

Interactive Session A

1. Make it Digital

Presented by
City of Malmö, Sweden



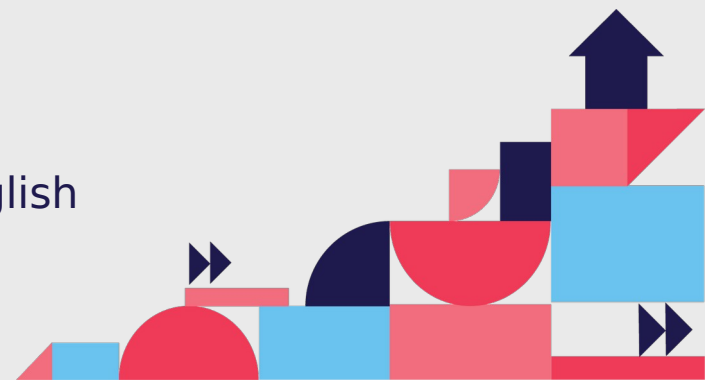
14.15 - 15.15

Room

HIGH 4



Session in English



An aerial photograph of a city park in Malmö, Sweden. The foreground is dominated by lush green trees and a winding path. In the middle ground, there is a large, well-maintained lawn area with a low hedge. To the left, a dark blue lake or pond is visible, surrounded by more trees. In the background, the city of Malmö is visible, featuring a mix of residential buildings and modern skyscrapers under a cloudy sky.

Make it digital!

Labour Market and Social Services Department

City of Malmö, Sweden

Topics during this hour:

1. Conditions for digitalisation
