Cora

Digital skills for Torsby municipality employees

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Who am I?

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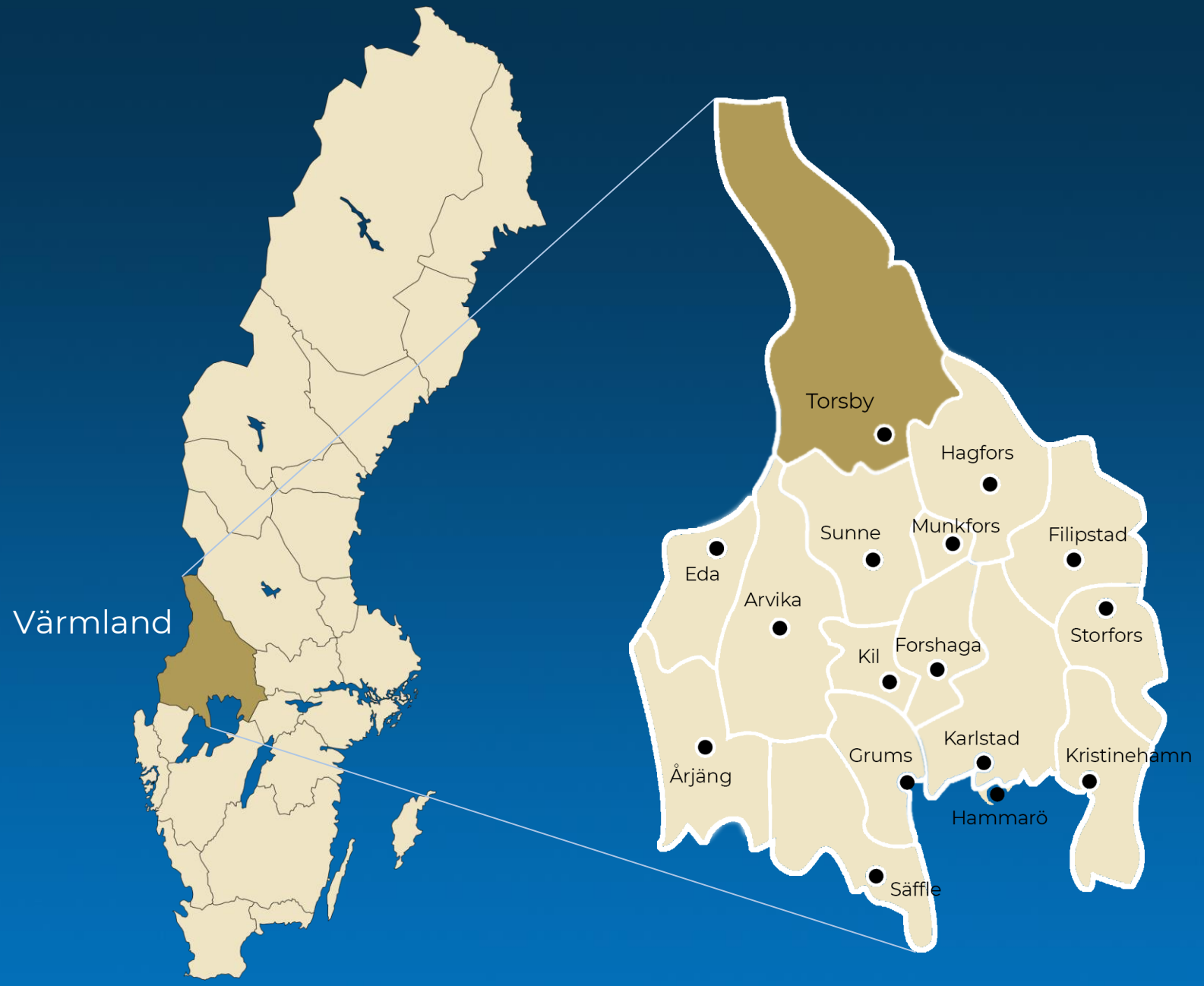
Digitalization Strategist, Torsby Kommun

- 23 years within the private sector
- Web- & communications bureaus, entrepreneur
- Web strategy, user experience, accessibility
- Torsby Kommun since May 2022

