
European e-Inclusion and e-Accessibility Policy

Funka Accessibility Days

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Video speech by

Paul Timmers

Head of Unit ICT for Inclusion

European Commission

ICT for Inclusion and Inclusive ICT



Why act for e-Inclusion? A matter of social justice

*30-40% of people are left behind
in the information society*

- Digital divides risk to widen
- Exclusion strengthens e-Exclusion and vice-versa

Why act for e-Inclusion? Large economic potential...

More digital inclusion means

More human / social capital and employability

- **€30 billion** from increased labour force participation
- **€9 billion** from increased productivity

Increase ICT industry sales

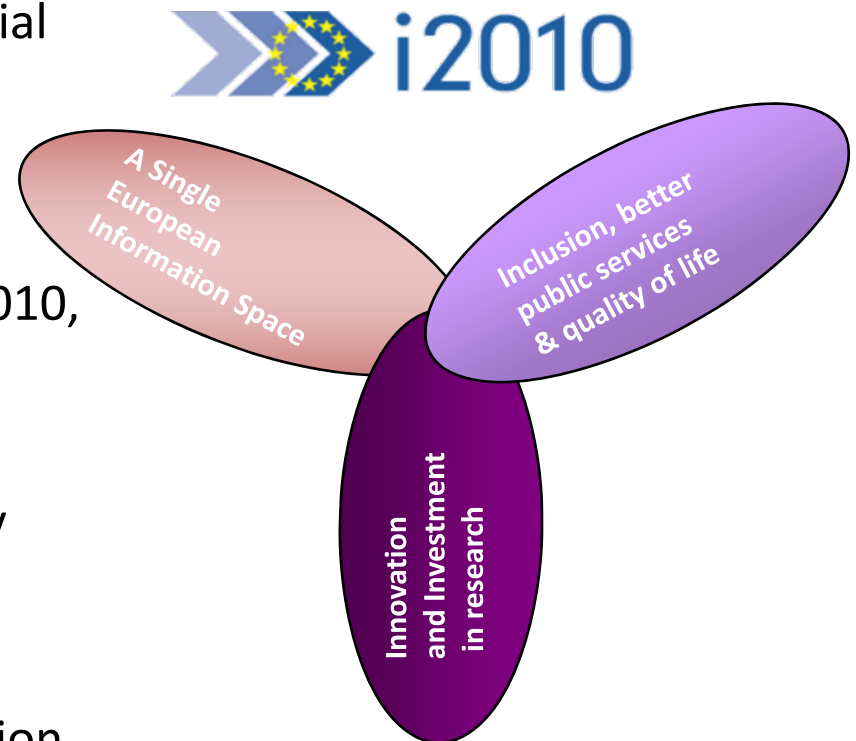
- **€10 billion** extra GDP growth from increased ICT sales

More e-Government giving efficiency and productivity growth

- **€7 billion** of efficiency gains through transaction costs savings
- **€30 billion** of extra GDP growth from better e-Government

E-Inclusion policy in context

- E-Inclusion policy to help realise social justice and deliver the economic opportunities of digital inclusion
- E-Inclusion is one of the pillars of i2010, the EU's information society policy
- E-inclusion and e-Accessibility policy documents since 2000
- E-Inclusion Riga Ministerial Declaration 2006



e-Inclusion Riga Declaration

- 6 Riga areas
 - ICT & Ageing
 - **e-Accessibility**
 - Geographic digital divide
 - Digital literacy & competences
 - Cultural diversity & inclusion
 - Inclusive public services

- Riga targets for 2010 include:
 - 90% broadband coverage 😊
 - halving internet use gaps 😊
 - halving digital literacy gaps 😊
 - **100% of public websites accessible** 😞



Recent policy context

Sept 2005	e-Accessibility Communication
July 2006	Riga Ministerial Declaration
Nov 2007	e-Inclusion policy: European e-Inclusion Initiative
May 2008	UN Convention on Persons with Disabilities enters in force
Jun 2008	Proposal for general anti-discrimination Directive
Dec 2008	Accessible Information Society Commission Communication
Mar 2009	Accessible Information Society Council Conclusions

EU e-Inclusion Policy

European e-Inclusion Initiative

- Strengthen action
 - Strong social and economic case for e-Inclusion
 - Still, too little progress since ‘Riga 2006’
- ⇒ Raise awareness and commitment:
 - E-Inclusion « Be Part of It » campaign during all of 2008
 - Ministerial Conference 2008, Vienna and e-Inclusion Awards
- ⇒ Enable – Accelerate – Integrate actions
 - Broadband; e-accessibility; digital literacy
 - Ageing well; inclusive e-services; marginalised groups
 - Cooperation; benchmarking



The new e-accessibility policy

« An Accessible Information Society »

- European Commission December 2008 said:
*...urgent to achieve a more **coherent, common, effective approach to e-accessibility, in particular for **web accessibility** ...***
 - Combine standardisation, innovation support, EU legislation, cooperation, European standards, making public web sites accessible
 - European Commissioners Reding and Špidla welcomed W3C Web Content Accessibility Guidelines (WCAG) 2.0
- Council of Ministers 31 March 2009 said:
 - Member States invited to implement WCAG 2.0, which provides the necessary technical specifications

Concrete EU level Web-accessibility work

- **Standardisation:**
 - Mandate 376, phase 2 to start
- **Research, e.g.:**
 - Assessment methodology
 - Automatic large scale observatory
 - Test suites for WCAG2.0
 - Accessible rich web
 - Call for new research projects
- **Deployment**
 - Call for e-accessibility thematic network is open for web, DTV, 112, ATMs
- **Studies**
 - MeAC situation of e-Accessibility in Europe, available
 - Legal status and perspectives, available
 - Monitoring of e-Accessibility in Member States
 - Costs & Benefits of e-Accessibility
 - Accessible European Commission websites

Conclusions

- e-Inclusion has social and economic returns that we should not miss
- E-Inclusion and e-accessibility are firmly part of the EU's overall information society and social/economic agendas
- E-Accessibility and web-accessibility can and should make much progress
- Many of the necessary conditions are now in place: **let's act !**



<http://ec.europa.eu/einclusion>