

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: 1st November 2011 Duration: 24 months

D4.2 – End-Users Workshops Report

WP n° and title	WP4 – Starting point: Identification of end-users needs for inclusion
WP leader	UPCH
Responsible Author(s)	UPCH
Contributor(s)	UPCH, UFMG, INDT, Telefónica, Econet, UPVLC
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

M-inclusion	Mobile Inclusion
PWD	Person with Disability
R&D	Research & Development
SG	Stakeholder Group
WG	Workgroup
WP	Work Package

SHORT SUMMARY

This deliverable D4.2 End-Users Workshops Report - part of **WP4 – Starting point: Identification of end-users needs for inclusion** - is a report on the organized workshops among the members of the End-Users Workgroup and contains detailed information about the planning, the implementation and the main conclusions of the workshops with End Users from M6 to M13. In addition, it details the planned activities for creating further and greater interaction among SG members following different modalities, including online discussions, one-to-one meetings and small group working sessions with same-profile SG members based in different locations.

The defined End-Users Workgroup includes 27 Stakeholders representing the End-users from Latin America and the European countries, which are inserted in the social sector of the M-Inclusion Ecosystem. Three online workshops—conducted as part of the First series of online workshops—and four face-to-face meetings during the First Open International forum in Barcelona constitute the initial collaboration of SG members in regards to the discussion and validation of End User Needs introduced by the D4.1—the benchmark of End Users’ needs.

The *First Series of Online Workshops*, titled “*End-User Needs and How M-Inclusion Applications Can Cope With Them*,” was held in August and September of 2012. During these workshops, participants learned about the adopted methodology for benchmarking the current needs of End Users, discussed about the identified as well as additional needs for inclusion, and provided suggestions on how M-Inclusion applications can cope with them. Yet low participation of the SG members was one weakness of these meetings.

On November 20th 2012, during the first day of the First Open International Forum in Barcelona, the Consortium organized four face-to-face workshops. The assistance to these workshops was excellent, with nearly 40 participants, representing both End-Users and Technical Stakeholders, divided into four groups of 10 participants each. The aim of these face-to-face meetings was to obtain the best participation and exchange of ideas between Partners and Stakeholders.

However, an assessment of the overall participation of the SG members, and of the quality of their contributions during the online and face-to-face workshops, revealed a significant gap in the analysis of main needs of End-Users, which did not allow for a clear prioritization of their needs within their particular environments. This serious gap is leading the Consortium to take additional steps in order better identify, classify and understand the End-Users’ needs for inclusion. The Consortium is committed to intensifying the collaborative work of the End-Users Workgroup. To do so, partners will not only plan and implement the remaining online workshops with greater care, but also conduct additional activities such as (1) carrying out one-to-one interviews with each of the stakeholders that represent End Users from each country, and (2) assigning stakeholders small responsibilities in order to strengthen their involvement in the construction of the roadmap.

The End-Users needs—identified, analyzed and discussed as a result of the work described above—constitute the main input that is guiding the elaboration of the End Users’ Draft of the Roadmap for M-Inclusion—i.e. D4.3.

1. INTRODUCTION

The Stakeholders play an important role in M-Inclusion. They represent the interests and needs of the beneficiaries of the proposed m-Solutions and can strengthen the technical inputs needed for those applications.

The Stakeholders Group (SG), a specific group of Stakeholders prominent and interested in the project, was convened in order to provide the project with a high level of expertise related to inclusion issues from a social, technical, financial and governmental perspectives. The Stakeholders Group (SG) is composed of relevant actors of the M-Inclusion Ecosystem, and they have been active participants in the project through the Workgroups.

The 53 institutions of the SG have been assigned to three workgroups¹— each one collaborating on different levels:

- Workgroup 1: End-users - includes 27 Stakeholders representing the End-users from Latin America and the European countries, which are inserted in the social sector of the M-Inclusion Ecosystem;
- Workgroup 2: Technical - involves 14 Stakeholders representing software and hardware developers of mobile solutions from both Latin American and the European Union, which are inserted in the technology sector of the M-Inclusion Ecosystem;
- Workgroup 3: Awareness - includes 12 Stakeholders that are actors in the finance and governmental sectors of the M-Inclusion Ecosystem, from both Latin American and the European Union.

Each workgroup is further subdivided into subgroups taking into account their profiles, language skills and complementarities.

Within Workgroup 1, SG members discussed the benchmark of End Users Needs for Inclusion—i.e. D4.1—and elaborated on the identification and classification of additional and current needs of the End-Users groups they represent. Each individual (association, NGO, public body, etc.) exchanged information within the group in the organised End-Users Online Workshops through the web 2.0 communication tools set up in the project web site.

