

# IDEALiC

## Setting the future scene of e-inclusion

DURATION 15/06/2019 – 15/12/2020	BUDGET 20 000 €
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Valorisation of the BRAIN-be project

[IDEALiC](#)

### PROJECT DESCRIPTION

The current situation, based upon the insights of the IDEALiC research, show the following:

- Individuals are increasingly at-risk of digital exclusion that go beyond classical socio-demographical patterns;
- There exists low awareness of service designers and providers toward the importance of “inclusion by design”
- There is a lack of clear guidelines to implement “*design for all*” standards that go beyond the issue of technical accessibility.
- There is a clear lack of commitment to invest in e-inclusion actions by Belgian policy actors;
- Walloon and Brussels e-inclusion actors experience important difficulties to ensure their sustainability.

The IDEALiC valorisation action has three objectives:

- 1: Provide support for social welfare actors, frontline workers in particular, to easily detect digital vulnerability among their public, and guide them to the most suited e-inclusion actor that can provide support adapted to their specific situation and needs, through the development of a diagnostic tool (see WP1).
- 2: Assist service designers and providers in the inclusive design of websites and applications, beyond the issue of technical accessibility, via the development of inclusion-by-design-personae (see WP2).
- 3: Raise awareness on e-inclusion among political and institutional actors, social welfare actors and service designers and developers from local, regional and federal level, through a federative and participative event; and by freely distributing the developed diagnostic tool and the inclusion-by-design-personae through umbrella organisations such as [www.einclusie.be](http://www.einclusie.be) (Mediawijs), [www.caban.be](http://www.caban.be) (Caban), [www.inclusiondigitaleinclusie.be](http://www.inclusiondigitaleinclusie.be) (imec-SMIT VUB), [www.DigitalAllBelgium.be](http://www.DigitalAllBelgium.be) (see WP3).

The IDEALiC valorisation action will lead to (a) a better detection of the individuals at risk of digital exclusion among frontline workers, (b) an expansion of the actors working, directly or indirectly, on e-inclusion such as the social welfare sector, and (c) an initial transformation of current designer and development practices, fed by the increased awareness and attention for exclusion mechanisms when launching digital services.

### Implementation plan

#### **Work package 1: Diagnostic tool**

*FTU (lead), UCLouvain, with collaboration of Fédération des Services Sociaux Bruxellois, ARC asbl, Caban*

#### Task 1.1 – Adaptation and preparation of a diagnostic tool

The task consists of adapting the 8 profiles of digital inequalities, and the self-assessment instrument that was developed throughout the IDEALiC-project for Flanders (see Mariën & Baelden, 2016; Asmar, Mariën & Korenhof, 2018) to the context of Brussels and Wallonia.

#### Task 1.2 - Co-creation and validation of the diagnostic tool prototype

This task consists of one workshop to co-create and validate the diagnostic tool with social welfare actors and e-inclusion actors. The workshop will be organized in Brussels. The focus will lie on evaluating and co-creating (1) the diagnostic tool itself; (2) a set points of attention that allow the social welfare actors to detect the possible digital fragility of an individual quickly; (3) the contextual requirements of the use of the diagnostic tool in daily practice.



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## WP2: Inclusion-by-design-personae

UCLouvain (lead), FTU, with collaboration of BeCode, Dr. Ilse Mariën, ARC asbl, Caban

### Task 2.1 – Adaptation and preparation of the Inclusion-by-design-personae

The task consists of adapting the 8 profiles of digital inequalities developed throughout the IDEALiC-project for Flanders (see Mariën & Baelden, 2016) to the context of service designers and providers, by comparing content, indicators and visualisation to existing traditional personae. The personae will represent the diversity and reality of fragile public in relation with ICTs uses. Indeed, designers often think about fragile publics only in terms of socially excluded individuals (disabled, precarious, etc.), so the workshop and personae aim to make them aware of other public at risk of digital exclusion.



### Task 2.2 – Co-creation and validation of the Inclusion-by-design-personae

This task consists of one workshop to co-create and validate the inclusion-by-design-personae with service designers and providers and e-inclusion actors. The workshop will be organized in Brussels. The focus will lie on evaluating and co-creating (1) the personae; (2) a set points of attention and contextual requirements that allow the service designers and providers to implement the use of the inclusion-by-design-personae.

## WP3: Dissemination

UCLouvain (lead), FTU, with collaboration of Dr. Ilse Mariën, ARC asbl.

### Task 3.1 – Organisation of a participative event

This task beholds the organisation of a half-day participative event gathering political and institutional actors, social welfare actors and service designers and developers from local, regional and federal level. The activities during the event will be orientated towards a collective raise of awareness of the importance to design inclusive digital services and, to build, more generally, a digital inclusive society. The event is built around two axes, one informative, one participative:

*Axe 1: A presentation of the diagnostic tool and the inclusion-by-design-personae*

During this first moment, the team – action network partners and external partners – will provide a presentation of the aims and the operational results of the valorisation action as well as draw attention on existing platforms to access both tools for any field organisations involved in this issue.

*Axe 2: A participative and critical thinking process*

The participative and critical thinking process will consist of an action-theatre/forum-theatre around the challenges related to digital exclusion from different points of views, by actively involving several actors who otherwise rarely meet in concrete problematic situations related to digital exclusion.

### Task 3.2 – Online dissemination via click-and-print

This task consists of the free online distribution of a click-and-print version of the diagnostic tool and the inclusion-by-design-personae on a range of platforms, through umbrella organisations such as [www.einclusie.be](http://www.einclusie.be) (Mediawijs), [www.caban.be](http://www.caban.be) (Caban), [www.inclusiondigitaleinclusie.be](http://www.inclusiondigitaleinclusie.be) (imec-SMIT VUB), [www.DigitalAllBelgium.be](http://www.DigitalAllBelgium.be) (see WP3).

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