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Mapping eInclusion intermediaries in Zemgale (Latvia)

Final Report of Case Study Analysis

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For more information about the MIREIA Project visit:

<http://is.jrc.ec.europa.eu/pages/EAP/eInclusion/MIREIA.html>

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0. Executive summary

0.1. Research methodology

A database of 160 organizations was created to list eInclusion intermediaries in Zemgale region. Several channels of information were exploited to create this mapping: web research, information from national agencies and networks, meetings with local municipalities. All of the organizations included in data base demonstrated an evidence to provide some form of ICT or e-Skills related services to communities: ICT access, ICT trainings and consultations, awareness rising about role of ICT and e-Skills.

An electronic survey form was developed for in-depth analysis of the eInclusion intermediaries and distributed by e-mails. The survey included 3 main blocks of information: the organizational structure and operational model of organization, ICT and e-Skills services provided by organization, impact and outcomes measurement policy and practice within the organization.

Answers were collected from 55 organizations which resulted in the response rate of 34%. Survey responses were electronically coded and data analysis performed on the basis of respondents answers.

0.2. Main findings

Zemgale rural region faces a number of socio-economic challenges, the most important among them are: comparatively high level of unemployment as a result of world-wide economic crisis; economic migration of citizens, especially young people from region to larger cities or abroad; comparatively low level of business activity based on the historical agriculture character of the region.

A great deal of attention has been paid to digital inclusion issues in the region over the last 10 years. State policies of digital inclusion and e-Skills development have been supported by local authorities, as well as by nationwide ICT associations and projects partnering with local organizations in the region. As a result the region is characterized by comparatively high level of e-Skills knowledge among the citizens, as well as by a relevant number of eInclusion intermediaries providing ICT access, training and consultation services.

The ultimate majority of the eInclusion intermediaries in the territory represent public sector, mostly libraries and schools.

There are 68 public libraries and additional 25 school libraries in the territory with 100 686 inhabitants. The libraries actually play the role of telecentres here offering a list of common digital inclusion services –public ICT Access, ICT training and consultations.

Formal education establishments make the second largest group of public sector eInclusion intermediaries, providing different digital inclusion services for 3 different target groups: students, teachers and wider community.

Municipal LLL Centres, although small in number, provide the widest range of e-Skills training activities as well as support and capacity building for other organizations in the area.

Third sector organizations or NGO's are active to promote e-Skills and advocate the use of e-services and ICT tools within their communities and for their target groups. Due to very low budgets and

small or non-staff, NGO's cooperate with other organizations – libraries, schools, LLL centres for actual provision of services.

Private organizations in the region are a relatively small group of eInclusion intermediaries and mostly involved in ICT training activities.

The major source of funding for organizations in area is municipal/state funding, followed by EU funds and self-generated income from services.

The major target groups are young adults, children and adults in general, including seniors.

The general policy in the region and implemented by eInclusion intermediaries is not only to support disadvantaged groups (unemployed, disabled, low income people etc.) but to empower all community members by digital skills and e-services.

The activities and outcomes of organizations are provided in all 4 areas of common typology: Skilling, networking capabilities, empowerment and job placement capabilities, different types of organizations are more involved in one or another type of activities.

Organizations have some in-house practice of measuring their activities and outputs, but in most cases this is just a number of users of ICT access or number of people involved/graduated from different ICT related trainings. More advanced methodologies of output measurement are performed by libraries as well as by LLL centres and private training companies.

0.3. Policy recommendations

At the moment there are no indicators or methodology allowing summarizing or comparing outputs of different eInclusion intermediaries. Many organizations claim that impact evaluation is not performed because of non-existence of such methodology or set of indicators.

The importance of demonstration of eInclusion intermediary's activities outputs and wider impact is well understood by eInclusion actors as well as by local municipalities; however development of a practically applicable measurement framework is required.

There is a principal possibility to build a framework which will be reliable not only to regions specific landscape, not just for separate country, but for EU27. This framework should be modular and include common typology of organizations, target groups and activities. Different organizations will be able to count and demonstrate the outputs and activities which are relevant to their profile and targets.

A particular attention should be paid to precise measurement scales development for different activities and outputs – like skilling, networking and empowerment. It has to be understood that the grassroots organizations in different countries use different terminology, reporting systems and measurement of their activities. To achieve good results the measurement framework should include detailed explanations and examples.

Introducing impact measurement framework will allow demonstrating the impact of digital inclusion activities and actors and evaluating the correlation between digital inclusion and social inclusion in specific regions and in Europe.

1. Introduction

1.1. IPTS research on ICT for Inclusion and the MIREIA Project

The Socio-economic Analysis of ICT for Learning and Inclusion Action' (ICTLI) of the Information Society Unit at the JRC-IPTS is conducting research in the area of ICT for socioeconomic inclusion with the main goal of providing evidence based analysis to support EU policy design, implementation and evaluation, focusing on the interplay between ICT, social inclusion and empowerment of groups at risks of exclusion.

As part of its research strategy and among its key activities the ICTLI Action is conducting research with the specific objective of **Measuring the impacts of ICT for socio-economic inclusion**, including the structuring of the policy landscape and the characterization of the various actors active on it, as well as the development of a conceptual and methodological framework and implementation strategy to gather data and assess impacts of specific ICT-enabled services in support of groups at risk of exclusion and to promote social inclusion, integration and employability. A particular interest in this regard concerns the role of e-Inclusion Intermediaries (due to their multiplier effects) in promoting socio-economic inclusion at various levels (e.g. regional, local, community, thematic, etc.).

Therefore, as part of the Administrative Arrangement (AA) for 2012-2013 with DG CONNECT a study on Measuring the impact of e-Inclusion Actors on Digital Literacy, Skills and Inclusion goals of the Digital Agenda for Europe (hereinafter referred to as MIREIA) has been agreed. The MIREIA research aims to address two key gaps:

- a) The policy need to **understand and characterize the diverse set of actors** (from public, private and third sectors) involved in implementing the e-Inclusion policies;
- b) The lack of both available **methodologies and practice in measuring the impact of ICT** for socio-economic inclusion.

This case study is framed within the *Task 2: Case-study exhaustive mapping of selected areas* of the MIREIA research project.

1.2. Objectives of the Study

The study is an integral part of MIREIA project and is going to provide inputs for development of joint methodology for measuring impacts of e-Inclusion intermediaries as well as support with recommendations the larger scale mapping of EU 27 countries.

Case study in Zemgale (Latvia) is one of the 3 parallel studies of this scope, other 3 taking place in UK and Spain.

The particular objectives of this case study are:

1. **Provide a detailed picture of e-Inclusion intermediaries in the selected territory of Zemgale region (Latvia) though gathering and analyzing relevant data and data sources**

To complement the objective different methods of analysis have been applied: web research, analysis of secondary statistical data, interviews with leading organizations responsible for e-Inclusion in the area as well as in-depth survey with a sample of 55 organizations.

2. **Define a categorization of the e-Inclusion intermediaries and classify them according to organizational structure, target groups serviced, outcomes and activities**

This objective has been achieved in 2 stages. At first stage 3 parallel studies have described the e-Inclusion actors according to their own categorization depending on the specifics of mapping

territory. On second stage all 3 case studies have described the organizations based on common typologies thus testing their relevance.

3. Identify and evaluate methods of outcome and impact measurement by e- Inclusion intermediaries activities

This objective was achieved by identifying the degree in which organizations measure the outputs of their activities as well as analyzing what are the main data gathered, what are the barriers and stimulus for impact measurement by local e-Inclusion actors.

4. Provide recommendations for EU 27 mapping of e-Inclusion intermediaries.

The main recommendations for EU27 mapping are on the following issues:

- Common , tested in 3 countries categories of e-Inclusion organizations
- Description of best methodological and organizations approaches to gather data – via secondary channels
- Recommendations for EU27 Survey questionnaire content and distribution channels
- Description of the methodological difficulties encountered and recommendations how to avoid them

1.3 .Structure of the Report

The report consists of executive summary, 4 chapters and annexes.

Chapter 1” Introduction” presents the overall objectives of the research as well as positioning the case study within the MIREIA project. Introduction includes a description of the methodological approach to the study as well as analyzes the methodological challenges experienced.

Chapter 2 “Context of the locality “describes the research territory. It presents the social economic landscape of Zemgale region – short historical background, demographic composition, economic landscape and main challenges the region I experiencing now. Chapter 2 also describes the Digital inclusion policies, strategies and policies which are relevant for the region.

Chapter 3 “Mapping of eInclusion intermediaries “describes in details the eInclusion intermediaries in the locality. All organizations are categorized according to their organizational type, target groups served and organizational structure. Special attention is paid to analyze the main activities and outcomes of organizations, as well as impact assessment methods they apply. A cross analysis of organization types versus services and outcome measurement is provided as well.

Chapter 4 “ Policy Implications and Recommendations for MIREIA “ presents conclusions and recommendations for the EU 27 mapping based on the experience in case study in Zemgale, LATVIA.

The report includes following annexes:

- Annex 1 Common typologies for analysis of locality mapping
- Annex 2.Complete list of eInclusion intermediaries in Zemgale region
- Annex 3.Survey questionnaire form (in Latvian)

1.4 Methodological approach

To identify all important and potential eInclusion actors in selected area several information channels have been considered and data collection methods applied for better coverage:

- *Information from Nationwide agencies, networks and organizations*

A great part of organizations which were target of the research belong to national networks. In order to access them, first the national level organizations have been approached and invited to support information for the research. Among such organizations and nationwide networks in Latvia the following most important organizations could be mentioned: library network (managed by State Agency "Culture information systems"), school network (managed by Ministry of Science and education), State employment agency regional network.

- *Information from national NGO : ICT associations, Life long learning organization associations etc*

All these organizations have a central management (mostly situated in capital of Latvia, Riga), but have regional networks and activities in regions of Latvia, including mapping area. Organizations like Latvian Information and Communication Technology Association (www.likta.lv), Latvian Internet association (www.drosinternets.lv), Civic alliance of Latvia (www.nvo.lv) all act as eInclusion intermediaries and have a wide partners networks in Zemgale territory.

- *Web research*

A large part of information was collected via web research. It has to be said that all the regional municipalities in mapping area have really informative municipal portals, containing all the information about municipal institutions –schools, libraries and municipal agencies, as well as about private businesses operating in their territory and local NGO's .

- *Meetings and discussions with regional municipalities*

Face to face meetings have been organized with the largest (central) municipalities in the mapping area: Jēkabpils and Aizkraukle municipalities. Deputies responsible for education and inclusion policies have been interviewed in order to indicate the organizations active in eInclusion field in their and neighbour territories. This appeared to be a very good information source. Some of the municipality people also have helped with recommendations to survey respondents in order to achieve higher response rate to survey.

