Madrid Servicios Sociales

Capital Digital

VOLUNTARIADO DIGITAL

"Digital Volunteering"

MADRID
Coordinación General de la Alcaldía

VOLUNTARIOS MADRID

+m agencia tributaria madrid

IAM Informática del Ayuntamiento de Madrid

MADRID oficina digital

Summary

Voluntariado Digital is a user-centric municipal program with the clear objective of achieving a true **digital inclusion** of the elderly, in line with the transformation strategy **Madrid, Digital Capital**.

This initiative starts from **Madrid te acompaña** volunteer project, which emerged in 2020 to alleviate the unwanted loneliness of the elderly and initiates in 2021.

The most relevant actions already done and in progress are:

- use of **methodologies of analysis of the usability** of digital solutions
- **co-design and co-creation techniques** with seniors and volunteers following
- establish **public-private partnerships** through various public procurement processes and agreements
- conduct **workshops and training sessions** with volunteers and seniors
- definition of an **ambitious training program** and a new approach focused on the user of services and digital solutions for seniors.

1. Voluntariado Digital is one of the programs of the digital transformation strategy Madrid, Digital Capital

Program 10. *DIGITAL SKILLS AND TALENT IN MADRID*

Digital volunteering

Digital cohesion and inclusion that makes it easier to connect with people and establish a direct dialogue, designing mechanisms for immediate access to assisted digital channels. This will be done by the community itself, reinforcing citizen empowerment and showcasing the figure of the collaborator or digital volunteer. These functionalities will be included in the *Madrid Te Acompaña* app.

2. Understanding and improving services through usability analysis and co-design and co-creation dynamics.

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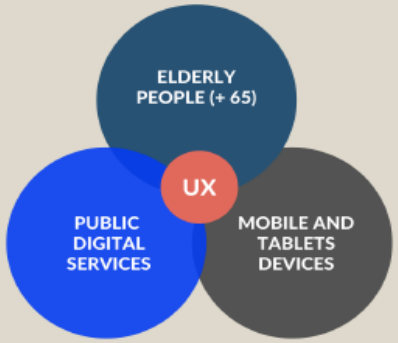
USABILITY STUDY: RELATIONSHIP OF PEOPLE OVER 65 YEARS OLD WITH DIGITAL SERVICES OF THE MADRID CITY COUNCIL

"Madrid, Digital Capital, has as its first strategic objective to facilitate the day-to-day life of all the citizens of Madrid, thanks to digital solutions that are fast and easy to use for everyone".

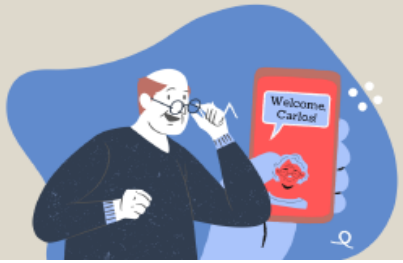
«The main mission of this strategic objective lies in providing services that are agile and offer solutions to all the requirements of citizens, adapting that to the needs of all of them and providing simple, understandable and easy digital services of using".



UX - USABILITY

Usability is the degree which a product can be used by specific users to achieve specific objectives with effectiveness, efficiency and satisfaction, in a specific context of use.

ISO 9241-113



3. Key goals of the project (**e-inclusion and cohesion**)

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Support the elderly in the **management of digital procedures** by telephone, in person or through the Madrid te acompaña app.

Support the elderly in learning how to use devices, thus favoring their autonomy and bridging the digital divide.

Generate spaces for **positive interrelationships between the elderly** and the volunteers of the Municipal Program "Voluntari@s por Madrid", establishing personal relationships based on respect, help and empathy.

4. Main skills in which the elderly require support

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Internet access and navigation

