



Innovation
People
for Societal Change

Call for virtual participation!

Invitation to watch by videolink the PEOPLE workconference Social & e-inclusion and participate by Twitter.

Wednesday 10 march from 09.30 to 17.00 hours

Bits, bytes, the community & quality of life!

On 10 and 11 March 2010, the Province of Noord-Brabant in the Netherlands will host the 2-day *International workconference & study visit* on the theme of *Social & e-inclusion* as part of the PEOPLE project. The Province of Noord-Brabant is drawer of the subtheme *Social & e-inclusion*. Central to this theme is the use of ICT to develop innovative solutions and practices aimed at realising social objectives. ICT being an opportunity and tool to promote participation, social cohesion and liveable communities.

You receive this invitation from someone from your country who's participating to this workconference in the Netherlands. However you're not present yourself in the House of the Province you can both watch and participate to the conference via the internet.

1. Watch the conference via the livestream videolink at:
<http://redsquare.nl/stream/>
2. Participate by sending tweets including the **#people_eu** tag via Twitter.

Read more about Twitter and the use during the conference at:
<http://www.people-eu.wikispaces.com/Social+Media+for+PEOPLE#Twitter>

The 'microblog' *Twitter* is a parallel feature of the conference, allowing you to have your say though this virtual instrument. Even if you are in Krakow, Venice, Timisoara, Stockholm, Seville, South East England or Gilze-Rijen . Your tweets can be seen by all participants in the conference on a large screen and might

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cause direct reactions. Your tweets will be an integrated part of the results of the conference and its publications. They might even lead to policy recommendations to the regional governments and the European Commission. You can also follow the PEOPLE profile the coming years at:
http://www.twitter.com/people_eu

Read more about social media in general:

<http://www.people-eu.wikispaces.com/Social+Media+for+PEOPLE>

3. Participate after the conference in the PEOPLE policy forum.
You're invited to join the PEOPLE policy forum:
<http://www.peoplepolicyforum.ning.com>. This site is to be used for the exchange of information and debate between policymakers, experts and stakeholders during the next few years.
4. Enjoy the Digital Library of Social & e-inclusion at:
<http://www.people-eu.wikispaces.com/PEOPLE+Library+of+Social+%26+e-Inclusion> You don't need to register. During the conference we won't distribute a lot of papers but you can find all documentation, articles, presentations and background materials at this website. This Digital Library is permanent under construction and new information will be added until weeks after the conference.
5. For general information about the PEOPLE project:
<http://www.peopleproject.eu>

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Programme

Wednesday 10 March

- 09.30 h. Introduction by the moderators **Meike de Jong & Harro Homan**
Meike de Jong is anchorwoman and journalist at the regional tv station and Harro Homan is international affairs officer at the province Noord-Brabant
- 09.35 h. Welcome and opening by **Brigite van Haaften**, Vice-Governor 'Youth Culture and Social Affairs' province of Noord-Brabant.
- 09.45 h. Statement by **Ana Gomez Perez**, Ministry for Equality and Social Welfare of the Junta de Andalucía, leadpartner of the PEOPLE mini-programme
- 09.55 h. **Four rounds of plenary sessions with roundtable discussions**
The conference takes the form of a creative, interactive and innovative platform. The focus will be on a number of concrete themes, dilemmas and positions related to the usefulness and necessity of ICT resources in the social domain. This will be discussed during four rounds. Each round consists of a plenary session with two keynote speakers who will address a thesis from different perspectives. The speeches are followed by a round table discussion about the thesis in small groups with a facilitator.
- 09.55 h. Plenary session 1: *'With ICT, we no longer need neighbours'*
Ms. Drs. **Astrid Huygen** of the Verwey-Jonker Institute is to shed light on the thesis: *'With ICT, we no longer need neighbours'* from the perspective of the end user. She performed evaluation research into the concept of 'Time for One Another' – a market place for neighbourhood assistance – and is involved in the European *Incluso* research project.
- Drs. **Christabe Wybenga** is the second speaker who will discuss the thesis *'With ICT, we no longer need neighbours'* from the perspective of housing organisations. He is a consultant from Social Lime and has a lot of experience in the world of housing organisations and the use of ICT to improve liveability in neighbourhoods. At the moment he is working for a housing corporation as a project leader of a project, which is aiming at the development, and use of community websites. He will talk about his experiences in the project and will share his vision with us how social websites can contribute to the strategic vision, mission and the activities of housing organisations in neighbourhoods.
- 10.15 h. Short reaction from representatives of the European Commission
- 10.20 h. Table discussion round 1: *'With ICT, we no longer need neighbours'*
Round table discussion about the thesis in small groups with a facilitator.
- 10.40 h. Coffee break @Statenveld

