

# Smooth digital life in a functional city – City of Helsinki's Digital Support Service

City of Helsinki  
City Executive Office  
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# 1. Starting point

- **The City Strategy:** The City of Helsinki's vision is to be the most functional city in the world and the best at utilising digitalisation. Digital support provided to residents helps achieve the strategic goals of inclusion, equality and a resident-oriented approach.
- The City's services must be **fair** and **equal** so that no one is excluded from them. The objective is that all residents can also utilise the City's digital services, and they should have the option to get help with this.
- About one fifth of 16–74-year-old Finns have a clear need for **digital support**. Residents over the age of 65 have the most need for support, but young people may also have difficulties with using electronic services.
- The City has been providing different types of support and guidance in digital matters for its residents for twenty years. As the needs change, so do the content and focal points of digital guidance.
- The City will require cohesive methods and guidelines for the different units and service areas that offer digital support in their locations.

# 2.

# Current situation of digital support in Helsinki

# 2.1. Definition

- Digital support consists of ‘problem-solving and enriching lives’ (*Service description of digital guidance, 2018*) It can be used to explain the advantages of digitalisation and mitigate the fears people may have.
- Digital support means helping people with questions in everyday digital life and advising and guiding customers with the use of digital services and smart devices. It also includes encouraging people to do things by themselves and experimenting.
- Digital support may be **local support** at a service point, **peer support**, and **guidance offered** at home. Digital support can be given as individual teaching, courses, thematic lectures, online (videos) and **remotely** on a phone or in an online chat.
- Anyone could need digital support in some situations or at some stage of their life.
- The City of Helsinki offers digital support in its own locations and online, either as the City’s own service or provided by its partners.



Mihin digiasioihin saa apua?

- ▶ Digineuvonnasta saa pika-apua palveluiden ja laitteiden käyttöön
- ▶ Digineuvonta rohkaisee itse kokeilemaan, oppimaan ja innostumaan



Toimivassa kaupungissa digiarki sujuu. Digineuvonta auttaa ja opastaa kaikissa tilanteissa.



Kuka neuvoo digiasioissa?

- ▶ **Helsingin kaupunki**  
Kirjastot, asukastalot, palvelukeskukset, työväenopistot, digineuvonta.hel.fi ja palvelukartta, hel.fi, Lasipalatsin mediakeskus
- ▶ **Kaupungin kumppanit**  
Järjestöt, esimerkiksi Enter ry, oppilaitokset, yritykset, esimerkiksi pankit



Kenelle digineuvonta on tarkoitettu?

- ▶ Kaikille kaupunkilaisille, jotka tarvitsevat apua digiarjessa



Digineuvonnan periaatteet

- ▶ Lähelle tuotuna, lähellä kotia
- ▶ Helposti, matalalla kynnyksellä
- ▶ Ajanvarauksella tai ilman
- ▶ Tuetaan oppimaan ja tekemään itse
- ▶ Kaupungin toimipisteissä maksutonta

# 2.2 Locations and providers of digital support

## The locations of the City's different divisions offering digital support:

- Libraries, service centre of senior citizens, youth work locations (Youth Centres), resident houses, community colleges, customer service points, Helsinki City Information and International House Helsinki
- There are more than 150 digital support points.
- Information about their locations is available on the [palvelukartta.hel.fi/en/](http://palvelukartta.hel.fi/en/) and [digneuvonta.hel.fi/en/](http://digneuvonta.hel.fi/en/) websites.