online shopping

use of technology: mobile pones…

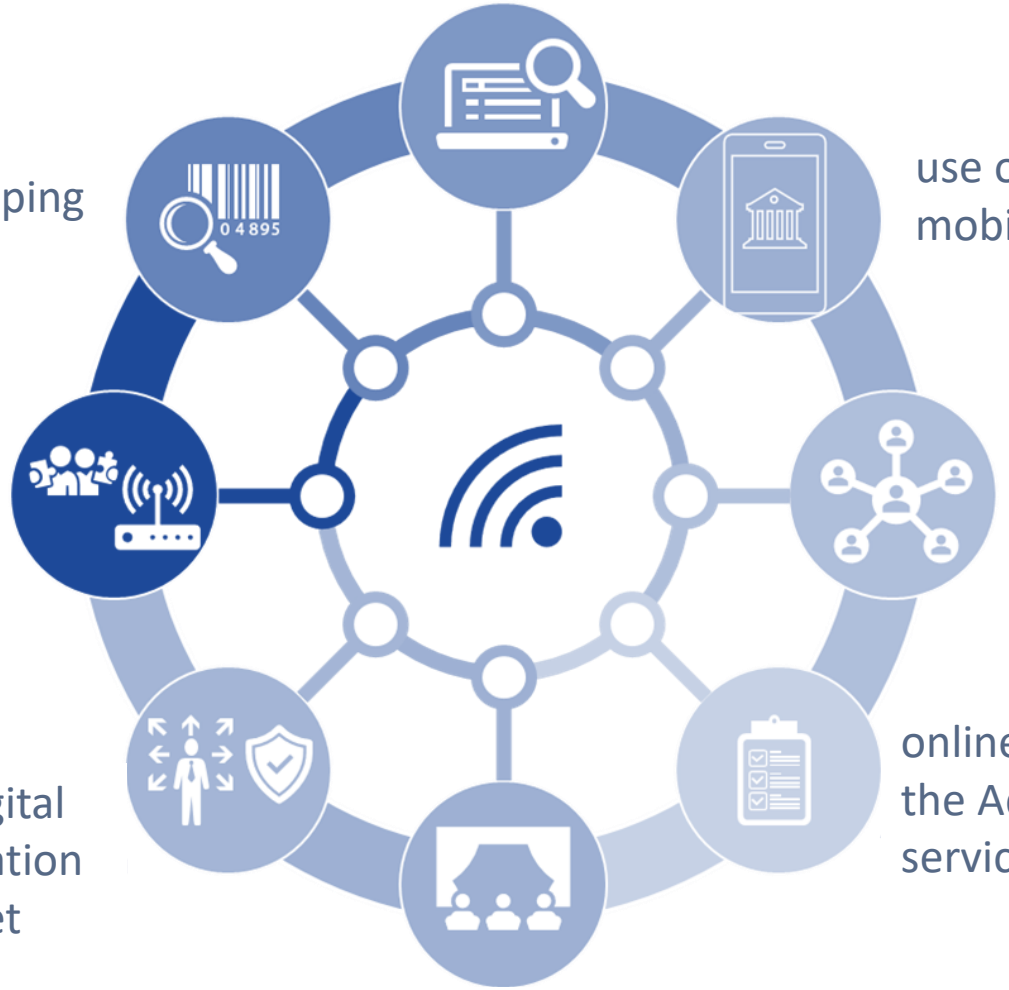
solving basic problems with technology

use of common aplications: communication, banking, health, etc.

basic internet security, digital literacy against disinformation and hoaxes on the internet

online transactions with the Administration and service companies.

