



Photo courtesy: Municipality of Sundsvall

e-citizen week - an effort to increase the use of e-services

The e-citizen week is a national campaign week where availability of e-services is in focus. The campaign is an opportunity to coordinate efforts that promote increased use of e-services and digital participation.

Issues Faced

Excluded from digitization?

According to the report 'Swedes and Internet 2016', released by the Internet Foundation in Sweden, IIS, new internet users among the adults increases continuously. Still, 600 000 people stand outside the digital society for various reasons. Therefore, user support is needed, both for the new online users and for those who want to make better use of the ever-increasing supply of e-services.

Digidel Regional Network

The network is non-hierarchical, unbound, democratic and working for increased digital participation in Sweden. The national network was formed in 2013 – and the regional one in 2014. The purpose is to cooperate and share knowledge to increase digital participation and availability of digital services. Another task is to coordinate and plan joint efforts – including Sweden's participation in the annual international Get Online Week and also the national e-citizen week, where several authorities and organizations are represented. Public libraries tend to be helpful in offering premises and staff.

Key Objectives

Increased knowledge

The purpose of the e-citizen week is to:

- Increase digital participation amongst citizens.
- Increase the use and knowledge of e-services, with particular focus on the public.
- Create an opportunity for dialogue between e-service developers and those who meet end-users
- A constantly relevant and increasingly important question is to practice a critical approach with more knowledge of source criticism and how to search, manage and assess the credibility of information and news online.

To reach the objectives regions, municipalities and organizations work together to create venues for the e-citizen week.

Digidel Network
Website: digidel.se
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Main results

Visitors and trends

On a national level, during the e-citizen-week 2016, more than 170 participating organizations and authorities together reached more than 20 000 participants, of which approximately 15 000 were reached through different digital interactions where participation was measured.

The activities during e-citizen week have focused on all different target groups. The number of participants with languages other than Swedish is increasing significantly and more and more organizations offer parts of their program in other languages or with interpretation support.

During the campaign weeks of recent years, co-operation at county level has also become more comprehensive and regionally coordinated with a joint - or partial joint program - between different municipalities in a specific county, eg. Region of Västernorrland. An added value in organizing a venue is that the participants have the opportunity to interact and exchange experiences and collaborate among themselves. It is also easier to market and reach more participants.