

## e-Inclusion Ministerial Conference

Vienna, 30<sup>th</sup> November - 2<sup>nd</sup> December 2008

Europe's biggest event for e-Inclusion

Using ICT to combat social and economic exclusion

### Sunday 30<sup>th</sup> November – Day 1

08:30 Registration opens

09:30 Workshops

<b>09:30-10:45</b>	<b>Workshops</b>	
	Improving the Riga Dashboard for Web Accessibility: Solutions & Strategies – Microsoft and HiSoftware	<b>W1 Lehar 2</b>

10:45 Coffee Break

<b>11:30-12:45</b>	<b>Workshops</b>	
	e-Inclusion: The Role of Large Third Sector Organisations	<b>W2 Lehar 1</b>
	Improving the Riga Dashboard for Web Accessibility: Solutions & Strategies – Microsoft and HiSoftware	<b>W3 Lehar 2</b>
	Spanish National Organisation for the Blind (ONCE)	<b>W4 Lehar 3</b>
	The European Commission's e-Inclusion Policies and Projects: How Can I Be Included?	<b>W5 Lehar 4</b>
	Delivering Assistive Technology Services across Europe Without Barriers : New Opportunities - New Options	<b>W6 Stolz 2</b>

12:00 **Press Conference**

12:30 **Exhibition Opening Ceremony**  
**Erwin Buchinger**, Federal Minister of Social Affairs and Consumer Protection, Austria  
**Vladimír Špidla**, European Commissioner for Employment, Social Affairs and Equal Opportunities

Followed by:

**Tour of the exhibition**  
**Erwin Buchinger**, Federal Minister of Social Affairs and Consumer Protection, Austria  
**Vladimír Špidla**, European Commissioner for Employment, Social Affairs and Equal Opportunities  
**Heidrun Silhavy**, Federal Minister for Women, Media and Regional Policy, Austria  
**Paul Rübzig**, Member of the European Parliament, Austria

12:45 Buffet Lunch



	<i>Master of Ceremonies: <b>Wolfgang Blau</b></i>	
<b>13:45</b>	<b>Welcome and keynote addresses</b>	<b>PL1</b>
	<p><b>Erwin Buchinger</b>, Federal Minister of Social Affairs and Consumer Protection, Austria</p> <p><b>Vladimír Špidla</b>, European Commissioner for Employment, Social Affairs and Equal Opportunities</p> <p><b>Eric Besson</b>, Minister of State to the Prime Minister, with responsibility for Forward Planning, Assessment of Public Policies and Development of the Digital Economy, France</p> <p><b>e-Inclusion: The Real Story</b> - a selection of personal tales highlighting the positive impact ICT had on people's lives</p> <p><b>Frieda Spielmann</b>, Austria</p> <p><b>Jamshid Kohandel</b>, France</p> <p><b>Rhodri Buttrick</b>, United Kingdom</p> <p><b>A World of Opportunity Empowered by Technology</b></p> <p><b>Craig R. Barrett</b>, Chairman of the Board, Intel Corporation</p> <p>Chairman, United Nations Global Alliance for ICT and Development, US</p> <p><b>Citizen Media – Social Change</b></p> <p><b>Boris Nemsic</b>, CEO, Telekom Austria Group, Austria</p>	

15:45 Coffee Break

<b>16:30</b>	<b>Accessibility in an Era of Accelerating Technologies</b>	
	<b>Ray Kurzweil</b> , Founder, Chairman & CEO, Kurzweil Technologies Inc., US (video address)	

<b>16:45-17:45</b>	<b>The e-Inclusion Debate</b>	<b>PL2</b>
	<p><i>A lively debate considering a number of key issues such as:</i></p> <ul style="list-style-type: none"> <li>• <i>Should there be a right to opt out of the information society?</i></li> <li>• <i>Is e-Inclusion really worth investing in?</i></li> <li>• <i>Is the Information Society an escape from the exclusion trap?</i></li> </ul> <p><i>Delegates and members of the public will have the opportunity to propose questions in advance via the conference website to be put to the panel during the debate.</i></p>	
	<p><i>Moderator: <b>Wolfgang Blau</b></i></p> <p><i>Panellists:</i></p> <p><b>Heidrun Silhavy</b>, Federal Minister for Women, Media and Regional Policy, Austria</p> <p><b>Craig R. Barrett</b>, Chairman, Intel Corporation and Chairman of the UN Global Alliance for ICT and Development, US</p> <p><b>Mark MacGann</b>, Director General, European Information, Communications and Consumer Electronics Technology Industry Association (EICTA)</p> <p><b>Marie-Béatrice Levaux</b>, President, French Federation of Household Employers, France</p> <p><b>Anne-Sophie Parent</b>, Director, AGE-the European Older People's Platform</p>	

