

Network for promoters of digitalisation



MINISTRY
OF FINANCE



WHAT? The network for promoters of digitalisation boosted interaction among developers

The network for promoters of digitalisation was part of the Programme for the Promotion of Digitalisation (digitalisation programme) in 2021–2023, offering an unofficial dialogue channel for service developers in public administration and the Ministry of Finance, which was in charge of the digitalisation of public services.

The network's goal was to increase interaction among participants interested in the digitalisation of public administration, develop their networks and establish new development partnerships. It also aimed to support the development of digitalisation, for example by disseminating information about best practices

in the field and by highlighting development needs and solutions related to digitalisation.

Dialogue helps identify bottlenecks in the development of digitalisation and can reveal development challenges in the preparation of national development projects.

The network was established for the needs of the digitalisation programme, but was not officially appointed to the task. Participation in the network's events varied depending on the themes discussed at individual events. At best, an individual network event attracted nearly 250 participants.



HOW? Online events brought participants together

The activities of the network for promoters of digitalisation began in November 2021, and the meetings continued throughout the programme period until the end of March 2023. Online meetings were organised the first Friday of every month.

The network's goal was to help present and map out the goals of national digital development, as well as help developers identify their role in the big picture.

The network also brought together parties related to the digitalisation of public administration and discussed typical challenges, solutions and good practices. To this end, regular online events were organised to handle common themes.

These included legislation concerning digitalisation, as well as digital services, which were the focus of several events. The themes

were defined in advance when the network began operating, and an introduction to the theme discussed was prepared for each meeting.

Interaction, networking and feedback provision took place in the online event's chat or through other channels. Discussions were also conducted on social media, including in the Ministry of Finance's channels, under the tag #DiginEdistäjät. Indeed, many of the digitalisation designers participating in the events established networks and solved project challenges outside the events.

The operating model was actively developed based on feedback from surveys during the network's operations, and after the programme's conclusion, the experiences from it were documented and assessed as part of the wrap-up.

Goals of the network for promoters of digitalisation

- Increasing interaction among operators in the field.
- Developing digitalisation in public administration.
- Disseminating good practices.
- Identifying challenges to the development of digitalisation.
- Solving such challenges.



FOR WHOM? Developers of digitalisation in public administration

True to its name, the network for promoters of digitalisation convened developers involved or interested in development projects focused on digitalisation in public administration. To keep the threshold for participating in the network low, there was no requirement to register for the events.

The network was intended especially for public administration change agents and directors, service developers, service designers, process and project developers, as well as information management and administration professionals. Some of the participants represented municipalities and government agencies, as well as the Ministry of Finance, which supervises the digitalisation of public services.

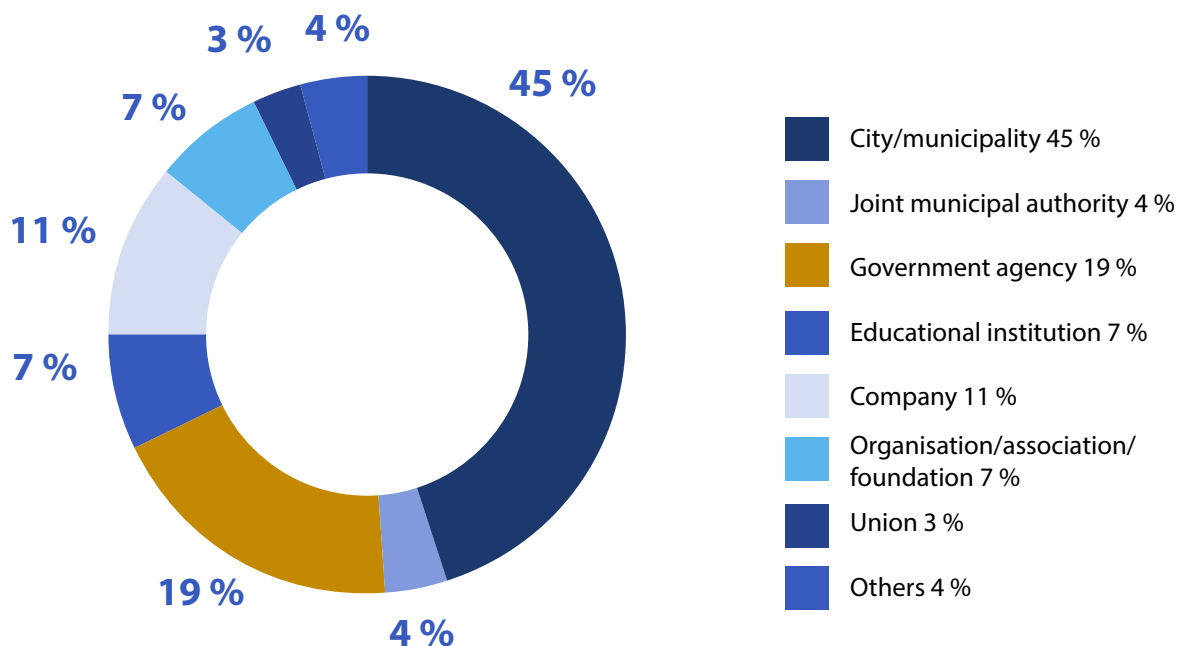
The number of participants in online meetings varied depending on the theme, but it increased steadily from a few dozen in the beginning to as many as nearly 250. On average, the events were attended by 80–90 participants.

At first, meeting participation took place through invitations distributed in the channels of the Ministry of Finance and delivered by members of the digitalisation programme. At later stages, invitations were also submitted on the mailing lists of municipalities and government agencies, and directly to parties that had expressed their interest through forms published on the website.

Target group of the network for promoters of digitalisation

- Change agents in public administration.
- Change directors in public administration.
- Digital service developers and service designers.
- Processes and project developers.
- Information management and administration professionals.

All participating parties 2022





BENEFITS? The network for promoters of digitalisation highlighted challenges and solutions related to digitalisation

The greatest benefits came from the networking of operators in the field. The network brought together people working with digitalisation in public administration, who dealt with similar challenges or, alternatively, knew of good operating models that could also benefit the other participants.

In addition, the network helped understand the goals of national digital development and the significance of individual operators to the system as a whole. It helped many developers gain a better overall picture of the situation in the field.



RESULTS? The network continues its life after the programme's conclusion

While the activities of the network for promoters of digitalisation ended with the digitalisation programme, the concept can continue to be used in the development of other open networks.

At best, the network brought together hundreds of experts interested in the field, offering them inspiring peer support and a broad overview of development in the field. The rapid increase in the number of participants indicates that there was a demand for such a network and that it was found to be useful.

Even though the official network ended, it enabled professionals in the field to forge contacts, as well as solutions to challenges and bottlenecks to be crowdsourced. The organic network resulting from the programme will thus continue to benefit the digitalisation of public administration.

Results of the network for promoters of digitalisation

- The meaningful and useful activities connected as many as hundreds of people interested in the topic and working with it.
- The encouraging discussion atmosphere also provided opportunities for networking outside the programme and for new development partnerships.
- The activities highlighted the goals of national digital development, helped developers understand their role as part of the whole, and offered a better overall picture of the situation in the field.
- Interesting themes and carefully prepared introductions provided information and solutions concerning challenges to digitalisation.
- The activities attracted a great number of new network members, and the number of meeting participants increased steadily.
- The organic network resulting from the programme will continue to benefit the digitalisation of public administration.
- The experiences gained will enable the concept's use in the development of future open networks.