

# in luso DIGITAL MAGAZINE

Issue 01



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## Pilots

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in luso

# Welcome



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## Editorial:

As coordinator of the European Collaborative project “INCLUSO”, it is a pleasure for me to present you the first issue of our newsletter which introduces INCLUSO’s goals and activities.

In this issue you will find details about the project itself. Let me summarise by stating that a group of 9 European partners, supported by the European Union, aims to find out if social software and better Internet and computer access will improve the social inclusion of marginalised young people.

The use of social software is prolific, and young people in particular are using it frequently. Although professionals have mixed feelings about the effects of these networks, they are here to stay.



Incluso will study social software use in four different European settings. By the end of the project we will be able to answer in a scientifically correct way the question: “Do these systems improve inclusion?”

**Jan Engelen**

## Website:

<http://www.incluso.org>

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# 1. Incluso Project Aims



## Overview:

In the 7th Framework programme for research, the EU is partially funding the INCLUSO consortium in which 9 European partners are collaborating.

INCLUSO aims to deliver a verifiable proof that ICT and, more precisely, social software tools can contribute towards the social inclusion of marginalised young people. INCLUSO will make suggestions for future research and development, based on desk research, expert input, pilot projects in 4 countries, the development of a measurement tool to screen evolution in social inclusion/exclusion, and a business and sustainability model for organisations working with ICT in the area of social inclusion.

The pilot projects will take place within strong, existing organisations with little or no experience in the use of social software, but already working with marginalised young people, and with a high potential to succeed in successful ICT implementation.

Social software tools will be introduced as an assisting tool for inclusion in general and, more specifically, to meet the participating organisations' goals.

Feedback from the pilots will be used to improve the Whitebook that will present ways of using ICT as a tool for social inclusion. Pilot feedback will also strengthen the business and sustainability models, as well as the measurement tool that screens social inclusion/exclusion.



“Social software tools will be introduced as an assisting tool for inclusion in general and, more specifically to meet the participating organisations' goals.”

## 2. Collaborating Partners



The partnership is made up of a strong combination of organisations working with marginalised young people, supported by academic partners that guarantee quality of research. The business partner is a leading international SME in online social software.



**Katholieke Universiteit Leuven (K.U.Leuven-DocArch)**

**Country: Belgium**

**Website: <http://www.docarch.be>**



The Katholieke Universiteit Leuven (DocArch group) is coordinating the Incluso project and therefore in charge of its day to day management. Two other KUL-Association partners are involved: K.H.Mechelen-Memori & K.H.Kempen-k-Point (K-Point).



**KHM-Memori (Memori)**

**Website: <http://www.memori.be>**

MEMORI is the leading research institute in the field of public communication in Belgium. MEMORI provides comprehensive research for the European Commission, the Flemish and local governments into public communication and aspects of e-government. MEMORI focuses on communication with hard to reach target groups and the use of new media.



**KHK-K-point (K-Point)**

**Website: <http://www.k-point.be>**

A research centre of the K.H.Kempen Technical University. K-Point conduct and promote research on the intersection of ICT, inclusion and minority groups. K-point considers ICT access to be a right for everybody and therefore wants everyone to have easier access to ICT.



**Netlog NV (Netlog)**

**Country: Belgium**

**Website: <http://www.netlog.com>**



Netlog is the leading social networking destination for young people in Europe with over 40 million registered users around the world, and more than 38 million members in Europe alone. Netlog provides an entertaining environment where people communicate and connect with friends, like-minded people and local communities. The site is available in 25 languages.



**Verwey-Jonker Instituut (VJI)**

**Country: Netherlands**

**Website: <http://www.verwey-jonker.nl>**



The Verwey-Jonker Institute is an independent national organisation for social scientific research. Our research projects provide useful and scientifically supported answers to social and societal questions. The aim of our research is to help find sustainable solutions for current issues, to enhance social participation and improve the ways to tackle social problems.



