



DELIVERABLE REPORT

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MASELTOV Industry Day

12 December, 2012

KEY ISSUE: FIRST YEAR CONVERGENCE

MASELTOV

Mobile Assistance for Social Inclusion and Empowerment of Immigrants with Persuasive Learning Technologies and Social Network Services

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MASELTOV partner		organisation name	country code
01	JR	 JOANNEUM RESEARCH FORSCHUNGSGESELLSCHAFT MBH	AT
02	CUR	 CURE CENTRUM FUR DIE UNTERSUCHUNG UND REALISIERUNG ENDBENUTZER- ORIENTIERTER INTERAKTIVER SYSTEME	AT
03	AIT	 RESEARCH AND EDUCATION LABORATORY IN INFORMATION TECHNOLOGIES	EL
04	UOC	 FUNDACIO PER A LA UNIVERSITAT OBERTA DE CATALUNYA	ES
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08	FHJ	 FH JOANNEUM GESELLSCHAFT M.B.H.	AT
09	TI	 TELECOM ITALIA S.p.A	IT
10	FLU	 FLUIDTIME DATA SERVICES GMBH	AT
11	BUS	 BUSUU ONLINE S.L	ES
12	FUN	 FUNDACION DESARROLLO SOSTENIDO	ES
13	DAN	 VEREIN DANAIDA	AT
14	MRC	 THE MIGRANTS' RESOURCE CENTRE	UK



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1. SCOPE OF THE WORKSHOP AND IDEAS CAPTURED

The “Industry Day” was organised as part of the thematic workshops in the first year of the MASELTOV project.

The objective of this workshop was to share and discuss ideas to develop a feasible and economically promising exploitation plan for the distribution of MASELTOV mobile services for immigrants.

Different stakeholders took part in the workshop as well as many representatives of the MASELTOV Advisory Board, together with MASELTOV project partners (see List of Participants, #3).

Industry representatives, mainly Italian due to the location chosen for the workshop, brought their contribution explaining how MASELTOV services could be a very good means to help immigrants joining the society in the new country they want to live.

The growing immigrant population present across the EU, means that the ICT industry and telecommunications operators are increasingly interested in developing good services and solutions for this market segment. For example, in Italy there are approximately 5 million people¹ who belong to a minority group. Business models have to be defined for specific services. These can be based on a free provision of the apps to the final users or specific packages aimed at meeting user expectations of applications and costs.

A common belief among all the stakeholders present at the MASELTOV workshop is that use of the smartphones is popular and recommended for this market segment, though there is an understanding that the cost of ownership may limit usage.

In summary the stakeholders suggested and confirmed :

- the growing interest in ethno-marketing which may inform marketing to immigrants
- the growing number of services that can be offered via smartphones
- the potential of geo-localized services
- the challenge of language and cultural barriers
- the need to provide migrants customized offers
- the need to provide migrants customized loan plans
- the need to use different means of advertising
- the need to constantly review the final users’ requests

The significant level of interest in the topic was confirmed by the participation of television and other media journalists who reported on the workshop. Romit TV, a broadcasting channel dedicated to Romanians, talked about their impressions and experiences related to the everyday life of people coming from Romania

BABEL TV broadcasted a specific program on the MASELTOV project and the Industry Day on Sky Channel 141.

¹ Statistical Dossier on Immigration 2012; http://www.dossierimmigrazione.it/index_en.php



In Chapter 4 following, we provide some short descriptions of the presentations made in the session dedicated to Industry partners.; In Chapter 6, the recommendations provided by MASELTOV Advisory Board are summarized.

