



DIGITAL STRATEGIES FOR
DEVELOPMENT SUMMIT **2015**
Accelerating Inclusive Development through ICT Innovation
A Knowledge Exchange Forum for Asia-Pacific Region and Beyond

The UK Experience

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Tinder Foundation

Who are we?

- Tinder Foundation is a UK non-profit
- Vision: A world where everyone benefits from digital
- Helped over 1.6m people in UK learn to use the internet
- Model based on over 5,000 local partners (libraries, telecentres, buses, fish & chip shop)
- Plus Learn My Way: a platform for digital literacy
- Funded 80% by UK Government, plus grants, and private company income
- Give out £3m (US\$ 4.44m) in grants each year

Comparisons

- 44m internet users & 30m Facebook users in Philippines
- 53m internet users & 33m Facebook users in UK
- 109m people live in the Philippines
- 64m people live in UK

Unpicking 'digital literacy'

- Digital Tasks
 - Such as: sending an email; filling in a form; shopping online
- Digital Literacy
 - Confident and able to do a number of tasks independently
- Digital Fluency
 - Confident to try whatever needs to do on the internet without help

Digital literacy is about the outcomes made possible

communicate with family

feel less isolated

have better health
can find out about anything

have skills for work

can transact with Gov

save money

can find work easily

can run your business better

Our outcomes in numbers

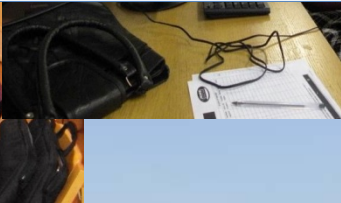
- Plan to go on to do any further learning **94%**
- More enthusiastic about learning **88%**
- Feel better equipped to make decisions about their future in terms of career, training or learning **76%**
- Improved self-confidence **85%**
- More confident to pass newfound skills on to others **77%**
- More independent because of newfound skills **81%**
- Plan to take part in more voluntary or community activities **75%**
- Better able to manage money **63%**
- Better able to manage health **71%**

Improving outcomes on film

- Employability
- Better health
- Learning to speak English
- Ending homelessness and helping others to find work



5000 local UK partners, 25,000 volunteers



Free online learning platform and courses for digital literacy




Start learning now for free

Digital Champions

I'd like to learn how to help others get online

A simple cartoon illustration of a woman with dark hair, wearing a white top, sitting and using a green laptop.

Search the website  [Sign in](#) | [Create an account](#)

[Home](#) [Get ready](#) [Get started](#) [Learn more](#)

"I needed a proper beginners computer course - then I found the Learn my way website. Even once you've got the basic online skills, there's still plenty in there to learn! I do all my shopping and banking online now. I'm still learning - I don't think I'll ever stop - but I'm not afraid of the computer anymore. Once you've made that first step, the world really is your oyster."

A cartoon illustration of a woman with dark hair sitting at a desk, looking at a computer monitor. The monitor shows a smaller version of the same woman waving.

Online Basics

Learn how to use computers and the internet.

A blue ribbon badge with a scalloped edge, containing the text 'Online Basics' and a small icon of a computer mouse.

Online Plus

Learn further digital skills and gain more confidence.

A purple ribbon badge with a scalloped edge, containing the text 'Online Plus' and a small icon of a computer mouse.

Using Facebook

Learn how to use Facebook here.

A blue ribbon badge with a scalloped edge, containing the Facebook 'f' logo.

ph.learnmyway.com

Helping small businesses

- **In UK:** 33% SMEs lack basic online skills, 30% think being online isn't relevant to them, 50% have no website
- April 2014 - March 2015, Tinder Foundation:
 - Helped **288,502** people to gain basic digital skills
 - Supported **13,664** small business who needed digital skills to help them run their business
 - Plus **3,459** non-profits / social enterprises
 - This is basic online skills = Learn My Way, not business specific skills

Supporting SMEs in rural England



- Helping 40 SMEs in rural areas
- Local partnerships with our 'centres'
- Engaged by other rural agencies - inward
- Signposted onto other business support agencies

We measure the impact

- For example:



84,280 PEOPLE
have moved into
employment, saving
government a total of
£678M

Partnership

- Everything is about partnership
- Very close work with over 5,000 local partners
- For employability successful partnership with Job Centre Plus (national agency to provide welfare benefits and support job seekers): 33% of people come to our network via Job Centres, and over 500 Job Centres are involved in an annual new year campaign
- National partnerships also important: such as digital champions (volunteers) from national banks and broadband companies helping to train local people
- Local + National
- Government + Companies + NGOs/non-profits - all have ways they can and do help



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Thank You

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