As a result an initial data base (general population) of 160 eInclusion intermediaries was created.

For the purposes of a dedicated in-depth survey a structured qualitative/ questionnaire form was designed. The questionnaire included 3 main blocks of questions:

- *The character and structure of organisation*

This part of the questionnaire includes the questions which allow categorizing the organizations by different aspects: legal status, focus of operations, audiences served, period of operations, size of staff and numbers of customers served.

- *ICT and e-Skills services provided by organization*

Second part of questionnaire concentrates on organizations activities or services provided by organizations, as well as financial and non- financial support organizations receive to be able to provide these services

- *Impacts and outcomes measurement policy and practice within the organization*

Last part of questionnaire is dedicated to discover practices how organizations capture and measure outcomes of their activities as well as different kind of impacts

The questionnaire was developed in electronic version (MS Word) and e-mailed to all E-inclusion Intermediaries identified in the previous research step: desk research and information through dedicated channels. The general sample of eInclusion intermediaries (160) then were followed up by reminder e-mails and through phone calls, outlining the research goals and encouraging participation in the research.

As a result 55 filled in questionnaires have been received. The response rate of 34 % has to be considered as a very good, taking into mind the time constraints and survey period- August, when most of the public organizations are having official holidays. Table 1 presents the proportion of aggregated categories of respondents (based on their organizational type) in general population and survey sample.

Organization type	General population	Survey sample	% of representation
Government	135	39	28.9
Third sector	17	10	58.8
Private sector	8	6	75.0
TOTAL	160	55	34.4

Table 1. General population and survey sample- organizations by aggregated category

As it can be observed from Table 1, much higher percentage of Third sector and private sector organizations are presented in survey sample compared to that of governmental organizations. This was a dedicated approach since governmental organizations made the absolute majority of eInclusion Intermediaries in the mapping area, but for research purposes it was important to get response from meaningful number of private and NGO organizations as well.

Survey results were electronically captured, coded according to the responses provided were necessary (in terms of some of the qualitative responses) and presented in the form of electronic data base. This form of coding allowed for easy comparison between the responses from the different intermediaries and for a quantification of responses as presented in the survey analysis following.

1.5. Methodological challenges

There have been several challenges encountered to carry out the survey work and data analysis, some of them of more organizational, some of them more theoretical character.

1.5.1. Organizational challenges

One of the key issues affecting the response rate and slowing down the gathering of data was the timing of the research, and it is important to avoid the lessons can be learned in this regard. The data collection took place during the month of August and in Latvia, as elsewhere in Europe, this is the peak holiday season, especially for governmental and municipal organizations like public libraries and schools. The fact that there was nobody receiving the e-mails or answering phone calls for many organizations was slowing down the data collection process and should be avoided for EU 27 mapping (taking into account also other holiday periods – like Christmas-New Years holidays) .

Another challenge for the survey was that many of the potential respondents have not been able to answer questionnaires in English, therefore the questionnaire was developed in Latvian and later all the data and answers were translated and encoded in English. This is probably a rule that should be applied when designing the EU 27 mapping as well.

Trust of the respondents and their willingness to share information is another aspect to be taken into account. It should be stated that many of the organizations have a very limited number of staff – especially libraries and NGO, the staff is overloaded with everyday activities and there should be a motivation for them to spend time answering the survey questions. As the study took place in local rural area, it was very helpful to have recommendation from the local municipality people. They actually have helped a lot to get good response rate and trustful answers. When designing the distribution channels for the EU27 mapping it should be taken into account that reputation and connections of the organizations collecting the data locally (at country level) is a key to good response rate.

1.5.2. Theoretical challenges

There is a number of theoretical aspects which raises discussion and can be only partly answered in this report.

1.5.2.1. Measuring the outputs of the e-Inclusion intermediaries.

The questionnaire did include questions:

Approximately how many people use your services on:

- *weekly basis*
- *monthly basis*
- *during a year*

Respondents have been given freedom to provide data for the period they actually do collect information. Almost all of the respondents have been able to give their yearly figures, however looking into the figures and respondent' s practice of “recording “services, the situation was very chaotic and didn't allow to produce any reliable summary statistics.

It was also observed that some organizations (especially schools, NGO s) count the service users (for example free internet access) as unique visitors – like students and teachers at the school, active NGO members, but other organizations- especially libraries count every visit as a new service/customer.

Table below presents a summary overview of the existing practices of recording evidence of different groups of organizations for different services:

Main categories of services	Libraries	Municipal LLL centres	State agencies	Schools	NGO s	Private organizations
Free computer/internet access	All record, every single visit as a new customer	Additional service for visitors, normally don't record	Don't record	Some	Don't record every single visit, but number of users per year /average	Normally don't record this figure, especially the ones with free Wi-Fi spots
ICT trainings provided	Some	All record properly, figures about different training program's available	Some recording from partners who provide trainings	All record properly formal classes for students and trainings for teachers.	Some	All record properly, figures about different training program's available
Main categories of services	Libraries	Municipal LLL centres	State agencies	Schools	NGO s	Private organizations
ICT and e-services consultations provided	Don't record unless required from donors	Normally record	Normally record	Record if they are official "events ", otherwise don't	Don't record (unless this is paid service)	All
Awareness raising activities and information campaigns	Majority record	Normally record	Normally record	Different approach	Normally record	
e-skills certification	Don't provide these services	All record properly	Don't provide these services	All record properly	Don't provide these services	All record properly

Table 2. Practices of recording outcomes per organization profile

Of course, the findings here are general and might differ for some particular organization. But it still leaves open questions which have to be agreed within MIREIA project expert team.

There are some recommendations for the EU27 mapping for output measurement:

- I. Count separately figures for different services – like 1) access to computers and internet, 2)e-Skills trainings, 3)e-services consultations,4) informative campaigns. Design a structured survey form where respondent can enter outputs for different services
- II. Have short explanation in the survey form what you mean under particular services, since not all respondents understand what you mean by access services, consultations etc.
- III. Make sure that there is a common methodology how to count users: unique visitors or every visit as a new output entry. Again the approach selected for EU27 mapping should be clearly explained.

1.5.2.2. Collecting the financial info.

The survey form included 3 questions related to financial aspects of the respondent organizations. The first questions which invited respondents to indicate main funding sources and funding mechanism was answered without any difficulties by almost all respondents.

However the other 2 questions related to financial aspects have raised difficulties to answer as well as some part of respondents treated it as confidential info. These were questions about yearly budget of organizations, as well as about the budget percentage spent on ICT activities.

The financial questions are important in order to measure the efficiency of the eInclusion intermediaries as well as to access their needs for financing. However for EU27 mapping it should be taken into account that some 20 % or more might not provide answers to these topics.

The recommendation would be to use structured intervals for both- yearly budget as well as percentage spent of ICT activities since based on researcher's experience that would increase response rate as well as make it easier for some organizations to answer questions.

2. Context of the Locality

2.1. Socio-Economic Landscape

2.1.1. Brief introduction to mapping locality.

The locality mapping research took place in *Zemgale* region of Latvia.

Historically there are **five planning regions in Latvia** : the [Kurzeme](#), [Latgale](#), [Riga](#), [Vidzeme](#) and [Zemgale regions](#). The boundaries of the regions align to the boundaries of the municipalities of Latvia following the municipality reform of 1 July 2009.

Zemgale Region covers the territory of 10,733 square km of Latvia with a total number of population of 281,928 citizens, which makes the density of population 26,1 / square km.



Figure 1. Administrative regions in Latvia

The largest cities in the region are Jelgava (with approximately 64 000 inhabitants) and Jekabpils (with 26 764 inhabitants). The rest of the region is mostly rural territory with low density of population per square km and historically is considered as the main agriculture region in Latvia.

In last years due to economic crisis in Europe the region has suffered from both: unemployment growth (recently around 12 %) and economic immigration of young and economically active people.

For mapping research purposes a part of Zemgale with 1 regional city Jekabpils and 12 rural municipalities was selected, representing 100 686 citizens and the area of 6114.6 square km.

This territory is often referred as “VidusLatvija “- which means Central or Middle Latvia, and is divided by Latvia’s largest river Daugava, leaving 7 districts on left bank of Daugava and 5 districts on right bank of Daugava, while Jekabpils city is situated on both. The area is located 80-150 km from Riga (capital of Latvia) and most of the left bank districts borders with Lithuania.

Next table presents a summary overview of the basic indicators of the municipalities in research territory.

SELECTED municipalities in Zemgale region	Number of citizens	Territory (square km)	Density of population (per square km)	Number of SMEs	Number of primary and secondary schools	Number of libraries	Number of small administrative units
Aizkraukles District	10052	102.3	98.26	228	6	3	2
Aknīstes District	3414	285	11.98	58	3	3	3
Jaunjelgavas district	6610	685	9.65	120	4	7	6
Jēkabpils city	26764	23	1163.65	667	5	2	1
Jēkabpils district	6098	906	6.73	122	6	11	7
Kokneses district	6204	360.8	17.20	116	6	5	3
Krustpils district	7069	812.2	8.70	117	7	8	6
Neretas district	4501	645.5	6.97	45	3	6	4
Plavīnu district	6525	376.8	17.32	93	1	6	4
Salas district	4399	318.1	13.83	90	3	4	2
Skrīveru district	4144	105.4	39.32	52	1	2	1
Vecumnieku district	10057	844	11.92	123	5	6	6
Viesītes district	4849	650.5	7.45	84	3	5	4
Zemgale Region selected municipalities total	100 686	6114.6	16.47	1915	53	68	49

Table 3. Basic statistics for mapping territory

2.1.2. Demographic composition of the locality

The selected territory in Zemgale presents a comparatively low density of population. Even if the average density of population is 16.47 citizens per square kilometre, it is mostly due to higher density of population in Jekabpils city (1163 citizens/sq.km), as well as Aizkraukle city (98/sq.km). In the rest of territory, which is mostly agriculture land or forests, the density of population is very low, especially in Viesite, Nereta, Krustpils, Jekabpils and Jaunjelgava districts.

The number of inhabitants demonstrates slow but permanent decrease, which is explained by migration of economically active population to capital Riga as well as abroad.

Regions	2007	2008	2009	2010	2011	2012
Vidzeme region	240347	237803	235576	233570	231067	208129
Kurzeme region	306052	303618	301621	299506	296529	266313
Zemgale region	284669	283484	281928	279809	277265	250177
Latgale region	354554	348271	343646	339783	335013	298487

Table 4. Resident population by statistical regions in Latvia. (Source: CSB Latvia)

Next table illustrates the distribution of population in Zemgale region by age groups.

