



# E-Inclusion Toolkit

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Which country are you from?

EU-Wide

## Comprehensive toolbox for e-inclusion

Consisting of standards, guidelines, training material and software applications tested and evaluated by target users in different countries. Innovative end-user driven ICT technologies representing a new perspective into how ICT technology deals with users where accessibility is the primary issue.



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### The e-inclusion toolbox is part of the iAge Project.

iAge is an EU Interreg North Sea Region international cooperation project focusing on the improvement of regional development in areas of decline affected by an ageing population.

## Short description of the pilot

iAge partners from different regions and member states will cooperate and work transnationally to encourage the adoption of ICT technology to promote economic and social inclusion. Activities will be end user focused to encourage increased accessibility of services and social networks. Implementing strategies to increase the use of ICT will enable the elderly to remain active in social and work networks for longer. This expansion of social and work networks available to the growing elderly demographic will increase the regional and economic development across the North Sea Region (NSR).

There are a number of common issues across NSR Member States that require to be addressed transnationally in order to effectively develop ICT technology for the older generation. An aging population requires ICT technologies that recognise the differing needs and abilities of older ICT users, such as disability, visual impairment, colloquial language and ease of use as well as addressing the usual needs for effective ICT technology for mainstream users. Transnational sharing of experience and knowledge is required to address regional cultural and dialect issues during development of ICT.

The pilot will present a transnational framework linking outputs from the partner pilots through joint testing and implementation. The ICT toolbox will consist of training material and software applications tested and evaluated by target users in different countries and the results compiled into a framework which can be shared among the project partners defining best practice in the development of applications for users 55+.

## Why is the pilot innovative?

This pilot will present the coordination of innovative end-user driven ICT technologies by incorporating graphics which appeal to the demographic with applications that will engage the users and encourage them to widen their social networks, representing a new perspective on how ICT technology deals with users where accessibility is the primary issue. Innovative approaches will be evaluated by user groups across NSR through joint testing and implementation.

## Main aim

Develop an ICT toolbox comprising many apps transnational framework consisting of training material and software applications tested and evaluated by target users in different countries.

## Objectives

- To form an international testbed to stimulate innovations with regard to e-inclusion of the elderly.
- To increase accessibility of the ICT to 55+
- To provide a framework to exchange experiences and expertise within iAge partner regions.
- To disseminate best practices to NSR and Europe