

Integrating the digital strategy for Oldambt

CORA online workshop 1

27 October 2022

Building a new digitalisation agenda



2021

- Municipality of Oldambt works on several projects in the field of digitalisation, but there is no actual programmatic approach
 - Wish for an integrated digital strategy grows
- Integrate existing activities and ambitions for the future in one policy document and approach

Challenges

Digitalisation:

1. Digitalisation is all-embracing and has many aspects to it
 2. Many organisations are active on the topic
- How to focus

Within the municipality:

1. Dedicated project leader for digitalisation left the organisation
 2. Everyone has a piece of the puzzle
 3. Digitalisation is not firmly embedded in the organisation yet (feels as 'extra')
- How to get all information on current activities

Approach on focus

- Bring the topic of digitalisation close to the developments and actualities within the municipality
- Local programme on the future of Oldambt:
 - Make structural impact
 - For and with residents of Oldambt
 - Match with the general vision of the municipality
- Characteristics and focus areas
 - Socioeconomic disadvantage and lower than average literacy rates
 - Boosting economic development
 - Public space and role of the municipality in this

Prerequisites

Based on the local programme and characteristics

3 prerequisites for succes:

1. Up to date digital infrastructure
2. Focus on digital literacy of both inhabitants and entrepreneurs
3. Enable all residents to participate in the digital society (inclusive approach)

Approach on collecting information



2 rounds of interviews

1. What do you know and what are you working on currently that relates to digitalisation?
2. Building a new agenda: what would you wish for?

Goals



Digital society

- Realise a full-fledged digital infrastructure
- Increase awareness on cyber security and the use of digital tools
- Strengthen digital skills and literacy
- Facilitate encounters

Digital government

- Participate actively in regional networks on digitalisation (learn)
- Optimise digital municipal services
- Extend use of digital participation methods
- Make more use of data within policy making

Next steps

- Recruit project leader
- Translate policy document into implementation agenda
- Find budget for the execution of activities through subsidies