SE and digital transformation

MODULE 4

This module is designed to provide participants with knowledge and prepare them for a wide range of employment and training opportunities. Specifically, through this module, participants will gain insight about Digital transformation skills and challenges for Social Enterprises. They will test their Digital Competencies, get to know useful tools and strategies to keeping up with the rapid digital transformation in communication and workplace.

START

ABOUT THIS COURSE

This course is one of the results of the **Better Cooperate! project**.

The project Better Cooperate! Education through and to the values of the social economy as a way to reinforce the society is a project combining the fields of education and social entrepreneurship in the activities of. Its aim is to increase the capacity of the social economy sector to carry out educational activities in the field of social entrepreneurship and thus to formulate an effective response to the challenges of the modern world and to increase the initiative and entrepreneurship of young people and their effective inclusion in the social and professional life of their societies.

Better Cooperate Course

1 SE and the primacy of the values over the gain

2 SE and the inequities

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INTRODUCTION

Module 4 : SE and Digital Transformation

In today's fast-changing digital world, using technology in social projects isn't just cool—it's essential! Digital transformation isn't just about new gadgets and apps; it's about rethinking how social initiatives work and make a difference.

Knowing how to use digital tools can open up exciting opportunities, boost your impact, and help create lasting change.

Tech can break down barriers and make opportunities more accessible for everyone. It can improve access to education, jobs, healthcare, and culture, giving people a better chance to be part of society and the economy.

START

But first.... Let's check how much do you already know!

Digital transformation isn't a one-time thing; it's an ongoing process that takes effort and flexibility.

True

False

Send

→ Next

But first.... Let's check your digital readiness!

How confident do you feel about understanding the core concepts of digital transformation for social enterprises?

Very confident

Somewhat confident

Neutral

Not confident at all

Sent

→ Next

But first.... Let's check your digital readiness!

How often do you evaluate and update your digital skills to keep up with rapid digital transformation?

Regularly   Occasionally   Rarely   Never

Sent

→ Next

But first.... Let's check how much do you already know!

Which strategy do you find most effective for building and sustaining digital communities within social enterprises?

Enhancing digital literacy

Using targeted outreach strategies

Providing access to technology

Offering content in multiple languages

Sent

→ Next

Can you come up with at least five daily activities you or your parents do online? Reflect on which skills are needed to do those activities

Write your answer here.

Send

Digital transformation is all about using technology to completely change the way organizations work and help people.
But with all the benefits, there's also a big challenge: digital exclusion. This happens when some people have access to tech and the internet while others don't.

But for social enterprises, embracing tech can boost their impact, make things run more smoothly, and help them grow in a sustainable way. By understanding the challenges and benefits, they can create smart strategies to thrive in the digital world.

Which challenges for the digital transformation process?

- **Access Inequality** – Not everyone has fast internet or knows how to use digital tools, so new initiatives shouldn't leave them out.
- **Inclusive Solutions** – It's important to create strategies that work for both tech-savvy people and those who struggle with digital access.

Digital transformation in everyday life

According to the European Commission: "90% of jobs already require digital skills." This means that people who have not or have limited digital skills have more difficulty to enter the job market.
Here are some key digital skills needed for everyday life:

Basic Computer Literacy	Internet Skills	Email Management	Online Safety and Security