At the end of the first year of the project, the First Open International Forum (OIF) in mobile technologies for social inclusion was organised. During this OIF, four workshops involving End-Users and Technical stakeholders, and the M-Inclusion partners, were organized. These face-to-face workshops aimed to identify the best match between the users' problems and their mobile solutions, taking advantage of the fact that some participants had both, a user and a technical profile.

The next sections of this document describe the organization of the workshops—that is, the planning process—, the implementation of the workshops and the major conclusions of the Workgroup.

¹ More information about the Workgroups can be found in **D2.3 Report on workgroups created**.

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:

1. Definition of end-user groups and value chain.
2. 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.
3. Analysis of the information and compilation in D4.1 End Users Benchmark.
4. 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).
5. Analysis and compilation of the information in D5.1 Technical benchmark.
6. 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.
7. 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).
8. 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.
9. 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.
10. Workshops and offline activities with these stakeholders
11. Elaboration of M-Inclusion Road Map content by M-Inclusion partners.
12. Validation of the final Road Map within the II Open International Forum.
13. Finalization of M-Inclusion Road Map (Deliverable D6.1).
14. Dissemination of the Road Map.

3. ORGANIZATION OF THE WORKSHOPS

The organization of the online and face-to-face workshops mentioned is described in this section.

3.1. PLANNING THE ONLINE END-USERS WORKSHOPS

The preparation of the Online End-Users Workshops was coordinated by UFMG with support from the WP4 task leader, UPCH, and in collaboration with other partners – ECONET, INdT, Telefónica and UPVLC.

It was decided to hold two series of online workshops; each series would have three workshops, one for each subgroup of end-users representatives - the End-Users Workgroup has been subdivided into three subgroups taking into account their profiles, language skills and complementarities. More information about the Workgroups can be found in **D2.3 Report on workgroups created**.

Several audio-conferences were held for the preparation of the workshops in order to discuss the goals, the expected results, the content, the organisational support and other issues related to the planning of the workshops. The main audio-conferences are presented next.

First Audio-conference

Date: July 5th 2012

Attendees:

- Ana Maria Navarro- UPVLC
- María José Cantarino - Telefónica
- Nuria Rodríguez - ECONET
- Peter Busse - UPCH
- Rubens Pereira - UFMG

Discussion activities:

- Agreed on the expected deliverables from the workshops;
- Defined the content and format of the communication plan to mobilize the involved SG Members;
- Defined the workshops activities (e.g. Communications tools, timetables and organisation of online workshops) and schedule;
- Elaborated the Work Plan (Tasks, responsible and deadlines).

Second Audio-conference

Date: July 18th 2012

Attendees:

- Ana Maria Navarro - UPVLC
- Leonor Salas - INNEN
- María José Cantarino - Telefónica
- Nuria Rodríguez - ECONET
- Peter Busse - UPCH
- Rubens Pereira – UFMG

Discussion activities:

- Discussed the web conference software to support the online workshops - it was a requisite to establish the schedule of the online workshops;
- Validated the Work Plan (Tasks, responsible and deadlines);
- Discussed the Workshop Communication Plan;
- Agreed on the Workshop Coordination;
- Discussed the First Workshop Series Programme and to assign moderators;
- Finalized the End-Users Workshop Participant List;
- Discussed the online surveys proposal and next steps to elaborate and implement it.

Third Audio-conference

Date: August 20th 2012

Attendees:

- Ana Carolina Limbatto - Telefónica
- Germano Freitas - INdT
- María José Cantarino – Telefónica
- Rubens Pereira – UFMG

Discussion activities:

- Identified the First End-Users Workshop Audience;
- Agreed on the responsible for documents translation:
 - D4.1 Portuguese version (INdT);
 - D4.1 to Spanish version (UPCH);
 - Powerpoint presentation used in the Workshops Portuguese version (INdT)
 - Powerpoint presentation used in the Workshops Spanish (Telefónica).
- Discussed the organizational support tasks:
 - the invitation eMail sent to the SG Members (Telefónica);
 - Workshop support (e.g. invitation).
- Discussed the use of Adobe Connect – Suggestion of Telefónica/INdT;
- Reviewed the First Workshop activities;
- Reviewed the Survey 1;
- Selected the responsible for implementing the Digital Survey - Suggestion Telefónica/INdT.

Fourth Audio-conference

Date: August 27th 2012

Attendees:

- Ana Sena - INdT
- Peter Busse – UPCH
- Rubens Pereira – UFMG

Discussion activity:

- Discussed the First Workshop coordination activities

Fifth Audio-conference

Date: October 29th 2012

Attendees:

- María José Cantarino - Telefónica
- Germano Freitas - INdT
- Peter Busse – UPCH
- Rubens Pereira - UFMG

Discussion activities:

- Presented and discussed the objectives and expected results of the Second Series of End-Users Workshop;
- Reviewed the Workshop Moderator Guide;
- Reviewed the Communication Plan;
- Discussed the responsibilities:
 - Preparation of the presentations UPCH/UFMG;
 - Sending eMails to SG Members according the Communication Plan (Telefónica/INdT)
 - Managing the workshop (use of the Adobe Connect) - Telefónica/INdT
 - Web Portal information and news

Between the fourth and the fifth calls, M-Inclusion partners conducted a rehearsal of the first online workshop using the selected web-conference tool—Adobe Connect—in order to anticipate any difficulties that would arise during the implementation of the workshops.