Regions	Under working age	Of working age	Over working age
LATVIA	13.7	66.2	20.1
Riga region	12.5	66.4	21.1
Pieriga region	15.1	66.6	18.3
Vidzeme region	14	65.5	20.5
Kurzeme region	14.9	65.3	19.8
Zemgale region	14.5	66.5	19
Latgale region	12.9	66.4	20.7

Table 5. Population distribution by age groups in Zemgale region (percentage).

* Working age: 15-74. (Source: CSB Latvia)

The ethnic composition of population in Zemgale region is rather monolith with majority of Latvian nationality – 69,3%, followed by Russians – 17,9% , Belarusians – 4,3% and some other nationalities with less than 2% . Compared to other regions of Latvia, especially the capital Riga, Zemgale region has a comparatively lower total percentage of ethnic minorities- less than 30%.

The gender distributions for the region makes 52,8% for female and 47,8% for male which is very close to Latvia overall proportions.

2.1.3. Economic landscape of the locality

The business activity (as researched from National register of Enterprises) has explicit character of agriculture production, forestry, as well as local tourism and other community services. Most of the businesses are small, micro or individual enterprises. Some exceptions are around Jekabpils area. Some medium size enterprises are traditionally located there.

For the last years Zemgale region like other rural territories in Latvia has experienced economic migration of economically active people to foreign, especially Western Europe countries. This is due to unemployment rate – currently 12%, as well as comparatively low business activity and diversity.

Regions	Status	2007	2008	2009	2010	2011
Latvia	..employed	62	62.6	55.2	53.1	55.3
	..unemployed	4	5.1	11.2	12.2	10.1
Riga region	..employed	66.7	66.4	58.8	54.7	58.1
	..unemployed	4.1	5.6	12.1	14.7	11.1
Vidzeme region	..employed	57	57.7	52.1	52	54.3
	..unemployed	4	5.8	11.9	8.9	7.3
Kurzeme region	..employed	61.6	61.2	54.6	53.8	53.9
	..unemployed	3.4	4.2	9.4	9.7	8.9
Zemgale region	..employed	59.5	60.9	53.6	50.7	54.2
	..unemployed	4.1	5.2	12.9	14	11.6
Latgale region	..employed	56.3	58.1	50.8	49.7	50.4
	..unemployed	4.9	5.4	10.7	11.2	10.9

Table 6. Population by labour status and regions. (Source CSB Latvia).

Table above presents the employment and unemployment data in Zemgale region. They are very much in line with Latvia's average and illustrate both the peak of the world economic crisis starting to dramatically influence unemployment rate from beginning of 2009 and very slow recovery starting from end of 2011.

The economic crisis which started in 2008 has influenced regions all over Latvia- the common trends were a fast decrease in GDP, decrease in internal market consumption, growing unemployment, cuttings in state and municipal budgets and jobs and closing or bankruptcy of many enterprises.

The economic challenge for Zemgale region is to foster economic activity of local and regional enterprises, make a transition from mostly agriculture and forestry related businesses to technology driven economical activities. It is also a task of the local governments to help regions enterprises become more visible on the international market. This has been understood for the crisis years both by municipality administrations as well as citizens that there will be no good employability possibilities in the region if the business activities will not develop in a much faster speed. The unemployment and low income of citizens can be only solved by creating additional businesses, starting new enterprises etc. Therefore the accents in the last years started to move very much towards supporting and stimulating entrepreneurship in the region.

The region is partly suffering from migration of young people from the region- to Riga as well as other larger cities of Latvia. It is due to the fact that despite the high number of primary and secondary schools in the area there are no higher education institutions there. Exception is Jekabpils with some branches of national high-schools.

2.2. Digital Inclusion Policy, Strategy and Projects

2.2.1 Digital inclusion policies and strategies

The digital inclusion policies and strategies in Zemgale region are in a great extent determined by the national policies in this field. There is no single strategic policy document entitled 'National eInclusion Strategy'. The Latvian eInclusion policy is being implemented and will be developed in accordance with several policy planning documents, including:

- the National Development Plan 2007-2013
- Information Society Development Guidelines for 2006-2013
- Electronic Skills Development Plan 2010-2013
- Broadband Development Strategy for 2006-2012

The goals and key focus areas for the development of an information society are set out in **Information Society Development Guidelines for 2006-2013**, which are fully in line with EU schemes, including the Lisbon Strategy, the i2010 policy document which promotes an inclusive information society, and the eInclusion and eAccessibility initiatives. It envisages a Latvian society where all citizens regardless of disability or age could fully access and use ICT-based information resources, as well as public services that are tailored to their needs.

The Electronic Skills Development Plan 2010-2013 constitutes a concrete set of actions and targets aimed at improving the digital skills of special needs groups such as the elderly, the disabled and marginalized youth. Moreover, it seeks to foster the use of ICT through information dissemination and training. In analyzing the state of play in the overall level of ICT skills, the strategy document emphasizes the need to encourage, inform and interest all citizens in the use of ICT, and the potential to be derived from it.

The Broadband Development Strategy for 2006-2012 aims to ensure availability of and access to broadband services for all, including rural areas and remote locations. Densely-populated regions provide sufficient broadband access, in contrast to low population density areas with minimal or non-existent growth penetration due to the fact that it is not economically viable to proceed with network deployment. In order to provide the necessary broadband penetration growth rates and to bridge the digital divide, the development of broadband in distant or inaccessible territories requires public funding.

The local municipalities have also their municipal development strategies where the goals of national policy documents mentioned above are included.

2.2.2 Digital inclusion projects and activities

There are a number of nationwide eInclusion projects which play a key role in development of information society and directly influence the Zemgale region. The most important among them are:

- Project “Trešais tēva dēls” - 3TD, library digitalization project, implemented and administrated by State Agency “Culture information systems “

The following objectives have been achieved for the duration of the project’s implementation (from November 2006 to June 2008):

- Installing around 4000 computers (an average of 3.4 computers per library) in Latvia’s 874 libraries;
- Equipping the Latvian Library for the Blind and its seven branches with special computers for blind and site-impaired users
- Equipping the 28 main regional libraries with special computers for site-impaired users
- Connecting 17 libraries to the internet for the first time
- Increasing the speed of the internet connection at 853 libraries
- Installing equipment enabling wireless access to the internet at 874 libraries
- Training all librarians in the use of computers and the latest software, in user support and undertaking innovative activities in libraries
- Training library users in basic computer skills
- Assessing project impact by surveying both librarians and the public

The project is partnering with all public libraries in Zemgale region and directly responsible for the transformation of old style libraries into local information and e-centres.

- Latvian Information and communication association (LIKTA) initiative Latvia@world . LIKTA is initiator and coordinator of e-Inclusion and e-Skills development initiative Latvia@World. More than 110 000 people have acquired different level e-Skills within the project. Project is an example of PPP and has accumulated resources from: ESF, other EU funding programs, Governmental support programs, private donors (Microsoft, Hewlett-Packard, Swedbank, Lursoft, etc.) and municipal (local) funding.

Latvia@World (L@W) network gathers 31 training centres all over Latvia. The network is established since 2005 and covers all the regions of Latvia.

Training centres of L@W network works on basis of agreement with LIKTA –Members of L@W network are certified for 4 (four) different level trainings and several additional programmes and services. Latvia@World network consists of mixed type of organizations

- NGO’s
- Municipal institutions
- Educational institutions (which provide life-long education)
- Private companies who provide cost- based e-Skills and e-services trainings and certifications

Latvija@Pasaule mācību centri



Figure 2 Network of Latvia@world training centres

3 of L@W centres are located in mapping area and represented in the survey sample.

- Lattelecom project “Connect Latvia

“Connect Latvia”, a project of free computer education for seniors, is being conducted for the fourth consecutive year (started in 2008) by Lattelecom, the largest electronic services provider in Latvia. Yet, this year, the project has had an even greater impact – it will teach 5000-6000 seniors aged 50 and older by November 2012. The project teaches seniors basic computer and internet skills, such as switching on a PC, searching for information on the web, using e-mail and Skype. Classes are held in small groups – up to fourteen students in a class. The course lasts three days. The total number of academic hours taught (45 minutes each) is four a day. Even seniors as old as 91 and 93 mastered computer literacy in Latvia proving that old age is no obstacle to acquiring new knowledge. In mapping area there are local and regional e-Inclusion intermediaries partnering with “Connect Latvia” project in Aizkraukle, Koknese, Aknīste, Skrīveri, Nereta, Jēkabpils, Vecumnieki districts and Jēkabpils city.

2.2.3 Digital inclusion indicators in Zemgale territory

As a result of high commitment from local municipalities to implement digital inclusion policies and activities in the mapping area, as well as the intense presence of nationwide projects and donors, Zemgale region in our days is one of the rural regions with highest penetration of computer and internet use, especially by citizens.

Table below presents the percentage of households with access to computers and internet

Regions	2007	2008	2009	2010	2011	2012
Riga region	63.3	65.2	65.8	66.6	69.1	76.6
Vidzeme region	...	47.3	50.4	59.8	57	63
Kurzeme region	41.6	52.7	53.9	58.6	61.8	59.5
Zemgale region	49.6	52.2	59.1	61.9	65.2	71.9
Latgale region	31.8	45.3	51	55.8	49.3	63.6

Table 7. Access to a computer/internet by households of various types at the beginning of the year (Source: CSB Latvia).

From all the Regions in Latvia Zemgale is second, behind only Riga region, which is the capital of Latvia. However looking at the dynamics Zemgale is the leader- since 2007 the access to computer/internet in the region has grown from 49 % to 72 % of households.

Next table presents the statistics of use of Internet by enterprises

Regions	2009	2010	2011
Riga region	89.3	91.5	92.3
Vidzeme region	86.6	86.2	89.7
Kurzeme region	84.5	90.3	90
Zemgale region	82.5	90.1	95.1
Latgale region	74	88.7	91

Table 8. Use of computers, internet and websites in enterprises with the number of employees 10 and more (% from all in the group). Source: CSB Latvia.

Here Zemgale region has the highest penetration rate, by 3 % exceeding the one of capital, Riga.

2.3. Implications of the context in the composition of the typology e-Inclusion Intermediaries

There are a series of factors that have influenced and created the landscape of e-Inclusion intermediaries in Zemgale region.