## Digital support is provided by:

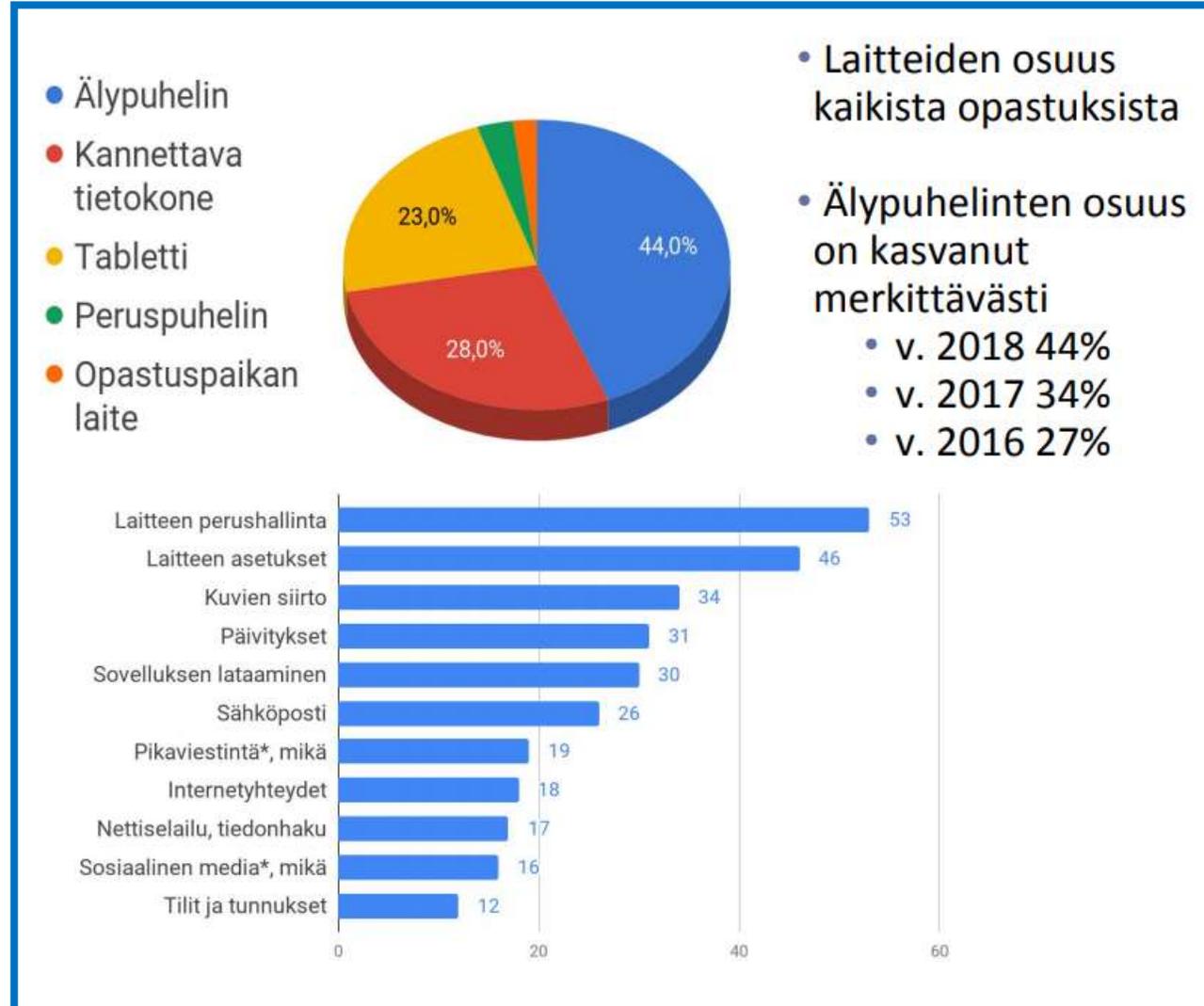
- The City's own employees at customer service locations, libraries and various service points
- The digital instructors of various organisations, in particular Enter ry (about 180 instructors) and HelsinkiMissio
- Digital instructors of companies and banks
- Students completing internships and other volunteers

A review called *Reinforcing digital competence in Helsinki*, which was conducted in 2016, estimated that the different locations of the City of Helsinki's digital support service gave digital support more than 100,000 times annually. Today, this number has likely increased.

## 2.3. Central topics of digital support

- More and more often, customers of digital support have their own device – **such as a smart phone** – with them, and the guidance is focused on using the device.
- The customer terminals in the locations are also used for guidance (30%–50%); using an email service is still on the list of things being taught.

*Device- and topic-specific digital support provided by instructors of Enter ry (2018)*



## 2.4 Instructor training and communications

Major **training events** for the instructors are held twice a year and they usually have more than hundred participants. Additionally, network meetings are held every 5–6 weeks, offering the digital instructors training about questions concerning topical e-services, for example. The network comprises about 280 instructors. The instructors' workspace is their own Workplace intranet, which provides instructions, training materials and peer support.

