital helper, e-buddy, etc.)
- Learning in group (training, information session,...)
- Help at home
- Working independently (online).

[Clear filter](#) [Further](#)

West Flanders
portal site for referrals

Type here to search

My client wants
What does your client need help with?

How
How does your client want to be helped?

Where
Where?

When
When does your client want to receive support?

[Show offer](#)
[Clear filters](#)

How does your client want to be helped?

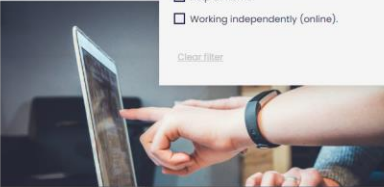
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[Clear filter](#) [Further](#)

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Digiwijzer, preview:

Where
Where? ▾

When
When does your client want to receive support? ▾

Search around zip code or municipality
postcode/gemeente

Distance
5km away

[Clear filter](#) [Further](#)

West Flanders

portal site for referrals

Type here to search

My client wants
What does your client need help with? ▾

How
How does your client want to be helped? ▾

Where
Where? ▾

When
When does your client want to receive support? ▾

[Show offer](#)
[Clear filters](#)

Search around zip code or municipality
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Distance
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Digiwijzer, preview:

West Flanders

portal site for referrals

Type here to search

My client wants

What does your client need help with?

How

How does your client want to be helped?

Where

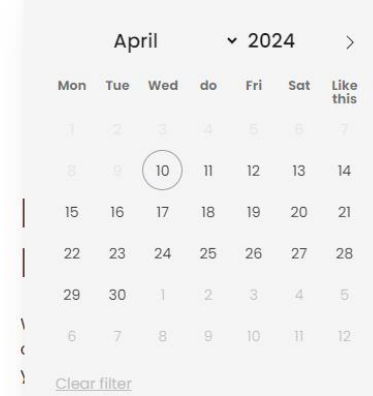
Where?

When

When does your client want to receive support?

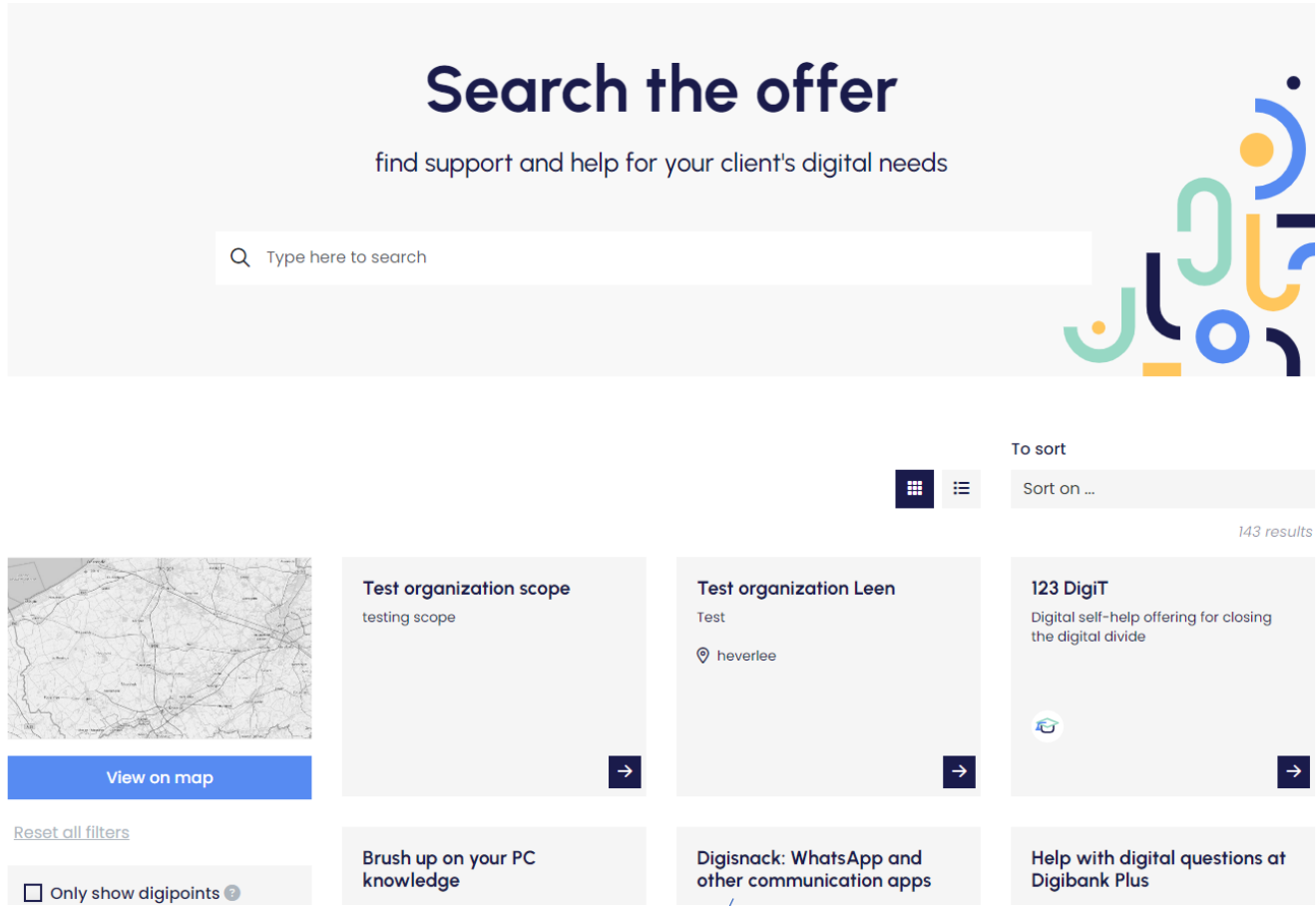
Show offer

Clear filters



Click on the date of the most suitable offer so that you can provide your client with concrete information. You can print or

Digiwijzer, preview: Search page



The screenshot shows the 'Search the offer' page. At the top, it says 'Search the offer' and 'find support and help for your client's digital needs'. Below this is a search bar with the placeholder text 'Type here to search'. To the right of the search bar is a colorful graphic of stylized human figures. Below the search bar, there are navigation icons for a grid view and a list view, and a 'To sort' dropdown menu. The search results are displayed in a grid of tiles. The first tile is a map with a 'View on map' button. The second tile is 'Test organization scope' with a 'testing scope' sub-heading and a right arrow. The third tile is 'Test organization Leen' with a 'Test' sub-heading, a location pin icon for 'heverlee', and a right arrow. The fourth tile is '123 DigiT' with the sub-heading 'Digital self-help offering for closing the digital divide' and a right arrow. Below the map tile, there is a 'Reset all filters' link and a checkbox labeled 'Only show digipoints'. At the bottom of the grid, there are three more tiles: 'Brush up on your PC knowledge', 'Digisnack: WhatsApp and other communication apps', and 'Help with digital questions at Digibank Plus'. A chat icon is visible in the bottom right corner of the page.

View offer on the map

Several tiles with an offer sheet

Questions



- Is e-inclusion part of the mission of social work?
- Do you know similar tools or good practices in terms of referrals ?
- Are there any similar European initiatives that you know of?
- Do you have any suggestions for the developers?
- What do you think is crucial in launching this?

- Any other questions?

Thank you for your attention



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