2. AGENDA

Workshop location and date

Date: 12 December 2012

Address: Telecom Italia, Auditorium Valcannuta 186 Via di Val Cannuta 186, Roma, Italy

Agenda – Morning session

time	content	speaker
09:25	Welcome and Introduction	<i>Graziella Spinelli (Telecom Italia)</i>
09:30	The MASELTOV Project - overview and general service opportunities	<i>Lucas Paletta MASELTOV project coordinator (Joanneum Research)</i>
09:45	Immigrants and mobile service requirements	<i>Jan Bobeth (Cure)</i>
10:15	MASELTOV – the technical scenario	<i>Patrick Luley (Joanneum Research)</i>
10:45	Coffee break	
11:15	Latest developments on digital inclusion, social and employment policies at European level	<i>Clara Centeno (IPTS - Joint Research Centre of the European Commission)</i>
11:30	MASELTOV – outlook on exploitation (I Part) 15' for each speaker	<i>Telecom Italia, ETNOCOM, BabelTV, Stranieriinitalia</i>
12:45	Questions and Answers	<i>moderator: Lucas Paletta (JR)</i>



Agenda – Afternoon session

14:00	MASELTOV – outlook on exploitation (II Part) 15' for each speaker	RomitTV, Extrabanca Holding GRAZ Linien
14:30	Questions and Answers	moderator: Graziella Spinelli (TI)
14:45	The MASELTOV Advisory Board (MAB) - ROUND TABLE <ul style="list-style-type: none"> • MAB members own expertise, organization, work. • General perception of MASELTOV project and recommendations 	moderator: Stefano Kluzer Clara Centeno (IPTS - Joint Research Centre of the European Commission) Alina Cibea ICMPD, Maria Garrido (University of Washington), Björn Schuller (Technische Universität München), Hazael Jones (Université Pierre et Marie Curie de Paris)
15:45	Coffee Break	
16:15	MASELTOV stakeholders roadmap <ul style="list-style-type: none"> • Summary of the experience reflected between industry and user requirements. • Ideas for individual and general cooperation with MASELTOV. • Towards a roadmap for next activities: next activities and time plan 	Lucas Paletta (Joanneum Research)
17:00	official end	

3. LIST OF PARTICIPANTS

MASELTOV PROJECT MEMBERS	
JR	JOANNEUM RESEARCH Forschungsgesellschaft mbH DIGITAL – Institute for Information and Communication Technologies
JR	Lucas Paletta
JR	Martina Uray
JR	Patrick Luley
JR	Gerald Fritz
CUR	CURE CENTRUM FUR DIE UNTERSUCHUNG UND REALISIERUNG ENDBENUTZERORIENTIERTER INTERAKTIVER SYSTEME
CUR	Jan Bobeth
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UOC	Maria Cecilia Gordano
FHJ	FH JOANNEUM GESELLSCHAFT M.B.H.
FHJ	Walter Scheitz
TI	TELECOM ITALIA S.p.A
TI	Graziella Spinelli
TI	Nicoletta Bersia
FUN	Fundación Desarrollo Sostenido
FUN	Samuel F. Ricardo Ruiz



ADVISORY BOARD

Stefano Kluzer, independent researcher
Clara Centeno, IPTS JRC, European Commission, Sevilla
Alina Cibea, ICMPD, Vienna
Maria Garrido, TASCHA at University of Washington, Seattle
Hazael Jones (representing Nicolas Sabouret), Université Pierre et Marie Curie, Paris 6
Björn Schuller, Technische Universität München, Munich

OTHER STAKEHOLDERS

Giuseppe Albeggiani, ETNOCOM, Italy
Serena Tamburrini, Telecom Italia, Italy
Giulia Colucci, Telecom Italia, Italy
Mario Di Massa ATAC, Roma, Italy
Rajat Gupta, Extrabanca, Italy
Marina Lalovic, Babel TV, Italy
Emanuele Latagliata, ROMIT TV, Italy
Gianluca Luciano, StranieriinItalia, Italy
Jutta Manninger, Holding Graz Linien Graz, Austria

4. STAKEHOLDERS' PRESENTATIONS: STATE OF THE ART AND SUGGESTIONS FOR MASELTOV

Presentations from MASELTOV partners were provided in the morning session in order to describe MASELTOV Objectives and technical solutions.

Presentations can be found at <http://www.maseltoV.eu/publications/>

The following section provides short descriptions of the presentations given in the session dedicated to Industry partners.

4.1 OUTLOOK ON EXPLOITATION – TELECOM ITALIA

Telecom Italia is a major Italian enterprise and a key European and Latin American strategic ICT player. Among the main company's commercial offers - focusing on advanced solutions for consumer, business and public administration market – are fixed and mobile telecommunications, internet & media and information technologies solutions.