The main among them are:

- State policies and programs in the field of digital inclusion and e-Skills

According to the Electronic Skills development plan 2010-2013 a number of e-skills development activities have been supported by state (or EC) funding all over Latvia, including Zemgale region. Among them the most important could be mentioned : state programs to support ICT training for unemployed, job seekers and people in the risk of exclusion from the job market (administrated by State Employment agencies and their regional branches), state financed programs to develop ICT skills for teachers, state programs to support ICT skills training for doctors and other medical personnel , state and EC financed programs to provide ICT training for farmers and agriculture workers – administrated by State Rural support agency and others.

- Presence of leading ICT companies (Telecom operators) in the region providing fast and affordable internet access

The de-monopolization of telecommunications services in the beginning of 2003's in Latvia has led to a very strong competition of operators within the fixed line, mobile and internet services segments. Due to the competition and development of new, progressive services the prices for internet, mobile, fixed line as well as digital TV services has dropped dramatically. High speed latest technology internet is available not only in major cities but also all over Latvia.

- Latvian educational system which have granted middle level ICT skills for the people aged 35 and younger

Since beginning of 90 ties all Latvian schools had as a mandatory subject "ICT skills training ", starting from 5 th grade. All schools have been equipped with computer classes and internet connection, special qualification standards set for the teachers of informatics.

- Strong commitment form the municipal administrations in the region to achieve digital inclusion goals and implement state policies and activities

Almost all of the municipalities in the mapping region have been active to promote information society and e-services. All the municipalities have well developed municipal portals where a lot of

communication with citizens and entrepreneurs can be done electronically; municipalities have introduced a number of e-services. Municipalities have been promoting e-services and importance of e-Skills by different dissemination activities (seminars, participation in annual e-Skills week, publishing information on their portals etc). Municipalities have been also directly supporting e-Skills and e-inclusion activities within limitations of their budgets.

- The historical role of community culture, education and social centers that the libraries and local schools have played in rural territories in Latvia for more than a century

For more than a century the local (rural) schools and libraries have been considered as the cultural and educational centers where the local communities used to organize meetings, seminars, discussion etc. People used to come here not only to read newspapers or books but also to discuss urgent political, social or cultural issues. The local librarians and teachers have had a lot of authority in the rural regions and always have performed a role of some social and cultural facilitators and advisors. It has been a long established practice for the libraries and rural schools to organize different educational seminars and consultations for their communities. So this is just normal development that with digital era they added to the scope of these trainings and consultations e-Skills, ICT access and e-services.

- The large digital inclusion projects like 3TD (Library digitalization project), Latvia@World (LIKTA e-skills and e-Inclusion initiative), Connect Latvia (Latelecom) and their approach to partner with local organizations (mostly LLL centers, libraries and schools) instead of setting own new organizations
- Comparatively monolith character of the society, where ethnic minority or migrant problems are practically not an issue

The society in rural regions of Latvia (especially in smaller villages and districts) has a special feature that people know each other – their neighbors, their local librarians, school teachers, post men, municipal leaders etc. The rural communities are also much more following to local media news – portals, newspapers, -that the citizens of larger cities or capital Riga. As a consequence- it is much easier to inform citizens here about local activities and opportunities, including e-Skills and eInclusion activities. The word spreads from neighbor to neighbor, from local libraries, postal services, schools etc.

- Number of nationwide awareness rising campaigns on importance of digital services and e-skills (for example annual e-Skills week/Get online week) which stimulates demand for the local e-inclusion organization services

3. Mapping of eInclusion intermediaries

3.1. The landscape of eInclusion intermediaries in Zemgale region.

Several approaches to categorization of e-Inclusion intermediaries have been applied in this report. :

- Typology based on Organizational type (legal status) profile and legal status
- Typology based on Outcomes and Activities
- Typology based on target groups

Chapter 3.1. describes the eInclusion Intermediaries based on Organizational type.

The majority of organizations are governmental/municipal institutions. In the general population of 160 identified eInclusion intermediaries there are 135 governmental (municipal) organizations. In the survey sample they reach 39 by absolute numbers which is 71 % of all organizations. NGO represents 18 % of all survey respondents while 11 % of respondents belong to private sector.

Organizational type	General population	Survey sample	Percentage of organizational type in survey sample
Governmental/municipal institution	135	39	71%
Private organization	8	6	11%
Third sector (NGO)	17	10	18%
TOTAL	160	55	100%

Table 9. Typology of eInclusion intermediaries by Organizational type (aggregated)

3.1.1. Government institutions

All in total 135 governmental organizations have been identified as eInclusion intermediaries in Zemgale region.

The largest groups among them are public libraries and formal education institutions, followed by municipal administrations and life long learning centres, as well as some state and regional agencies operating in Zemgale territory.

Categories	Number	Percentage
Formal education Institution	47	34.81
Public libraries	61	45.19
Municipal administrations	12	8.89
Municipal LLL centres	4	2.96
National and regional agencies	9	6.67
Other	2	1.48
TOTAL	135	100.00

Table 10. Government organizations in general sample - disaggregated categories

Libraries are definitely the largest group of E-Inclusion intermediaries in the Zemgale region and play the role of telecentres here. In the area there are 68 public (municipal) libraries, as well that there are around 25 additional libraries in schools.

The transition from old style libraries in Zemgale region (as well as in Latvia in general) to digital centres for communities has happened during the last 10 years thanks to Latvia government investments as well as the huge support from Melinda & Bill Gates foundation. The role of libraries as telecentres is based also on the fact that there is a library in every smallest village (rural

municipality) of Zemgale, which makes them the closest at most available digital centres for citizens in their communities.

All libraries have common list of digital inclusion services they are offering to citizens:

- Free public access to computers and internet (number of workplaces depends on the size and location of library, the minimum- 4)
- WI FI –for free use for visitors
- Librarians who are able to consult on using computer, internet, private and public e-services
- Additional digital services for some reasonably low fee- printing, scanning, copy etc.

Public libraries are receiving basic funding from municipalities they belong to, additional funding comes from a group of sources: state agency “Culture Information Systems “, EU projects they can be involved, private donors.

Libraries are quite good on measuring the impact of their work; a common methodology is developed by the Culture Information Systems State agency.

Libraries are very cost –efficient eInclusion intermediaries, serving a large number of customers with a really low annual budget and minimal number of staff: mostly 1-2 paid staff per rural library.

Formal education institutions is the second largest group among government eInclusion intermediaries, mostly primary and secondary schools, as well as some vocational schools – in total 47 organizations . The primary school in Latvia covers grades 1-9 (children aged 7-15); while secondary schools covers grades 1-12 (children aged 7-19) and vocational schools covers grades 10-12 (children aged from 16 and older).

As e Inclusion Intermediaries schools play several roles and provide several types of services:

Services for primary target group-students and teachers

- E-skills development and access to computers and internet to their students
- Digital technology training and qualification upgrade for teachers
- Introduction of students and teachers to internet security issues and e-services

Services for audience beyond the primary target groups:

- Training for seniors
- Intergeneration e-skills training (students with their parents, grandparents)
- Awareness raising campaigns for e-services, ICT security
- Public access to computers/internet

The first group of services is provided by all schools. The second group of services and activities varies from school to school and depends on support of municipality as well as on individual initiatives and enthusiasm of schools staff.

All general education schools are receiving funding from both- municipalities and state budget. In addition many schools are involved in EU or national projects with additional financing. Financial support from private organizations or user’s fees is quite rare for schools.

Compared to libraries schools have much higher budgets, but the percentage of budget spent for e-skills and digital inclusion activities in majority of schools is lower than that for libraries.

Most of the schools only measure the impact of digital activities and services as much as that is required by the formal education system and only for the primary target groups- students and teachers.

An important role as eInclusion intermediaries is played by Municipal Life Long Learning centres (LLL centres) . These centres are the most advanced eInclusion intermediaries in the mapping territory with the widest range of services. Compared to libraries they are offering more advanced E-skills training services, they are having larger annual budgets and have more accent on training and consultations than on public internet access. These municipal LLL centres in the mapping area often operate as regional coordinators of eInclusion activities- involving and supporting other organizations.

In the mapping area 3 of these municipal centres operate and have been included in mapping survey: Aizkraukle regional Adult education and Innovation assistance centre; Jekabpils Technology and Life Long learning centre and Zemgale region humane resource and competences development centre. All over Latvia there are around 30-35 organizations of similar character.

Main findings about these municipal Life Long learning centres:

- Education services dominate over public access services
- With a very few exceptions centres provide not only ICT related training and consultations but also adult education for other competences: languages, business courses, accounting etc.
- Basically they are municipal organizations and have municipal funding but a substantial part of budget is coming from self-generated income - paid services, EU and other projects
- Normally cooperates with other EII in the territory- NGO, libraries etc.
- Management structure is more developed than the one for libraries- normally have director, project coordinators, trainers, administrative staff

Municipal administrations can also be considered as eInclusion intermediaries themselves. Since mid of 90 ties and up to 2005 there has been a Latvian government financed program to establish public internet access points in the rural territories , most of them located at local administrations. Besides providing Public internet access the municipal administrations play an important role introducing citizens and SME s to e-services (especially governmental and municipal e-services) as well as run awareness raising campaigns about importance of e-skills and e-services.

State and regional agencies is another group of organizations within the government sector. There are a number of state agencies which operates on municipal/local level and are present in mapping area. The most important among them are:

- The State Social Insurance Agency
- The State Employment agency

The State Social Insurance Agency is a state institution under supervision of the Ministry of Welfare, performing the public administration function in the area of social insurance and social services. There is a list of specific services that the agency provides for target groups:

- Services for future parents, parents, guardians, adoptive parents
- Services for employees -benefits in case of unemployment, sickness, occupational disease
- Services for seniors – pensions, care
- Services for people with disabilities - benefits for persons with vision, hearing, mobility disabilities.

For the last couple of years Agency has introduced a variety of e-services for almost all of these groups. In addition to introduction of these e-services Agency is also running a nationwide awareness raising campaign and consulting citizens how to use relevant e-services.

In the mapping area there are 2 regional offices of The State Social Insurance Agency- in Jekabpils and Aizkraukle cities. They act as eInclusion intermediaries not only providing e-services but also partnering with other organizations (libraries, NGO, municipal adult educations centres) to train people how to use these services.

State Employment Agency is a State administration institution under the supervision of the Ministry of Welfare that implements State policy to decrease unemployment. Agency administrates a number of state programs providing ICT training for unemployed, job-seekers and persons under risk of unemployment.

The main target groups of the agency services are:

- Unemployed and long term unemployed
- Job seekers, especially young people without previous job experience
- Employees at the risk of exclusion form job market (low skilled, pre-retirement age etc)

Administration structure of the Agency's rendered services is formed by department, 28 affiliates and 3 client service centres in Latvia. 2 of regional offices are located in mapping area – again in Jekabpils and Aizkraukle.

