e-Governance Conference
Tallinn. Estonia

Digital vulnerability cannot be fixed in the boardroom

Session with J.Margus Klaar, Kristina Reinsalu,
Federico Plantera, Nutsa Goguadze and Yuliia Lidich

Organized by
eGA 20 YEARS Championing digital societies
Visit Tallinn
Republic of Estonia Ministry of Foreign Affairs
estDev From the people of Estonia

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Photo: Tiina Pitk

Photo: Manna Kaasik

Learn and identify:
Research

2 citizen groups in **UKR** and **GEO**

Empower and plan:
Masterclasses
Action proposals

4 Masterclasses – **20** proposals

Plan and implement:
Pilot projects

3 pilot projects

Collaborate and lead:
Dissemination

brand manual

Digital vulnerability cannot be fixed in the boardroom.

Digital vulnerability is like mental health.

You can’t look at a crowd and know who has trouble loging in.

Service design is not just a discipline.

It is a way of organising and working.

Developing the solutions is half the battle.

To deliver the organisation must change, which is an administrative task that must be supported from the top.

10 design principles

Start with user needs

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Family Doctors

The patient registration form can be found here.

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Book a time?

FAMILY DOCTORS

Janika Viilup
Cabinet 102

Anna Poljantšikova
Cabinet 103

Mare Kookmaa
Cabinet 204

Küllike Eivak
Cabinet 205

Viktoria Sujetina
Cabinet 212

Mari Virula
Cabinet 224

Ljudmila Fahretdinova
Cabinet 226

Reet Kadakmaa
Cabinet 233

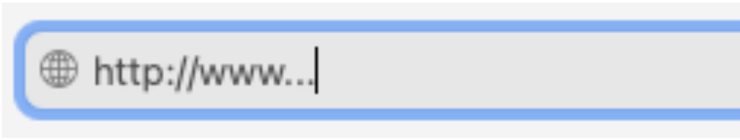
Norbert Liivak
Cabinet 235

Do less

Airline crews

Arthritis sufferers

Soldiers

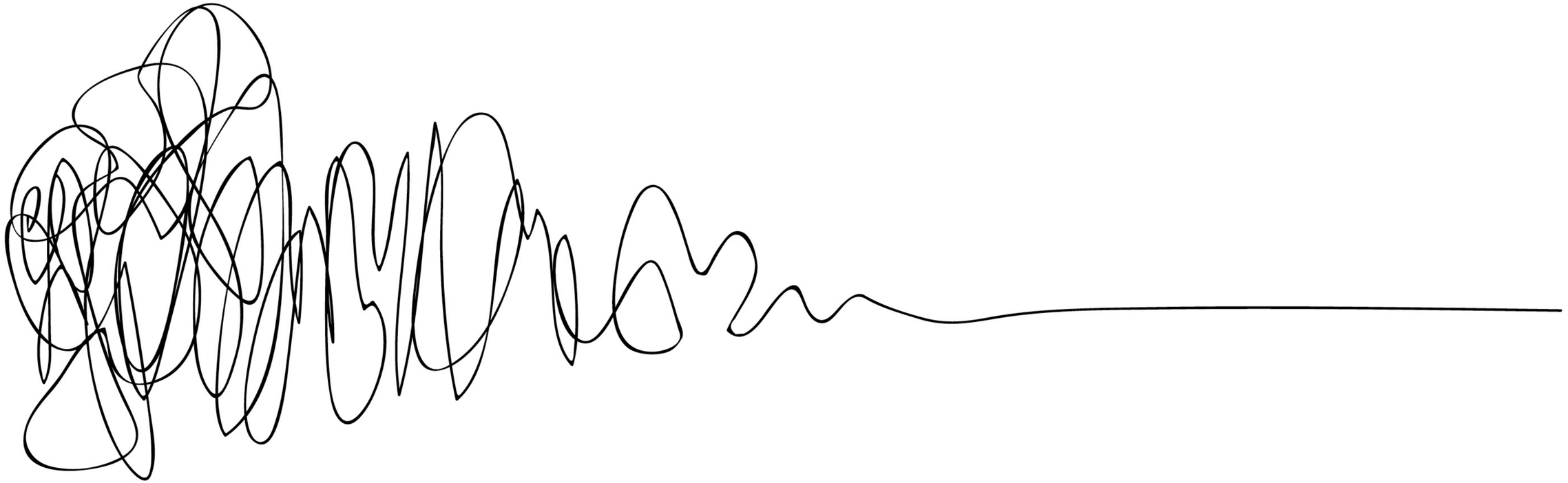


Academics

Design with data

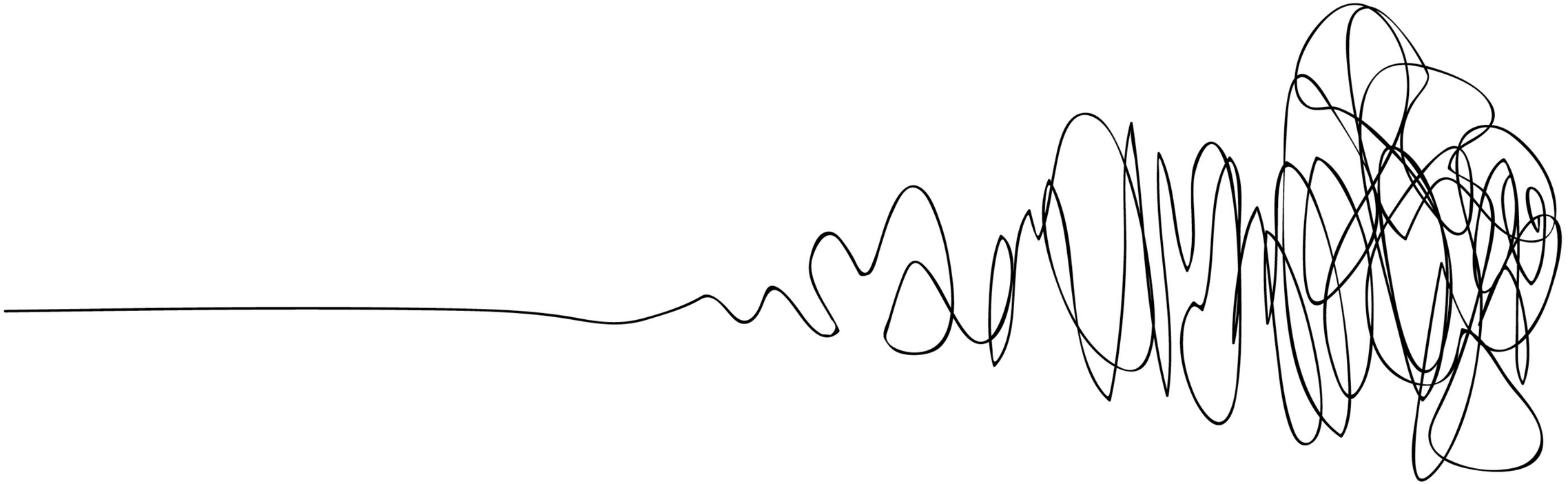
Do the hard work to make it simple

Iterate. Then iterate again.



Discover — Define — Develop — Deliver

…or don’t.

