

MobiDig

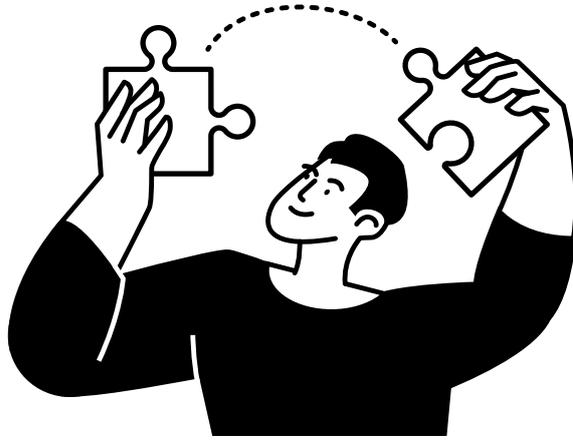
by DigitAll



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What is MobiDig?

MobiDig is a solution that stimulates and supports existing social organizations in providing digital skills lessons to hard-to-reach people, such as the homeless, vulnerable youngsters or elderly people. MobiDig facilitates mobile outreach and works on the motivation and retention of people when learning basic digital skills. We strongly believe that mobile outreach is the way forward to include the most fragile people in our society.

Nowadays, digitalization is often a prerequisite for participation in society. Whether it's making a doctor's appointment, requesting temporary unemployment benefits, enrolling your children in school, taking lessons online or requesting a certificate from the municipality. Unfortunately, not everyone has the opportunity or the skills to use these digital tools. The digital divide affects some groups more than others. For the most fragile, the threshold is often too high for them to go along to existing learning initiatives themselves. With MobiDig, we are reaching out to the most vulnerable citizens at places they are familiar with to guide them through their first digital steps.





This inspirational guide will explain which steps you can take to extend your activities with MobiDig and to enhance your outreaching activities to vulnerable people. It can also be of help when applying for project subsidies to estimate the implementation of MobiDig.

In 2021, a working group composed of BNP Paribas Fortis, CTG Circular, Proximus, VRT and Hobo started to work on the idea of MobiDig. Then, we implemented and tested the solution together with 5 social organizations situated in Brussels, Flanders and Wallonia during a pilot phase in 2021 and 2022. Together, we worked on handy tools to go mobile, and we developed innovative learning features, providing disadvantaged people with the best learning experience. These tools can be used while giving a class to increase the participation, motivation and feedback.

Thanks to these tools, a learning application and a Hiveboard,

you'll be able to create endless interactive lessons with quizzes, a timer, games, videos, rewards... unleashing the potential! It can be used to define the learning path, to track progress and evaluate results, to playfully reach common goals and much more.

It' is a useful and fun addition to the existing learning environment for both teachers and beneficiaries. Users from different target groups have already been very enthusiastic about this innovation because each individual can benefit from the sharing of experience. They can work together, brainstorm ideas and share their thoughts more easily, which facilitates the digital inclusion of people with similar experiences. It also increases the beneficiaries' confidence, progress, motivation and retention. Additionally, they can understand that they are not on their own and not the only ones facing digital issues. Together, we all strive to achieve

a prosperous and inclusive Belgium where everyone has the same opportunities, so as to be able to enjoy the better quality of life and job opportunities that digitalization brings. The social organizations that have written this guide are looking forward to welcoming other partners. They can be contacted through the details that you will find at the end of this brochure.

We hope you'll soon be part of the MobiDig experience!



<https://digitall.be/mobidig>





MobiDig is an initiative of DigitAll, a coalition of companies, social organizations and governmental bodies working together for more digital inclusion in Belgium.



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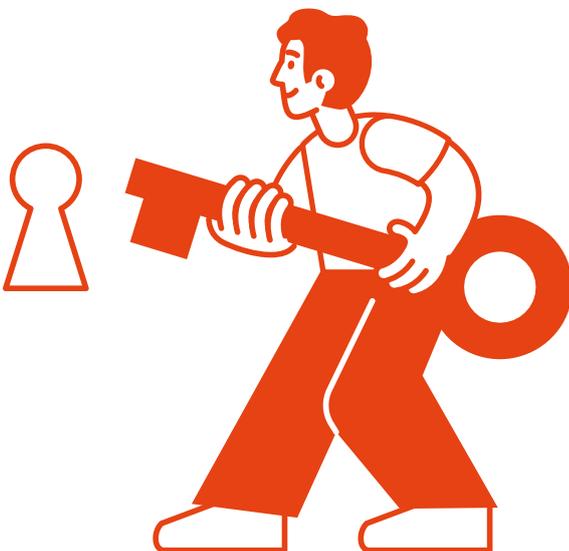


The ecosystem was set up in 2020 at the initiative of BNP Paribas Fortis. Proximus joined them in June 2021. **DigitAll strives for more digital inclusion, aiming for equal opportunities for every Belgian citizen.**

The risk of no longer being able to keep up in our digital society is not something that touches only the vulnerable or elderly. Each and every one of us can be affected, even our youngsters. We therefore need to act to make sure everyone can be included in the digital society by making it accessible and making sure everybody acquires the necessary skills to be digitally active while being at ease. We believe that everybody wins in a more digitally inclusive society.

That is why DigitAll strives to achieve a prosperous and inclusive Belgium where everyone is able to enjoy the better quality of life and job opportunities that digitalization brings.

At DigitAll, we connect people and organizations that want to commit to bringing about a structural change and increasing the impact on digital inclusion in Belgium by means of co-creation and awareness raising, with an open and diverse mindset. We seek solutions for more digital inclusion and are taking steps to build a network of organizations and people who can contribute to this with the aim of creating a real community, an ecosystem in which participants share experiences, work together and can use one another's actions as a lever.





Today, 46%¹ of Belgians are digitally vulnerable.

Every new technology brings new concepts with their jargon and new habits. Some people also experience digital stress and fear of the unknown. They are sometimes ashamed to ask for help and are not especially aware of the existing learning offer. These are divisive elements in the digital revolution that make every person in society a digital 'in' or 'out'.

Not everyone is on board, and this limits their participation in society and access to their rights. For disadvantaged people, such as people living in poverty, the low-skilled, the elderly, youngsters and people with disabilities, this multiplies the risk of a chain of circumstances from which they cannot escape without outside help. Skills, motivation, support and your personal network play an important role in digital inequality.

A number of initiatives already exist in order to help people improve their digital skills. For some people, however, the threshold is too high to go along to these learning initiatives themselves. They need to be addressed in their own familiar and safe environment.

That is why we came up with MobiDig, a solution that stimulates and supports existing social organizations in providing digital skills lessons to hard-to-reach people on location.

Our role is to give those who are on the fringes of society the desire, curiosity and resolve to adopt and learn new practices in order to actively participate in a fast-changing society and become a fully-fledged citizen in a digital era, be it social, economic or cultural.

At MobiDig, our main goal is to reach vulnerable people, to motivate them and to make them find their way in the digital world.

Let this guide be of inspiration when implementing MobiDig!