State Employment agency is involved in main activity directions related to digital services and e-skills.

From one hand Agency is responsible and is the main contracting authority for a list of ICT courses for unemployed, job seekers and people at the risk of exclusion from the job market. More than 10 different ICT programs (from the one for beginners and up to professional programs) are authorised by Employment agency. ICT training is the second most in demand direction of training after foreign languages. In the year 2011 the percentage of ICT trainings from all trainings provided by State Employment agency made up to 32.6%,

Other activities of State Employment agency related to digital inclusion are E-consultations for unemployed and job seekers, which are provided via special portal. This service becomes more and more popular. Agency cooperates with local eInclusion actors like libraries and schools to inform about these e-services.

Other state agencies and structures which provide e-services and indirectly act as eInclusion intermediaries in Zemgale region are State Land Register and Rural support office with a special target to farmers and agriculture sector.

3.1.2. Third sector (NGO) organizations

In many countries NGO play a very important role as eInclusion Intermediaries in their communities. Based on their target, interests and profile NGO's normally contribute to some digital activities: providing public access to internet for their members and wider society groups, organizing e-skills trainings for their members/target audiences, consultations and awareness rising for relevant e-services etc. This is very characteristic in Latvia for nation wide NGO associations, foundations etc. However the situation for small, regional or local NGO in rural area is a little bit different.

Although in total there are around 90 third sector (NGO) organizations operating in the mapping territory, the web research showed that only a small part of them – 17, can be identified as eInclusion intermediaries – dealing with development of e-Skills, empowerment of community citizens and providing some digital services. The rest of NGO are mostly representing specific interest groups – like gardening, fishing, folk music etc.

During the locality mapping research a group of different interest group NGO have been addressed in Zemgale region , 10 NGO's have been included in survey sample and allowed to make some conclusions about their role, operating model and services provided :

- Most of the local NGO operate in their rural communities , maximum area- district level
- Their annual budgets are quite small
- Many local NGO don't have paid staff, volunteers are taking care of their activities
- Main interests for the NGO are linked to women's activities, cultural heritage, ecology, sports development, territory development etc.
- NGO supporting disadvantaged groups – disabled people, national minorities, unemployed are not so common, they are mostly located in larger cities- like Jekabpils or Aizkraukle in the mapping area
- There are some NGO supporting education activities and business development, but their percentage is comparatively low
- For providing digital services NGO normally cooperates with municipal adult training centres, libraries and schools

It means that the NGO role is more to raise awareness among their members and wider society about the availability and importance of the digital services but they don't necessary provide these services or activities themselves. This is in a great extent explained by the large number of schools and libraries in the territory as well as by their active promotion of e-Skills and e-services.

3.1.3. Private organizations

Another group of organizations providing digital and e-skills services are private organizations. In the mapping area 8 of them were identified as major players and 6 included in mapping lists.

2 types of private organizations operating as inclusion intermediaries have been identified in the mapping territory: private education companies and local ICT and internet service providers.

- Private education companies

4 major players have been identified to be active in Zemgale territory: SIA "BUTS ", SIA "PITEC ", SIA "ABC mācību centrs "and SIA "Austrumvidzemes mācību centrs ". Three of the organizations are operating through Latvia, while one is active in Zemgale and Vidzeme regions only. All of these organizations are having branches in Jekabpils or Aizkraukle cities and from there provide services for the mapping area.

These organizations have a list of common features:

- Core business is providing non formal and professional training for adults, including various ICT courses
- Main client is State Employment agency (who is contracting all trainings for unemployed, job seekers and people at the risk of exclusion from job market), private customers are minor group
- Organizations participate in tenders to be subcontracted by State Employment agency
- ICT trainings, that these organizations provide, is regular business rather than social mission
- Normally don't provide any access to computers/internet or consultations outside the defined training plan
- Have some well defined and regular practice to measure outcomes and impact- as much as it is required by official reporting to state authorities , especially state tenders with EU financial support

- Local ICT and internet services providers

It has to be said that a surprisingly small number of local companies providing ICT and internet services has been identified through web research and other information channels – altogether 4 companies have been identified as really active, 2 of them participated in the survey.

The small number of local ICT service providers is explained by major influence of 2 groups of other actors:

- Nationwide leading ICT companies and their ability to provide services in regions
Latvia is a small country and many ICT services are provided by leading companies – both software and hardware sales as well as Internet and digital TV services. Major player in this field is Lattelecom, as well as mobile operators Latvian Mobile phone, TELE 2 and BITE , who not only provide comparatively low priced internet, WI – FI and mobile services, but also hardware sales on monthly payment basis which is more affordable to citizens with average or low income. It is difficult for the local small companies to compete with these leading companies even in rural territories.
- Library network with free computer/ internet access and free WI FI practically leaves no space for business like cybercafés in the rural territory market

3.2. Target groups of eInclusion intermediaries

Another approach to categorize the e-Inclusion intermediaries in Zemgale region is to group them according to target audiences served. The analysis of survey data in Zemgale presents following results:

Target groups	Number of responses	Percentage
Young adults	48	87%
Children	35	64%
Adults (general)	46	84%
Senior citizens/ elderly	26	47%
Unemployed/job seekers	21	38%
Entrepreneurs (SME)	7	13%
Public sector employees	18	33%
Women	16	29%
Migrants and ethnic minorities	6	11%
Disabled people (with physical and mental disabilities)	12	22%
Low-income people	15	27%
Other (including people living in social housing)	6	11%

Table 11. Target audiences for e-Inclusion intermediaries in Zemgale

The young adults and children is a group which has the top priority. This is easy explained because they are defined as priority audience for schools as well as for libraries.

Also adults in general are target audience for 84% of organizations, while it makes only 47 % for seniors.

Unemployed and job seekers are a top priority for 38 % of organizations; these are mostly municipal LLL centres, private companies providing training services as well as State Employment agency branches and part of libraries.

Disadvantaged groups – low income people and disabled people are marked as target audience for comparatively small percentage of organizations – 27 % and 22 % .Most of these organizations are local NGO s, as well as municipal and state social agencies. It should be explained that in general women are not considered as a disadvantaged group in Latvia; therefore the fact that only 29 % of organizations have indicated women as a priority group is very well explained.

Very few organizations indicated as their priority national minorities and migrants, this is a typical situation for Zemgale region – which is one of the regions in Latvia where there are the lowest percentage of national minorities. As for migrants – until now in Latvia this target group practically

don't exist, on opposite – problem for Zemgale region is economic immigration of people from Latvia to foreign countries.

Only a small group of organizations indicated as their prior audience entrepreneurs or SMEs – 13 %, mostly NGO's and municipal adult education centres.

Some of the categories, like Offenders/ex-offenders, people suffering from addictions and people in precarious work were not marked by any of the 55 respondents.

Cross – relations between organization profiles and target audiences served are presented in next table

Target audiences	Libraries	Municipal LLL centres	State agencies	Schools	NGO s	Private organizations
Young adults	Primary target group		One of target groups	Primary target group	Primary target group for some NGO's	One of target groups
Children	Primary target group			Primary target group		
Adults (general)	Primary target group	Primary target group		One of target groups		
Senior citizens	One of target groups	One of target groups	One of target groups	One of target groups	Primary target group for some NGO's	
Unemployed/job seekers	One of target groups	Primary target group	Primary target group			Primary target group
Entrepreneurs (SME)		One of target groups		One of target groups	Primary target group for some NGO's	One of target groups
Public sector employees	One of target groups	Primary target group				One of target groups
Women			One of target groups		One of target groups	
Migrants and ethnic minorities					One of target groups	
Disabled people	One of target groups		Primary target group		One of target groups	One of target groups
Low-income people	One of target groups	One of target groups	Primary target group		One of target groups	

Table 12. Correlation between organizations profile and target groups

3.3. Organizational Structure

This chapter will present a detailed analysis of organizational structure of e-Inclusion intermediaries operating in Zemgale territory based on mapping survey results.

Next table presents a summary overview of organizations according to their organizational structure.

Category of Intermediary	Staff	Funding	Budget
Public Libraries	1-10 employees	Municipal Additional : from private donors, service fees and state budget	3500EUR- 15.000 EUR
Formal Educational Institutions (Schools)	15-150	Municipal and State budget Additional: EU projects, private and NGO donors	30 000 EUR- 500 000EUR
Municipal LLL centres	3 - 15	Municipal and Self-generated income – service fees Additional : EU projects, Grants, private and NGO donors	10 000 EUR - 300 000 EUR
State agencies	6 - 16	State budget and EU funds	150 000EUR 500 000 EUR*
NGO 's	0 – 5 (rely on volunteers)	Members fees, self-generated income and donations Additional : EU projects, municipal funding	3000EUR - 100 000 EUR
Private organizations	8-120	Commercial and state contracts Additional : EU projects	50000 EUR- 400 000 EUR

Table 13. Organizational landscape of eInclusion intermediaries

*- refers to regional branches of State agencies

Chapter is presenting the findings and answers to the following questions:

- What is the business model/structure of organizations?
- How many permanent staff, volunteers and subcontracted staff work at the organizations?
- How are organizations funded?
- What is the total budget of organizations?
- How much of budget is allocated for ICT activities?

Describing their organization structure respondents presented dual answers . From on side they explained the organizational structure inside the organization (for example- small local library, NGO etc). From other side many of the organizations are a part or belong to wider or national networks- so the respondents have described the structure of these relations as well.

As can be observed from respondent's answers about their legal status, the greatest part of them is public (governmental or municipal) organizations. As such they have quite predictable business model and structure:

Also a strong cooperation between different types of organizations has been discovered in the process of survey data analysis. : 58% of all respondents indicated that they cooperate with other organizations in their region (districts, smaller municipalities) in order to provide eInclusion services.

The number of staff for different organizations varies from a couple of employees for small rural libraries and local NGOs to 50 employees and more- mostly for schools and some of the private companies and state agencies.

Size of paid staff	Number of responses	Percentage
No paid staff	6	11%
1-2 employees	16	29%
3-10 employees	13	24%
11-50 employees	12	22%
Over 50	8	15%

Table 14. Number of paid staff

As it could be observed from the table, 11 % of respondents have stated that they don't have any paid staff, all of these organizations are NGOs who operate with the resources of members and volunteers.

29 % of organizations have only 1-2 employees, this is a very typical case for the local libraries. 24% of organizations have number of employees in the range 3-10 employees; this group includes some of the central libraries in region, municipal LLL centres as well as some of NGOs.