The presentation of TI at the workshop highlighted the high interest and deep involvement of all telecommunications companies in Italy towards ethnic minority and immigrant customers:

- Mobile operators in Italy have plans designed for immigrants with competitive rates for calling abroad
- There is a great deal of interest in this market segment because of the high value and the increasing number of immigrants in Italy; as a matter of fact immigrants
- spend more time on their mobile phone than Italians who have pre-paid telecommunication traffic
- Some of the Telecom companies means of advertising for foreign customers are:
 - **Billboards near the places where customers meet and socialize:**
 - Underground stations
 - Railway stations
 - Neighbourhoods and outside areas where the target audience meet
 - **Press:**
 - Press in migrant languages
 - Free press
 - **Internet:**
 - Web Campaign
 - YouTube

Advertising materials are written in the different immigrants

The growing immigrant population in Italy makes the ICT industry and telecommunications operators increasingly interested in developing good services and solutions for this market segment.

Telecom Italia has a specific business area dedicated to this segment market, focusing mainly on targeting young people coming from abroad. The MASELTOV services are under study by the TI “Ethnic” commercial business unit and the prototypes will be soon tested with real users. Ongoing collaborations with Italian NGOs will help the service testing and speed up the commercial distribution of MASELTOV services.

4.2 OUTLOOK ON EXPLOITATION – ETNOCOM

Etnocom is the only Italian marketing and communication agency **dedicated to companies who want to communicate with an immigrant target market.**

Etnocom provides a team of professionals combining Italian and native ethnic minority collaborators, capable of providing tailor-made solutions to any marketing & communication need: sales force training and traffic building activities for distribution networks, product concept and advertising campaigns.

Etnocom’s marketing effectively reaches immigrant target audiences by **dedicated advertising messages through national TV channels** - using cost-efficient daytime slots and international satellite TV stations (for example Babel TV, a new Sky channel dedicated to immigrants created by Etnocom).



A native language media system has been created and developed by Etnocom and consists of 25 publications in different languages, the website www.stranieriinitalia.it (70.000 visitors/day – certified Nielson), the **InBus Advertisements** (100 train stations and mobile outdoor).

The very basic needs for immigrants as seen by a marketing operator such as Etnocom and pointed out in the presentations are:

- strengthening immigrant communities' ties
- calling home, and
- getting a job

These needs can then evolve into

- mobility
- integration into the host country
- fun

Some of the services identified by Etnocom as useful to immigrants are in line with MASELTOV developments. For example:

- *flag finder*: a GPS-enabled device allows an individual to use a service to discover how many connected users of the same nationality are present in a given area; the map of a region, city or neighborhood is illustrated with flags each representing a person who self-identifies with the same nationality
- *glocal pass*: a guide to hotels, restaurants, shops, services managed directly by a non-national or speaking a language other than Italian
- *my way, your way*: an idiom translator which helps to translate colloquial expressions from a range of languages into Italian and vice versa
- *hide and seek*: helps to reach a person by connecting the position of the calling and receiving person through GPS and providing them with directions to reach each other

Etnocom's experience is that in-depth knowledge is needed to adequately address immigrants needs. In their opinion the MASELTOV project has on board a good range of competences.

At the end of 2009 ISTAT & Caritas statistics estimated 5 million immigrants reside in Italy, of whom 900,000 are minors.

This group earns more than 70 million euros and consume 89% of it in Italy (only 11% is sent back home), own 270 thousand enterprises and account for 10% of the mortgages and loans in Italy.

As far as social characteristics are concerned, they share the same principles and values of contemporary society with native Italians and they can imagine a multi-ethnic society with full respect for cultural differences. They expect to deal with difficulties on their own and we should provide them with the necessary instruments to welcome them and make them feel as happy as possible in their new country.

4.3 OUTLOOK ON EXPLOITATION – STRANIERIINITALIA

Stranieri in Italia (that means “*Foreigners in Italy*”) is a unique experiment in Europe. It is a multimedia information network that brings news to immigrants communities living in Italy, in their own language.