¹Barometer digital inclusion 2022- King Baudouin Foundation



Going Mobile





Outreaching



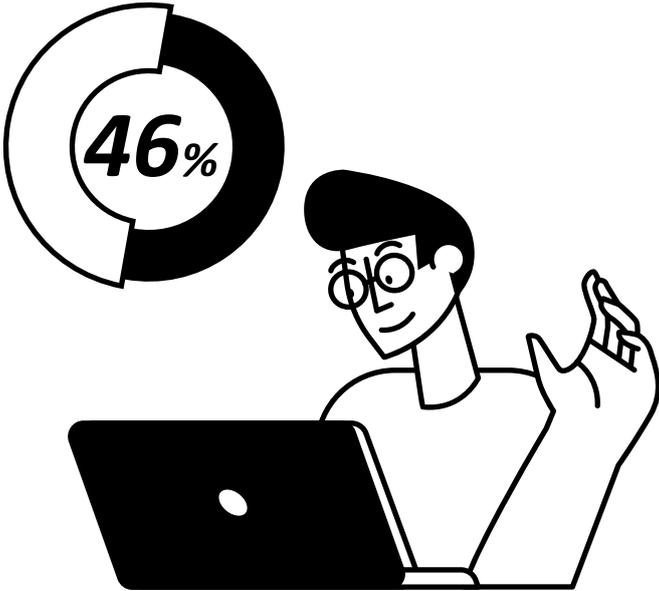
Description



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46%
of the population is at risk of digital exclusion

#Description

In Belgium, 46% of the population is at risk of digital exclusion, often due to a distrust towards technologies and institutions, a lack of basic skills, the fear of the unknown and a feeling of shame for not knowing 'basic skills'. Yet, technologies are often designed to speed up processes and make life easier for the skilled user. Without a grasp of digital resources, disadvantaged groups often develop dependency on others. Unfortunately, many people are simply not aware of the existing offers that provide them with the opportunity to learn.

By making use of mobile outreaching, the process where disadvantaged people are actively approached with learning offerings, MobiDig aims to give people the opportunity to learn at their own pace, all while being part of a community. Our role is to motivate those who are on the fringes of society to adopt new practices in order to actively participate in a fast-changing society. We want to make sure that we can provide them with the best learning experience by reaching them in their own environment and procuring them with the comfort they need. In groups or in pairs, we can identify the obstacles and bypass them by giving the individuals tools





Outreaching



Description



Tips & Tricks



Testimonial

and opportunities to become a fully-fledged citizen in a digital era, be it social, economic or cultural. Proposing this adapted approach, based on a differentiated, flexible pace, makes it possible to generate enthusiasm about the perspective of digital autonomy. It is important that people feel comfortable and well supported before they start, as digital is often perceived as 'cold' and the human factor is key to raising awareness. This is even more true for people who are disadvantaged in what is conveyed by digital. Outreaching inspires your audience to feel free to learn. Start by approaching them, giving a hand, making them want to develop their curiosity and keen to learn and use digital technology in the perspective of changing their opinions and behavior. Raising awareness means building confidence in the digital world among disadvantaged people and thus enabling them to strengthen their self-esteem through digital challenges. Outreaching allows the community of social and partner organizations to remain up to date with technologies, methodologies and themes, and therefore to improve the service to disadvantaged people.

By working in an outreaching way, you get to know the context of the people you work with. By getting to know their way of life,

the environment they live in and the people surrounding them, you gain more insight into their behavior and thoughts. When you combine this with an empathic attitude, it will achieve far better results.

Another added value is the number of people you can touch by reaching out to them. Word of mouth goes round and draws attention to you and your work. This can attract more people to come and have a look during your next activity. They do not come up against the threshold to really reach out to your organization.



Outreaching



Description



Tips & Tricks



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REACHING THE TARGET AUDIENCE

- Work with organizations that already have contact with **the audience** and use **their infrastructure**.
- Go to places where the target audience already is, for example neighborhood centers, squares, hangouts, etc. (similar to street workers).
- In some cases, the target audience can **be reached by “aiming bigger”**. This means indirectly finding the target audience by offering support to a larger and broader group, also including the non-target audience (e.g., in school classes or nursery homes).
- Have one of the workers from the partner organization be present during your first session to facilitate the relationship with the beneficiaries.
- **Building a good relationship** with the partner organization is key, as they will be the main communicator between you and the beneficiaries.
- Hang flyers and posters about the classes **in the respective organizations**.



Outreaching



Description



Tips & Tricks

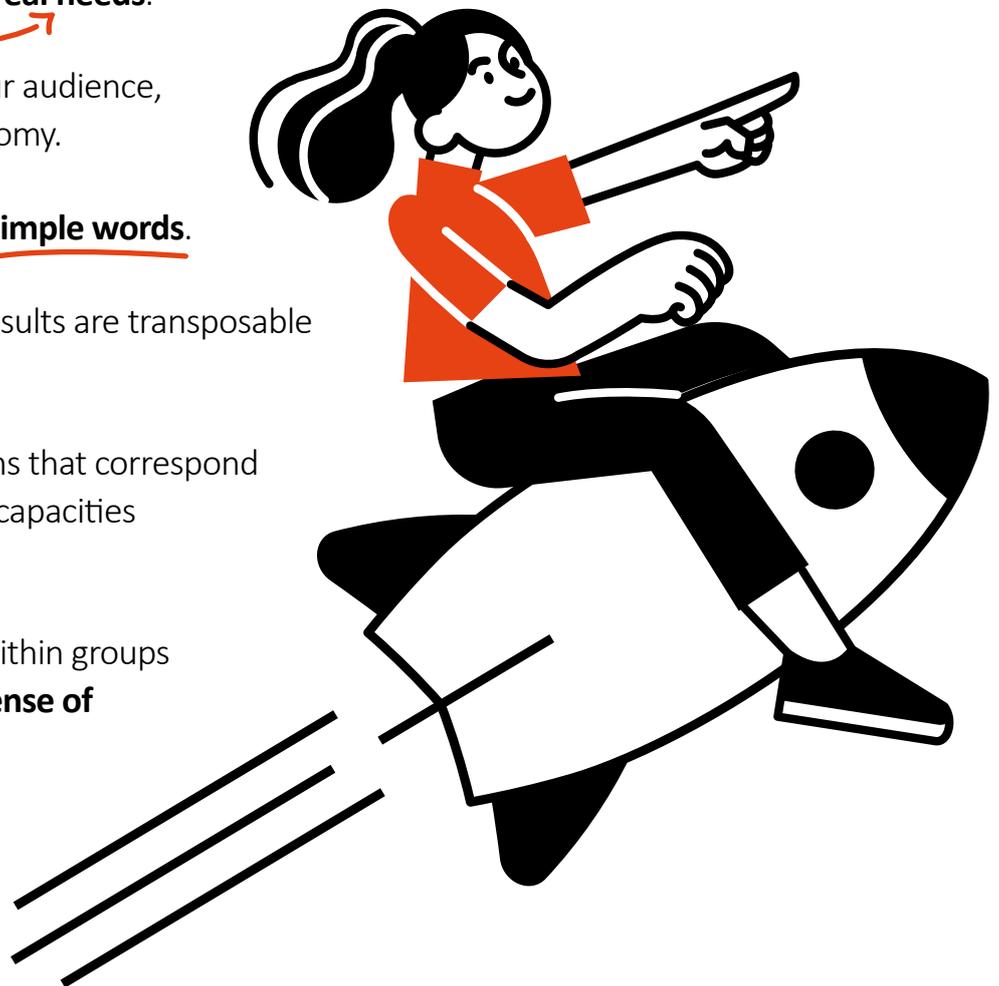


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RE-BUILD THEIR (SELF)-CONFIDENCE AND TRUST IN TECHNOLOGY

- **Identify the real obstacles** and understand the blocking mechanisms of your audience.
- Start smoothly with people's expectations then **focus on their real needs.**
- Be ambitious for your audience, aim for digital autonomy.
- Communicate with **simple words.**
- Ensure that target results are transposable into real life.
- Propose interventions that correspond to people's learning capacities and abilities.
- Share experiences within groups to **strengthen the sense of community.**





Going Mobile



Outreaching



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Computers, smartphones, using a touchscreen... it can be quite scary and cold. Human interaction and friendliness are key components during MobiDig workshops.



