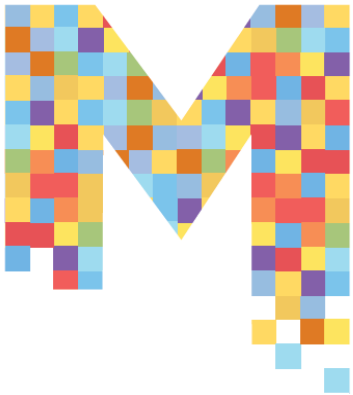

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# M-INCLUSION

**Mobile Inclusion Platform for Europe and Latin America**

Project type: Coordination and Support Action

Start date of project: 1st November 2011 Duration: 24 months

# D5.2 - Technical Workshops Report

| | |
|---|---|
| WP n° and title | **WP5 – Technical International Cooperation** |
| WP leader | Telefónica |
| Responsible Author(s) | Telefónica |
| Contributor(s) | UPVLC, FUT, INDT, UPCH, UFMG |
| Planned delivery date | M14 |
| Actual delivery date | M17 |

| **Dissemination Level** | | |
|---|---|---|
| PU | Public | **X** |
| PP | Restricted to other programme participants (including the Commission Services) | |
| RE | Restricted to a group specified by the consortium (including the Commission Services) | |
| CO | Confidential, only for members of the consortium (including the Commission Services) | |

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## LIST OF ABBREVIATIONS AND DEFINITIONS

Please include in alphabetical order the list of abbreviations and definitions used in the deliverable

| | |
|---|---|
| BID | Banco Iberoamericano de Desarrollo |
| CAF | Corporación Andina de Fomento |
| CIDAT | Centro de Investigación, desarrollo y aplicación Tiflotécnica |
| CYTED | Programa Iberoamericano de Ciencia y Tecnología para el Desarrollo |
| D.n.n | Deliverable Nº n.n |
| DoW | Description of Work |
| EC | European Commission |
| F2F | Face to face |
| FOAL | Fundación Once para América Latina |
| FOMIN | Fondo Multilateral de Inversión |
| FONSOFT | Fondo Fiduciario de Promoción de la Industria del Software |
| FP7 | Seventh Framework Programme |
| ICT | Information and Communication Technologies |
| IES2 | Inovação, Educação e Soluções Tecnológicas |
| INdT | Intituto Nokia de Tecnologia |
| LATAM | Latin America |
| MinTIC | Ministerio de Tecnologías de la Información y Comunicaciones de Colombia |
| NGO | Non-Governmental Organization |
| OIF | Open International Forum |
| OISS | Organización Internacional de la Seguridad Social |
| SECTI | Secretaria de Ciencia e Tecnología |
| TSB | Tecnología Salud y Bienestar |
| UFMG | Universidade Federal de Minas Gerais |
| UFMG | Universidade Federal do Minas Gerais |
| UPCH | Universidad Peruana Cayetano Heredia |
| UPCH | Universidad Peruana Cayetano Heredia |
| UPVLC | Universidad Politécnica de Valencia |
| VTT | Technical research centre of Finland |
| WP | Work Package |

# 1. INTRODUCTION

In the report "**Technical Workshops",** all the activities related with the organization, develop, and conclusions of the technical Workshops are analyzed.

The work methodology for the elaboration of the Technical Roadmap is based on Technical Workshops to be developed during the months 7 and 14 of the project, where the actors involved will exchange information covering different inclusion thematic within the framework of this WP. There are 2 types of workshops to be celebrated: Online and face to face workshops.

It is expected to carry out 4 technical Online Workshops, using available web 2.0 communication tools. The first series of Online Workshops were performed in November, carrying out 2 Workshops; the second session, with 2 more Workshops, took place in January.

Taking advantage of the OIF infrastructure organized in Barcelona in November, a whole day Technical face to face Workshop was organized targeting those Stakeholders from EU and LATAM being part of the Workgroup in order to draft the technical content of the Roadmap for M-Inclusion by including the identified mobile solutions (current and future) in order to provide an answer to the needs listed by end users in WP4.

Telefónica is the leader of the Technical Workshops, and together with other Partners, all with technical background, will guide and support the organization and performance of the Workshops, sharing among the partners the different responsibilities within the Workshops.

## 2. METHODOLOGY

The original idea of using Online Workshops was defined within the DoW, and it follows a common methodology for the elaboration of all the documents and work plan in WP4, WP5 and WP6, established since the very beginning of the project. The Benchmark, the Workshops, the Draft Roadmaps (end users and technical) and Final Roadmap are produced following this common methodology and the guidelines stated below:

