

Inclusiv-IT-y 2009

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EU eInclusion policy

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Information Society and Media



Presentation outline

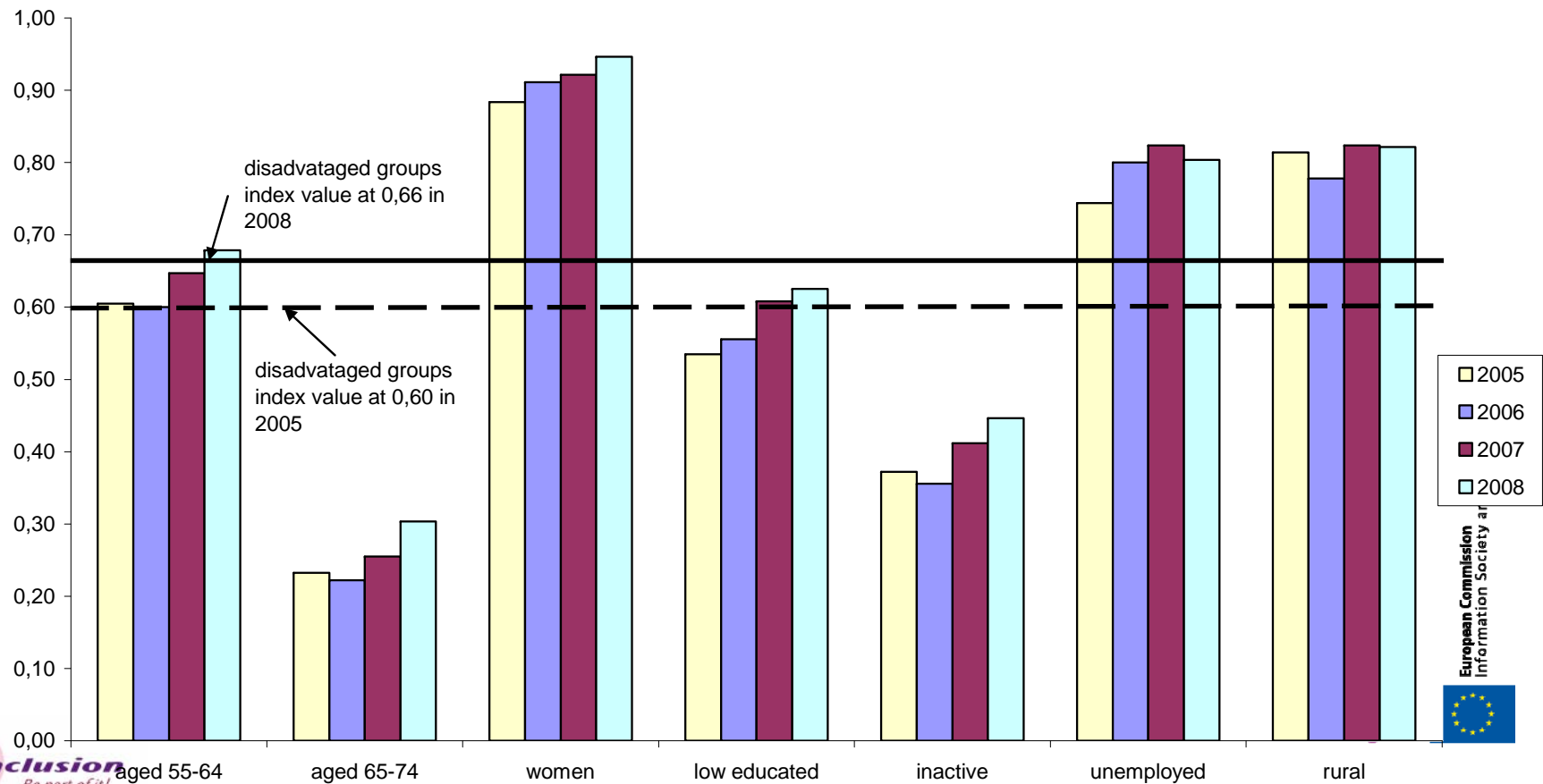
I. EU activities

II. Examples

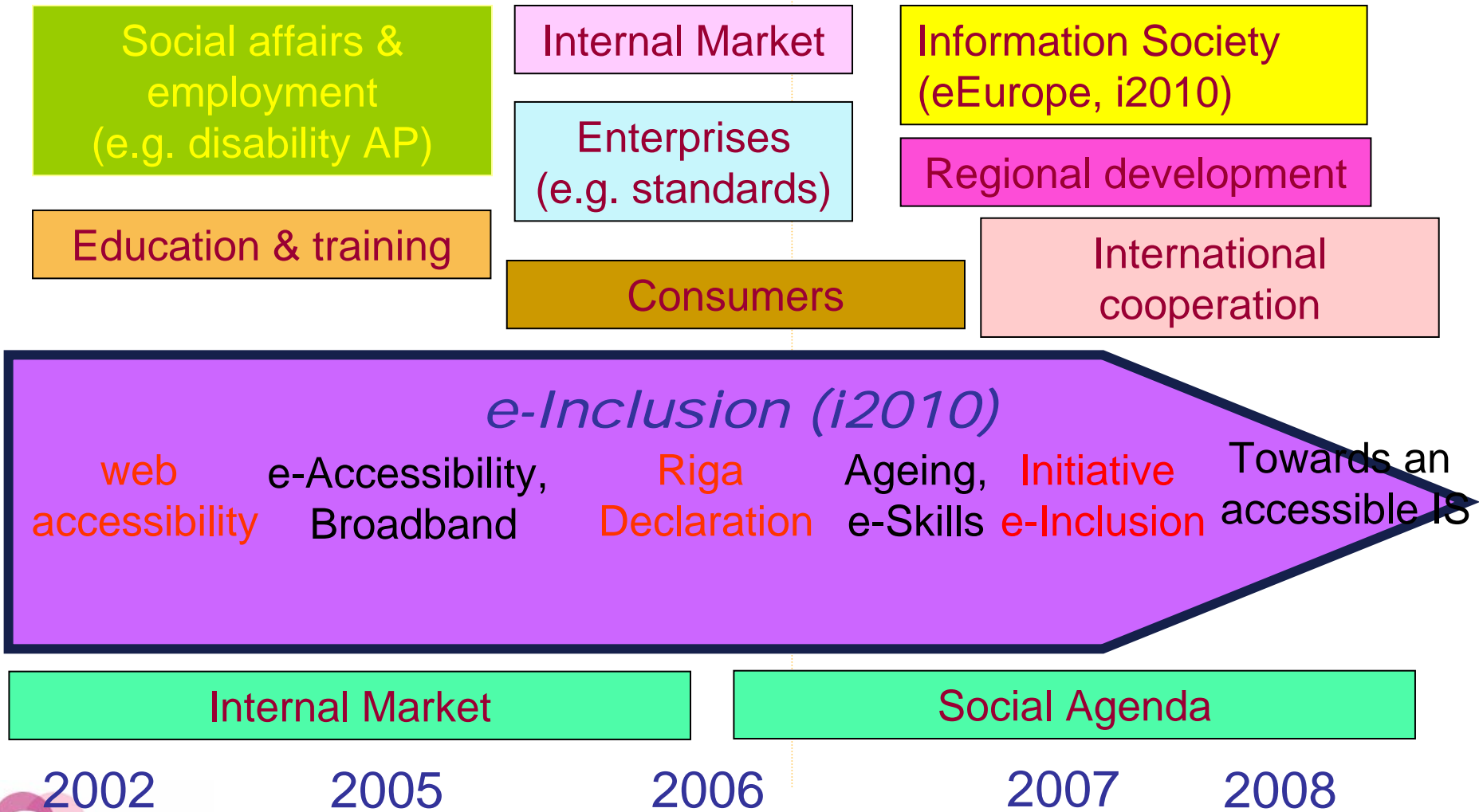
III. Plans

Digital divides decrease but remain and evolve

Internet regular use disparity indicator EU
(1= % of regular internet users in the total population).



E-inclusion: cross-domain action over time



e-Inclusion (i2010)

web accessibility e-Accessibility, Broadband **Riga Declaration** Ageing, e-Skills **Initiative e-Inclusion** Towards an accessible IS

Internal Market

Social Agenda

2002

2005

2006

2007

2008

Examples of EU legislation

Growth & Employment

Social Cohesion & Quality of Life

Accessible information society

anti-discrimination / Disability
AP Equality Directives

UN Convention on Disability

Public procurement
(mandate 376)