Interface3.Namur



With our mobile set-up, we were present at three community centers where Diepenbeek offers a monthly 'social restaurant'. Between courses, people approached us with all sorts of questions or problems regarding the use of their smartphone, tablet or computer. Some had been struggling with an easy-to-solve problem for weeks but just did not know where to go for help or did not manage to do so.

Digidak



Sometimes, the best way to reach your audience is by targeting everyone. For example: we often work with schools, because we know every child or teenager will be at school. In this way, by targeting everyone, we reach our target group as well. But pay attention, those youngsters may have an aversion to everything school related, so especially in a school context, it is extra important to build up your courses in a playful way.



Link in de Kabel



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Hardware, Software and Connectivity



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Tips & Tricks



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#Description

As the digital world evolves day by day, it is important to be able to give your target group resources they can rely on during and after the workshops. One of the main goals of digital inclusion is to allow citizens to become autonomous and confident in their ability to use technologies.

- To act in favor of digital inclusion, access to a device is essential, and you will need to determine which medium to use during your training: smartphone, tablet, laptop or PC. You can also decide to combine different mediums but for beginners it is easier if everyone has a similar setup. It is an important choice that must meet the objectives, the needs and wishes of the participants but also takes into account constraints such as transport, the equipment available, etc.

However, access to equipment is not enough. The equipment must be sufficiently efficient and adapted to the needs of users. The access conditions must also be optimal. For example: how can a person hope to learn to use a computer if they can only access it a few times a month and in noisy conditions?

Facilitating access to equipment to your target audience outside of the training brings real added value to the learning. Some examples: possibility of a loan, access to cyberspaces, cheaper purchase, assistance with the purchase, renting equipment, etc.



Hardware, Software and Connectivity



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3 advantages of smartphones

- For a beginner, a smartphone or tablet are easier to use than a laptop or a computer because the Operating System is more accessible.
- Many people have a smartphone and use it daily. Use participants' own devices, or similar to allow them to learn in a familiar environment and to practice after the session.
- Easy to find user tips online.

3 advantages of tablets

- Tablets are similar to smartphones. They are more comfortable due to the larger screen.
- Participants will be able to continue training with a similar interface, on their smartphone.
- Tablets are lighter to carry than PCs.

3 advantages of PCs and laptops

- PCs and laptops are more frequently used in the professional and administrative world.
- Work is more comfortable for a long period of time at these devices.
- Some programs are more comfortable to use on a laptop or PC.



When choosing reliable devices, alongside usability, it is also important to take into account the warranty from the supplier, the technical specifications, such as the type of processor, battery life and memory, as well as the included software.





Going Mobile



Hardware, Software and Connectivity



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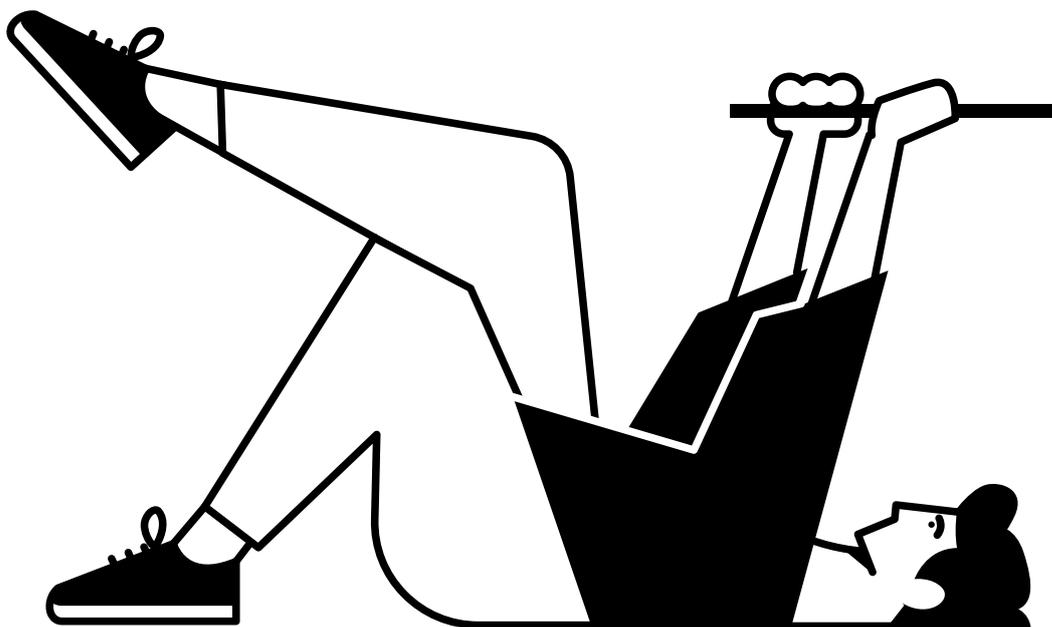


Links & tools

In addition to that, there is no need to buy expensive, state-of the-art computers or laptops. The material should be sufficient for the use during the classes you give. You should find tablets around €150, and laptops between €250 and €400 with a 15-inch screen, which are easier to transport. If it is possible, equipment should be bought online or from stores in order to benefit from the warranty. Local shops offer the benefit of being able to answer questions and help with finding what you need exactly and can offer you cheaper devices that are not generally found for public use. They can also provide attractive prices for volume purchases.

We are big fans of refurbished material, as it has a societal and ecological advantage. First of all, high quality refurbished material tends to be preferred because you have all the advantages of new IT devices (up to date software, long battery life, etc.) but at a lower cost. Also, the reuse of IT reduces the production of new equipment, which is better for nature and mankind.

A lot of suppliers offer refurbished devices and extra equipment like a mouse, headset, extra screens etc. online. As the online offering can vary, we advise you to compare the costs, specifications and quality between the different websites. Some suppliers only sell to companies, others to individuals.





Hardware, Software and Connectivity



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Connectivity

Internet connectivity is probably one of the most important factors when giving a session. You need to be sure that you can connect to the internet in the easiest and most reliable and secure way possible.

Make sure you will have a good internet connection in the places where you are going to give your sessions. There is nothing worse than a bad connection.

In the event that you cannot access the internet via Wi-Fi, either because the connection is bad or not accessible at all, you can always use your phone in a shared hotspot or use a modem/Wi-Fi as presented below. An internet connection (be it Wi-Fi or a hotspot) is equipped to support several connections. With a personal hotspot, for instance, you can face issues if you connect too many devices.