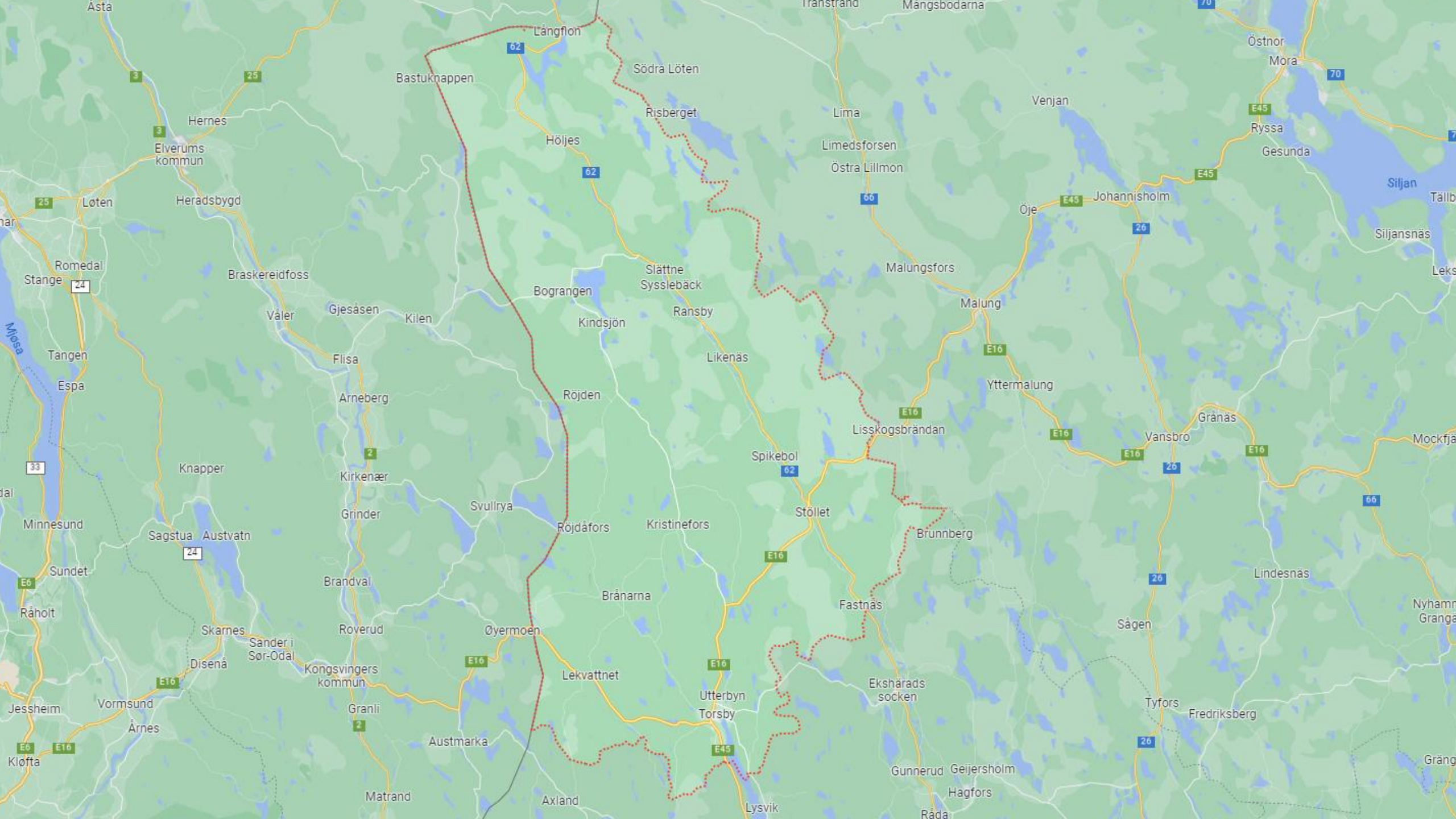


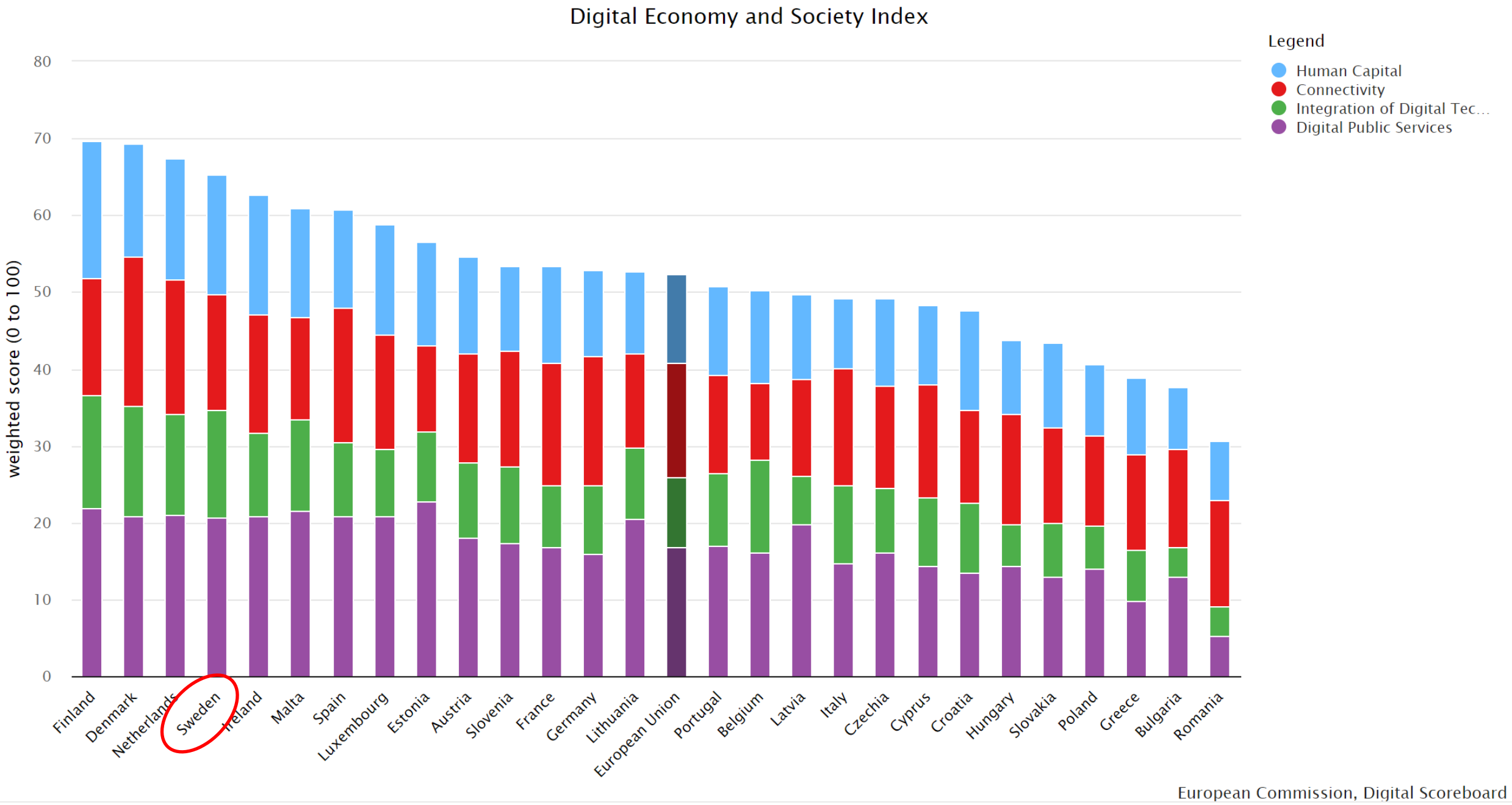
Torsby in the region of Värmland

Population: 11 616 people

Torsby: 2,6 ppl/km²

Sweden: 19,9 ppl/km²
Belgium: 380 ppl/km²
Netherlands: 421 ppl/km²


Ånsta
Transtrand
Mångsbodarna
Långflon
Östnor
Mora
Bastuknappen
Södra Löten
Venjan
Risberget
Lima
Hernes
Ryssa
Höljes
Limedsforsen
Gesunda
Elverums kommun
Östra Lillmon
Siljan
Löten
Heradsbygd
Öje
Johannisholm
Siljansnäs
Romedal
Stange
Braskereidfoss
Slättne
Sysslebäck
Malungsfors
Bograngen
Malung
Våler
Gjesåsen
