



Inspiring *POSITIVE CHANGE* through  
digital skills

## Your new corporate social responsibility programme for the digital era

*“What we’ve realised through our work with Digital Unite, is that a small act of sharing the skills and knowledge we take for granted every day can make a huge difference to someone.”*

*-Sally Caughey, UK Head of Digital Inclusion at Capgemini*

Digital inclusion and corporate social responsibility are now intrinsically linked. Being online is more vital than ever, but staggeringly, around 1 in 5 adults (11.9m)\* don't have good enough digital skills for everyday life. Whilst many of us take for granted the benefits of digital technology, many others are being left behind.

In the face of a global pandemic, now is the time to make a real difference to digital exclusion.

\*Source: Lloyds Consumer Digital Index 2020 / ONS 52.4 million adults in the UK.

### **So what can your organisation do?**

**Simple, you can mobilise your workforce to get their communities online.** Support them to help their neighbourhoods stay connected and stay informed. Inspire your teams so they can inspire others.

If you're looking for a new and relevant way your organisation can make a difference to society you're in the right place.

*“It has increased my sense of wellbeing by being able to use my knowledge to help others.”*



## Employee engagement at its best

Inspire is our e-learning programme that turns your staff into enthused digital inclusion activists. It captures their imagination of how they can contribute to society.

Created in partnership with Capgemini, it's a micro-site with purpose-built tools and a ready-made framework designed for workforces like yours.

Inspire offers

- ✓ A flexible and easy to use site that can be customised for your organisation.
- ✓ Bite-sized e-learning that helps staff understand the issues and urgency of digital inclusion and motivates them to get involved in a way that is easily achievable.
- ✓ Built-in management tools so you can track who's joining and who's learning.
- ✓ A pledging tool that shows how staff are going to help someone they know with digital skills.

## What you get

- ✓ First and first foremost, happy staff. Nothing boosts wellbeing better than the simple act of helping others.
- ✓ A new CSR programme with a low time commitment from you.
- ✓ An adaptable model for teams of all sizes, large and small.
- ✓ Fast implementation - when we say 'plug and play' we mean it.
- ✓ Immediate results through e-learning and online pledges.
- ✓ Statistics and stories, the perfect combination for that business report.

## Book a call

If you'd like to know more about *Inspire* and how your organisation can use it to make a digital difference, then get in touch with us today. Email: [du@digitalunite.com](mailto:du@digitalunite.com) or call 0800 228 9272.