

## A Nation Wide Conversation about Digital Competencies



Motivation

 VR became aware of the realities of industrialization and digitalization and was introduced to the concept of digital competencies. However, VR and their members were struggling to actualize the concept nd curious of the meaning of it.



Challenge

- People were uncertain of the meaning of digitalization and its implications on them. They did not know how to familiarize themselves with digital realities.
- The members of the union needed to gain awareness of their own digital competencies to face the change.



- The main objective for VR was to create awareness and kickstart the conversation about digital development in Iceland through their members.
- Additionally, they wished to implement a strategy focussing on the development of digital competencies for individuals.





## The Individual User's Digital Journey

The individual clicks on a free link on VR's homepage, which leads them to a self-assessment that lets them map their own digital competencies.

A targeted result report is generated to help the individual address their own digital strengths and weaknesses.

Based on the results different learning materials become available to support the individual's digital challenges. The results spark conversation, where digital competencies are discussed, which gives individuals a common language and understanding

## The Organizational Digital Journey

Upon finding the MapUs framework online, VR reach out to collaborate on translating it into Icelandic

MapUs translates the framework as well as the extensive resource and tool catalogue into Icelandic VR receives the finished framework ready for Plug and play on their homepage. They make it available to the public.

After gathering data, VR generates reports via the tool that creates an overview of the respondents' digital competencies. This facilitate a common starting point for discussing the digital development in Iceland.





## The Effect of VR using MapUs to kickstart their Digital Strategy:

- VR created awareness of their work on digitalization via a unique product enabling people to evaluate own digital competencies
- VR gained a comprehensive overview of individual digital strengths and weaknesses, which became a starting point for discussing the digital development within the union and in Iceland.
- VR received a lot of attention from external specialists from educational fields working with this type of thinking, which translated into beneficial PR for the Union.