For this project, we selected a portable router:

- This allows several devices to connect to the internet through this router that acts like a “hotspot”.
- It works in combination with a mobile connection (4G).
- Cost of an individual router is around 75 EUR excluding VAT.
- You might want to use several routers if you want to ensure sufficient bandwidth when using multiple devices.
- You are limited to 16 users at the same time.
- You will need to buy a subscription to a mobile solution provider and be sure that you will have enough mobile data.



Hardware, Software and Connectivity



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After you are equipped with all the hardware you need, there are still some aspects that you have to think about when you want to start giving workshops:

- Use the same materials and computer environment as your participants. It is better if you see the same things as them and face the same problems if they arise.
- It is a good idea to create several user sessions on your computers or tablets, depending on where you give your training (e.g., Mobidig-Brussels-session-1).

This way, participants can find what they did in previous training sessions, and you can easily delete them at the end of each training cycle.

- When creating email addresses, use the computer or tablet account name and use the same password for everyone. This facilitates the management of email addresses and makes it easier for your participants when they have to perform exercises such as sending emails.
- Avoid giving administrator rights as much as possible.
- When you create a user session, do not launch it directly yourself, entrust the tablets or PCs to your participants and let them open the session for the first time. This allows them to discover the very first steps.
- Instead of installing an application or software thinking you will need it later; install apps gradually in line with your audience's needs.



Hardware, Software
and Connectivity



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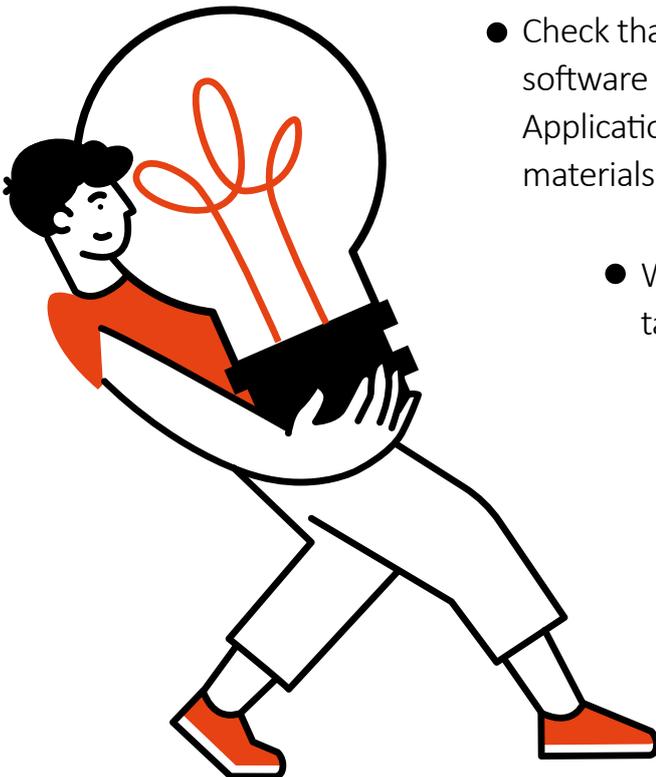


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#Tips&Tricks

SOME TIPS & TRICKS THAT MAY SEEM SILLY BUT TO BEAR IN MIND BEFORE GIVING YOUR SESSIONS

- Buy more chargers and mouses than computers because they might easily get lost.
- Foresee some extension cords and power strips.
- **Remember to charge** your tablet and laptop the day before the session.
- Check that your hardware is up to date in terms of software and operating system (Windows, Android, Application and Software). You do not want your materials to be updated during your session.
- Where possible, use protective covers for all tablets and phones.
- Charge devices with batteries and then use them until the battery is close to 0% before you recharge. Compared to keeping your devices plugged to the electricity network this will **extend the lifetime of your device's battery**.





Going Mobile



Hardware, Software and Connectivity



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We have chosen to use tablets as they are close in design and usability to smartphones, something most beneficiaries either already own, or have already used. It's also easier to carry around.

Interface3.Namur



Bringing our own Wi-Fi-hotspot avoids having to look for available networks at the locations (what was the password again?) and to rely on often unstable or slow connections. With our hotspot, it's just "plug and play".

Digidak



Digital



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Hardware, Software
and Connectivity



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 Where to find (refurbished) equipment?

- **CTG Circular** 
www.ctgcircular.com
- **Brussels Circular** 
www.circular.brussels
- **A Smart World** 
www.asmartworld.be; www.digitalpourtous.be
- **Tweedehandslaptop** 
www.tweedehandslaptop.com
- **Socialware** 
Check that you are eligible to benefit from hardware and software via the site www.socialware.be.



Transportation



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#Description

Because of the need to go mobile, you should also thoroughly think about how you will arrange your transportation. To decide on the means of transportation, you should reflect on the perimeter where you want to go mobile, the frequency of your journeys, the distances and the ecological footprint. You should also think about the transportation of the materials you need in order to give the sessions, workshops and courses. Therefore, do not only think about 'how will I get there' but also think about 'how do I get my material there without damaging it'. In other words: also think about a safe and sturdy protection for transporting your material. But that's not all. It also has to be handy and easily transportable. For example, if your means of transportation is a bike, do not buy a large flight case that can hold 20 laptops. It will probably be too heavy and too bulky.

A car can be very useful when you work in rural areas or need to cover long distances. It protects you in all weather conditions and allows the transportation of large quantities of material if you teach to bigger groups. Of course, you have to make sure that everybody that is driving the

car has a driver's license and is properly insured. When the use of a car would best suit your organization to reach your target audience, be aware that different solutions exist: purchase, rental, leasing and sharing.



Transportation



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The use of (electrical) cargo bikes is an alternative means of transportation that is way more environmentally friendly than the use of a car. It is an excellent option when you have to move around in a city from one place to another. You can avoid traffic jams, park easily and you still have space to carry the needed material with you. Do not forget to foresee a helmet, a bike lock and a rain cover for the bike!

When you are working at short distance and with small groups which means that you don't have to carry lots of hardware, it might be an option to use an e-scooter. In some areas, even the use of a cargo bike can be too difficult due to the dense traffic. In this case, an e-scooter is a light alternative that is easy to transport.



Transportation



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#Tips&Tricks

PROTECTION AND TRANSPORTATION OF DEVICES

We tested trolleys with charging capabilities to store and transport the devices during our pilot phase. Though they offer sturdy protection, these trolleys are rather heavy, and the availability and quality vary strongly between suppliers. Also, they are not cheap to purchase. User feedback showed us that the use of back packs with some extra charging cables are sufficient for most of the organizations. It is a flexible and light way of getting the material to your location.

Tips for the transportation

- Apply your logo to the means of transportation you're investing in. It gives you **visibility that can increase your outreaching possibilities.**
- Some cities provide **supervised bike-parking** opportunities to keep bikes safe from theft and vandalism.
- Some cities offer the **opportunity to rent** cargo bikes and e-scooters.





Going Mobile



Transportation



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We leased a mini-van during the project. Though it took a while for our workers to use it on a regular basis (they liked driving their own car more), now that it is being used more frequently, we see that it helps to give us more visibility on location. People start to recognize the van (which of course carries our logo and an appealing slogan) and come and ask what we're doing exactly. This triggers them to invite us to their premises as well.