19:00 – 22:00 **Cocktail Reception with welcome by Dr. Claudia Schmied**, Federal Minister for Education, Arts and Culture

Belvedere Palace



**Monday 1<sup>st</sup> December – Day 2**

<b>07:45 – 09:00</b>	<b>Intel Breakfast Briefing: Deploying e-Inclusion by Education in the 21<sup>st</sup> Century</b> <i>Venue: starts at Intel exhibition stand then moves to room Stolz 2</i>
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<b>09:00 – 10:15</b>	<b>Parallel Sessions</b>	
	<b>Digital Literacy: The EU Digital Literacy Review</b>	<b>PS1 Lehar 1</b>
	<p><i>Learn about the key findings and recommendations from the digital literacy review currently being undertaken by the European Commission. Who's doing what? What are the key dimensions? Hear from the report authors, members of the expert group and practitioners in the field about the implications and the necessary next steps in this cornerstone of e-Inclusion.</i></p> <p>Chair: <b>Christa Prets</b>, Member of the European Parliament, Austria</p> <p><b>A Review on Digital Literacy</b> <b>Frank Mather</b>, DG Information Society and Media, European Commission</p> <p><b>Best practices- Digital Literacy</b> <b>Hanne Shapiro</b>, Centre Manager, Danish Technological Institute, Denmark</p> <p><b>Seniors' e-Inclusion: Recommendations in Context</b> Joint presentation by <b>Jim Devine</b>, President, IADT Institute of Art, Design &amp; Technology, Ireland and <b>Carmen Stadelhofer</b>, Director, Centre for General Scientific Continuing Education, University of Ulm, Germany</p>	

	<b>Ageing Well - User Needs and Expectations</b>	<b>PS2 Lehar 2</b>
	<p><i>Across Europe, new products and services for ageing well are being developed to help address the demographic change and help elderly people and their carers, including those based on ICT. But how can we be sure they are actually what people want? How do we identify and understand what the future needs of elderly people and their carers will be? How can ICT help? Will the quality of life be increased? Will human contacts be replaced by technology? With presentations from different user perspectives, this session promises some real insights.</i></p> <p>Chair: <b>David Broster</b>, Head of Unit "Information Society", Institute for Prospective Technological Studies (IPTS), European Commission Joint Research Centre, Spain</p> <p><b>Ageing Well by Technology? How Older People Can Benefit from Information and Communication Technology</b> <b>Dr. Heidrun Mollenkopf</b>, Sociologist, BAGSO e.V. / AGE ICT Expert Group, Germany</p> <p><b>Transforming Emergency Care for Seniors and Physically Disabled Citizens into a Comprehensive Portfolio of Civic Services</b> <b>Jan Lorman</b>, International Federation on Ageing, Czech Republic</p> <p><b>New Solutions for New Problems: the Role of ICT in Supporting a Greying Europe</b> <b>Paolo Da Col, MD</b>, Director of Health District nr. 1, Trieste, Italy</p>	



	<b>e-Accessibility – The European Approach</b>	<b>PS3 Plenary</b>
	<p><i>This session will enlighten you on the actions at European and Member State level and thinking for the future to turn the lack of accessibility of the information society around. Top level speakers will discuss actions that need to be taken for a future-proof and sustainable way to ensure that accessible ICT becomes the norm rather than the exception. The session will be introduced by a report from a study and public consultation recently performed by the European Commission on a horizontal approach to e-Accessibility and on a legislative measure for web-accessibility</i></p> <p>Chair and introduction: <b>Jose Angel Martínez Usero</b>, INREDIS Scientific Director, Technosite – INREDIS Consortium, Spain</p> <p><b>The European Legislative Landscape</b> <b>Kevin Cullen</b>, Director, Work Research Centre (WRC), Ireland</p> <p><b>The Right to Accessibility: A Sisyphean Challenge</b> <b>Rodolfo Cattani</b>, Doctor, European Disability Forum</p> <p><b>Legislative Approach in Norway</b> <b>Wenche Lyngholm</b>, State Secretary, Norway</p>	
	<b>Investing: The Economics of e-Inclusion</b>	<b>PS4 Lehar 4</b>
	<p><i>'e-Inclusion: A Social Necessity and an Economic Opportunity'. A nice phrase, but what does this mean in reality? Can e-Inclusion really pay its own way? Can it be the lever for sustainable investments? Let the economists and practitioners demonstrate the value of investing in e-Inclusion</i></p> <p>Chair: <b>Paul Timmers</b>, Head of Unit ICT for Inclusion, Directorate General Information Society and Media, European Commission</p> <p><b>E-skills and e-Inclusion: Some Benchmarks and Policy Implications</b> <b>Bruno Lanvin</b>, Executive Director, eLab, INSEAD, France</p> <p><b>e-Inclusion Promises: Model and Empirical Evidence of Potential Outcomes</b> <b>Cristiano Codagnone</b>, Aggregate Professor, Department of Social and Political Studies, Faculty of Political Science, Milan State University, Italy</p> <p><b>e-Inclusion and Value Creation</b> <b>Hannes Ametsreiter</b>, Chief Marketing Officer, Telekom Austria, Austria</p> <p><b>Wireless Access &amp; Quality Products for All</b> <b>Lizanne Scott</b>, Regional Managing Director Europe, Motorola Inc.</p>	



