

Digital Single Market

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Poland: Digital Champion starts consultation with national stakeholders

On the 6th December Włodzimirz Marciński, Polish Digital Champion, held a meeting with representatives of the top non-governmental organisations in the field of information society in Poland. The Digital Champion launched the idea of elaborating a communication method among involved NGOs and promoting on-going ventures.



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In Poland further consultations of Digital Champion with the media and business entities and relevant institutions of the public sector are scheduled for January 2013.

The meeting was summoned to present a general idea of appointing Digital Champions in the member states of the European Union. The tasks and preliminary plans of the Digital Champions were presented.

Włodzimierz Marciński introduced participants to the circumstances of the appointment of the first Digital Champion in Europe, Martha Lane Fox. He presented how she worked for the digital society integration (The Race Online 2012 campaign) and how the European Commission came up with the idea of appointment of national Champions in each Member State.

The Polish Digital Champion explained that his primordial role will be to connect initiatives and actions already going on, inspiring the new ones, popularising new solutions showing the advantages of “being digital”. Non-governmental organisations, especially social sensitive, are natural partners in this activity.

The representatives of NGOs emphasised the issue of public data availability, especially for the disabled persons, media education, and digital integration of people from local communities. They exchanged views on future cooperation, mutual expectations and stressed the need for coherence among various initiatives and synergy stemming from it.

The Lighthouse Keepers project and engaging media for educational and promotional purposes were also discussed.

The plan for the future activities based on the British example was broadly supported. Further consultations with the media and business entities and relevant institutions of the public sector are scheduled for January 2013.

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