Kilen
Ransby
Kindsjön
Miosa
Tangen
Likenäs
Flisa
Espa
Arneberg
Röjden
Yttermalung
Lisskogsbrändan
Grånäs
Vansbro
Spikebol
Knapper
Kirkenær
Svullrya
Grinder
Minnesund
Röjdåfors
Kristinefors
Stöllet
Brunnberg
Sagstua
Austvatn
Sundet
Brandval
Brånarna
Lindesnäs
Råholt
Fastnäs
Skarnes
Roverud
Øyermoen
Sågen
Sander i Sør-Odal
Disenå
Kongsvingers kommun
Lekvattnet
Ekshärads socken
Jessheim
Vormsund
Utterbyn
Torsby
Granli
Tyfors
Fredriksberg
Årnes
Austmarka
Kløfta
Gunnerud
Geijersholm
Hagfors
Matrand
Axland
Lysvik
Råda


Digital Economy and Society Index
Legend
Human Capital
Connectivity
Integration of Digital Tec...
Digital Public Services
weighted score (0 to 100)
80
70
60
50
40
30
20
10
0
Finland
Denmark
Netherlands
Sweden
Ireland
Malta
Spain
Luxembourg
Estonia
Austria
Slovenia
France
Germany
Lithuania
European Union
Portugal
Belgium
Latvia
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Cyprus
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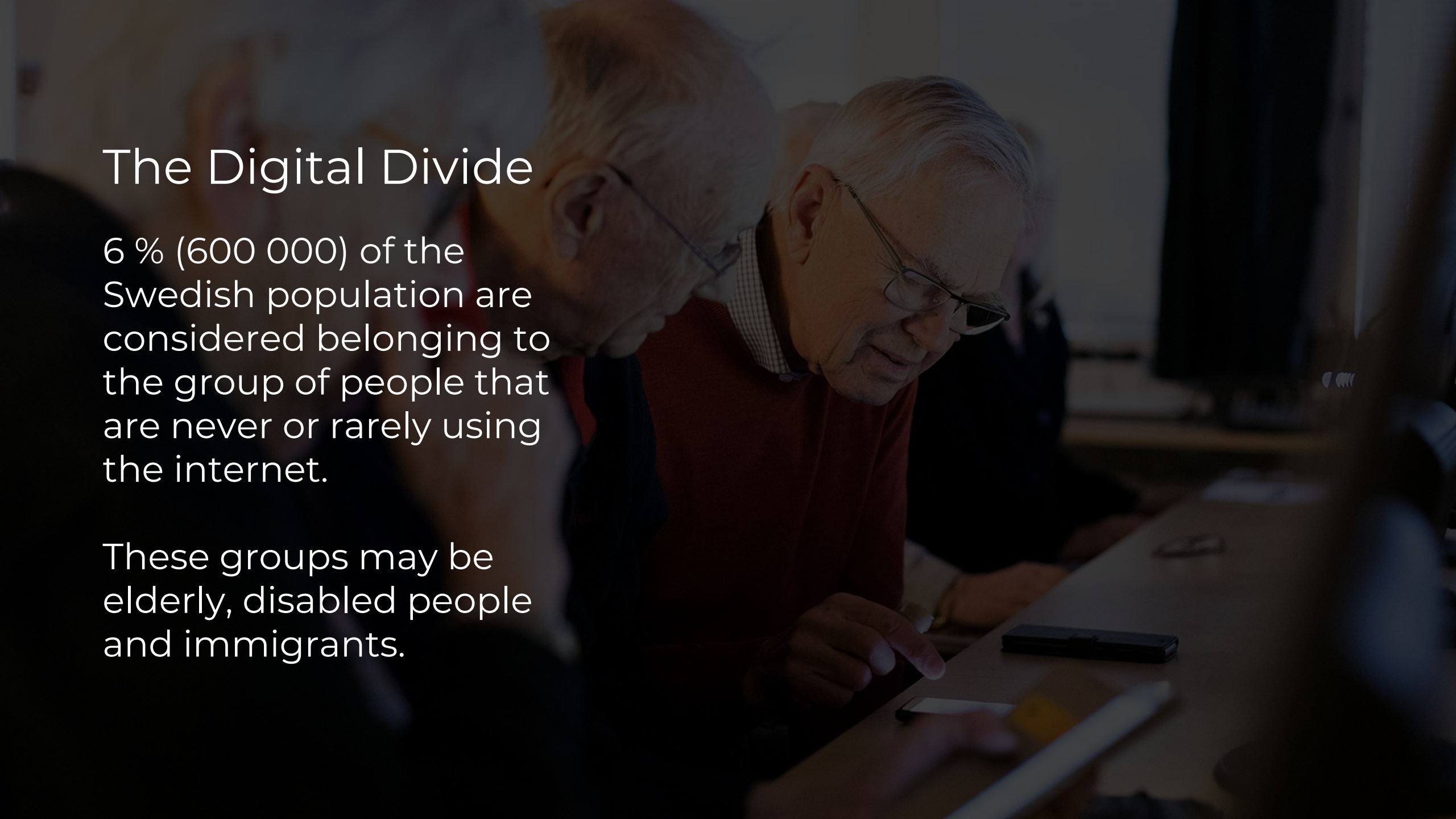
Hungary
Slovakia
Poland
Greece
Bulgaria
Romania
European Commission, Digital Scoreboard