	<b>Spotlight: Poverty &amp; Unemployment – Active Inclusion through ICT</b>	<b>PS5 Lehar 3</b>
<p><i>'A job is a key step out of poverty. It gives you a purpose and self respect!' But how does ICT help thousands of people take this step? See programmes and initiatives that have made a difference. Hear from those that have taken that step and how much it meant to their lives. Get to know what still needs to be done in order to promote active inclusion through ICT.</i></p>		
<p>Chair: <b>Wayne David</b>, Parliamentary Under-Secretary of State for Wales, United Kingdom</p>		
<p><b>eSkills for Employability and Poverty Alleviation through Telecentre Networks</b> <b>Ekaterina Fedotova</b>, Steering Committee Member, Telecentre-Europe, Russian Federation</p>		
<p><b>Participation is the Key: Towards a Multi-dimension and Participative Approach of Fighting (e) exclusion</b> <b>Michaela Moser</b>, Vice-President, European Anti Poverty Network</p>		
<p><b>Employment of People with Disabilities – The Approach of the Business Taskforce on Accessible Technology</b> <b>Susan Scott-Parker OBE</b>, CEO, Employers' Forum on Disability</p>		
<p><b>European Action for Social Inclusion and New Technologies Ahead of the Year Against Poverty and Social Inclusion in 2010</b> <b>Marie Panayotopoulos-Cassiotou</b>, Member of the European Parliament, Greece</p>		

10:15

Coffee Break

<b>10:45 – 12:00</b>	<b>Parallel Sessions</b>	
	<b>Digital Literacy: Making the case</b>	<b>PS6 Lehar 1</b>
<p><i>How are the digital literacy dimensions identified in the review (PS1) being addressed in reality? Hear from four cases demonstrating how you can improve motivation and participation, enhance your services through better usability and e-Accessibility, delivering services with multiple content styles and platforms and how to address that eternal challenge of affordability and sustainability.</i></p>		
<p>Chair: <b>Lieneke Jongeling</b>, e-skills ambassador, The Netherlands</p>		
<p><b>Improving usability and e-Accessibility</b> <b>Helen Milner</b>, Managing Director, UK Online Centres, United Kingdom</p>		
<p><b>Establishing Senior Internet Initiatives in Rural Areas in BW, Germany</b> <b>Bodo Kleineidam</b>, Dipl.-Ing., Pensioner, Network for Senior Internet Initiatives, Baden-Württemberg, Germany</p>		
<p><b>e-Inclusion Strategy in Extremadura: New Knowledge Centres and FLOSS</b> <b>Luis Casas Luengo</b>, General Director, FUNDECYT, Spain</p>		
<p><b>Lessons in Educational Terrorism</b> <b>Walter de Brouwer</b>, President and CEO, One Laptop Per Child, Belgium</p>		



	<b>Ageing Well: Investing in ICT for Sustainable Elderly Care</b>	<b>PS7 Plenary</b>
	<p><i>Does ICT lead to more efficient care? Is it still effective? Can ICT make the care sector more attractive for care workers and service providers? How do you deal with the risks? How can you assess the macro-economic benefits? Attending this session will equip you to develop your business case for investment in ICT for Elderly care.</i></p> <p>Chair: <b>Dr. Gérard Comyn</b>, Acting Director, ICT Addressing Societal Challenges, Head of Unit ICT for Health, Directorate General I Information Society and Media, European Commission</p> <p><b>Welfare Technology - Danish Initiatives in Ageing Well</b> <b>Claus F. Nielsen</b>, Senior Consultant, MedCom International, Denmark</p> <p><b>Bringing Technology and Healthcare Together in the UK</b> <b>David Kelly</b>, Former Director, West Lothian CHCP and Managing Director (Scotland and Ireland), Tunstall, United Kingdom</p> <p><b>eVITA - Application Opportunities in the Healthcare System</b> <b>Csaba Dózsa</b>, Expert, eVITA, Managing Director, Med-Econ Ltd, Hungary</p>	