As a result of the several audio-conference calls, partners envisioned a plan to hold the Online End-Users Workshop. The plan comprised the following topics: goals and schedules, audience, communication plan and the expected results. Each topic is presented next.

3.1.1 GOALS AND SCHEDULE OF THE WORKSHOPS

The defined goals – objectives and results – and the planned schedule of the workshops are summarized in the following table.

Table 1: Online End-Users Workshop Goals and Schedule

Workshop Series	Objectives	Expected Results	Date
First Workshop Series - End-User needs and how M-Inclusion Applications can cope with them	<ul style="list-style-type: none"> • To welcome the SG representatives and let them introduce themselves; • To explain to the SG members the objectives and expected results of the M-Inclusion and their roles on the project, in particular the needed collaboration to improve the benchmark on end-users needs; • To explain and discuss the results of the benchmark on end- 	<ul style="list-style-type: none"> • The SG members understanding the objectives and expected results of the M-Inclusion and their role on the project, in particular the needed collaboration to improve the benchmark on end-users needs; • Contributions to improve the presented case of benchmark on end-users needs; • The SG member commitment to reply the survey. 	one session for each sub-group: 1-A August 2012 1-B September 2012 1-C September 2012

	<p>users needs through a case study;</p> <ul style="list-style-type: none"> To present the surveys to be answered by the SG members. 		
Second Workshop Series - Refining End-Users Needs	<ul style="list-style-type: none"> To validate the draft of the End-users Roadmap; To consolidate selected end-users groups needs from the EU-LATAM perspective - a peer review process. 	<ul style="list-style-type: none"> Consolidated cases of benchmark on end-users needs; More active engagement of the stakeholders on the M-Inclusion community. 	<p>one session for each sub-group:</p> <p>1-A May 2013 1-B May 2013 1-C May 2013</p>

The Second Workshop Series- Refining End-Users Need will take place during month 19th of the project. These second series will be aimed at validating the draft of the End-users Roadmap.

3.1.2 AUDIENCE OF THE WORKSHOPS

Initially the intended audience of the workshops were only the members of the End-Users Workgroup but we realised it was strategic to also involve selected members of others workgroups – Technical and Awareness – so they could get acquainted to the end-users needs.

There were two sub-groups with Spanish speaking Stakeholders and one with Portuguese speaking Stakeholders. Sub-group 1A mainly involves Stakeholders working at a global or regional level, while sub-groups 1B and 1C involve Stakeholders working at the country level in the Latin American region. More information about the Workgroups can be found in **D2.3 Report on workgroups created**.

3.1.3 COMMUNICATION PLAN FOR THE WORKSHOPS

Based on the target audience and the Workshops goals, partners developed a Communication Plan that guided the partners during the organization of the events. The guidelines of this plan were:

- Identify a moderator who, with the support of the secretary, was responsible for communicating before, during and after the workshops with the members of the group:
 - For workshops 1A to 1C, INdT with the collaboration of M-Inclusion partners took the role of setting up the online meetings and following up with each of the members about their tasks and schedules.
- Set up the online meetings with the members: coordinating the day and time for participation;
- Alert to all SG members about the initiation of the online workshops: Send a reminder about the End Users, Technical, Awareness groups, along with the names of the moderators and the general schedule of the online meetings:
 - Telefónica should share with SG members a welcome email communication to inform about the workshops (members, content, day and time). This email includes an invitation to visit and use the M-Inclusion web portal, specifically the section reporting on the workshops—for example, the section with the records of the first series of workshops.
 - The M-Inclusion partners should collaborate in the task of informing SG members about the workshops under INdT’s supervision. For example, the partner Futura could help following up with the Colombian SG members so that they can attend the workshops.
 - A tentative date for this email communication is August the 24th, 2012.
- Invite the members to the M-Inclusion web portal (special section of the portal should show information about the workshops such as the dates and times, surveys, forums, content).

For each series of workshops a set of messages were sent to the participants.

3.1.4 EXPECTED RESULTS OF THE WORKSHOPS

The overall expected results of the Online End-Users Workshop were defined as:

- The SG members understanding the objectives and expected results of the M-Inclusion and their role on the project;
- The establishment of inter-institutional and inter-personal relations between SG members to allow them to exchange information and discuss joint initiatives in the field of M-Inclusion;
- Contributions to the improvement of the D4.1 – Benchmark on End-Users needs deliverable. Partners expected the validation and inclusion of new end-users needs and identification of initiatives and actors in the M-Inclusion Value Chain, both in Brazil and Peru and in other countries in Latin America, particularly Colombia. This information will be used as input for the Roadmap;
- Efforts to publicize M-Inclusion in EU-LATAM;
- Efforts to increase the number of M-Inclusion Stakeholders.