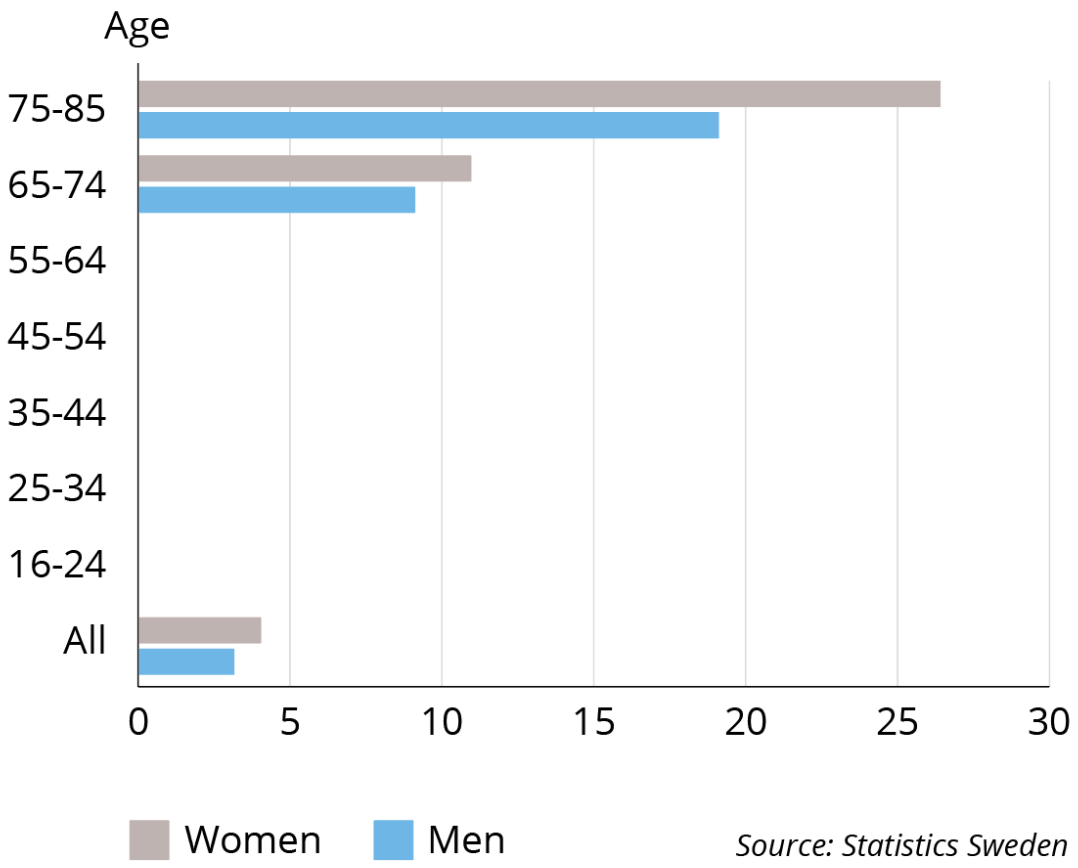
The Digital Divide

6 % (600 000) of the Swedish population are considered belonging to the group of people that are never or rarely using the internet.

These groups may be elderly, disabled people and immigrants.

Percentage of people who have never used the Internet

By age group, 16-85 years, in percentages. Year 2019, Sweden



Source: Statistics Sweden

The Digital Divide within the Swedish population

- 3 % are never using internet
- 3 % are rarely using internet
- 20% needs help installing BankID, the national format for Mobile ID. Without BankID you can’t do anything…

THE GOAL:

DIGITAL SERVICE FOR EVERYONE

The nr 1 question among users:

What’s in it for me?

To achieve this goal, what do we need to do?

1. Understand the user's challenges and perceived thresholds

How do we understand what thresholds and what challenges our users are experiencing and are anticipating, so that we solve the right challenges and problems?

How do we test and find out about these thresholds and challenges?

To achieve this goal, what do we need to do?

2. Do our target groups understand our digital services?

Do they understand the purpose and benefits? Striving for:

- Better communication
- Perceived simplicity
- Faster response
- Their sense of control throughout the entire process

To achieve this goal, what do we need to do?

3. How do we get the citizens with us in the process of developing our digital services?

- How do we communicate the vision so that citizens, politicians and employees understand it?
- How do we develop the services in step with the maturity of our population?
- What language do we use when we talk about digitalization?

What does this mean for us as a municipality?

Clearify the vision

Communicate the vision

Get our employees to buy into the vision

Clearify the strategy

The nr 1 question among users:

What’s in it for me?

The nr 1 question among employees:

What’s in it for me?

Change process & -management

1. Realize a need for change
2. Create a guiding coalition (ambassadeurs)
3. Develop a change vision
4. Commu-nicate the vision for buy in
5. Empower people and remove barriers
6. Generate short-term wins
7 Sustain – never let go!
