

## Webcast

### **12:15 Keynote address - Mark MacGann, Director-General, EICTA**

Mr MacGann broadly welcomed the Ministerial Declaration on behalf of industry. He noted that inclusion involves a commitment to providing both rights and opportunities. He noted that the levels of unemployment in the EU (20 million unemployed, with 50% of these long-term unemployed), required innovative and flexible eInclusion strategies, and that the 'ambient pessimism' of many political discourses was not helping. He proposed that the implementation of the Ministerial Declaration would be enhanced through the establishment of a permanent stakeholder group. Furthermore, there were two key areas missing from the Declaration. First, it did not effectively address the affordability of ICTs to excluded groups, and there is a strong relationship between ICT adoption and personal income levels. Better fiscal and regulatory policies are needed. Second, Europe should make more use of its internal development policy by transferring best practice to and from other countries in the world. Lastly, he called for better regulatory approaches that avoid approaches that may mandate industry to build specific products for specific groups – these would fail he stressed. He noted that the new member states, having been so recently subjected to regulated and controlled economies, could be ideal champions of the free market.