	<b>e-Accessibility: A Dummies Guide to Web Accessibility</b>	<b>PS8 Lehar 3</b>
	<p><i>'What is all the fuss about? So my website is not accessible? So what!' Get an executive insight into how you can significantly improve your website through a few simple actions, leading to new markets and customers, and even avoiding costly legal battles! No HTML experience required!</i></p> <p>Chair: <b>Judy Brewer</b>, Director, Web Accessibility Initiative, World Wide Web Consortium</p> <p><b>Web Accessibility Evaluation Made Easy!</b> <b>Steven Sintini</b>, e-Accessibility Advisor, National Centre for IT in Public Administration, Project e-Accessibility and Public Administration - CNIPA, Italy</p> <p><b>Accessibility: A Quality Approach</b> <b>Alexander Fase</b>, Project Manager Webguidelines, ICTU, Netherlands</p> <p><b>Accessibility Across Web Formats</b> <b>Matt May</b>, Accessibility Engineer, Adobe Systems</p> <p><b>Internet For All: How the First French Online Seller Becomes Accessible</b> <b>Christelle Lortet</b>, Project Officer e-Accessibility, Voyages-SNCF, France</p>	



	<b>Investing: Social Networks, Social Enterprise</b>	<b>PS9 Lehar 4</b>
<p><i>Just another buzzword, or a serious contender to overcoming serious social challenges. Make your own mind up after hearing evidence from some of the leading proponents in this developing field.</i></p> <p>Chair: <b>Matthias Traimer</b>, Director Constitutional Service, Media Affairs/ Information Society, Bundeskanzleramt, Austria</p> <p><b>Using Technology to Transform Young People's Attitudes</b> <b>Sam Conniff</b>, UK Social Enterprise Ambassador and founder of Livity/LIVE, United Kingdom</p> <p><b>Social Security e-Services - From Austria to Europe</b> <b>Volker Schörghofer</b>, Deputy General Director, Main Association of Austrian Social Insurance Institutions, Austria</p> <p><b>Social Networks in Europe</b> <b>Lars Hinrichs</b>, CEO/Founder, XING AG, Germany</p> <p><b>The Inclusive Power of Web 2.0</b> <b>Valérie Frissen</b>, Center for Public Innovation, Erasmus University Rotterdam, Netherlands</p>		
	<b>Spotlight: Regions at the Sharp End of Globalisation: Taking the Bull by the Horns</b>	<b>PS10 – Lehar 2</b>
<p><i>European and National policies may be necessary pre-requisites, but "globalisation offers no place to hide: regions and cities need to get ready for the globalisation challenge".</i></p> <p><i>Regions and cities often bear the brunt of these rapid changes. The choice for them is arduous: they can either take the initiative and get ready to exploit the opportunities provided by globalisation or risk being left behind. The strategic use of ICT is today an essential factor enabling disadvantaged areas to compete on an equal footing with other more privileged parts of the world: it represents an opportunity that isolated and less developed communities cannot miss.</i></p> <p><i>How can regional and local authorities assist both individuals and enterprises in developing their innovation potential and exploit ICT to their advantage? Should public authorities be more drivers or more facilitators of change?</i></p> <p><i>See good practices to drive the e-Inclusion agenda forward as a key part of their plans to tackle social, economic and territorial cohesion.</i></p> <p>Chair: <b>Leighton Andrews AM</b>, Deputy Minister for Regeneration, Welsh Assembly Government, United Kingdom</p> <p><b>From Globalisation to Glocalisation: A New Opportunity to Exploit</b> <b>Patrick Sullivan</b>, Director, CMI International Ireland Ltd, Ireland</p> <p><b>Aquitaine: A Strategic Approach to Respond to the Globalisation Challenge</b> <b>Hervé Le Guyader</b>, Director General, Aquitaine Europe Communication, France</p> <p><b>Cities in the Frontline of Fighting for e-Inclusion</b> <b>Taavi Aas</b>, Vice Mayor of Tallinn, Tallinn City Government, Estonia (EUROCITIES Knowledge Society Forum)</p> <p><b>Exchanging Good ICT Practice in Support of Local and Regional Development</b> <b>Gareth Hughes</b>, CEO, eris@, Belgium</p>		



<b>12:00</b>	<b>Plenary – Visions of an Inclusive Information Society</b>	<b>PL3</b>
	<p><i>Hear from leading opinion makers and thought leaders on what the future holds for us if we achieve an inclusive information society – what will be the real benefits? And what financial and personal prices will we have to pay?</i></p> <p>Moderator: <b>Wolfgang Blau</b>  <b>Abdul Waheed Khan</b>, Assistant Director-General for Communication and Information, UNESCO</p> <p><b>Adama Samassékou</b>, President, African Academy of Languages, Mali</p> <p><b>Veli Sundbäck</b>, Executive Vice President, Member of the Group Executive Board, Nokia Corporation, Finland</p> <p><b>Rob Sinclair</b>, Director of Accessibility, Microsoft Corporation</p> <p><b>Directions in Web Technology</b>  Video address: <b>Sir Tim Berners-Lee</b>, Director, World Wide Web Consortium, US</p>	

