Strategy and Priorities for the interests and benefits of IT users
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CECUA’s role as a European voice for users, consumers and citizens
CECUA has a long history representing users, consumers and citizens with regard to Information Technology at European level. These three groups, although overlapping, are different though they all don’t want technology as such but look for functionality and what good use can make of it. Furthermore users of information technology have long-term views and strategic interests with special regards to functionality and to the use of data. Consumers buy products that should be inexpensive, serve consumer needs and provide benefits. Citizens are looking for general conditions in life, state protection, freedom and social values.

Focus and key priorities
CECUA’s special focus is on the user aspects, but CECUA’s mission is to address and put forward the views and concerns of all those groups in contact with politics, industry and the diversity of European Countries and regions. In this way CECUA’s vision is to be the Strategic User Voice at European Level.

Today the work of CECUA has the following key priorities:
• governance and future of the Internet and related trust and confidence
• security, data protection and privacy of data (personal, public)
• the structures, the changes and the future of markets, services and technology
• user rights and accessibility

General strategy
Market and technology are the dominant driving forces for our digital future. With the ever accelerating progress there are complex issues arising and the outcome of product development for users is unknown. Individual users as well as individual politicians are not able to understand as well to look after their own interests. Industry also has difficulties with these issues. Thus presently there is a lack on specific awareness with regard to the interests of users. Using its highly competent connections and experience CECUA strives to serve these interests on a strategic level taking into account the long-term views of users and sustainability. Improved awareness of users/consumers/citizens and other market-players and stakeholders can promote a positive development.

Present work of CECUA
As a stakeholder CECUA takes care of these issues with a variety of measures having in mind present issues and long-term requirements. Publications and website offer information covering general aspects and specific items. Memberships to related associations and groups offer direct influence. Participation in projects, campaigns, events and co-operation with relevant institutions provide further advantages and benefits (see www.cecua.eu for further details). Through combination of these activities there are further effects.

For example, security is a focus of present work. Information technology is more and more penetrating and driving our daily life and our society. As a consequence related security is a basic need. With regard to security users, consumers and citizens have very important interests. CECUA as a voice of these groups encourages publications, participates in campaigns and events, co-operates with associations and institutions and initiates events.