Over 1.5 million migrants are reached every month by:

- **15 newspapers:** in 13 languages, that altogether reach more than half a million readers and 22 nationalities (350,000 total copies)
- **1 web portal:** www.stranieriinitalia.it (530,000 readers, 1.9 million page views, +19,000 total forum members), website in Italian language
- **13 single community websites:** (490,000 visitors, 1.6 million page-view per month)

The Stranieriinitalia.it web platform was established in 2001 as an on-line guide to immigration laws and has evolved over the years to become a news and service portal and providing:

- Service content: migrants have unique problems in their relationships with public administration, that are different from the rest of the population.
- News: general news on migration issues
- News in community languages: community news and information in the language of the main foreign communities
- Inclusion and dignity: general news, services, community news, and personalized answers to their problems are the many aspects of inclusion.
- Answers to 100 frequently asked questions. This is an easy to use website where service information acquires the lightness of news without losing effectiveness.

Today **the spread of smartphones opens up new opportunities for communication with immigrants**, offering the possibility to use our content and our news on the move at any time and in any place.

4.4 OUTLOOK ON EXPLOITATION – EXTRABANCA

EXTRABANCA is the first retail bank in Italy, and one of very few globally, created to specifically serve a foreign clientele, represented by families and business.

The bank's staff is a multicultural team, created in order to value differences as much as possible and understand and respond to the various and specific needs of the various communities, speaking their languages, sharing the same culture and the same development project.

Extrabanca pointed out the lack of services for immigrants in Italy in terms of:

- Attention assistance:
 - **hard to understand language and products**
 - **hard to understand where to go, whom to talk to**
- Specific products:
 - a need for urgent money transfer
 - micro-credit is often a necessity to cover basic needs
- Credit accessibility:
 - It is difficult for immigrants to get credit with the standard scoring models



Extrabanca also provide access to its services through smartphones, The company would be a good partner to MASELTOV with suitable competencies to support the resolution of financial issues and money transactions.

4.5 OUTLOOK ON EXPLOITATION: HOLDING GRAZ LINIEN

Graz Linien is the biggest provider of public mobility in the southern part of Austria. It is an innovative company in the field of mobility and environment and has invested in new technologies.

Graz Linien says it has the best information system in the country delivering details about various mobility providers (ÖV, E-Mobility, Bike, E-Bike).

One of the challenges for immigrants accessing transport services lies in an optimized passenger information system, eTicketing, realtime information system, mobile services.

Holding Graz Linien mentioned as a good approach to this problem the MARIA project: a Mobile Assistance for Barrier Free Mobility in Public Transport of Seniors, Migrants and Illiterates². It is specially modified application on a modern mobile phone for guided assistance.

The company also pointed out the need to review their performance based on the demands of the passengers.

5. PRESENTATIONS

All the presentations can be found at <http://www.maseltov.eu/publications/>.

and include the following:

<i>Graziella Spinelli</i>	Agenda
<i>Graziella Spinelli</i>	Introduction
<i>Lucas Paletta</i>	The MASELTOV Project – Overview
<i>Jan Bobeth</i>	Immigrants and mobile service – Requirements
<i>Patrick Luley</i>	Technical Overview
<i>Serena Tamburrini</i>	Outlook on exploitation – Telecom Italia
<i>Giuseppe Albeggiani</i>	Outlook on exploitation – Etnocom
<i>Rajat Gupta</i>	Outlook on exploitation – EXTRABANCA
<i>Gianluca Luciano</i>	Outlook on exploitation – Stranieri in Italia
<i>Jutta Manninger</i>	Outlook on exploitation – Holding Graz Public Transport

² http://www.corp.at/archive/CORP2010_243.pdf



6. MASELTOV ADVISORY BOARD OBSERVATIONS AND RECOMMENDATIONS

The afternoon round table was dedicated to the MASELTOV Advisory Board (MAB) Members, who offered their valuable suggestions to the MASELTOV work.

During the roundtable, each MAB member gave a brief presentation of his/her current main research interests highlighting links with the MASELTOV project and raising questions and observations for discussion. On December 13th the MAB members participated in the MASELTOV partners' meeting, where they heard and discussed the current project developments in greater depth. The recommendations in the final section below (Section 6.1) were written after the meeting, and are based on reflections and discussions from both days.

The present chapter has been written by MAB members and has been reviewed and approved by all the above MAB members.