13:15 Buffet Lunch

**14:30 Interactive Theatre**

"Meet Martha and Joe", an elderly couple living in a "smart home", with designed technologies to make their life easier. The public will be able to interact and ask questions

<b>14:30 – 15:45</b>	<b>Parallel Sessions</b>	
	<b>Inclusion 2020: Future Perspectives</b>	<b>PS11 Plenary</b>
	<p><i>What does the future hold for us? Where is technology going? How will nano- and bio-technology influence us? Will we all simply 'plug in' in the future? Hear from leading futurologists and experts on what technology may hold for us and what that could mean for the society we live in.</i></p> <p>Chair: <b>David Banes</b>, Director of Development, AbilityNet, United Kingdom</p> <p><b>Raising The Floor: We Now Have the Ability to build Accessibility Directly into the Internet to Allow Access by All, Including Those With Little or No resources</b>  <b>Gregg Vanderheiden Ph.D.</b>, Professor/Director, Trace R&amp;D Center, University of Wisconsin-Madison, US</p> <p><b>The Name of the Future is User – No Progress in e-Inclusion without Improving Pro-active User Involvement</b>  <b>Wolfgang L. Zagler</b>, ao. Univ. Prof., Vienna University of Technology, "integrated study" Institute, Austria</p> <p><b>Service Robots for Home Assistance: Markets, Research and Product Visions</b>  <b>Dr. Birgit Graf</b>, Group Manager Domestic Service Robotics/Personal Robotics, Fraunhofer Institute for Manufacturing Engineering and Automation IPA, Germany</p>	



	<b>Ageing Well: New Markets and Opportunities</b>	<b>PS12 Lehar 2</b>
	<p><i>What are the real market perspectives on ICT and ageing seen from industry? Are there future business models? Who are the new players, how do we get the right products and services, what are boundary conditions for making it happen? Hear leading industrialists explain their perspective.</i></p> <p>Chair: <b>György Csepeli</b>, Public Policy Director, Prime Minister's Office, State Secretariat for Informatics, Hungary</p> <p><b>Barriers to the Development of ICT &amp; Ageing Markets in Europe: Some Preliminary Findings</b> <b>Karsten Gareis</b>, Project Coordinator, empirica Gesellschaft für Kommunikations- und Technologieforschung mbH, Germany</p> <p><b>Ageing Society: New Opportunities for Real Estate</b> <b>Tim Bellman</b>, Global Head of Research &amp; Strategy, ING Real Estate, United Kingdom</p> <p><b>Efficiency and Integration of Health and Social Care through Telehealthcare</b> <b>Eric Pol</b>, Managing Director, Tunstall Healthcare France, France</p> <p><b>Ageing Well - New Markets and Opportunities</b> <b>Fernando M. Fournon</b>, Chairman and CEO, Telefónica I+D, Spain</p>	

	<b>Inclusion 2020: The Ethics of e-Inclusion</b>	<b>PS13 Lehar 3</b>
	<p><i>Delivering an inclusive information society will force us to address some tricky ethical issues. Can you opt out of the information society? Do our existing privacy laws help or hinder progress?</i></p> <p>Chair: <b>Stefano Rodotà</b>, Professor for Civil Law at the University La Sapienza, Italy</p> <p><b>Social, Ethical and Privacy Needs in ICT for Older People: A Dialogue Roadmap Including Seniors in the Information Society: The Ethical Context</b> <b>Emilio Mordini</b>, Director, Centre for Science, Society, and Citizenship, Italy</p> <p><b>Main Outcomes of the High-Level Workshop on Ethics and e-Inclusion in Bled, Slovenia</b> <b>Prof. Margit Sutrop</b>, Director, University of Tartu, Estonia</p> <p><b>The Revolution of the Accessibility within a Telecommunications Group</b> <b>François-René Germain</b>, Accessibility Director, France Telecom, France</p> <p><b>Ethics and ICT</b> <b>Dr. Maurizio Salvi</b>, Head of the EGE Secretariat, Member of the Bureau of European Policy Advisors (BEPA), European Commission</p> <p><b>Ethics and e-Inclusion: A Disability Perspective</b> <b>Kevin Carey</b>, Director, humanITy and Vice Chair, Royal National Institute of Blind People (RNIB), United Kingdom</p>	



