

eInclusion – A Moving Target for Policy Intervention

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Towards a European Approach of eInclusion Monitoring
Brussels, 21st June 2006

Content

- **What is the eInclusion@EU project about ?**
- **What is eInclusion policy about ?**
- **How to support the policy process by means of eInclusion monitoring ?**
- **What to achieve during today ?**

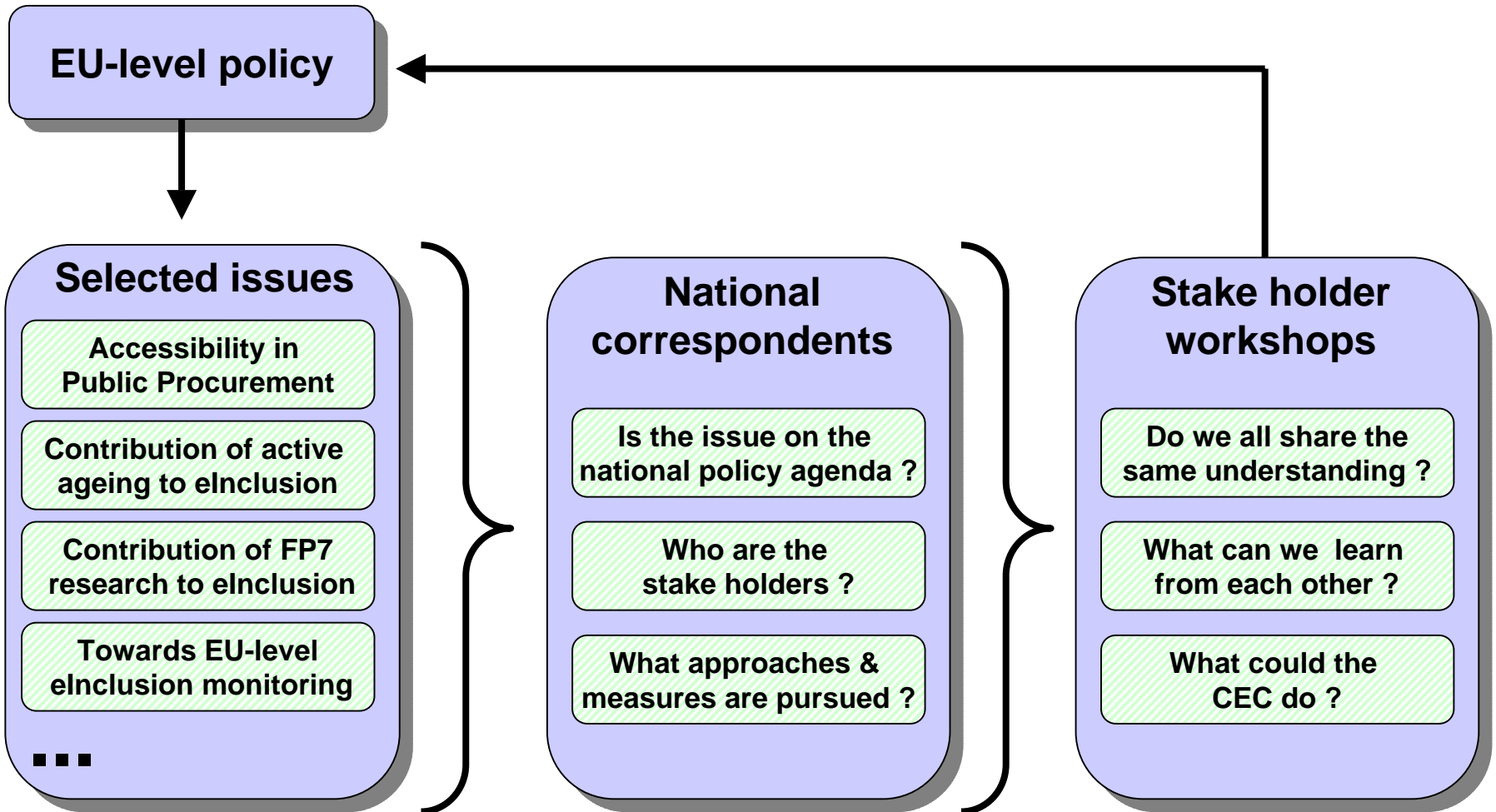


eInclusion@EU in a nutshell

