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# MoniDigi

Mapping of organisations

## Multiculturalism & Digitalisation

**MONIHEL**

DigiUp

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# Introduction

In the mapping , we looked at digitalisation, digital skills, communication and digital support in multicultural organisational field.

MoniDigi mappings goal is to make the immigrant perspective visible in the digitalisation and development of society.

Organisations play a key role in promoting the digital inclusion and integration of migrants. They reach out to diverse and vulnerable groups in a multilingual and culturally sensitive way.

In Finland immigrants and their organisations are vulnerable to being excluded from support and training if they are reached only through the common channels in Finnish and Swedish. Immigrants in vulnerable positions need to be involved in the design stages of digital services and taken into account actively in the occurring changes.

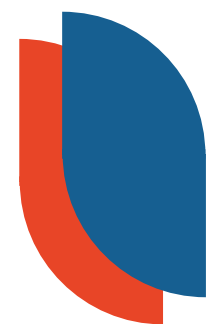


# Purpose



## Understand an overall picture

Collecting and disseminating information on digital support for multicultural and immigrant and migrant-led NGOs. Understanding their level of digital skills and training needs. Mapping out a picture of the current situation and of what NGOs themselves consider important areas for development.



## Include

Lowering the threshold for organisations and those stakeholders promoting digitalisation to cooperate. Providing concrete recommendations on how to involve immigrants in the development of digitalisation.



## Making voices heard

Bringing the perspectives of the multicultural field and the migrants in the societal discussion.



## Encourage

Encouraging NGOs to develop their own activities in the digital environment, and strengthen their activities in the area of digital support.

# Target group of the mapping in Finland



## Multicultural NGO field

Organisations whose target groups are foreign-language speaking and multilingual people living in Finland.



## Respondents

Employees, board members and volunteers of the non-profit organisations.

**Nationwide**

10

**Regional**

8

**Local**

25

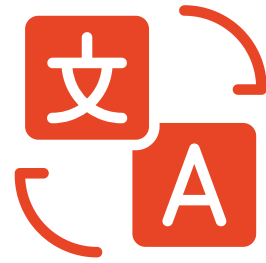
# Method



**"The survey was well structured and progressed logically. Answering the questions was not easy, but it helped highlight our situation and there were a lot of "aha" moments."**

**Liisa Kulta**

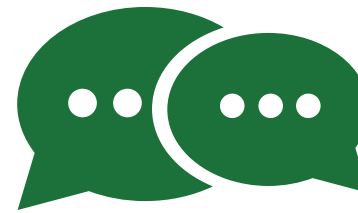
Neighbourhood Mothers Project Manager, Nicehearts Ry



### Culturally sensitive translators

We collaborated with professional translators, who are also active in the NGO field. User testing was carried out for each language. The cultural interpretation of digitalisation vocabulary has been taken into account. Advanced terminology was separately defined and clarified.

The survey was carried out in seven languages: Arabic, Kurdish, English, Farsi/Dari, Finnish, Somali and Russian. Source languages were Finnish and English.



### Qualitative interviews

10 qualitative interviews. The interviews helped us to understand issues that were not covered by the survey and to identify hidden needs.



### Quantitative survey

43 NGOs responded to the survey. The survey was sent to over 200 NGOs in Finland, which target clients are linguistic and cultural minorities.

Survey consisted of 54 questions.



# The digitalisation of the associations' core activities



This subject is complex because there is so much more to digitalisation than just "digital skills."

It is influenced by many factors such as human resources, clients, attitudes, etc.

**Sandra Imran**

Chairperson of the Board, Mirsal Ry



# Membership management



Membership management depends a lot on the habits and cultural characteristics of the target group.

Contacting someone personally is often valued and seen as more meaningful by the members than content received through email.

Many experience that important communication comes in paper form or by phone.

Among many, paper and traditional communication is seen as more formal and valuable. Other forms of communication can seem like "advertising."

# Fundraising

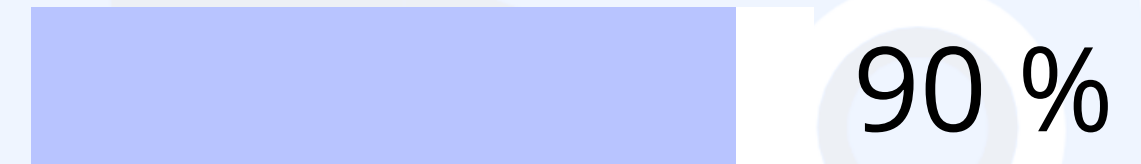


Practise of fundraising is limited. More familiarisation and training is needed to understand donation models in the local NGO field.

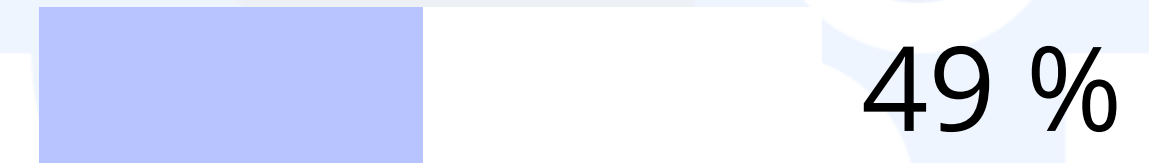
# Events



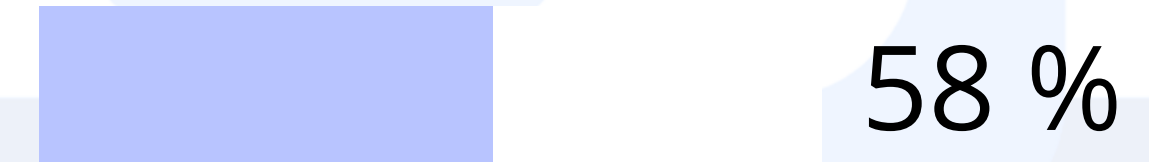
**We use social media channels to promote events**



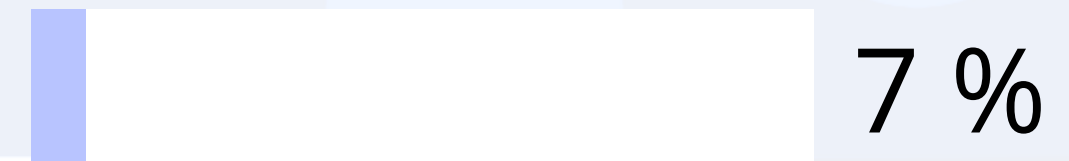
**Participants can register for the events online**



**Participants can participate in the events remotely**

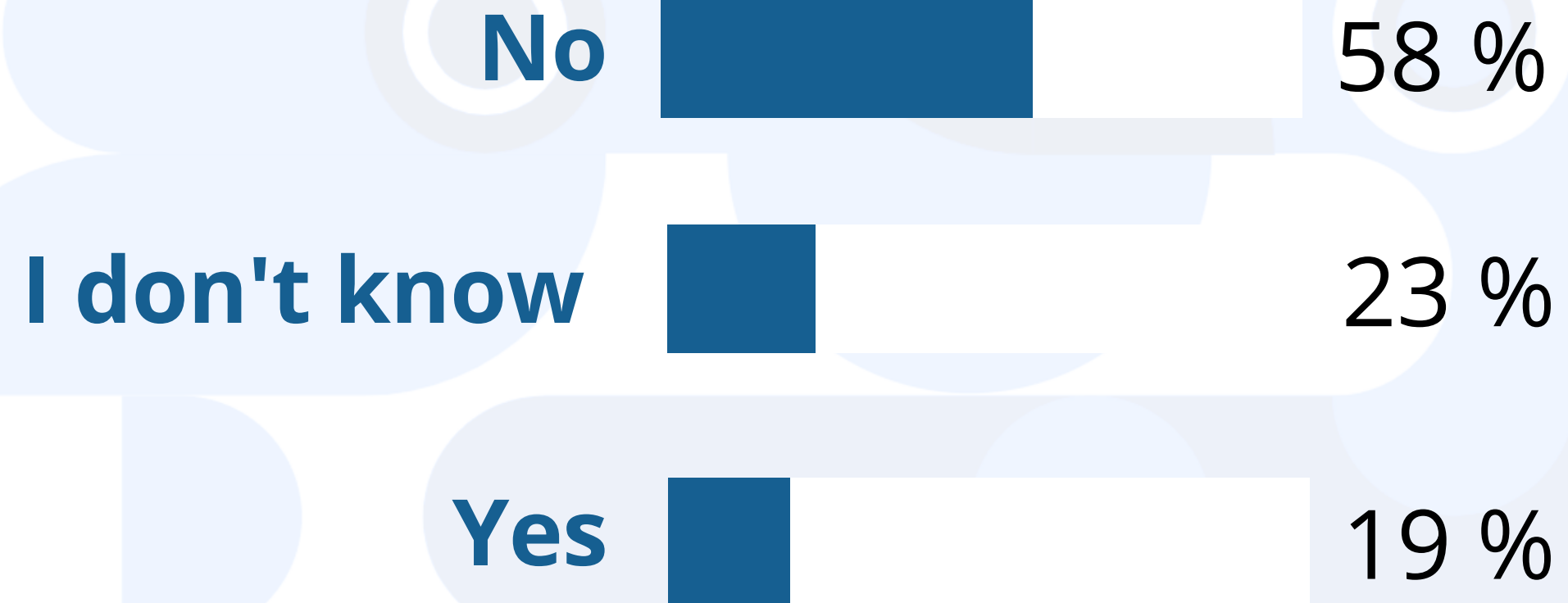


**None of the above**



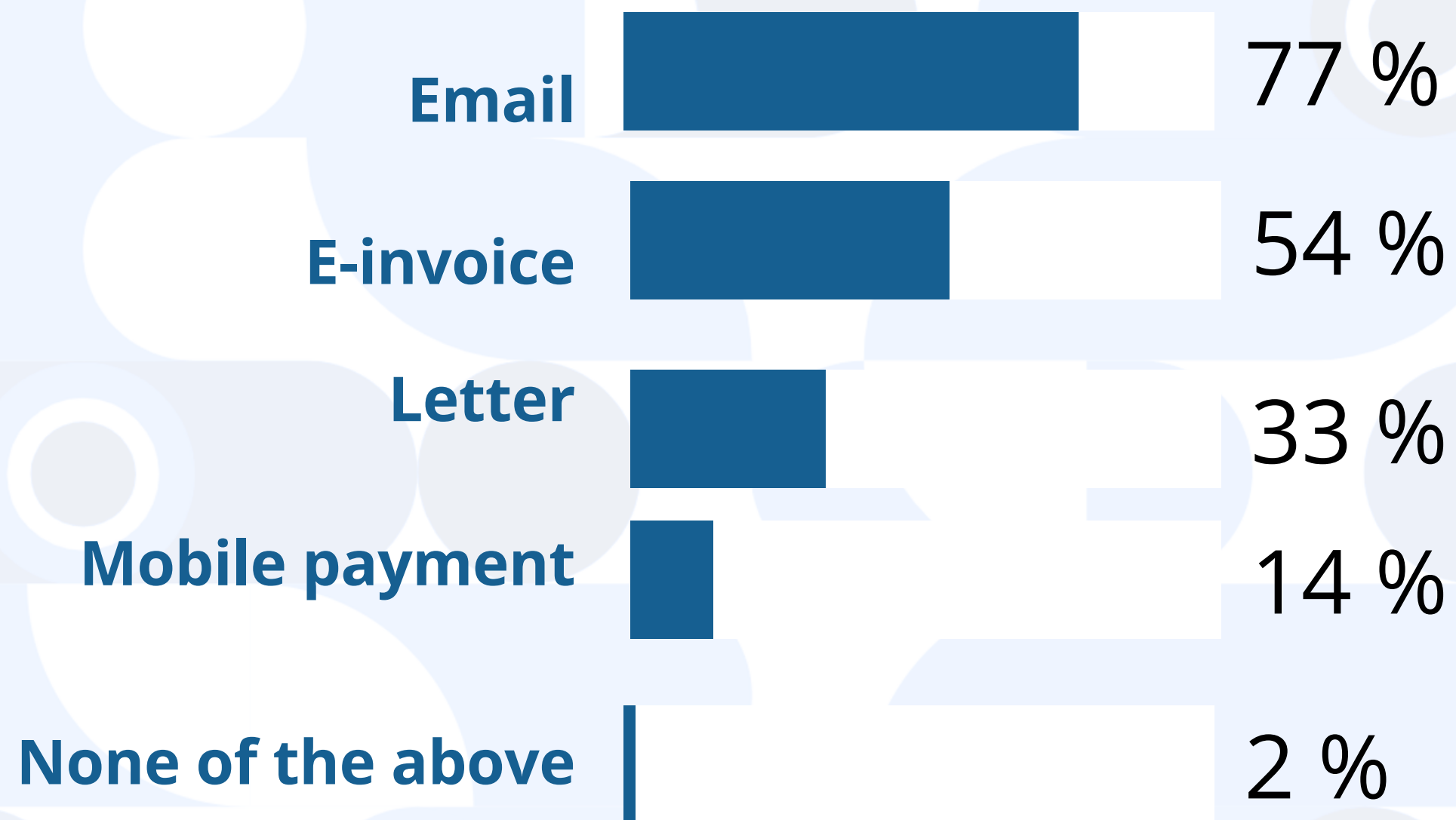
Multiple representatives feared that their number of clients would decrease as activities were moved online because the clients do not have the necessary skills to participate.