# 2. Collaborating Partners



**Tonuso VZW (Tonuso)**

**Country: Belgium**

**Website: <http://www.tonuso.be>**



Tonuso is a government funded not-for-profit organisation. Started in 1990 and constantly growing since, 'Tonuso' (the name means 'resilience' in Esperanto) today guides of 149 children and youngsters (and supports their families) in and around Brussels. These children and youngsters are all subject of the Flemish 'Special Youth Assistance'-act or the Belgian 'Child Protection Law'. We aim to give qualitative and differentiated help to children and their families. We try to organise our help in a way that integrates all areas of the family/children's life. Tonuso uses the principles of the communication, systemic- and contextual theories to build a better future for the children we work with. Working with the context of the children or creating a new context is one of the important issues we face in our guidance.



**Stowarzyszenie U Siemachy (SK)**

**Country: Poland**

**Website: <http://www.siemacha.org.pl>**



The "U Siemachy" Association is a non-governmental, non-profit organisation from Krakow (Poland). It maintains a coherent system for working with over 1,200 children and youngsters, and their families. It operates 24 hours, 7 days a week, through support and therapy activities and is involved in a variety of projects.



**Technische Universität Wien (TUW)**

**Country: Austria**

**Website: <http://www.is.tuwien.ac.at>**



The Institute 'integrated study' at the Vienna University of Technology in Austria is involved with research, development and teaching in the area of rehabilitation technology and offers support for students with disabilities. In the INCLUSO project the institute coordinates the preparation of the Whitebook and supervises the pilot site in Austria (Schwechat).



**Station House Media Unit (SHMU)**

**Country: United Kingdom**

**Website: <http://www.shmu.org.uk>**



Station House Media Unit (shmu), is a community managed, not for profit, charitable company that operates across the most disadvantaged communities of Aberdeen, Scotland. SHMU contributes to social, economic and digital inclusion in its target communities by engendering personal development and community capacity building. This is achieved through participation in the processes of community media production (video and radio production, publications and online publications).

# 3. Work Packages



## Work Package 1

### The Whitebook: Guidelines for Inclusion

The INCLUSO pilots, that are being carried out in four EU countries shall help to provide the evidence that social software can improve social inclusion of marginalised young people. Providing a mutual basis for these pilots is the main purpose of the first version of the Whitebook.

This will be undertaken through desk research that will gather evidence from a wide range of sources including; literature and existing projects; Focus Group interviews

A number of focus group meetings have been held in the first phase of the Incluso project to help inform the Whitebook.

Netlog's first Incluso experts meeting took place at the beginning of December 2008. Eight participants, from the USA, Netherlands, Belgium and the UK, met on-line via a live video conference hosted on the FlashMeeting platform, provided by the UK's Open University.

with the young people, community workers, social workers, academics and ICT experts.

The first version of the Whitebook which will be completed prior to the start of the pilots, contains state-of-the-art information, including both good and bad practices, and provides effective scenarios and advice for the pilots. The Whitebook will only used for the project's internal purposes and will be updated over the course of the project.

All participants agreed that convergence is a strong characteristic of the current technical landscape. They concluded that convergence and access are two of the main problems that the Incluso pilot studies will have to face. And while some participants believe that social software depends on the use and values of its users, others identified a number of ways to tackle convergence and access issues (see below).

As result of this continuous updating the Whitebook version 2 will be issued for public use near the end of the project. This second and final version will also contain the experiences from the pilots and the results from the measurement tool evaluation. It will contain generic scenarios, including do's and don'ts, and will provide guidelines and support for any organisation interested in using social software for the inclusion of marginalised young people in the future.

### Focus Group Meetings

The participants also discussed how future pilot schemes could communicate with and positively engage with marginalised young people within their communities.

Another experts meeting will take place at the end of February, and will include members of the European International Advertising Bureau and its local representatives from Austria, Belgium, Poland and the UK.

#### Convergence & Access Issues:

- ★ 2G Mobile data transfer for its low cost and high impact
- ★ Mobile devices with multifaceted applications to give users a sense of ownership
- ★ Notebooks for their ability to handle more complex applications
- ★ WiMAX, a insufficiently explored technology, for its potential to offer internet access to marginalised youth living in a concentrated area
- ★ Interactive TV for its ability to engage youth in a direct and uncensored dialogue with peers with other around the world (possibly through a youth centre)
- ★ Blogs, social networks and the wikis owing to their current success and proven positive impact
- ★ Gaming programs used for educational purposes



# 3. Work Packages



## Work Package 3

### Measuring social inclusion among youngsters

INCLUSO aims to deliver the proof that social software tools can contribute towards and facilitate social inclusion of marginalised young people. Four pilots have been set up to determine the effectiveness of social software use among young people. In order to prove that the pilots can contribute to the social inclusion of young people, the pilots will be carefully monitored. In order to do this, we are developing an instrument that measures the progress and impact of the introduction and use of social software within the four pilots.