Data protection

Copyrights

State aids

VAT

Standards

medical devices

AVMS

RTT&E

eCommunications
Framework
revision

accessibility
guidance

employment equality

Structural Funds Art
16

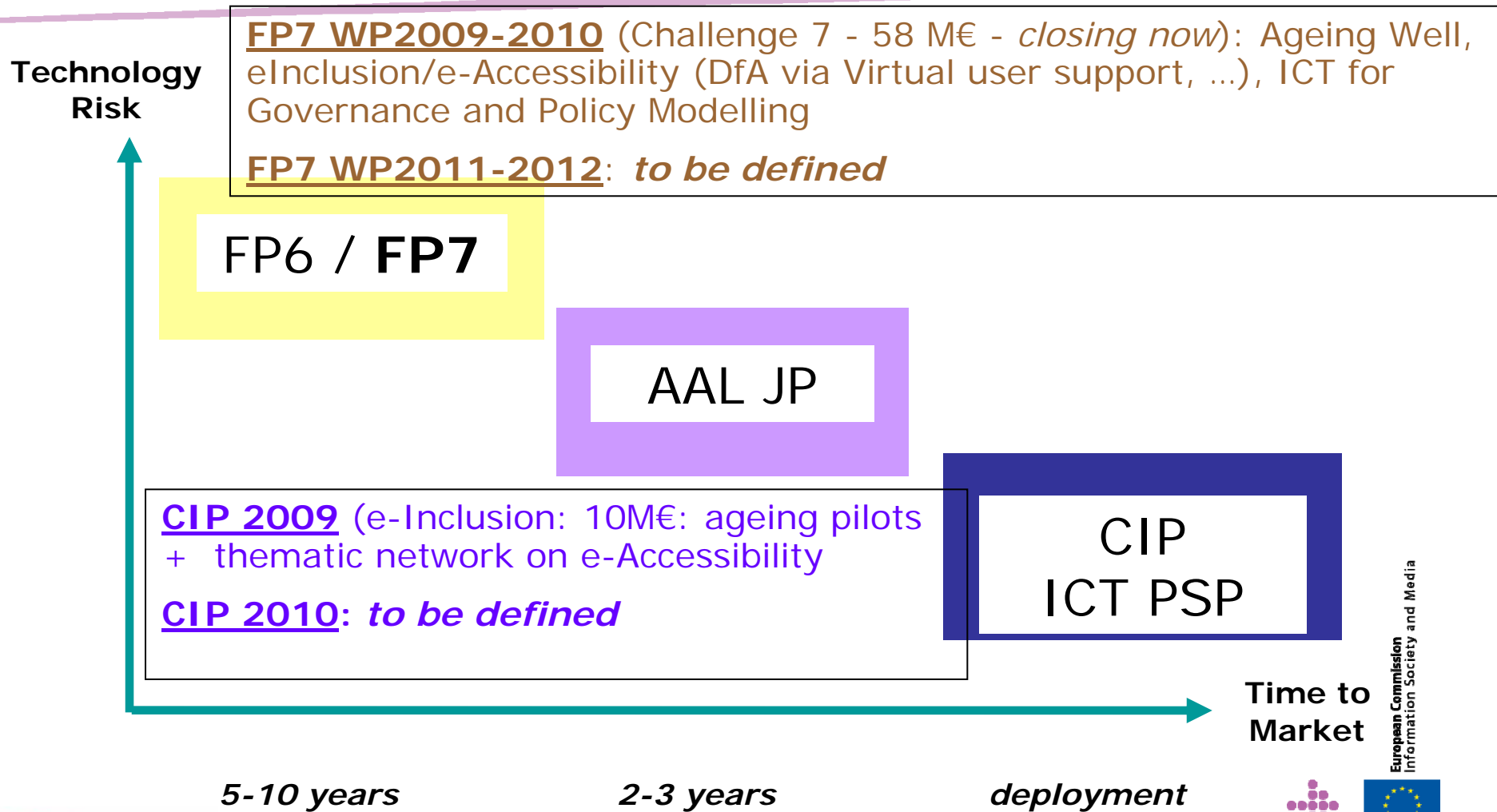
national social &
health regulations



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Information Society



Examples of EU funding



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Promotion efforts 2006-2008



e-Inclusion Ministerial Conference & Expo
30th November – 2nd December 2008
Vienna/Austria



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Information Society and Media



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Support to research, e.g. Soprano project: Service Oriented Programmable Smart Environments for Older Europeans