# Cyberbullying



Remote events have faced cyberbullying, and, as a result, representatives have become more aware of the security settings for online events.

# Billing methods



With the digital leap,  
billing methods have  
moved smoothly  
online.

# What does digitalisation strengthen?



Digitalisation clearly strengthens most of the prerequisites for operations of NGOs.

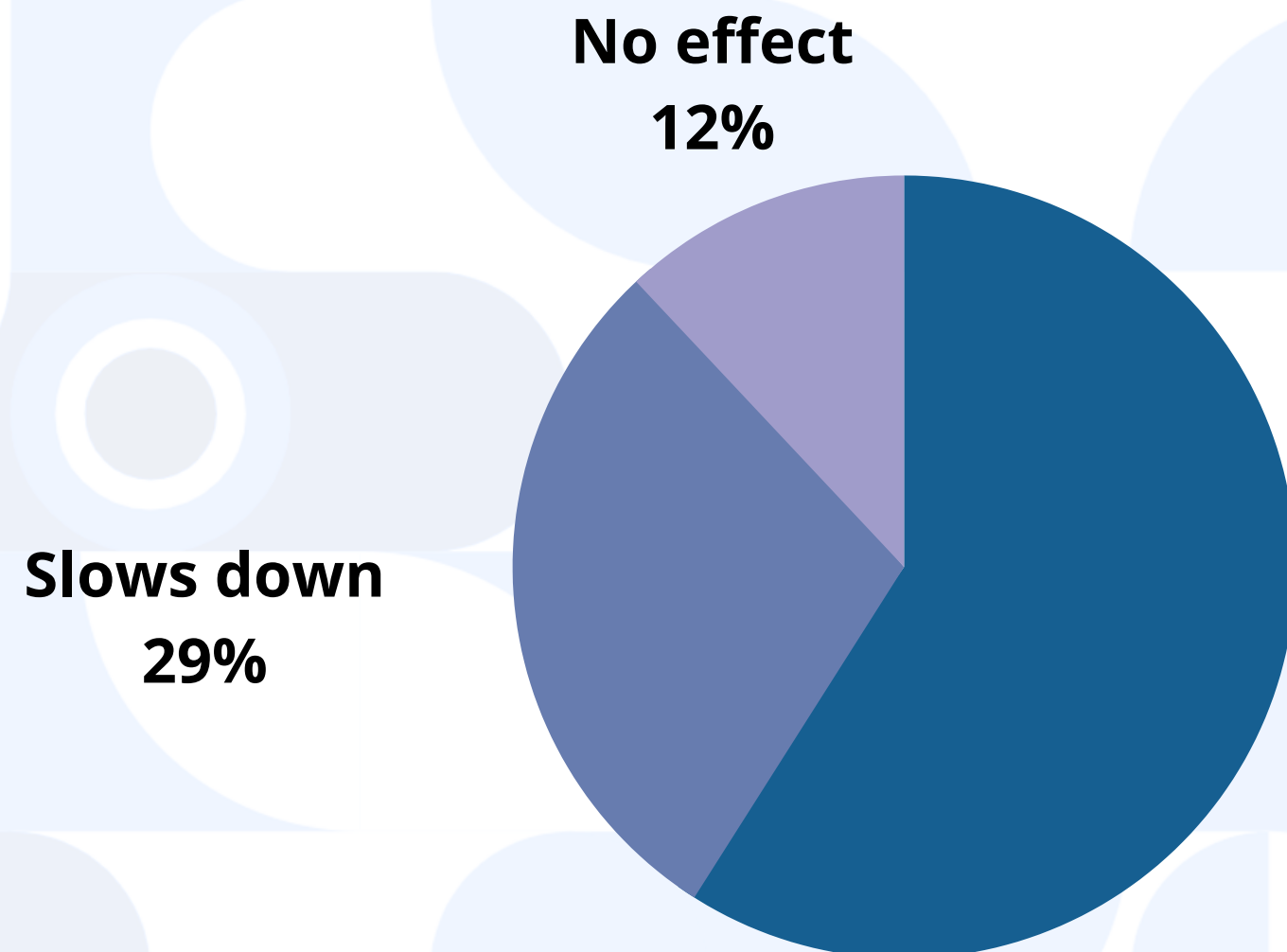
NGOs have updated and refined the ways in which they carry out internal and external communication.

Maintaining communication with volunteers has been a distinct problem.