Description of the Helsinki digital support, instructions for residents on how to find it and information on how to reinforce digital competence are available on the digital support website, <https://digneuvonta.hel.fi/en/>. Helsinki's digital support service also shares information on Twitter, Instagram and Facebook.

Information on digital support is also available **in printed media**, such as in the Helsinki-lehti resident magazine and local newspapers. Flyers and brochures about digital support will be printed when necessary. In addition to information and teaching videos about digital support, materials supporting communications are also published through the City of Helsinki's video service, [helsinkikanava.fi](https://helsinkikanava.fi).

Kaapelin Mediakeskus Oy, as the programme's consultant, is in charge of developing the content of digital support, its communications and arranging the training of digital instructors.

## 2.5 Coordination

Practical matters concerning the arrangements of digital support are handled at the **project group of reinforcing digital competence**. This group has representatives from the City Executive Office, the library, community college, community centres, service centres, youth services and the Helsinki senior citizen council. ENTER ry and HelsinkiMissio are involved as association members. The group also includes expert digital support consultants from Kaapelin Mediakeskus Oy and a representative of the digital support project of Uusimaa region.

The objective of the project group for reinforcing digital competence is to **coordinate and develop** the practices and guidelines for providing City of Helsinki's digital support and the use of premises, as well as to support the digital instructors' work through training and the intranet online forum.

The project group meets five times a year and regularly invites guests to the meetings to share their work on reinforcing the digital skills of residents. When necessary, it will establish workgroups to implement separate development projects.

Helsinki also participates in **national** digital guidance meetings and the national and regional digital support networks.

The project group is led by the City Executive Office's Participation and Citizen Information Unit.

**3.**

# **Operational model of Helsinki's digital support service**

# 3.1 Service levels

## 0. *Self-service*

The City provides good instructions and learning materials for using e-services. The customer looks for information on and assistance with their problem online.

## 1. *Service guidance*

The customer contacts the City's customer services or expert through different channels. The customer services of different divisions and Helsinki City Information give first-hand information and, if necessary, will guide the customer towards the digital support expert advisory services. Any City employee is able to steer a customer towards the digital support services, if necessary.

## 2. *Digital support expert advisory services*

The experts of digital support – both the City's employees and trained volunteers at service centres, libraries, community centres, community colleges and youth centres – will help the customer with solving their everyday digital problems.

## 3. *Personal digital support*

The customer needs personal digital support with using e-services or managing their individual issues. The experts of different divisions give advice on using e-services.



## 0 Itsepalvelu

Kaupunki tarjoaa ohjeet ja opastusaineistot sähköisten palveluiden käyttöön. Asiakas löytää itse verkosta avun kohtaamaansa ongelmaan.

Sähköisten palveluiden toteuttajat, ohje- ja opastusaineistojen tuottajat.



## 1 Palveluun ohjaus

Asiakas ottaa yhteyttä kaupungin asiakaspalveluun eri kanavien kautta. Hän saa ensi käden tietoa sekä tarvittaessa ohjauksen digituen asiantuntijaneuvonnan pariin.

Kaikki kaupungin työntekijät, jotka kohtaavat työssään kaupunkilaisia.



## 2 Digituen asiantuntijaneuvonta

Kaupungin toimipisteiden henkilökunta ja koulutetut vapaaehtoiset eri toimipisteissä auttavat asiakasta jokapäiväisten digipulmien ratkaisussa.

Digineuvontaa kaupungin toimipisteissä antavat työntekijät, vapaaehtoiset ja yhteistyökumppanit.



## 3 Yksilöllinen digituki

Asiakas tarvitsee henkilökohtaista digitukea asiointiin tai oman yksilöllisen tarpeensa ratkaisemiseen. Eri toimialojen tai palveluiden asiantuntijat neuvovat sähköisten palveluiden käytössä.

Kaupungin työntekijät ja yhteistyökumppaneiden digiopastajat.