culture and leisure through Internet



5. Self-diagnosis of volunteers' digital competences

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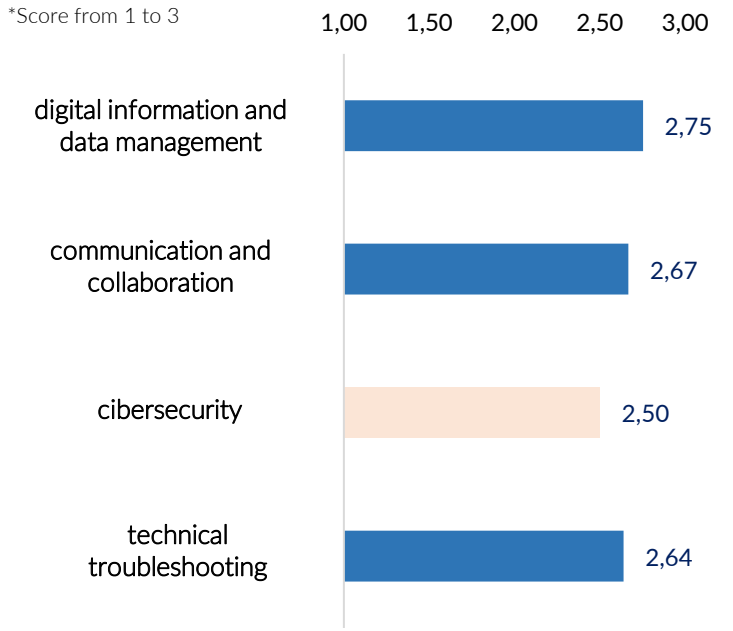
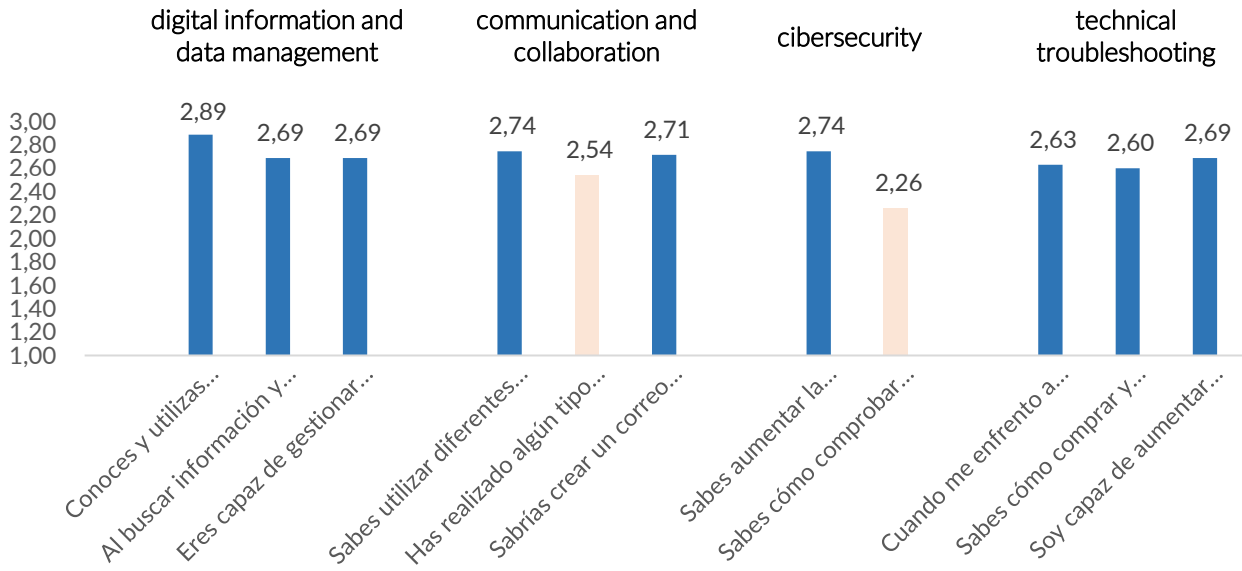
Results of the self-diagnostic questionnaire on the 4 main blocks of digital competences

Overall level of competencies



- Volunteers are at an upper intermediate level for most competencies
- The competency with the lowest score is **Cibersecurity**, with a level of 2.5/3.

Specific level by area of competence



- Most of the questions have obtained an **overall average score of 2.65** (being 2 Intermediate and 3 Advanced).
- The questions with the **lowest scores** were those related to the **Communication and Collaboration and Security competencies**, specifically those that mentioned whether they have carried out any type of management in the public administration through the Internet and **whether they recognize when a website is secure**.

The areas of competence are defined in the European Framework of Digital Citizenship Competencies (Digcomp 2.2).

6. Inventory of most used services for seniors

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Services/Procedures	Priority
@ ● Digital Identification Cl@ve	☆ ☆ ☆
@ ● Home help for the elderly and people with disabilities	☆ ☆ ☆
@ ● Telecare	☆ ☆ ☆
● Madrid Te Acompaña (App)	☆ ☆
● Municipal centers for the elderly by district	☆ ☆
● ● Card application 'madridmayor.es'	☆ ☆
@ ● Preventive physiotherapy	☆ ☆
● ● Training programs for adults	☆ ☆
@ ● Aids for geriatric fittings	☆ ☆
@ ● Day centers for the elderly	☆ ☆
@ ● Home-delivered meals for seniors	☆ ☆
@ ● Home laundry	☆
@ ● Subscription “Madrid es Deporte”	☆

● online @ Cl@ve ● on-site

ways to resolve the procedure

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www.madrid.es

¿What is needed?
- Cl@ve
- E-mail
- Mobile phone

ON-SITE

¿Where can I go?
- Citizen service offices
- Social services centers
- Municiapl adult education classrooms