Digital Skills needed for everyday life

Social Media Awareness

Digital Communication

Digital Financial Literacy

Online Shoppings

Problem-Solving and Troubleshooting

Critical Thinking and Information Literacy
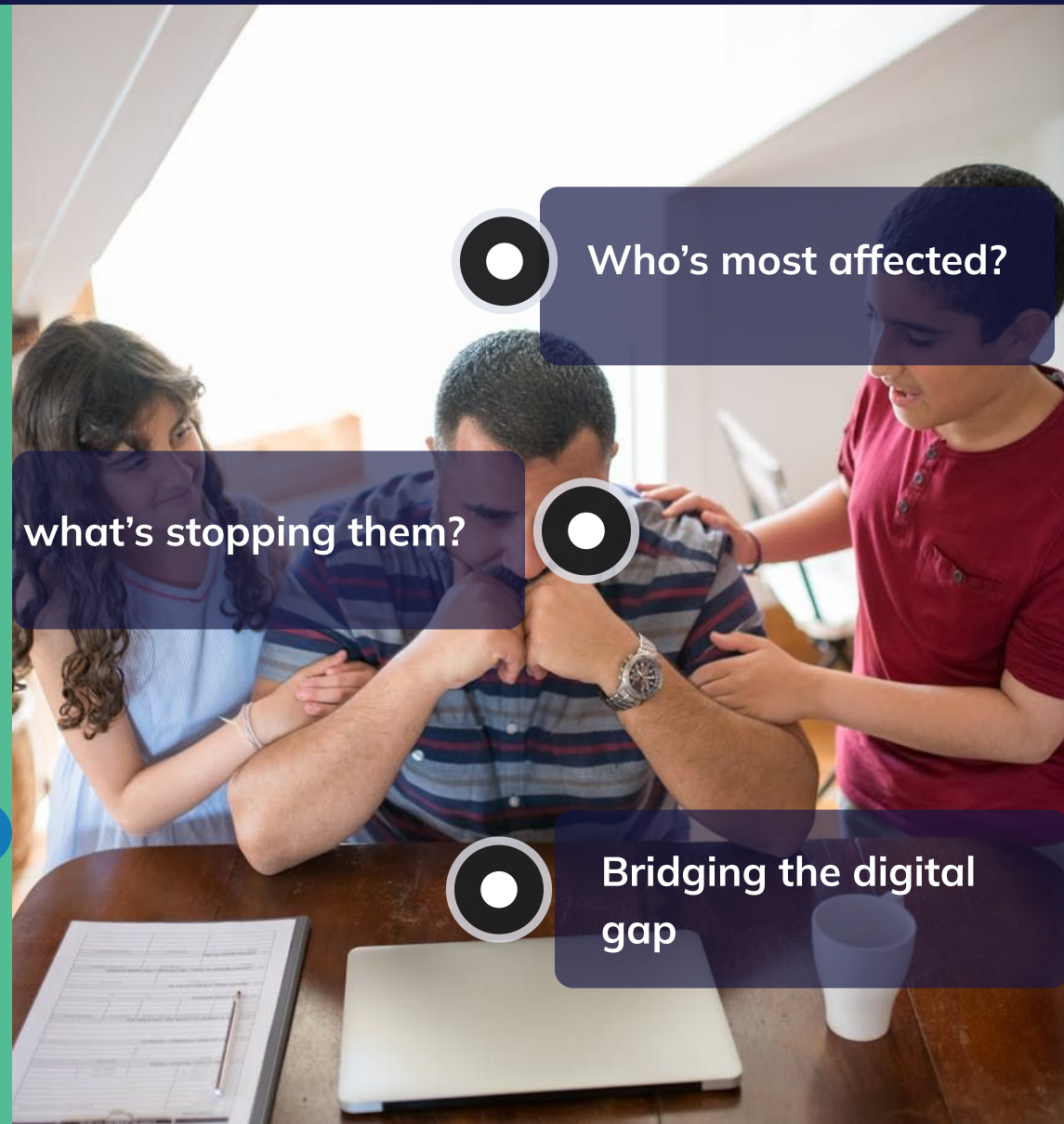
What is digital inclusion?

Digital inclusion is all about making sure everyone has access to and can actually use technology. It's not just about having a phone or a laptop—it's about knowing how to use them to connect, learn, and grow.

Why does this matter?

how do we fix this?

WANNA KNOW MORE? WATCH THE VIDEO!

Who's most affected?

what's stopping them?

Bridging the digital gap

Creating a digitally inclusive world takes teamwork. Schools, libraries, businesses, and governments all play a role in making sure people have the tech, skills, and support they need. There's no one-size-fits-all solution—different communities need different strategies based on their unique challenges and resources.