Schools, state agencies and private organizations operating in mapping area are having the number of employees in intervals 11-50 and over 50; in total these groups make up to 37 % of all.

Work of volunteers is not yet very popular in Latvia. Only 39 % of organizations have confirmed that they have 1 or more volunteers involved while 61 % stated that they don't have any volunteers. Among these 39 % of organizations are mostly NGOs, also some libraries and schools where volunteers are involved for digital inclusion projects or activities.

No state agencies, municipal LLL centres or private organizations have stated that they have any volunteers helping in their work.

Most of the organizations receive funding from several funding sources, the results of survey presented in table below:

Sources of financing	Number of responses	Percentage
Municipality budget	43	78%
State budget	20	36%
EU funds, projects	32	58%
Private donors, ICT	8	15%
Private donors, non-ICT	5	9%
NGO donors	5	9%
Users fees for services	17	31%
Other	4	7%

Table 15. Sources of financing

Municipal funding is the most common for e-Inclusion Intermediaries in the region, and the group of organizations receiving funding from municipalities includes all public libraries, schools, municipal LLL centres. Also NGOs operating in the territory of certain municipalities receive some support from municipalities.

Second largest source of financing is EU funding within different programs and projects, this is relevant for different profiles of organizations – municipal LLL centres, NGOs, some schools,

libraries and state agencies. In total 58% of respondents have stated that they receive financing from EU projects.

State budget is a source of financing for 36 % of organizations, including all schools and state agencies.

31 % of organizations also mention user's fees or self-generated income as part of financing of their activities. This refers primary to private organizations, but also municipal LLL centres, as well as some NGO s and libraries. However it should be said that even if libraries have mentioned that they have some income form user's fees for paid services, this is a very small part of their budget.

Among other funding sources private donors (ICT and non ICT) and NGO donors are mentioned, they contribute to a considerably lower percentage of organizations.

Besides direct funding many of the e-Inclusion intermediaries receive a non- financial support which is important for them. The most popular forms of non financial support (stated by 74 % of respondents) are informative and training materials. A major part of organizations -59%, also receive regular support in form of training their staff and trainers. Donation of computer hardware and software as a form of external support has been stated by 41% of all organizations.

It is quite difficult to analyse properly the annual budgets of organizations in mapping area, since they have different roles and functions to perform. Also it has to be mentioned that some part of survey respondents considered this information as confidential and data were not provided.

The distribution of budget intervals is presented in table below:

Annual budget intervals	Number of responses	Percentage
Information not available	12	22%
Less than 5000 EUR	6	11%
5001-10 000 EUR	2	4%
10 001-50 000 EUR	18	33%
50 001-100 000 EUR	2	4%
>100 000 EUR	15	27%

Table 16. Organisations yearly budget

As it could be observed from the data presented in table, majority of organizations are having budgets in the interval of 50 000- 100 000 EUR. In this category fit some leading libraries, municipal LLL centres and very few NGO' and smaller schools. s.

The budget of 100 000 EUR and over is typical for schools as well as for branches of state agencies and private companies.

The lower budgets with less than 10 000 or even less than 5000 EUR per year are typical for smaller libraries as well as for NGO s.

Another question where organizations had a problem to respond is how much of their annual budget is spent for ICT related activities. The percentage of budget dedicated for ICT activities varies between the lowest of 1 % and up to 35 % as the highest.

For a large part of organizations the dedicated budgets for ICT activities are rather insignificant – for 67% the budget is lower than 10 %, while for 32 % - even lower than 5%. Among these organizations are a great part of libraries, as well as NGO and some private organizations which are not in ICT training business.

Comparatively larger ICT budgets are for schools and state agencies. The highest proportion of ICT related budgets have been indicated by municipal LLL centres and private companies providing ICT trainings.

A short summary of organizational structure and funding sources for the main types of organizations is presented below:

Public libraries:

- Are municipal organizations and funded from municipalities
- Receive some additional support from State agency “Culture information systems “ and project 3TD – both financial and non- financial
- Smaller libraries receive some guidance, training and management assistance from districts central libraries
- Some activities, services and responsibilities of libraries as eInclusion intermediaries are defined the same for all 874 public libraries in Latvia, however libraries develop their own activities in cooperation with local municipalities and other eInclusion actors in their territories
- Libraries are centrally certified by Ministry of Culture of Latvia
- Smaller libraries have usually 1 or 2 employees, central district libraries- up to 5, even 10

Primary and secondary schools

- Are funded from 2 sources – municipal and state budget (the second depends directly on the number of children)
- Operates according to state programs and standards set by Ministry of Education and science and its agencies
- Administrative structure of schools is very similar for all schools: director, deputy directors, teachers and administrative staff. The size and roles of staff depends on the size and character of the school, most of the schools have a deputy director responsible for ICT
- There is a fixed list of eInclusion and e-Skills services that are defined by Ministry of Education (mostly related to students ICT trainings and teachers e-skills knowledge upgrade),
- Other eInclusion activities are mostly organized based on initiatives of active teachers or as inter-generation activities

State agencies

- Are funded from state budget
- Are operating as regional branches of central structure, mostly having customer service offices in Zemgale region

Third sector (NGO)

- Mostly local (community based)
- Don't belong to any formal structures, operates on the basis of law about foundations and societies and their statutes
- Many have charitable status
- Managed by Board, some have managing director and other staff
- Have comparatively small annual budgets, formed by membership fees, supported from municipalities, private donors and EU projects

Private organizations operating in the region also have board, management staff as well as project managers, trainers and administrative staff. They operate according to laws and conditions set by Commerce Register of Latvia.

3.4. Main activities and outcomes

This chapter is devoted to analysis of main activities and outcomes of the eInclusion intermediaries. Conclusions presented in this chapter are based on survey data as well as on web research of the general population of eInclusion intermediaries in the region.

Category of Intermediary	Outcomes	ICT Activities
Public Libraries	Networking capabilities Skilling, Empowerment	ICT access, Training and use of ICT for communication, collaboration, and participation, e-Intermediation Basic ICT Training/Digital Literacy Awareness and management of legal and ethical aspects of privacy and security, ICT networking and support to increase outreach capabilities
Formal Educational Institutions (Schools)	Networking capabilities Skilling Empowerment	ICT access, Training and use of ICT for communication, collaboration, and participation, e-Intermediation Advanced ICT skills development Awareness and management of legal and ethical aspects of privacy and security Engagement in Life Long Learning activities through ICT
State agencies	Networking capabilities, Job Placement capabilities	e-Intermediation, ICT-enabled skills building for employability, ICT-supported job-seeking, job application, CV development,

NGO 's	Networking capabilities, Empowerment Skilling Job Placement capabilities,	Training and use of ICT for communication, collaboration, and participation, ICT networking and support to increase outreach capabilities, e-Intermediation, ICT access e-Accessibility Basic ICT Training/Digital Literacy ICT-supported job-seeking, job application, CV development,
Private organizations	Skilling Job Placement capabilities	Advanced ICT skills development ICT-supported job-seeking, job application, CV development, , Training and use of ICT for communication, collaboration, and participation

Table 17. Summary of Cross relations between organization type, their outcomes and activities. (Based on common typologies presented in Annex 1)

A great part of organizations offer a variety of different training activities to their customers, as well as ICT access services. The survey results about activities provided are presented in the two following graphs:

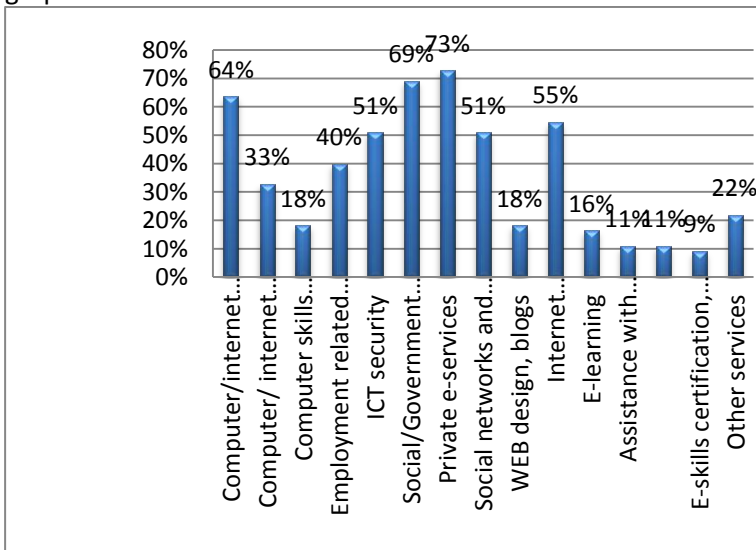


Figure 3. Percentage of organizations providing different training activities

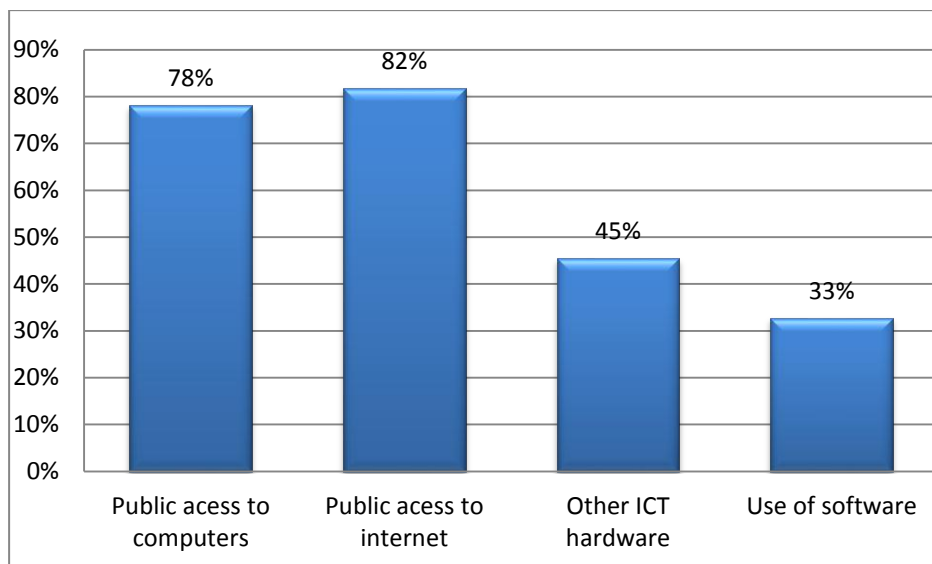


Figure 4. Percentage of organizations providing ICT access services

The following common categorization of outcomes is applied for further analysis:

- SKILLING
- NETWORKING CAPABILITIES
- EMPOWERMENT
- JOB-PLACEMENT CAPABILITIES

Under Skilling outcomes and activities basic ICT /digital literacy training as well as advanced e-Skills development is included.

