

# Open (source) aspects for realising an information society vision of Hungary

Forum of the Hungarian IT  
Organizations for Information Society  
(Inforum)



*„Nowadays Hungary cannot afford to invest into immovables. It may invest only into people, export capable production, domestic services attractive to (foreign) consumers, which may be very well promoted through the international media as well. Hungary, a country of healing power, with its life quality improving spas attracts tourists, encourages a higher service level, dictates a cleaner environment, it has a development impact on innovation, high and adult education, information technology, high level medical training, pharmaceutical industry, tourism and our civilisation norms. It cannot be forgotten that the European Commission in view of the ageing of the European Union set the target of "ageing well" for the developers of the IT companies, and it supports, promotes and finances this target. Should Hungary miss this opportunity?"*

**Gabor Dombi**

# INFORMATION SOCIETY

# INFORMATION ECONOMY

# Key issue: Information Society

- **Quality-of-life focused developments and tasks**

1. Information Society inclusion
2. User-focused public services
3. Digital culture, digital values
4. Civil-government-entrepreneur-scientific co-operation
5. Adaptation of the European best practices, catching up with Europe



# Key issue: Information Economy

- **Profit focused developments and tasks**
  1. Support for export oriented developments
  2. Extending the internal market
  3. Long term investments
  4. Development of electronic services
  5. Information rights, copyrights, e-democracy



# 1. Quality-of-life programs (e-Inclusion)

- Responsible governmental management of the issue of e-inclusion, unified, man-focused IT policy steering
- Information society integration of 4 million persons: at least 1 million of them are new IT users from the disadvantaged groups
- Starting of digital equal opportunity (e-Inclusion) motivation and education programs
  - IT knowledge dissemination, information providing for the disadvantaged groups and for the decision makers
  - E-inclusion (digital) and assistance of the elderly (inclusion, content, education, communities)
  - E-inclusion (digital) and assistance of the gypsy people (inclusion, content, education, communities)
- Quality-of-life focused social and economic policy: development of a new type of social policy
- Bridging the divide existing between the generations with digital means (with education and the involvement of young people)
- Supporting the operation of the assistance services (IT-Mentor, eConsultant), eHungary network, telecottages, Integrated Community and Service Providing Spaces (IKSZTs)
- Wideband and civilisation (information) society integration of the disadvantaged districts
- Community creation, (self)employment, co-operation for the members of the disadvantaged groups

## 2. Quality-of-life programs (public service)

### **Making central government content service more transparent**

- More portals, portal families
- Taking more thoroughly into consideration age and cultural specialties, linguistic simplification
- Making new local (county, region, small region, settlement, neighbourhood) portals in 4 dimension:
  - For the inhabitants
  - For the local enterprises
  - For the tourists
  - For the investors

### **Complex, public purpose content service**

- Providing information customised to the situations of life, age, and problems: getting acquainted with the demands, meeting the demands
- Comprehensive, organised, free of charge publication of content created from public moneys (research, statistics, education materials, textbooks, cultural products)
- Health care (services, hospitals, sicknesses, procedures) and social content, legal information in simple language, in the form that corresponds to the target and age groups
- Simpler, more client friendly and standardised tender procedures and forms (those, who wish to bid should not have to engage a tender expert)
- Solving the social, education and health care problems through online and call centers (public administration community service)
- Involving more ministries into solving the problems of digital equal opportunities.

# 3. Quality-of-life programs (digital culture, digital values)

- Assisting the non institutional forms of establishing quality digital culture (civil, community, individual)
- Large scale digitalising, translation, dissemination of national values
- Development of public online libraries, knowledge basis (university, academic, professional)
- Supporting community knowledge sharing systems, local content development (civil, professional, individual)
- Special digital content development of disadvantaged groups
- Supporting online distance education, extending the online stores of education materials
- Establishing a digital film and fine arts academy similar to the digital literature academy for the purpose of supporting Hungarian high culture
- Setting up a digital cultural advisory board in the interest of promoting content development and training: with the participation of the civil, the entrepreneur and the government side

## 4. Quality-of-life programs (civil co-operation)

- Public Private Partnership and task outsourcing
- Supporting civil co-operations, strengthening the co-operation between the domestic civil organisations and research institutes, assisting them in the interest of more successful participation in the Union tender funds
- Four party roundtable with the participation of the IT civil organisations, enterprises, research institutes and the state administration for the purpose of managing the problems on continuous basis
- Civil-governmental co-operation has to be extended in the area of information society, these co-operations should join the processes of common networks, national development plans – and should not participate only as proposal submitters
- Domestic and union organisational relations have to be reinforced in the area of civil and community IT
- Ensuring the further operation of the e-Inclusion aParliamentary Committee, extending its authority (since this is a best practice within the EU)
- Making the tender systems more civil (and user-) friendly
- Simplified tenders, establishing resources for the civil initiatives and organisations

