



*Good practice*

## Digitální inkluze: Digital Inclusion Czechia

**Working Group:** Digital

**Member State:** Czechia

**Thematic areas:** Digital and Physical Connectivity, Quality of Life and Equal Access to Services

### Basic project details

**Implementing organisation:**

Česko.Digital – Czechia

**Initiative duration:** 2023 – Ongoing



### Overview and objectives

The Digital Inclusion Czechia initiative tackles digital exclusion by equipping social workers with essential digital skills through an educational platform. These trained professionals then support individuals with low or no digital literacy, empowering them to navigate online services, avoid digital fraud, and access opportunities in the digital economy. By fostering digital competency among both social workers and vulnerable citizens, the initiative bridges the digital divide and promotes broader social and economic inclusion, ensuring that everyone has equal access to services and the possibility to participate in the digital economy. The initiative contributed to talent retention by equipping social workers with essential digital skills, the initiative enhances their effectiveness, job satisfaction, and career prospects, thereby improving talent retention. Additionally, by increasing digital literacy among vulnerable groups, it expands the workforce, fostering long-term economic participation and inclusion.

The initiative strives to promote digital literacy and inclusion across all social groups. Its main objectives include empowering social workers and community facilitators, enhancing accessibility to digital services, and ensuring that disadvantaged individuals can confidently navigate digital tools and resources.



## Context

The initiative addresses the digital divide by focusing on population segments that lack access to digital education and resources, mainly digitally excluded and vulnerable clients, who constitute 30% of the Czech population. A significant proportion of the Czech population either lacks digital literacy or has limited access to online services, preventing full participation in digital society.

## Target groups

The initiative specifically targets social workers who engage with underserved communities, including three selected groups: children from excluded areas, socio-economically disadvantaged adults and the elderly. Through this approach, it creates a cascading effect where trained professionals pass on essential digital skills to those most in need.

## Actions

The initiative conducts research and mapping to understand digital habits and skill gaps among vulnerable groups. It develops an educational platform with tailored learning modules and provides training programs for social workers to enhance their digital competencies. Community engagement is strengthened through collaboration with social service providers, data collection, and interviews to ensure interventions meet real needs. Additionally, the initiative creates educational resources and outreach initiatives to empower digitally excluded individuals and foster long-term digital inclusion.

## Financial allocation

**EU co-funding:** No

**Sources of funding:** Česko.Digital has received support from several partners, including Google.org, NOTUM Technologies and the Avast Foundation. Additionally, Česko.Digital received 3 000 000 CZK (EUR 120 000) in funding from the PPF Foundation, as well as the support of Česká spořitelna's UX team and of dozens of volunteers.

## Working Group Insights

“In agreement with the other members of the Digital WG, I selected this initiative because at Green Digital Innovation Hub, we have encountered similar challenges in digital inclusion. Key personnel, essential in bridging the gap between public services and community, often lack the digital skills required in an increasingly digital world. This initiative tackles the issue at its core - by empowering social workers, it creates a ripple effect of inclusion. Implementing a similar approach in our context could significantly enhance the reach and effectiveness of digital public services, ensuring no one is left behind.

This initiative aligns with our mission to develop digital skills, demonstrating how targeted upskilling can transform both professional capabilities and community impact. By equipping public servants with essential digital competencies, it enhances their effectiveness and career prospects, while strengthening the digital ecosystem by improving employability for marginalized groups. This mirrors Green Digital Innovation Hub services for companies and institutions with digital transformation strategies, ensuring that skills development leads to sustainable workforce integration and long-term social and economic benefits”.

**RUXANDRA MIUTI**, Innovation Manager, Green Digital Innovation Hub

## Results

The Digital Inclusion Czechia initiative strengthens the digital skills of social workers, enhancing talent retention and improving services for vulnerable groups. In the Czech Republic, 1.5 million people lack access to digital services, while another 1.4 million struggles with low digital literacy. Key challenges include mistrust in digital state services, vulnerability to online fraud, and the lack of digital skills among social service professionals. The initiative addresses these issues through the development of the online guide Pomáháme.Digital, which empowers social workers to support digitally excluded individuals.

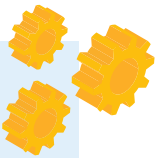


### Success factors

The initiative's success is driven by a well-researched, needs-based approach, strong collaboration with public institutions and non-governmental organisations (NGOs), and financial support from key partners. The development of Pomáháme.Digital ensures sustainable impact by providing structured training and resources for social workers. Additionally, AI-driven tools enhance content accessibility and personalize learning experiences, making digital literacy training more effective. The initiative's systemic approach (bridging policy, education, and community engagement) ensures long-term success in tackling digital exclusion. The initiative ensured its continued impact by providing structured training and digital resources that remain accessible beyond the project's initial funding period.

### Implementation challenges

Key challenges include engaging hard-to-reach vulnerable groups, sustaining long-term training programs, and ensuring continuous digital support for social workers and beneficiaries. Mistrust in digital state services and the risk of digital fraud further complicate adoption. Aligning the initiative with regional digital strategies, such as those in the AdCentric Business Plan, has helped address these obstacles, ensuring broader impact. Strengthening collaboration between public administration and NGOs remains crucial for scaling and maintaining long-term effectiveness.



### The conclusion of our expert Ruxandra Miuti, Innovation Manager, Green Digital Innovation Hub

"This good practice's true strength lies in its cascading model of digital empowerment - by upskilling social workers, it creates a multiplier effect, ensuring that digital literacy reaches the most vulnerable populations. The use of a tailored educational platform, combined with its unique needs analysis method for personalised learning, makes it a scalable and adaptable solution for bridging the digital divide across different communities and contexts".

## Useful sources

**Official website:** <https://en.cesko.digital/projekty/digitalni-inkluzi/home>

<https://en.cesko.digital/projekty/digitalni-inkluzi/o-projektu>

<https://www.pomahame.digital/>

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