The instrument will take the form of an on-line questionnaire which will be filled in by the young people who participate in the pilots. At the moment we are developing a prototype which will shortly be tested for user-friendliness. The questions are about the social participation of young people within the pilots and in society in general. The questionnaire will also explore their use of ICT and their personal contacts, both

digital, as well as face to face, that they have with other young people and with those around them. The questionnaire will be tested on a few of the young people from each pilot, following which the prototype will be amended as necessary and then distributed widely for use. The instrument will be used twice during the life of the project. This will make it possible to compare the situation at the beginning and the end of the four pilots. We will then be able to draw conclusions about the development of young people who participated.

In order to measure social inclusion, it is important to be able to define it. One way to define social inclusion is to position it against social exclusion. Hilary Silver (2007), defines social exclusion as “a multi-dimensional process of progressive social rupture, detaching groups and individuals from social relations and institutions and preventing them from full participation in the normal, normatively prescribed activities of the society in which they live”.

Looking at this definition from a young persons point of view, we have to be aware that participation in so called normal activities today, also means online activities.

Measuring social inclusion will therefore also need to measure online inclusion. Quantitative and qualitative information about this can be gathered from on-line activities that can be monitored. It is therefore our ambition to try and measure this activity by monitoring the social network on-line platforms that will be used in the four pilots.

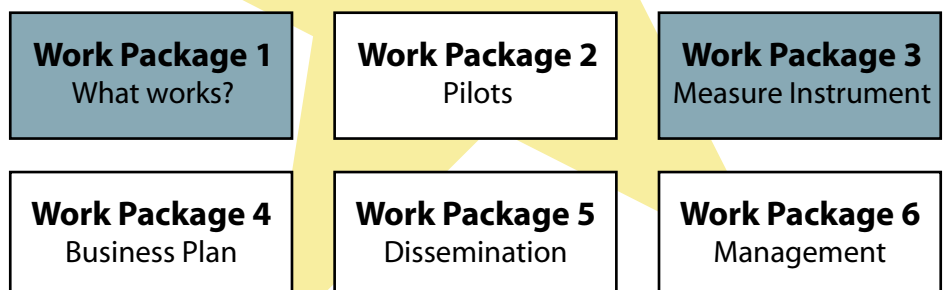


## Work Package Overview

### Work Package Structure

The goals of INCLUSO will be reached through the realisation of 6 main activities, called “Work Packages”.

Partners will collaborate in the work packages, based on their specific areas of expertise.



# 4. Pilots



The Incluso project will undertake four pilot projects that will help to provide the evidence that social software can improve social inclusion of marginalised young people.

## 4 pilots will focus on complementary groups of youngsters:

- 1 Young people that are all subject of the Flemish 'Special Youth Assistance', located in Brussels (BE)
- 2 Young people living in the regeneration areas of Aberdeen (UK)
- 3 Young people from Polish day-care or full-time-care institutions in the region of Cracow (PL)
- 4 Young people recruited by social workers and street-workers who are in contact with and disadvantaged youngsters in the Austrian city of Schwechat (AT)

## U Siemachy

“U Siemachy” Association helps young people who have found themselves in life’s dire straits by providing them with material, psychological, and educational support. For the people in its care, the association provides opportunities for rebuilding and developing personal potential by supporting the development of effective and efficient relationships with other people and becoming valuable citizens. Thanks to a network of specialised centres, we have built a compact system for working with young people and their families. We operate in the Daily Mode (daytime socio-therapy centres), in 24/7 Mode (family children’s homes, self - sufficiency groups), through consultancy and therapy, and within a variety of specific projects.

