



MINISTRY OF FINANCE
FINLAND

What is needed for digital inclusiveness?

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Background

- The presentation is based mainly on a governmental [research project on digital inclusion](#), which was carried out by VTT Technical Research Centre of Finland and the University of Jyväskylä.
- One of the stimulants behind the project has been the [Digitalisation for everyday life Advisory Board](#), which is a channel for cooperation and dialogue between NGOs, researchers, different authorities and the Ministry of Finance, which is responsible for the digitalisation of public services.
 - The aim of the Digitalisation for everyday life Advisory Board is to support the development of digital services so that different population groups can use them on an equal basis.
 - The Advisory Board strives to increase the dialogue between the designers and users of digital services, for example from the perspective of special groups. The work is also aimed at identifying and supporting new ways of organising cooperation between the administration, NGOs and research.
- See also: [Programme for the promotion of digitalisation](#)



Some key insights on Digital Inclusiveness

Wellbeing
of digitalized societies and
workplaces workshop
29.11.2022

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University of Jyväskylä

29.11.2022 VTT – beyond the obvious

Digital inclusiveness in Finland project

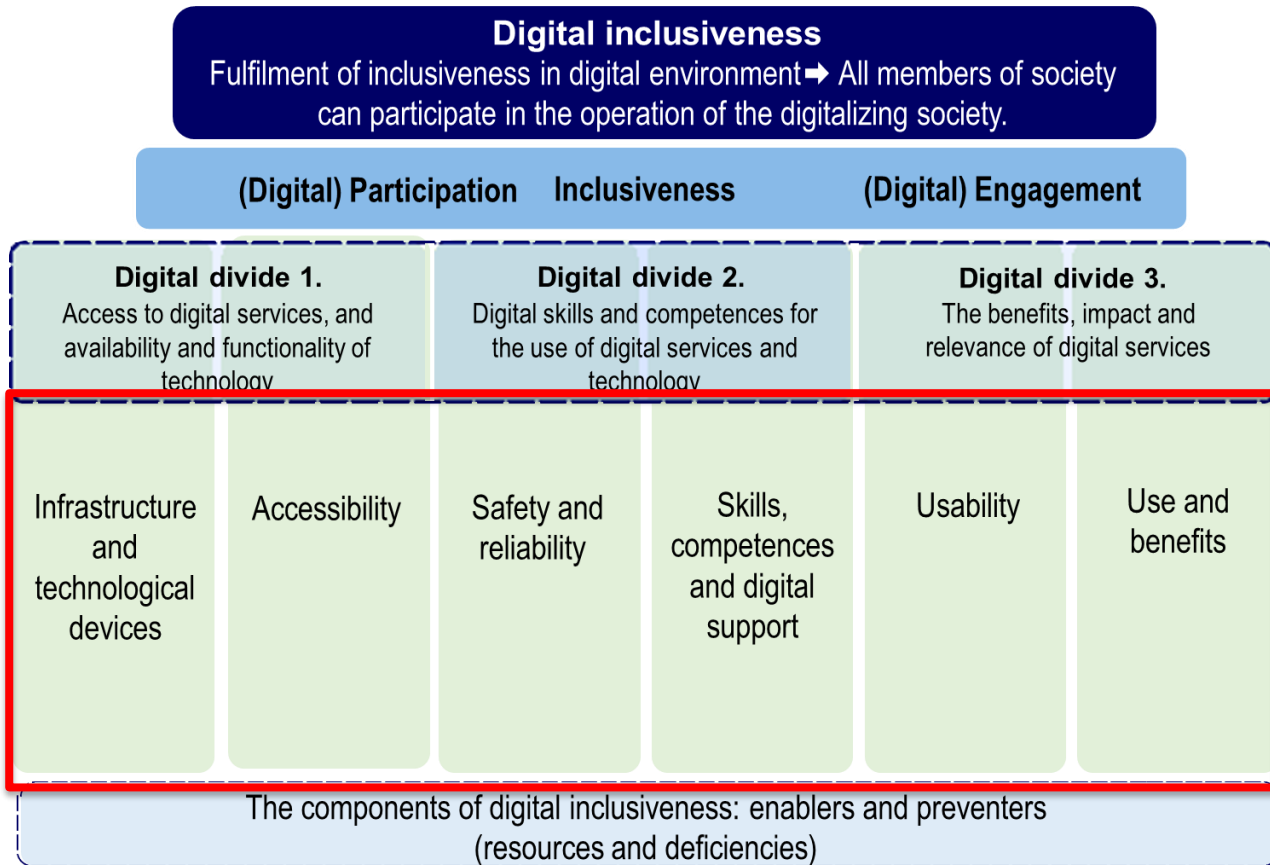
- The concept – what are we talking about
- Suggestion for indicators – what do we want to measure
- Situational picture – material, challenges and opportunities, cases
- Promotion – good practices and recommendations