i. Definition of end-user groups and value chain.
ii. Benchmark of current situation in LATAM and interviews with engaged stakeholders to extract the end-user needs, both from a general perspective and from a specific point of view. Focus on the 4 groups detected and 4 different topics: health, education, geography and accessibility.
iii. Analysis of the information and compilation in D4.1 End Users Benchmark.
iv. Benchmark of the current and future technologies that apply for social inclusion. Focus on health, education, mobility and self-employment. (Starting from D4.1 detected needs).
v. Analysis and compilation of the information in D5.1 Technical benchmark.
vi. End-User and Technical Online Workshops, conducted by M-Inclusion partners, with engaged stakeholders. Topics:
    a. First Online Workshops
        i. End User Workshops: Prioritization of the needs: Which are the most relevant? And for your particular environments?
        ii. Technical Workshops: What should be taken into account when designing mobile solutions for the 4 groups? Which are the new trends that could be applied?
    b. Face-to-face Workshop: End Users and Technical Work groups worked together divided per topics: chronic patient, disabilities, low income and isolated areas.
    c. Second Online Workshops.
vii. Workshops analysis and compilation, performed by M-Inclusion partners. This analysis will be included in D4.2 and D5.2. (End-Users and Technical Workshops).
viii. Validation of the results of the workshops and compilation of D4.3 and D5.3, with the first drafts of the End-Users and Technical Roadmaps.
ix. Creation of the Awareness group selected between the most active and representative stakeholders. This group will help M-Inclusion Consortium to validate the M-Inclusion Roadmap.
x. Workshops and offline activities with these stakeholders:
xi. Elaboration of M-Inclusion Road Map content by M-Inclusion partners.
xii. Validation of the final Road Map within the II Open International Forum.
xiii. Finalization of M-Inclusion Road Map (Deliverable D6.1).
xiv. Dissemination of the Road Map.

## 3. ORGANIZATION OF THE WORKSHOPS

### *Meeting, October 25th*

This was the first meeting and the starting point of the Stakeholder's Technical group; it took place in Telefónica facilities in Madrid and the attendees were:

- Organizer: Maria Jose Cantarino, Telefónica
- Coordinator support: Luis Angel Galindo, Telefónica
- Technical support: Udo Franz la Roche – Bluevia, Telefónica

The meeting has the objective to settle up the basis and define how to face the Technical workshops. The main points discussed in the meeting were:

- To define the workshops activities: settle timetables, topics, organization of online workshops and schedule…
- To discuss and agree the content on the expected deliverables from the workshops
- To define the content and format of the communication plan to mobilize the involved SG Members
- To elaborate the Work Plan, including tasks, responsibilities and deadlines.

Main conclusions reached in the meeting

1. What are the expected results from the Technical Workshops?
   - Analyze the needs detected by End-Users group
   - Analyze affordable solutions for the final users
   - Define a Technical Roadmap
2. Which are the initial inputs to provide to the SG Members?
   - D4.1, D5.1, D4.2 and Roadmap methodology.
3. Which should be the Workshop content and format?
   - 2 Series of Online Workshops.
   - A whole day F2F Workshop at the OIF.
4. How are we going to handle the separate sub-workgroups and compile the final results?
   - One of the members of the Consortium will take the minutes and compile them all together.
5. How are we going to stimulate exchange of information within the group beyond the workshops?
   - RConversa communication tool provided by Telefónica will stimulate the exchange of information.

### *Call, November 2nd*

The call was hold through Arkadin 2.0 communication tool, and the attendees were:

(Duration: 1:15 hours)

- Organizer: Maria Jose Cantarino, Telefonica
- Coordinator support: Luis Angel Galindo, Telefónica
- Technical Support: Ana Maria Navarro - UPVLC (Roadmap and OIF responsible)

The objective of this call was to define the strategy for the first session of Technical Workshops and the methodology to follow during the face to face Workshops fostered at the OIF.

- To define the content and format of the 1st session of Workshops Online: presentation of the project, topic for discussion and questions to stimulate the debate.
- To define what communication strategy will be carried on with the stakeholders.
- To define the methodology to follow in the face to face Workshops fostered in Barcelona at the 1st OIF.

Main conclusions reached in the Call:

- Distribution of the content of the first series of workshops, structured as follows:
  - 1st Online Workshop, organized in Spanish language, with the participation of Spanish and Latam Spanish-speaking Stakeholders. It was focus in M-Health solutions.
  - 2nd Online Workshop, organized in English language, with Brazilian and other non-Spanish-speaking Stakeholders. It was focus in M-Learning solutions.
- To hold the Workshops in a special Arkadin session, allowing the entrance to the Stakeholders.
- Record the Workshop with Arkadin tools.
- The methodology of the Workshops at the OIF in Barcelona: Mix both Technical and End-Users stakeholder's profiles, to find the best contrast among the users problems and solutions.

### *Call, December 17th*

The call was hold through Arkadin 2.0 communication tool, and the attendees were:

(Duration: 1:20 hours)

- Organizer: Maria Jose Cantarino, Telefonica
- Coordinator support: Luis Angel Galindo, Telefónica
- Ana Maria Navarro - UPVLC (Roadmap and OIF responsible)
- Rubens Pereira, UFMG (End-Users Workshops responsible)
- Peter Busse, UPCH (End-Users Workshops responsible)
- Alejandro Sagrado, Futura
- Juan Carlos Carrero, Telefónica

The objective of this call was to define the strategy for the second series of Technical Workshops and Roadmap drafts.

- To define the content and format of the second series of Workshops Online: presentation of the project, topic for discussion and questions to stimulate the debate.
- To define what communication strategy will be carried on with the stakeholders.
- To define how to focus both Technical and End-Users Workshops in the same way, taking into account in the elaboration of the Roadmap drafts.
- To decide how to elaborate homogeneous Technical and End-Users Roadmaps, with the final aim of merging both to obtain the final M-Inclusion Roadmap.

Main conclusions reached in the Call:

- Second series of Technical Workshops will follow the same methodology of the first series. The Workshops will be hold through Arkadin communication tool.
- Spanish and English will be the languages to use in the Workshops, the first, in Spanish, with Spanish and Latam Spanish-speakers stakeholders, and the second with Brazilian and other languages stakeholders.