3.1.5 PROGRAMME OF THE WORKSHOPS

The First Series of Online Workshops followed the programmed presented in Table 2:

Table 2: Programme of the Online End-Users Workshops

Duration	Activity	Objectives
10 minutes	Activity 0 - Webconference Tool	To explain to the participants how to use the Adobe Connect.
10 minutes	Activity I - Welcome - Personal Introduction	To Welcome participants and let the introduce themselves.
10 minutes	Activity II - M-Inclusion	To explain to the SG members the objectives and expected results of the M-Inclusion and their roles on the project.
10 minutes	Activity III - D4.1 and Expected Contribution From SG Members	To present to the SG members the roadmap, its methodology and schedule; To explain the benchmark on end-users needs and the expected collaboration from the End-Users Workgroup.
20 minutes	Activity IV - Case Study Discussion -	To present and discuss the results of the survey of: <ul style="list-style-type: none"> • 1A and 1B – end-users needs along the maternal cycle and the use scenario of m-inclusion applications to improve pregnant women and their families’ autonomy; • 1C - Blindness and Visual Impairment.
10 minutes	Activity V - Closure	To answer SG representatives questions; To evaluate the workshop and receive suggestions to improve it; To inform about the schedule of the next workshop; To thank participants.

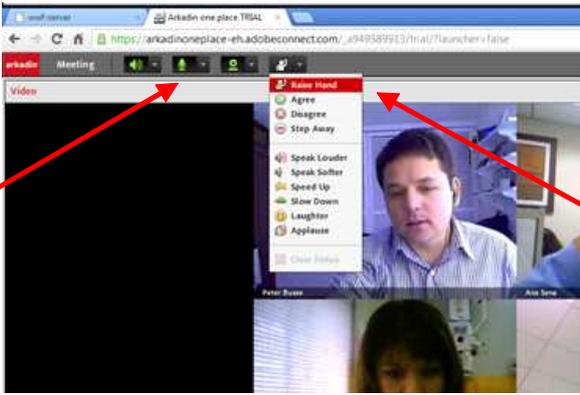
Activities 0 to III aimed at introducing the M-Inclusion project to the session participants and at presenting the benchmark on End-Users' needs. For example, at the very beginning of the workshop, participants received a short presentation on how to use the web-conference tool during the workshops. Figure 1 shows a snapshot of the web-conference tool that was used to convene the participants during the workshops; and this figure was also used to explain the participants how to use the tool.

Figure 1: Web-conference Tool Quick Guide

Webconference Tool Quick Guide

Please follow the instructions below for a quick start and best experience

- 1) Access the conference through the link provided by email. Enter as a guest
- 2) Click on Connect My Audio to start your microphone. Click again to mute if you are not speaking.
- 3) You may *virtually* raise your hand to request an interruption to make a comment or ask a question.
- 4) If you have any trouble with audio or want to add some comment to the conversation, the public chat window can be used.
- 5) Enjoy the conference! And feel free to contact the moderator in case of any doubts



The core of the discussions took place during Activity IV. This activity asked the participants to read a handout reporting an interview with one of the target groups—that was part of the work for D4.1. This handout represented a Case Study (see highlighted section in Table 2), which varied by workgroup. Workgroups 1A and 1B discussed the needs of End-Users living in low income areas, especially those needs related to the maternal cycle and how m-inclusion applications can improve the autonomy of pregnant women and their families. Workgroup 1C discussed the needs of End-Users who experience disabilities, especially of those with Blindness and Visual Impairment. After reading the Case Study, participants were asked (1) to identify the needs that were presented, (2) to indicate whether they were real needs, and (3) to comment on additional need, they thought, were also experienced by these target groups (people from low income sectors and people with disabilities).

Finally **Activity V** was designated as the end of the session: final participants' questions were answered by the moderator, who subsequently thanked their participation.

3.2. PLANNING THE WORKSHOPS IN THE IOIF

Both European and LATAM partners planned to hold four face-to-face workshops during the First IOIF in Barcelona. These workshops merged together M-Inclusion partners and the SG members. The specific methodology adopted for these workshops is described below.

3.2.1 ARRANGEMENT OF THE WORKGROUPS

The participants were divided into four workgroups. The objective was to have, in each group, SG members with both technical and end-users profiles in order to find the best match between the user problems and their mobile solutions.

Within each group, the objective was to discuss about two target groups of the four identified in the M-Inclusion project—i.e. Chronic patients, isolated areas, disabilities and low incomes. This way, two workgroups were planned to debate about the same target group, which resulted in feedback obtained from two different workgroups about every target group, as presented below:

Group 1: Chronic patients and isolated areas

Group 2: Disabilities and low incomes

Group 3: Low incomes and Disabilities

Group 4: Isolated areas and chronic patients

Each group had an energizer and one transcriber of the debates and conclusions.

3.2.2 STRUCTURE OF THE WORKSHOP SESSIONS

The discussions of the workshops followed the next structure:

Phase A – (Duration: 1 hour and 15 minutes)

Actual situation: Stakeholders specialized in End-Users introduced to the group the actual needs, situation, policies, costs, etc. of the target groups to be treated.

Phase B – (Duration: 45 minutes)

Future technologies: Stakeholders specialized in Technologies introduced to the group the actual available solutions and the future solutions that they imagine are achievable in the short term.

Phase C –(Duration: 1 hour)

Matching technologies and necessities: Joining the two profiles, debate about new possibilities and solution to solve actual and future needs of the target groups.

4. END-USERS' WORKSHOPS

4.1. FIRST SERIES OF ONLINE WORKSHOPS

The First Series of Online Workshops was titled “End-User Needs and how M-Inclusion Applications can cope with them.” All workshops were planned to last 70 minutes (see Programme of the Workshops on page 12).

The following is the synthesis of the information relevant to the End-Users' needs that were identified after the discussion of each of the three online workshops.

4.1.1 WORKSHOP 1A

Case Study Discussion: Maternal Care - Center of Technical and Productive Development (Lima – Peru)

Date: September. 11th, 2012

Language: Spanish

Table 3: Lists of the participants Workshop 1A

Participant	Institution (Project Role)	Country
Peter Busse (Energizer)	UPCH (M-Inclusion Partner)	Peru
Isis Portilla	UPCH (M-Inclusion Partner)	Peru
Nuria Rodríguez	ECONET (M-Inclusion Partner)	Spain
David Morales	Fundación ADECCO (SG Member)	Spain
Carlos Capataz Gordillo	Cruz Roja de España (SG Member)	Spain

Conclusions regarding End-Users' Needs:

- The majority of the population is youth and they can have an active role in providing communication solutions with technology.

Conclusions regarding Mobile Solutions:

- The youth community, who has great participation, could enter a virtual community as volunteers and get closer to the community, as they belong to the digital age: they don't face digital difficulties;
- One of the advantages of the mobile applications are the mobile apps for job education and for job searches according to a profile; invitation to types of education.

4.1.2 WORKSHOP 1B

Case Study Discussion: Maternal Care - Center of Technical and Productive Development (Lima – Peru)

Date: August, 31st, 2012

Language: Spanish

Table 4: Lists of the participants Workshop 1B

Participant	Institution (Project Role)	Country
Peter Busse (Energizer)	UPCH (M-Inclusion Partner)	Peru
Isis Portilla	UPCH (M-Inclusion Partner)	Peru
Rubens Pereira	UFMG (M-Inclusion Partner)	Brazil
Nadia Bravo	Estrategia Nacional VIH-SIDA (SG Member)	Peru
Anubis Portilla	YINE YAMI (SG Member)	Peru
Pablo Lecuona	Organización Latinoamericana de Ciegos (SG Member)	Argentina

Conclusions regarding End-Users' Needs:

- The distance between communities limits adequate communication.
- Education and health need technology in order to reach the whole community.
- Healthcare workers need to learn new knowledge regularly and they need to be in frequent communication with the health networks.

Conclusions regarding Mobile Solutions:

- New technologies allow distant communication: the mobile phone has all the characteristics that allow communication and it is the first technological element, even over the computer. We can put a device inside the mobiles for people with disabilities, but costs are high—between 150 and 200 dollars.
- Technology is important for education and health, as these bind the community together.
- Apps would help accomplish specific objectives in regards to health: it would help us with updates and would help connect us with healthcare workers so that we can forge a social network; it would help a lot in healthcare workers support.

4.1.3 WORKSHOP 1C

Case Study Discussion: People with Blindness or Visual Impairment – *Instituto São Rafael* (Belo Horizonte/MG – Brazil)

Date: August, 31st, 2012

Language: Portuguese

Table 5: Lists of the participants Workshop 1C

Participant	Institution (Project Role)	Country
Rubens Pereira (Energizer)	UFMG (M-Inclusion Partner)	Brazil
Cláudio Souza	UFMG (M-Inclusion Partner)	Brazil
Ana Sena	INdT (M-Inclusion Partner)	Brazil
Aruanan Avelino	Instituto Atenção Social Integrada (SG Member)	Brazil
Ricardo Amaral	Polo de Telemedicina da Amazônia (SG Member)	Brazil
Rodrigo Gaete	Departamento da Atenção Básica Ministério da Saúde (SG Member)	Brazil

Conclusions regarding End-Users' Needs:

- The participants are aware that a significant number of the Brazilian population already demands the m-Solutions and they mean technology that can improve quality of life and at the same time they can reduce the costs of the social systems (e.g. education, health). It was mentioned that there are evidences that treatment for chronic conditions of persons coming from low income sectors is more expensive than for persons with higher income and some m-solutions could help to reduce the costs – they mentioned an African business case about the use of SMS to remind patients of their treatment;
- It was also mentioned of early retired persons that could find new occupations if they had access to m-Solutions, saving money of retirement funds;
- One of the participants asked if other chronic conditions could be included in the target group and it was answered that there were limited resources and some subgroups were prioritized together with the development of the methodology to describe end-users needs and how m-solutions could cope with them. This methodology is to become public so anyone interested could apply it to missing target groups and subgroups;
- The presented methodology to describe end-user needs and how m-Solutions could cope with them was well evaluated by the participants and one of its concepts was distinguished: the mobile technology is invoked to solve a well-defined need – the mobile technology is not the end by itself.

Conclusions regarding Mobile Solutions:

- So far there is lack of expertise to develop applications appropriated to the different impairments – the software must be capable of selecting the most adequate interface based on the known impairment, avoiding situations like sending written messages to a blind person;
- It was provided information of a relevant R&D project to improve communication of persons living with cerebral palsy – one Brazilian institute of technology, the *Fundação Paulo Feitoza*, developed an “optical mouse”.

Conclusions regarding the Roadmap

- Brazil meets great conditions to build an appropriate M-Inclusion Roadmap; for example, the Ministry of Health is formulating the National e-Health Strategy and it is possible to establish a link with M-Inclusion concerning m-Health. The same strategy should be considered for education;
- In Brazil, the regional differences must be considered, in the roadmap;
- There is a need to deeply understand the target group and subgroups;
- The Ministry of Health can participate more actively in identifying end-users needs involving more than one department.

4.2. Face-to-Face Workshops in I OIF

On November 20th, during the first day of the First Open International Forum in Barcelona, four workshops were organized. The assistance to these Workshops was excellent, with nearly 40 participants, with both End-Users and Technical Stakeholders, divided into four groups of about 10 participants each. The aim of these workshops was to obtain the best participation and exchange of ideas between Partners and Stakeholders. The schedule of the workshops is presented next.

4.2.1 SCHEDULE OF THE WORKSHOPS

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

4.2.2 GROUP'S COMPOSITION

Group		Participant	Institution
Group 1	1	Rubens Pereira (Energizer)	UFMG
	2	Ana Sena (Transcriber)	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 (Energizer)	UPCH
	9	Juan Carlos Naranjo (Transcriber)	UPVLC
	10	Vicente Traver Salcedo	UPV
	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	Fundacio Itinerarium
	20	Javier Gonzalo Garcia	
Group 3	21	Maria Jose Cantarino (Energizer)	Telefonica
	22	Juan Carlos Carrero (Transcriber)	Telefonica
	23	Sofía Fernandez de Mesa	Telefonica
	24	Francesc	Adecco Foundation
	25	Davinia Ortiz	Minka Dev
	26	Juliana Mutis	Minka Dev
	27	Carmen Salcedo	Itinerairum Foundation
	28	David Ferré	Minka Dev
Group 4	29	Luis Angel Galindo (Energizer)	Telefonica
	30	Ana Navarro (Transcriber)	UPVLC
	31	Alejandro Sagrado (Transcriber)	Futura Networks
	32	Marco Peres	Universidad Externado de Colombia, Compromiso
	33	Irene Montsonís	Polibienestar

Group		Participant	Institution
	34	Javier Ganzarain	Tioman & Partners, s.l.
	35	Guillermo Caudevilla	Frogteck
	36	Maria Jose Nodal	UPVLC

4.2.3 RESULTS

Discussions during the workshops resulted SG members identifying a number of needs and potential mobile solutions. This section includes mainly the needs of people living with chronic conditions and those of people from low income areas. The resulting data from these workshops are summarized for needs, first, and then for mobile solutions.

4.2.3.1 END-USERS' NEEDS

- **Needs of People with chronic conditions**
 - Total care;
 - Interconnection among health and social programs;
 - Medical decision making with adequate parameters;
 - Systems for risk detection, AAL assistance, social platforms that allow communication for people in need, cognitive entertainment with serious games;
 - If we take the context away, the disease of people in this group is the same, but the way they get treatment is different across countries;
 - There are people in LATAM who do not report their chronic condition: it is not socially acceptable and, that way, they avoid being left away from their families;
 - The diseases map in tropical countries is different: endemic diseases belong to their own place. There is lack of public policy in regards to ICTs and health;
 - In Colombia, the Ministry of Social Services now deals with health issues, and these have been separated from occupational issues. It understands that tropical diseases have been studied internationally, and there is investment in these areas, but there is not proper matching among these health issues;
 - Regulations, there is not access in Colombia;
 - Clinical health records are fundamental: Digitalization of personal health records is under 40%, varying by regions; the rest still works with paper.

- **Needs of People from low income sectors**
 - Total lack of resources in LATAM;
 - Lack of infrastructure in LATAM, as terminals and else (“repetidores” in Spanish) can limit the establishment of a mobile culture; and maybe not only the lack of infrastructure for mobile technologies, but also the lack of basic infrastructure in isolated and low income areas—such as electricity—makes the implementation of electrical equipment in those areas impossible. Yet LATAM countries are moving forward day-by-day and are improving this situation, with different initiatives, from both the public sector—such as governments and institutions—as well as the private sector, through companies with great presence and strong social responsibility in the area;
 - In addition to the lack of infrastructure, there is lack of knowledge that users from low income sectors, have regarding the benefits of this type of solutions. This lack of knowledge comes from the limited accessibility of these isolated communities who see these external initiatives as threats to their ecosystem and way of living; thus it is suggested that this access must occur step-by-step and through the correct local channels;
 - Another problem, which has also been identified, is a problem of the quality of the available technology and the costs of (technological) connectivity.
 - End-Users' lack of access to information about a specific sensor, mainly due to the lack of education, which does not help them change their limited views about the

world; so it is necessary to act upon this gap so that they change their views and they can improve their living conditions;

- The situation of low income creates needs and difficulties associated with basic needs of the End-Users, such as education, training—which aims to get them better job access—, access to health and food needs.
 - The main problem identified in the educational field has to do with linking education with technology. In order to link both, it is important to understand the context of the technology, and link it to a business strategy that is inclusive. The issue arises from the lack of continuity in the mid- and long term of the social strategies of the key stakeholders (governments, municipalities, companies). So it is important to integrate all stakeholders by creating a business vision in the mid- and long term (3-4 years), directly linking the target communities, in order to guarantee their complete access to the proposed solutions.
- **Mobile Solutions for the Needs of People with chronic conditions**
 - MIT *glucometers* at low cost;
 - There are countries vulnerable to climate change. Colombia is the country with high influence of climate change. All new problems stemming from climate change must be dealt with ICTs (citizens should have Apps with this type of information);
 - Citizen’s kit for areas vulnerable to climate change
 - Disasters management; how to send alerts, how to send information to avoid greater tragedies;
 - If we deal with chronic diseases and analyze their causes, we can develop Apps that can deal with the causes and, at the same time, that can help with chronic conditions;
 - If there are Apps helping with diabetes, they can be used in LATAM;
 - It would be practical to have a map showing spots with non-drinking water (for a given moment);
 - Kit that can measure water quality and that this can be transmitted to society;
 - Platform that gathers data and a tool for uploading data;
 - “*Gamification*” to help in data gathering;
 - The healthcare systems send alerts to the members of watchdog-organizations, for prevention efforts.
 - **Mobile Solutions for the Needs of People from low income sectors**
 - We have already commented that the users’ access to the proposed solutions is complicated. For this reason, we recommend a previous contact with the organizations providing a direct access to the End-Users, so that they can have access to all the different communities. Thus, it is necessary to create and support an ecosystem (understanding the context) so that the project and the innovation “settle” properly in the area.
 - In order to create such ecosystem, it is necessary to create and maintain regular contact with the rest of stakeholders (communities, municipalities), because they are the ones with access to the End-User.
 - One of the functions of this ecosystem is to listen to the End-User in order to adapt the solutions to their needs and their “tastes”. By doing this, the solutions are sufficiently attractive to them. This way, we conclude that we can adapt the existing technology of Europe to LATAM, but, for this, it is necessary to **understand the context** and focus on our targets and the existing projects we target there;
 - There needs to be a culture of measuring impact by making proper use of the resources, taking into account the difficulty associated with measurement of results.

This measurement of impact seeks to measure in what aspects, and to what extent, a concrete program of social inclusion helps the beneficiaries in their path towards inclusion. The advantage of this measurement methodology is that it shows the intermediate results accomplished by the beneficiaries, not only the accomplishment of the end goals;

- We should not lose sight about the sector we are targeting. This is a low income sector, so that we must assume that they will not have access to cutting edge devices, so that the available solutions should start with the very basic stuff, as SMS, and continue developing towards new more complex and expensive technologies. The access to an inexpensive, mobile device is simple; the problem is the infrastructure;
 - Another solution we need is the use of accessible technologies, intended to reduce the language barriers and illiteracy, through graphic and intuitive interfaces that facilitate the available solutions and the simple, basic and intuitive devices. In addition, it is very important that the End-Users identify with the audiovisual resources that are targeted to them, so that solutions are well received;
 - In order to accomplish this objective, we have to have a Global strategy: utilizing Global resources, but adjusting them to each of the targeted local areas;
 - “Inter-operation” is a concept that we have to keep in mind in this group. By creating systems that are compatible, we can ease the diffusion and the users’ access, by greatly reducing the costs of development;
 - Existing platforms:
 - Geomotion: Platform for geo-localization of emotions of Itinerarium and Omitsis, pioneer in the world that helps exploit commercially and communicatively a city, town, area, etc. It offers the possibility of buying products with the mobile and to obtain a QR at each point;
 - Eduloc: This tool helps teachers, students and families create their itineraries, scenarios and experiences based on localization;
 - Educational use of social networks (Knet): it has helped improve the performance of the students;
 - “App4good”: it involves the students (users) in the methodology;
 - Instituto Tecnológico de Monterrey (Mexico) has a study about the use of mobile technologies for education.
 - Connecting the concepts of Smart cities with the project of M-Inclusion, as our groups of End-Users (people with disabilities and living in low income areas) can be conceptualized in a context of major cities;
 - The first step that has to be taken in order to reach these sectors is to correctly learn the context in which we work and the specific culture in order to adapt to what needs to be solved.
- **Mobile Solutions for the Needs of several target groups**
 - Some Apps can appear in the marketplace so that they can be downloaded and other Apps can be paid by the government and provided to the citizens free of charge.
 - There are many “fragmented” Apps but people are not “fragmented;” there needs to be an architecture that integrates all;
 - One of the instances of usage is related to the task of creating series of data, for example, for glycaemia capilar hypertension, pregnancy surveillance in the periods 1º, 2 º, 3º. Check risk in each of the phases of pregnancy, the fetus, the hormonal change of the patient: this would be extremely useful. It is possible to check a heart from distance;

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- The idea is to make the health centers “wall-less”: to help people improve their self-care; make intellectual inclusion so that people learn how to take care of themselves; prevention;
 - Regarding infrastructure, it can be the antenna for rural mobile technology and the usage of the mobile as a router: to face the regional problems and provide technology to the teams of professionals in the areas of the *riberinhos*.

5 CONCLUSIONS

As stated in the D2.1.1 1st Report on engaged Stakeholders, it is required the refinement of the adopted model of governance with the empowerment of the ecosystem actors aiming at “Building Sustainable M-Inclusion Ecosystem”. This strategy directly applies to the workgroups since they represent relevant actors of the M-Inclusion Ecosystem.

The contributions brought by the stakeholders of the Workgroup 1 – End Users and other workgroups implemented during the organised workshops will certainly provide relevant input to the M-Inclusion Roadmap.

During the online and face-to-face workshops, the SG members have put forward interesting opinions about the current needs and the potential mobile solutions that can be implemented to resolve the problems of those in greater need for inclusion. In fact, many of these needs and solutions were not included in the Benchmark of End-Users’ Needs—i.e. D4.1.

However, based on the performance of the SG members during the online workshops and on their limited contribution to the understanding of more nuanced End-Users’ needs for inclusion, the workgroups do not seem to be a solid community and it is anticipated that a great effort has to be made in order to change the current status. For example, during the workshops 1A and 1B only a few SG members attended the meeting: two in 1A and three in 1B. Clearly attendance was very limited. In addition, a community relies on mutual trust and shared values, and M-Inclusion must become a shared value for the workgroups. In order to do so, partners must construct the roadmap together with them since it is one of the values that M-Inclusion offers to this community.

The major challenge, however, is to continue and to intensify the collaborative work with the workgroup in the second year of the project in the context of “Building Sustainable M-Inclusion Ecosystem”. Yet there are **clear actions the partners will take in order to overcome this challenge—the timeframe for these actions will be between April and July 2013 (M16 to M21—: First, partners will hold the Second Series of Online Workshops in May 2013 (M19).** These workshops will be planned ahead of time and country partners will be in charge of inviting and following up with their selected SG members so that all partners make sure their SG members do attend the workshop. **Second, two sequential activities will be implemented** in order to respond to the weaknesses of the workshops: **(1) Partners will conduct one-to-one interviews with each of the stakeholders** representing End Users from each country, as part of the data gathering in order to gain more detailed insight about their needs; and **(2) Partners will assign stakeholders small responsibilities in order to get their involvement in the construction of the roadmap**—for example, once needs from End-Users are clearly identified and classified, these can be validated by the stakeholders working on this: one End-User member of the SG of one country can be responsible for holding a one-to-one meeting with another End-User member of the SG in a different country. Similar interactions can take place among SG members representing the End Users in all LATAM countries. Partners will implement, monitor and evaluate these interactions. **Third, the National events** happening in Brazil, Peru and Colombia will serve as opportunities for face-to-face interaction among SG members that represent End-Users. These meetings will be used as opportunities for validating the End-Users Roadmap.

Overall, results and conclusions from the interactions detailed above will inform the construction of the Roadmap for M-Inclusion.