Increasing access to digital public services – 'Click Public Services'

FRANCE

Local development

CAP-funded capacity building project helps bridge the digital divide in rural France.

Summary

Rural citizens in France's Pays d'Arles received training in online public services to help address this sparsely populated area's limited availability of in-situ public services.

PÔLE FORMATION DU PAYS D'ARLES

Project Results

160 training sessions increased citizens skills in accessing online public services and helped address negative consequences from 'digital divide' risks.

Lessons & Recommendations

❑ Strong collaboration across local public networks and services is essential for the successful delivery of targeted training and awareness-raising actions regarding online public services.

Location
Arles

Programming period
2014 – 2020

Priority
P6 - Social inclusion & local development

Measure
M19 – LEADER/CLLD

Funding
Total budget 72 853.15 (EUR)
EAFRD 39 340.69 (EUR)
National/Regional 26 227.13 (EUR)
Private 7 285.33 (EUR)

Project duration
2018 – 2019

Project promoter
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Funded by the European Commission

Context

France's Pays d'Arles covers more than 40% of the Bouches-du-Rhône territory. This area suffers from territorial inequalities with limited and fragmented access to public services, low population density, low levels of educational attainment, and high rates of unemployment. Digital solutions offered opportunities to help improve development constraints regarding rural mobility, health, housing, and debt.

Objectives

The LEADER-funded Click Public Services project aimed to help rural citizens to access and make use of digital public services.

Activities

Project actions funded training for a network of education providers to help citizens with difficulties accessing public services online. Local libraries and other community buildings were used to deliver information and awareness sessions for the project's target group. Monitoring was implemented to identify valuable lessons for future work involved in bridging digital divides.

Main results

- 160 training visits increased rural citizens' skills in accessing online public services. Training was provided in eight localities: Saint Rémy de Provence, Barbentane, Mas Thibert (Arles), Saint Andiol, Tarascon, Orgon, Châteaurenard and Saint Etienne du Grès. The beneficiaries of this were between 18 and 93 years old (5% under 26, 23% between 26 – 45, and 72% over 45) and there was a balanced representation of both women and men.

- A 'Practical guide to mediation for digital support' was developed as a tool to share the training and support consistent use of the project's methodology more broadly with trainers and mediators for the longer-term.

Key lessons

Mobilising local networks such as public libraries, community centres, or municipalities can play a key role in reaching beneficiaries in sparsely populated areas to provide targeted support, training, and awareness raising about public services.

Additional sources of information

n/a

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