



6TH EUROPEAN CONFERENCE IN E-GUIDANCE: *WIDENING ACCESS TO LIFELONG GUIDANCE*

ABSTRACT

TITLE OF THE SPEECH

Inclusive ICT based Public Services to fight social exclusion

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SHORT AUTHOR(S) PROFILE

Marina Manzoni has been working for the European Commission over the last 18 years mainly in the area of Information Society and Telecommunications.

She has gained extensive knowledge in this area from her position of Project Officer, and more specifically on Inclusiveness and e-Inclusion related issues.

Marina is currently Programme Manager and responsible for the *Inclusive eGovernment* area of *eGovernment* within the ICT-PSP (ICT-Policy Support Program) in the framework of the CIP (Competitiveness and Innovation Program) of the EC.

ABSTRACT

One third of the European population (over 150.000.000 EU citizens) is currently considered socially disadvantaged, most of it suffering from multiple difficulties leading to social exclusion (economic, physical disabilities, educational, cultural, geographical, political factors etc.) and therefore the one part of society that most uses and is in strong need of public social services.

The same one third of population (immigrants, jobless, homeless, and other vulnerable groups at risk of severe social exclusion) is the one that costs more to governments in terms of both, financial and human efforts.

At the same time, it is this one third population that is neither using nor accessing directly eGovernment services, and such percentage is deemed to remain virtually unvaried by 2015 for a number of factors.

There is therefore an urgent need to address such critical mass in a more structured way and make the delivery of public services more accessible, efficient and effective in order to reach the widest possible part of population, so as to increase social impact and cohesion by ensuring that all citizens, including the socially disadvantaged, gain real



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advantage and benefit from ICT-enabled public services, irrespective of whether they use/access ePublic services themselves or through other human intermediaries on their behalf.

Attention needs to be drawn on the complex dynamics of the landscape in Europe in the context of the delivery of accessible, citizen centric, flexible and personalised Public Services to citizens in need of social support.

Increased effectiveness and efficiency and better use of Inclusive Public eServices, based on a flexible and multi-channel delivery approach, can impact on Public Administrations working conditions and concretely improve citizens' life conditions, thereby fighting social exclusion.

Sustainable Inclusive Public Services have considerably high beneficial impacts on citizen's lives, especially on disadvantaged groups, e.g. in terms of literacy, employability and social integration as well as on social policy and society as a whole.

Service delivery arrangements, actors and practitioners, access channels (both ICT and non-ICT based), including sustainable value chain models for personalised and combined service delivery, are the key ingredients for implementing effective, accessible, and inclusive Public Services.

ICT can help both Public Administrations and all citizens, without exception, in accessing and reaping the benefits from Inclusive ICT enabled Public Services.

However, the emphasis is not on the technology but rather on how the technology can be used to provide beneficial impacts, which can be manifold, for example:

Better service access through flexible and complementary channels

Easing daily life burdens, including engagement with the public administration

Improvements to government-citizen relations.

Better access to work and jobs, education, training, etc

The project eGos, co-financed by the European Commission and addressing the labor market and training world with the support of ICT, is a successful example of pan-European co-operation between Member States initiatives and consortia and European Policies and Instruments in this area, which altogether attempt to address today's compelling societal challenges.

WEBSITE WHERE TO FIND ADDITIONAL INFO

eGovernment: <http://ec.europa.eu/egovernment>

ICT Policy Support: http://ec.europa.eu/ict_psp