6.1 SUMMARY OF KEY DISCUSSION POINTS IN THE ROUNDTABLE

Aspects which were highlighted by the MAB members in the roundtable as relevant, potentially critical, deserving clarification etc. were the following:

General design issues

- 1) Beyond the presence of a single entry point/interface, the integration dimensions/levels among the different MASELTOV application (henceforth referred to as "MApp") functions/components is an important issue that is currently difficult to fully grasp.
- 2) In view of the important role of user-related data for the operation of adaptive and personalized functions, it is important to understand who will be the owner of this data generated by the MApp's usage and to guarantee safeguards regarding how the data will be used/exploited and by whom, given the numerous ethical and other implications, including potentially commercial ones.
- 3) It should be clarified whether there is any intention for the commercial use of user generated data by the business partners in MASELTOV. If this is envisaged at all, it should be clearly spelled out and discussed among the whole consortium.
- 4) Mechanisms to "regulate"/manage the geo social radar service might be needed in order to avoid unwanted outcomes such as for instance an excessive number of "volunteers" meeting in a location in response to a given assistance request.
- 5) Due to affordability issues regarding subscriptions to internet/data-packages with mobile phone companies, considerations need to be given to the online/offline usage of the MApp – what functions/components will be available offline and how much of the app could be used also without access to internet.

General considerations on stakeholders

- 6) Past experience and research clearly show that NGOs are very important for dealing with people in a disadvantaged situation, and their role in the different stages of MASELTOV project development and beyond will thus be crucial.
- 7) Intermediaries (such as NGOs and local authorities) are key for reaching people in disadvantaged situations and to promote technology usages that may benefit them.



- 8) Given the crucial role of the testers/research subjects in the development of MApp, the issue of incentives/payment to testers during field trials remains an important issue to be addressed, especially if the exploitation of MApp will also serve a commercial purpose for some of the partners involved in the project.

Digital game and geo-social radar components

- 9) Research shows that the use of digital games for social inclusion has much potential, as long as they are integrated into broader interventions. Just making digital games available is not enough.
- 10) Research about the development and deployment of digital games for empowerment and inclusion highlights other challenges: the need to empower intermediary actors working with the target groups; the low quality and sustainability of many projects and low production and distribution capacity together with more general challenges such as low awareness of the potential of digital games and negative stereotypes towards them; the lack of skills among multiple stakeholders on how to use digital games for empowerment and inclusion and lack of evaluation and impact of assessment tools. A clear way forward pointed out by stakeholders is the need for joined up approaches incorporating multiple actors to promote innovation, learning and sustainability, namely, the target individuals and their communities, the intermediary actors, the digital games industry, research and public actors.
- 11) The rewarding system for participants in the serious game component of the MApp is a crucial aspect that will have to be carefully designed.
- 12) The incentive system that will drive volunteers in the geo social radar process is another crucial aspect.

Information service component

- 13) There are many professionals working in NGOs, local administrations and so on who know how to address the needs of migrants in specific areas such as language learning, searching for housing and employment etc.. They can be an important source to be tapped into for MASELTOV information services.
- 14) Urban mobility/navigation and mobile (language) learning seem to be the two areas where some MASELTOV partners have both the expertise and the business drive to provide effective services. On the other hand, the cases of the social radar and the health care services may need a clearer definition of the role of current partners (the NGOs) or possibly even new partners
- 15) Migrants often become experts at solving all kinds of daily life problems and they usually share this knowledge within their closer social networks.
- 16) Apart from enabling learning processes and social interaction in mobility, MASELTOV also aims to provide the right information when/where needed to respond to the migrants' urgent needs. This will raise major challenges given the large number and range of needs and information sources: identifying which information is most relevant for this heterogeneous target group; guaranteeing accurate and updated information; providing the minimum amount of information needed, given limitations of delivery devices and conditions, and so on. Finding the right balance between "institutional" information sources (NGOs, local authorities etc.) and user-driven content will be crucial.



