



Digital Unite

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

0800 228 9272

# Inspire

Inspire is a quick, easy-to-implement learning product 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.*

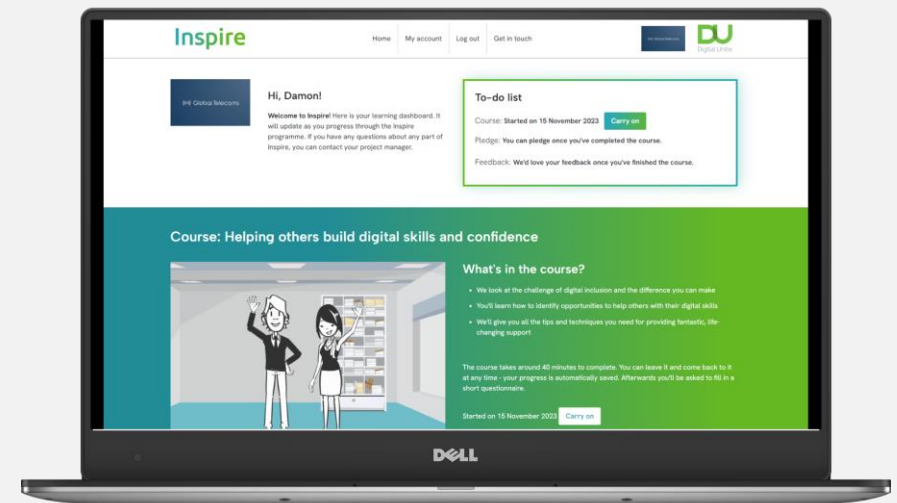
*We've also learned how versatile Inspire is and are now looking to share it with our clients and supply chain too.*

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.

2.1m

people are completely offline

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18m

of us have low or very low digital skills

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50%

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

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4 out of 10

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

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£659

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

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£1.4bn

In efficiency savings the Government could make through improved digital uptake

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£6.3bn

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

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## 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

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54%

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

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57%

of people would accept digital skills training from a brand

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# 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.



*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.

# How does the course work?

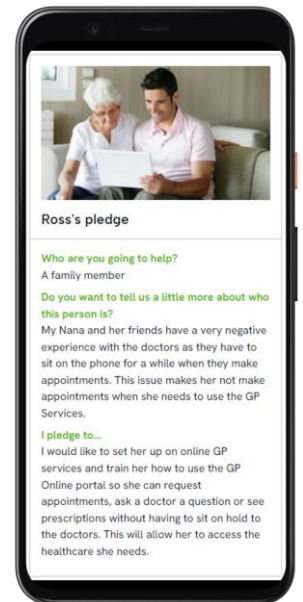
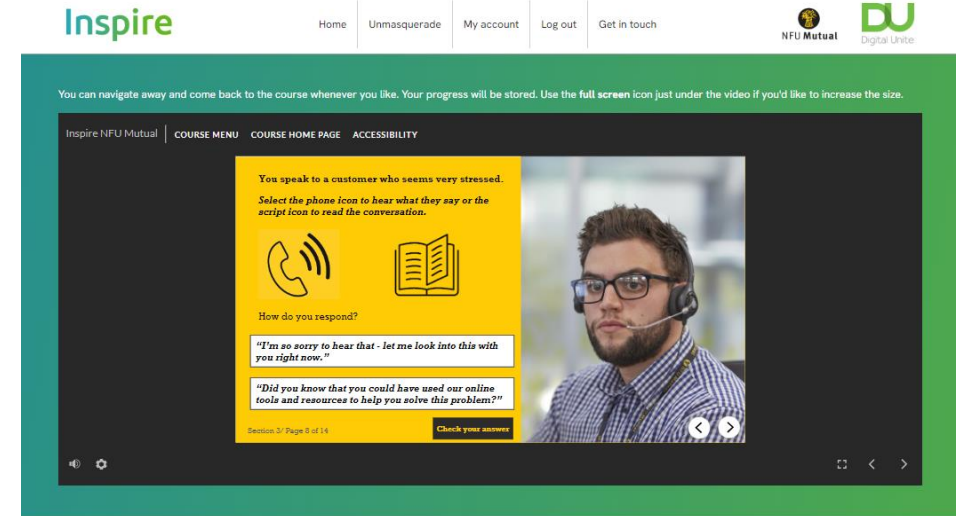
Inspire unpacks the issues around digital inclusion, explains how people can help others and encourages them to pledge to take a specific action.

Learners can complete it on their own, on any device at any time. It takes about 40 minutes.

Inspire can also be presented virtually or in-person via different facilitated formats which we also provide.

You can choose a combination of delivery methods to suit your audience.