As it could be observed from figures above, a majority of organizations provide basic ICT skills trainings – 64 % of all. These are mostly libraries, as well as some NGO, municipal LLL and some schools (in the frame of inter-generation projects).

Comparatively lower percentage of organizations have activities related to advanced ICT skills development- 18 % of organizations have stated that they provide training for professional computer skills (mostly LLL centers and private education companies) as well as 11% of respondents provide ECDL certification services, and 9 % - other ICT skills certification services.

The next group of outcomes are related to Networking capabilities.

Survey results demonstrate active participation of organizations in these group of activities.

Public, free of charge ICT access is provided by more than 80 % of organizations -82 % provide free internet access and 78% free access to public computers. These respondents include all libraries, as well as majority of schools, LLL centres and some of NGO' s.

Training on use of ICT for communication, collaboration, and participation is also a popular activity among respondents – 55% of them provide training and consultations on Internet communications- mostly libraries and NGO s. 51% of organizations provide training on use of social media and also 18% provide training on creating content – web design, blogs etc.

Many of the organizations provide activities related to e-Intermediation and ICT networking and support to increase outreach capabilities. Up to 73% of all organizations provide trainings and/or consultations how to use private and public e-services. The scope of the services is very wide – starting from e-health and social services, services related to employment needs and to private services of internet banking, booking tickets online etc. The most active players in this field are

libraries and different state, municipal and regional agencies, which provide advice how to use specific e-services of their field of operation.

The third group of outcomes is related to Empowerment of citizens.

More than 50 % of all organizations have activities related to awareness rising of ICT security, data privacy; legal and ethical aspects of using Internet, these activities are provided mostly by schools and libraries.

Also a number of organizations provide e-accessibility services to their customers- special equipped classrooms and training programs for disabled, senior people as well as special, state or municipality funded trainings for low – income and disadvantaged groups.

Comparatively small group of respondents- 16 % have indicated that they provide activities of engagement into Life Long learning through ICT. These are mostly municipal LLL centres as well as private training companies.

The last groups of outcomes relate to increasing job placement capabilities.

40 % of all organizations do provide activities to increase ICT –enabled skills for employability. These are from one side ICT skills needed for particular job positions (like accountant, sales manager etc) as well as skills to seek for job online, upload CV online, develop profiles in social media etc. Among these organizations are municipal LLL centres, private training companies as well as some libraries.

A low percentage of organizations at the moment are providing activities to support community building, including assistance to SMME s and self- employed – only 11 % of all. This is definitely the sector of activities which has to be expanded in future in order to stimulate business and community development in Zemgale region.

3.5. Complementary/Alternative classification of eInclusion intermediaries

Various types of eInclusion intermediaries play different roles in communities, providing one or another service for citizens and organizations. In the Mapping research in Zemgale region organizations are analysed according to following main roles:

- Public internet access points
- Training centres
- Social advisers and consultants
- Awareness raisers and informators

3.5.1. E – Inclusion Intermediaries as public ICT and internet access points

Almost 80 % of organizations are providing free access to computers, over 80 % - free access to internet, this figure is higher since includes free use of WI-FI services. Among organizations acting as public internet access points are all libraries, some schools, all municipal LLL centres, some NGO's as well as some private organizations, providing free WI FI access for their clients.

In libraries the public access is normally available all weekdays from 9.00-18.00 (in some places - until 19.00-20.00), and shorter time on Saturdays. The same goes for NGO and LLL centres. In schools the public access is unlimited to students and teachers during school working hours and upon special schedule or request for other audiences.

This means that on Sundays the public access to internet is limited with exception to WI FI zones of private companies working in hospitality business and Lattelecom hot spots.

3.5.2. E – Inclusion Intermediaries as e-Skills training centres

Another key role of E- Inclusion intermediaries is to provide various ICT and e-Skills related trainings for general audience and specific target groups.

Survey results of training services provided by organizations in mapping area are provided in the table below:

Trainings and consultations	Percentage
Basic computer/internet training- beginners	63%
Basic computer/ internet training- users	34%
Computer skills professional	16%
ICT security training	50%
Social networks and media	50%
WEB design, blogs	18%
Internet communications	55%
E-learning	16%
e-Skills certification (ECDL)	11%
E-Skills certification, other	8%

Table 18. ICT training activities provided by organizations

The most common training provided is basic computer and internet skills training for beginners- provided by 63% of organizations, followed by Internet communications training- 55 %, and Social media and Internet security training – 50 % of all organizations. Comparatively lower percentage of organizations provides training for users with previous knowledge and quite few are providing computer skills for professionals, e-learning and e-skills certification.

Next table illustrates cross- relations between organization profile and types of trainings they offer:

e-Skills related trainings	Libraries	Municipal LLL centres	State agencies	Schools	NGO s	Private organizations
Basic computer/internet training- beginners	All	All		Some	Majority	All
Basic computer/ internet training- users	Some	All		All		All
Computer skills professional		Some				All
ICT security training	Majority	All		Majority		
Social networks and media	Some	All		Majority	Some	
WEB design, blogs		Majority		Some		Some
Internet communications	All	All		All	Majority	
E-learning		All		Some		
e-Skills certification (ECDL)		All				
E-Skills certification, other		All				Some

Table 19. Correlations between organizations profile and trainings provided

As it can be observed from the table, different profile of organizations have different prevalent types of ICT trainings, the widest range of services is offered by municipal LLL centres.

3.5.3. E–Inclusion Intermediaries as social advisers and consultants

E-Inclusion intermediaries play a very important role as social community centres providing advice and consultations on e-services for different needs of disadvantaged groups as well as empowering citizens and SMEs.

Most of the e-Inclusion intermediaries receive a special training and advice sessions from the e-service providers to be able to provide qualitative consultations and advice to their communities. Cross relations between organization profile and consultations/advice offered presented in table below.

Trainings and consultations	Libraries	Municipal LLL centres	State agencies	Schools	NGO s	Private organizations
Employment related ICT skills and consultations	Some	All	Some		Some	All
Social/Government e-services	All	All	All-related to their profile	All	Majority	
Private e-services	Majority	All		Some	Majority	
ICT assistance for starting /running a business		Some	Some	Majority	Some	Some

Table 20. . Correlations between organizations profile and offered social advice on e-services

3.5.4. E-Inclusion intermediaries as awareness raisers and informators

Another role performed by eInclusion intermediaries is awareness rising about benefits of digital society, e-services and e-skills. This role is as important as the others. To involve communities first there should be a motivation and clear vision why e-Skills and digital services are important and what benefits they will bring.

The main groups of intermediaries who work as motivators are different interest NGO (mostly for their members and related communities), as well as libraries and municipalities itself. Also state agencies do have a strong focus on awareness rising about e-services they offer.

Cross relations between organizations profile and involvement in awareness raising activities presented in table below.

Trainings and consultations	Libraries	Municipal LLL centers	State agencies	Schools	NGO s	Private organizations
Awareness raising about digital services and e-skills in general	ALL	ALL		Majority	Majority	
Awareness raising about e-services provided by organizations themselves	ALL	All	ALL		Some	All

Table 21 Correlation between organizations profile and awareness rising activities

3.6. Impact Assessment Methods

During the mapping survey all organizations have been asked following questions:

- What kind of user data they collect
- What kind of impact of carried activities and provided services they evaluate
- What are the reasons for impact measurements
- What are the main barriers for impact measurement

68% of all organizations responded that they do record their activity outcomes and collect some statistics about users they serve and have some impact measurement experience.

The percentage of organizations collecting different user data is presented in table below:

Indicator	Percentage
Age	47%
Gender	26%
Occupation	24%
Education level	24%
Employability status	16%
Number of customers who used computers/internet	45%
Number of users who graduated from different e-skills trainings	18%
Other statistics	5%

Table 22. Percentage of organizations collecting user's data per indicator

As it can be observed from Table 22, the customer's age is the most popular statistical indicator recorded by organizations. It is easily explained by the fact that libraries have to measure the number of visitors which are under 18.

Another top indicator is number of users who used computers or internet in the premises of eInclusion intermediary - this is again mandatory for libraries.

The rest of the statistics have a quite low percentage of recordings and are different for different organizations. Mostly the municipal LLL centres, private ICT training organizations and state agencies collect these data for their formal reports, especially for EU projects.

Survey respondents have been asked to evaluate and describe their impact measurement experience for several aspects of impact, the data presented in table below:

Types of impact	Always	Regularly	Upon request	Never
User feedback/satisfaction	11%	34%	18%	37%
Employment impact	0	0	16%	84%
Social impact	0	13%	21%	66%
Economic impact	0	5%	21%	74%
Education impact	18%	11%	15%	56%
Community impact	0	6%	26%	68%

Table 23. Percentage of organizations providing impact measurement (per category and intensity)

As it can be observed from table above, the most common impact measurement approach is to collect users feedbacks of satisfaction surveys- 45% of organizations perform it always or regularly

and additional 18 % upon a request. Many of the organizations have online tools designed to collect the user’s feedback for different activities.

Education impact is next which has comparatively significant number of organizations involved, mostly these are schools.

Municipalities themselves and part of libraries are doing time to time evaluation of social impact and community impact.

Economic impact and impact on employability situation is evaluated in a very low percentage of organizations, mostly upon request. Most of the organizations state that they have no idea how this impact should be measured.

Next figure presents the purpose of impact measurement by organizations:

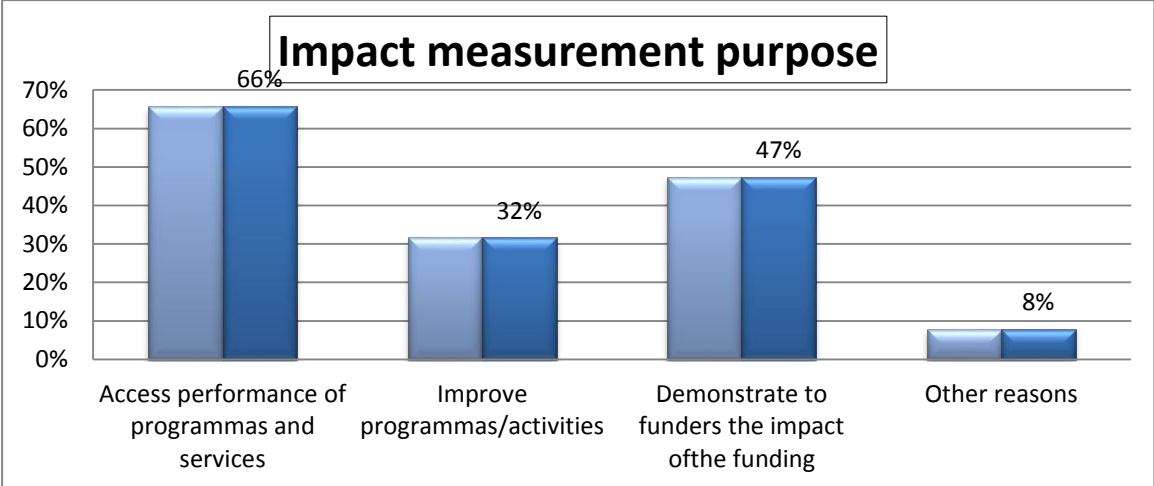


Figure 5 Main purposes for impact measurement

66% of organizations state that impact measurement is provided to access the performance and quality of programs and activities.