# 5. Quality-of-life programs (European Union, catching up)

- Organising IT and e-Inclusion programs during the term of the 2011 Union presidency
- Raising attention to the problems of the two speed Europe and to the danger of leaving the territories located on this side of river Elbe behind again, especially in the area of e-Inclusion, lobbying for starting the new cohesion programs
- The objective analysis of the domestic strategies that have been applied so far, of the new ministerial recommendations, and of the relevant materials of the professional organisations (what has been realised, what should be carried on, and what seems to be a dead-end).
- Reviewing the situation of e-Inclusion and the directions of IT development within the EU has to be done for the domestic political and public administration decision makers, for the social institutions, and for the societal and political organisations.
- Translating, introducing domestically the European best practices
- European tender monitoring, establishment of projects, supporting the joining of union programs
- Co-operation with the organisations of countries of similar endowments (Denmark, Netherlands, Portugal, Baltic states) and regions (Wales, Scotland)

# 1. Profit focused developments (supporting export oriented developments)

- Ranking the companies producing for export for awarding the development resources
- Supporting export oriented developments instead of generally supporting the SMEs
- Assisting the export (and marketing) opportunities of software development workshops that have domestic owners
- Supporting incubation programs for the purpose of realising export capable developments
- Supporting venture capital investments
- Searching manufacturing and international partners for the results of Hungarian R+D
- Giving awards, providing marketing for domestic developments that have achieved international results
- Establishing international development centres in Hungary
- Presence in Asia and in the United States

## 2. Profit focused developments (expanding the internal market)

- 1 million PC program for the elderly
- Strengthening user training, knowledge dissemination (see: eInclusion programs)
- Marketing public administration, education, health care IT systems for companies, local governments through knowledge stores and competence centres
- Establishing wider product portfolios and offers
- Establishing beneficiary positions for the purchaser groups
- Exploring and exploiting special gap markets (quality of life, health care, workflow, remote supervision)
- Information technology development of education, public administration, health care
- Strengthening content development (software and media content) targeting the users
- As regards establishing the tendering systems higher level IT professional co-ordination and control
- In the case of each further investment, development, the exact societal/economic impact of the interventions has to be estimated already in advance, and in order to track the progress and the development of these impacts annual level monitoring and benchmarking should be introduced.

# 3. Profit focused developments (long term investments)

## **Info-communication**

- Ensuring the wideband access of each domestic settlement with several type of technologies
- Writing off from the tax base the amounts that are spent on telecommunication technology developments and investments

## **R+D**

- Increasing the R+D activities of the companies: making efforts towards practical results
- Fostering the establishment of R+D clusters, networks, and associations
- Assisting domestic potential participants in joining the European framework programs
- Improving the vocational education of people, improving the supply of experts

## **Trust and security**

- Reinstatement of societal co-operation and trust
- There is a need for the campaign of positive examples, and for the increased control of service providers (e.g. Infomediator, Fair Business)
- Meeting the user demands from wider aspects: „the User” does not exist, there are only user groups, with different demands and capabilities
- It is not possible to influence the development of technology with national regulations. Hungary has to adapt itself to the international trends, standards. Restricting internet and content can be conceived only for the purpose of protecting underage children.

# 4. Profit focused developments (development of electronic services)

## **Digital migration and content**

- Communication of digital migration
- Establishing and operating the systems of distance education
- Application of task focused IT training (moving away from the software focused approach)
- Professional control in the area of education and vocational training
- Using the reprographic and legal fees for the development of digital content
- The digital advisory board of the National Cultural Fund should be established
- Supporting the dissemination of electronic services: payment, ticket purchasing, identification

## **Public administration**

- eGovernance competence centres (demos, software, solutions, recommendations)
- Appearance of open source code systems and Cloud-computing
- Establishing a comprehensive governmental financial, workflow system
- Introducing applications that correspond to the Act on Public Administration Procedure Rules /KET/
- Establishing the systems of electronic identifications
- Ensuring the accessibility of electronic public services at each settlement, building out a unified public administration community service network and case administration assistance system (execution of the Act of year 2009 on e-PublicServices according which it is the task of the state to provide community access and case administration assistance accessible within a distance of 10 km)

