



e-INCLUSION

ICT for an Inclusive Society

Riga 11-13 June 2006

No one left behind



BT's Campaign for e-inclusion

ADRIAN HOSFORD

Director, Corporate
Responsibility

No one left behind





Over a third of UK have never used the Internet

Attitude barriers

- No interest, desire or need 43%
- Lack confidence 42%
- Not considering for the future 54%





Social Barriers (UK)

- 25% illiteracy/ learning difficulties
- 8% visual/ audio literacy problems
- 10% physical difficulties
- 12% visual impairment/ hearing loss
- 23 million people by 2025 *

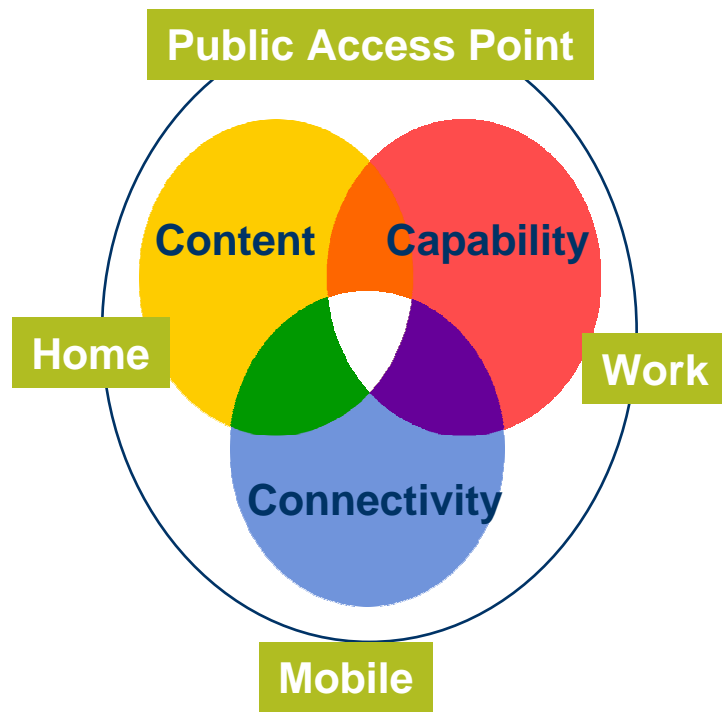


* The Digital Divide 2025 – BT 12/04





Connectivity, Capability, Content 3C's



- Provide greater access
- Desirable applications
- Motivation & skills





Activities to remove Barriers

- EverybodyOnline
- eWell-Being Awards
- Free - community web site build tool
- BT Community Connections
- Internet Rangers
- Alliance for Digital Inclusion
- Age and Disability





EverybodyOnline

- UK project by Citizens Online charity
- Local partnerships in pilot communities
- Proper long term market test
- Delivering community led motivation and skills sessions on local issues
- Co-ordinating other activities and services ('joining up')
- Using community driven, sustainable activities
- Project Management & Measurement