Because tech is a huge part of everyday life. It affects jobs, education, healthcare, and even how we participate in our communities. The internet and digital tools help people to find opportunities, stay informed, and make life easier. But if some people are left out, they miss out on all these benefits.

Making Digital Communities More Inclusive

Bringing in people who feel left out of the digital world isn't just important—it makes online spaces richer and more diverse. To make sure everyone feels welcome, we first need to understand what's holding them back. That means listening, doing research, and actually talking to people from these communities to figure out what they need.

Once we know the challenges, the next step is reaching out in ways that matter. Working with local organizations, community leaders, and even influencers can help spread the word and invite people in. Showing up at community events is another great way to share the benefits of being part of a digital space.

Teaming up with NGOs and advocacy groups that already support excluded communities can also make a big impact. Trust is everything, so using existing connections and relationships can help people feel more comfortable and included.

Improve digital accessibility for excluded groups

Once you have defined needs and barriers, you can make corrections to improve their digital accessibility:

Provide Access to Technology: Create community centres or hubs with free Wi-Fi and computers for those without personal access or addressing them to existing centres.

Use simple, user-friendly platforms and interfaces.

Enhance Digital Literacy: Offer digital literacy training programs to equip excluded groups with the skills needed to engage online or addressing them to existing free training programs.

Engage youth in decision-making and implementation processes with assurance and effectiveness.

If you found out that the barrier is more connected to language comprehension, you can:

Provide content and support in multiple languages to cater to diverse linguistic groups.

Use translation tools and services to facilitate communication.

Create Inclusive Content, using graphic visualization

Improve digital accessibility for excluded groups

More in general, try to create the content in accessible formats:

Use various formats such as videos, infographics, and podcasts to cater to different learning preferences and abilities.

Ensure all content is accessible to individuals with disabilities (e.g., using alt text for images, providing subtitles for videos).
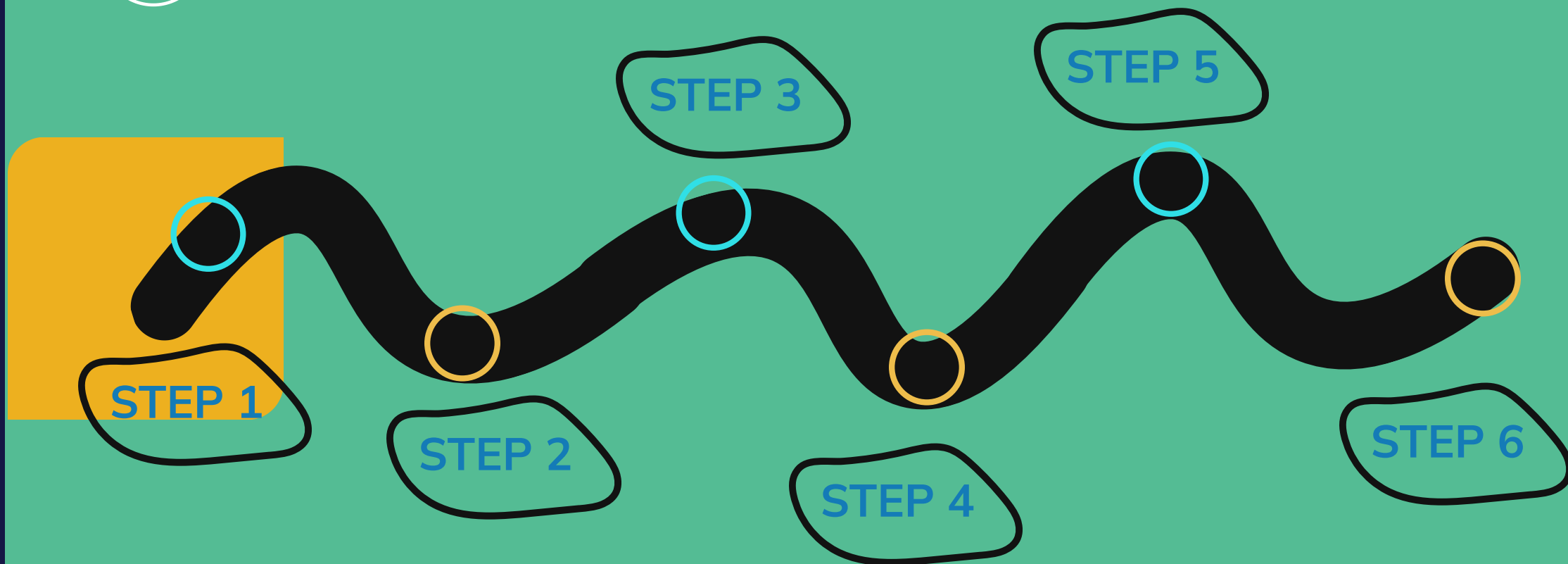
Establish Community Guidelines