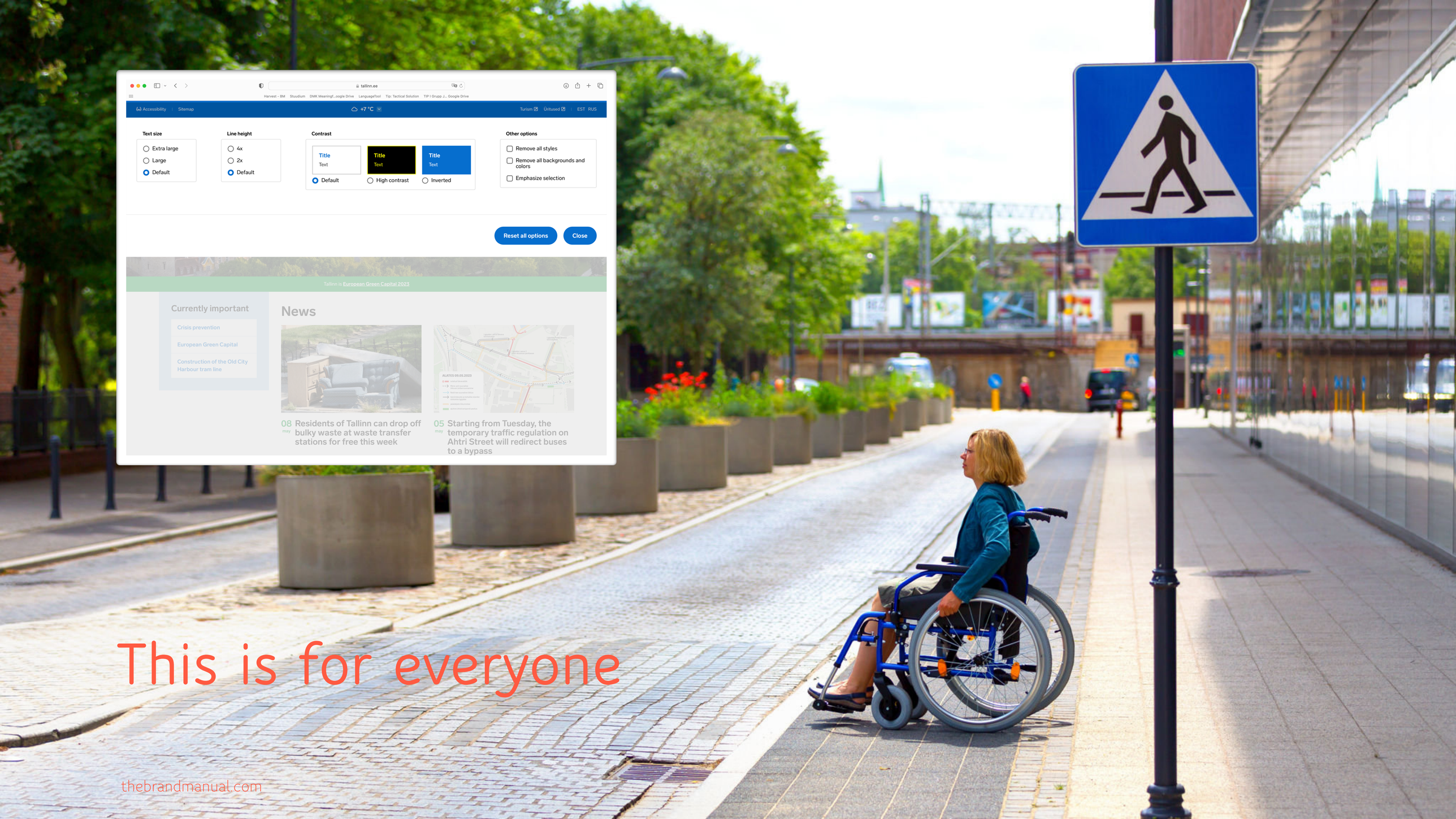


We know what the problem is

Solution to the “problem”