Simple example



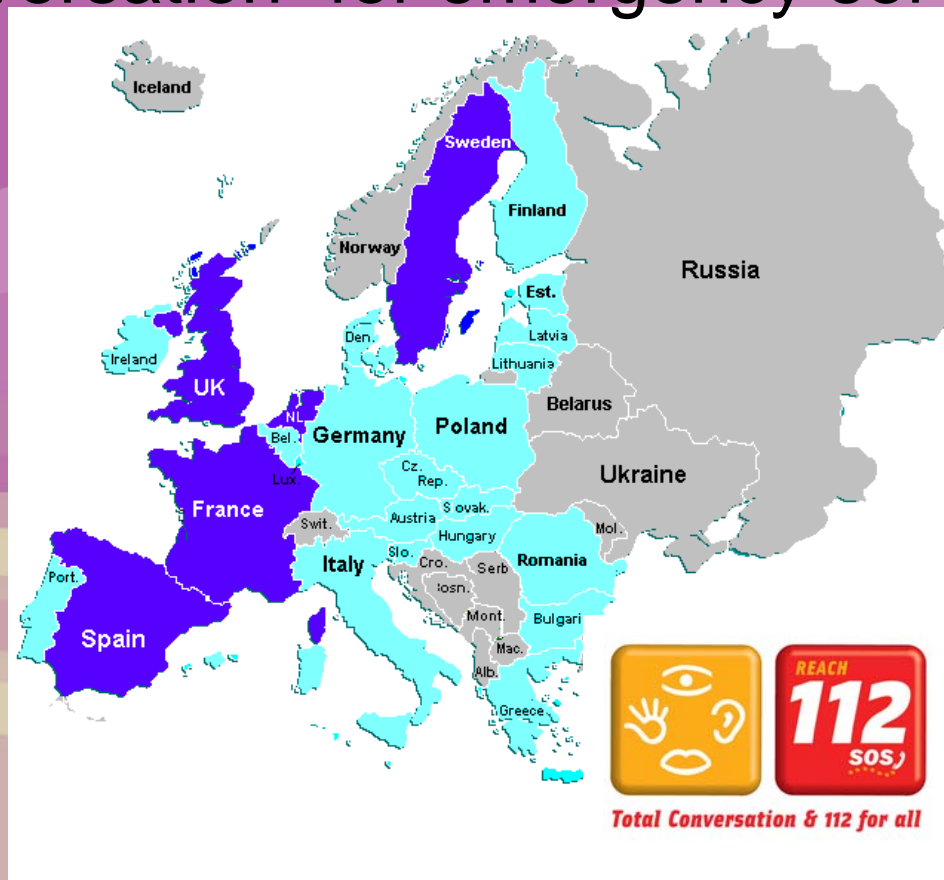
Support to deployment, e.g. REACH112 pilot: “total conversation” for emergency services



Emergency Team
Pilot X



Emergency team
Pilot Y



- 5 pilots across Europe
- Emergency Services and Relay services involved
- Management of Emergency Call coming from people with disabilities

