

The Salzburg Initiatives for Digital Inclusion in the Age of the Information Society

September 3-10 2003 Salzburg, Austria
December 7-12 2003 Geneva

**The Secretariat of the Salzburg Declaration
Geneva December 12, 2003**

Part A – Branding for Digital Inclusion

1. **We**, Faculty and Fellows of Salzburg seminars on digital inclusion symposium, and Faculty and researchers of the Institute for The Study of Digital Inclusion throughout the world, associated with civil society and the private and public

sectors meeting together in Salzburg Austria in September 3-10 and in Geneva December 7-12, for the initiation of the Digital Inclusion Brand to provide global identity to efforts which provide equity for all civil society in the emerging Information Society;

2. **Express our satisfaction** at the United Nations' initiative to convene the world Summit on the Information Society in Geneva in November 2003 and then in Tunis in 2005;
3. **Are Convinced** that development in information technologies significantly contribute towards transforming our societies, in close co-operation with representatives of civil society and private sector;
4. **Observe** that civil society, in developing and developed countries, is often at the forefront regarding the transformations brought about by the information and communication technologies in areas as diverse as community access, education and life long learning, cultural sustainable economic development, social cohesion, etc.;
5. **Are aware** that over eighty percent of the world's population do not have access to information and telecommunication technologies; therefore are unable to participate equally in local decision making and local development affecting their immediate prosperity in the emerging information based society;
6. **Are determined** to promote ongoing models which symbolize empowerment of individuals and communities by effective uses of applications of information and communication technologies;
7. **Develop** processes which identify, fund and evaluate projects which deliver empowerment, participation, self reliance, quality of life and build international relationships for individuals and their communities everywhere;
8. **Approve the following proposal , called the**

Salzburg Initiatives for Digital Inclusion in the age of the Information Society.

Part A – Branding for Digital Inclusion

Our Principles

9. The freedom and choice to have equal access to information and knowledge constitute fundamental rights for all men and women.
10. Physical access to Information and Communication Technologies (ICT) is but the first necessary step in delivering equity and empowerment to individuals and their communities in civil society.
11. Concepts of social appropriation of ICT are fundamental to proper resource allocations in addressing the major challenges facing humanity in the information society.
12. Projects and efforts which address empowerment, self reliance, participation and quality of life in the information society require a collective identity, new evaluative processes and advocacy in order achieve appropriate funding, intellectual effort and success.
13. The potentialities of information and communication technologies must contribute toward attaining objectives expressed in the millennium declaration, especially concerning the eradication of poverty and hunger, instituting universal primary and secondary education, promote digital literacy and life long learning .gender equality, and furthering sustainable development.
14. Identity is fundamental to achieving appropriate recognition for new models of social appropriation of ICT.
15. The Digital Inclusion Branding principals recognize, that in the emerging information society, there is a strong potential to benefit every citizen throughout the world to contribute towards developing democracy, have the opportunity to participate in the knowledge based society, respect cultural and linguistic diversity, increase dialogue between the civilizations, as well as increase pluralism of information and communication media.

II Our Commitments

The concept of a Digital Inclusion Brand commits to:

16. **Promoting** advocacy for universal access to information and communication technologies for every citizen throughout the world.
17. **Contributing** to mobilizing the effective use and social appropriation of ICT's to promote digital literacy and life long learning.

18. **Using** the new ICT tools to respond in particular to the needs of the most vulnerable inhabitants of our society such as the chronically poor, the disabled, the indigenous people and the elderly.
19. **Sharing** the vision of an ICT enabled civil society that promotes community participation and encourages innovation in democratization processes and increased political participation of all men and women.
20. **Encourage** access to new information and communication technology that is egalitarian as possible, by paying especial attention to the most isolated areas, in particular to rural areas, as well as to district and territories where the most disadvantaged populations live.
21. **Promoting** online content in local languages in order to contribute to our world's linguistic and cultural diversity.
22. **Taking on**, direct responsibility for developing communication networks between local initiatives and potential donors.
23. **Encourage** the use of electronically enabled tools to increase self awareness, local understanding, develop community expression, self publishing and participatory democracy.
24. **Making** education and training a priority consideration by contributing toward material and human investment, by supporting teacher training and supporting the production and distribution of educational software, etc.
25. **Increasing** co-operative programs between individuals and communities in developed and developing countries to encourage social cultural and economic development and bridge the digital divide that separates the information rich from information poor.
26. **Establish** a program of meetings and seminars in the lead-up to WSIS 2005 with key stakeholders from both developed and developing countries to advance Digital Inclusion. Specifically this will include a series of high level planning meetings with knowledgeable community informatics leaders, practitioners, policy makers, private sector representatives and researchers. It will also include a program of Salzburg seminars specifically dedicated to the core issues as well as a series of aligned programs in key regions across the world.
27. **Taking** all necessary measures to ensure the circulation of these principles contained in this declaration, and to implement of the action plan adopted in Geneva 2003.

III. Recommendations to progress strategies determined at the Salzburg and Geneva meetings in 2003

28. **We**, Faculty and Fellows of Salzburg seminars on digital inclusion symposium, and Faculty and researchers of the Institute for The Study of Digital Inclusion throughout the world, associated with elected representatives and local authorities, academicians, representative of organizations from civil society and private gather together in Geneva December 7-12 for launching of Digital Inclusion Brand

Request that:

29. **The Civil Society Bureau** receive the report ‘Salzburg Initiatives for Digital Inclusion in the age of the Information Society – Part A Branding for Digital Inclusion’ and assist in promoting the brand to identify, endorse and seek funding for worthwhile digital inclusion projects;
30. **The Salzburg Initiatives for Digital Inclusion in the age of the Information Society – Part A Branding for Digital Inclusion’** be included in the record of the Civil Society efforts at WSIS 2003;
31. **Support be given to organize an event to launch** Digital Inclusion Brand during WSIS 2003 in Geneva
32. **Efforts be made to encourage companies in Private Sector** to support the ‘Salzburg Initiatives for Digital Inclusion in the age of the Information Society – Part A Branding for Digital Inclusion’ and fund concrete projects for promoting Digital Inclusion Brand for developing the information society in local and regional levels;
33. **Efforts be made to encourage National Governments** to set up a funding framework that facilitates and promotes both the Digital Inclusion Brand and relevant projects inline with ‘Salzburg Initiatives for Digital Inclusion in the age of the Information Society – Part A Branding for Digital Inclusion’ ;
34. **The non Government organizations** that have gathered together in the framework of WSIS to take account of ‘Salzburg Initiatives for Digital Inclusion in the age of the Information Society – Part A Branding for Digital Inclusion’ and actively join in promoting the Digital Inclusion Brand toward drawing up programs and strategies for implementing it in their programs;

35. **Thanks be recorded** to Salzburg seminars for organizing the first meeting on Digital Inclusion with 55 Fellows from 30 developing and developed countries (http://www.salzburgseminar.org/sessions.cfm?core_id=558&core_group=asc); Institute for The Study of Digital Inclusion www.digitalinclusion.net for helping to organize the first meeting; and, the support from many Civil Society representatives and groups from both developed and developing countries in developing this position statement for WSIS 2003, Geneva.

The secretariat of the ‘Salzburg Initiatives for Digital Inclusion in the age of the Information Society – Part A Branding for Digital Inclusion’

Geneva December 7, 2003