	<p><b>Investing: Future Broadband Challenges: The Long term View</b></p>	<p><b>PS14 Lehar 4</b></p>
	<p><i>Regions investing in broadband are buying stock options for the social and economic development of their territory. As new services and technologies emerge also new gaps open up. Investment in high-capacity broadband starts taking place in large urban conglomerates driven by competition, while some utilities are managing to bring these services to the rural areas. New gaps will however emerge as market forces will not incur the high investment costs in rural areas. Is high-capacity broadband necessary everywhere? Should policy makers tackle the second generation broadband divide? What is the role of public authorities at all levels to facilitate investment in fibre-based technologies? The session will discuss the policy and regulatory options ahead, the specific initiatives aimed at tackling the forthcoming challenges and at the investment models being proposed to close the new infrastructure gaps.</i></p> <p>Chair and introduction: <b>Lucilla Sioli</b>, Head of Sector, DG Information Society and Media, European Commission</p> <p><b>How, Where and When? A UK Perspective on Next Generation Broadband</b> <b>Anthony Walker</b>, Chief Executive, Broadband Stakeholder Group, United Kingdom</p> <p><b>The Close the Gap Model Applied in Nuenen, The Netherlands</b> <b>Kees Rovers</b>, Director and Founder, Close the Gap BV, Ons Net, Netherlands</p> <p><b>The Future of Broadband is in the Community</b> <b>Malcolm Corbett</b>, CEO, Community Broadband Network, United Kingdom</p> <p><b>Regulatory Implications of Next Generation Network and Access</b> <b>Georg Serentschy</b>, CEO Telecommunications, RTR-GmbH (Austrian Regulatory Authority for Broadcasting and Telecommunications), Austria</p>	
	<p><b>Spotlight: Europe of Migration, Europe of Inclusion</b></p>	<p><b>PS15 Lehar 1</b></p>
	<p><b>ICT for social inclusion and cultural diversity in Europe ...</b> <i>Immigrants and ethnic minorities are often eager users of new ICT, if anything else to better maintain contacts with the home countries and with other members of the highly mobile transnational communities they belong to. This session will explore the current and potential benefits of the direct and indirect use of ICT by/for immigrants and ethnic minorities, especially in the perspective of enabling their social inclusion and promoting cultural diversity in the EU.</i></p> <p>Chair: <b>Stefano Kluzer</b>, Researcher, Information Society Unit - ICTAS Action (ICT Applications for Society), DG JRC - IPTS (Institute for Prospective Technological Studies), European Commission</p> <p><b>The Digital Integration of Immigrants and Ethnic Minorities in Europe: Results from Recent IPTS Studies</b></p> <p><b>Local Community Development and Ethnic Entrepreneurship</b> <b>Ed Klute</b>, Director, Mira Media, Utrecht, Netherlands</p> <p><b>CONNECTA YOUTH, Giving Citizenship, Improving Opportunities</b> <b>Pedro Aguilera Cortés</b>, Project Manager, CONECTA NOW, Fundación Esplai, Spain</p> <p><b>“ESTIA”: An Innovative Interactive Network for the Benefit of Asylum Seekers and Refugees</b> <b>Lora Pappas</b>, Project Manager, National Youth Foundation, Greece</p> <p><b>Putting Information and Communication Technologies at the Service of Immigrant Settlement in Ontario, Canada</b> <b>Dr. Andrea A. Cortinois</b>, International Partnerships Regional Coordinator for the Americas, Instituto de Innovación para el Bienestar Ciudadano (I2BC), Málaga, Spain and Centre for Global eHealth Innovation, University of Toronto, Toronto, Canada</p>	



15:45 Coffee Break

16:00 Telecentre-Europe launch (in the exhibition hall)

16:30 – 17:30	<b>Ageing well in the Information Society – A Worthwhile Investment?</b>	<b>PL4</b>
<p><i>Panel debate:</i> "We are all getting older, and there are more of us than ever before!" Will there be a "care divide" between rich and less rich regions and citizens in the future? How can technology help avoid this? What are the alternatives? Can ICT really make the significant differences we are hearing about? How can we move the agenda forward? This debate promises to tackle some of the biggest questions in this field.</p> <p>Moderator: <b>Wolfgang Blau</b></p> <p><i>Panellists:</i></p> <p><b>Guus Broos</b>, CEO, Orbis Medical and Care Group, Netherlands</p> <p><b>Stan Smits</b>, Chief Software Technology Officer, Philips Healthcare, Netherlands</p> <p><b>Anne-Sophie Parent</b>, Director, AGE-the European Older People's Platform</p> <p><b>Paul Rübiger</b>, Member of the European Parliament, Austria</p> <p><b>Thomas Børner</b>, Senior advisor, Ministry of Finance, Denmark</p>		
19:00	<p><b>Gala Dinner and Awards Ceremony</b></p> <p>Gala dinner hosted by <b>Michael Häupl</b>, Mayor of Vienna</p> <p><b>Awards Ceremony</b> moderated by <b>Barbara Rett</b> and <b>Wolfgang Blau</b></p> <p>Vienna City Hall</p>	



