



**Symposium de las TIC para la Acción Social**  
**Symposium of ICT's for Social Action**

21th, 22th and 23th March 2007

Seville (Spain)



## Symposium about the Technologies for the Social Action

21-23 March

Sevilla, Spain

### 1. Summary

e-STAS is a Symposium about the Technologies for the Social Action, with an international and multi-stakeholder nature, where all the agents implicated in the development and implementation of the ICT's are appointed to exchange their experiences and knowledge, in an aim to finish with the digital breach.

e-STAS will be held from the 21th to the 23th Mach 2007, in Seville (Spain). During these three days, organizations, entities, professionals, University students and volunteers from the five continents will participate.

The issues to be approached will be the closest and most necessary to support the NGO's and volunteers, with the attendance of the most relevant personalities from both the International Community and every sector (Authorities, Educative Community, Companies, the Mass Media and the NGO's) that are currently working into the matter.

This event is divided into the following two areas:

#### **CONCEPT AREA**

Goals to be achieved: Exchange and generation of ideas, innovation and projects to be implemented.

Main activities:

1. Lectures
2. Conference Panel
3. Round tables and discussions
4. Research, study and analysis
5. From the concept the project

#### **BIRD & NETS AREA**

Goals to be achieved: Creating a social network among the attendants, gathering and streghening a hard-working team of about 50 people.

Main activities:

1. Exchange between the entities who work in this area.
2. Social Network
3. Setting and discussion of a good practice code



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### EXPECTED RESULTS

- Attendance to the Symposium of about 250 people, from any kind of entities, and at least a 25 % of them working at an International level.
- Edition of a good practise code manual, including every content from e-STAS lecturers, workshop directors and attendants.
- Keeping on setting a National and International guideline in the field of ICT and the Social Action, and reinforcement of their joint field of work.

The setting-in and carrying-out of e-STAS is to Cyber Volunteers our way to make true the resolutions taken at the WSIS, in a strategy of innovation for the ICT and the social action.

The launch and fulfilment of e-STAS is a result of materialization of the recommendations presented at the World Summit on the Information Society in a bet for the innovative strategies related to the ITC's and the social action.

## 2. Introduction and reason-to-be

The Third Sector is a social and politically strategic sector. It is proved by the fact that if the whole sector would conform a sole nation it would represent the fifth economical power in the world. They base their organization in principles of solidarity, volunteering and democratic participation, to the point that the number of existing NGO's in a country is one of the yardsticks that outlines democratic maturity.

On the other hand, the Information and the Communication Technologies (ICT's) are the core of the new technological and, according to Castells, they constitute "the fundamental element to foster the productivity in the manufacturing process." The "digital breach", that is, the unequal access to the ICT's –access, manufacturing and consumption of hardware, software, contents, endogenous abilities- constitutes another weak flank in the developing strategies of the countries. The appropriateness of these technologies is the keystone, especially within a context of growing inequalities.

This is why the ICT's represent an opportunity to the Third Sector. This opportunity can and must be led to foster volunteering and the benefits of the social action. As the sociologist *Saskia Sassen*, one the five top world authorities on the Information Society, says: "*The New Technologies have the chance to accelerate the participation of the "underpowered" and generate transformations*". This is the reason why, its use acquires major importance inside the organization with the less resources, such as the NGO's, and the less socially favoured groups, who are usually the beneficiaries of the programmes, projects and activities that the NGO's carry out.

Therefore, it is urgent that the Third Sector quickly gets into the ICT's train Urge, because of both, the qualitative increase if its activity, and the fact that the longer the present situation continues in time, the more difficult it will be, afterwards, to implement these methods and to make the best performance in accordance to the social target of its mission and projects. In order to make all this possible, it is essential to improve:



