



Operating model for digital support: Developing and coordinating digital support



MINISTRY
OF FINANCE



WHAT? Strengthening the competence of digital support operators

The development of an operating model for digital support is part of the Programme for the Promotion of Digitalisation, which aims to support and encourage authorities to provide digital services to citizens and companies, thereby promoting the use of digital service channels. One of the Programme's goals is to have digital support available across the country and develop it to provide support not only to citizens but also to businesses. This is one of the measures promoting equality in the 2019–2023 government term. The goal is to facilitate citizens' use of digital services and devices.

The goal for quite some time has been to improve citizens' and businesses' capabilities

to use services online. Digital support lowers the threshold to use electronic services and strengthens individuals' and organisations' social inclusion. The development of digital skills also helps adopt and deploy new electronic services. The national development and coordination of digital support is the responsibility of the Digital and Population Data Services Agency. [The Digital Support page](#) provides learning and support materials for developing digital support, as well as research-based information about the need for digital support, the operating environment and digital competence.

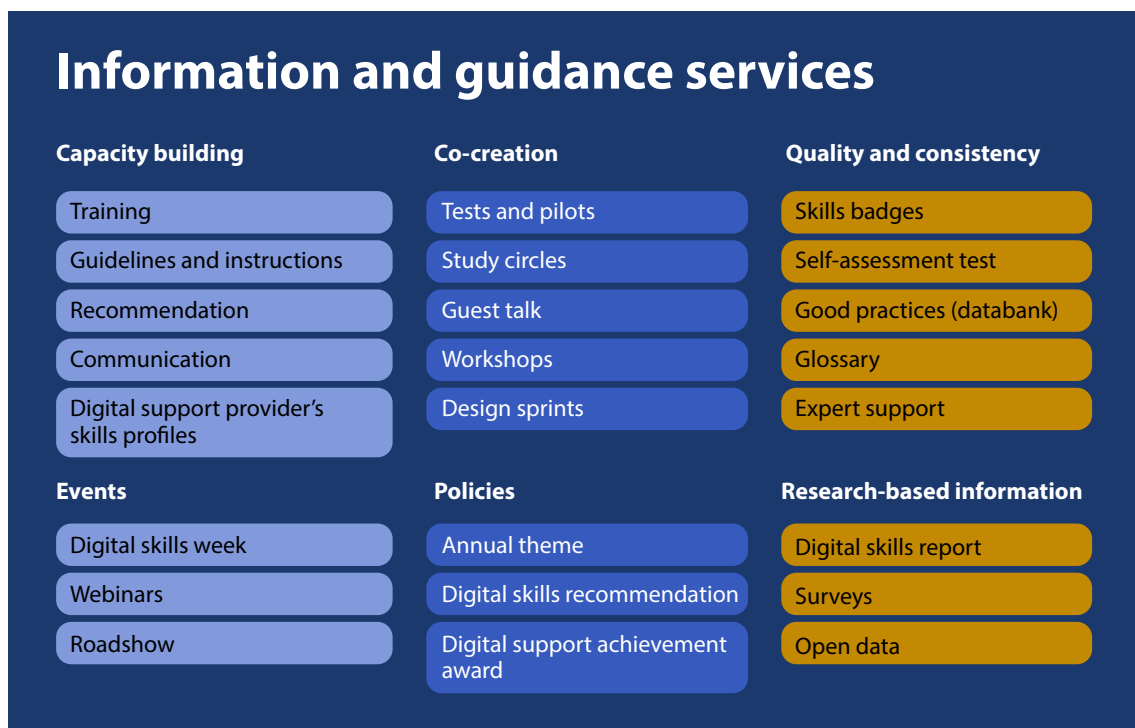


HOW? Information and guidance for digital support operators

In Finland, digital support is provided by various parties, ranging from municipalities and authorities to volunteers. A variety of providers and operating methods means there is a need for joint development efforts. The operating model for digital support of the Digital and Population Data Services Agency includes the production and compilation of information on digital support and digital skills, the development of the competence of

digital support providers and digital support practices jointly with the network of digital support operators, as well as varied and effective stakeholder cooperation. The operating model is based on national network cooperation and local digital support services.