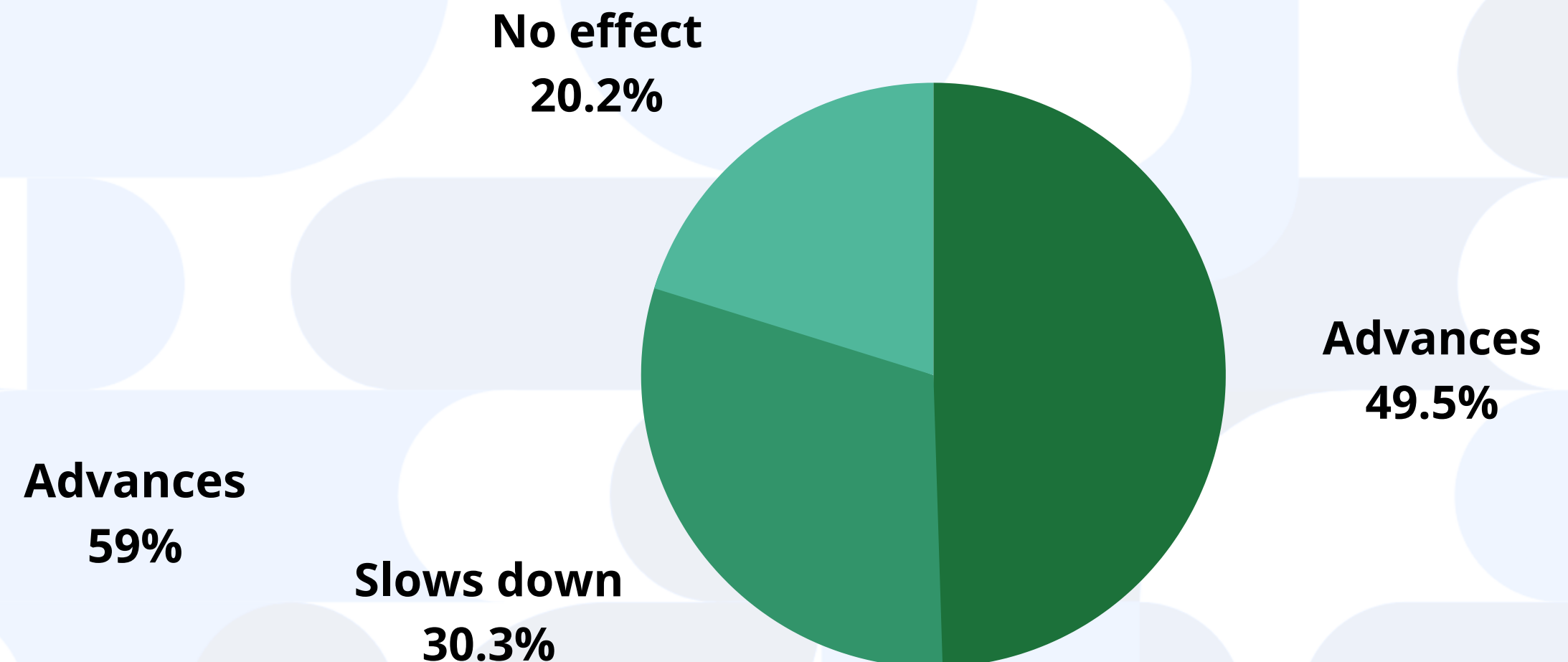


# Advance or slow down?

## Human resources



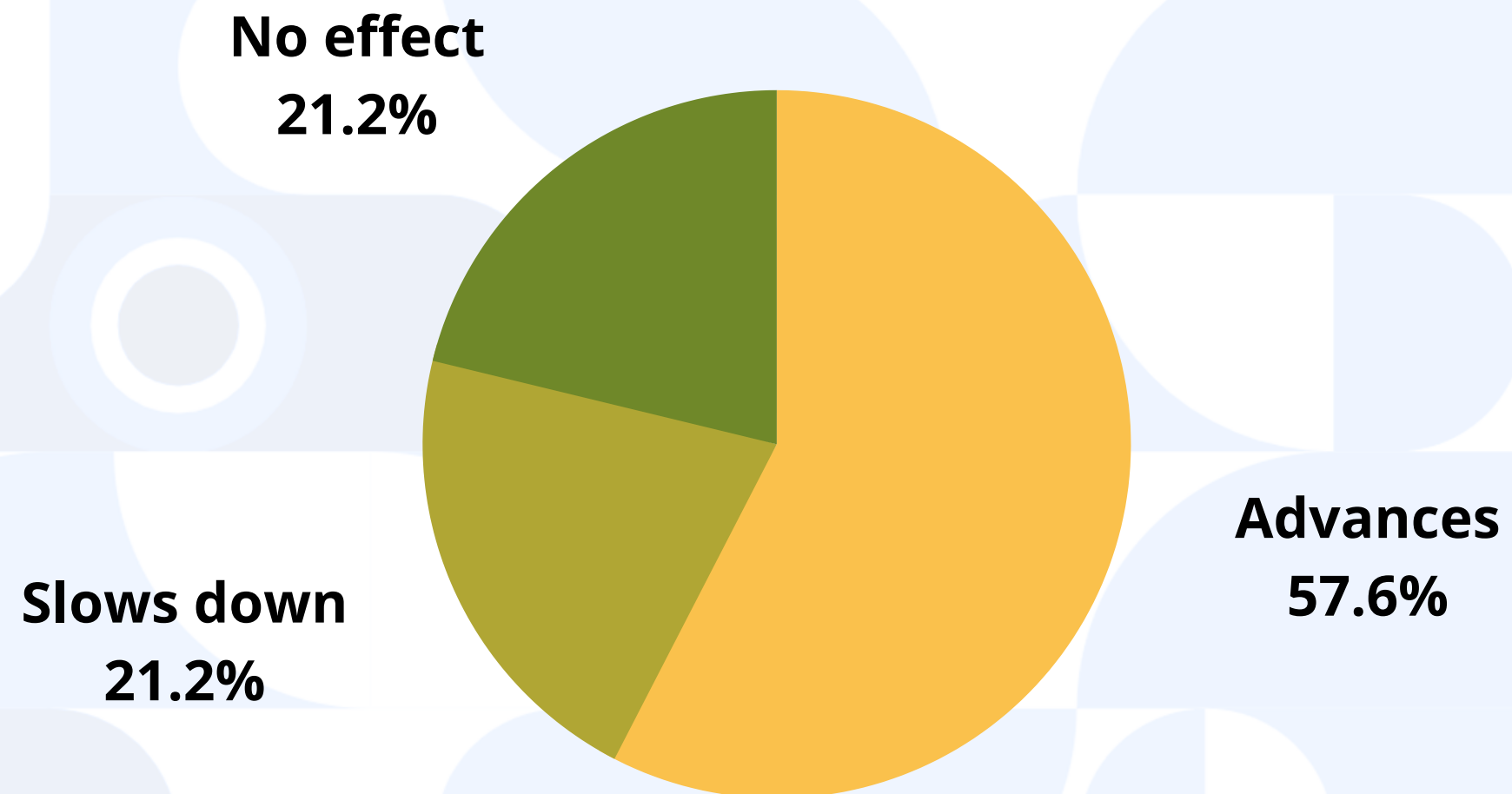
## Financial resources



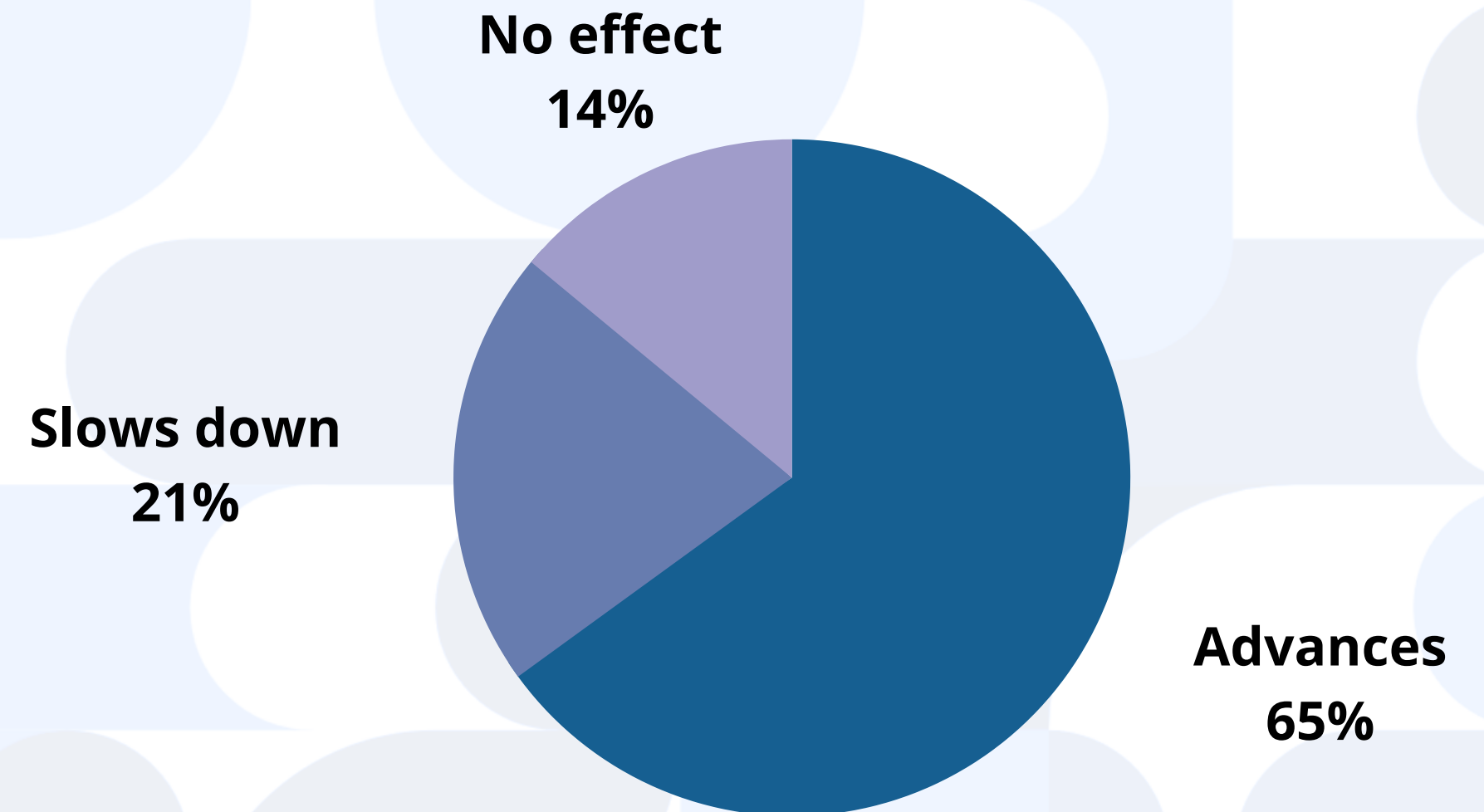


# Advances or slows down?

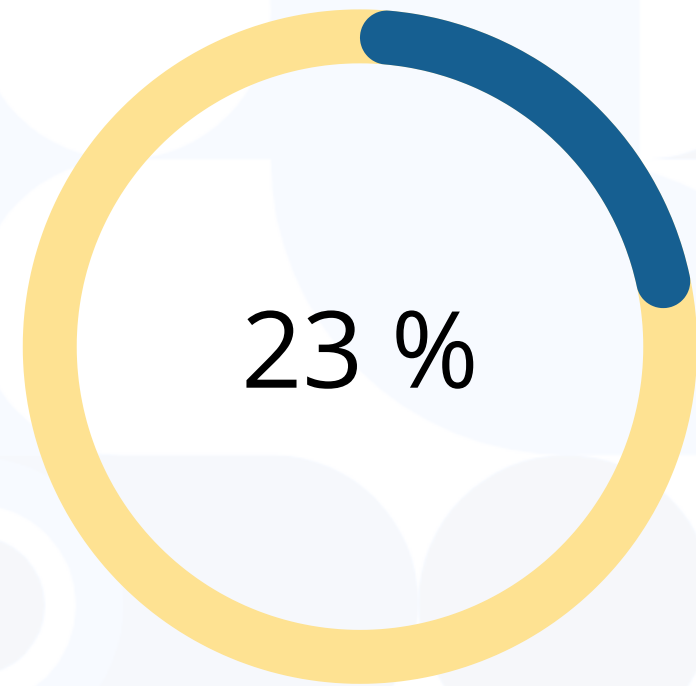
## Attitudes



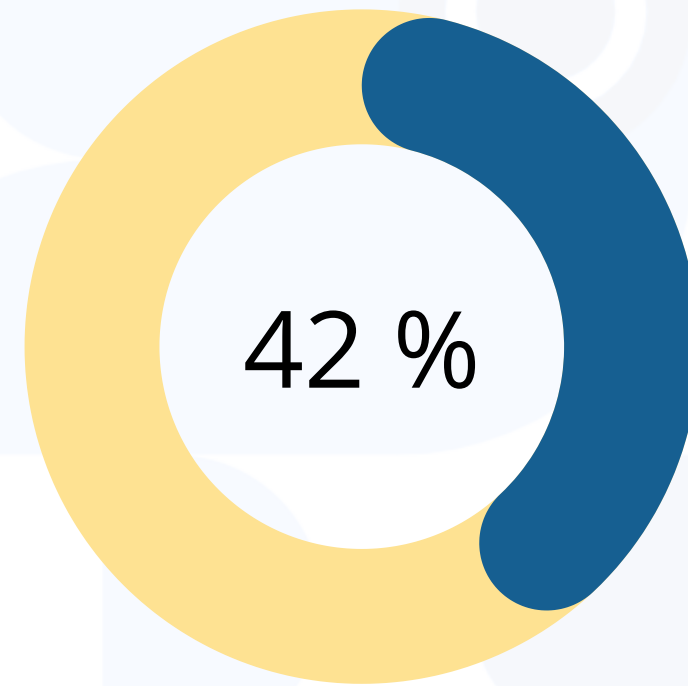
## Digital skills



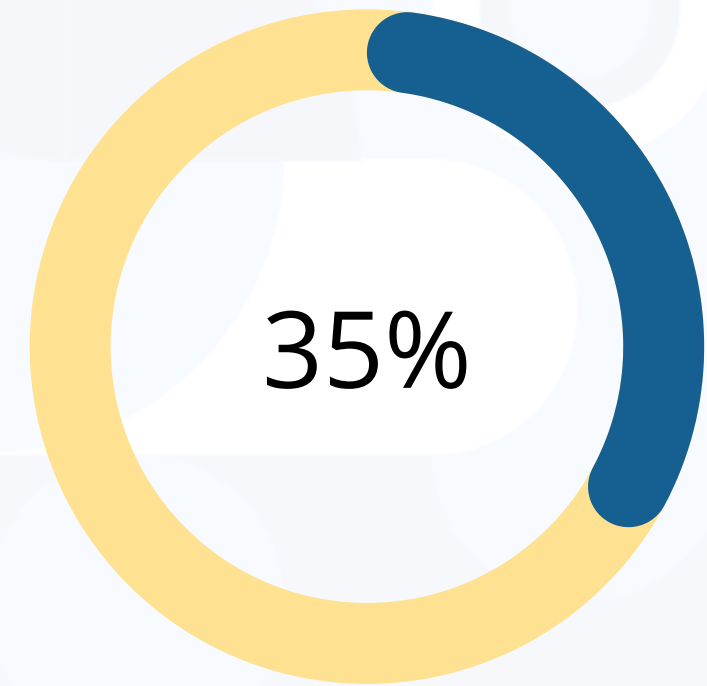
## VISION OF THE DIGITAL FUTURE



The vision  
contributes moderately



The vision  
contributes to an extent



Contributes well

# SUMMARY



## Advantages

NGOs have learned to utilise many basic tools that have made their activities easier. Clients are also updating their digital skills and self-direction.



## Attitudes

There is a lot of enthusiasm for digitalisation, but not enough resources. NGOs are willing to try out new possibilities in a digital environment.

The need to promote digitalisation is often responded to only when the situation requires it because there is not enough time for strategic planning.



## Challenges

Digitalisation has slowed down some organisations by the lack of resources, including additional "digital burden," financial resources, and workers' skills.



## Situation

NGOs have strengthened their digital skills as a result of the current state of emergency. Representatives perceive digitalisation as a way to strengthen their own activities. However, a large number of migrant-led NGOs do not have the financial or human resources to meet outside demands of digitalisation.

**We need to ensure that NGOs have the necessary resources and prerequisites for the operation to keep up with change that is caused by digitalisation.**

# Accessibility and Easy language



Accessibility is a new topic in the multicultural field of NGOs. Actors do not always know or know how to search for information about accessibility. Many feel that the information on accessibility is not accessible itself if they do not speak Finnish fluently or do not have the resources or skills to order services from external service providers.

Easy language is familiar and its use helps to reach linguistic and cultural minorities. The motivation of target groups to learn Finnish improves when the language can be used early on in the learning process. Multilingual guidelines and materials support the independence of clients in using electronic services and make it easier for NGOs to provide advice on services.

## Does accessibility legislation apply to your NGO?

It applies to us, and we are up to date with it 22,5 %

It applies to us, but we are not up to date with it 15 %

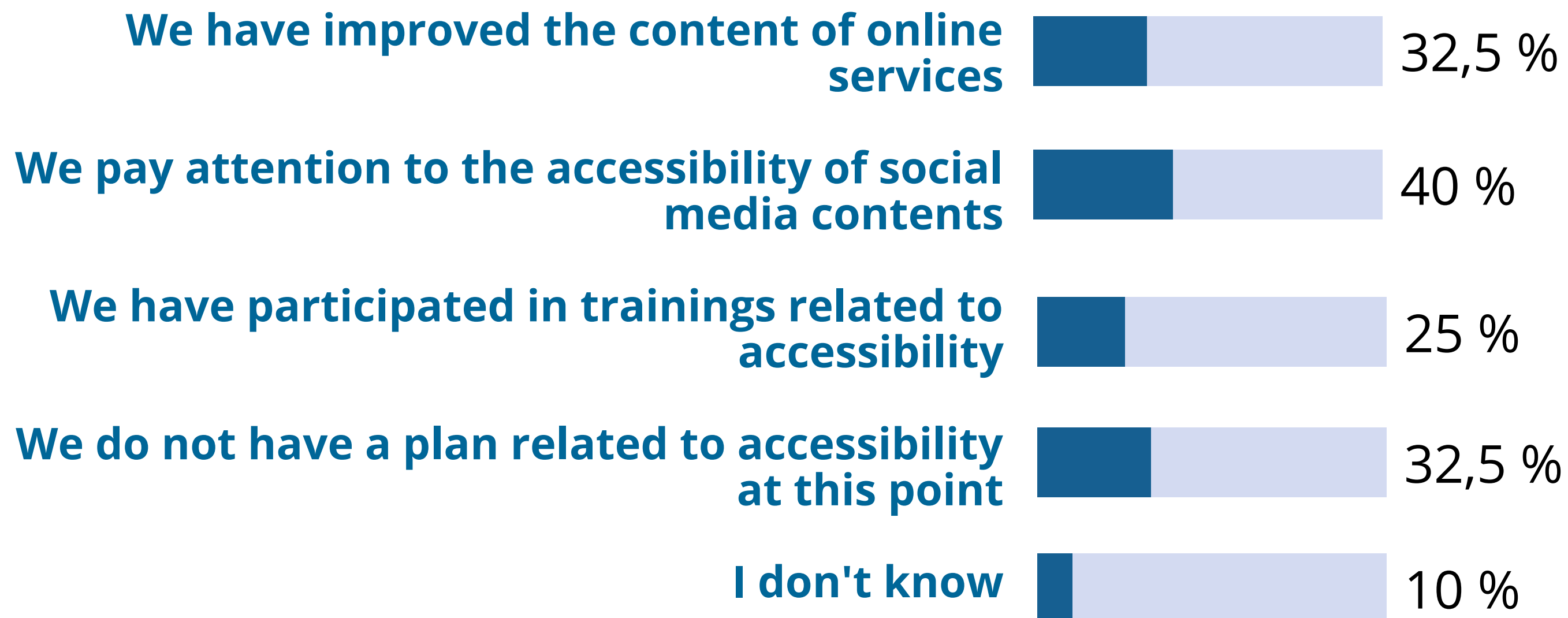
It does not apply to us, but we still pay attention to accessibility 17,5 %

It does not apply to us 12,5 %

I don't know 34,5 %



## Promoting accessibility



# Accessibility and Easy Language



Clients of customer service guidance often lack literacy of the Finnish language and society, which prevents them from understanding the language, symbols and culture of institutional forms.