Link in de Kabel



Hobo vzw joined the chat



Nowadays, getting around Brussels to reach social organizations is much easier by bike. Since DigitAll provided us with a cargo bike and a trolley with tablets and chargers, we have been able to reach people who are staying in shelters located on the outskirts of the city (Laeken, Jette, etc.) which are difficult to reach by public transport. Additionally, due to its flexibility, the cargo bike attracts attention in an original and sympathetic way to our digital inclusion actions and gets people talking about us.

Hobo vzw

HOBLO

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Transportation



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digit all



As a lot of suppliers and transportation solutions exist, we'll just give you some inspiration:

- **Trolleys** :

www.securitydisplaysolutions.com

- **Cars leasing/renting/etc** :

www.autoselect.arval.be

www.cambio.be

www.rentacar.be

www.lizy.be

www.arval.be

- **Bike** :

Secure Bike Parking:

www.bepark.eu/en/parking/bicycle





Transportation



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• Financial support

In the Walloon region, a financial support of maximum 20% of the purchase price is granted by the government to employers that want to buy a bike for professional use. You can find more information on: [Primes régionales vélo \(wallonie.be\)](#).

In the Brussels Capital Region, a Cairgo Bike premium up to €4,000 is being offered to some professionals that use the cargo bike more than 50% of their time. The conditions and subscription process can be found here: [Cairgo bike-premie | Brussel Economie en Werkgelegenheid \(economie-werk.brussels\)](#)

The website [Fiets | FOD Mobiliteit \(belgium.be\)](#) gives an overview of the (fiscal) advantages of using a bike and possible financial premiums

• Some suppliers

www.bikerepublic.be/elektrische-bakfiets

www.cargobike.be

www.fietsendegeus.be

www.bikecenter.be

www.cyclobility.be

www.lucien.bike

www.dockrmobility.com

Bakfietsen (provelo.org)

www.cairgobike.brussels

www.thebikeproject.brussels

www.monkeydonkey.bike

www.auguidonvert.com

• E-step

E-steps can be rented from a number of providers. This offer varies strongly from city to city.



Uplevelling classes to increase motivation & retention





How to give classes



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Tips & Tricks



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#Description

At MobiDig, we decided early on that the best way to reach our goals is to give classes and sessions about digital skills at location. But, given the hard-to-reach audience we work with, we cannot rely on the structure that is used by classic educational methods. In this chapter, we will explain how we can adapt our way of organizing classes to this audience.



Engaging & Retaining the Audience

To be able to work with your audience, you will have to be able to engage and retain them. It is crucial to a successful, productive and informative session.

Start the session with the identification of needs, expectations and objectives. You cannot help if you do not know the problem. Therefore, try to map out the needs of your audience by asking or observing them, or giving them tests that identify the knowledge and skill gaps.

It is also crucial to start with simple things. After that, it is possible to help the person to gradually fill in the digital skill gaps, avoiding shortcuts that could force the pace and ultimately discourage.





Uplevelling classes to increase motivation & retention



How to give classes



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Active listening and adapted learning pathways are two main components of a successful workshop. Involving the beneficiary in their own learning by reinforcing ownership will help them see their progress and the results of concrete actions. The relationship between you and the learner is horizontal/peer-learning: it is important to maximize the non-academic type of learning and teaching.

Teachers will be more convincing by giving a series of interesting challenges designed to achieve an educational objective common to all. You have to keep an open mind in order to connect your individuals with the subject at hand. Sometimes, specific problems that affect the person intimately (administrative situation,

family, rights and privacy) may be brought up. Individual sessions could be needed in such cases.

In the event that people have expectations or needs that go beyond the skills of the facilitators, it is useful to direct people to resource centers, training centers or digital platforms.

Offering the audience the possibility of maintaining contact with their interlocutor at a distance (e.g., feedback by email or a learning website such as 123digit.be) helps the beneficiary to be anchored in the process and to take responsibility.





Uplevelling classes to increase motivation & retention



How to give classes



Description



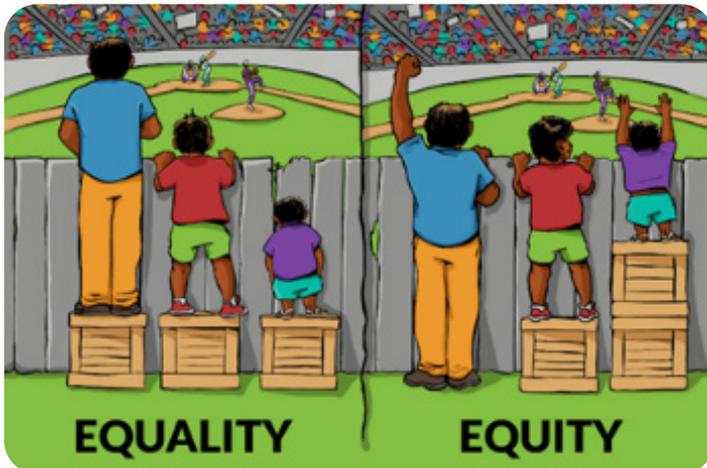
Tips & Tricks



Testimonial

Equality & Equity

One picture (or two in this case) speaks louder than a thousand words :



When choosing your starting ground, one could say everyone must be treated equally. When you start from this premise of equality, you will give everyone the same tools to help them make progress, but as stated in the cartoon, not everyone has the same starting point and for them to reach the same outcome, different persons will need different types of help or tools to get them there.

At MobiDig, it is our goal to make our audience skillful and capable of finding their way in the digital world. Some will need more help, while others just need a nod. That is okay, and by focusing on the needs of every participant, we will eventually reach our overall goals.

Group training or individual coaching

As stated before, we believe in a more individualized approach to our participants that takes into account their starting ground.

This does not mean that it cannot be organized in a group training session. During group training you can 'use' the more skillful participants to help the ones that need more help. And, of course, it is much more time efficient compared to individual sessions.





Uplevelling classes to increase motivation & retention



How to give classes



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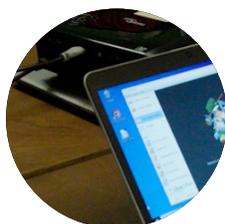


Testimonial

Nevertheless, individual coaching is also an appropriate way to achieve your goals when necessary. It will take more time and effort, but the results and progress the participants make will be much faster and sturdier. Individual coaching can be planned with a predetermined goal set by the teacher or take place in a more ad hoc fashion, based on the demand of the participants.

Accessibility

Adapting your language is key in reaching your audience and retaining contact. One of the main stumbling blocks when trying to reach an audience outside of your peer-group, is speaking in jargon. Those terms and words may seem common to us but, to your audience, it sounds like gibberish. Therefore, make sure you always use a comprehensible language, adapted to your audience.





Uplevelling classes to increase motivation & retention



How to give classes



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Assessment

Any information about the experience of the participants of a mobile workshop is a resource for ensuring the quality going forward, and therefore their attractiveness.

In order to best adapt learning methodologies and improve the impact of workshops over time, it is crucial to put in place a set of evaluation processes for both beneficiaries and interlocutors.

