



Project co-funded by the European Commission within the FP7 (2007–2013)  
Grant agreement no. 288594

## M-INCLUSION

### Mobile Inclusion Platform for Europe and Latin America

Project type: Coordination and Support Action  
Start date of project: 1<sup>st</sup> November 2011 Duration: 24 months

#### Publishable Summary

WP n° and title	<b>WP1 - Project Management and coordination</b>
WP leader	Telefónica
Responsible Author(s)	Telefónica
Contributor(s)	All Partners
Planned delivery date	M12
Actual delivery date	M17

Dissemination Level		
PU	Public	
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)	X <sup>1</sup>

<sup>1</sup> This report contains a publishable summary

## 1. Publishable summary

*“Social Inclusion refers to the extent that individuals, families and communities are able to fully participate in the society and control their destinies” (Mark Warshauer)*

*“Mobile communication offers effective means to bring inclusion services to developing-country citizens” (United Nations Foundation)*

**M-Inclusion** ([www.m-inclusion.eu](http://www.m-inclusion.eu)) is a Support Action, co-funded by the European Commission under the FP7, with the final aim of encouraging the use and growth of innovative, user-oriented, and affordable mobile solutions in order to promote social integration among people at risk of exclusion.

### **M-Inclusion Overall Objective**

The overall objective of M-Inclusion project is to **create a cooperation framework between EU and LATAM mobile solution developers and different entities** (e.g. public bodies, Third Sector associations) **voicing the digital inclusion needs of people at risk of exclusion in LATAM**, in order to improve their personal autonomy and through that, their social integration.

The project promotes both a working environment to define Mobile Inclusion solutions Road Map and the growth of innovative, user-oriented, and affordable mobile solutions. In order to do this, M-Inclusion actively incorporates, within the process, representatives of four groups of potential end-users: people with disabilities, chronic patients, low-income sectors and population from isolated areas, in order to fully understand their specific needs and handicaps.

Furthermore, the project intends to contribute to the digital breach debate, sharing recommendations and conclusions with representatives of the IT industry and public bodies with responsibility in national and regional digital agendas through dissemination activities.

### **M-Inclusion Specific Objectives**

- **Create the M-Inclusion Community** : build an open forum for dialogue between end-users (social groups in risk of exclusion) and their representative organizations, developers (related to mobile technologies) and research organisations (ICT companies, Research centres and Academic Sector) from different EU and LATAM countries, increasing scientific cooperation and market opportunities and stimulating research actions.
- **Complete an exhaustive inventory action**: benchmarking actions to identify current solutions, projects, organisations and relative competences, with the aim of creating a complete map of resources available in the EU and LATAM related to mobile inclusion solutions.

- **Establish and monitor Workgroups:** establish Workgroups to identify main needs, analyse technological solutions and trends, and define an overall **M-inclusion Road Map**.
- **Provide Open Innovation Services:** Support new R&D Ideas to build an international RTD cooperation framework within the M-Inclusion community to promote joint RTD projects between LATAM and EU organisations, creating a long-lasting, self-sustainable structure in the international cooperation related to mobile solutions for social inclusion field
- **Disseminate project results:** Create awareness of M-Inclusion actions and widely disseminate project results
- **Develop the Marketplace:** Generate Market opportunities within the mobile technologies sectors
- **Launch/define the two Challenges:** Open to developers providing Apps responding to social needs of M-Inclusion target groups

#### **Work Performed from November 2011 to October 2012**

The main activities performed during this period were mostly related with the launch of M-Inclusion platform, the definition of its environment, benchmark studies about end-users needs and the existing technologies and organization of the first Open International Forum and Apps4Change challenge, the annual events of M-Inclusion.