- Before the workshops, during a whole week, a series of debates will be launched through RConversa to engage the participation of the stakeholders.
- Once we finish the conclusions of the Technical and End-Users Workshops series, the questions for the debates and the next workshops will be elaborated with the collaboration of the Roadmap responsible, with the objective to focus the next workshops towards the elaboration of the final Roadmap.

# 4. TECHNICAL WORKSHOPS

## 2.1 1ST SERIES WORKSHOP ONLINE

### *1st Workshop Online, November 13th*

This Workshop was in Spanish language, and we counted with the participation of Spanish and Latam Spanish-speaking Stakeholders and was focus on **M-Health**. The Workshop was hold trough "Arkadin", a 2.0 tool implemented in the project to host online communications, it lasted an hour and fifteen minutes (1:15), and was recorded with Arkadin tool. The attendances were:

- Organizer: Maria Jose Cantarino, Telefonica
- Facilitator: Luis Angel Galindo, Telefónica
- Participants:

  Juan Pablo Lázaro, TSB

  Guillermo Caudevilla, Frogtek

  Eugenio Pérez, Once-CIDAT

  Javier Gonzalo, Microhealt

  Juliana Mutis, Minkadev

  Davinia Ortiz, Minkadev

  Eliana Villota, Minkadev

  Irma Cristancho, Minkadev

  Jenny Melo, Minkadev

  Ana Navarro, UPVLC

  Juan Carlos Carrero, Telefónica

Structure of the Workshop

1. Brief presentation of M-Inclusion project, by Maria Jose Cantarino.
2. Brief presentation of each participant.
3. Main body of the Workshop:

a. Introduction of the problematic in M-Health and launching questions for the debate, by Luis Angel Galindo
b. Brainstorming, with the intervention of all the participants, giving their opinion and point of view about the problem.

4. Conclusions and farewell.

Main conclusions of the Workshop:

1. The reality in Latam: lack of infrastructures in Latam and mobile coverage problems. The first problem that we have to face when thinking about any technological solution is the lack of infrastructures, which difficulties the implementation. That's why the support of governments and responsible companies, spreading the necessary technology, is essential.
2. It is necessary to be careful with the orientation to the Users: Tradition, translation and specific needs should be taken into account. It is proved, that a technological solution which not respect the tradition of the community where it is headed, will not be accepted for this community and eventually will fail. So respect this tradition is fundamental for the developers.
3. Solutions that work in Europe cannot be implemented in Latam because of the problems explained above. It has to be taken into account the idiosyncrasy of the Latam region before think about implementing something in any those countries. It is necessary to combine accessibility and usability.
4. It is necessary gain the public sector support. To develop solutions, is necessary to gain the public sector support and obtain economical helps, spread the solutions among the final users, etc.…
5. Consumer development: creation of products and services methodologies. To find affordable solutions and since the technological world is a world changes every day it is necessary look into short, medium and long term
6. "Glocal" strategy: Global solutions and local implementation. Global solutions can be adapted to local markets, but to adapt them it is necessary to adopt a local implementation, supported in the local communities.

### *2nd Workshop Online, November 14th*

This Workshop was held in English language and was organized with Brazilian and other non-Spanish-speaking Stakeholders and was focus in **M-Learning**. The Workshop was hold trough "Arkadin"; it lasted an hour and thirty minutes (1:30). The attendees were:

- Organizer: Maria Jose Cantarino, Telefónica
- Facilitator: Luis Angel Galindo, Telefónica
- Participants:

  Maria Lima Toivanen, VTT (Finland)

  Luis Mario Lucchetta, ASSESPRO (Brazil)

  Cleinaldo Costa, PTA (Brazil)

  Udo Franz La Roche, Bluevía

  Rubens Pereira, UFMG (Brazil)

  Ana Navarro, UPVLC

  Juan Carlos Carrero, Telefónica

Structure of the Workshop

1. Brief presentation of M-Inclusion project, by Maria Jose Cantarino
2. Brief presentation of each participant
3. Main body of the Workshop:
   a. Introduction of the problematic in M-Learning and launching questions for the debate, by Luis Angel Galindo
   b. Brainstorming with the intervention of all the participants, expressing their opinion and point of view about the problem.
4. Conclusion and farewell

Main conclusions of the Workshop:

1. Existence of technological barriers in Latam, as infrastructures, policies and so on, that hinders implementation of solutions in Latam.

2. It is necessary to study how to offer services in the different Latam environments: cities, rural environments… It is not the same to offer a solution in a city (with 3Gcover) than in rural environments (2G cover), therefore it is necessary to study how to offer these solutions, and adapt them if it is necessary.
3. More of the 55% of population in Latam are technologically disable people. This fact is other obstacle when developers try to implement their solutions; it is need the local organizations to support the implementation of these solutions.
4. Complex issue to be treated and combine:

**Price+Users needs+Acessibility+Infrastructure+Knowledge**

All this characteristics have to be perfectly combined to ensure the successful of a solution's implementation, just the maladjustment of one of these characteristics can provoke the s implementation of the solution fails.

5. It is necessary to make the development attractive for the developers: The development has to be easy for the developers, not just with financial help, but with the correct information to create a solution adapted to the users. To aim this, is necessary help from local communities.
    a. Financial help (public and private) for the development of specific solutions covering the End user's needs.
    b. Offer them the "now how", to learn how to adapt the solutions to the end-users needs detected, provided from those working in with them.
6. User's needs have to be taking into account while designing the product/services for the success of the implementation.
7. Governments and organizations should take the lead in Latam; they are the principal source to identify the demands from the End-users and to mobilize the different actors in order to reach this population.