## **e-Health**

- Modernisation of health care
- Supporting the spreading of remote supervision systems
- IT management of problems that are due to the ageing of the society
- Assisting the development of information systems provided for the population

# 5. Profit focused developments (legal regulation of the e-economy, copyrights, e-democracy)

- Reviewing the domestic laws: from the aspect of whether they meet the requirements of the information society
- Simplification of the legal system, deregulation of the contradicting, overlapping legal regulations, guaranteeing a legal safety for the service providers and the users that is based on regulation that does not allow the authorities arbitrary legal interpretation
- Establishing a legal environment supporting the development of the e-economy, tax allowances strengthening the e-economy
- Establishing a regulatory environment that takes into consideration the specialties of electronic market and eCommerce
- Reviewing the copyright system in order to ensure that in line with the requirements of the digital age the authors should be able to decide the fate of their products . Replacing mandatory joint legal management of copyright with an other model (application of the Creative Commons). Developing a new system instead of the present social system of copyrights. Introduction of pilot models and the naturalisation of the best practice solutions in the interest of content development and more fair royalty payments. Setting up independent expert workshops for the purpose of establishing a fair system (which does not unilaterally represent only the side of the authors).
- Termination of the monopoly of the joint copyright manager and the intransparency of its activity, ensuring control over their activity, ensuring the publication of the detailed data of payments and distributions
- Introducing alternative certificates and solutions, in addition to electronic signatures
- Introducing digital identification solutions (digital card and identification based on other carriers)
- Developing the model of e-voting
- Regulating online citizen initiatives and the expression of opinion on certain drafts and action proposals
- Spreading the means of e-democracy

# **COMMENTS, SUPPLEMENTARY NOTES**

# Visby Agenda: next 10 years of Europe

- *The knowledge economy: driver of future wealth*
- *The knowledge society: participation for all*
- *Green ICT: support for an eco-efficient economy*
- *Next generation infrastructure: balancing investment with competition*
- *Soft infrastructure: investing in social capital*
- *SMEs and ICT: supporting Europe's small enterprises*
- *A single information market: enabling cohesion and growth*
- *Revolutionising eGovernment: rethinking delivery of public services*
- *Online trust: a safe and secure digital world*
- *Clear leadership: rethinking the EU's policy making process*

# Important aspects

- An obstacle in the way of the development of information society is **THE STRONGLY SPLIT NATURE of public administration**, which originates from the vertically organised ministerial system. For this reason delegating all the IT issues to a single ministry cannot function properly, with the exception of the Office of the Prime Minister. Therefore the optimal solution could be: either an independent ministry serving the IT issues, or steering provided by the Office of the Prime Minister. The Portuguese example is important: where development of the information society was allocated to a commissioner, who reported directly to the Prime Minister, who established at each ministry the network of responsible persons reporting to him, who were responsible for the IT developments of the given ministries.
- IT cannot be managed as an economic **OR** societal **OR** governmental **OR** media issue. The key words are: **ALSO, AND.**
- In Hungary the **IT-USAGE BY THE POPULATION IS LOW**. This has several reasons: low income level, lack of non user involvement, no interest on the side of the ICT players. The governmental initiatives are insufficient for leading the society through the virtual gates, the digital divide has been hardly reduced in practice. The innovation drivers of this area are the civil organisations, who are continuously in disadvantaged situations compared to the companies and governmental actors, in spite of the fact that they are the ones, who are in possession of ideas and contacts for mobilising the society.
- From technological and structure building aspects we should migrate to **HUMAN FOCUSED DEVELOPMENTS**. For this reason if use by population and by the enterprises (e-business) expands (software, contents, machines), that will expand the market of IT, it will increase revenues. Therefore Information Technology is neither a structural, nor an economic issue, but it is the issue of the quality of life and modernisation, which equally facilitates the modernisation of the society and the improvement of the competitiveness of the economy.