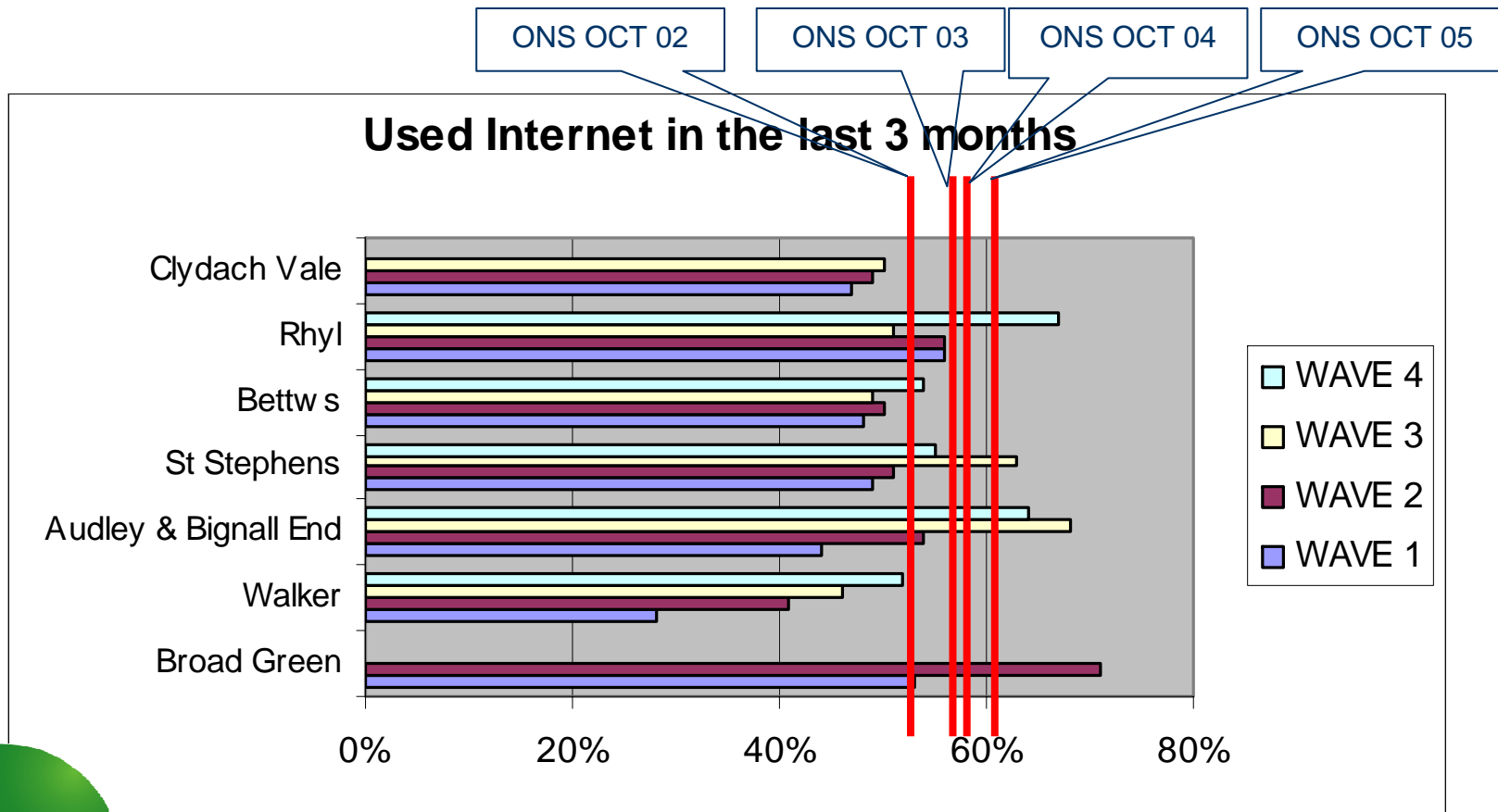
EverybodyOnline

- National Hub – resource centre
 - Project management; best practise, training, PR, marketing
 - Stakeholder engagement; Private sector, Public sector, Voluntary sector
- Local project officer
 - Audit; Internet access and service delivery agents
 - Identify issues and opportunities
 - Action plans owned by community
 - Delivering many projects
- Results – increased motivation & skill
 - Pathways to employment etc





Results; Internet usage



Annual Survey Results 02-05
First projects started in Autumn 2002





Anecdotal Evidence

Over 50 case studies produced, telling stories of individuals and groups who have become digitally included through encouragement and the removal of barriers

“Coming to this project in October last year was the start in a new chapter in my life. I have discovered that everything you need is just a few clicks away. The spin-offs have been tremendous, as well as making new friends, I have also made contact with people all over the World and I’ve even bought the latest Tina Turner DVD online.” **Frank Jones, 68**

“The work of the EverybodyOnline Project that has been done to date was above and beyond anyone’s expectations.” **Councillor Sproston, Audley**





eWell-Being Awards (01-06)

- Recognising organisations using ICT to deliver social & environmental benefits
- The Independent, SustainIT, BT, Brother & IDeA
- Digital Inclusion winner 2005 - Notschool.net
 - Encourages ‘researchers’ to learn online without entering a classroom– helping those who have struggled with other learning environments.





Community Content Development

- Community Web Builder
 - Over 1,000 sites built
- Youth4Audley
 - Art & ICT project
 - Audley past & present
 - Engaging local youth with older people
- Netmums
 - 2nd year of support – now national





BT Community Connections

- Awards scheme for 3rd sector 00-06
- 4,500 PC's & access, with training
- Want help to get started
- Partnership with Microsoft
- Continuous improvement
- Case studies & ambassadors

...
most respondents felt that broadband has helped to overcome the social barriers between the users and had a significant or very significant impact on the community.

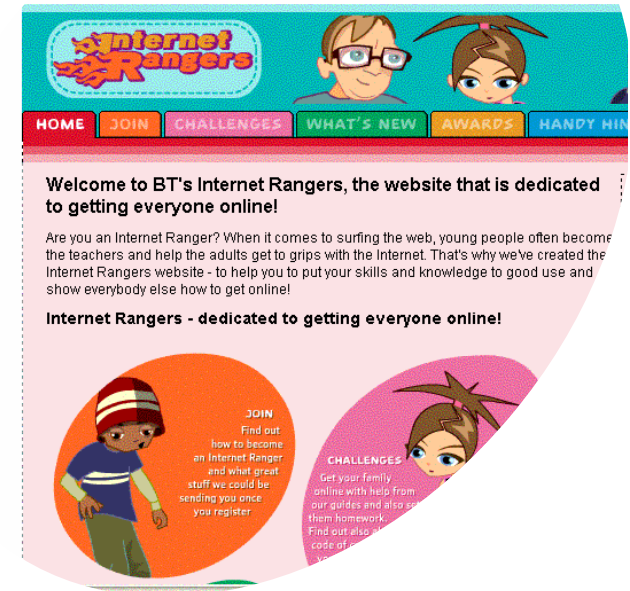
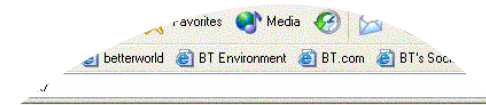
SustainIT study 2004





BT Internet Rangers - confidence & capability

- 40% of parents admit they have to depend on their child online
- 60% of parents and grandparents have been helped online by their children
- 19% have been helped by a 5 to 8 year old
- 53% use others in the household to go online for them





Alliance for Digital Inclusion



- Founded by BT, Intel, Microsoft, AOL and Citizens Online in Oct 04;
 - Encourage collaboration.
 - Provide targeted, scalable and sustainable solutions.
 - Encourage new players to become involved.
 - Engage with and influence Government
- T-Mobile, Cisco Systems UK and IBM UK are the latest companies to join.





Age & Disability

- Education and engagement
 - Customised 'how to use' content
 - Through links with service providers
- Engaging new services/ technology
 - Streaming talking books
 - BSL enabled web sites
- Inclusive Design
 - Generic toolkit for developers
 - Accessible call routing

AGE
Concern



browsealoud
... look, click, listen





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