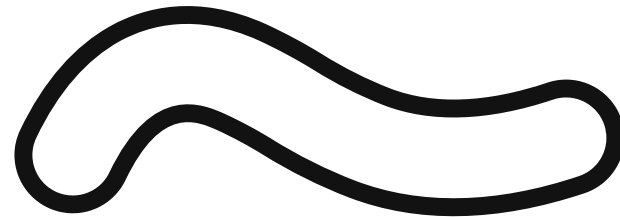Develop clear guidelines that promote respect, inclusivity, and positive interactions.

Actively moderate discussions to prevent harassment, discrimination, and exclusion.

Community Design

STEP 1

STEP 2

STEP 3

STEP 4

STEP 5

STEP 6

And now let's test the new learnings!

Which challenge is associated with digital transformation in social enterprises?

Decreased communication

Increased operational costs

Digital exclusion

Lack of traditional marketing methods

Sent

What does digital transformation primarily involve for social enterprises?

Adopting new technologies only

Rethinking how social enterprises operate and deliver value

Increasing traditional marketing efforts

Reducing digital literacy efforts

Sent

What is one of the benefits of digital transformation for social enterprises?

Reduced use of technology

Enhanced impact and sustainable social change

Decreased need for employee training

Increased reliance on paper-based processes

Sent

Which of the following is a strategy to involve excluded groups in digital communities?

Providing access to technology and enhancing digital literacy

Using complex and advanced platforms

Limiting access to technology

Focusing only on digitally savvy individuals

Sent

What is a recommended tool for community building with marginalized groups?

WhatsApp/Viber /Telegram

Traditional mail

Email newsletters

None of these, it depends on the groups you are working with

Sent

Which skill is crucial for individuals to participate effectively in the digital society

Traditional writing skills

Manual typewriting

Basic Computer Literacy

Advanced coding

Sent

Which is a crucial topic that social enterprises should be aware of in the digital transformation process?

| Manual data entry | Traditional marketing strategies | Paper-based documentation | Effective and fair communication |

Sent

What is a digital community?

A group of people interacting through digital platforms and technologies

A traditional in-person meeting group

A printed newsletter distribution list

A phone call-based support group

Sent

Get inspired by who is already doing it!

Discover some projects that implemented new strategies and created innovation in the field ::

Cyber Voluntarios.org

Congratualations! You have completed the Module!

You have now gained a deeper understanding of how digital transformation and social economy are interlinked. By recognizing these connections and related challenges, you are better equipped to think critically about how to facilitate and integrate digital transformation through social economy related projects.

Key Takeaways:

- Understand the core concepts of digital transformation.
- Identify digital gaps.
- Understand the theoretical concepts behind digital communities.
- Learn strategies to build and sustain digital communities.
- Explore tools and technologies that facilitate community building.
- Develop skills for engaging and managing online communities.

would you like to explore this topic further?

WATCH

About Community design

READ/EXPLORE

+ READ MORE About the DigCom framework

Now that you learned about **social economy and digital transformation** discover its role and challenges in the context of a **ageing society** in the next Module of the course:

GO TO MODULE 5

Discover more about Better Cooperate! project on our website →