**Tuesday 2<sup>nd</sup> December – Day 3**

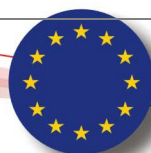
**09:30**

**Interactive Theatre**

"Meet Martha and Joe", an elderly couple living in a "smart home", with designed technologies to make their life easier. The public will be able to interact and ask questions

<b>09:30 – 10:45</b>	<b>Parallel Sessions</b>	
	<b>Investing: Inclusive Public Services</b>	<b>PS16 Lehar 1</b>
	<p><i>"...It costs less to include than to exclude"... Online public services are everywhere. But are they including the very people they most need to reach? And how can socially disadvantaged groups and minorities tangibly benefit in their real lives from more inclusive public services? This session will draw attention to the complex landscape in Europe in the context of the delivery of Public Services to citizens in need of social support, and show how the benefits of Inclusive eServices provided by public administrations can be reaped by all citizens without exception.</i></p> <p>Chair: <b>Mechthild Rohen</b>, Head of Unit ICT for Government and Public Services, DG Information Society and Media, European Commission</p> <p><b>Prof. Luis Magalhães</b>, President, Knowledge Society Agency (UMIC), Portugal</p> <p><b>Better Social Outcomes Using ICT — Sustainable Local Services for Social Inclusion</b> <b>Paul Waller</b>, Director, Digital Inclusion Team, City of London, United Kingdom</p> <p><b>Could e-Inclusion Really Work for Them?</b> <b>Marianna Pósfai</b>, Strategic Director, eInclusion and Knowledge Foundation (eINK), Hungary</p> <p><b>Holistic, Seamless E-Government - A Key for Inclusive Public Services</b> <b>Reinhard Posch</b>, Federal Chief Information Officer, Federal Chancellery, Austria</p>	

	<b>Inclusion 2020: Sharing International Experiences</b>	<b>PS17 Lehar 2</b>
	<p><i>Digital Exclusion is a global challenge. Hear how other regions of the world are addressing it in their own ways. You may be surprised by what you learn!</i></p> <p>Chair: <b>Professor Jim S Sandhu</b>, Director, Inclusive Design Research Associates, United Kingdom</p> <p><b>Reflecting on e-Inclusion in the Context of Emerging Economies and Developing World and the Need for Sustainable Partnerships: The Case of South Africa</b> <b>Mr Derek Hanekom</b>, Deputy Minister, South African Department of Science and Technology</p> <p><b>Indian e-Inclusion Project Examples and the "Voices for Innovation Campaign"</b> <b>Ms. Jayalakshmi Parameswaran Chittoor</b>, Programme Coordinator, Centre for Science, Development and Media Studies, Noida, Uttar Pradesh, India</p> <p><b>A Silenced Majority - Technology for Hearing Impaired and Deafblind People</b> <b>Brother Andrew A.L. de Carpentier</b>, General Director, The Holy Land Institute for the Deaf &amp; Deafblind, Salt - Jordan</p> <p><b>Digital Inclusion in Brazil: Projects and Challenges</b> <b>Mr. Cezar Santos Alvarez</b>, Head of Cabinet, Agenda Planning for the President of the Federative Republic of Brazil, Coordinator, Brazilian Digital Inclusion Programmes, Brazil.</p>	



	<b>e-Accessibility: Life Changing Solutions</b>	<b>PS18 Plenary</b>
	<p><i>Accessibility and assistive technologies aren't just about websites. From mobile phones to digital TVs. From ATMs to payment devices in shops. Hear how users and industry are working together to design accessible devices and technology that can help us all.</i></p> <p>Chair: <b>Vappu Taipale</b>, Professor, WHO Collaboration Centre for Mental Health Promotion, Prevention and Policies, Finland</p> <p><b>Why e-Inclusion Matters: A Citizenship Perspective</b> <b>Guido Gybels</b>, Director of Technology, Royal National Institute for Deaf People (RNID), United Kingdom</p> <p><b>E-Accessibility in Europe</b> <b>Nigel Prankard</b>, DVB Product Manager, European TV Design Centre, Panasonic, United Kingdom</p> <p><b>Accessible Design of Mainstream Products and Services: Challenges, Opportunities and Limitations</b> <b>Ginger Bastian Claassen</b>, IC Consultant, Siemens Accessibility Competence Centre, Germany</p> <p><b>Your Bank Nearby. Making Modern Banking Accessible</b> <b>Cynthia Tulp</b>, Marketing Concept Manager, Rabobank, Netherlands</p>	