Hotline for people over 65 years of age: 900 111 065

7. Ambitious Volunteering Training Program and Workshops for Seniors

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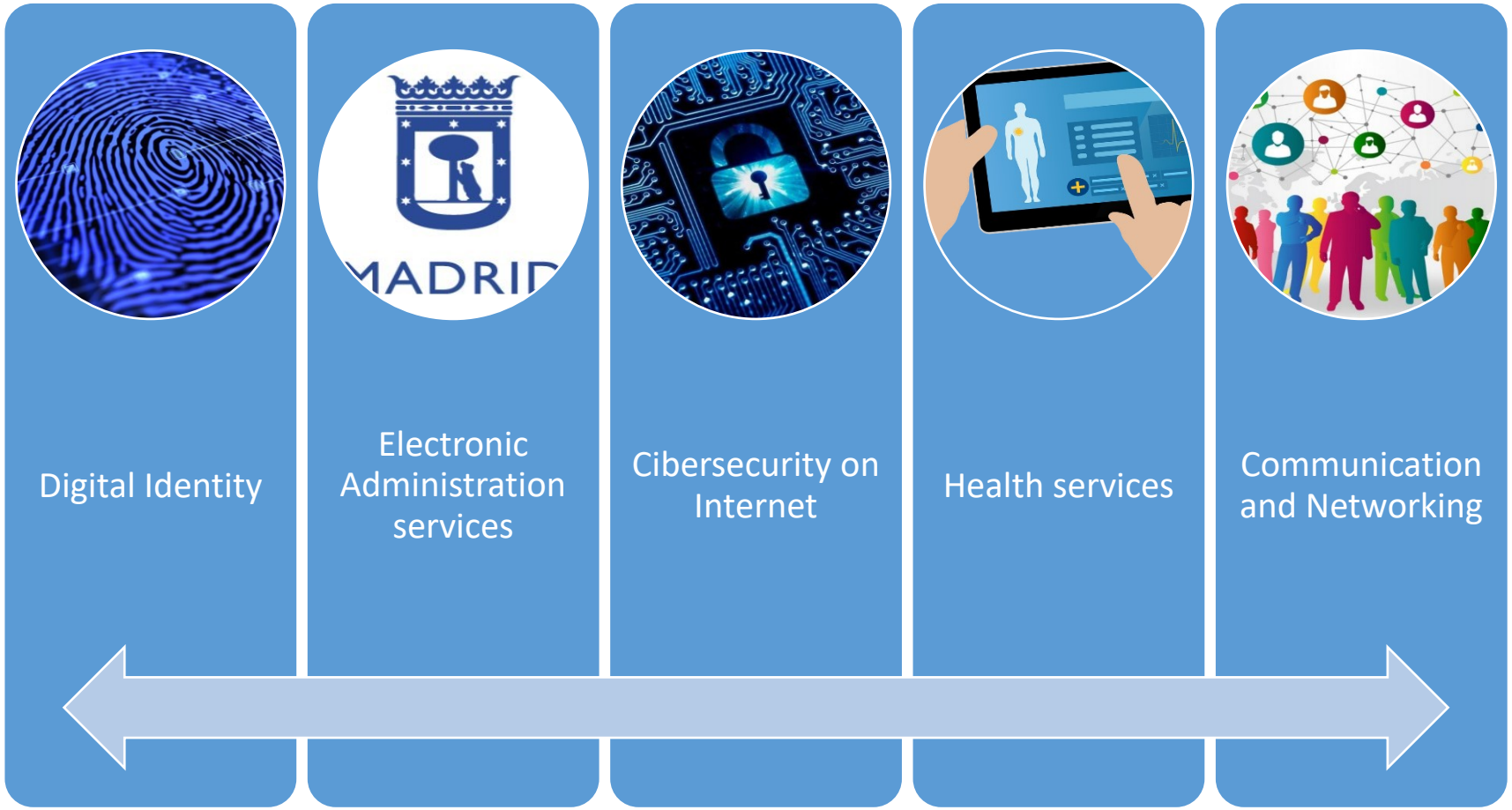

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8. Volunteers and Elderly fully in touch with Madrid te acompaña app