8. Incor-porate changes into culture

Willingness and inclination to change

The questions that employees will be asking themselves:

Why are we carrying out at digitalization process?

How does this affect my daily work?

What’s in it for me?

What are we doing then?

Actions

Well, to start with:

- Adopted digitalization as a prioritized strategy area among politicians
- Basic automation: Introduced 90+ e-services for easier access and availability
- Started using online video training for employees and citizens
- Digital signage on all official documents

Actions

- Further developed digital education systems, for the efficiency and benefits for students, teachers and parents
- Starting to look forward: evaluating the current state
  - Measuring the reception of our digital communication and our e-services. We need to know where to start…
- Plan: reorganizing our communication efforts
  - Gathering our communicators under one roof for a streamlined and better digital experience

Challenges?

Challenges

- Educating the employees on the importance of digitalization, usability and accessibility
  - Provides added value, higher efficiency and greater customer satisfaction at the other end.
- Connecting all our new e-services and the existing systems together
  - We haven't really tied the knot between e-services and our existing service systems, which is causing problems for our officials.
- Funding

To summarize:

Summary

- We are in the middle of a change process, where the outcome will be our employees' better understanding of the users' challenges and thresholds, as well as the ability to see the potential of all the possibilities of digitalization. We will also be better equipped to adopt the digitalization solutions in the future.

  All based on our own conditions and challenges as a small and scattered, but ambitious municipality.

Summary

- This transformation must be human driven, not technology driven. We must take under consideration the maturity of our target groups, the citizens, as well our employees and let the development of our digitalization effort adapt to our users. We need increase our employees' willingness and inclination to change.

Thank you very much!

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