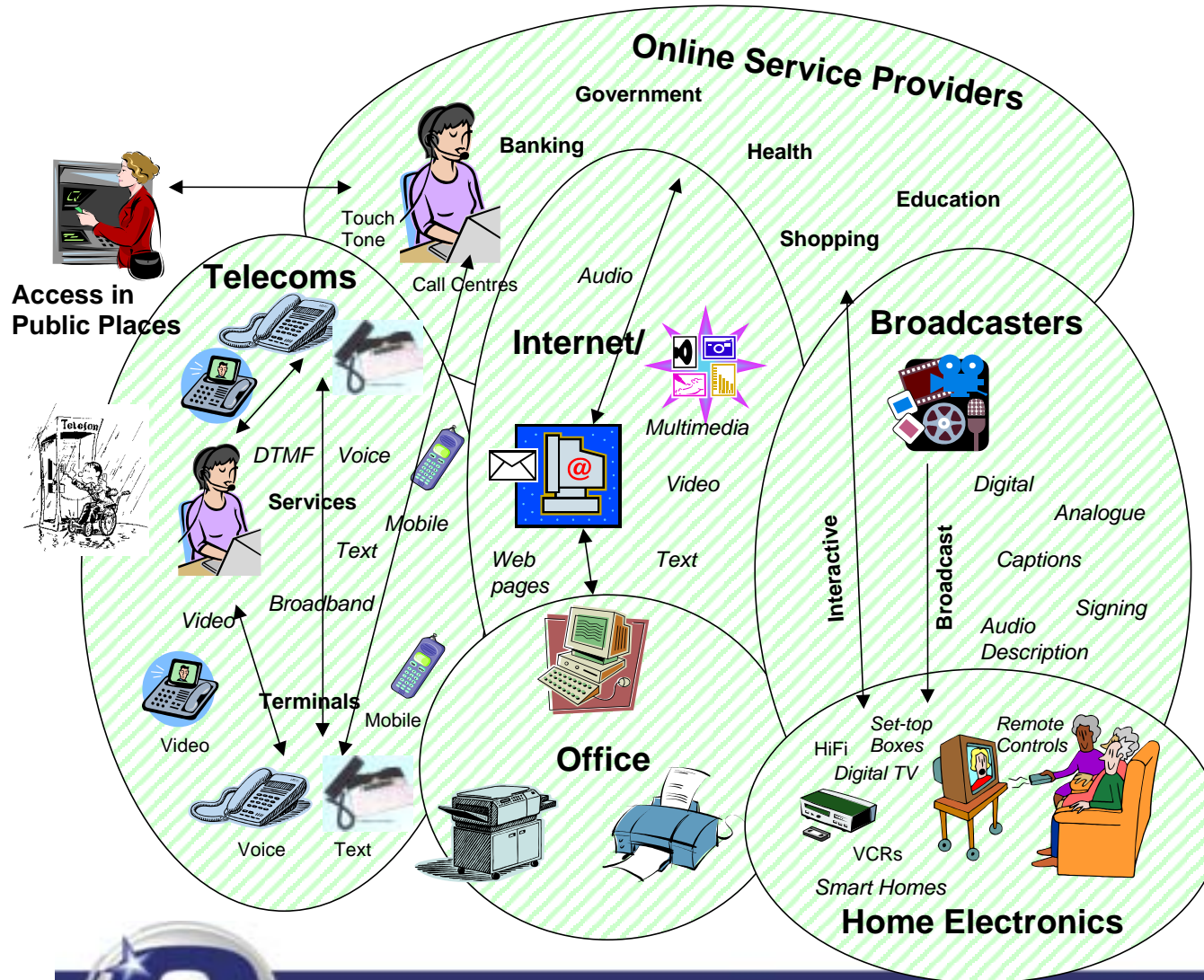
- **FP6 Coordination Action funded under the IST programme**
- **Nine partner organisations**
- **Supporting stake holder dialogue in the field of eInclusion**
- **Stake holder workshops addressing selected thematic fields**
- **Evidence-based policy proposals**



How does it work ?



What is eInclusion policy about ?



“The harsh reality is that a new sort of class system is emerging in Europe. ... Between the 'digital-haves' and the 'digital-have-nots'.”

