Renaissance Numérique
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« *Family jobs and Information and Communication Technologies: how to enhance social cohesion in Europe* »

2nd round of European meetings organized by Fepem and the economic and social committee

European Parliament

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« Family jobs and Information and Communication Technologies: how to enhance social cohesion in Europe »

➡ **Our focus**

➡ Renaissance Numerique was created in 2005

➡ Think-tank gathering CEOs and professors experts in ICT

➡ Initial goal : 80% of French households equiped, trained and connected to the internet at the end of 2010 (today only 63%)

➡ Targets : seniors, disadvantaged households, students, small businesses, disabled people

➡ ...an answer through infrastructures, equipment AND usages

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➡ How to enhance social cohesion by ICTs?

➡ **Policies creating an environment encouraging social cohesion:**

- Digital divide creates social divide and isolation, particularly on seniors target

- Creating family jobs / employment in the community/solidarity/social networks

➡ **Development of usages**

- Sensibilization

- Ergonomics = crucial

- Identifying the groups of people and their needs (ex. seniors: only 20% will become dependant and lose their autonomy)

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1 . R e n a i s s a n c e   N u m é r i q u e

⇨ Other actions (seniors)

1. **Developing the « Internet Accompagné » offer** : (generalizing a governmental program to promote a package gathering equipment, connection, training, adapted interfaces, label) / refurbishment

2. **Generalizing the « Vivre@Domicile » plan (« living @t home ») in 10 départements** (using ICT to maintain social links, develop jobs, reduce isolation and dependance)

3. **Developing the training through a large human force** (Enable firms and employees to assume the seniors ICT training/ DIF/ Solidarity by students training with ECTS credits)

4. **Launching a large communication campaign concerning the seniors and the ICTs** (Increasing the seniors' awareness of using the ICTs, communication campaigns in all media)

5. **Launching « Digital Days for Seniors »** (days dedicated to develop awareness, training and explanations; the seniors' families could be the main actors of these special days)

6. **Promoting multidisciplinary projects (scientific and industrial) gathering ICT and global design to create and promote new devices and automated services for the seniors** (Change the old vision of the seniors which consider them as dependant people to promote new digital products and ergonomic interfaces, useful to all groups of seniors and innovating).