The “U Siemachy” Association is currently finishing the preparations for the Polish pilot. As it is a very creative process, people involved in the INCLUSO project (both staff and youngsters) keep coming up with new ideas. However, the outline of the pilot has now been finalised.

The plans are as follows:  
The pilot will be a combination of real-life and on-line activities. Around 40 young people from

daytime care institutions will be involved in the organisation of thematic youth events, addressing the local communities of Krakow and Chorzow. The events will be developed and organised by the young people themselves. Ideas so far have included a concert; a culinary art festival; and an eco-day. The events will be organised face to face, but discussions, arrangements and the planning process will take place over Internet. Promotion and advertisement will also be Internet based.

The participants of the pilot will be using a variety of social software tools in their work. First and foremost ‘Gadu-Gadu’, which is the most popular instant messaging tool in Poland. It plays a major role in day-to-day communication between young people from different institutions. The next tool is ‘Nasza Klasa’, a rather new networking portal which gathers classmates together. It will be used for sending invitations and trailers of the events to numerous users. Nasza Klasa and Gadu-Gadu are definitely the most frequently used social software tools in Poland. Nevertheless “U Siemachy” will have to deal with the fact that they are not the answer to everything. According to the INCLUSO research, Nasza Klasa as well as Gadu-Gadu, provide an opportunity

for developing virtual networks but do not necessarily enhance active participation and communication within groups of young people. Therefore the participants will also use hobby centered networks and tools that offer more potential for inclusion. We also plan for young people to use Google platforms (for the project management purposes), Wikis (for research) and YouTube (for video). As far as we know, in our target group there are lots of young photographers and movie makers, who have undiscovered talent, and we expect YouTube to be very popular.

Considering the large target group, the number of different social software tools, and the massive amount of work required for the organisation of youth events in two cities, there is no doubt that the pilot will be challenging. As we say in Poland, “the world belongs to the brave”, therefore we are looking forward to starting the pilot and we have high hopes for its success.



Youngsters at U Siemachy



# 4. Pilots



## Station House Media Unit

Station House Media Unit (SHMU) works across six regeneration areas of North and Central Aberdeen: neighbourhoods identified as being amongst the most disadvantaged communities in Scotland. Residents in our target communities experience various barriers to social inclusion. Young people who live in our areas face particular challenges in gaining employment, accessing education, housing, health and suffer from digital exclusion. SHMU has evolved to meet the needs of the young people in these communities and to engage in a process of community empowerment led from within the communities it serves.

SHMU's work is grouped into four main strands:

**shmuFM** – a full-time community radio station, broadcasting 24/7 across a twenty mile radius, offering radio production, presentation and broadcasting training

**shmuTV** – support and training in community film-making, production and editing, with the aim of developing a Community TV service;

**shmuPublications** – support and training in publication design and production, supporting the production and distribution of free quarterly community magazines in each of our target areas;

**shmuOnline** - web design, hosting and on-line applications, including the development of a wireless community project that offers free Internet, Intranet and PC's to one of our target communities.



SHMU's INCLUSO Pilot project will link closely to the shmuOnline strand of the projects work, making use of the free wireless network that the organisation has established in one of our target communities. This network offers free Internet access in addition to access to a community Intranet. In order to access these services, community members will be directed through a community portal (also designed and managed by SHMU). In addition to access to news, information and local services, we plan to incorporate a range of social networking tools to the community portal and actively encourage young people within our target communities to participate.

We imagine that the community portal, and the social networking tools specifically, will add significant value to the process of community engagement, active citizenship, community cohesion, which in turn will contribute towards an increase in community capacity (specifically with young people) and enhance social capital.

These tools will create a new and improved platform for communication that will encourage young people to express themselves about issues that are important to them – and just as importantly it will

create a platform for these views to be posted and heard directly by, and acted upon by support workers, community leaders and decision makers. The tools will also be useful in breaking down barriers where they exist within and between communities (both communities of interest and geographical).

The social networking site will be freely available and prominently positioned on the community portal. We aim for the software to be simple, intuitive and to offer the services that the young people (and organisations) want and need (video upload, radio, messaging, blogs, etc).