What do we mean by digital inclusiveness

Viewpoints from various actors in Finland



What do we mean by digital inclusiveness



Source (in Finnish): Hänninen, R., Karhinen, J., Korpela, V., Pajula, L., Pihlajamäki, O., Merisalo, M., Kuusisto, O., Taipale, S., Kääriäinen, J., & Wilska, T.-A. (2021). Digiosallisuuden käsite ja keskeiset osa-alueet: Digiosallisuus Suomessa -hankkeen väliraportti. Prime Minister's Office Finland. Valtioneuvoston selvitys- ja tutkimustoiminnan julkaisusarja No. 2021:25 <http://urn.fi/URN:ISBN:978-952-383-287-9>

Whom does digital inclusiveness concern?

- All sectors related to digital services
 - **Public, Private, 3rd**
- The **users** of digital services
 - Potential classification criteria
 - Age (e.g. Youth, Elderly)
 - Area (e.g. Urban, Rural)
 - Ability to function (e.g. Functionally impaired)
 - Housing type (e.g. Own, Rented, Homeless)
 - Income
 - Multiculturalism
 - Substance abuse
 - Etc.

Proposal for indicators of digital inclusiveness

	The area of digital inclusion	Measure
1st degree of the digital divide: access to digital services and the availability and functionality of technology	Infrastructure and technological tools	<ol style="list-style-type: none"> 1. Households' possibility of at least 100 Mbit/s internet connection (by 2025), %. 2. Mobile network availability for households (4G100Mbit/5G100Mbit/5G300Mbit), %. 3. 3G/4G/mobile phone connections in use per household, %. 4. Internet connection in the household, %. 5. (Any) computer in the household, %. 6. Public internet terminals and connections. 7. (Users) experience having at his/her disposal the a) infrastructure
	Accessibility	<ol style="list-style-type: none"> 1. The accessibility directive is part of national legislation 2. The services provided by entities covered by the 3. The provider of public digital service(s) has 4. (Users) experience of a) findability
2nd degree of the digital divide: digital knowledge and information skills for using digital services and technology	Skills, know-how and digital support	<ol style="list-style-type: none"> 1. Ranking in the international digital skills survey and the basic level. (DESI) 2. Users who are able to use digital services to solve problems and help others. 3. Re-use of digital services.
	Safety and reliability	<ol style="list-style-type: none"> 1. Ranking in the international digital skills survey and b) digital skills of students and teachers. (ICILS) 2. Ranking in the international digital skills survey and b) willingness to learn new digital skills. 3. Ranking in the international digital skills survey and b) willingness to learn new digital skills.
The 3rd degree of the digital divide: digital benefits, effects of digital services		<ol style="list-style-type: none"> 1. Consideration of the needs and special features of different user groups in all public administration digital services. 2. Plain language and comprehensibility of online content of public digital services. 3. Evaluation and development of the usability of online content of public digital services as part of service development and maintenance. 4. (Users) experience of a) smooth use of digital services and b) comprehensibility of content.
		<ol style="list-style-type: none"> 1. Use of the Internet a) for banking matters and b) for eServices of authorities or public service providers. 2. Experienced obstacles and worries when using electronic services (%) 3. (Users) experience of the usefulness of digital services (for oneself). 4. (Users) experience of a) the effectiveness of digital services and b) the smoothness of one's everyday life by utilizing digital services. 5. (Users) experience of the possibility of participating in society by utilizing digital tools. 6. (Users) experience of own equality as a user of digital services.