2. Implementation
3. Communicating with the public
4. The future

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**The spark –
a common digitalisation direction**

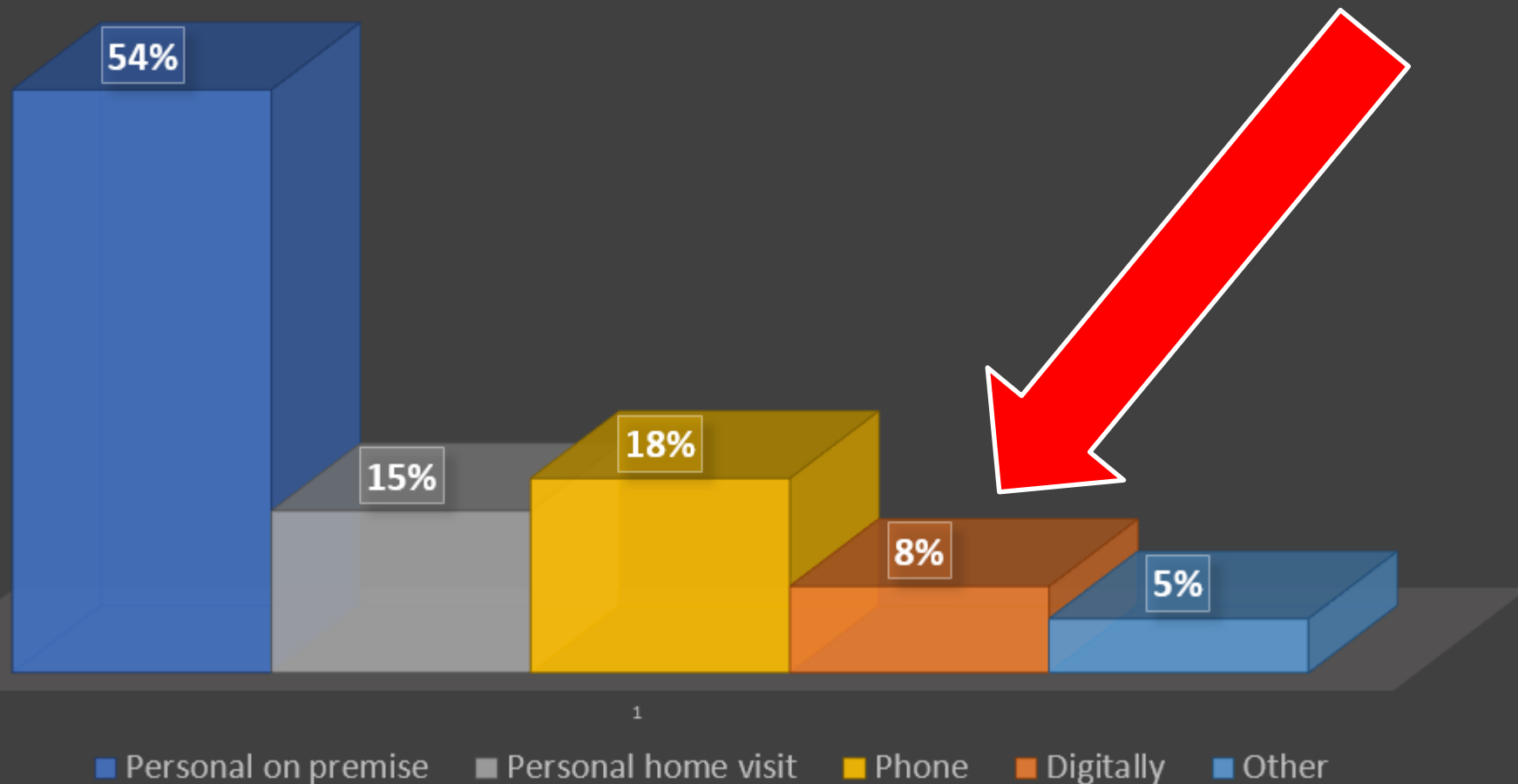
A family of six is walking on a wooden pier by the water. From left to right: a man in a dark quilted jacket and shorts, a man in a dark tracksuit, a young boy in a light blue jacket, a young boy in a blue hoodie and cap, a young girl in a white t-shirt and blue pants, and a woman in a long olive green coat. They are all holding hands and smiling. In the background, there is a city skyline with a tall building and a construction crane. The text "Citizen-focused digitalisation" is overlaid in the center in white.

