DIGITILISED SOCIAL PLANNING FOR POLITICAL DISCOURSED AND GOVERNANCE PROCESSES – App FOKUS PI *DIGITALISIERTE SOCIALPLANNUNG FÜR POLITISCHE DISKURSE UND STEUERUNGSPOZESSE*	
Organisation(s):	Deutscher Verein für öffentliche und private Fürsorge e. V.
Country:	Germany
Contact:	policy@esn-eu.org
Theme:	☐ Ageing & Care ☐ Labour Market Inclusion ☐ Asylum & Migration ☐ Social Inclusion ☐ Young People ☒ Technology ☐ Support for Children & Families ☐ Workforce and Leadership ☐ Community Care ☐ Social benefits ☐ Co-Production ☐ EU Funding ☐ Disability ☐ Social Service's Resilience ☐ Housing & Homelessness ☐ Mental Health ☐ Artificial Intelligence ☐ Person-centred Care ☒ Digitalisation ☐ Other, please specify: ☐ Integrated Care & Support ☐ Quality Care
Principles of the European Pillar of Social Rights: *Check the 20 principles here.*	☐ 1. Education, training, life-long learning ☐ 11. Childcare and child support ☐ 2. Gender equality ☐ 12. Social protection ☐ 3. Equal opportunities ☐ 13. Unemployment benefits ☐ 4. Active support to employment ☐ 14. Minimum income ☐ 5. Secure and adaptable employment ☐ 15. Old age income and pensions ☐ 6. Fair Wages ☐ 16. Health care ☐ 7. Transparent employment conditions ☐ 17. Inclusion of people with disabilities ☐ 8. Social dialogue ☐ 18. Long-term care ☐ 9. Work-life balance ☐ 19. Housing and assistance to homeless ☐ 10. Healthy, safe work environment ☒ 20. Access to essential services
Current status of the practice:	☐ Concept and Design Phase ☒ Execution & Monitoring Phase ☐ Consolidation Phase ☐ Scaling Up and Transformation Phase ☐ Other (please specify)

Context/ Social issues addressed *Please explain the problem you attempt to solve.*	- How can easy access to more and more data be ensured? - How can the results of data analysis be classified, interpreted and communicated? - How can modern technologies (business intelligence systems, artificial intelligence, etc.) be used for data management? - How can data be kept up-to-date in order to react flexibly to changes? These are some of the questions that are being addressed by the project.
Objectives: *Please provide a maximum of three objectives in bullet points.*	The core of the project is the development of recommendations for social policy, encompassing facets such as promoting social justice, targeted allocation and enhancing living conditions.
Activities: *Please summarise the activities put in place to achieve the objectives (maximum 200 words).*	The FOKUS PI app serves as a product that facilitates professional decision-making. More specifically, complex information is identified, captured, and easy to find with just a few clicks. These data from different systems are merged in the data lake of a business intelligence system and prepared for knowledge transfer and exchange in the political arena. Intuitively usable data with comparative values are available for interpretation as a comprehensible basis for decision-making. Through cooperative networking and active engagement in the social planning system, new perspectives are generated for the region. To further develop the system, projects are regularly initiated with partners, e.g. in the area of needs assessment for medical care in the district of Pinneberg, in order to record unconscious needs (implicit motives) with the help of artificial intelligence. By providing a quick overview of social indicators and social policy issues, large amounts of data become manageable and can be effectively used for planning and control. The information in the app enables a comparison of figures, data and facts with subjective perspectives.
Evaluation of practice: *Please explain how you evaluate the practice and what the results were/are so far*	Externally evaluated methods used: - Document analysis - Online survey and group interviews of stakeholders - Statements from external experts.
Links to supporting documents: *e.g. website or report of the practice*	- https://www.deutscher-verein.de/de/ - https://www.kreis-pinneberg.de/ - https://apps.apple.com/de/app/fokus-pi/id4162766429

Comments and tips *i.e. for people willing to use your Practice*	The FOKUS PI app of the Pinneberg district administration won 2022 nationwide competition's communication prize, "PR Report Award" in the category of best technology-based communication.