The operating model's key offering to digital support operators is depicted in the following service diagram.





FOR WHOM? All digital support providers

The purpose of the operating model for digital support is to help develop and coordinate the digital support offered to citizens and businesses and disseminate the best support practices. Digital support is offered by Public Service Info, the authorities, municipalities

and municipal actors such as libraries, service points, organisations, companies, volunteers and citizens themselves. Some parties that provide digital support may not even realise they do so if they provide digital support as part of their other duties.

Digital support providers

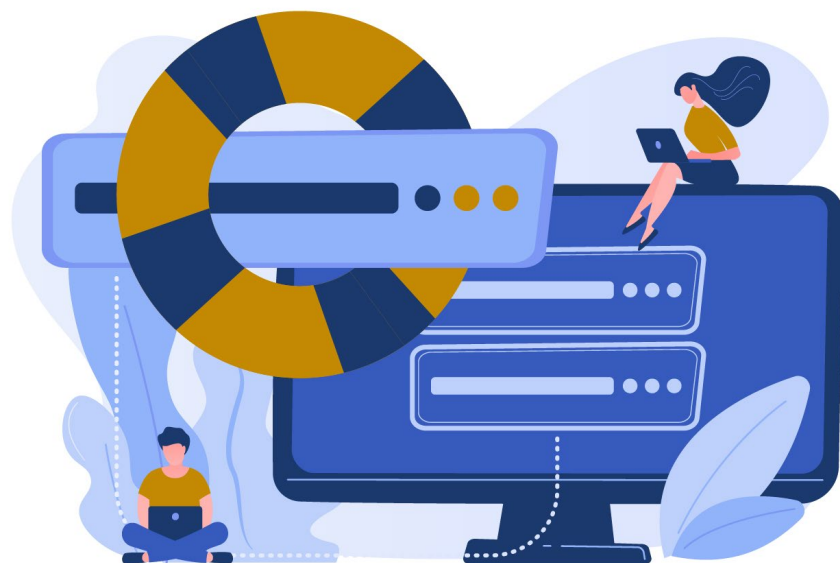
- Public Service Info
- Authorities
- Municipalities, municipal actors and service points
- Organisations
- Health and social services
- Companies
- Adult education centres
- Volunteers
- The fourth sector (citizens)



BENEFITS? Improved quality, availability and access to digital support

Even though individual providers of digital support may possess a great deal of information and competence suitable for the needs of their own customers, they can also benefit from the broad and diverse results of coordinated development efforts. The operating model for

digital support helps provide a comprehensive picture of the state of digital support and skills, which contributes to improving the quality, availability and access to digital support.





RESULTS? The operating model for digital support aids the work of digital support operators

Establishing the operating model for digital support is a long-term process, which aims to support and harmonise the operations of different support providers. For example, the digital skills week organised online brought together experts in the field and examined the range of digital support from a wide perspective. Recordings from the event are freely available online. Digital support providers also have access to other online material. The results of the work

on digital support profiles help providers find tools needed in their own work, and the network of operators in the field can provide assistance with problems.

Results of the operating model for digital support 2022

Tests and pilots:

- Young people
- Municipalities
- Companies and organisations
- Survey of the digital support ecosystem
- Glossary of the development of digital support
- Profiling of digital support providers

Surveys, reports, recommendations, training:

- Regional duty of digital support
- Report and recommendations on the discoverability of digital support
- Digital skills report and digital skills recommendations
- Surveys of digital support tools and description of the information model for digital support
- Design Sprint to develop the digital support site of the Digital and Population Data Services Agency
- Digital support training for municipalities
- Data security survey of digital support providers
- Multicultural skills badge