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- The multi-stakeholder participation between the NGO's, the Educative Community, the Enterprises, the Mass Media and the Authorities; in an aim to join efforts in the search of policies, tools and joint actions to foster the technological alphabetisation and the universal access to the Knowledge Society, especially among the population with the less chances for access.
- The volunteers play the role of promoting, developing and spreading agents of the ICT's. There are thousands of volunteers who have been working in the development of the Internet, who have created many free access applications and software, who, day by day contribute to the cultural and linguistic diversity of the cyber space, and who, participate as trainers and promoters of the Information Society for a Shared Knowledge Society for everyone.
- To sum up, the Third Sector holds enough relevance, experience, knowledge and professionalism to implement the Goals of Development for the Millennium. This causes an enormous impact, in the human and social development, in general; and in the development of the information society, in particular. Consequently the Third Sector cannot afford to stay aside from the revolutionary process that working for the massive entrance of the ICT's into society means, provided their essential contribution and the terrible risk and consequences of entering into the Knowledge Society, under unequal conditions.

### 3. The goals

The aim of e-STAS is to promote, foster and adapt the use of ICT's for the social action. The multi-stakeholder participation between NGO's, Authorities, the Educative Community, the Mass Media and Companies, throughout a set of ideas, programmes and actions, as the main tool.

To achieve its mission, e-STAS has the following non-exclusive goals:

1. To create a social awareness, to generate positive social and cultural attitudes towards the importance of the New Technologies for the development and advance of society.
2. To foster the adoption and use of the ICT for the social action, and in order to end with the digital breach from a multi-stake-holder point of view.
3. To exchange and promote any kind of programmes, projects and activities meaning to end with the digital breach, integrating the work of the volunteers towards the Knowledge Society.
4. To Debate about an adequate and responsible development of the contents, services, tools and access to the Information and Knowledge Society.
5. To Discuss, from different perspectives, about the barriers that impeach the knowledge and the use of the New Technologies, especially those of a physical, social and cultural nature. To become an Internationally and Multi-stakeholder referential Symposium about Social Action and the ICT.

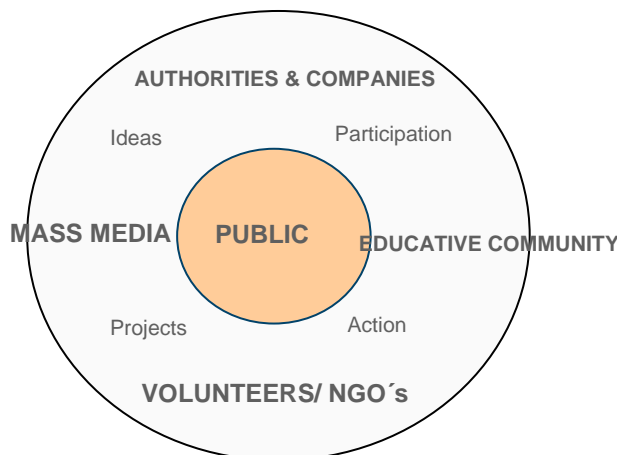
#### 4. The attendants

The technological achievements during the last decades are the main reason for the amazing increase of wealth and welfare in the richest countries of the world. The electronic commerce and the ICT's applications have become powerful engines for the economical growth and the increases of productivity, and are also transforming the present structure of the world. This situation requires that the different actors implement effective actions that enable the access of a specific community to the Knowledge Society. These actors are the attendants of this event.

There are different kinds of attendants, but they all share some common features, as follows:

- Technological Character, that is, to implement plans, programmes, projects, activities and/or any work related to the New Technologies and more specifically anything that has a social repercussion.
- International Character, working in any of the five continents in favour of the Knowledge and Information society, from a global thinking to a local action.
- Social and Volunteer Character, that is, implementing plans, programmes, projects, activities and/ or any work related to the social action and volunteering implied with the ICT's and/ or the Knowledge Society.

In base to the previous features, there are five big types of "professional" attendants:



1. **NGO's / Volunteers**
2. **Companies.**
3. **Authorities.**
4. **Academic Community**
5. **Mass Media**

##### 1. **NGO'S / Volunteers:**

It is one of the sectors with a bigger growth and consolidation in the latest years. According to a study at the Hopkins University, based on an analysis on 22 countries, if the non-lucrative sector was considered as an independent economical nation, this one would be the eighth bigger in the world.