### 2.2 FACE TO FACE WORKSHOP IN OIF, NOVEMBER 20TH 2012

In November 20th, during the first day of the 1st Open International Forum in Barcelona, 4 different Workgroups were held. The attendance to these Workshops was very positive, with near 40 participants, both End-Users and Technical Stakeholders, divided in 4 groups of around 10 participants one for each session, with the aim to obtain the best participation and exchange of ideas between Partners and Stakeholders.

The objective was to mix in each group both technical and end-users profiles to gather the best contrast among the users problems and existing solutions, taking the advantage of participants with both profiles.

#### *Workgroups Methodology*

**Distribution of the groups**:

The objective is to discuss in each group about 2 collectives of the 4 identified groups in the M-Inclusion project (Chronic patients, isolated areas, disabilities and low incomes). Therefore, 2 Workgroups were debating about the same topics, obtaining at the end the feedback of two different workgroups for each collective.

| | Collective with risk of exclusion | | | |
|---|---|---|---|---|
| | **Chronic patients** | **Isolated areas** | **Disabilities** | **Low Incomes** |
| **Group 1** | **x** | **x** | | |
| **Group 2** | | | **x** | **x** |
| **Group 3** | | | **x** | **x** |
| **Group 4** | **x** | **x** | | |

Table 1: F2F workshop group's distribution

**Structure of the Workshops:**

Each collective (Chronic patients, isolated areas, disabilities and low incomes) is discussed for each workgroup in three different phases:

Phase A – Actual situation: Stakeholders specialized in End-Users will introduce the group in the actual context about needs, situation, policies, costs, etc...of the collectives to be treat. Duration 1:15 (1 hour and 15 minutes)

Phase B – Future technologies: Stakeholders specialized in Technologies will introduce the group in actual available solutions and the future solutions that they imagine it can be reached in short term. Duration 0:45 (45 minutes)

Phase C –Matching technologies and needs: Joining the two profiles, debate about new possibilities and solutions to solve actual and future needs of the collectives. Duration 1:00 (1 hour)

**Schedule for the sessions**

| Time | Action | |
|---|---|---|
| **9:30-9:45** | Introduction of the Workshop to the participants | |
| **9:45-11:00** | Phase A, first collective | First collective |
| **11:00-11:15** | Coffee break | |
| **11:15-12:00** | Phase B, first collective | |
| **12:00-13:00** | Phase C, first collective | |
| **13:00-14:00** | Launch break | |
| **14:00-15:15** | Phase A, second collective | Second collective |
| **15:15-16:00** | Phase B, second collective | |
| **16:00-16:15** | Coffee break | |
| **16:15-17:00** | Phase C, second collective | |
| **17:00-18:00** | Conclusion of the 4 workgroups by the partners | Consortium |

Table 2: F2F workshop session's schedule

**Group's composition**

| Group | | Participant | Institution |
|---|---|---|---|
| **Group 1** | 1 | Rubens Pereira **(Chair)** | UFMG |
| | 2 | Ana Sena **(Rapporteur)** | INdT |
| | 3 | Maria Toivanen | VTT |
| | 4 | Rodrigo Gaete | MS-BR |
| | 5 | Sarah Wagner | Open University of Catalunya |
| | 6 | Pedro Rodrigues | UEA |
| | 7 | Ricardo Amaral | UEA |
| | | | |
| **Group 2** | 8 | Walter Curioso **(Chair)** | UPCH |
| | 9 | Juan Carlos Naranjo **(Rapporteur)** | UPVLC |
| | 10 | Vicente Traver Salcedo | UPVLC |
| | 11 | Isabel Martí | Tecnologías Salud y Bienestar |
| | 12 | Ernestina Etchemendy | LABPSITEC, Universitat Jaume I |
| | 13 | Enrique Dorronzoro Zubiete | Salumedia |
| | 14 | Salvador Jesús Romero Castellano | Salumedia |
| | 15 | Elizabeth Spinoza | SUNASA |
| | 16 | Carlos Capataz | Cruz Roja |
| | 17 | Guillermo Ramiro | Fundación CEDAT |
| | 18 | Javier Arce Novoa | Grupo Stakeholders |
| | 19 | Teresa Hernandez | Fundación Itinerarium |
| | 20 | Javier Gonzalo García | Microhealth |
| | | | |

| | | | |
|---|---|---|---|
| **Group 3** | 21 | Maria Jose Cantarino **(Chair)** | Telefónica |
| | 22 | Juan Carlos Carrero **(Rapporteur)** | Telefónica |
| | 23 | Sofía Fernandez de Mesa | Telefónica |
| | 24 | Francesc | Fundación Adecco |
| | 25 | Davinia Ortiz | Minka Dev |
| | 26 | Juliana Mutis | Minka Dev |
| | 27 | Carmen Salcedo | Fundación Itinerairum |
| | 28 | David Ferré | Minka Dev |
| | | | |
| **Group 4** | 29 | Luis Angel Galindo **(Chair)** | Telefónica |
| | 30 | Ana Navarro **(Rapporteur)** | UPVLC |
| | 31 | Alejandro Sagrado **(Rapporteur)** | Futura Networks |
| | 32 | Marco Peres | Universidad Externado de Colombia, Compromiso |
| | 33 | Irene Montsonís | Polibienestar |
| | 34 | Javier Ganzarain | Tioman & Partners, s.l. |
| | 35 | Guillermo Caudevilla | Frogteck |
| | 36 | Maria Jose Nodal | UPVLC |

Table 3: F2F workshop group's participant

### *Main Conclusions of the F2F Workshops*

**Group 1:**

There are two types of applications to offer, some that can be sold, albeit at low cost, and others of special interest for the society that should be provided for free. For those applications provided for free, it is necessary to determine their existence: with public funds, supported by organizations…

We need to speak about "intellectual inclusion", to help users to know they have to take care of themselves (prevention), and new technologies can solve this obstacle with a more accessible and interactive environment.

