



CitizenFirst Lessons learned:

recommendations for regional & local policy makers

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CitizenFirst for E-Inclusion: Background

- 13 month project extension
- Pilot activities to make e-government services:
 - Citizen-centric
 - Socially inclusive



Partners

- Four NWE partners:
 - Cambridgeshire County Council, UK
 - Kortrijk, Belgium
 - Eindhoven Regional Government, The Netherlands
 - Mid West Regional Authority, Ireland



What do we mean by e-inclusion?

' Information & communication technologies are becoming key enablers of modern life. ..E-inclusion is about using ICT to enhance social inclusion in a knowledge society and about barrier free ICT that are usable to all...

E-inclusion is also refers to the extent to which ICT helps to equalise & promote participation in society at all levels' MEMO/06/237 - i2010 initiative



Lessons learned

Key lessons learned and themes common to the partnership were around:

Access

Awareness/Motivation

Empowerment

Partnership

These are the core elements to
e-inclusion



Lessons learned: access

Key is to remove barriers to access

- Range of locations
- Accessibility
- Easy to use



Lessons learned: raising awareness/motivation

Not all people will be keen/see the need to use ICT.

- Address the 'What's in it for me?' factor
- Incentives for getting involved
- Benefits both socially and economically
- A huge variety of reasons for not getting involved



Lessons learned: empowerment

E-inclusion can address community needs
and aspirations

- Community involvement from the start
- Power of persuasion/advocacy - local champions
- Community buy-in
- Sustainability



Lessons learned: partnership

Engaging with the right people in the right way

- Partners are key to engaging some communities
- Learn from other's expertise
- Mechanism for changing mainstream practice

Policy development

E-inclusion policy development should focus on:

- Empowering individuals & communities
- Motivating participation
- Raising awareness
- Removing barriers: whatever they may be
- Developing the right partnerships



Policy recommendations: Empowering Individuals & Communities

Communities are made up of individuals - each going through their own e-inclusion journey

- One size doesn't fit all
- Consultation that is meaningful and available in different ways and formats



Policy recommendations: Motivating participation

- Engage directly with communities
- Use ICT holistically - address multiple issues
- Devolve power to them
 - Greater ownership
 - Greater interaction



Policy Recommendations: Raising Awareness

- Ensure lessons are learnt so good practice can be disseminated
- Celebrate success
- Use community knowledge to plan service provision



Policy Recommendations: Removing Barriers

'It's not the people that are hard-to-reach: it's the services'

- Innovate service delivery
- Understand barriers to participation - in all their forms



Policy Recommendations: Partnerships...

- Important to recognise the power of partnerships and make them key to any activity
- Get the right partnership!
- Be inclusive – who are the stakeholders?



Finally...



Thank You

