ICTPSP Call 2007
ICT for accessibility, ageing and social integration

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ICT for Inclusion

ICTPSP
ICT POLICY SUPPORT PROGRAMME

European Commission
Information Society and Media

e-Inclusion Objectives
Call 2007 Overview

Pilots Type B

- Accessible digital Audiovisual (AV) systems – **accessible Digital TV**
- **ICT for ageing** well

Thematic Networks

- ICT for **active ageing at work**
- ICT for enhancing **social integration and cultural diversity**
- **eInclusion innovation** platform

Budget allocation: 15 M €

Considerations for eInclusion Pilots B

Accessible digital Audiovisual (AV) systems – Digital TV (1 Pilot)

ICT for ageing well (several Pilots)

- Implementation of ICT based **innovative services,** building on **existing initiatives**

- Engaging **full service value chain** in the consortium (including service providers, commercial organisations, users, public authorities)

- **Overcoming of fragmentation** for scaling up & investment

- Proposing **sustainable business models**

- Achieving **economies of scale**; high **visibility**

- Enabling **interoperability** and **replication of the solutions**
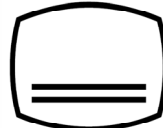
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Accessible digital Audiovisual (AV) systems – accessible Digital TV (DTV)

Signing   **Audio Description**   **Subtitling**   **Spoken command**   **Speech output**

Objective

- Significant advancement in **accessibility of multi-platform and convergent electronic communications** focusing, on accessible DTV – systems, devices, content and services esp. for people with disabilities and older persons

- Develop Europe wide specific **DTV solutions for accessible** program guides, subtitling and audio description, interactivity, accessible equipment, etc.

Expected outcomes

- set of accessibility specs for DTV

- set of requirements and specs for integration of interoperable accessibility services in DTV, including open interfaces, agreed across users, technology & service providers

Accessible digital Audiovisual (AV) systems – accessible Digital TV

Characteristics

- Involving organisations capable of reaching a sufficient number of users in the pilot, incl. DTV suppliers and broadcasters

- Strong involvement of users, content creators and public sector

Expected Impact

- Wide availability and diffusion of accessible DTV systems and contents for consumers with impairments

- Full mainstreaming of design for all in future audiovisual product and service delivery

ICT for Aging Well Pilots

Objective

Improve quality of life and ensure **efficient health and social care** for the ageing population – with focus on
> ICT support for cognitive problems and early dementia
> Chronic disease monitoring

Expected outcomes

- Several pilot actions for ageing well building on integrated innovative solutions and platforms

- **Deliverables**:

  > interoperable personal/health/social services

  > validated common specifications and guidelines

  > comprehensive socio-economic evidence, cost-effectiveness

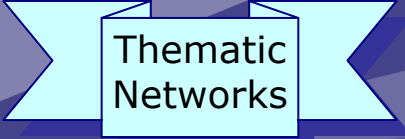 > detailed plans for large-scale sustainable uptake after the pilot