It is necessary a methodology to integrate all the shattered applications. M-Inclusion Marketplace has the possibility to be a social Marketplace turning into a point of reference integrating all these shattered applications, as, where up and download applications with an extra social value for the society.

The uses of the actual devices need to be explored improving the possibilities of the remote care: it is possible to auscultate a heart, control the hypertension, pregnancy control….End users' needs have to be analyzed, and the technical possibilities of the devices have to be fostered to cover these detected needs. Smartphones are an extremely potent device to be exploited.

**Group 2:**

It is necessary to create and cultivate an ecosystem of users, governments, organizations… with the objective to make more accessible the solutions to these end-users with a previous contact with them and a long-term implementation of the project and innovation.

It is necessary to create and maintain contact with other stakeholders as communities, municipal bodies… because they are those who have the access to end-users. These communities have the responsibility of linking the final End-Users with the developers, and offer the feedback to the developers, and the solutions to the End-Users.

Implement the "Impact Evaluation" culture, to evaluate the results of the implemented programs, optimizing the resources. The Impact evaluation culture is especially important in Latam, where the resources are limited, and each dollar spent has to be optimized.

Establish a Glocal strategy: Global solutions and local implementation. This is an issue which was raised in the Workshops Online. Global solutions can be adapted to local markets, but to adapt them it is necessary to adopt a local implementation, supported in the local communities.

**Group 3:**

Focused on users with disabilities, the job insertion and teleworking are the most important goals to achieve, and mobile solutions are an important tool to leverage that, not just as a tool to help them to find the job opportunity, but to help them to reach their job place, or even support them to telework from their houses.

Interoperability is a concept to have present, with the objective to make easier the creation of solutions for developers and the access for the users to the solutions. Despite of the interoperability, it is known that the most economic platform is Android, with devices under the 50 dollars in the market. These devices can be the better solution in areas as Latam, in order to reach these communities with fewer resources.

In the cases where the price of the smartphones devices is not affordable, or the 3G cover is not available, the SMS system (available in 100% of the devices) is the cheaper, easier and basic way to reach these people from low income sectors or isolated areas and offer them the information.

The solutions should be adapted to the End-users culture: respect traditions, correct translation, specific needs… all of them should be taken into account. In the case all these cultural characteristics are not taken into account, the specific solution could not be accepted by the final Users, meaning the fail of the final objective of help those margin communities. As it was mentioned before, the local agents are the principal link between end-Users and developers to transfer the culture correctly.

**Group 4:**

Climate change is a topic very present in Latam, and we cannot ignore this. It can affect to all End-Users groups identified by the project, provoke chronicity, disability, and of course affect to the isolated groups in sylvan areas, and have to be taken into account. Due the poor 3G cover in isolated areas, the 2G systems, with reminders SMS to the End-Users, informing to protect themselves, can be the most effective way to obtain our purposes.

Related with the Climate change, the disaster management is an important issue to control and inform about, with earlier warning to the users in danger zones.

In Latam is very necessary a control in water resources, warning the users where to take it or not, and mobile devices can be the best tool to inform the Users about this problematic, with warning geo-localization alerts, or data bases with the correct sources. In this sense, it is also necessary a two ways job: a platform where register the information, and tools to update the information, so the local and governance bodies needs to support this action.

Help public health agencies to prevent diseases with early warning systems is other important reason to support the deployment of devices among isolated or low incomes sectors, where the regular sources of information are not usual.

The applications can help to treat chronicity and analyze the causes. With the support of End-Users, which are some kind of experts in their chronicity, and the medical research experts, chronicity can be easily controlled by e-Health methods, and all the data collected can help to analyze, treating and preventing it in more effective ways.

### 2.3 2ND SERIES WORKSHOP ONLINE, JANUARY 2013

***3rd Workshop Online, January 30th***

This Workshop was in Spanish language, and we counted with the participation of Spanish and Latam Spanish-speaking Stakeholders. It was focus in the presentation of the **Technical Roadmap methodology,** and in the engage of organization in the field in Latam countries. The Workshop was hold trough "Arkadin"; it lasted an hour and fifteen minutes (1:15), and was recorded with Arkadin tool. The attendees were:

- Organizer: Maria Jose Cantarino, Telefónica
- Chair: Luis Angel Galindo, Telefónica
- Participants:

  Eugenio Pérez, Once-CIDAT

  Sara de Piniés, Once-FOAL

  Roberto Torena, Technosite

  Javier Ganzarain, Tioman and partners

  Juliana Mutis, Minkadev

  Davinia Ortiz, Minkadev

  Juan Carlos Carrero, Telefónica

Structure of the Workshop

1. Brief presentation of each participant.
2. Presentation of M-Inclusion Technical Roadmap methodology, by Luis Angel Galindo.
3. Main body of the Workshops: round of brainstorm, with the intervention of all the participants, giving their opinion and point of view about the problem.
4. Conclusions and farewell.