On the other hand, approximately a 28% of the population in the analysed countries contributes with any kind of voluntary activity. At present one of the most important challenges in the Third Sector is the integration of the use of the ICT's as a tool that enables the management, training, integration and participation of both volunteers and beneficiaries.



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### **2. Companies**

The social responsibility has changed from being considered as something new and unusual to being a strategic value in companies. Besides, the corporative volunteering has provided companies a new way of volunteering development that adapts time with necessities. If we link this to the development capacity and the implement of the New Technologies that has been produced at companies, proving the importance of this sector at e-STAS. Their approach and participation into social and technological projects proves so.

### **3. Authorities**

Just the market cannot lead the transition to the new economy, because this would cause the risk of new social breaches, creating new ways of exclusion. Therefore, the State contribution to this development is essential. In this sense, the government and the Authorities, play a double role of both object and agent of the adaptation of the new technologies.

They must be able to lead the process and to formulate public policies that would be keystones to the foster of and adequate development of the Information and Knowledge Society. In the same way, they play an essential role in the promotion of development policies for the Third sector and the volunteering, as well as they support through the call for programmes and projects under public fund.

### **4. Educative Community**

The Educative Community has had and keeps having a decisive part in the arising, development and implementation of the Internet, its technology and its related services. The New Technologies can be the educational instrument to offer a great learning opportunity in the less favoured areas. The Education is the responsible of growing people under the four pillars of the UNESCO's Delors' report: knowing, making, living and being, in a human development both personal and global. This is why, it is worthy to remember the second part of Delors' report.

On the other hand we must highlight the education role in the development of volunteering, as the Higher Education policies and the volunteering platforms that exist in many University centres.

### **5. Mass Media**

There are not only barriers due to the lack of infrastructures, or economical price-related limitations, but there are also strong social barriers, caused by cultural aspects, personal prejudices, and inefficient marketing, information and awareness. In this way, the mass media play an essential role.

Nowadays, the new technologies allow an unexpected flow of information.

In our world there is an excess of information and data, and the mass media are responsible for searching and provide data, processing information and create contents to be offered on the Internet.



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### 5. Beneficiary Population

#### The Third Sector

In an aim to strengthen and promote the role of the Third Sector in the implementation and *development* of the Information and Shared Knowledge Society; both at an internal level to improve the management and untouchable values of an entity and to search for new ways of collaboration, and at an external level to foster innovation, communication, participation, the use, the access and the knowledge of the ICT's for anyone from volunteer to the beneficiaries of their programmes.

#### The NGO's volunteers

With the goal to vindicate and foster the essential role that the *volunteers* play for the building of a *Information and Knowledge Society*, at reach of everyone, as enabling agents and trainers for the groups at the higher risk of digital exclusion.

**Population with the lesser chances to access, use and know the New Technologies.** Those people who are usually the target beneficiaries of programmes, projects and actions by the NGO's. The goal is to achieve the equal access, knowledge and use of the New Technologies, in order to finish with the digital breach and to foster the Knowledge Society, such as:

- Children without resources
- Elderly people
- Women
- Handicapped people
- Rural areas and/or small towns
- Groups at risk of social or working exclusion
- People with a low level of education
- NGO's Volunteers and other

Finally, anyone who may be excluded from the Information Society, due to their gender, age, professional environment, a poor free time, a lack of motivation, a lack of material or economical resources, insufficient abilities or skills, or due to the place where they were born or where they live at present.

### 6.- ORGANIZATION



Cybervolunteers Foundation

[www.cibervoluntarios.es](http://www.cibervoluntarios.es)



Club of Rome

[www.clubofrome.org](http://www.clubofrome.org)



Junta de Andalucía

[www.juntadeandalucia.es](http://www.juntadeandalucia.es)



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Participation at e-STAS is a declaration to society of your compromise and will to **eradicate the digital breach by betting for the innovative strategies related to the ICT's and the social action.**

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\*\* The launch and fulfilment of e-STAS is a result of **materialization** of the **recommendations** presented at the **World Summit on the Information Society**