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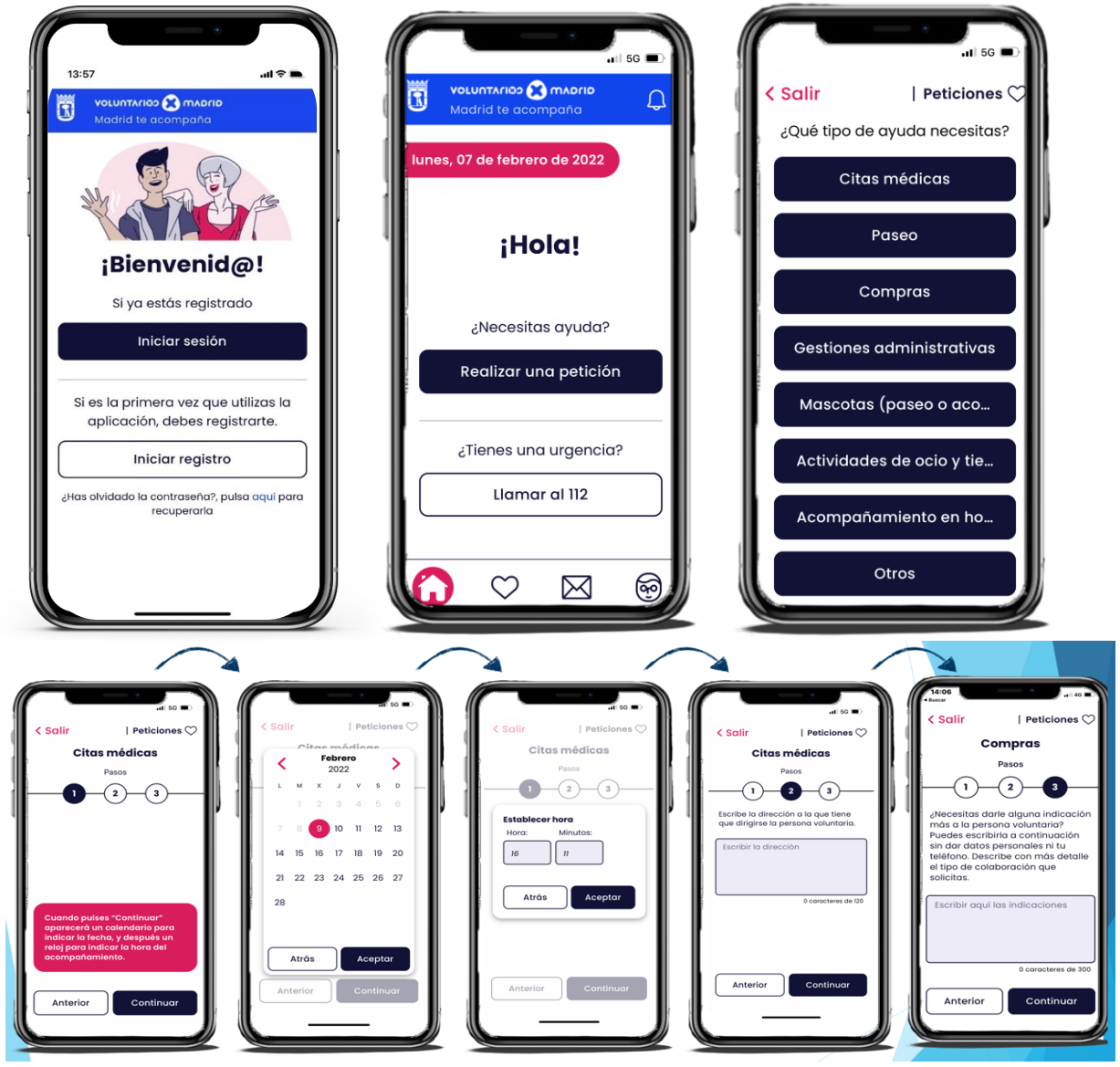

Madrid te acompaña app connects seniors and their families with Voluntarios por Madrid with **user-friendly technology**. It is also a mechanism to **mitigate unwanted loneliness**.

now digital support too

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9. Multiple, skilled and very diverse players

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PMP
Plataforma de Mayores
y Pensionistas

10. Some figures

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665.000+ elderly people in Madrid

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35 usability and co-design testing sessions

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90 municipal senior centers

18.000+ municipal volunteers

Digital Transformation Strategy 2023-27

Because Digital is Capital

Madrid, Digital Capital

Capital Digital

MADRID

November 2022