	<b>Investing: Making the Case</b>	<b>PS19 Lehar 4</b>
	<p><i>Defining e-Inclusion is tricky enough. Making a business case and demonstrating progress is even more challenging. How do you measure success in a field that needs to see return on investment sitting alongside social justice? How will we develop the Riga dashboard to respond? How do we make the case for investment</i></p> <p>Chair: <b>Linda Mauperon</b>, Member of Commissioner Viviane Reding's Cabinet, European Commission</p> <p><b>Jean-François Van Kerckhove</b>, Head of Corporate Strategy, eBay, US</p> <p><b>3G Accessibility as a Key Opportunity for ICT</b> <b>Blanca Alcanda</b>, CEO, Technosite, Spain</p> <p><b>Reaching Out - Inclusive Business</b> <b>Caroline Waters</b>, Director People and Policy, BT plc, United Kingdom</p> <p><b>The Austrian Citizen-Notebook. Contribution to Increase utilisation of e-Government and Bridge the Gap to Non-digital-natives</b> <b>Marco Harfmann</b>, Director Consumer Business, Fujitsu Siemens Computers GesmbH, Austria</p>	



	<b>Spotlight: Gender and Equality</b>	<b>PS20 Lehar 3</b>
	<p><i>How can ICT help equality of access to opportunities and rights, regardless of gender?</i></p> <p><b>Chair: Femke Snelting</b>, Artist, designer, Constant, Belgium <b>Addressing Presence: Statistics on Women and ICT</b></p> <p><b>Introduction: Heidrun Silhavy</b>, Federal Minister for Women, Media and Regional Policy, Austria</p> <p><b>Women and ICT – Challenges and Chances on the Labour Market</b> <b>Daniela Schallert</b>, Executive Director, abz*austria – competent for women and business, Austria</p> <p><b>Encourage and Expose</b> <b>Donna Metzlar</b>, Community Advocate, Genderchangers, Netherlands</p> <p><b>Montserrat Boix</b>, Founder and Coordinator, Mujeres en Red, Spain</p> <p><b>Inclusion and e-Participation: How to Avoid Exclusion and Gender Stereotypes</b> <b>Dr. Doris Allhutter</b>, Researcher, Austrian Academy of Sciences, Institute of Technology Assessment, Austria</p>	

10:45

**Coffee Break**

<b>11:15 – 12:15</b>	<b>Digital Literacy – an Essential Life Skill</b>	<b>PL5</b>
	<p><i>With technology now such a fundamental part of our daily lives, surely being literate in using IT and interpreting information is as crucial a basic life skill as reading or writing. Or is it? How do we avoid creating or perpetuating an underclass of digital illiterates? How will people cope without the skills? Can you 'opt out' of the information society? Can the technology help? Join this debate to hear and contribute to one of the most challenging aspects of the e-Inclusion agenda.</i></p> <p>Moderator: <b>Wolfgang Blau</b></p> <p><b>Rudolf Schicker</b>, Executive City Councillor for Urban Development, Traffic and Transport, Vienna, Austria</p> <p><b>Internet Natives, Internet Immigrants: Closing the Gap in Europe</b> <b>Edit Herczog</b>, Member of the European Parliament, Hungary</p> <p><b>Digital Literacy – Using Technology to Enjoy Learning</b> <b>Gabi Zedlmayer</b>, Vice President, Corporate Marketing and Global Citizenship, Hewlett Packard, Europe, Middle East and Africa, Switzerland</p> <p><b>Digital Media Literacy: Beyond Access</b> <b>Professor David Buckingham</b>, Professor of Education, Director, Centre for the Study of Children, Youth and Media, Institute of Education, University of London, United Kingdom</p>	

12:15

**Interactive theatre: "I left my glasses in the taxi!"** A light-hearted insight into a future where inclusive technology is widespread – but will we be able to use it?



<b>12:30 – 13:30</b>	<b>Closing Plenary</b>	<b>PL6</b>
	<p><b>Presidency Conclusions</b></p> <p><b>Bernard Benhamou</b>, Ministerial Delegate on Internet Usages, French Ministry of Higher Education and Research, France</p> <p><b>Viviane Reding</b>, European Commissioner for Information Society and Media (video address)</p> <p><b>Manfred Matzka</b>, Director General, Federal Chancellery Austria</p> <p>Czech forthcoming Presidency  <b>Lenka Ptackova Melicharova</b>, Deputy Minister for European Affairs, Czech Republic</p> <p>Swedish forthcoming Presidency  <b>Henrik Hansson</b>, Ministry of Enterprise, Energy and Communications, Sweden</p> <p><i>Master of Ceremonies: <b>Wolfgang Blau – closing</b></i></p>	

13:30 Buffet Lunch

<b>14:30 – 16:00</b>	<b>Workshops</b>	
	What's next for the 292,000,000? - TelecentreEurope	<b>W7</b>
	Improving the Riga Dashboard for Web Accessibility: Solutions & Strategies – Microsoft and HiSoftware	<b>W8</b>
	Digital Public Services Accessible to All – Delegation to Users of the Internet (France)	<b>W9</b>