User feedback

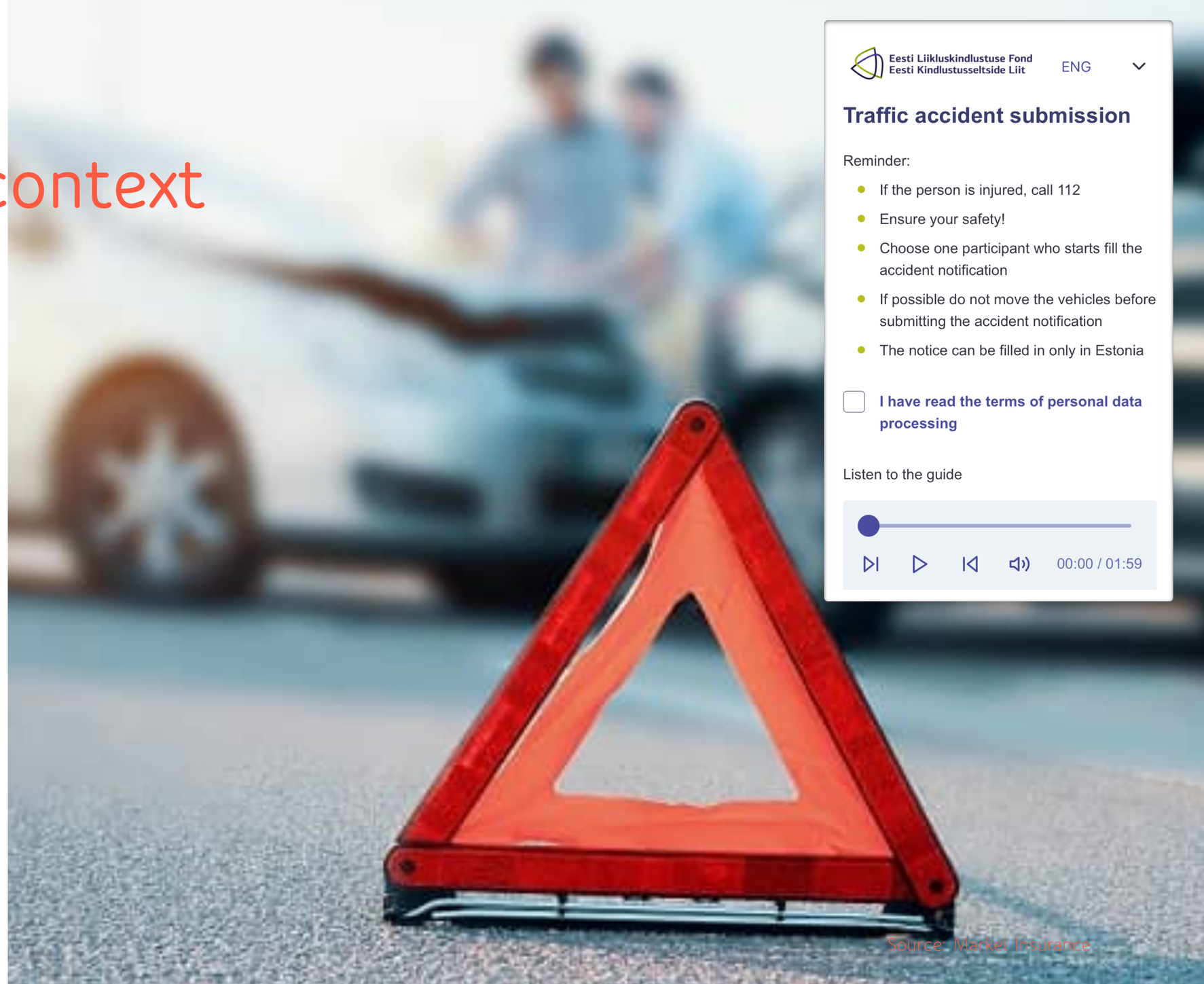
Next year’s budget fixing the “solution”



This is for everyone

thebrandmanual.com

Understand context



Eesti Liikluskindlustuse Fond
Eesti Kindlustusseltside Liit

ENG

Traffic accident submission

Reminder:

- If the person is injured, call 112
- Ensure your safety!
- Choose one participant who starts fill the accident notification
- If possible do not move the vehicles before submitting the accident notification
- The notice can be filled in only in Estonia