**Maailman toimivin kaupunki – Helsingin kaupunkistrategia 2017–2021:** Jokaisella helsinkiläisellä – niin nuorella, ikääntyneellä kuin toimintarajoitteisella – on mahdollisuus elää kokemusrikasta ja laadukasta elämää ja saada siihen tarvittava tuki ja palvelut kaikissa elämän vaiheissa.

**Helsingin osallisuuden periaatteet** ovat yksilöiden ja yhteisöjen osaamisen ja asiantuntijuuden hyödyntäminen, omaehtoisen toiminnan mahdollistaminen sekä yhdenvertaisten osallistumismahdollisuuksien luominen.

**Yhdenvertaisuussuunnitelmat:** Helsingin kaupungin palveluiden toteutuksessa otetaan huomioon oikeudenmukaisuus, yhdenvertaisuus ja ihmisoikeudet.



## 3.2 Organising and structure

- The City offers the physical **premises for digital support** at its own locations. The residents are offered guidance at libraries, service centres, community centres, youth centres, community colleges, through the advisory services of the City's different divisions, online or by phone. The City guarantees the instructors' operational prerequisites in these locations.
- The prerequisites of operations are **training and other guidance aimed at the digital instructors**. Other guidance is also available online through the digital instructors' own extranet group working software (Workplace), where they can ask questions and receive peer support with their work. Kaapelin Mediakeskus Oy is in charge of training, communications and network maintenance as a consultant.
- **Coordination of digital support** (Project group for reinforcing digital competence) is behind the uniform operational methods and practices. It is in charge of developing the digital support in Helsinki and its common guidelines at city level. The City Executive Office's Participation and Citizen Information Unit manages the group and is liable for the costs of consultation work.
- The key **partners** of Helsinki's digital support are the field's associations, such as Enter ry, HelsinkiMissio and the Finnish Association for the Welfare of Older People, banks, companies, YLE national public broadcasting company, and the national and regional network of digital support (VRK). The City works closely together with its partners.

# 4.

# Suggestions for measures

# Suggestions for measures

## 1. Research and leading with knowledge

The City requires new information about the actual need for digital support by utilising new data sources and combining them.

- Implementing resident surveys and thesis projects about the need for and current state of digital support
- Collecting and utilising the instructors' and the City's own workers' personal information about the topic
- Implementing a real-time reporting option for digital guidance situations through the intranet for the instructors.
- Responsibility for the implementation: Project group for reinforcing digital competence and Kaapelin Mediakeskus

Oy

Helsinki

## 2. Better digital support capabilities for employees

The first service level of the City of Helsinki's digital support, *service guidance*, means that every City employee is aware of the City's digital support services and knows to guide a resident towards these services, when necessary.

- The City Executive Office will review how the various forms of digital support already influence the City employees working in different roles.
- Clear, easy-to-find instructions about the digital support offered by the City will be compiled.
- The possibilities for adding the digital support training unit to the City's training selection and the 'customer service driving licenses' used by the different divisions will be reviewed.
- Responsibility for the implementation: Project group for reinforcing digital competence

# Suggestions for measures

## 3. Developing the training for digital instructors

The training of digital instructors will be developed proactively by keeping them up-to-date on the City's new e-services and by targeting the training according to new needs.

- The City's representatives will present the key new e-services to the instructors even before their official launch, at various events.
- The instructors' experiences and information about the guidance situations will be utilised to develop the City's services.
- Responsibility for the implementation: Kaapelin Mediakeskus

## 4. Utilising customer feedback

The quality of digital support work will be assessed and developed by utilising the feedback from its customers and reviewing it with other customer feedback.

- The customers will be offered the chance to share quick feedback at the end of the guidance situation, for example with a mobile device.
- This feedback will be reviewed as a part of other customer feedback received by the locations and service areas.
- Responsibility for the implementation: Project group for reinforcing digital competence

# Suggestions for measures

## 5. Utilising various groups

The City's new e-services adhere to the accessibility and availability requirements of the WCAG directive. This requires that:

- The developers of digital support services will utilise the expertise of bodies such as senior and disability associations and implement user testing for digital support services that are being designed or repaired together with the representatives of these and other groups.
- This operational principle will be one of the guiding principles of the implementation of the City's digitalisation programme.
- Responsibility for the implementation: The City Executive Office's Participation and Citizen Information Unit

## 6. Communication

Both the residents and the City's own employees can easily find information on the different channels of digital support and the contents of training.