Main conclusions of the Workshop:

We were advised in the Workshops that for the best implementation of the solutions, it is necessary to involve the different actors in the process of creation since the very beginning until the end. It is complicated to board the implementation process in Latam if we don't consider the Latam involved actors, also accentuated by the low incomes in the regions plus the great diversity.

Actually exists a network of centers to support collectives with disabilities, and these are a good way to connect the developers with the users. FOAL created this network, and offered us to initiate the contact

between M-Inclusion and these centers. These centers are offers from telematics support, until activities to promote the access to the ICT'S to people with disabilities.

These users are willing even to pay for the use of a premium service, which can be implemented as a business model.

Speaking about how to fund an initiative, models and organizations where developers can search for founds in order to implement or adapt mobile solutions to cover a specific necessity, we took into account in the Workshop organizations as the FOMIN (Multilateral Inversion Fund); IDB (Iberoamerican Development Bank); or CAF (Andean Promoting Corporation). There are new funding tools that the governments are using to fund ICT initiatives, as the "Social Impact Bonds" or "Pay for success Bonds", that are agreements, where the governments undertakes to pay when there is a real social impact.

In the private sector, a powerful tool to fund ICT initiatives is the "crowdfunding" (as Kickstarters), or "Impact Investing Organizations" (as Acumen fund, Grey Ghost Ventures, Leapfrog Investment…) which have interesting programs to invest in social and ICT programs.

### *4th Workshop Online, January 31st*

This Workshop was held in English language and was organized with Brazilian and other non-Spanish-speaking Stakeholders. It focused on the presentation of the **Technical Roadmap methodology,** and in the engage of organization in the field in Basil. The Workshop was hold trough "Arkadin"; it lasted an hour and seven minutes (1:07), and was recorded with Arkadin tool. The attendees were:

- Organizer: Maria Jose Cantarino, Telefónica
- Chair: Luis Angel Galindo, Telefónica
- Participants:

  Ana Sena, INdT

  Germano Freitas, INdT

  Danilo Santos, Signove Tecnología S.A.

  Raquel Queiroz, SECTI

  Roberto Carlos Mayer, ASSESPRO

  Cristiano Petroni, Ies2 Inovação, Educação e Soluções Tecnológicas

  Juan Carlos Carrero, Telefónica

Structure of the Workshop

1. Brief presentation of each participant.
2. Presentation of M-Inclusion Technical Roadmap methodology, by Luis Angel Galindo.
3. Main body of the Workshops: round of brainstorm, with the intervention of all the participants, giving their opinion and point of view about the problem.
4. Conclusions and farewell.

Main conclusions of the Workshop:

It is necessary to establish a simple and common methodology to capture the specific requirements.

The utilization of "Focus Groups" is the best way to involve the users in the capture of requirements. If the solution is already created but needs adaptation, we have to involve them; however it is always better to involve them early on in development.

Other identified organization is the OISS (International organization of social security) which is present in Latam and have a center in Buenos Aires, and is always looking to promote the access to the ICT technologies to person with disabilities.

Brazilian stakeholders were suggesting that for the success of the project outputs, it is necessary to have a predominant position among the End users and for achieve it they suggest bringing the project to the End Users organizations and government bodies, with the objective of get this predominant position.

There is not a problem about existing technology, but the problem exists in the implementation, due to the lack of infrastructures. The technologies are present, but the technical group and developers have to work in contact with local bodies with the objective of find the best way to implement this technology in low technical quality areas.

The FINEP program, from the Brazilian government, was identified as a proper program to contact with the objective to have support looking for guidelines in adaptation or funding.

## 5. FIRST VIEW TO THE TECHNICAL ROADMAP

In the second series of Workshops Online, the Technical Roadmap Methodology was presented to the stakeholders in order to be validated, and engage as much as possible stakeholders to work in the field, gathering information for completing the final Roadmap.

The methodology presented to the Stakeholders, was a first draft scheme (Figure 5). In this methodology, we try to draw the path, which the different organizations interested in cover specific needs for the End-Users have to follow to be success.

Starting from the End-Users needs and with the previous analysis of some critical points (Barriers, trends, socio-demography and technology analysis), the objective is to cover the needs in three different ways:

1. - with solutions already implemented and previously identified in the Benchmark,

2. - with existing solutions, which need concrete adaptations to the Latam market, and

3. - with new solutions, created to cover the specific gaps identified.

It is now, that to follow the different paths specified is necessary to contact all kind of organizations working in the field, and the objective of the stakeholders is to make the first approximation to this kind of organizations, in order to access them and gather all the valuable information to complete an interesting Roadmap.