We plan to offer young people who sign up to the service access to the training that we offer in community media production to enhance their experience (e.g. how to shoot and edit their film, how to record their band, how to use photoshop to improve images etc). The same service will also be available to organisations to improve their presence (and credibility) on the site. It is also our intention that the young people who are actively involved in the project will inform and guide the development of the content of the portal and play a lead role in the management of the project.

We are in the final phase of building the infrastructure for the wi-fi network, and plan to have the Community Portal fully functional by the end of March 2009. Our aim over the next two months is to continue to consult with young people, community organisations and software developers to ensure that the social software tools are developed and are also ready to go live in early April.



## Tonuso

Tonuso manages three residential care facilities ('Atomix' for 15 children between 3 and 18 years old, 'De Plan-Aid' for 15 girls from 12-20 years old, and 'Het Boy-Kot' for 15 boys from 14-20 years old), three day-care centres ('Het Vlot' Jette; 'Het Vlot' Anderlecht and 'De Schuit', each for 10 children between 6 and 18 years old), a home based guidance centre ('De Pont' guidance at home for 48 children between 0-20 years old), and a centre for guided 'living alone' ('De Sloep' for 16 youngsters between 17 and 21 years old). Tonuso also organises a project for short-term intensive guidance 'De Pit', where 10 young people between 14 and 18 years receive guidance for a short period of 6 months.

In total, Tonuso has over 80 members of staff, supporting about 130 youngsters, and is one of the largest facilities for "special youth assistance" in the Brussels area.

As Tonuso works primarily in the residential care and home based guidance sectors, we have identified two different target groups for our Incluso pilot: one in the residential setting and one in the outreach facilities. The aim is to have between 10 and 20 young people actively involved from both sectors in the INCLUSO project.

### For residential settings

For these settings we plan to support an on-line meeting through Netlog. As all groups have the obligation to organise resident meetings with all youngsters on a regular basis, Netlog will help with

supporting regular communication in preparation for these meetings. Netlog will be used in both the preparation and evaluation of these meetings. Resident meetings tend to be a "picture" of the situation at a certain moment in time. However, young people often have issues that have arisen during the week but will not bring them up at the meetings because they feel that those issues are in the past and are not important any more. By supporting the resident meetings through a Netlog account for every young person, we hope to achieve more frequent and positive interaction that will have a positive impact on the functionality of the meetings and with counselling the young people. We also plan to use the Netlog profile to post messages to each member of staff who has a work profile on Netlog so that the messages can be used for individual guidance and counselling.

### In general

A Netlog profile for Tonuso has been created. All the Tonuso departments will become "Netlog friends". We will also have a Tonuso Netlog-clan with general information; like links, activities and messages. Youngsters aged 13 years and above will have a Netlog profile and will be friends of the organisation based where they stay or where they receive counselling.

### Outreach facilities & family work

Each facility will make a Netlog profile. These profiles will have a photography project within it, in which young people will provide pictures of their daily environment; where they live; where they go; what they do, and then be encouraged to post them on their personal Netlog profile. Tonuso staff will use this

material to start on-line and off-line discussions with the young person about their place in society and what it means to them. Other projects will follow on from this which will contribute towards improved communication between Tonuso staff and young people. This will include making use of chat rooms, messaging and developing the facility of on-line 'chat guidance'.

### Participating facilities

In the 'De Sloep' facility, MSN is currently used for on-line counselling and contact which will be developed further. 'De Pont' will also work with the photo project.

The daycare centres will also work with the photos, but as 95% of the young people are not yet 13 years old they can't have a profile on Netlog. For this reason we will set up a social network on the 'Ning' platform ([www.ning.com](http://www.ning.com)), which will improve communication between parents and the organisation. We also plan to make an electronic newsletter and use the Ning site to inform parents and families about the projects we have in the daycare centres.

### Planning

At the end of January we started to educate staff in how to set up the on-line environment for the young people. Computers will be set up and allocated to the young people from outreach facilities and those in the residential settings. We aim to start to work with the different projects at the beginning of February. A meeting will be held every month to share experiences and evaluate the projects. We will also discuss new ideas from the youngsters and see how we can use these ideas in new projects.