Citizen-focused digitalisation

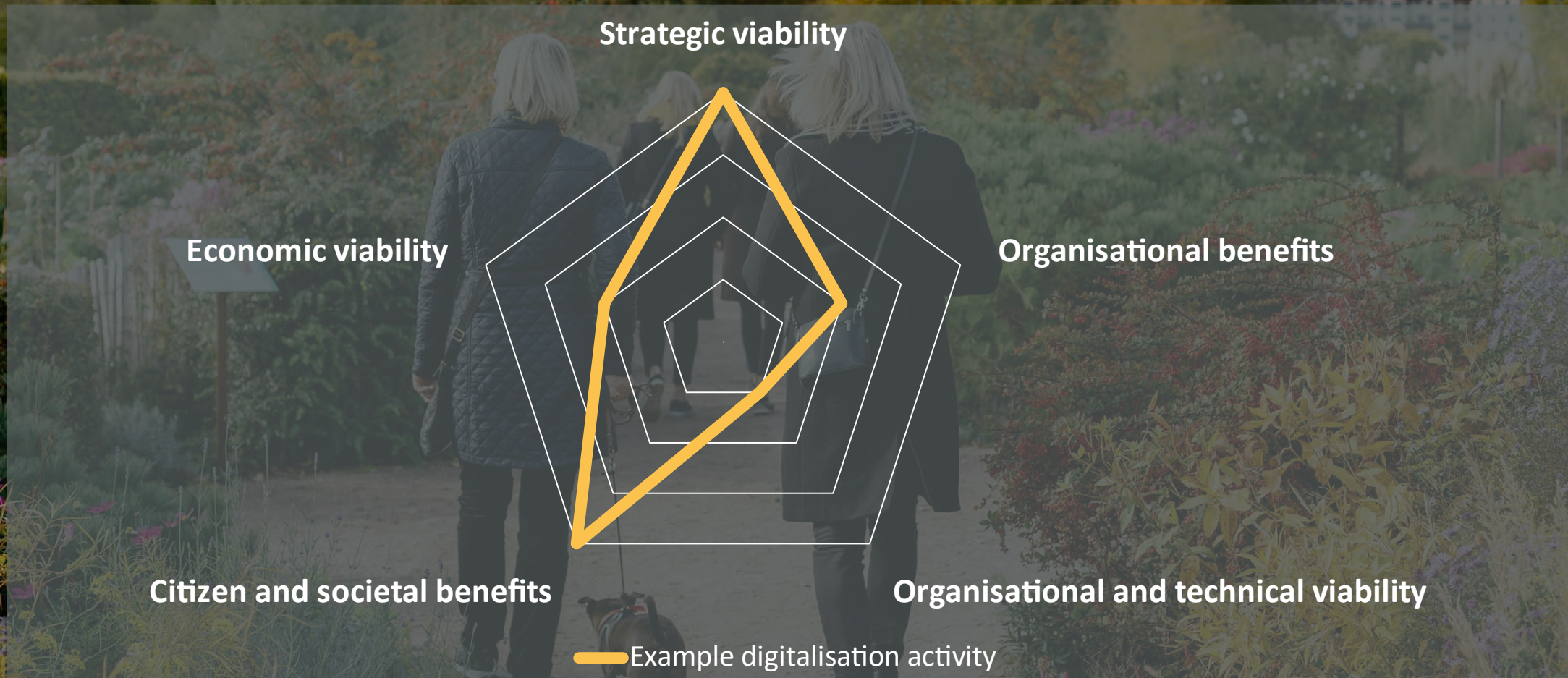
Assume nothing. Find out!

WHAT IS YOUR PREFERRED WAY TO MEET WITH YOUR SOCIAL WORKER?

(CLIENT SURVEY 2022)



Benefit analysis



Benefit balance

Aggregated benefit analysis of proposed digitalization activities

Citizen and societal benefits



Organisational benefits



Organisation and receiver-driven digitalisation

An aerial photograph of a park in Malmö, Sweden. The park features a large green lawn, a winding lake, and numerous trees. In the background, the city skyline is visible under a cloudy sky. The text "Q & A" is overlaid in the center of the image.

Q & A

City of Malmö, Sweden



1. Conditions for digitalisation

2. Implementation

3. Communicating with the public

4. The future

”I find it easy to apply online and it feels way less embarrassing than to have to go to the social services office and hand in a paper application and sort of beg for money.”

”I find it easy to apply for income support online, because as a single parent I don’t always have the time to apply when the social service office is open.”

”I appreciate that you register our sessions properly and that I can read it in the digital journal. It’s easy to follow what happens in my case and it’s a way to remember what we talked about at our meetings.”

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Q & A

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Chatting with the Social Service Aunties

“I have reported my concerns to social services. What happens now?”

“My brother needs help with his drug abuse. How can I help him getting that?”

“Do the social services really kidnap children?”

“I can't pay my bills. What help can I get?”

Why?

Increasing availability and reaching more citizens

Offering social counseling

Dedramatizing and making social services visible

Complementing regular social services

Increasing knowledge of social services

Creating a database of questions

Topics

Matters regarding children

Homelessness and housing issues

Custody and visitation rights

Relationship issues

Substance abuse

Health care and social service

Mental health problems

Where to turn?

Income support

Benefits of technology friendly social services

Offering a bank of knowledge

Giving quick responses (efficient)

Reaching new groups of citizens

Complementing regular social services

Preventive

Reaching a larger population

Collecting feedback from citizens

Giving correct information about social services

Reducing fear of social services



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Q & A

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Q & A

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Thank you!

Azra, Daniel, Jill and Rosita
City of Malmö