

# European e-Inclusion Awards 2008

Recognising and showcasing excellence and good practice in using information, communication and digital technology to address social and digital exclusion in Europe.

Could you be a European  
e-Inclusion Champion?



# Could you be a European e-Inclusion Champion?

Have you created or implemented an initiative that has used Information and Communication Technology (ICT) or digital technology to positively impact socially disadvantaged or digitally excluded communities?

If so, you should enter the European e-Inclusion Awards 2008!

Your initiative could be recognised as one of the 35 best e-inclusion projects across Europe and showcased to the rest of the EU as an example of good practice. Additionally, by reaching this stage you could go on to win one of seven individual category awards that will be presented at the e-Inclusion Awards ceremony in Vienna on 1 December 2008. \*

## Why is e-inclusion important?

As an information society, Europe is successful. ICT and digital technology plays an increasingly important role in all of our lives – both at work and play. However, for 200 million people outside of the information society, whether that is due to low levels of education or income, disability, cultural differences, being older, living in a rural area or any combination of these, they are increasingly missing out socially and economically on the benefits that technology is providing for society. Estimates of the economic benefit of a more digitally inclusive society in Europe are between €35 - €85 billion over five years. Creating an e-included society is an economic opportunity and social necessity.

The European Commission has established the e-Inclusion Awards to raise awareness, encourage participation and recognise excellence and good practice in using ICT and digital technology to tackle social and digital exclusion across Europe.

## Why enter?

We want as many examples as possible of how ICT and digital technology can be used to tackle social disadvantage and digital exclusion. The best will be used to inspire and encourage other organisations and individuals to take part in e-inclusion initiatives. Five finalists for each category will exhibit their project at the Ministerial Conference on e-Inclusion in Vienna on 1 December 2008. The Award category winners will be announced at the evening ceremony.

## Who can enter?

All Award categories are open to organisations from Europe\* from the following sectors: government and public, business and private, non-governmental and voluntary. An organisation may enter as many award categories as it wishes, however an individual project can only be entered once into a single category.

## How do I enter?

Register your interest online ([www.e-inclusionawards.eu](http://www.e-inclusionawards.eu)) to access the downloadable entry form. There is no fee to enter the Awards and the entry form will be available until 11 September 2008. Completed entry forms need to be returned by 12.00 GMT 12 September 2008. Supporting material such as brochure / press cuttings may also be included with the entry.

## What are the judging criteria?

Each Award category will be judged according to seven criteria: Impact, Innovation, Usability, Partnerships, Sharing, Sustainability and the WOW factor. Five finalists per Award category will be selected and an announcement made on 9th October 2008. All entrants will be notified of the results.

## What is the Award?

The finalists for each category will be invited (expenses paid) to exhibit their project at the Ministerial Conference on e-Inclusion in Vienna on 1 December 2008\*. Finalists will be presented with medals for their achievements and the seven Award Category winners will be announced during the evening ceremony and dinner.

\* All finalist will be required to arrive in Vienna on the Saturday (29th November) prior to the Awards Ceremony to set up stands in the exhibition village. e-Inclusion workshops and presentations start on Sunday 30th November culminating in the Awards Ceremony dinner on the 1st December.



## CATEGORIES

The European e-Inclusion Awards 2008 are designed for initiatives and projects that have used ICT and digital technology to impact positively on socially disadvantaged or digitally excluded groups.

**Ageing Well Award** - Encouraging and developing increased participation in society and the economy by older people, assisting them to stay actively engaged in their communities whether at work, with family or friends, developing new interests or skills, or volunteering. Improving their independence and quality of life by developing new ways of monitoring, supporting and communicating with them in their own homes, and providing ways of controlling their home environment.

**Marginalised Young People** - Reaching out to young people who are disadvantaged or marginalised from mainstream societies. Helping them to use digital technology in ways that improve their self-confidence and life-skills, and assisting them to engage with others in achieving purposeful goals.

**Geographic Inclusion Award** - Overcoming the disadvantages of living in remote areas, or bringing together communities of interest over a very large region; helping people in these circumstances to have the same quality of access to digital technologies and support to use them, as is available in larger population centres.

**Cultural Diversity Award** – Encouraging greater social and digital inclusion for minority ethnic groups, other culturally disadvantaged or excluded groups in majority populations, and for recent migrant populations. Helping these groups to gain confidence, learn new skills, or participate in wider society activity.

**Digital Literacy Award** – Developing the digital literacy and skills of previous non-users of ICT-related services, particularly people from disadvantaged groups including older people, people with disabilities or mental health difficulties, people in lower income and education groups and unemployed adults.

**e-Accessibility Award** – Demonstrating the highest standards of accessibility and inclusivity in every aspect of the project, plus a commitment to attaining e-Accessibility in line with the EU guidance; meeting all the requirements and standards for convergence and interoperability in providing accessible and inclusive content.

**Inclusive Public Services Award** – Ensuring that ICT-based services have been planned and delivered to be more inclusive for citizens and customers, responding to their priorities and needs both at the outset and from feedback as the service delivery is developed (open only to organisations with a direct or commissioned responsibility for delivering public services).



## JUDGING

Across the categories the judges will be looking for projects that best demonstrate the following characteristics:

- **Impact on the community** – What positive impact has your project made on the community it serves and how has that impact been measured?
- **Innovative use of technology** – How has your project been innovative? Is it the technology used, route to market, method of engagement or another element?
- **Embracing all users** – How has your project encouraged greater accessibility or improved the user friendliness of digital technology for the community it serves?
- **Working with others** – How has your project created partnerships with other organisations to improve the experience for all those involved and what are the benefits?
- **Sharing the learning and knowledge** – How have the lessons you have learnt and knowledge gained been shared with other organisations to benefit the communities served?
- **Long term sustainability** – What is the duration of your project and how does the funding model meet those commitments and obligations?
- **WOW factor** – Why is your project amazing? Could it be the way it has come together, the people involved, the outcomes it has achieved, or something else?

## CONTACT

Karolina Kotwica

+44 (0) 207 234 3549

[info@e-inclusionawards.eu](mailto:info@e-inclusionawards.eu)

[www.e-inclusionawards.eu](http://www.e-inclusionawards.eu)

Your details will only be used by the EC (or its contactors) to keep you informed of the e-Inclusion Awards and will not be passed to any third party.