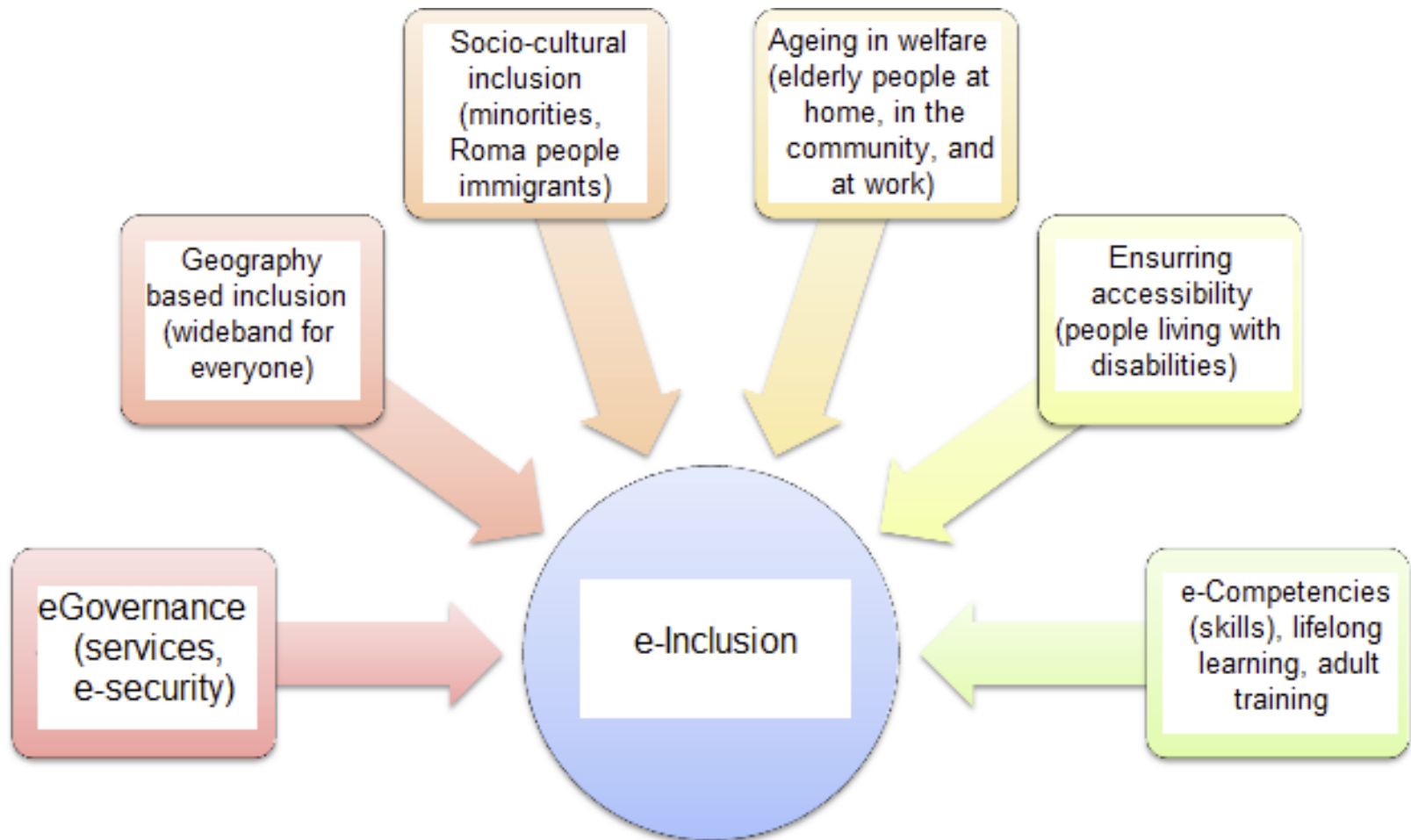
# Important aspects

- Hungary has to follow targets that are set more accurately and narrowly. We have to **FOCUS THE NATIONAL RESOURCES**. Hungary shall never be an auto industrial superpower. Kecskemét and Győr may achieve significant results, but they will never be Detroit. The strength of the country are represented by its spas, landscapes, creativity. Therefore Hungary may become that place of the ageing Europe, which will serve the quality of life, recreation, refreshing, healing. It is necessary that we should become the best practice country of Europe in some area at last, and our fate should not be only the fate of outworkers. The Hungarian society has to realise in what it can be number one (and not only the last one) in Europe, and it has to work purposefully on achieving this.
- Creativity in IT is not sufficient. Ideas have to be converted into products and services, and they have to be introduced on the international market. R+D initiatives that shall not become products will not produce revenue, they are unacceptable. **HUNGARIAN INFORMATION TECHNOLOGY HAS TO COMPETE IN THE INTERNATIONAL ARENA**, it has to produce revenues, profit, and it has all the right to demand assistance for this. Information technology has not penetrated the society yet. For this end the initiatives of the state are not sufficient, the enterprises have to also participate in the modernisation investments. In the period of coming out of the crisis the real challenge is represented by the expansion of the market, increasing the profit and improving competitiveness.
- A **STATE ORGANISATION** is needed, which is a **PARTNER**, and not the director of civil organisations, enterprises and state institutions in the area of developments. A partner that maintains the dialogue and good contact with the non governmental IT organisations and provides a base for these organisations on which they can rely in the course of pursuing their development path.
- There is a need for an institution, which shall guard, help and promote the implementation of **INFORMATION SOCIETY INCLUSION**.