The guidance requires time, repetition, and versatile interactions and skills so that the clients understand and internalise the language used by authorities, concepts, and institutional culture. Individual learning barriers and needs must also be taken into account.

**Raisa Lindroos**  
Head secretary, Filoksenia Ry



## Have you used Easy Finnish (selkosuomi) in your organisation?



Easy language is used, wished for and benefited from.

# Accessibility and Easy Language

## Summary

Implementing the Universal Accessibility Directive in organisations is possible, but will take time and skill.

For the most common low-cost online services, it is challenging, if not impossible, to build a multilingual site that remains accessible to different language groups. This may require the purchase of an external service, which is a service outside the scope of general digital support.

Easy language is very important for cultural and cognitive accessibility. Integrational stress and language skills can act as barriers, which can be lowered by the use of easy language.

# DIGITAL SKILLS



Multicultural NGOs come from different service cultures, customs and societies. In the field, much of the work is done by volunteers, and we cannot force them to become more digitally literate or trained.

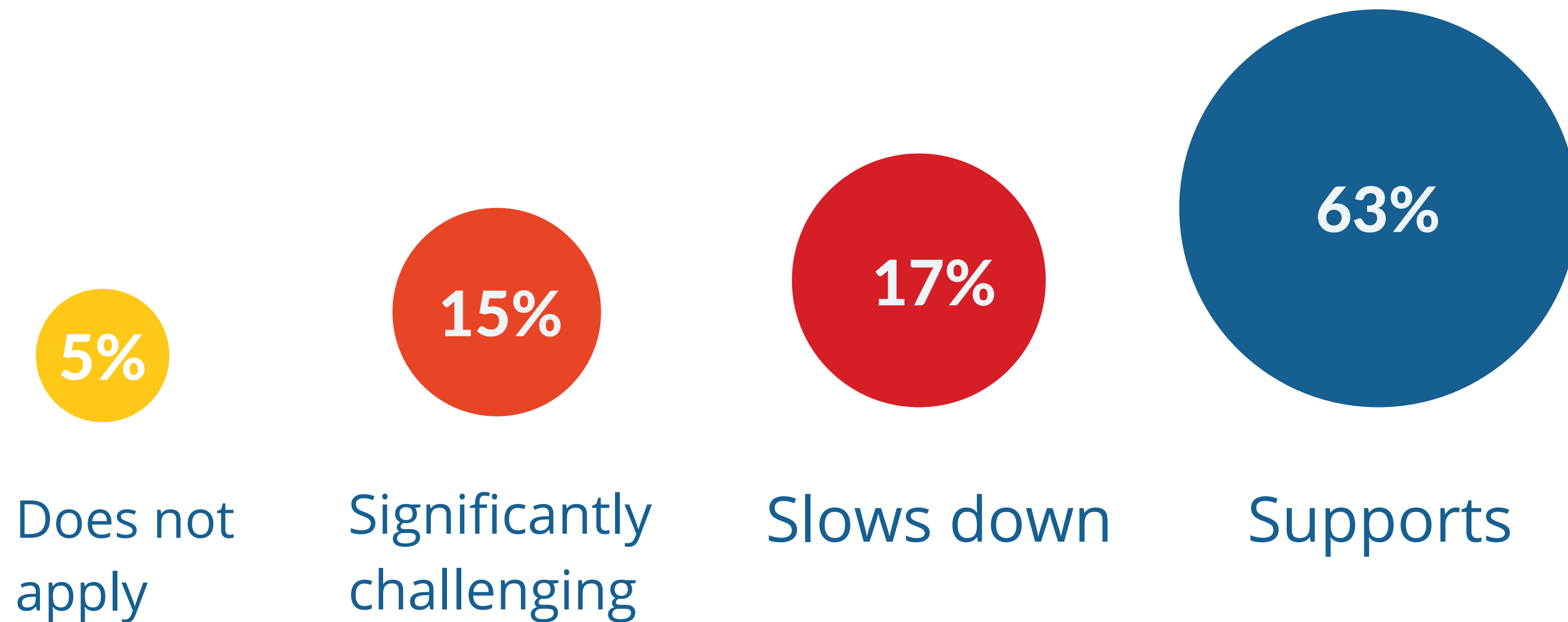
**Daria Ten,**  
Bord member, House Of Helsinki Ry

## Most of the respondents want to develop their digital skills

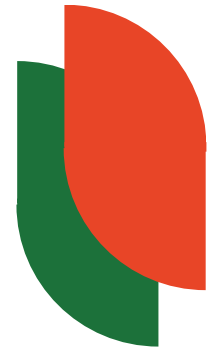
Representative's evaluation of organisation's digital skills



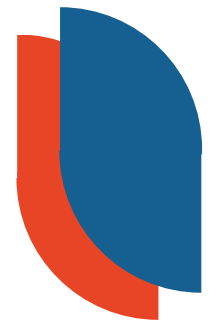
## Impact of digital skills on your NGOs day-to-day activities?



# EVALUATED AREAS OF DIGITAL SKILLS



CONTENT PRODUCTION AND COMMUNICATION



INFORMATION MANAGEMENT AND SECURITY



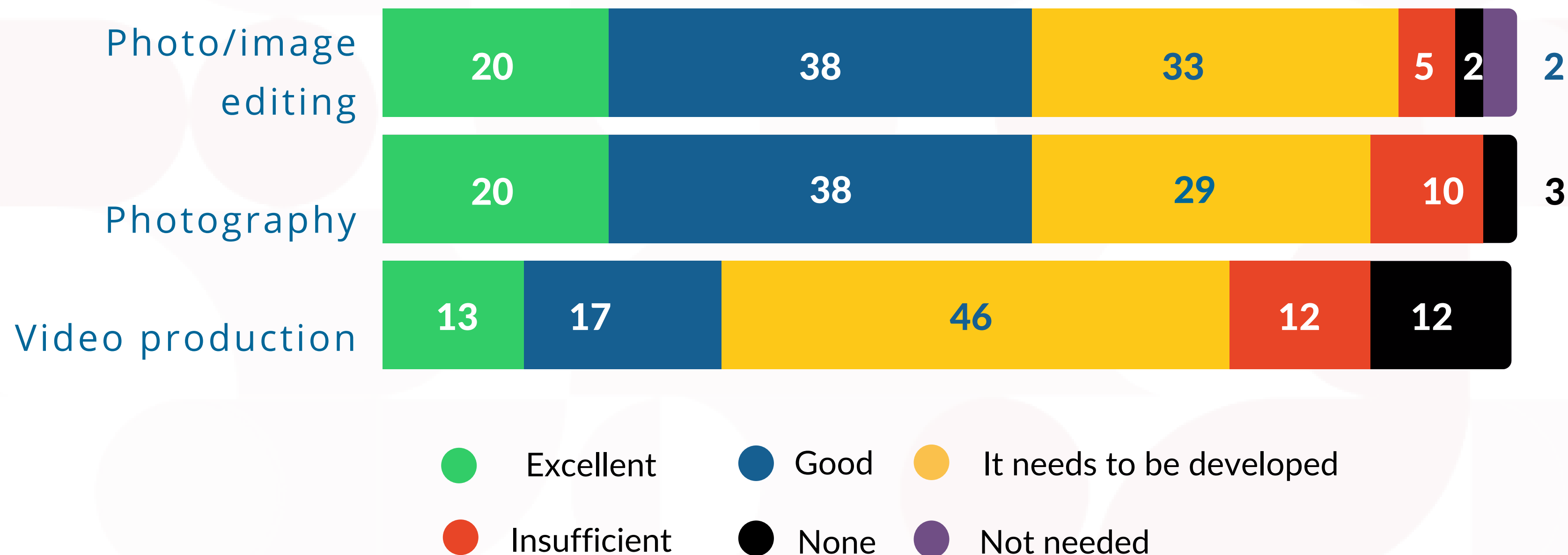
TOOLS AND INFORMATION MANAGEMENT



Source: Järjestödigikartoitus 2020

## CONTENT PRODUCTION AND COMMUNICATION: VISUAL COMMUNICATION

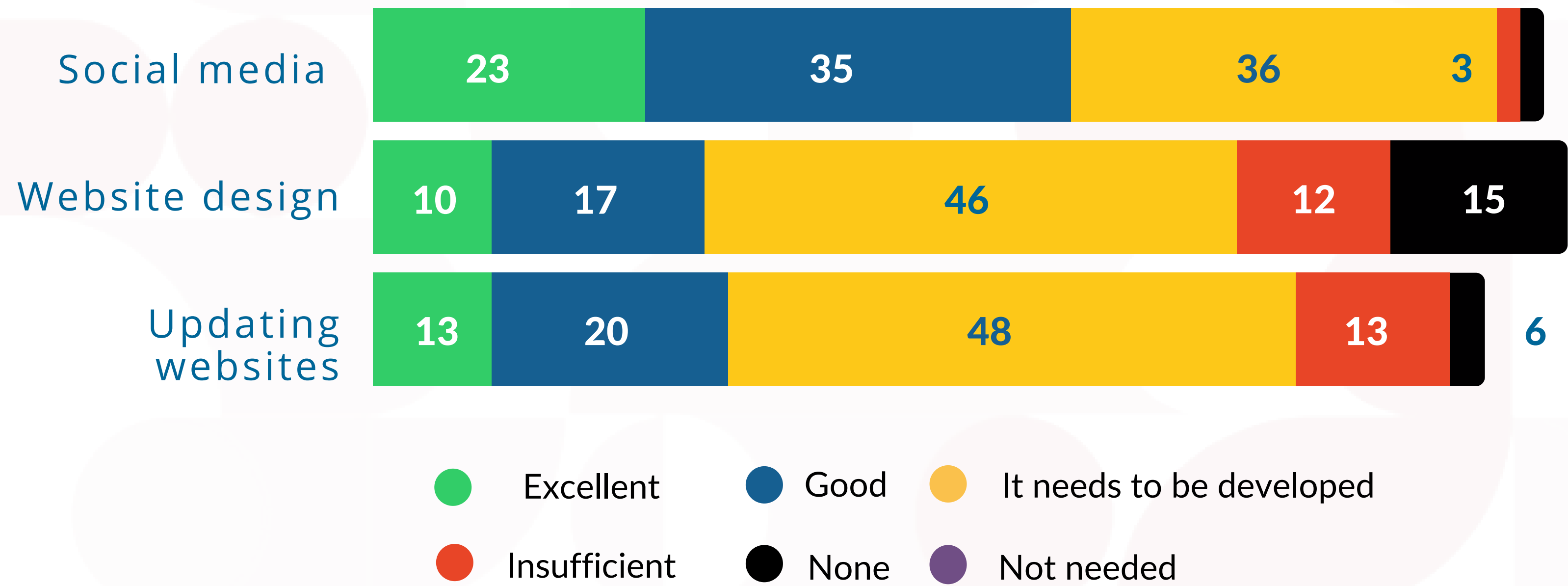
Values are rounded %





CONTENT PRODUCTION AND COMMUNICATION: VARIOUS PLATFORMS AND CHANNELS

Values are rounded %



## CONTENT PRODUCTION AND COMMUNICATION: Information and encounters online

Values are rounded %

Organising virtual events (Events and trainings)



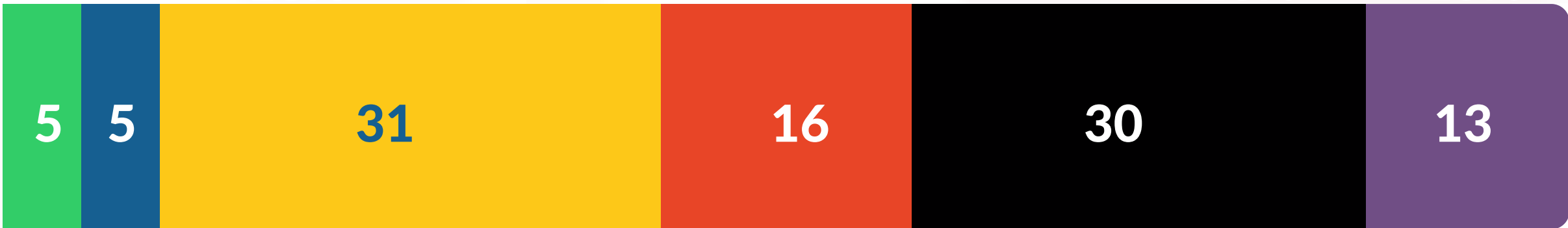
CONTENT PRODUCTION AND COMMUNICATION: Others