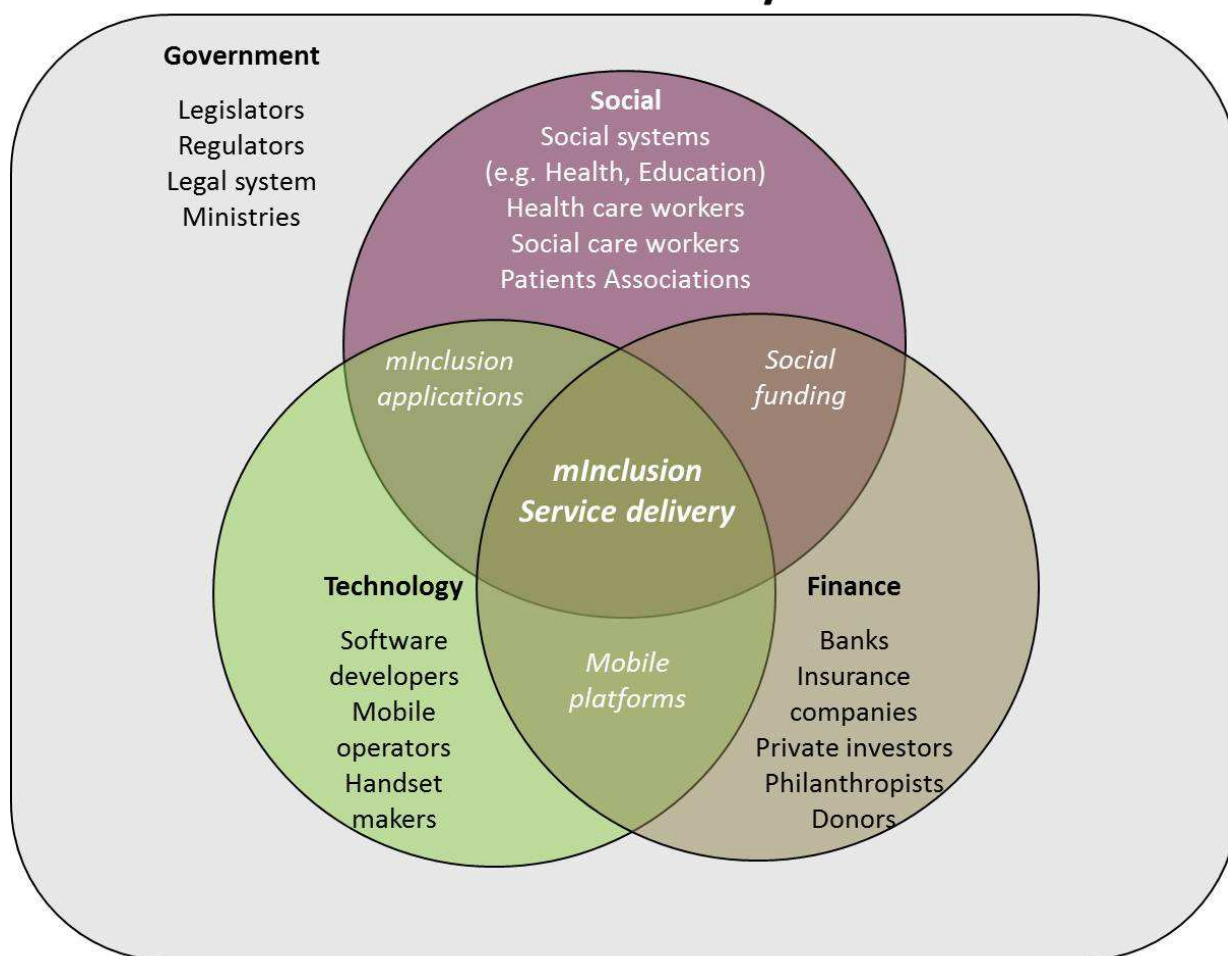
On the one hand, regarding the launch of M-Inclusion platform, the public and private areas of the website are now available offering the Marketplace and the Open Innovation services. It is expected to launch a specific dissemination campaigns in the next weeks in order to properly disseminate these services and so foster the potentialities of M-Inclusion.

On the other hand, for defining the environment of M-Inclusion a detailed analysis has been conducted on the target groups addressed (end users) and the Ecosystem of Stakeholders to be invited to the M-Inclusion Community.

<b>People with disabilities</b> ( <i>people with ongoing physical/structural impairments</i> )
<b>Chronic patients</b> ( <i>people with non-communicable or persistent communicable conditions</i> )
<b>Low-income sectors</b>
<b>Isolated areas</b>

*Table 1: M-Inclusion Target Groups*

## M-Inclusion Ecosystem



Source: Adapted from Dalberg research and analysis

Figure 1: M-Inclusion Ecosystem

A group of almost 36 organizations have been engaged to build the **Stakeholder Group (SG)**, an advisory body supporting the M-Inclusion consortium composed of multi-profile organizations that are highly committed and interested in M-Inclusion. The SG has been built in order to provide the M-Inclusion Community with a high level of expertise related to inclusion issues, both from a technical and social point of view. The SG has a specific section within the website: <http://www.m-inclusion.eu/stakeholders-involved>

Also, a **research work on social needs of the identified target groups** has been conducted by *Universidade Federal de Minas Gerais* (Brazil), *Universidad Peruana Cayetano Heredia* (Peru) and *Instituto Nokia de Tecnologia* (Brazil) with the collaboration of Econet in order to classify current needs for social inclusion based on actual situation in LATAM countries for disadvantaged social groups.

In parallel, a **benchmark on existing mobile technologies for social inclusion** has been conducted by Universitat Politècnica de València (UPVLC) with the collaboration of INDT and Telefónica. UPVLC has also organized the **First Open International Forum** which will be held on Barcelona under the umbrella of Telefónica's Movil Forum the 20<sup>th</sup>, 21<sup>st</sup> and 22<sup>nd</sup> November 2012.

In the frame of the Open International Forum, Futura Networks (FUTURA) has organized the first edition of M-Inclusion challenge **Apps4Change**, a **10.000\$ contest** for innovative apps specifically developed to facilitate daily needs of people at risk of exclusion.

Finally, the main services and utilities of the project have been recently launched: the **Marketplace** and the **Openinnovation Services**. These services are oriented to promote knowledge exchange in the field of social innovation, creating a community of developers, end-users and other interested parties.

### Forthcoming Activities & Expected Impact

During the second year of the projects, the main activities will be:

- Implementation of M-Inclusion services and launch of specific communication campaigns promoting them
- The celebration of the First Open International Forum and prizing the first challenge as well as organizing and implementing the second edition of those events (in Brazil).
- Define the aforementioned Roadmap for M-Inclusion which is expected to become a guidance document for Governments and other interested parties in order to successfully implement policies promoting the use of mobile technologies with social focus in LATAM countries.

In short, the M-Inclusion Community aims at becoming the reference point for all stakeholders interested in mobile solutions applied to social inclusion.

### M-Inclusion Partners



Figure 2: M-Inclusion Consortium

If you are interested in being part of **M-Inclusion Community** you can register at [www.m-inclusion.eu](http://www.m-inclusion.eu)

Welcome to M-Inclusion!