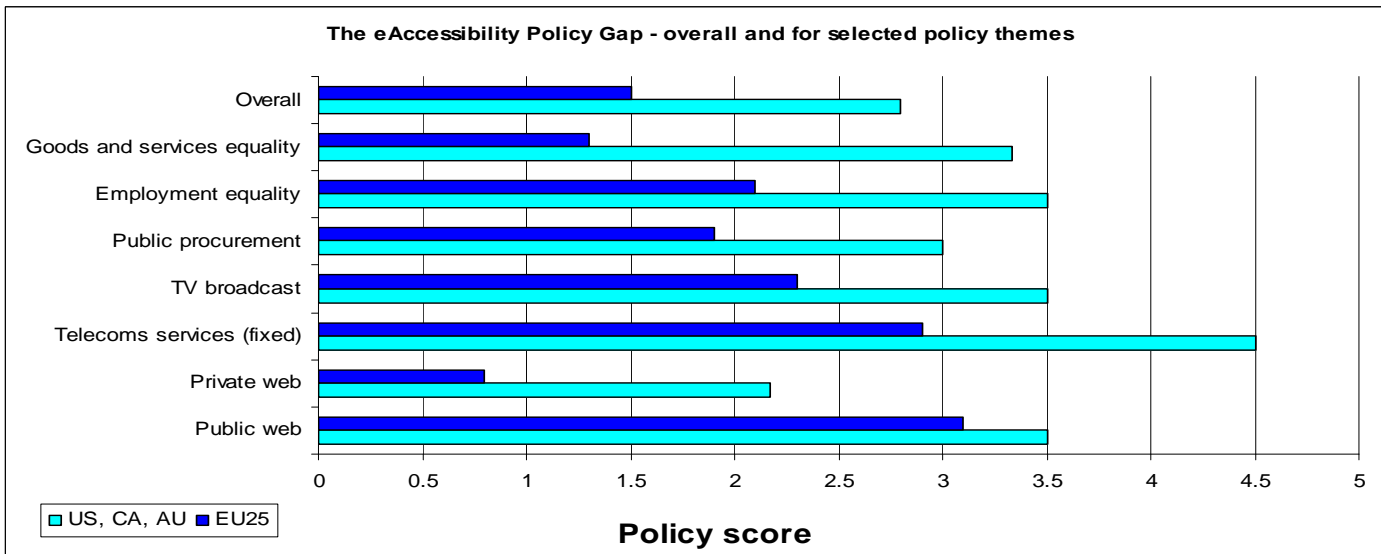
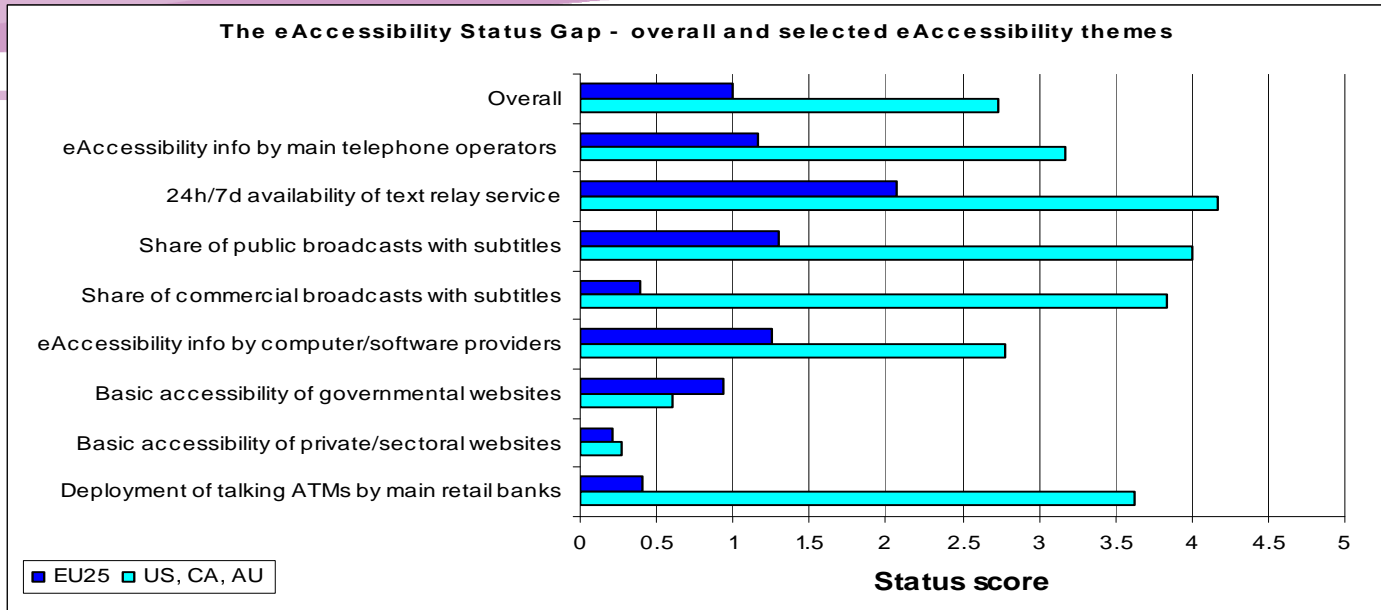
Standards mandate 376

- Accessibility requirements for public procurement of products and services in the ICT domain
 - – Inventory
 - – Conformity assessment
 - **Self declaration – Third party**
 - **Voluntary – Mandatory**
 - **Reliable**
 - **Reproducible**
 - **Independent**
 - **Clear meaning**
 - **Transparent**
 - **Testable**
 - – Standards development
 - – Toolkit
 - – Supporting participation of persons with disabilities
- http://ec.europa.eu/enterprise/standards_policy/mandates/datab
- [ase/index.cfm?fuseaction=refSearch.search](http://ec.europa.eu/enterprise/standards_policy/mandates/datab/ase/index.cfm?fuseaction=refSearch.search)



Analysis & monitoring, e.g. measuring e-accessibility in Europe

Source: 'Measuring e-Accessibility in Europe' (November 2007)



Good practice exchange & promotion



- **[A-Clinic Foundation - Marginalised Young People](#)**

Reaching out to young people who are disadvantaged or marginalised from mainstream societies. Helping them to use digital technology in ways that improve their selfconfidence and life skills, and assisting them to engage with others in achieving purposeful goals.