## Milestones of Inforum

- **1999.** The first draft for establishing a domestic IT ministry and its operation
- **1999.** The first entertaining knowledge dissemination publication about Internet in Hungary targeting the elderly („Hírvilág” //News World//)
- **2000.** Hungarian IT Charta (2000), a national action plan drafted by the representatives of the IT profession
- **2001.** The first book on the future of children in the digital society (translation of „Growing up digital”, Don Tapscott)
- **2000.** Lobbying for the setting up of the IT Committee in Hungarian Parliament (2000-2006)
- **2000.** Lobbying for the office of the IT governmental commissioner (2000-2001)
- **2002.** Lobbying for the setting up of the Ministry of Informatics and Communication /IHM/ (2002-2006)
- **2003.** Launching the Grandchild-Grandparent IT Competitions (2003- ...)
- **2004.** Launching a User Right Protection Office „Inforum – Infomediator” (2004-)
- **2005.** Participation in the Equal (IT Mentor) and Safer Internet Programs (2005-2007)
- **2007.** The first eInclusion report in Hungary
- Launching the [eInclusion.hu](http://eInclusion.hu) website
- Announcement of the eInclusion movement in the Parliament (November, 2007)
- **2008.** Agreement of the five political parties with Inforum concerning the management of the issue of e-Inclusion (January 8, 2008)
- Setting up the e-Inclusion and Information Society Council (January 23, 2008,)
- Spring of Digital Hungary program series: First home party of internet users beyond the age of 50, Internet ship, World Convention of Telecottages, Grandchild-Grandparent IT Competition
- Two Parliamentary Resolution on the setting up an e-Inclusion Committee (6th of October)
- **The European Committee awarded a golden medal to Inforum for its activity done for the seniors, for e-Inclusion (Ageing Well)**
- Launching of the [50plusz.net](http://50plusz.net) portal
- **2009** „Competing with time”, digital remembrance tender for seniors
- October: Computers is child's play, 30 part film series

# The EU policy system of Information Society Inclusion (e-Inclusion)



# Literature

- **Industrial policy action plan of the info-communication technologies (ICT) sector** [http://www.nfgm.gov.hu/data/cms2013543/IKT\\_Akcioterv.pdf](http://www.nfgm.gov.hu/data/cms2013543/IKT_Akcioterv.pdf)
- **Blue Booklet for Notes 2009** <http://mek.oszk.hu/07000/07087/>
- **First Hungarian eInclusion Report 2007** <http://einclusion.hu/2007-09-11/einclusion-eves-jelentes-2007/>
- **e-Inclusion Annual Report, 2008** <http://einclusion.hu/2009-03-25/inforum-e-befogadas-eves-jelentes-2008/>
- **Wim Kok Report** <http://einclusion.hu/2007-09-16/wim-kok-jelentes/>
- **European 2010 Initiative for e-integration** <http://einclusion.hu/2007-11-22/%E2%80%9Eereszvetel-az-informacios-tarsadalomban%E2%80%9D-az-e-integraciora-vonatkozó-europai-i2010-kezdemenyezés/>
- **Government Report for the Parliamentary e-Inclusion Ad Hoc Committee** <http://einclusion.hu/2009-03-12/kormanyjelentes-az-orszaggyules-e-befogadasugyi-eseti-bizottsaganak/>
- **Europe needs a digital economy!** <http://einclusion.hu/2009-08-10/eu-digitalis-gazdasag-kell-europanak/>
- **Report on the digital competitiveness of Europe** <http://einclusion.hu/2009-08-20/jelentes-europa-digitalis-versenykepessegerol-az-i2010-strategia-2005%E2%80%932009-kozotti-legfontosabb-eredmenyei/>
- **Joint Research Centre: The Impact of Social Computing on the EU Information Society and Economy, 2009**
- **Visby Agenda:** <http://einclusion.hu/2009-09-16/a-green-knowledge-society-visby-agenda/>

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