To assess the beneficiaries, we will take the concept of digital autonomy as a reference. It includes a set of basic IT skills that a beneficiary should be able to master without the help of another person. Autonomy is not constant over time; it needs to be revised regularly and adapted, taking into account that new technologies appear while others disappear and that each target audience has specific needs.

It is useful to combine a group assessment with an individual one. A group assessment can be implemented in a non-formal way by a group discussion and then finalized by an individual interview and certification of competences. The evaluation of the adequacy between the training offer and the needs of the target group can be done immediately at the end of the workshop and should ideally happen with the contact person in the host organization.





How to give classes



Description



Tips & Tricks



Testimonial

#Tips&Tricks

MOTIVATING

- Establish a **climate of trust by empathizing** with the beneficiaries.
- Encourage **physical proximity** through mobility.
- Keep in touch with the public all along the learning experience.
- Make the **added values** offered by digitalization visible to everybody.
- Make people understand that “digital” could be at their service and not the other way around.
- Be pragmatic: base your course topics on **concrete issues**.
- Trigger interest through **success stories** of everyday life.





Uplevelling classes to increase motivation & retention



How to give classes



Description



Tips & Tricks



Testimonial

ENGAGING & RETAINING

- Dive into their world and touch themes they are attracted to.
- Spark their interest by doing **new and exciting things.**
- Make sure they get a feeling of **“fulfillment”** (“this course was informative and useful to me”).
- Give examples of the things you struggled with yourself (for example: “I’ve had trouble setting up my bank app, can you relate to that?”). This way they **learn that it is not shameful.**





Uplevelling classes to increase motivation & retention



How to give classes



Description



Tips & Tricks



Testimonial

TIPS FOR A SESSION THAT HAPPENS IN THE BEST CONDITIONS

- Always start your session with an open mindset and empathy for the situation of your audience.
- Never assume something is easy. **Everyone has different skills** and talents. What you may find easy, may be very challenging for someone else.
- Make sure your participants feel **comfortable and safe**. Make sure they do not feel 'looked at' by outsiders so they do not feel ashamed about their situation.
- Let the participants know they are being 'noticed' by you. Give them the attention they need and deserve.
- Try to build a bond between you and the participants. The greatest results can be achieved when there is a sense of trust between one another.
- Avoid too specific or advanced websites at first. They can be kept around for later but might overwhelm the group in the beginning. Just like learning how to bike, we start by driving and braking, learning how to "drift" and make figures on a bike come way further down the learning curve.
- People can have an aversion from institutions and therefore school. To avoid resemblance with regular school classes, you will **need to adjust the methods you use** as much as possible.





Uplevelling classes to increase motivation & retention



How to give classes



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Tips & Tricks



Testimonial

HANDS-ON EXAMPLES

- Ask them to walk you through **“a day in their life”** on their tablet/phone/laptop (What do they do, which apps do they use the most, how are they set,...).
- Use your own examples of how you would use a phone/tablet in your daily life.
- Show them your own shortcomings, as teachers do not know everything.
- If you do not know something, practice **searching the answer with them**.





Uplevelling classes to increase motivation & retention



How to give classes



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Tips & Tricks



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To get people interested in the digital world, you have to start from a need that seems far away from technologies, such as looking for a place to rent, and show them how digital tools can help with that. Digital has to help them in their daily life, make it easier.



Interface3.Namur



One of our main principles is 'let them do it themselves'. Even though it's tempting to take over and quickly solve the problem for our participant, the learning effects and satisfaction are so much bigger when they've been able to do it themselves, with a little help from us or their peers.



Digidak



Digitall



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Uplevelling classes to increase motivation & retention



Hiveboard & MobiDig App



Description



Tips & Tricks



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Links & tools



#Description

Gaining and retaining students' focus and enthusiasm can be tricky sometimes. That is where tools come in handy and, for MobiDig, we developed a completely new one, in partnership with TreeCompany and Toyfoo. The tool consists of 2 components that are complementary in use: a digital MobiDig app with a student and teacher's interface, and the Hiveboard, a physical LED-lit board. With the MobiDig app, students can learn and practice at their own pace, by completing challenges. The Hiveboard is appealing, interactive and helps visualize the individual or group progress. It can also be used for a quick quiz or evaluation, for defining the learning path, tracking progress, evaluating results and much more. Common goals of the class can therefore be reached playfully by directly being linked to rewards. The Hiveboard offers support to your existing course sessions and gives them the 'wow-factor' needed to motivate and engage your audience. Additionally, a tangible, common focus that reflects individual and group progress in a motivating way increases both the retention and the engagement of the class.





Uplevelling classes to increase motivation & retention



Hiveboard & MobiDig App



Description



Tips & Tricks



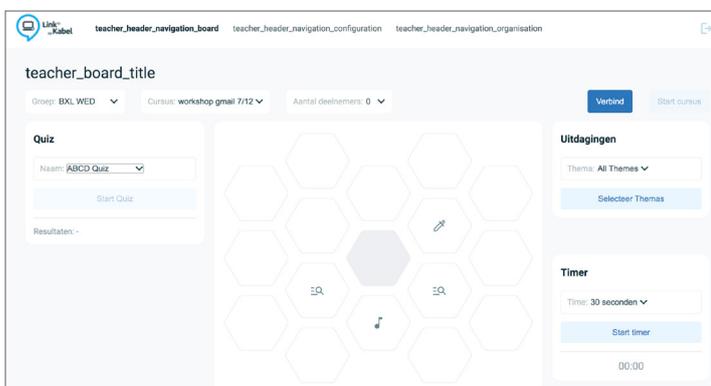
Testimonial



Links & tools

The tool has both a digital and a physical component, as we believe that the combination makes it extra functional and lowers the learning thresholds.

- The digital component is a mobile app, the MobiDig app. Students log in and choose a theme with several challenges to work on. During a challenge, they can indicate if they have difficulties or not. And once they achieve the challenge, they can mention the difficulty level they have experienced. Within the application, they can see their progress and choose a new challenge to complete the theme. The app is connected to the physical component of the tool, the Hiveboard, bringing together and visualizing the contribution and progress of the students.
- The physical component is a board that has multi-colored LED-lit strips and tiles, the Hiveboard, which put in front of the class or in the middle of the group. The hexagon tiles with icons are positioned on the board as a beehive. They are interchangeable, making it possible for the teacher to adapt the board to the activity at hand and e.g., outline the themes, goals or challenges. The students' progress can be tracked on the learning path. The tiles will light up green according to the progress being made by the students during the exercises. When a student has difficulties completing a task, a red light will appear on the hexagon. The teacher can additionally select and print icons for the board to make the tiles more distinct. In the teacher's interface, the teacher can identify the problem and encourage other students to help or help herself/himself. You can use the Hiveboard to make your course more playful, by for example organizing a 'capture the flag'-like competition with the tiles and keep track of the score with the LEDs.





Uplevelling classes to increase motivation & retention



Hiveboard & MobiDig App



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Links & tools



The board also has four strips that are designed for quizzing or evaluation (e.g., how do you/the group feel(s) about this?) and one strip that serves as a timer. In general, the Hiveboard is designed for mobility and comes with a handy bag that makes it easy to transport.

