

E-INCLUSION BENEFITS and CHALLENGES

PHD Rosemarie Kurz OEH UNI GRAZ presented at the second meeting in January 2011 at ZAWIW in ULM, Germany a PPT with various topics concerning e-inclusion as a social movement with the goal to end the digital divide. These points were discussed thoroughly by the consortium and the learners.

E-inclusion has the power to:

- close the gap between developed and less developed countries;
- promote democracy and mutual understanding;
- empower disadvantaged individuals, such as seniors, the disabled, the poor and the unemployed.

What are the expected benefits?

- The change from the industrial society to a modern, knowledgebased information society would give benefits to all – to older people and to the society.
- Globalization has only been made possible by the rapid progress of ICT. ICT should help to create
 - ✓ more economic growth,
 - ✓ more jobs,
 - ✓ more independence,
 - ✓ better chances in life,
 - ✓ solidarity within our society,

Why is it essential for the market to take care of the specific needs of the seniors concerning ICT? Europeans over 65 possess wealth of over €3,000 billion!

- The ageing population will soon constitute a mainstream market
- Specific needs are not fully taken into account
- Design of ICT products and services are complicated to use and enjoy.

Why do we talk about a paradox phenomenon concerning ICT?

Science and technology are having an increasingly positive effect on the lives of people in Europe. Advances in knowledge and technology are greeted with scepticism, even to the point of hostility

Why are contemporary societies described as “ageing societies”?

The number of people in the EU over 50 will rise by 35% between 2005 and 2050. The number of people over 85 will triple by 2050.

Solutions:

- ✓ A higher level of participation of the older population in employment.
- ✓ Digital capacity for digital divided persons.
- ✓ More effective health and social care services.

Why is it necessary to distinguish between “Third and Fourth Age”?

The “Third age” is the extended middle age applying to the post-65 age group.

The “Fourth age” includes frail older senior citizens.

Frailty causes:

- less quality of life
- a general decline in health
- less personal autonomy,

E-Inclusion should take frailty into account and promote independent living

Why did the EU Commission promote i2010, i2015, i2030?

Europe cannot afford a two-tier society! Concepts have to ensure e-Inclusion for people with:

- ✓ A lower educational level and income,
- ✓ Senior citizens /retired persons
- ✓ Persons with special needs.

What did the EU states agree to in RIGA 2006?

The EU member states agreed to implement an e-Inclusion policy focusing on the following core themes:

- Improvement of the online services offered by the public authorities.
- Ensuring that everyone is included in the information society by:
 - ✓ Forcing digital skills in general
 - ✓ Taking in account geo-graphical factors
 - ✓ Including senior citizens;
 - ✓ Forcing solutions for disabilities;

The Commission laid particular emphasis on the following aspects:

- Including 30-40% of the population in ICT world with mainstreaming ICT
- Saving costs and forcing a profitable economic sector
- Adapting basic prerequisites:
 - ✓ a broadband connection
 - ✓ non-discriminatory access to all websites
 - ✓ the necessary digital skills

What is needed to make the e-inclusion challenge a success?

- A web portal making it easier for senior citizens to start using the Internet.
- Manufacturers and providers have to offer products and services that take care of the needs of senior consumers.
- Websites have to be suitably designed and it is a case of discrimination which could be dealt with at a national justice court.

Which specific interventions must be forced?

- Easy to understand interfaces
- Easy to handle hardware
- Easy to handle software (touch screens for fourth age)
- Broadband for everyone (financial allowance for low incomes)
- Assistance
- Specific designed training courses

The future started yesterday! Which inventions will be a challenge for seniors?

- Reading pads
- Apps
- GPS
- Public services
- Post offices work with electronic delivery
- Home care solutions
- ???

What should seniors learn concerning the usage of ICT tools?

- 🚧 Overcoming social isolation with internet connections
- 🚧 Daily shopping, travel, social life,
- 🚧 Public services Safety: making sure entrance doors, windows locked/closed; leaving the house or sleeping; checking water or gas leaks and lighting
- 🚧 Reminders: memory problems are associated to ageing – support may be needed taking medication and fulfilling household tasks. User-friendly interfaces: all sorts of equipment in the home and outside, taking into account that many elderly

people have impairments in vision, hearing, mobility or dexterity.

What should seniors learn concerning the usage of ICT tools?

- Telecare and telemedicine are going to provide medical care at home. There will be ways of monitoring wellbeing with providing a secure home environment.
- Personal health systems: wearable and portable systems for monitoring and diagnosis, therapy, complemented by telemonitoring and telecare, thus avoiding hospitalisation.
- E-Government Administration for everyone will work with documents so e-Government requires electronic documents.
- Support for people with cognitive problems and their carers to stay at home for longer and remain active for as long as possible (cognitive training, reminders GPS)

Between the 2nd and 3rd meeting a Weblog seminar was held for women 50plus at Karl-Franzens-University Graz.

A Weblog Seminar was offered at the Karl-Franzens_universThe web 2.0 Tools that will be taught are: Blogging (OEH Graz), Internet Guide (UCZ), Interactive board (U3A Prague)

A Blogging Workshop was held by PhD Sol Haring at the University Graz. Some learners were acquainted with this medium and assisted other learners. The foreign language arose difficulties and they have to be dealt with by the staff. There was resistance to work with online groups. Older people have to be convinced that e inclusion is something useful for them. At the end of the workshop all the learners had a blog with their own specialities.