# 5. Partner Meetings



## Leuven, Belgium - September 2008

### Leuven Belgium:

The INCLUSO consortium met for the first time in Leuven during the kick-off meeting (Sept. 22-23, 2008). Although a few partners had met before, most participants did not know each other except via e-mailing or through the different video conferences that had been organised to prepare for the project. Therefore we started very informally on a Monday in the late morning and had a sandwich lunch together before the serious work began.

For the first meeting it was essential to go through the workplan and find out if all partners had the same understanding of its content and, more importantly, on how to complete the tasks attributed to each partner.

A very important issue was the way communication between the partners was to be organised and co-

ordinated. The main method is the web based collaborative platform called “the Square”, that will be used for document storage and for (archived) e-mail communication between the participants. Having the social software provider Netlog among the INCLUSO partnership also meant that we were all able to become members of the Netlog Incluso “Clan”.

In the evening the social programme started with a guided tour of the old university town of Leuven with its well know medieval town hall, the



University library, the Beguinage and the University’s main building in the former Leuven Clothes Hall. The evening culminated in the tasting of Belgian chocolates and beers.

The next day we were back to serious work again: the precise timing of all tasks, their interdependency and possible pitfalls were critically discussed so that the INCLUSO work could commence immediately after the meeting. The INCLUSO project only lasts for 2 years and we need to hit the ground running. With pilots that last over 12 months that require preparation and then detailed evaluation and analysis towards the end of the project, the clock was definitely ticking.

The final decision was a brave one: the next meeting was planned for the beginning of January 2009 in Krakow (Poland) a very nice but very cold place at that time of year.

## Krakow, Poland - January 2009

### Krakow Poland:

The second INCLUSO partner meeting took place in Krakow from 7-9 January 2009 and was hosted by the ‘U Siemachy’ Association. Most of the meetings took place in the general headquarters of the association on 42 Długa street.

During two and a half days of working sessions, the participants discussed the results of the research that had been completed to date. Future plans and duties in relation to each of the six work packages around which the project is organised were also discussed and clear deadlines

were set so that individual tasks can be co-ordinated between the teams. The meetings were very intensive but proved very helpful and productive.

In addition to the formal elements of the meeting, the guests had a chance to take part in a short guided tour through snow covered Krakow and listen to a concert of Jewish music in Kazimierz (the Jewish quarter of Krakow). All partners were invited to visit the Socio-therapy Daytime Centre “Na Długiej” and the new Self-Development Centre “Com-Com Zone” in the Nowa Huta district, both run by Siemacha.

With a positive outcome resulting from the Krakow meeting, INCLUSO partners are now preparing for the next one; scheduled for March 31 in Brussels.



**Incluso partners during the Krakow meeting**

# 6. Forthcoming Events



## The digital week in Belgium

**March/April 2009**

From March 28 to April 3 2009 the “Digital Week” conference will take place in Belgium. The conference aims to explore the issues around tackling the digital divide with events taking place in both the Flemish and Federal parliament.

our EU project officer, Mrs. Silvia Bojinova (EU Commission, Unit ICT for Inclusion) who will talk about e-inclusion in the European perspective. Other interesting and important practices will be presented.

The Conference in the Flemish parliament in Brussels on April 2 will cover the role of “social software” used by organisations working with marginalised young people. INCLUSO will give the keynote presentation along with

The conference will mainly be in Dutch but it is open for anyone to attend. The link to the subscription page is available at:

<http://www.digitaleweek2009.be/>

The Digital Week is an initiative of VSNG, the Flemish Centre for New Literacy.



**Flemish Parliament Building**

During this week, local organisations will arrange various events which will include the use of multimedia and Internet. These events, which are being promoted by VSNG, will vary in format and size but they are all open to the general public. Ultimately, the Digital Week aims to help to build a connection between the organisations and the public.

## Conference: Information Technologies in Education, Engineering and Medicine

**September 2009**

This conference has been organised by the Volgograd State University and will take place between 21-24 September 2009.

the conference’s organising committee. Two INCLUSO related presentations have been scheduled. More information is available at <http://www.vstu.ru/eng/research/conf2009/infotech/> as well as on the INCLUSO website.

INCLUSO’s project director, Jan Dekelver is a member of



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