The tool proves to be a useful and fun addition to the standard learning environment for both teachers and students. The app improves the sense of ownership for the participants and lets them learn at their own pace. Additionally, the Hiveboard stimulates (off-screen) interaction and group spirit, and helps the teacher visualize and track the learning path and progress. In the end, these tools help organizations to gamify their existing learning material by transforming the course into different challenges, linked to relevant rewards.

In the starter kit, the Hiveboard comes included with a stand, a bag and an adapter. Additionally, a variety of empty and printed hexagons and plates are included. This way, the board can be immediately used for classes, quizzes and evaluation. Additionally, empty hexagons can be used for customization according to the needs and wants of the teacher and the class.





Uplevelling classes to increase motivation & retention



Hiveboard & MobiDig App



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Tips & Tricks



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#Tips&Tricks

Depending on factors such as the goal, the setting or the pre-existing skills of the participants, the learning tool can be used in roughly three different ways.

- **FULL PREPARATION:** the teacher prepares the activity with themes, challenges and content in the teacher interface of the app. During the activity, the participants log in to the student interface and complete the challenges on their own device(s). Their progress is automatically tracked in the app and visualized on the Hiveboard.
 - > This requires substantial preparation from the teacher to add all the content beforehand, and basic skills from the participants to work with the app.
 - > Allows participants to work autonomously and help each other “peer-to-peer” to learn as a group. The direct feedback obtained when the LEDs on the board light up, adds to their motivation.





Uplevelling classes to increase motivation & retention



Hiveboard & MobiDig App



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Tips & Tricks

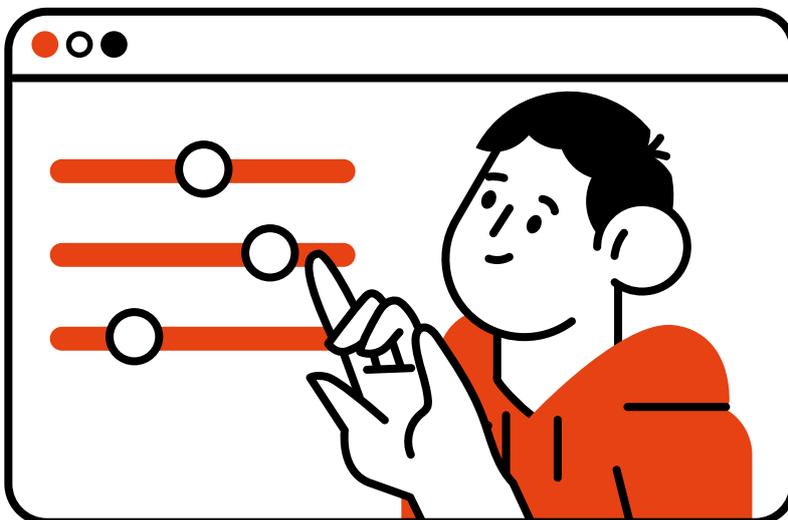


Testimonial



Links & tools

- **BASIC PREPARATION:** the teacher prepares the activity in the teacher interface by adding themes and challenges, but without adding the actual course content to the platform. The students learn and practice outside of the app, but the teacher tracks the progress of the participants using the teacher interface. That way, the progress is still visual on the board.
 - > Requires the teacher to monitor the progress of the participants and to operate the board to benefit from the motivating lighting effects.
 - > Allows the tool to be used with participants that have very little to no digital skills, with only basic preparation from the teacher.
- **NO PREPARATION:** the teacher only uses the board as a didactic aid, to give the activity a visual structure and highlight some elements. She/he operates the lights on the board with a simple 'next' button in the teacher interface of the app.
 - > Requires creativity from the teacher to use the basic functionalities of the board to give something extra to the activity.
 - > Allows the tool to be used in the same easy way as a black- or whiteboard, a flipchart, etc.





Uplevelling classes to increase motivation & retention



Hiveboard & MobiDig App



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The Hiveboard is so versatile! Even when using it “offline” (without the app) and “unplugged” (without the light effects), it’s proven to be a useful tool to add structure and stimulate the attention of the participants. And when using it “full force”, it just opens up an entirely new learning experience.

Digidak



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Uplevelling classes to increase motivation & retention



Hiveboard
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digit all



You can download the MobiDig app and order the Hiveboard through the following page

- **Digital Mobidig** :
www.digitall.be/mobidig





Digital Content for the classes



Description



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Links & tools

#Description

Just like learning a language, proficiency in digital skills relies on two pillars: practical abilities on the one hand and understanding of the context, reactions to subtleties of language on the other hand. The latter refers to media literacy.

- **Digital Skills:** Digital skills refer to the wide range of competences someone may acquire regarding technologies and its sub-themes. It can range from the use of a phone/tablet, the ease of use of text and spreadsheets software to programming and developing your own apps.
- **Media Literacy:** Media literacy covers more subtle parts of the digital world, yet it is equally valuable. It can range from online safety & security (phishing, bullying, passwords, etc.), recognizing fake news, the netiquette but also understanding and analyzing information and taking actions regarding those. It is about building critical thinking skills around all types of media.





Uplevelling classes to increase motivation & retention



Digital Content for the classes



Description



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Links & tools

In order to keep the participants of your class connected to the subject, using digital content is important. Many resources are available online (see spreadsheet in section iv.), both for students and teachers, and some of them can even be used outside of classes. At MobiDig, we encountered a number of topics for which the audience needs help and where learning opportunities are more frequent than others.

Those topics typically include:

- Installing and using the 'itsme-app'
- Online school platforms (for example: Smartschool, Moodle, Gimme, etc.)
- Online banking
- E-government
- Creating an email-address and using it according to social conducts
- Videocalling
- Using public transportation and finding your way around a city
- Staying in contact with loved ones
- Sending and receiving documents, signing them

We have also learned from past experience that every audience is different and has different needs. It is important to ask the partner organization where you will give the sessions which topic is the most relevant and conduct an appropriate learning path.





Uplevelling classes to increase motivation & retention



Digital Content for the classes



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As people have different needs, you will have to adapt your content and be reactive when questions pour in. As much as a guideline is important, being able to improvise is a good skill to have as well. Be willing to go off-road with your content, in a reasonable way of course.

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Uplevelling classes to increase motivation & retention



Digital Content for the classes



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Links & tools



There is a large selection of content and topic ideas that can be chosen from when preparing a useful session. We have made a non-exhaustive selection of organizations and websites which provide input and information that could support and inspire in finding the right content for your classes, based on the needs and wants of your beneficiaries.

- **123 digit (NL/FR)** :

www.123digit.be

Platform for both learners and mentors with free courses on digital proficiency

- **Box Numerique (Interface3.Namur) (FR)** :

interface3namur.be/box-numerique

The «Digital Box» is a toolbox for social workers to support their beneficiaries on digital issues. It is composed of explanatory sheets and videos ranging from discovering a PC or smartphone to using online public services through Web browsing, e-mail...

- **Skillsbuild (NL/FR/EN)** :

skillsbuild.org/fr

IBM platform where you can learn different digital skills, ranging from cybersecurity to data analyst. It has sections for both learners and teachers.