- The content of the **Digineuvonta.hel.fi** website will be developed and it will be communicated within the City
- Social media channels will be utilised more
- The divisions will make sure that **service map** has up-to-date information on the digital support offered at their locations.
- The City will continue to communicate about digital support in printed media, too, such as Helsinki-lehti.
- Responsibility for the implementation: Digital support of divisions, the communications unit of the City Executive Office, Project group for reinforcing digital competence and Kaapelin Mediakeskus Oy.

# Suggestions for measures

## 7. Adequate resources

It should be ensured that at least the current human resources and expertise will be allocated to providing digital support in the future, too.

- The continuance of reinforcing digital competence will be taken into account in the operational budgets of service areas.
- The City's different service areas will allow their employees to take part in the training and courses for digital instructors.
- The different divisions and the central administration will allocate sufficient human resources for developing digital support and participating in the project group's work.
- Responsibility for the implementation: Divisions and the City Executive Office



# Sources

## Links:

- The City of Helsinki's digital support [digineuvonta.hel.fi/en/](https://digineuvonta.hel.fi/en/)
- Digital support social media channels:
- <https://twitter.com/heldigineuvonta> <https://www.instagram.com/helsinkidigin> <https://www.facebook.com/HelsinkiDigineuvonta/>
- Service description of City of Helsinki's digital support: <https://digineuvonta.hel.fi/en/service-description/>
- City of Helsinki's customer service model (2018) (in Finnish): [digi.hel.fi/asiakaspalvelumalli](https://digi.hel.fi/asiakaspalvelumalli)
- Helsinki City Information: <https://www.hel.fi/kanslia/helsinkilehti-en> and <https://neuvonta.hel.fi/en/>
- International House Helsinki: <https://www.ihhelsinki.fi/>
- Service map (search terms 'digital support' and 'youth centres'): [palvelukartta.hel.fi/en/](https://palvelukartta.hel.fi/en/)
- Digital support projects and ethical guidelines from the Digital and Population Data Services Agency (in Finnish): <https://vrk.fi/digituki>
- Digirasti project (in Finnish): <https://digirasti.fi/>
- Enter ry <https://www.entersenior.fi/en/>
- Helsinki Missio (in Finnish): <https://www.helsinkimissio.fi/>
- SeniorSurf <https://www.seniorsurf.fi/english/>
- Uusimaa digital support (in Finnish): [https://www.uudenmaanliitto.fi/aluekehitys/liiton\\_hankkeita/uudenmaan\\_digituki\\_hanke](https://www.uudenmaanliitto.fi/aluekehitys/liiton_hankkeita/uudenmaan_digituki_hanke)
- National digital support, Digital and Population Data Services Agency (in Finnish): <https://dvv.fi/digituki>
- Helsinki-kanava: <https://www.helsinkikanava.fi/en/>

## Statistical research and reviews:

- Research by Statistics Finland: population information about the use of information and communication technology in 2018: [http://www.stat.fi/til/sutivi/2018/sutivi\\_2018\\_2018-12-04\\_kat\\_001\\_fi.html](http://www.stat.fi/til/sutivi/2018/sutivi_2018_2018-12-04_kat_001_fi.html)
- Eurostat research (2017): <https://ec.europa.eu/eurostat/web/skills/data/database>
- Digital Economy and Society Index 2019 (DESI): <https://ec.europa.eu/digital-single-market/en/desi>
- Technology research by Gigantti: <https://viikkotarjoukset.gigantti.fi/digiraportti/?page=4>
- Research by DNA: <https://www.sttinfo.fi/data/attachments/00826/365cd95d-7ae0-4918-aa5e-333577dfb76f.pdf>
- Research by the Confederation of Finnish Industries: [https://ek.fi/wp-content/uploads/Digikysely\\_infografiikka\\_2019\\_final.pdf](https://ek.fi/wp-content/uploads/Digikysely_infografiikka_2019_final.pdf)