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 quite specific customer facing support.





# 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 nephew 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.*

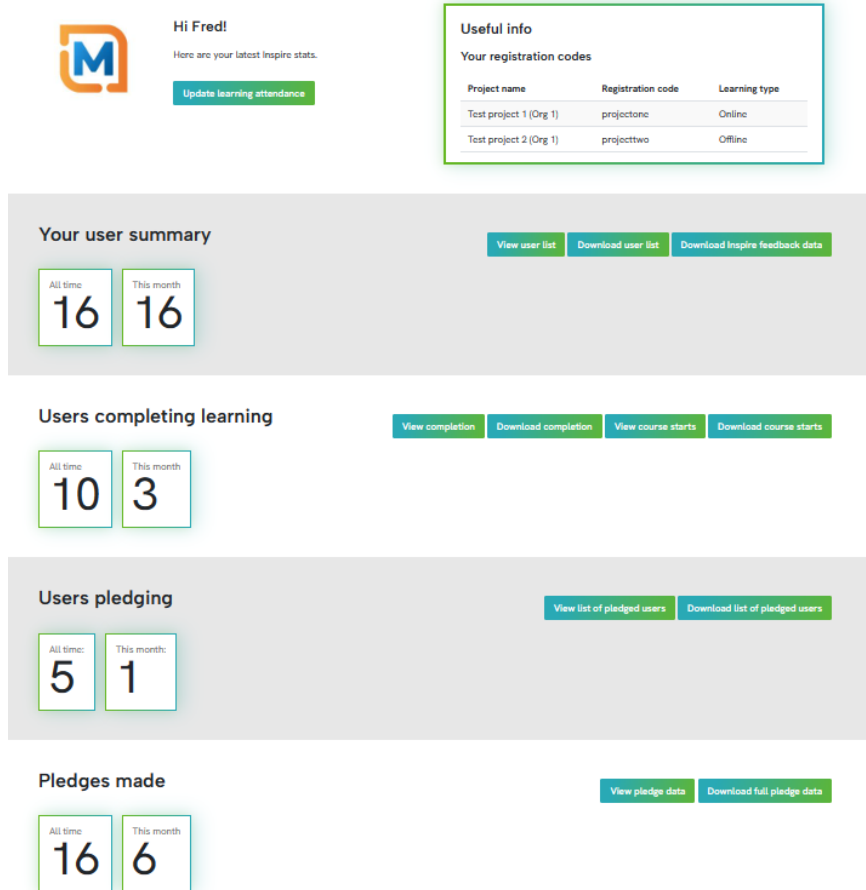
 *I helped my friend by giving him the confidence and knowledge to advertise his construction business online.*

 *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!*





Hi Fred!  
Here are your latest Inspire stats.  
[Update learning attendance](#)

**Useful info**  
Your registration codes

Project name	Registration code	Learning type
Test project 1 (Org 1)	projectone	Online
Test project 2 (Org 1)	projecttwo	Offline

**Your user summary** [View user list](#) [Download user list](#) [Download Inspire feedback data](#)

All time	This month
16	16

**Users completing learning** [View completion](#) [Download completion](#) [View course starts](#) [Download course starts](#)

All time	This month
10	3

**Users pledging** [View list of pledged users](#) [Download list of pledged users](#)

All time:	This month:
5	1

**Pledges made** [View pledge data](#) [Download full pledge data](#)

All time	This month
16	6

# 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.



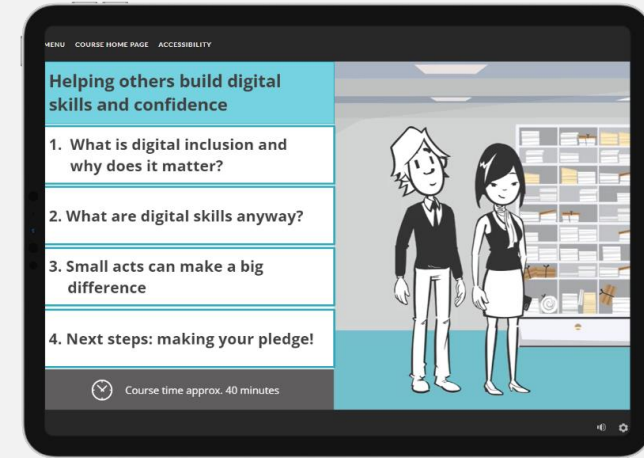
*Very easy to follow along with and very engaging.*



*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 you job feel worthwhile" VMO2 volunteer*



100% say the learning is 'good' to 'excellent'.

93% said they were more likely to volunteer to help someone with digital skills.

81% go on to make a pledge



*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](#) to implement Inspire

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