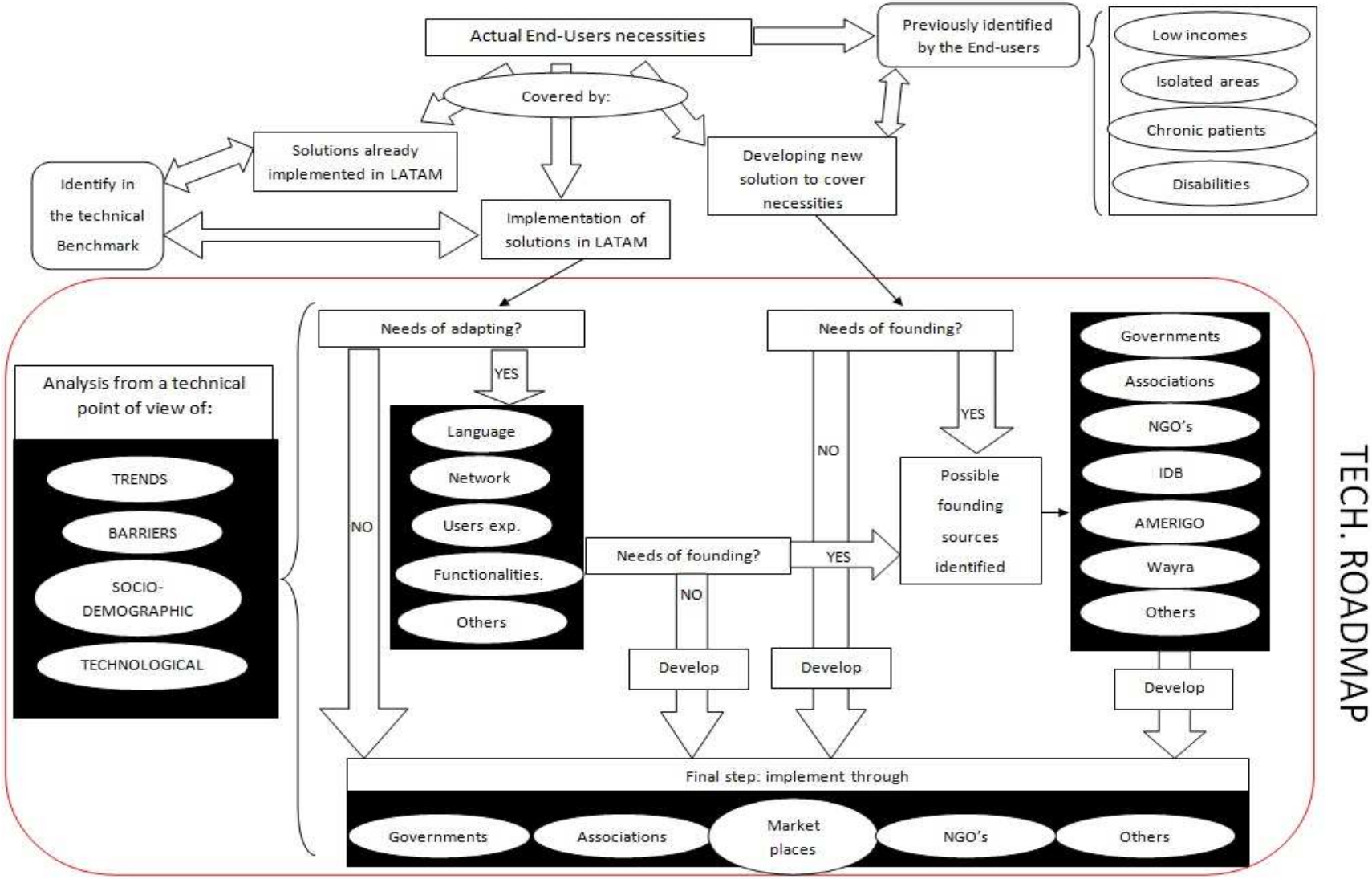


Figure 1: Technical Roadmap draft

## 6. CONCLUSIONS

The working structure for the Roadmap was defined since the beginning of the project, with the previous elaboration of Benchmark, both technical and End-Users, and the participation in Workshops.

The Workshops have been carried out as it was defined in the DoW, however even with the expected participation and collaboration from the Stakeholders, with valuable information from their side, it was not enough to cover all the missing gaps identified in the Benchmark.

For this reason, other tools have been or are going to be used by the consortium, focused to complement the Workshops and gather additional information to elaborate the Roadmap.

**RConversa**, a 2.0 Communication tool implemented by Telefónica, has been used as meeting point for the Stakeholders. Using a tool such as RConversa, where a debate is post and the participants can participate along the duration of the debate, make easier the participation of these Stakeholders which sometimes are not available to participate in an Online Workshop.

A debate, named "How to board ICT'S development in Latam", was launched together with the second series of Workshops, with the objective of complement the Workshop Online.

Figure 2: RConversa debate

The debate lasted for 2 weeks, and these were the main conclusions:

There is a real business opportunity in the development of mobile solutions oriented to the social inclusion, conclusion that we get joining in one hand the growth in the use of mobile sets and the high percentage of people with some kind of disability or chronicity, which in the other hand is increasing.

Focused on Latin America, it is obvious that the governments, organizations, industry…are interested in investing in ICT'S adapted to the social inclusion, and it is possible to find available programs to fund ICT initiatives.

Public initiatives as Iberoeka program, in the framework of the CYTED program; the BID, primary investment source in Latin America, with initiatives as FOMIN; the CAF, or even the FP7 form the EC, are programs which invest in all Latin America.

But the own governments have not been without working, and they have started to work in their own programs for social inclusion through ICT's. In Colombia, there is the MinTIC (Ministry for the technologies and communications) with specific funds to invest in inclusive mobile solutions; or the Argentinian FONSOFT, are other examples from Latam governments.

In the private sector, there is a new business model, the incubators, which take technological projects and turn them into real business opportunities, and there are incubators which just support social projects, as Social Wayra or UEIA. Other initiatives, as Campus Party or Incita, also played an important role in the developing and funding.