Uplevelling classes to increase motivation & retention



Digital Content for the classes



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Links & tools

- **Bibliothèques sans Frontières (NL/FR)** ⋮
www.bibliosansfrontieres.be/ressources
Innovative educational tools and content.
- **Mediawijs (NL)** ⋮
www.mediawijs.be/nl/dossiers/digitale-inclusie
Educational materials, good practices and information.
- **Cybersimple (NL/FR/EN)** ⋮
www.cybersimple.be
Online platform with lots of tips for online safety for everyone, especially for children and teenagers.
- **Pix (FR)** ⋮
pix.org
Online platform to assess, develop and certify digital skills.





Summary of the Hiveboard and App (excl. Transportation)



WHO:

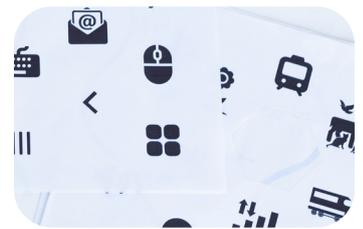
- Social organizations giving digital classes.
- Participants of those digital classes.

WHAT:

- 1 Hiveboard
- 1 stand
- 1 bag
- 1 adapter
- 20 empty hexagon stickers
- 5 printed hexagon stickers
- 30 plexiglass hexagons: empty
- 8 plexiglass hexagons with a black border for the "themes"
- 1 plexiglass hexagon with a trophy icon
- 1 rectangular hexagon with a timer icon
- 1 rectangular plate with "A B C D" for the quiz
- 2 empty rectangular plates

WHY :

- Bring your classes to a new level.
- Increase motivation and retention among participants.
- Nurture a feeling of belonging .
- Offer interactive classes.
- Track the learning progress of the group and each individual.
- Visualize the learning path for each participant.



PRICE: excl. 1 162 € VAT

WHAT:

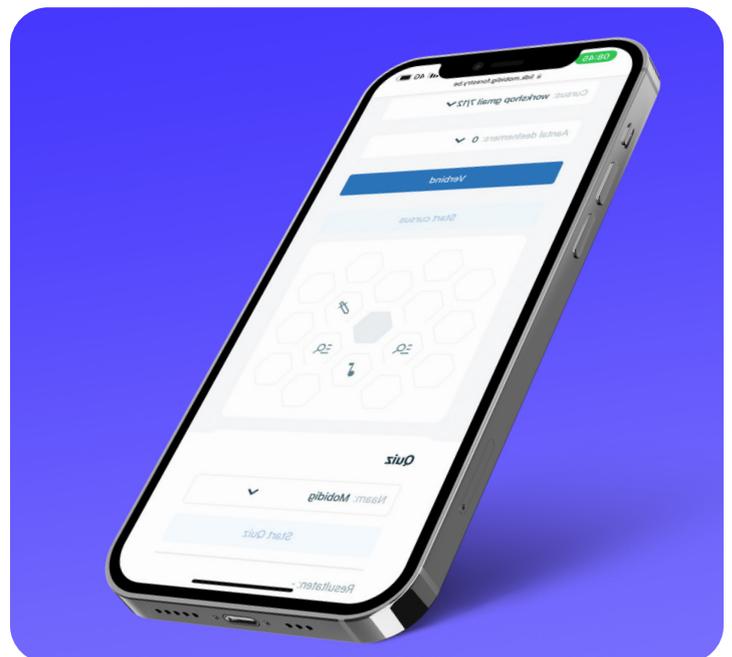
- App that provides tasks, referred to as challenges when addressing the course participants.
- Directly connects the app of each participant with the board, that then displays the progress of the group and each individual.

WHERE:



www.digitall.be/mobidig







Credits



MobiDig has been created by a working group of **DigitAll** composed of BNP Paribas Fortis, CTG Circular, Proximus and VRT. It has been tested and improved together with Digidak, Hobo, Interface3.Namur, Le Monde des Possibles and Link in de Kabel. Support has also been received from the cabinet of Minister De Sutter.

www.digital.be

info@digital.be

The MobiDig App and the Hiveboard have been developed by **Tree Company** and **Toyfoo**.

www.treecompany.be

www.toyfoo.com

This inspiration guide is the result of the input and experience of 5 social organizations that have acted as a pilot during the development of MobiDig. They are highly convinced of their outreaching methods and are motivated to introduce new associations in the MobiDig methodology. If you would like to exchange with them, do not hesitate to contact them through the details listed below.





Digidak

Digidak bridges the digital gap and enhances social cohesion for and together with people from the local neighborhood.

Digidak focuses on the emancipation of people and groups from a civil perspective (strengthening digital skills, strengthening social cohesion) by organizing initiations, walk-in sessions and tailor-made workshops, embedded in local meeting spaces. The organization focuses on those who are confronted with the digital threshold, and relies on a unique, finely meshed local effect in neighborhoods and quarters.

www.digidak.be

info@digidak.be

+32 14 41 82 18

Hobo

Hobo is a day center for homeless people in Brussels. Their work is based on five pillars: low threshold meeting place, follow-up of jobseekers, organization of activities, orientation of clients and awareness raising. The Hobo day center is a collaboration between CAW Brussel vzw and Hobo vzw.

An aspect in people's lives that is becoming more and more important is the virtual and digital domain. Given its methodology and approach, aimed at strengthening people, and seeing the difficulties faced in this area by people from the target group, Hobo was keen to work on this. For our people, who often find themselves on the sidelines of society, not having digital skills is one more factor that weakens their position and isolates them from the world. It is therefore indispensable to include working on digital skills in an integrated approach to homelessness. Hobo already adopted this position many years ago and it is gaining in importance every year.

www.hobo.brussels

contact@hobo.brussels

+32 2 486 45 10





Interface3.Namur

As crucial as reading and writing, digital technology is an essential key to (re)discovering your place in society and working in it. Therefore Interface3.Namur ABSL has been carrying out actions since 2004 in favor of digital access for all, with particular focus on the digital inclusion of women.

In order to facilitate access and strengthen digital skills, Interface3.Namur supports both beneficiaries and actors in the field. For this, the organization offers workshops and courses to raise awareness and teach valuable skills while also providing its expertise and resources.

www.interface3namur.be
+32 81 63 34 90

Le Monde des Possible

Since 2001, the philosophical identity of Le Monde des Possibles unfolds throughout its initiatives, which are the drivers of its activities: defending a social and economic policy that is respectful of fundamental rights, the specific fight for the rights of migrants, undocumented and unemployed workers, women and youngsters, the creation of communities stemming from cross-cultural dynamics, and critical thinking combined with political and cultural action.

The organization is constantly open and, throughout the year, welcomes immigrants willing to learn French as a foreign language and/or computer science. Every week, 200 people of 54 nationalities and speaking 410 different languages take part in the cross-cultural activities.

www.possibles.org
lemondedespossibles@gmail.com
+32 4 232 02 92





Link in de Kabel

Link in de Kabel builds a bridge to social inclusion by making socially vulnerable children and young people digitally skilled and resilient.

By socially vulnerable young people we mean young people who suffer from a form of social exclusion: underprivileged young people, newcomers, young people in a residential setting (e.g., Integrated Youth Care). Social exclusion often goes hand in hand with digital exclusion.

www.lidk.be
info@lidk.be





THANK YOU !

We hope you'll soon be part
of the MobiDig experience!



www.digitall.be/mobidig

www.digitall.be

MobiDig 
byDigitAll