Values are rounded %

Augmented reality applications  
AR/VR/XR



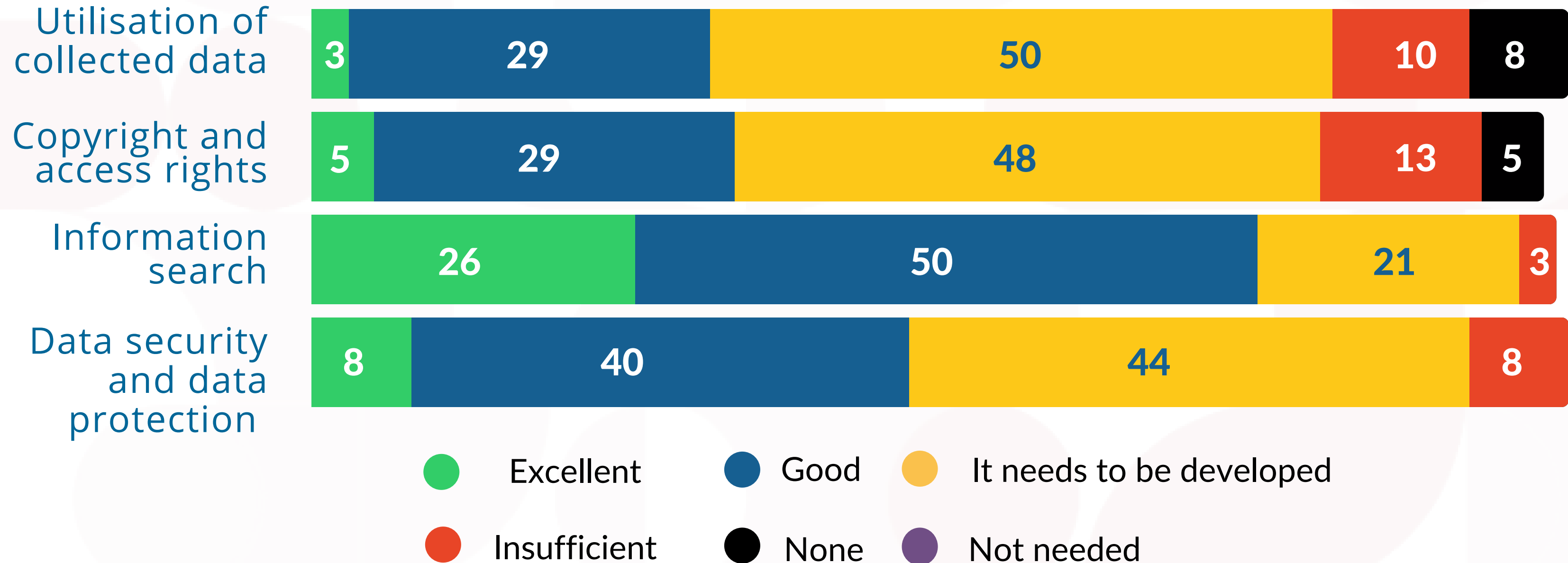
Producing podcasts



- Excellent
- Good
- It needs to be developed
- Insufficient
- None
- Not needed

## INFORMATION MANAGEMENT AND SECURITY

Values are rounded %



## TOOLS AND INFORMATION MANAGEMENT

Values are rounded %

Device management



Email and calendar



Conducting online surveys

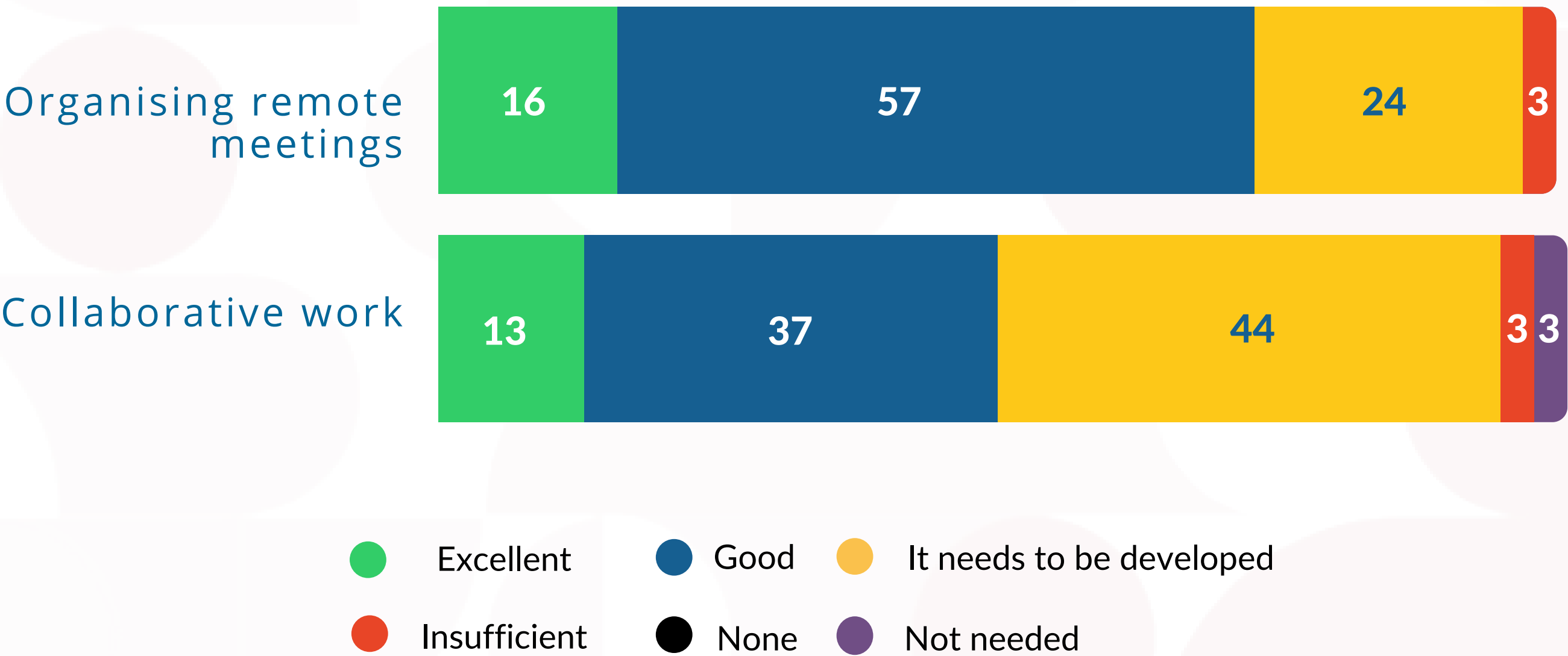


Work software



# TOOLS AND INFORMATION MANAGEMENT: Working together online

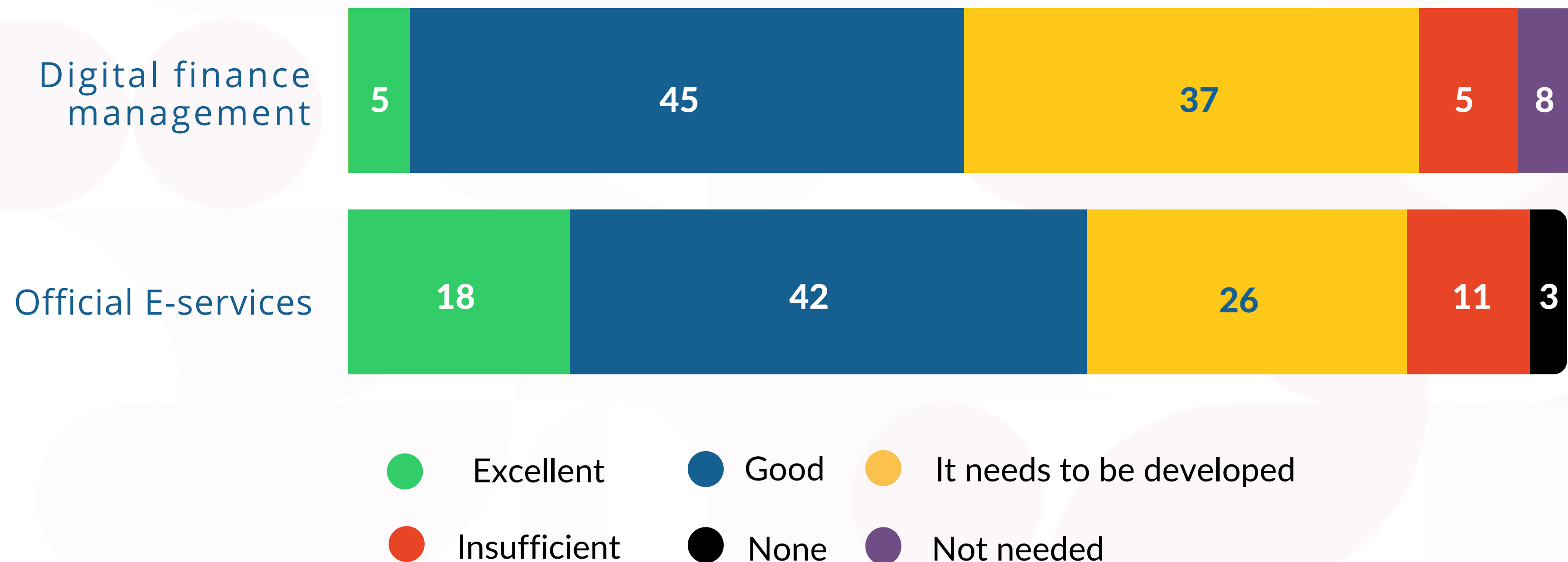
Values are rounded %



The role of collaborative working has become more common and this is something we have become accustomed to during the state of emergency. Some customer service guidance is still done on-site if the client lacks basic digital skills.

## DIGITAL SKILLS: Tools and programmes

Values are rounded %





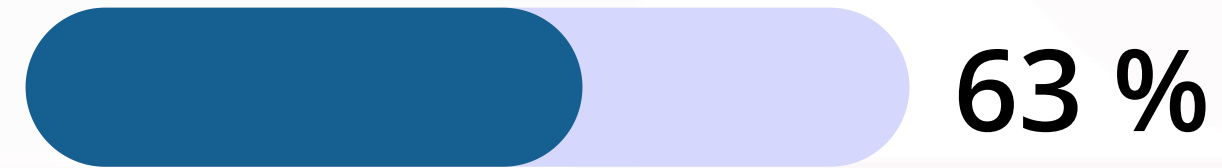
## Regular use of digital tools and programmes

1	Microsoft Office 365	76%
2	Google Drive	74%
3	Zoom	71%
4	Canva	53%
5	Microsoft Teams	50%
6	Mac-programmes	24%
7	Dropbox	16%
8	Trello	13%
8	Slack	13%
10	Others	3%

It is important to take into account the programmes NGO representatives are using to ensure engagement. Applications such as Slack are unfamiliar to many and may not be accessible in cases of collaboration due to smaller ranges of available languages.

## USE OF OPEN BADGES

I have never heard of open badges



The aim is to find out what open badges are



Open badges are not suitable for our activities



Our association plans to introduce open badges



Our NGO already provides open badges



Open badges have been used very little, and many are not clear on how they could be used in their organisational work. Most of the respondents have not heard of open badges.

## TECHSOUP

I have never heard of TechSoup



No, and it is not relevant to us



No, and we need more  
information about it



No, but we are planning to use it



Yes, we use it



Use of TechSoup is limited. However, many know how to look for NGO discounts also outside of TechSoup memberships. Using and getting started with TechSoup requires individual guidance. Most NGOs do not utilise the benefits of TechSoup.

## REGIONAL DIFFERENCES

There were no significant regional differences in NGOs' digital and communication skills. Skills are very much defined by the activities of the NGO. Small local and regional NGOs organise in accordance with local services. Large national NGOs have stronger communication skills.

The following associations participated in the mapping



"The skills of digital supporters often depend on the provision of local social and municipal services, which determine the nature of the need for digital support."

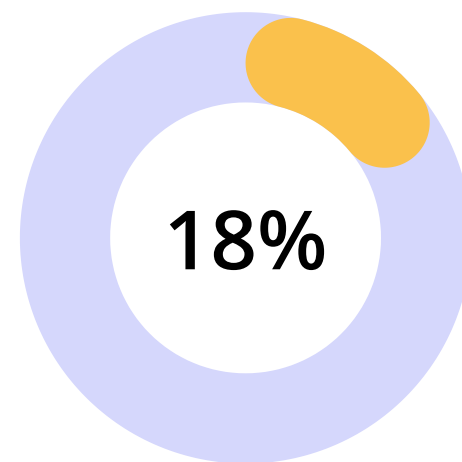
# COMMUNICATION OF ASSOCIATIONS

Changes in our operational environment, such as the health and social service reform (SOTE-reform) and increasing competition in our field, underline the importance of communication for small NGOs. Many NGOs still need to understand the importance of communication from a strategic perspective and not just as a technical issue.