Other tools used by the consortium to gather information are the Social networks, M-Inclusion's **LinkedIn** profile is active**,** and is taking part in relevant groups among mobile technologies and people with risk of exclusion, where professionals and experts debate about these topics. Actually, M-Inclusion is present in the following groups: eINCLUSION, eSSENTIAL Accessibility, Mobile Broadband LatAm, Disability Advocates , Innovations in Wireless & Mobile Technologies, Social (Mobile & Open) Enterprises, TIC y discapacidad, Accesibilidad Digital TIC y Discapacidad; but the work of search and identify is not considered a finished task, since there are always more groups that can be identify as potential and interesting groups.

Questions to cover the missing gaps from the Workshops have been launched trough this channel:

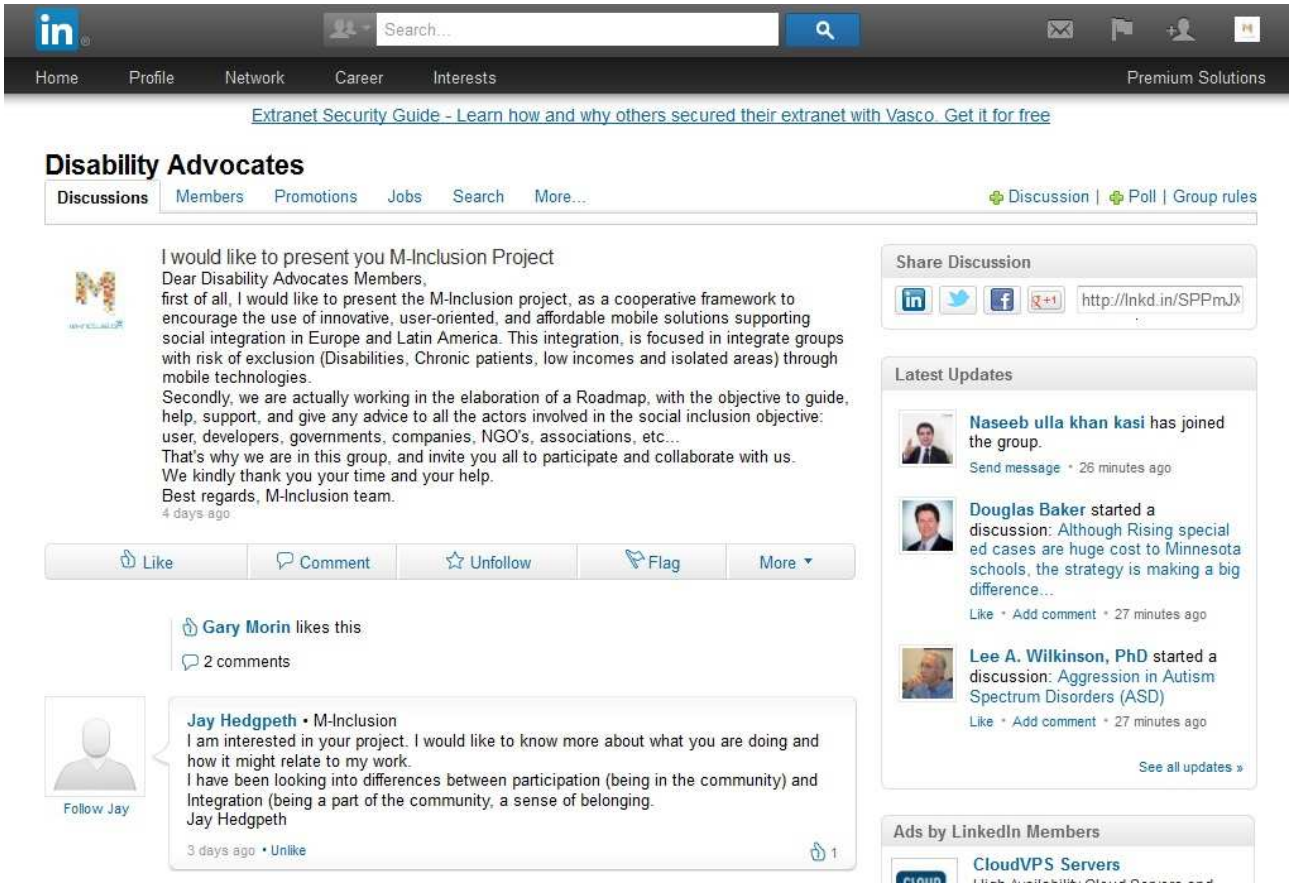


Figure 3: LinkedIn debate

So far, it has been demonstrated that it is a powerful tool where to get in contact with interesting people and a great place to launch debates to cover missing gaps. Some of the conclusions reached in LinkedIn debates are the information about interesting organizations where to find funds to develop a social mobile solution in Latam:

1. - http://wayra.org/

2. - http://www.kickstarter.com/

3. - http://21212.com/

4. - http://startuprio.com/

5. - http://www.startupfarm.com.br/

6. - http://baaccelerator.com/

7. - http://fi.co/

8. - http://aceleradora.net/

9. - http://tayronaventures.com/

To finish, it is necessary to mention that the **National Events** are designed with the intention of complement the Online Workshops with the contact, one to one, with the attendees.

The Spanish, Italian and Colombian events, due to the technical profile of the partners, are focused in the developers and the creation of a community of technical users, raising awareness, motivating them to create, etc…

The Brazilian and Peruvian events are focused in the End-Users, due to the user oriented profile of the involved universities. In these events, the objective is to invite user associations and organizations, and involve and try to engage them in the project, gathering the user needs identify by the one to one interviews.