I have read the terms of personal data processing

Listen to the guide

00:00 / 01:59

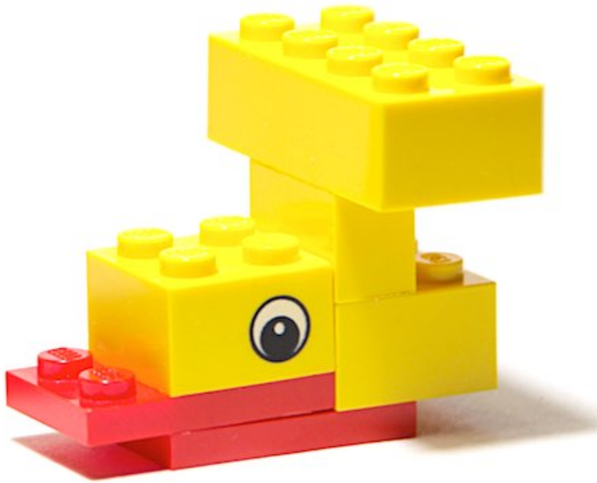
thebrandmanual.com

Source: Market Insurance

Build digital services. Not websites.

Be consistent. Not uniform.

Make things open. It makes things better.



Make things work the way people expect them to work.

Source: VOX

brand manual

Thank you!

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Digital education and awareness for parents

მშობლები განათლებისთვის
PARENTS FOR EDUCATION

Natia

- Rural housewife with 4 kids
- Financially and socially dependent
- Trying to please in-laws
- No support system/friends
- Internet use – Facebook
- Very vulnerable to malicious propaganda

Natia needs:

- Basic digital education
- Mentorship
- Supportive community

Our project aims to educate and raise awareness of parents

Protect themselves and their children

Recognize fake info and malicious propaganda

Become sensible e-citizens

which will benefit both their **children** and **society**

What will change for Natia?

What DEAP provides

- Trainings and workshops
- Online resources
- Online info campaigns
- Digital Ambassadors
- P4E Community

What else Natia gets

- Support and guidance from professionals
- A support system of fellow parents
- Feeling empowered to take action
- Self-confidence as a parent

Thank you!

Nutsa Goguadze
nutsa.geo@gmail.com

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goLOCAL

DRIVE PROJECT

in Ukraine

Громадська організація
ЦЕНТР ЦИФРОВОГО РОЗВИТКУ ГРОМАДИ

В рамках проєкту DRIVE

Дія
Міністерство цифрової трансформації України

За підтримки Швейцарії

EGAP

Фонд Східна Європа

USAID
ВІД АМЕРИКАНСЬКОГО НАРОДУ

Цифрограм

Цей електронний сертифікат засвідчує, що

Іонан Валерія

пройшов/ла тестування на національній онлайн-платформі Дія.Цифрова освіта.

Рівень цифрової грамотності

Високий С1

Загальна кількість балів

99/111

Сфери компетентностей	Рівень	Бали
Основи комп'ютерної грамотності	**Високий С2**	**15/15**
Інформаційна грамотність, уміння працювати з даними	**Високий С2**	**15/15**
Створення цифрового контенту	**Високий С2**	**19/21**
Комунікація та взаємодія у цифровому суспільстві	**Високий С2**	**14/15**
Безпека в цифровому середовищі	**Високий С1**	**20/24**
Розв'язання проблем у цифровому середовищі та навчання впродовж життя	**Високий С1**	**16/21**

02 листопада 2020

Цифрограм — це національний тест з цифрової грамотності, систематизований за сферами знань європейської рамки цифрових компетентностей DigComp. 2.1 для громадян

