

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 and 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.

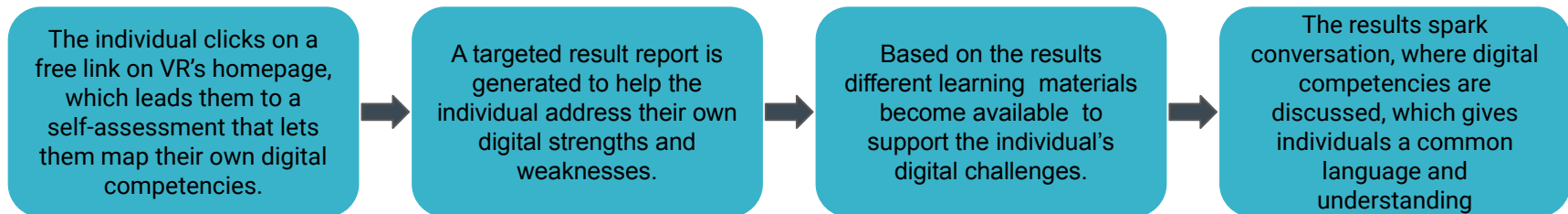


Objectives

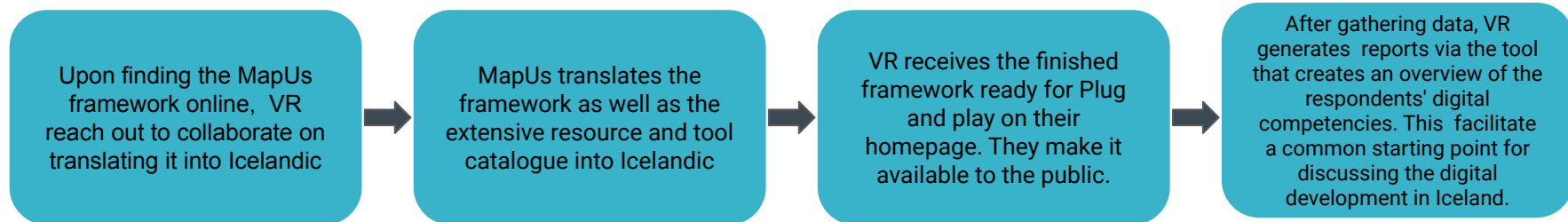
- The main objective for VR was to create awareness and kickstart the conversation about digital development in Iceland through their members.
- Additionally, they wished to implement a strategy focussing on the development of digital competencies for individuals.



The Individual User's Digital Journey



The Organizational Digital Journey



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.