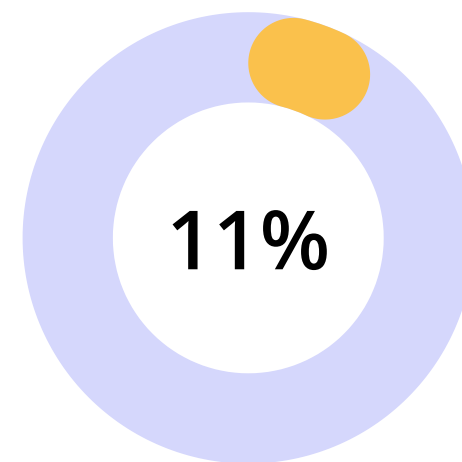


**Julie Breton**  
Association Manager, Moniheli Ry

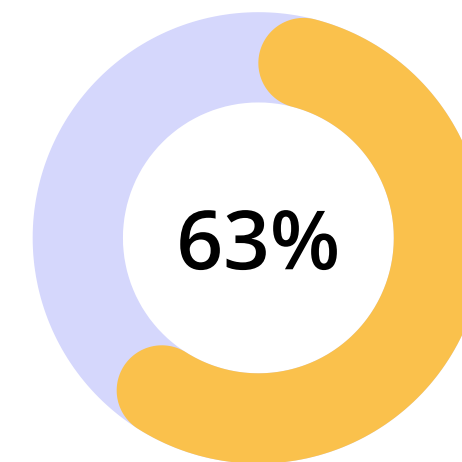
## DIGITALISATION STRATEGY



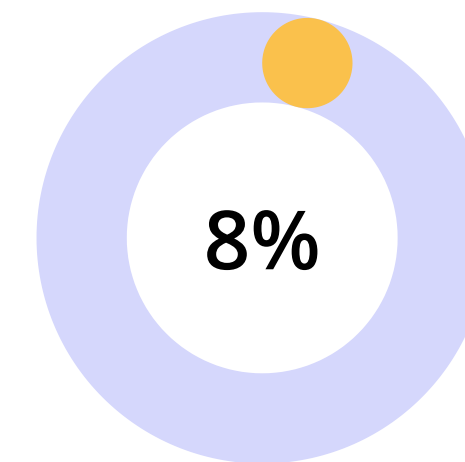
Yes, we have  
a digitalisation strategy



A digitalisation strategy is  
under consideration



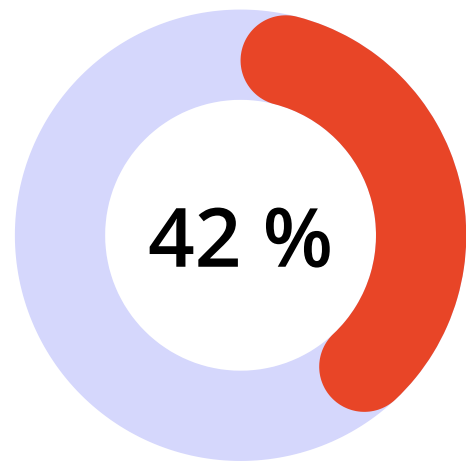
No, we do not have  
a digitalisation strategy



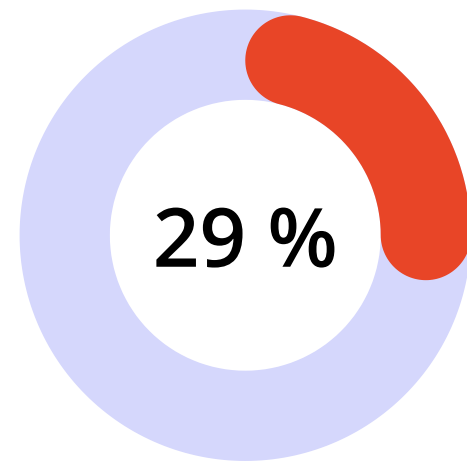
I cannot say

Digitalisation strategies are not currently relevant for most respondents. Digital strategies complement other strategic points where NGOs have room for improvement.

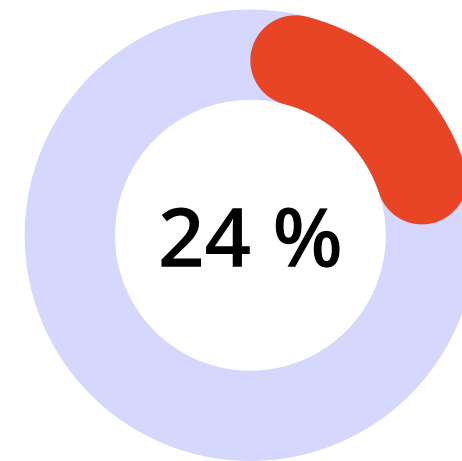
## COMMUNICATION STRATEGY



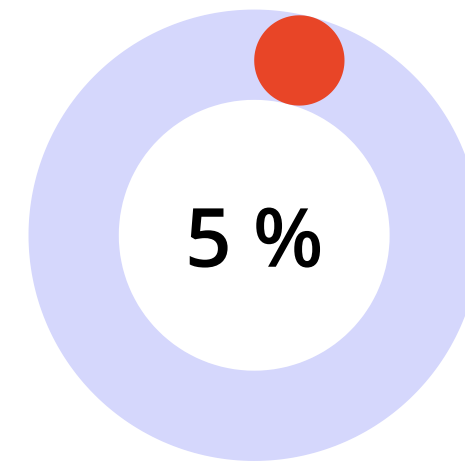
Yes, we have a communication strategy



A communication strategy is under consideration



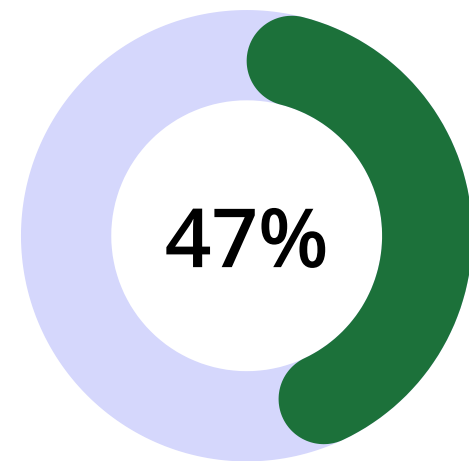
No, we do not have a communication strategy



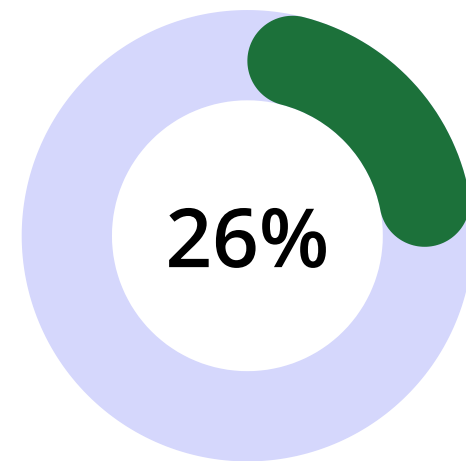
I cannot say

During the state of emergency, NGOs have felt the need to update and strengthen their communication strategy as communication of their activities has increasingly moved online.

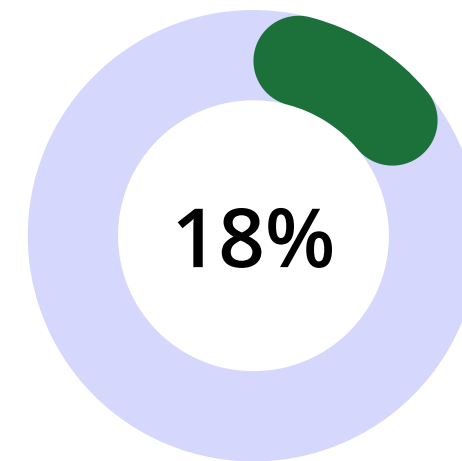
## COMMUNICATION PLAN



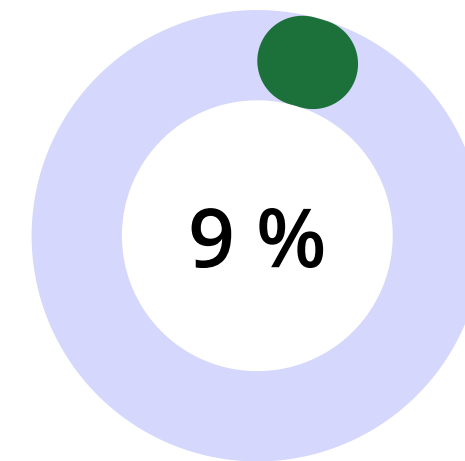
Yes, we do have a communication plan



A communication plan is under consideration



No, we do not have a communication plan

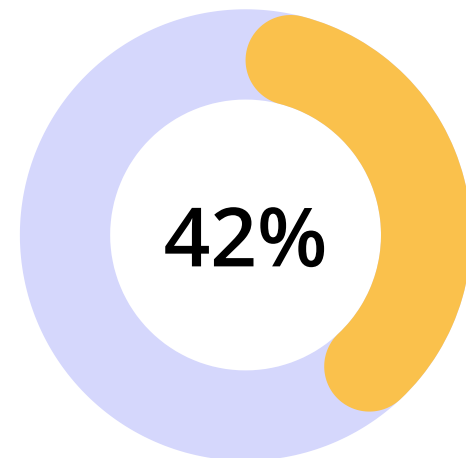


I cannot say

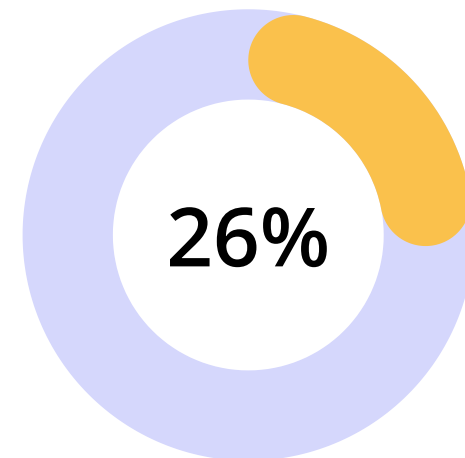
The interviews showed that communication planning is guided by the multiple communication channels of the target groups and measurements of activities. In some NGOs communication has been planned without a strategy, which can lead to disagreements about the content and policy of communication.