690

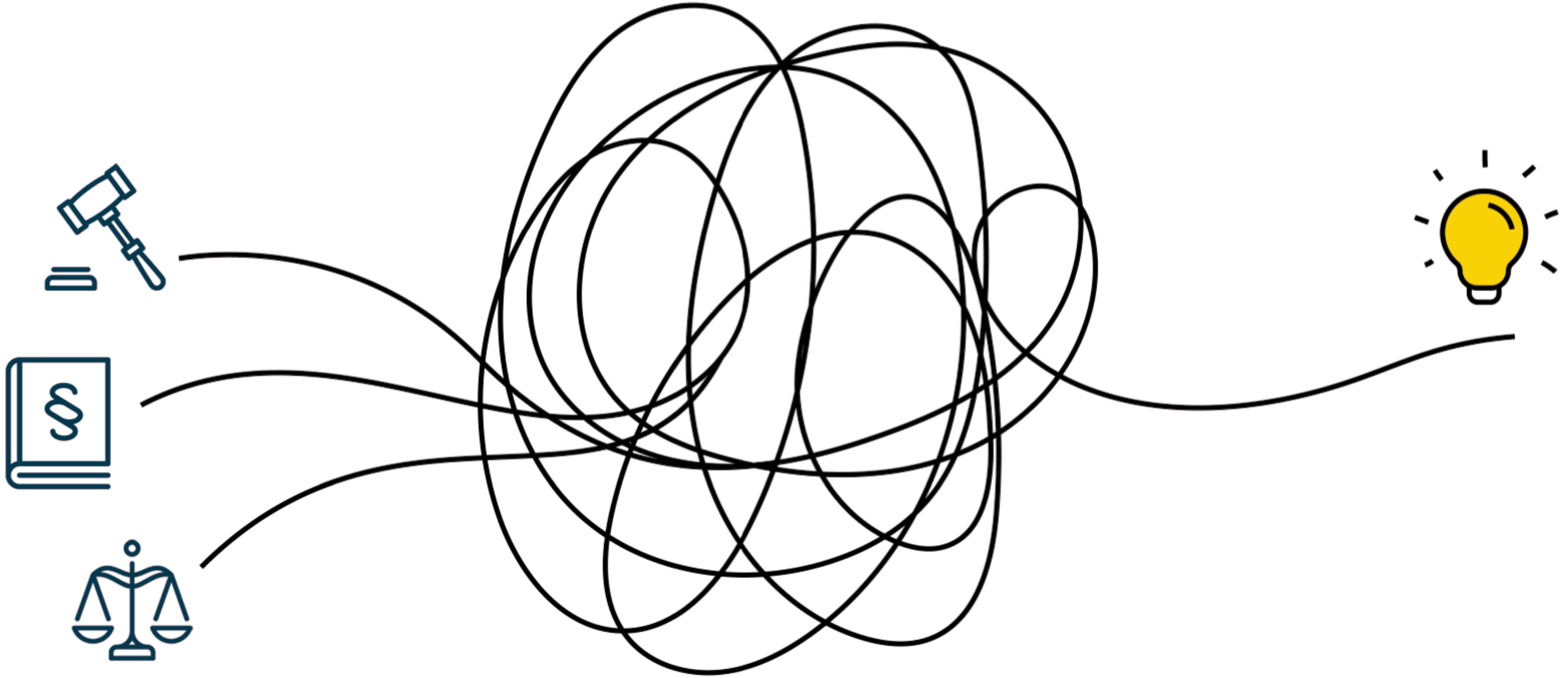
digitally vulnerable people completed the educational program on the Diia.Digital platform

10

impactful presentations, which transformed from an abstract idea to a finished project

2

winning projects, which are to be implemented by August 2023



One cannot underestimate “competitors!”