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- 11.10 h. Plenary session 2 ‘From Bricks to bits: Broadband is the new infrastructure for development of social capital’
Dr. **Bert Sadowski** is senior lecturer on Technical Economy at Eindhoven University of Technology’s faculty of Technology, Innovation and Society. In this capacity, he performs research into the use of services for broadband technologies and innovation. He has also carried out research into the socio-economic effects of fibreglass networks in the Eindhoven and Nuenen region. Bert Sadowski is to argue the theory ‘*From Bricks to Bits: Broadband is the new infrastructure for development of social capital*’. In this context, he is to speak in favour of viewing fibreglass as essential infrastructure, while discussing the opportunities this would offer policymakers such as municipalities.
- Steve Thompson**, Community Media Manager at Teesside University’s Institute of Digital Innovation in the United Kingdom, is to speak about the thesis on the basis of his practical experience he has gained in the execution of countless ICT projects with community media in digital villages and towns.
- 11.35 h. Table round 2 ‘From Bricks to bits: Broadband is the new infrastructure for development of social capital’ Round table discussion about the thesis in small groups with a facilitator.
- 12.00 h. Talkshow with seven experts from the seven PEOPLE regions about Social & e-inclusion and good practices in the several regions
Saskia Vermeulen, Breda, Noord-Brabant
Gianfranco Bonesso, Venice
Lidia Jedlinska, Krakow, Malopolska
Delia Costan, Timisoara, Timis
Javier Guzman Cuevas, Sevilla, Andalucia
Pehr Granfalk, city of Solna, Stockholm region
Trevor Pickup, South East England
- 12.45 h. Q&A and a short reaction from representatives of the European Commission
- 12.55 h. Lunch @Statenveld
- 13.45 h. Plenary session 3 ‘*E-Inclusion starts with e-government*’
Ruud Zandbergen, is working as a consultant for policy makers of governmental organisations in the use of social media, and a member of the Ambtenaar 2.0 network. He will discuss the thesis ‘*E-Inclusion starts with e-government*’, which relates to the role and duties of government bodies in the virtual domain.
- Dr. **Laurens de Graaf** is a public administration expert, employed as a researcher at the Tilburg School of Politics and Public Administration of Tilburg University. He is currently engaged in empirical research in both Dutch





and major European cities into topics including civil participation, neighbourhood-oriented approach and, in a broader context, the process of local democracy and urban governance. He is to argue the position from the perspective of the relationship between citizens and government bodies. What is the democratic significance of utilising ICT for civil participation?

- 14.05 h. Short reaction from representatives of the European Commission
- 14.10 h. Table round 3 *'E-Inclusion starts with e-government'*
Round table discussion about the thesis in small groups with a facilitator.
- 14.35 h. Plenary session 4 *'ICT enhances segregation'*
Abdel Razak Chraou is an independent entrepreneur and publisher of the magazine *Mzine*. He is to shed light on the theory: from the perspective of his experience of social networks, web forums and other tools as a means of promoting the participation of ethnic minorities.
- Prof. Dr. **Ben Schouten** is a lecturer at Fontys University ICT and Professor of Serious Gaming at Eindhoven University of Technology (TU/e). He is the projectcoordinator of the PEOPLE subproject SHARE IT. Together with the projectmanager in the Polish partner region of Malopolska, Ms **Agata Otrebska**, he provides a polarised explanation of the effect of various ICT related interventions designed to promote integration, versus the segregation of vulnerable youngsters.
- 15.00 h. Table round 4: *'ICT enhances segregation'*
Round table discussion about the thesis in small groups with a facilitator.
- 15.20 h. Tea break @Statenveld
- 15.50 h. Talkshow with Astrid Huygen, Christabe Wybenga, Bert Sadowski, Steve Thompson, Ruud Zandbergen, Laurens de Graaf, Abdel Razak Chraou, Ben Schouten and Agata Otrebska. These experts will give a reflection to the outcome of the table discussion with a focus on policy recommendations for the regional governments and the European Commission.
- 16.35 h. Final reaction from representatives of the European Commission
- 16.45 h. Reception and snack @Statenveld

