



e-INCLUSION

ICT for an Inclusive Society

Ministerial Conference
Riga 11-13 June 2006

No one left behind



Ageing in Europe means increased social capital

How does inclusion contribute to this?

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Ageing is a megatrend



Older people increase the social capital of society by

- **their knowledge and experience**
- **their social contacts**
- **their caring activities in the family and within NGOs**
- **their love and commitment to their grandchildren's generation**
- **being a promising market for new goods**



Citizen empowerment by i2010

- **Participation in society**
- **Active involvement in daily life**
- **Technologies should form an integrated eHealth and eCare infrastructure to support active participation in care processes**
- **Interoperability should be promoted**



The Information Society – The Society of the Young?

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- **Young people are quick to adopt the information society's tools in their everyday lives because they have grown up in today's world**
- **However, not only childhood and youth will be affected by the emerging information society but also the life of older people**



Older people have an opportunity to have a critical attitude to new functions and services

Older people should assume responsibility for providing user feedback arising from daily life



- **We have a need for easy user interfaces**
- **Where are the ambient environments, where is the ambient intelligence?**
- **This has been talked about for who knows how long, and yet progress has been very slow**



**But virtual electronic services alone
are not enough**





Care always calls for people





Finland would like to be a forerunner :-)

- **We will develop ambient assistive environments**
- **We will create cooperation between service users, local service providers, innovative research centres, private enterprises and marketing experts and find solutions for the needs of everyday life**
- **We seek to develop every dimension of the innovation chain/cycle**



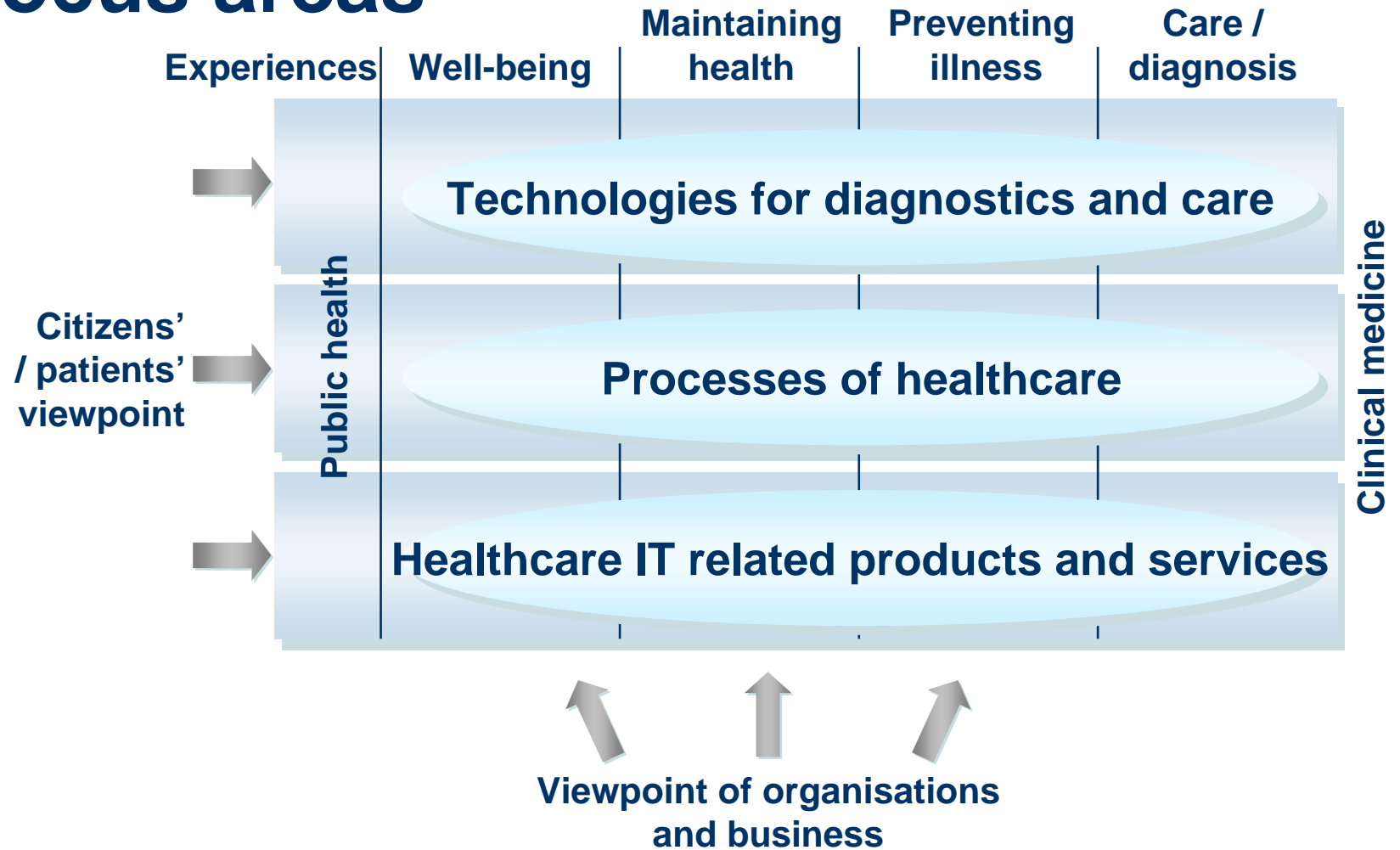
FinnWell - Healthcare Technology Programme

- Programme duration: 2004-2009
- Programme volume: approx. 150 meuros
- www.tekes.fi/finnwell





Focus areas





eInclusion – Not eExclusion

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Older people should have a reason to trust technology

- **Product safety and consumer protection are important**
- **Privacy and data protection is also a matter of trust**
- **Consumer trust is essential to widening the markets**
- **Trust is increased by good experiences, ethical considerations, knowledge, policies and legislation**
- **Trust is a core concept of social capital**



eExclusion occurs easily

- **It is essential that all have access to the infrastructure of the information society**
- **eInclusion requires that a serious attitude should be adopted towards learning and teaching**
- **Digital divide – A social divide**
- **eEducation calls for investment and effort!**





If we are to speak of genuine inclusion and if this is to reflect the direction we wish to take, we must act much more concerted than at present

We need mainstreaming

We need reviewing of all policies, activities, projects and research from the angle of ageing and the needs of ageing people and societies

We need ethical considerations, open source solutions and a vast public domain concept



Europe has to build up the entire innovation chain/cycle

- **Technology will merge with services**
- **Service solutions will make visible the relationship between users and technology and between society and technology**
- **The innovation chain means understanding the partnership between public and private, user and developer, buyer and inventor, product and service**



The innovation chain/cycle...

- **also means that development, research, inventing new things, product development and marketing merge and intertwine**
- **and social innovations may become more valuable than technical ones**

Technology is social



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