Almost half of organizations consider the impact measurement as an important tool to demonstrate the impact of activities to funders.

About one third of all organizations or 32 % evaluate impact in order to improve the activities and programs.

Under other reasons the organization inside quality assurance system was mentioned for several organizations, as well as external requests from funders.

Organizations have also indicated main barriers that prevent them from evaluating impact of their operation. As the main barrier the lack of time and human resources is indicated- 61 % of all respondents. Next by importance barrier which is mentioned by 42 % of organizations is lack of funding, which is basically very close related to the lack of capacity. Only one third or 34% of organizations indicated that they don’t have appropriate methodology. Under “other barriers “the most common answer was that organizations don’t see a need to have impact measurement.

Identified barrier	Number of responses	Percentage
Don't have data collection methodology	19	35%
Don't have any time and capacity	34	62%
Don t have funding	23	42%
Other barriers	7	13%

Table 24. Main barriers for impact measurement

4. Policy Implications and Recommendations for MIREIA

The results of the locality mapping of eInclusion intermediaries in Latvia (Zemgale region) allow not only to get an overview of organizations operating in digital inclusion field in the region. A number of general observations and recommendations could be of a value for future activities of MIREIA project, especially for designing the impact measurement framework and completing the EU 27 mapping of eInclusion intermediaries.

There are several main conclusions regarding the identified typology of eInclusion intermediaries, their approach to measure activities and evaluate the impacts. As well there are practical conclusions about methodological/organizational aspects of organizing similar research:

1. Landscape of e-Inclusion intermediaries and EU 27 survey.

The landscape and typology of organizations can be quite different in a single country in rural areas compared to the ones of urban cities, especially large cities and metropolis. The differences among EU27 countries could be of even more wide variety. To present the full picture of eInclusion intermediaries in EU 27 the creation of survey sample should follow the quota sample principles, including defined % of eInclusion actors from metropolitan, urban and rural areas. The number of respondents per country should also be proportional to size of country (number of inhabitants).

The common typology based on organizational type and presented in Annex 1 (2 levels) could be used as a platform to describe the various e-Inclusion actors on EU 27 scope and can be used as a platform to define survey sample of the EU 27 mapping. It means that for defining the respondents sample for EU wide mapping 3 major sampling criteria should be applied:

- Size of the country
- Proportions of Urban, sub-urban and rural population of the country
- Organizational typologies of the respondents relevant for the country

Team supervising the EU 27 mapping should also have a clear vision what organizations will be included in the survey – only the first level grassroots' organizations or also networks of organizations.

2. Categorization of organizations by target audiences served.

The typology of target audiences proposed and presented in Annex 1 is quite broad and could be used to describe eInclusion intermediaries all over Europe:

- General (all groups)
- Children
- Young adults (includes NEETs)
- Migrants
- Ethnic Minorities
- Women
- Individuals with physical disabilities
- Individuals with mental disabilities
- Senior citizens/elderly
- Unemployed people
- People in precarious work
- Offenders/ex-offenders
- People suffering from addictions (drugs, alcohol, etc)
- Low-income people

- People living in social housing
- Other:

Some of the categories will be missed out by some countries possibly (definitely by a large part of different organizations) but that is not a barrier to use this typology.

From the results of the case study in Latvia 3 additional categories should be added to the list

- **Public sector employees**
- **Small and micro enterprises and entrepreneur's**
- **Volunteer sector organizations and staff**

The first group in Latvia was marked by 33 % of respondents and under public sector employees the following categories could be mentioned: municipal organization administrations, teachers, doctors, post workers etc.

The other 2 categories had comparatively smaller representation in survey sample of LATVIA- 13% and 11 % respectively but are becoming more and more important.

These 3 additional target groups are of particular importance since they have to implement and provide e-health services, teaching process based on digital technologies, ageing well online services, e-commerce solutions for citizens and contribute to e-democracy and e-participation of society. To fulfill these functions they have to be empowered by digital skills and technologies themselves.

Another category which could be considered for modification is “**unemployed people**” . For example in Latvia we already have this category widened to “**unemployed, job seekers and people at the risk of exclusion from the job market**”, all state financed programs of ICT related support refers to the whole group.

However the importance of ICT skills and digital inclusion goes even further related to employability aspects. We see the role of e-skills and use of ICT not only to find a job if one is lost, but to improve the job quality even if you are employed, to be more productive, to have a better, more competitive position in the job market. This is why, for example, in Latvia State Employment agency is not only supporting ICT trainings for unemployed and job seekers but in the same extent also for employed people who see a need to improve their digital skills and other skills related to use of ICT. These people can be described as **adults general** but they definitely make an important target group and digital empowerment of them is in line with the LLL approach.

3. Categorization of organizations by activities and outcomes

This is a very important methodological issue to consider, since the main research objective is about measuring outcomes and impacts. In principle the aggregated categories:

- Skilling
- Networking capabilities
- Empowerment
- Job –placement capabilities

are fine as a basis for categorization for outputs and activities. However the sub - activities somehow need to be reviewed critically and an explanation is needed to describe shortly and precisely what is meant under the titles. Some of them are rather ambiguous and might be understood differently by different respondents or even researchers and ICT practitioners.

Some of the activity categories which might not be understood without short description are under category Networking capabilities:

- Awareness and management of legal and ethical aspects of privacy and security
- e-Accessibility

Probably the first one should be reformulated (if it is as activity provided by e-Inclusion organizations, not outcome) :

- Awareness rising and training on management of legal and ethical aspects of privacy and security

While the second activity “**e-Accessability**” should be explained. Is it about people with disabilities (common use of the term) – with seeing, hearing, other problems? Or some wider understanding?

3. Quantitative measurement of the outputs and impacts

This is an issue which have raised a lot of questions among respondents of Latvia case study. **For different activities the outputs are measured in different ways, as well as the evaluation of outcomes is different.** This was not foreseen in the survey questionnaire in Latvia case study. If some of the organizations provide only a very limited number of activities (for example, only training services, or only access to internet) it was quite easy for them to answer question: what is the number of users you serve in time period (week, month, year). However many organizations provide multiple activities, like access, development of skills, awareness rising campaigns etc.

Here a clear explanation and differentiation of output measurement is needed, as well as a detailed framework to record outputs of different kind of activities.

5. The use of term “impact” .

The case study in Zemgale was a good experience to understand how much the eInclusion intermediaries themselves think about their activities impact on target audience served and community in general.

The major discovery from survey as well as for some discussions with the organization managers led to discover that word: “ **Impact** ” is quite common for wider networks and state agencies, but not so familiar for grassroots organizations. They know very well their outputs, very often they follow up and evaluate the outcomes. But they don't call it impact measurement, or have no idea how to measure impact on employability, education, social or community impact.

That leads to conclusion that either the wording **impact measurement** has to be replaced by some more common wording for the grassroots survey, or short methodologies/examples of impact evaluation have to be present along with the survey. They can be like pop-up windows when respondent clicks to “explain “, for example.

Annex 1 Common typologies for Analysis of Locality Mapping

1. TYPOLOGY BASED ON ORGANIZATIONAL TYPE | TWO LEVELS FOR ANALYSIS:

1.1 AGGREGATED CATEGORY:

1. GOVERNMENT
2. THIRD SECTOR
3. PRIVATE SECTOR

1.2 DISAGGREGATED CATEGORY

GOVERNMENT	National, Regional, and State Agencies [Social, Employment, Health]
	Municipal/City Government [Adult Education Centers, Electronic Village Halls, Training Rooms, etc.]
	Public Libraries
	Government-run Telecenters
	Formal Educational Institutions [Primary, Secondary, High School, technical school, University]
	Other [Ad hoc projects –Terminated projects – would fit here?]
THIRD SECTOR	NGO-run Telecenters
	Neighbourhood Community Centers/Associations
	Voluntary Support Organizations
	Youth Centers
	Migrant and Minority Support Organizations [Refugee & Asylum seekers, BME Support orgs]
	Other
PRIVATE SECTOR	Cybercafes
	Private Training Organizations [Support Government programs, NGOs, etc]
	Formal Educational Institutions [Primary, Secondary, High School, technical school, University]
	Other [Private nursing homes, privately-run social housing, etc.]

2. TYPOLOGY BASED ON OUTCOMES AND ACTIVITIES

2.1 OUTCOMES:

1. SKILLING
2. NETWORKING CAPABILITIES
3. EMPOWERMENT
4. JOB-PLACEMENT CAPABILITIES

2.2 ACTIVITIES PER OUTCOME

SKILLING	Basic ICT Training/Digital Literacy [basic ICT use and information search, analysis and storage]
	Advanced ICT Skills Development
NETWORKING CAPABILITIES	ICT Access [both computers and Internet]
	Training and use of ICT for communication, collaboration, and participation [Digital communication, content creation and sharing, social networks participation]
	ICT networking and support to increase outreach capabilities
	e-Intermediation [ICT supported access to welfare, health, independent living, government and private e-services]
EMPOWERMENT	Engagement in Life Long Learning activities through ICT
	Awareness and management of legal and ethical aspects of privacy and security
	e-Accessibility
JOB-PLACEMENT CAPABILITIES	ICT-enabled skills building for employability
	ICT-supported job-seeking, job application, CV development
	ICT supported community building (including assistance to SMMEs, entrepreneurship and self-employment)

3. TYPOLOGY BASED ON TARGET GROUPS

1. General (all groups)
2. Children
3. Young adults (includes NEETs)
4. Migrants
5. Ethnic Minorities
6. Women
7. Individuals with physical disabilities
8. Individuals with mental disabilities
9. Senior citizens/elderly
10. Unemployed people
11. People in precarious work
12. Offenders/ex-offenders
13. People suffering from addictions (drugs, alcohol, etc)
14. Low-income people
15. People living in social housing
16. Other: