

## Webcast

### **12:30 Towards the 2008 'e-Inclusion' Initiative – Plenary 5**

Chair: **Frans de Bruijne**, European Commission

**Paul Timmers** (Head of eInclusion, DG INFSO, European Commission)

**Judy Brewer**, Director Web Accessibility Initiative, World Wide Web Consortium

**Richard Allan**, Head of Government Affairs UK and Ireland, Cisco Systems

**Guus Broos**, Executive Board Orbis Medical and Healthcare Group, The Netherlands

**Hervé Le Guyader**, eris@; user representative

**Reinhard Posch**, Austrian Federal Chief Information Officer

**Rodolfo Cattani**, Executive Officer, European Disability Forum

**Ina Gudele**, Minister for Special Assignments for Electronic Government Affairs,  
Latvia

**Frans de Bruijne** introduced the session, asking people to focus on the themes of 'understand, mobilise, deliver, and show', asking also the delegates to consider when they leave the Conference "what shall I now do to deliver eInclusion"?

**Paul Timmers** gave an overview of the EU activities between now (the Ministerial Declaration) and 2008, and these included: a Communication on ICTs and Ageing in September 2006, along with a report following studies into ageing; a 2007 Framework to promote the exchange of best practice, and for eAccessibility Standardisation; 2007 studies into assistive technologies; a 2007 Policy document on eInclusion that will outline the contents of the 2008 Initiative; and, in 2008, Digital Literacy and eInclusion initiatives.

**Judy Brewer** noted three main action points. First, enhance the understanding of eInclusion by linking developer and consumer communities more effectively in design and production. Second, Make sure that co-learning is encouraged to strengthen the links. Third, use the developer supply-chain more effectively to train SMEs more effectively about eInclusion needs.

**Richard Allan** noted two main action points. First, find strategies that improve the ability of industry to reach the eInclusion market. Second, Combine top-down and bottom-up policy strategies, thus helping avoid prescriptive top-down approaches that will reduce the ability of industry to innovate.

**Guus Broos** identified healthcare as a sector that had focused mainly on the use of ICTs in medical equipment, and which now needs to turn major attention to processes and information management. The long planning and procurement cycle

for a new hospital (around 10 years), is too long in the context of ICT innovation. Also, in the context of independent living and assistive homes, there is a question of who is responsible for the interfaces between the devices and the person – this point had been raised also in the context of the lack of standards for device interfaces in the assistive environment, and also for the standardisation of work processes when building electronic patient dossiers.

**Hervé Le Guyader** also supported a combination of top-down and bottom-up initiatives, and to link central and local government, particularly in the context of the EU Structural Funds for 2007-2013 where 75% of the funding is identified for Lisbon Agenda themes. He argued that public-private partnerships will not in themselves be adequate for the involvement of all excluded groups.

**Reinhard Posch** outlines the Austrian initiatives in eInclusion, ranging from electronic identity and the provision of electronic documents that are accessible to all. He agreed that a better regulatory framework is desirable so that services and products are sustainable and flexible.

**Rodolfo Cattani** agreed that a better regulatory environment is needed to maximise innovative eInclusion solution development. He supported the development of legislation that protects those consumers and users who are the most marginalised, and encouraged the use of public procurement legislation to mandate access to all people on a non-discriminatory basis. He agreed that EU Structural Funds could be used to help fund such activities.

**Ina Gudele** supported the many initiatives undertaken around this Conference, and reported that for Latvia, it is now important to monitor usability, performance and satisfaction levels for services developed to maximise inclusion. She encouraged further cross-country collaboration.