The social and economic role of eInclusion intermediaries in the European Union: 

*Results from the MIREIA project*

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*The views expressed by the authors are not necessarily those of the EC*
Joint Research Centre

Institute for Prospective Technological Studies

Serving society
Stimulating Innovation
Supporting legislation
Deepest and longest recession since the birth of the EU...

Unemployment hits record highs...

- 26.654 million unemployed people in EU28 (11%)
- Youth unemployment in EU28: 23.4% (5.560 million people - under 25)

Source: Eurostat, July 2013
In 2011, 119.6 million people (24.2% of EU27) at risk of poverty or social exclusion (AROPE) increased from 23.6% in only one year (2010).

The AROPE indicator is defined as the share of the population in at least one of the following three conditions:
1) at risk of poverty (meaning below the poverty threshold);
2) in a situation of severe material deprivation;
3) living in a household with very low work intensity.
Social exclusion

A vicious cycle
ICT-enabled innovation and Employment

- More innovative countries have higher employment rates

- ICT play an important role in enabling innovation

Source: Regional Innovation Scoreboard 2012
**eInclusion Policy:** evolving context

- **Objectives:** to reduce gaps in ICT usage and promote the use of ICT to overcome exclusion, and improve economic performance, employment opportunities, quality of life, social participation and cohesion

- **Inclusive pillar of the Lisbon Strategy under the i2010 Agenda**

- **Among the key targets of the Europe 2020 strategy**
  - Increase employment from 69 to 75% of EU population
  - Improve educational levels (school drop-out <10%; at least 40% of 30-34 years old to complete tertiary education)
  - 20 million people out of poverty and/or social exclusion

- **Key element of EU2020 flagships and social & economic policies**
  - Digital Agenda; Innovation Union; Agenda for new skills and new jobs; Youth on the move; European platform against poverty & social exclusion;
  - EU Employment Package (2012) and Social Investment Package (2013)
An untapped resource

**eInclusion intermediaries**

- Crucial role due to their multiplier/amplifier effects

- High diversity in the EU
  - Telecentres, Cybercafés, Libraries, civic centres, educational and training institutions, NGOs, private and public organisations, etc.

- **Limited policy attention** and important ‘knowledge gaps’
In cooperation with stakeholders, MIREIA is involving researchers and practitioners to:

1. Map eInclusion actors in Europe to better understand their characteristics and policy potential;
2. Design and ‘test’ a methodological framework to enhance capacity of eInclusion intermediaries and engage them to collect data and to measure their impacts

http://is.jrc.ec.europa.eu/pages/EAP/eInclusion/MIREIA.html
**eInclusion intermediary actors**

- Public, private and third sector organisations which intentionally address social inclusion goals through ICTs or promote the use of ICTs to enhance the socio-economic inclusion of marginalized and disadvantaged groups and of people at risk of exclusion.

*Source, JRC-IPTS (2012).*
EU27 Mapping: Methodology

First attempt of collection of primary data at EU27 level

In collaboration with telecentre europe

- Literature review
- 3 Locality Mapping
- EU 27 Mapping

- Early Bird Special
- 2,752 organisations
- >300 Networks ≥ (70,000 members)
- 27 Countries
- 15 languages
- 14 country profiles
Typology of eInclusion actors

Public Sector
1. National, Regional or State Agencies
2. Municipal/City Government
3. Public Libraries
4. Government-run Telecentres
5. Formal Educational Institutions

Private Sector
1. Cybercafés
2. Private Training Organizations
3. Formal Educational Institutions
4. Other

Third Sector
1. Non-governmental organizations
2. Associations, Foundations, or Charities
3. Community Organizations
4. Cooperative
5. Federation
6. Trade Union
7. Informal Network
8. Other
Public libraries, municipalities, government and NGO-run telecentres represent the bulk of eInclusion actors with variations across the EU27.

- Low participation of private sector
- >20% of organisations are networks or members of networks
- ≥250,000 eInclusion intermediaries in EU27
- 1 actor every 2,000 citizens
The EU27 landscape...

![Bar chart showing distribution of sectors across EU27 countries.](image)

- **Private Sector**
- **Third Sector**
- **Public Sector**

N=2752
Organisational capacities

Staff size

<table>
<thead>
<tr>
<th>Staff Size</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>1-10</td>
<td>55%</td>
</tr>
<tr>
<td>11-50</td>
<td>20.9%</td>
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<tr>
<td>51+ - 100</td>
<td>18.7%</td>
</tr>
<tr>
<td>Don't know</td>
<td>5.4%</td>
</tr>
</tbody>
</table>

Annual Budget

- Less than €10,000: 22%
- €10,000 to €100,000: 25%
- €100,000 to €1 million: 18%
- €1 to €10 million: 9%
- More than €10 million: 3%
Percentage of organizations which serve that target group

- General (all groups): 54%
- Adults: 51%
- Senior citizens/elderly: 49%
- Young adults: 46%
- Unemployed people: 42%
- Children: 37%
- Women: 36%
- Low-skilled people: 34%
- Individuals w/physical disabilities: 27%
- Migrants: 24%
Percentage of organizations that provide such services

ICT enabled services
- Internet & Basic ICT Skills: 88%
- Online job search: 50%
- Social Media: 48%
- eGovernment: 45%
- Online courses: 45%
- eAccessibility: 36%
- Online safety: 33%
- Advanced ICT: 26%
- ICT skills for: 24%

Social & Economic services
- Employment services: 55%
- Entrepreneurship: 26%
- Language training: 24%
- Social/Government: 23%
- Vocational training: 22%
- Legal assistance: 9%
Key results

- **Important effort of characterisation and first mapping at EU27 level**
  - baseline for future research and a 'living directory' for policy interventions

- **A myriad of actors playing a vital social and economic role**
  - in spite of limited resources and organisational capacities

- **Crucial contribution to advancing the Digital Agenda for Europe and other key social and economic policy goals of the EU**
  - strengthening community building, digital empowerment, social inclusion, learning and employability

- **Complementarity of social functions performed**
  - High potential for the creation of multi-stakeholders partnerships
Policy Options

- Support the network effects, the innovation processes created and the services provided by this high and diverse number of organisations
  - Half of which have <10 employees and annual budgets of <100.000€

- Create the conditions for a larger involvement of the private sector
  - e.g. CSR, innovative PPP, and within the Grand Coalition for Digital Jobs

- Reinforce the capacities of eInclusion intermediary actors to further develop their entrepreneurial skills and ensure self-sustainability
  - through service provision and the establishment of business models increasingly based on usage/service fees

- Strengthen the role these organisations can play in addressing digital exclusion, employability, and the shortage of ICT skilled workers
  - Link to the Social Investment Package and cohesion policy instruments
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For further information about MIREIA:
http://is.jrc.ec.europa.eu/pages/EAP/MIREIA.html