CEC, 29/05/2001



Different perspectives, groups & ICTs

- **Political will** to enable all citizens to participate in and benefit from Information Society developments (e.g. Lisbon, eEurope, i2010)
- **IS threats to eInclusion**
e.g. older people with no access to online services, blind people unable to use TV services, low income families poor access to the labour market and to public services (e.g. learning, health) ...
- **IS opportunities for eInclusion**
e.g. enabling blind, hearing impaired or mobility impaired and everyone to communicate and live independently, reaching peripheral regions with public services...
- **Diverse IS domains:** internet, digital TV, robotics...



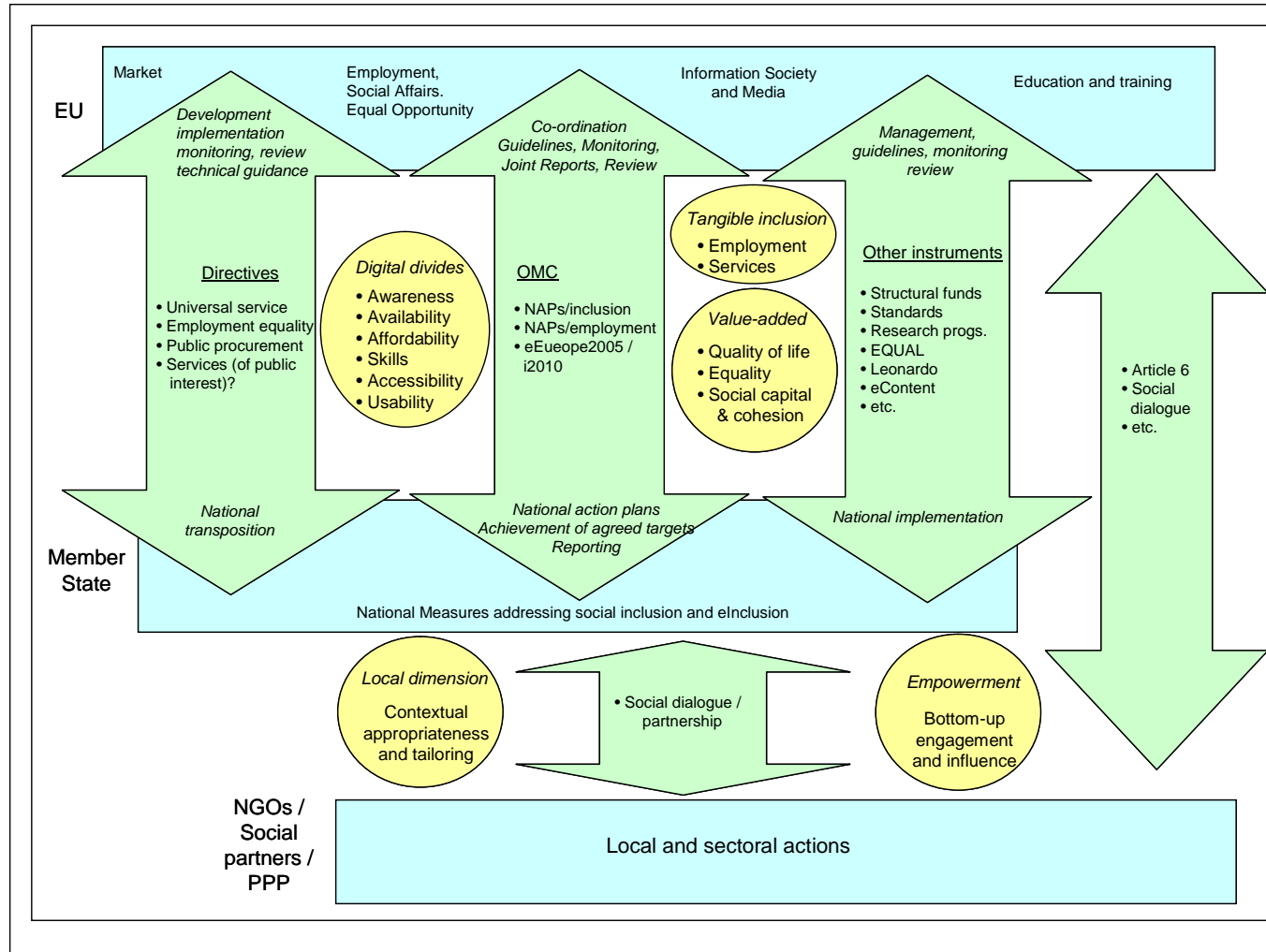
“Riga targets” for EU policy

- halve the **gap in internet usage** by 2010 for groups at risk of exclusion