First feedback from project coordinator

During the roundtable, the project coordinator Lucas Paletta gave feedback about some of the above issues:

- *dialogue with local administrations* -> At the Barcelona workshop in April, the local government (Municipality of Barcelona) expressed interest in using mobile phones as a potentially effective channel to communicate and to deliver services to migrant citizens. This opportunity will be explored further when defining the project's exploitation perspective.
- *sources and types of information* -> The NGOs who are MASELTOV partners are not expected to produce much information content, nor do they have the budget. The MASELTOV architecture envisages that they will contribute to a wiki-based repository of certified information³ with some "seed information". This will be complemented by user-produced content in the planned social forums.
- *service priorities* -> In the light of the contributions that partners can make, two application domains in MASELTOV can be envisaged as priorities for future exploitation: the urban mobility and navigation component and language and cultural learning.

6.2 RECOMMENDATIONS

Recommendations on collaboration with NGOs and assistance/information services

- 1) Whenever possible, MASELTOV should link up to interoperate with existing online service providers, e.g. for local public transport information. This would avoid duplicating content production and should guarantee the continuous update of the information delivered/accessed through the MApp.
- 2) Given the potentially extremely wide range of needs and organisations working with migrants, a few application areas and related specialist organisations should be involved in order to demonstrate the full potential of the MApp in a "vertical" perspective.
- 3) The NGOs or other intermediary organisations are knowledgeable in social support areas and services such as job search, social inclusion, language learning, which could be used by the project as a pool of knowledge and competence for the project, avoiding "reinventing the wheel".
- 4) Given many migrants' expertise at solving the problems of daily life, MASELTOV should explore the potential of crowd sourcing for the production of useful content for its services.
- 5) Given the above considerations, the wiki platform for information services and exploitation foreseen by the project should be designed in order to make most use of: a) existing information sources, avoiding duplication and ensuring updated information and quality of information; b) knowledge existing among intermediary actors, whether NGOs or other social services, so as to ensure relevance of information provided; and c) final

³ "Certified" precisely in the sense that it will be selected/provided by NGOs.



- users' knowledge through crowd sourcing techniques, to capture noncodified tacit information that is relevant, important, and possibly the most up to date.
- 6) As the project will not have the resources to provide all services identified as needed by the target migrant audience, it would be useful to develop a guide about how other services could be developed in the future with the MASELTOV platform, in cooperation with other actors. This guide should be part of the future exploitation model addressing other partners.
 - 7) For all MApp components where a role for NGOs and other service providers, including local administrations is envisaged (or might be envisaged) in a future exploitation perspective –e.g. information content provision or validation, activation/regulation of social networks and others- MASELTOV should build a clear understanding of their potential needs and requirements so as to take them fully into account in the overall system architecture design and to include them in current and future developments of “back-office” functionality and services.
 - 8) Plans for the development of a social network in MASELTOV should consider the risk of generating or perpetuating divisions between migrants and non-migrants. To avoid this, the MApp should encourage the integration of other groups into the social network as well as the MASELTOV target audience and/or to find ways to stimulate meetings and interaction among different groups, particularly between native populations and migrants.

Recommendations on learning, gaming and geo-social radar

- 9) More integration of knowledge and activities among partners should be encouraged. For example, the complementary knowledge and expertise among several partners in language learning from academic, software, exploitation, gaming perspectives should be further exploited and integrated so as to guarantee a product that will be effective, usable, properly distributed to and adopted by the MASELTOV target group.
- 10) In order to develop the geo social radar component, MASELTOV should collaborate directly with, and respond to, the requirements of NGOs (current partners and others) who might want to use that service with their network of volunteers and professional staff, servicing a target group of people.⁴ This could also crucially contribute to creating trust in the system itself.
- 11) Given the importance of broadening the range of potential game players for inclusion purposes, MASELTOV should identify ways to actively involve participants other than the specific MASELTOV target audience as players of the MApp serious game component, particularly native local populations in each targeted country.
- 12) Mini-games might be useful/effective in view of their usage in mobility and could be built on, or integrate data/content collected by the users, e.g. by using the text lens service.

Presentation from

⁴ The example was provided of Cruz Roja (Red Cross) in Spain, which already uses a geo-localized system to identify and contact the closest volunteer who can provide a quick response to a given assistance call. This is currently used in elderly people care services.



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can be found at <http://www.maseltov.eu/publications/>.