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ICT for Aging Well Pilots

Characteristics

- Timely availability and own financing of infrastructures required
- Strong involvement of users to ensure acceptance
- Taking into account ethical and privacy issues
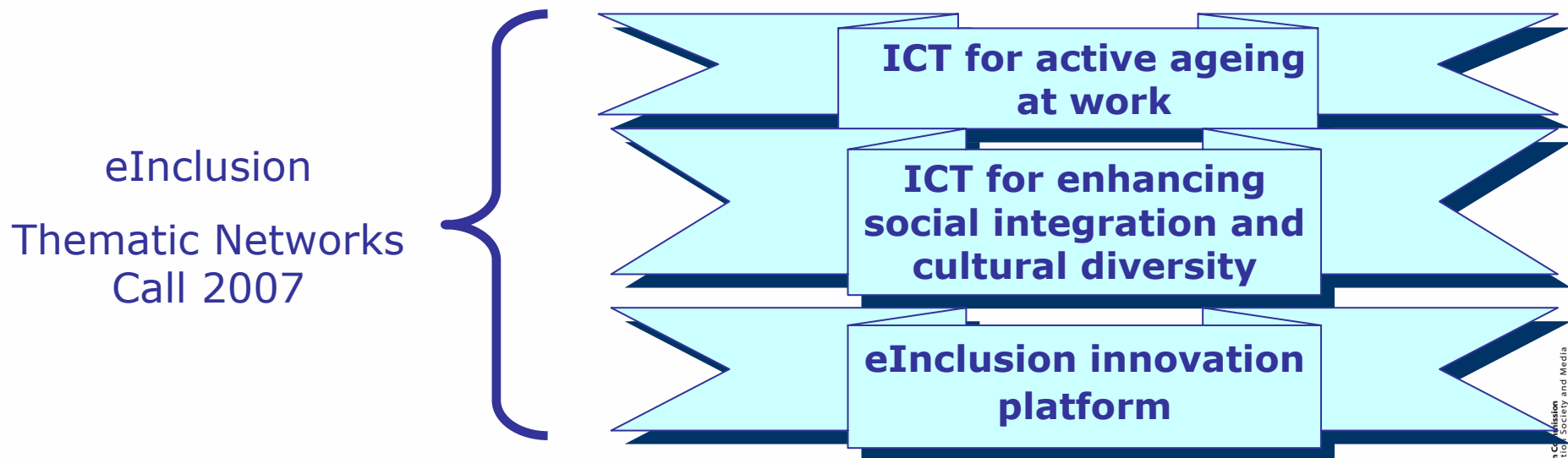- Can build on existing or emerging regional initiatives

Expected Impact

- Substantial increase of independence and quality of life of older people, their families and carers

- Increased effectiveness of care systems, sustainable chronic disease management systems

- Increased market potential for European industry, in particular SMEs

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- **Experience sharing and consensus building** – an overarching aim for Thematic Networks in ICT for Inclusion

- Preparation of **future activities**, establishing **dialogue**, building an **exchange platform** for achieving consensus and **drawing agendas** in support of three specific goals (3 Thematic Networks):

eInclusion

Thematic Networks
Call 2007

ICT for active ageing at work

ICT for enhancing social integration and cultural diversity

eInclusion innovation platform

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ICT for active ageing at work

Rationale

Wider uptake of **ICT enabled age-friendly work environments** and work places. Helping to improve productivity as well as opening up of innovative new markets for ICT-based products and services for the work environment through:

- facilitating **access to life long learning**

- identifying and promoting of **best practice** cases

- establishing **guidance** on ICT-enabled working methods, environments and long life learning schemes for active ageing at work

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ICT for enhancing social integration and cultural diversity

Rationale

Helping people gain language and communication skills to live and work in a multicultural Europe. This is to facilitate economic, cultural and social cohesion.

- Assessing potential role of public authorities and social intermediaries in fostering ICT services for enhancement of social capital at local level

- Establishing of portal for exchanging and identifying good practices

- Providing feedback on innovation measures needed to promote technologies, access, accessibility and intermediary services to underserved communities and socially distant groups

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eInclusion innovation platform

Rationale

Making **inclusion a mainstream consideration in innovation** in ICT and allowing all citizens to reap the benefits of ICT innovations.

- Drawing up of innovation roadmaps

- Establishing of support to innovation collaboration across the value chain to respond to final users needs

- Possible e-Inclusion thematic areas to be addressed: aging population, e-accessibility (of products, services, web pages), mainstreaming of assistive technologies…

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For more information on ICT for Inclusion:

- Infoday on 25th May in Brussels

- eInclusion

  http://ec.europa.eu/information_society/einclusion

- eInclusion discussion site
  http://www.ipolicy.eu

- Contact person for e-Inclusion CIP ICT PSP
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