- reduce **digital literacy/skills gaps** for groups at risk of exclusion by half in 2010,
- increase **broadband coverage** in Europe to at least 90% by 2010
- ensure that all **public websites are accessible** by 2010,
- by 2007, make recommendations on **accessibility standards and common approaches in public procurement**
- by 2007 assess the necessity for **legislative measures in the field of e-Accessibility.**

http://europa.eu.int/information_society/events/ict_riga_2006/doc/declaration_riga.pdf



Multiple levers for policy intervention



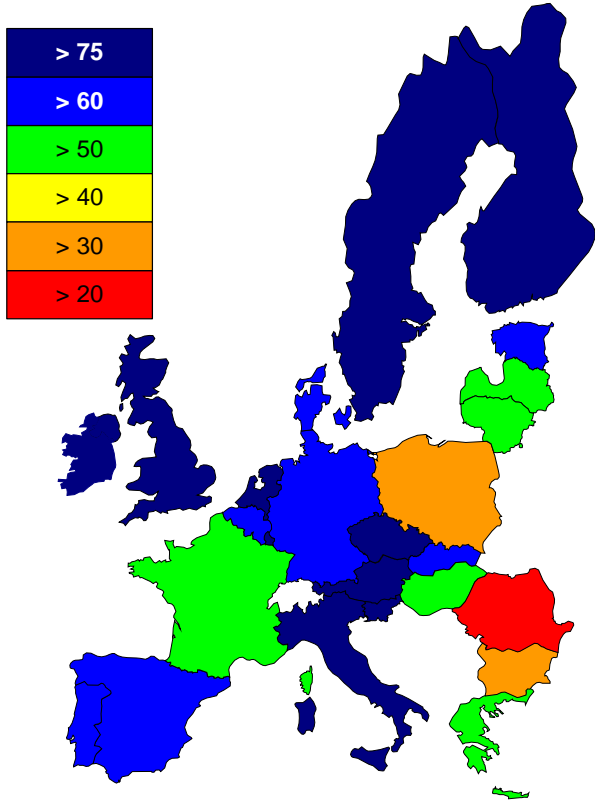
http://ec.europa.eu/employment_social/social_inclusion/docs/2006/ict_en.pdf



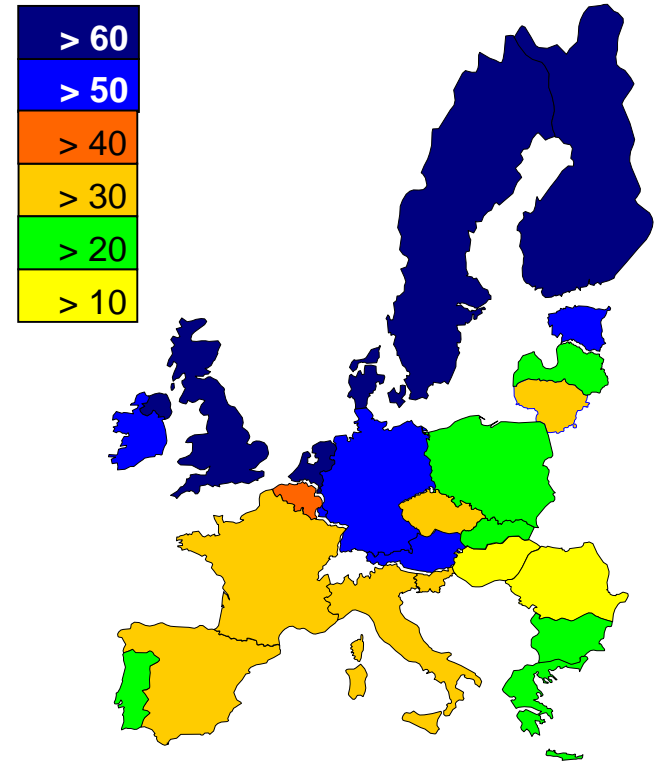
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How to monitor success ?