ALL AREAS OF DIGITAL INCLUSIVENESS MUST BE MEASURED, INCL. USER EXPERIENCE INDICATORS

Source (In Finnish):

Kuusisto, O.; Merisalo, M.; Kääriäinen, J.; Hänninen, R.; Karhinen, J.; Korpela, V.; Pajula, L.; Pihlajamaa, O.; Taipale, S.; Wilska, T.-A. (2022). Digiosallisuus Suomessa: Digiosallisuus Suomessa -hankkeen loppuraportti. Prime Minister's Office Finland. Valtioneuvoston selvitys- ja tutkimustoiminnan julkaisusarja No. 2022:10, <http://urn.fi/URN:ISBN:978-952-383-182-7>

Digital inclusiveness from the users' viewpoint

- Even if there is a digital service, it does not support the user, if
 1. the user has not availability to **a device and data connection**,
 2. the user does not **find** it with reasonable ease, or it is not **easy to use** (for all)
 3. the **skills, competences or motivation** of the user are inadequate for use
 4. it is not **reliable and cybersecure**
 5. the use of it is not **fluent** and content **understandable**
 6. It does not **streamline** everyday life, give **opportunities for participation** and bring **equality** for the use of digital services
- In addition,
 - the content of the services must be **up to date, transparent** and enable **interaction** with the service provider in order to sort out any unclear situations and/or to further develop the service
- If any of the forementioned things is missing, the result for the user may be 0
- **NOTE.** Non-digital services must be assured for those who, for one reason or another, cannot use digital services.

Based on the final report of Digital inclusiveness project (in Finnish).
Addition based on the Digital Inclusion sketch of the Finnish Digitalisation for everyday life advisory board (in Finnish).

Good practices

1. **Cooperation and information exchange** across administrative branches, sectors and lines of business
2. **Co-creation methods** support the development of user-centred services
3. **Process redesign and service portals**
4. Operating model for **digital support**



Photo by [RF. .studio](#) from [Pexels](#)

Recommendations

1. Taking into use the definition and **harmonised concepts** of digital inclusion
2. Further development and introduction of digital inclusion **indicators**
3. Forming a shared **situational picture** of digital inclusion and its further development
4. Taking the **user perspective** into account extensively in the development of digital services – **from planning to evaluation of implementation**
5. **Trust** in digital services must be improved
6. Improving the (digital) inclusion of the **most vulnerable people**
7. **Deepening cooperation** in developing digital inclusion of digital solutions

Source (In Finnish): Kuusisto, O.; Merisalo, M.; Kääriäinen, J.; Hänninen, R.; Karhinen, J.; Korpela, V.; Pajula, L.; Pihlajamaa, O.; Taipale, S.; Wilska, T.-A. (2022). Digiosallisuus Suomessa - hankkeen loppuraportti. Prime Minister's Office Finland. Valtioneuvoston selvitys- ja tutkimustoiminnan julkaisusarja No. 2022:10, <http://urn.fi/URN:ISBN:978-952-383-182-7>

A future vision of Digital Citizenship

"Everyone has access to safe and user-friendly digital services, which guide users, inform where information comes from and/or is stored, and the operating principles are transparent.

*The user might not have to do anything, but the services can be suggested based on the life situation of the user. **The (bundle of) services find(s) who might need them (it) and not vice versa.**"*

Digital inclusiveness

Independent vs. assisted life

Digital inclusiveness viewpoints



Assisted life

Digital services, assisted
Digi counselors, F2F

SOME and
virtual communities,
assisted

**(Influencing to)
Own things**



Digital services
Virtual digi counselors

SOME
Virtual communities

Independent life



**(Influencing to)
Common things**



Modified from: THL Työpaperi 2017, *Mitä osallisuus on? Osallisuuden viitekehystä rakentamassa* (in Finnish)

Digital inclusiveness from municipality perspective

