ADD ME!
Activating Drivers for Digital eMpowerment in Europe

ICT for Government and Public Services

European Commission
Information Society and Media

ADD ME! is a pan-European network bringing together different social and institutional organisations that support or can support disadvantaged groups into a common framework and learning environment – by means of a community of practice - in becoming major beneficiaries of public services to which they are entitled. Three target groups are being addressed:

a) **poor elderly and retired seniors;**
b) **youngsters who are not part of any education, employment and training (NEET) activity, and non-EU teenagers who are in the process of integrating into a local community either with their families or by themselves;**
c) **individual civil servants from small or medium size local governments, mainly those administrations that do not pertain to large metropolitan areas and suffer from the digital divide.**

The ADD ME! network consists of a number of organisations from 8 European countries interested in building a strong network to empower organisations working on a daily basis with disadvantaged groups in the use of government services which make use of information and communication technology.

At a Glance

Project
ADD Me!

Project coordinator
Universita degli studi di Roma La Sapienza, IT

Participants
Italy : Universita degli Studi di Roma La Sapienza, Fondazione Mondo Digitale, Comune di Modena, Associazone Italiana difesa consumatori ed ambiente
Czech Republic : Vysocina Kraj,
France : Conseil des communes et regions d'Europe–Association
Greece : Research Institute for the Development and Promotion of Digital Access, Observatory for the Greek Information Society, Government To You
Hungary : Cigany Kisebbsegi Onkormanyzat Inancs, 4C, Kommunikacios es konzultacios Korlatolt Felelossegu Tarsasag, "Az Informalt Kozossegekert" Eselyegyenlosegi Alapitvany
Norway : Universitetet i agder, Seniornett Norge, Kommunenes Sentralforbund ANS,
Portugal : Municipio de Santa Maria da Feira, INESC Porto – Instituto de Engenharia de sistemas e computadores do Porto
Spain : Fundacion Instituto de Innovaction para el Bienestar Ciudadano
United Kingdom : electronic service delivery (esd) Limited, Nottingham City Council, KPEOPLE LTD

Funding
ICT-PSP.2008.1.5.1 - Capacity building for eInclusion - Capacity building for inclusive access to on-line public services

Total Cost : €0.43m (EU Contribution: €0.43m)

Execution date: From 01/11/2009 to 31/10/2011

Project status: Running

Contract type: ICT Policy Support Programme TN Thematic Network

The community of practice set up by the network is open to social and institutional intermediaries, such as the different levels of administrations, especially those acting locally (where nearly 70% of all eGovernment services are provided); NGOs, associations, labour unions and other social organisations and institutions supporting disadvantaged groups (such as foundations and charities); as well as by private institutions willing to support social inclusion programmes.

The strategy of the network is very flexible and multi-channelling, taking into account that intermediaries use and combine different ways to approach public and local services: from the more traditional channels such as face to face, telephone and mail to more innovative ICT-enabled services such as the internet, tele-kiosks, mobile phones and interactive televison, etc.

Objectives

The ADD ME! project's vision can be summarised in the following objectives:

a) bringing together the different aspects of Inclusive eGovernment by creating a community of practice on the web. Actual/potential social and institutional intermediaries to be engaged to support senior citizens and young people – including non-EU immigrants – as well as civil servants in making full use of public and local services enabled through ICT;

b) creating awareness about the need for pro-active inclusive eGovernment policies at European, national and regional/local level, through a specific campaign, live events, focused meetings and a range of web services tailored to exchange experiences and knowledge between the members joining the network, as well as disseminating good practices and providing appropriate input and support to replicate successful initiatives;

c) developing specific methodologies and tools to empower social and institutional intermediaries in vertical and horizontal subsidiary actions, gaining in impact, quality and sustainability of the different initiatives across Europe;

d) acquiring international acceptance and worldwide leadership as a network promoting the use of public services ICT-supported by people and organisations in danger of exclusion through the intermediaries mentioned above.

Target groups

ADD ME! targets three disadvantaged groups and potential intermediaries:

Disadvantaged condition	Inclusive eGovernment target group	Actual or potential intermediaries
Age *Low income* *Lack of skills* *Social isolation*	Elderly people (near or over 60), in particular: - those with a poor income, especially people near or under the level of subsistence; - retired people, especially those without ICT skills	- local authorities; - centres for the elderly in local communities; - public access points in government agencies; - schools and universities with programmes for the elderly; - retirement homes; - unions and consumers organisations; - other kinds of associations and organisations of elderly people
Low income *Low education* *Difficulties in social integration*	Young people, in particular: - NEET youngsters (Not in Education, Employment or Training); - non-EU immigrants who are temporary workers or NEET, unaccompanied minors included.	- NGOs; - local youth information centres; - municipal libraries - employment services at public level, usually handled by or connected to local administrations; - internet clubs and access points; - immigration offices/agencies at public level; - immigrants' organisations.
Lack of skills *High average of civil servants over 50* *Geographical disadvantages*	Civil servants from small and medium local public administrations, in particular: - ICT unskilled people, especially those holding a management role or having responsibilities in public service delivery - People around or over 50 who need to improve their capacities in using ICT for their own work, especially in small urban centres, rural and/or scarcely populated and/or underserved areas.	- regional administrations and regional development and training centres; - provinces, counties, districts unions and public communities coordinating and/or supporting small administrations; - specialised training and/or consulting centres for public administrations; - territorial service centres for local government; - local NGOs networks working with the public sector - European ICT network addressing local areas

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Further information