Mobile phone penetration



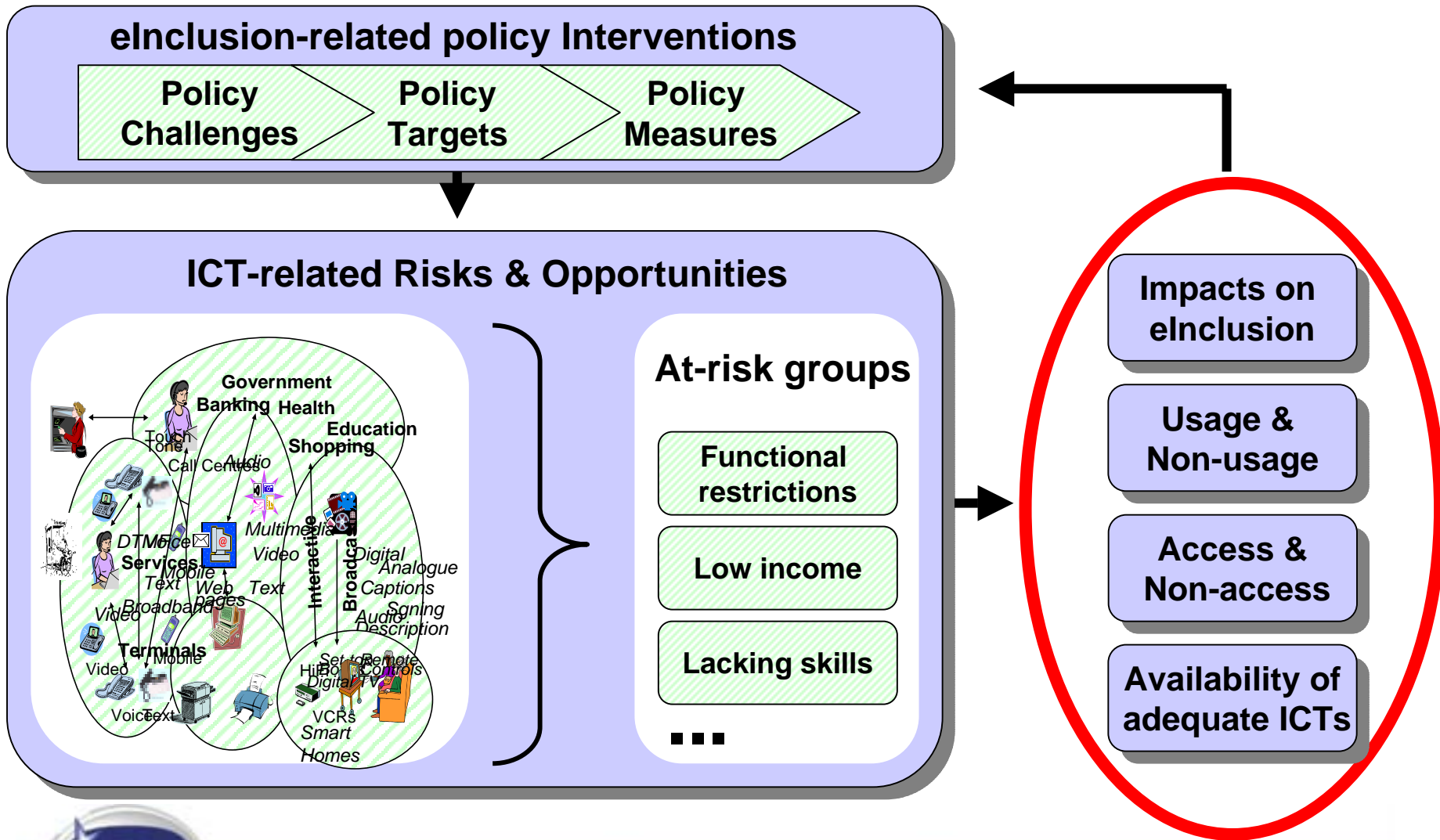
Internet penetration



SIBIS



Informing the policy process



What to achieve during today ?

- **Sketch the current framework for eInclusion monitoring at the EU-level**
- **Identify lessons that can be learned from past and ongoing EU-level activities**
- **Identify lessons that can be learned from monitoring activities pursued at the national / regional level**
- **Identify priorities for further EU-level monitoring efforts in the field of eInclusion**



Thank you !



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