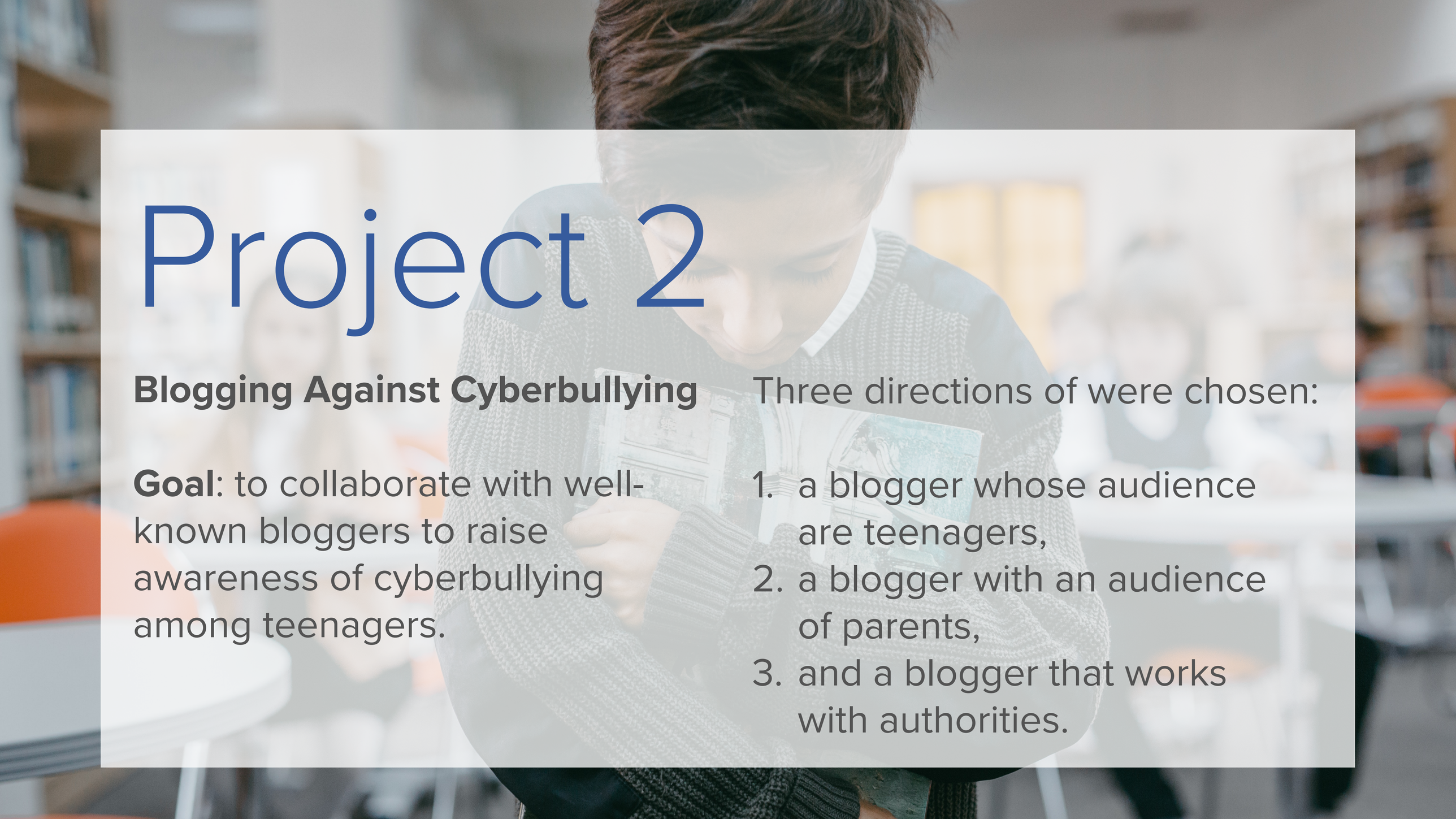
Before starting to work with the target audience's problem, we need to “walk in their shoes” first.

During the training, I realized that it is necessary to thoroughly study the target audience and their needs before deciding on the project’s focus.

Project 1

Digital transformation of teachers from rural area

Goal: to improve the level of digital literacy among teachers in the Hoshcha community.



Project 2

Blogging Against Cyberbullying

Goal: to collaborate with well-known bloggers to raise awareness of cyberbullying among teenagers.

Three directions of were chosen:

1. a blogger whose audience are teenagers,
2. a blogger with an audience of parents,
3. and a blogger that works with authorities.

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