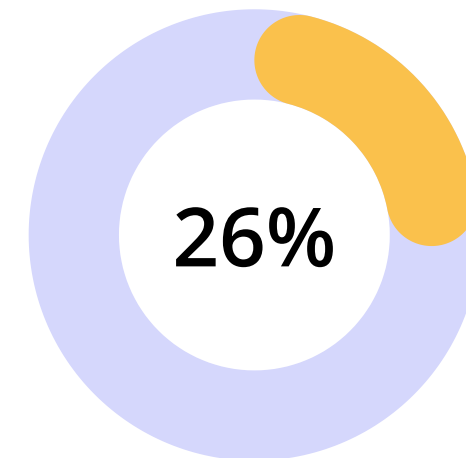
## SOCIAL MEDIA STRATEGY



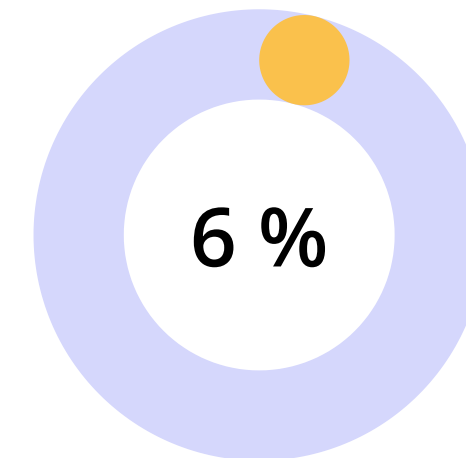
Yes, we have a  
social media strategy



We are considering a  
social media strategy

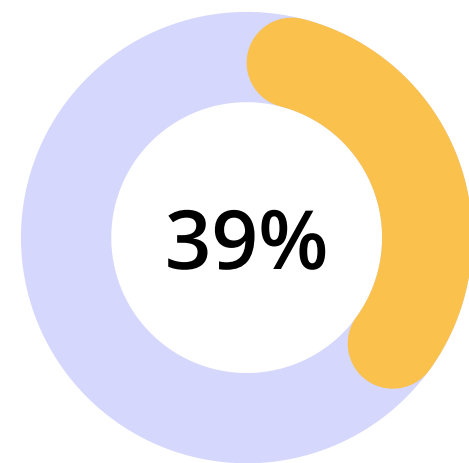


No, we do not have a  
social media strategy

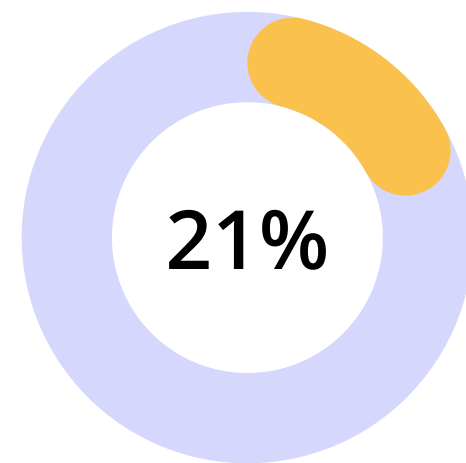


I cannot say

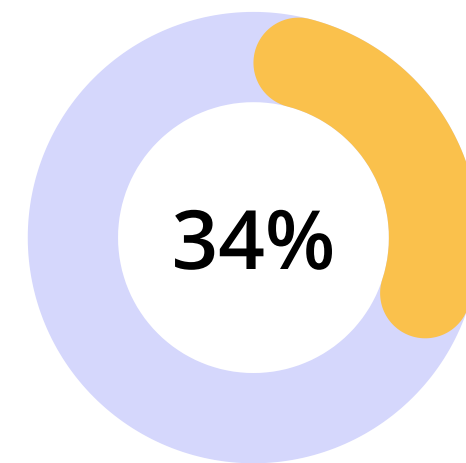
## SOCIAL MEDIA POLICIES AND GUIDELINES



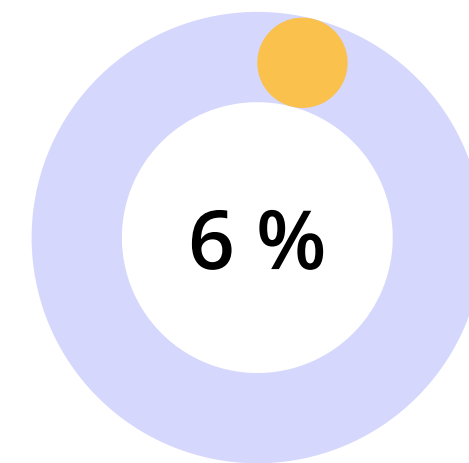
Yes, we have social media policies or guidelines



We are considering social media policy or guideline

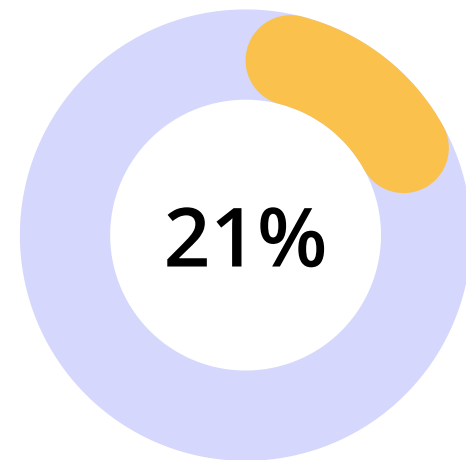


No, we do not have social media policies or guidelines

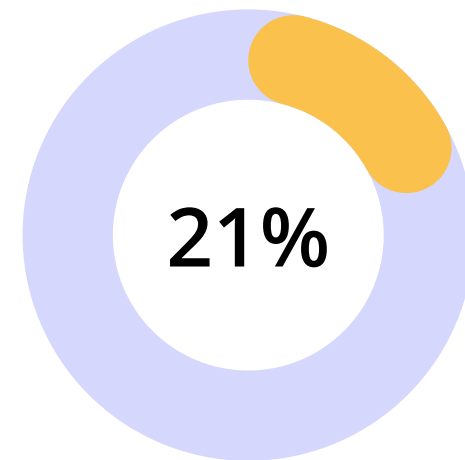


I cannot say

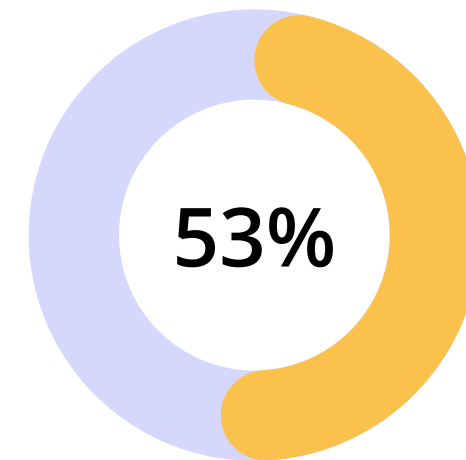
## CRISIS COMMUNICATION PLAN



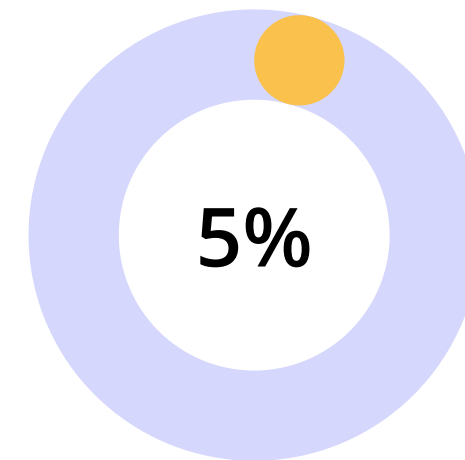
Yes, we do have a crisis communication plan



A crisis communication plan is under consideration

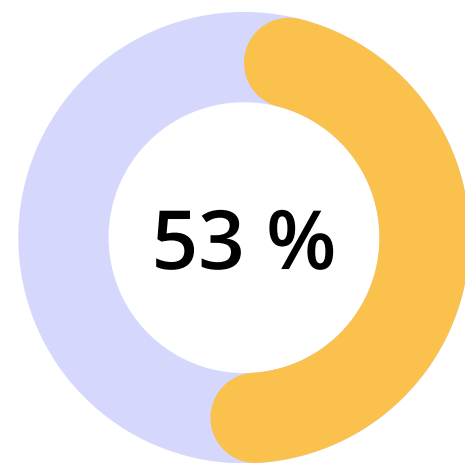


No, we do not have a crisis communication plan

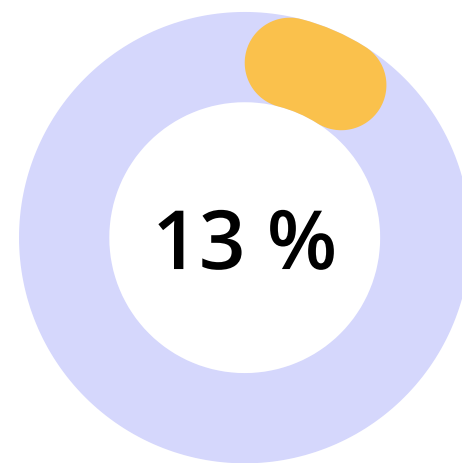


I cannot say

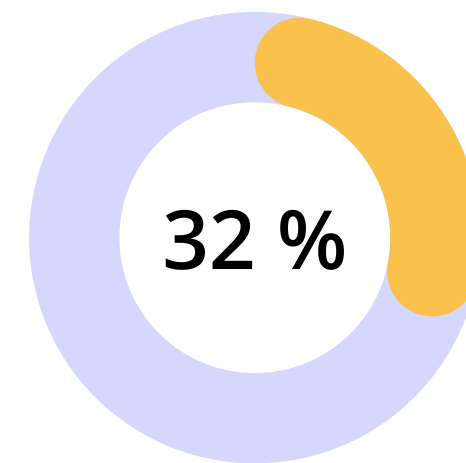
## Is communication measured?



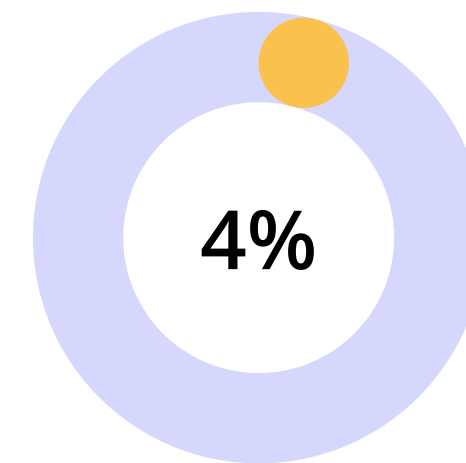
Yes



Under consideration



No



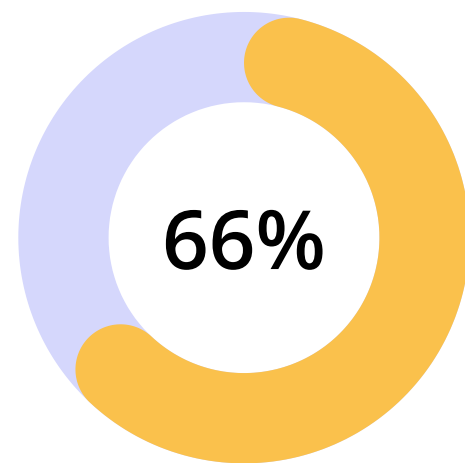
I cannot say

There are multiple things to measure in communication. The interviews revealed that some were not sure which indicators were relevant to reporting and which were not.

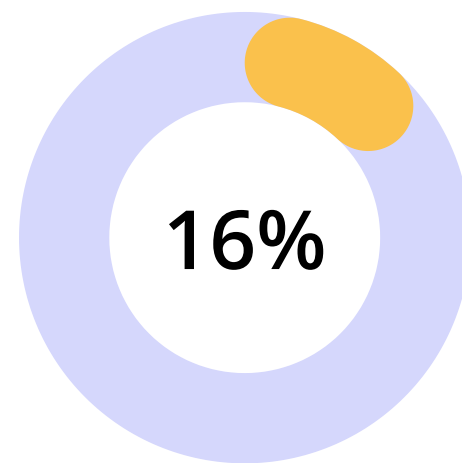
# The following aspects are measured in communication



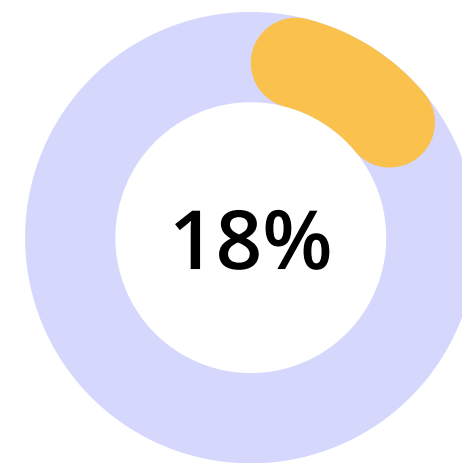
## Are social media activities measured?



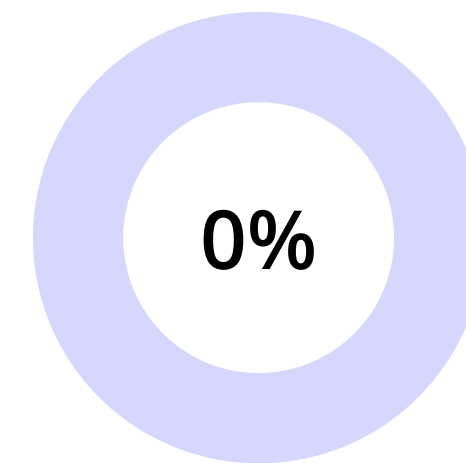
Yes



Under consideration



No



I cannot say

## The following aspects are measured on social media

Publication statistics  
(post coverage, number of likes, etc.)



Number of likes and followers on the channels



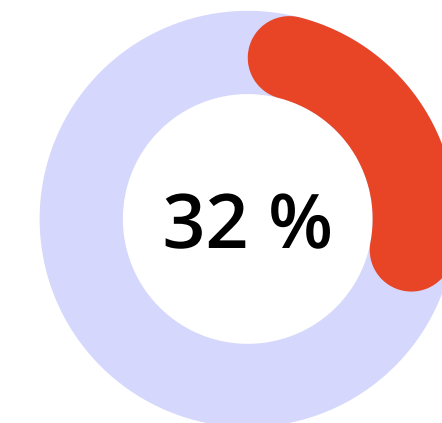
Discussion and comments sparked by publications



Video views

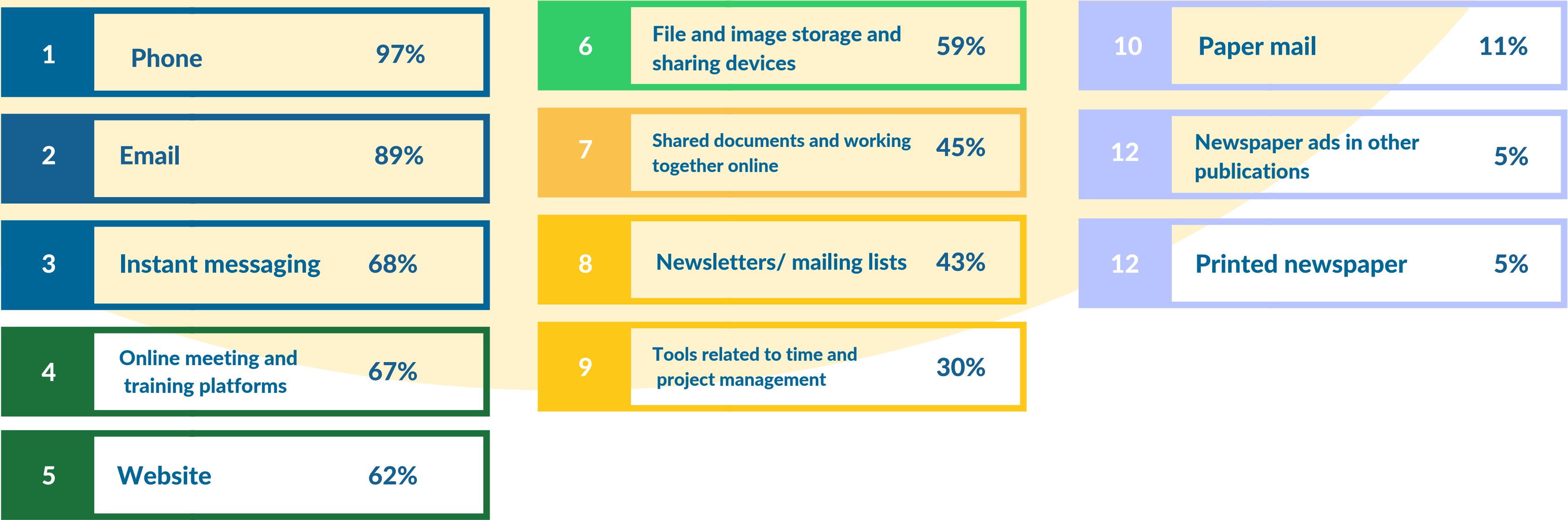


Number of website visitors from social media



Follow discussions  
related to  
NGOs on  
social media

# Communication tools





# Social media channels

1	Facebook page	92%
2	WhatsApp	69%
3	Facebook group	63%
4	Instagram	55%
5	Youtube	45%

6	Facebook personal profile	29%
7	Twitter	29%
8	Other	18%
9	Skype	13%

10	Vkontakte	8%
12	Signal	5%
13	TikTok	3%

# Purpose of using social media



# Successes in social media



# Challenges of social media



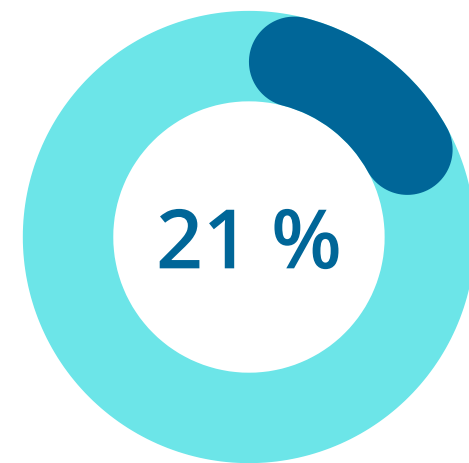
# SUMMARY

Communication in multicultural NGOs is diverse and dispersed. People are at the centre of their communication, which requires a multifaceted approach to reach target groups, taking into account the customs and characteristics of their clients. However, representatives feel that they reach their target groups well.

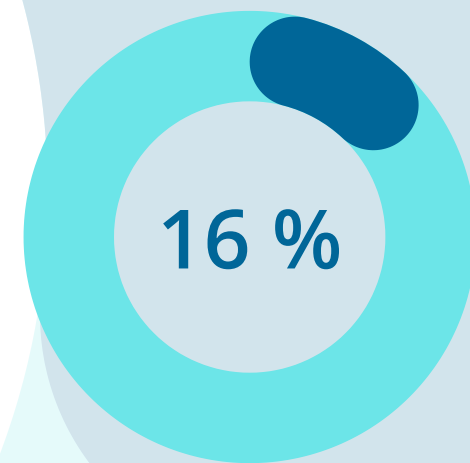
Multicultural NGOs often have a diverse and varied target group. The aim is to remain visible in the general organisational field and to communicate their activities to their own target groups in different languages.

The qualitative interviews showed that there is room for improvement in the use of information gathered from social media. People know how to collect information, but not always how to implement it for the future.

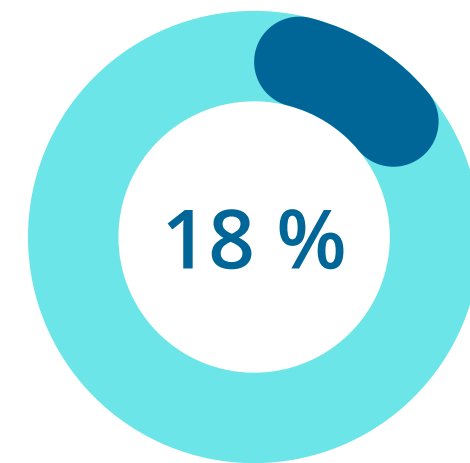
# DIGITAL SUPPORT



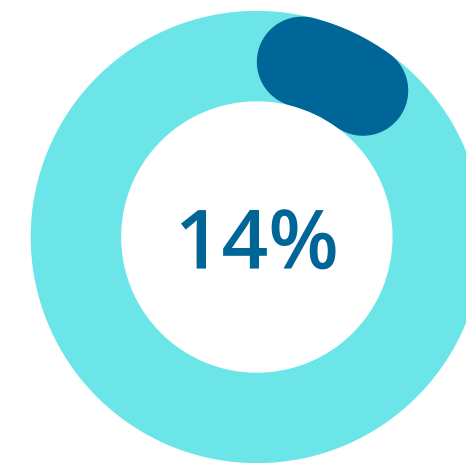
Yes, and we provide digital support as a regular service



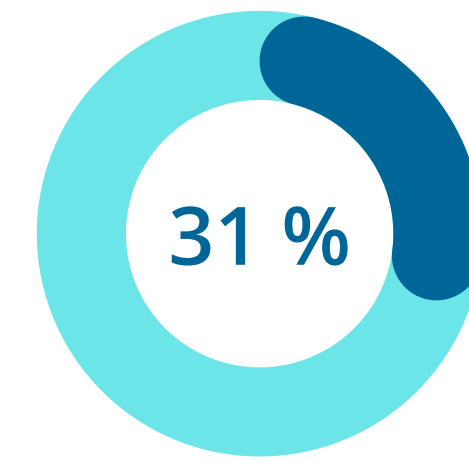
No, but our clients need digital support



No, and there has been no need of digital support



I don't know



Provide hidden digital support

Clients of digital support at different stages of integration need help in understanding and internalising the basic services and service culture of Finland. Digital support serves immigrants as part of the integration process. This requires a lot of time, repetition, and patience from small NGOs running their own activities. Using digital services imposes additional requirements for which help is needed. Finland's digital support field is diverse and has a lot to offer to all people in need of digital support. NGOs working with immigrants do not have enough information or cooperation possibilities to take advantage of this.

# DIGITAL SUPPORT

Digital support plays a big role in the everyday life of multicultural NGOs. The NGOs provide individual guidance including a wide range of support. Support is offered in using e-services, and in the introduction of services and equipment.

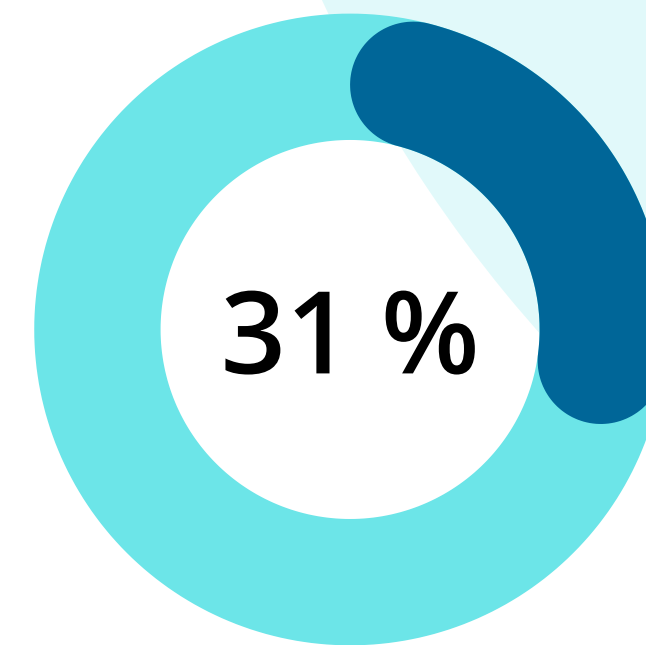
Digital support strengthens one's ability to orientate oneself in society.

## HIDDEN DIGITAL SUPPORT

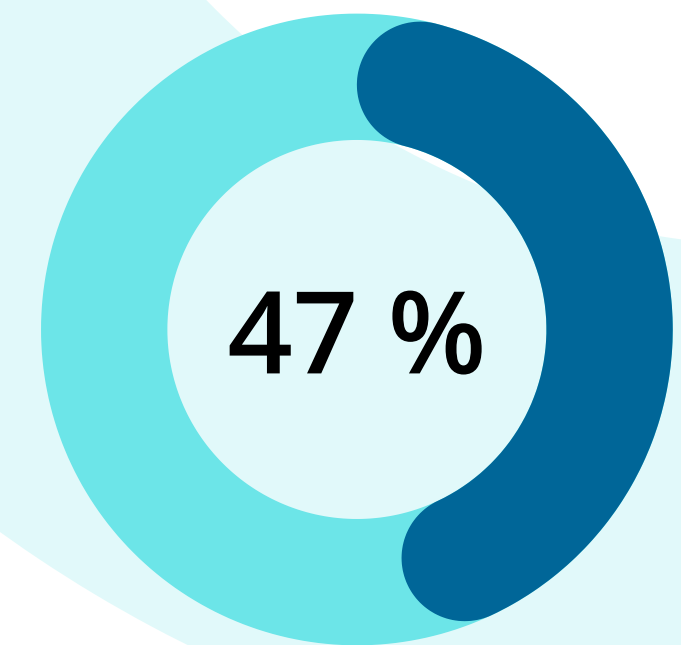
Out of digital support that is provided at the service level, more than half is hidden digital support.

Hidden digital support is unplanned digital support that is not part of the actual evaluation and monitoring of the NGOs activities.

Hidden digital support creates additional workload, overburdening small NGOs.



**Provide hidden  
digital support**



**Do not know where  
to guide clients in  
need of digital support**

# Recommendations for those developing digital support

## **Involve representatives of organisations in the design stages of services**

The situation of migrants and vulnerable people is constantly changing.

Representatives of organisations keep abreast of the current needs of their target group.

Organisations that provide service guidance face the challenges of digitalisation daily and are therefore able to provide insight and information from the grass-roots level.

## **Benefit from organisations' cultural-sensitive expertise**

Organisations have the strength of understanding the challenges of integration and can provide a perspective on promoting cultural accessibility.

No individual is a representative of their entire culture.

Organisational actors encounter immigrants in many ways, so they know which are the best ways to reach immigrants.



## Make use of easy language

An easy language is an important tool for including immigrants, both in the early stages of integration and later on. Depending on the level of the language, it also serves everyone, thus promoting equality widely.

In digital environments, it is essential to use clear or easy language to avoid language-related difficulties in addition to those related to digital skills.

## Role of cultural interpreter

Just using translator is not enough to produce multilingual materials.

From NGOs, you can request a cultural interpreter who is working with the target group you are trying to reach.

The translator may not know or understand the context.

A cultural interpreter is able to reflect content to the culture they are familiar with and based on experience.

## Digital inclusion as part of integration

Digital services are often the first contact with Finnish social system and society.

Building trust is one of the foundations of integration.

For many, the digital environment, e-services, and online forms can be completely new concepts that require repetition, patience, and empathy.

## Support NGOs

Please note that NGOs often operate with few resources or entirely on a voluntary basis.

Some of their work is hidden, and they don't have the time or the skills for communication.

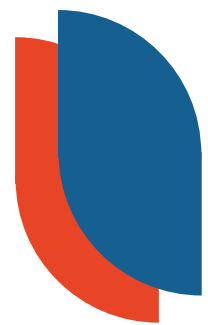
Build clear structures for cooperation and interaction.

## Sources



### Mapping of the digital skills of associations

Viestintä-Piritta Oy, TIEKE ry and Vitec Avoine Oy



### Digital skills of companies and communities Need for digital support in 2020

Digital and Population Information Agency

## Authors

### DIGIUP-Project

Artëm Kuosti

Project Manager

+358 (0)50 551 1824

artem.kuosti@moniheli.fi

Yuri Kitaba

Project Coordinator

+358 (0)50 551 1821

yuri.kitaba@moniheli.fi