- **[Association Langas | Ateiti - Digital Literacy](#)**

Window 2 Future was the outcome of public and private sectors joining forces to create a program that would promote the development of an information society for the future success of Lithuania. It started by providing public information access points and stimulating the growth of eservices nationwide, however it was the Computer Literacy Basics for a Lithuanian eCitizen initiative that delivered the greatest results.

- **[Kyyjärven Mediamyllarit ry - Geographic Inclusion](#)**

Overcoming the disadvantages of living in remote areas, or bringing together communities of interest over a very large region; helping people in these circumstances to have the same quality of access to digital technologies and support to use them, as is available in larger population centres.

- **[London Borough of Newham - Ageing Well](#)**

Encouraging and developing increased participation in society and the economy by older people, assisting them to stay actively engaged in their communities whether at work, with family or friends, developing new interests or skills, or volunteering.

- **[Milton Keynes Council - Cultural Diversity](#)**

Encouraging greater social and digital inclusion for minority ethnic groups, other culturally disadvantaged or excluded groups in majority populations, and for recent migrant populations.

- **[Sotiria Hospital e-Health Unit - Inclusive Public Services](#)**

Ensuring that ICT-based services have been planned and delivered to be more inclusive for citizens and customers, responding to their priorities and needs both at the outset and from feedback as the service delivery is developed.

- **[Synscenter Refsnæs - eAccessibility](#)**

Demonstrating the highest standards of accessibility and inclusivity in every aspect of the project, plus a commitment to attaining e-Accessibility in line with the EU guidance; meeting all the requirements and standards for convergence and interoperability in providing accessible and inclusive content.



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Commission and Parliament new term

- President Barroso orientations for next Commission
 - Review of Lisbon strategy
 - Social agenda
 - Digital agenda
- Social agenda, equal rights
 - UN Convention on persons with disabilities, proposal for non-discrimination horizontal directive, disability action plan
 - 2010 European year on poverty and social exclusion
- Digital agenda
 - Post-i2010, Commissioner Reding indications
 - Revised telecoms legislation, R&D, ICT deployment...



Input on e-inclusion in post-i2010; e-Accessibility remains key

- Enhance accessibility, usability, personalisation
 - Progress on e-Accessibility awareness and actions
 - But e-Accessibility remains worrying overall: deficits, fragmentation
 - Better e-Accessibility to foster equality and inclusive ICT markets
- ICT accessibility as a right; legislation, recommendations
 - UN Convention; (proposal) Directives equality, telecom, audio-visual, copyright
 - Quality feature of ICT-enabled services, notably public; implementation of WCAG 2.0
 - Other platforms: DTV, ATMS, etc
- Accessible ICT market; fragmentation, affordability
 - Standards for interoperability, requirements in ICT procurement (standards mandate 376), digital libraries and contents
 - EU R&D & deployment for e-accessibility ICT-human interaction, personalisation, interoperability, plug & play...
 - (structural) funds



Input on e-inclusion in post-i2010; other topics

- Improve ICT access and skills to stimulate use
 - Inclusive broadband; TV switchover
 - Targeted digital training for employability and other benefits
 - Local e-centres supported by recognised professionals
- Address the ageing trend through ICT
 - ICT for ageing at work; Employability, longer and balanced work life
 - ICT for ageing in the community; Market opportunities
 - ICT for ageing at home; Sustainable health and social care
- Better policy coordination for greater impact
 - Review 2006 Riga Ministerial Declaration; Cross-portfolio coordination
 - Monitor progress on policy targets, demonstrate impact
 - EU support for R&D and deployment on ICT socio-economics and personalisation; Greater end-user involvement in EU projects



Thank you

■ For more information

- http://ec.europa.eu/information_society/einclusion/
- http://cordis.europa.eu/fp7/ict/programme/challenge7_en.html
- http://ec.europa.eu/information_society/activities/ict_psp/index_en.htm
- www.epractice.eu



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