



## Media Alert ... Media Alert ... Media Alert

~ THE ECONOMIST INTELLIGENCE UNIT REPORTS ON EUROPEAN  
GOVERNMENTS' EFFORTS TO IMPROVE DIGITAL LITERACY~

Munich, 10<sup>th</sup> of December 2008

Following the European Union's 2006 commitment to halve the digital literacy divide by 2010, the Economist Intelligence Unit has today released an Intel sponsored report which analyzes European governments' efforts to reach this target to date. The research, entitled "Closing Europe's digital divide", also provides examples of best practice and advice on designing, implementing and promoting electronic inclusion programs.

While several European Governments are supporting electronic inclusion and have made great strides towards the 2010 goal, the report reveals mixed results across various countries. These variations have been analyzed and a number of recommendations have been made:

- **Know your audience:** technology has to be adapted to the audience it is intended for in order to answer more efficiently to its needs
- **Develop infrastructure:** countries have to develop adequate infrastructure to be able to support IT programs
- **Raise awareness:** it is important to raise awareness of the benefits of technology to overcome resistance
- **Work with established groups:** partner with local groups in order to better understand the needs of the population and to be able to tailor the solutions proposed
- **Training:** while providing access to technology is important, it is as important to provide training and support to people
- **Look ahead:** it is important to stay up-to-date with technology trends and consider the impact on current projects

Gordon Graylish, Vice President, Intel, Europe, Middle East and Africa said: "We believe that access to information technology should be a right not a privilege. By combining public and private efforts we can achieve best results in improving digital literacy. No country, company or organization can do this alone. We know that ICT can make a difference and sharing best known methods will be critical for success."

For a free copy of the briefing paper, please go to the following website:

[www.eiu.com/sponsor/Intel/e-inclusion](http://www.eiu.com/sponsor/Intel/e-inclusion)

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