



"Now they know", a poster campaign to support those left behind by digital technology!

Brussels, 21 April 2021 - Browsing with ease, getting help with online procedures or digital training - it's all possible in Brussels! Regardless of your age or situation! This is the message that the Brussels Region wants to get across with a broad poster campaign to increase the visibility of the Digital Public Spaces. These are spots which are still largely unknown to the public but are nonetheless equipped with computer equipment and often offer customised support.

From today, the Brussels Region is rolling out four posters illustrating the day-to-day lives of those left behind by digital technology. They feature people from a wide range of backgrounds, but who have all been left behind by a society that has gone down this "all-digital" route without taking into consideration the needs of its population.

Salima is busy moving house, and is lost in the online administrative maze that confronts everyone of her age. Then there is Manu, who is afraid to use his banking app.. It is estimated that 475,000 people in the Brussels Region have poor digital skills, and 170,000 have no digital skills at all.

It is for people like these that the Region has developed a Digital Take-up Plan. Because, besides the fact that digital technology opens up genuine prospects for autonomy and integration, in both daily and professional life, the Region wants to encourage the people of Brussels to get help to prevent these inequalities from growing.

And the Digital Public Spaces are one of the tools in this regard! Equipped with computer equipment which is made available to the public, these spaces welcome anyone who needs them: to access a computer and an Internet connection, get support with their procedures or follow digital training. There are around fifty Digital Public Spaces in the Brussels Region, 18 of which have the Brussels Region label.

After presenting its Digital Take-up Plan a few weeks ago, the Region is now demonstrating that it is taking action. "This communication campaign is the first achievement of the Digital Take-up Plan. And this is an important step. Because raising awareness among the general public of the possibilities of digitisation is the basis for continuing and accelerating the transformation of the Brussels Region into a "Smart City," explains Bernard Clerfayt, Brussels Minister for the Digital Transition.

The campaign will be launched on the STIB network from today and will start on the streets from 27 April until 10 May.

For more information on digital take-up, please visit digitalhelp.brussels

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