

Stavanger 12-16 October 2009 Entrepreneurship Week

The Entrepreneurship Week, organised by E-CLIC Rogaland, in Stavanger, Norway, became a true meeting place for about 150 participants.

What a week - the Entrepreneurship Week was an inspiring event. The attendees, who were: students, entrepreneurs and businessmen were given lectures, presentations, seminars and workshops by international experts, local government representatives and academic teachers. The event took place at the University of Stavanger and was arranged mainly by the NettOpp staff but also by Ipark.

The idea of the Entrepreneurship Week was to discuss topics from the sphere of innovation and entrepreneurship. The programme was first

of all addressed to students but was also open to everybody who was interested. The areas covered during seminars and workshops were truly diversified: from making an EU project budget, through emerging Web 2.0 services to establishing new businesses in Russia. *Read more on page 2*



NSR Annual Conference

Delegates from the seven North Sea Region countries, the European Commission and private sector representatives all met at the Joint Annual Conference and General Assembly 2009. Among them there were also E-CLIC partners.

The Joint Annual Conference and General Assembly 2009 of the NSR-Programme 2007-2013 and the North Sea Commission were held June 24-26, in Egmond aan Zee/Haarlem, the Netherlands. The conference gathered more than 300 delegates over the three days.

The theme of the conference was Sustainable Innovation, with focus being set on social and environmental dimensions of innovation in the context of transnational cooperation and the European policy framework.

The conference provided a base for project developers and managers, as well as other stakeholders to network and share experiences. Moreover, the

stakeholders in regional development had the chance to discuss and seek future possibilities and challenges.

For the E-CLIC partners the conference was a great opportunity to tell about the project and hitherto achievements. The stand presenting E-CLIC gained big interest –many folders were handed out and many questions were answered. It was a very successful event for the project.



Smart Cities

On 8 to 11 December 2009 partners of two projects: Smart Cities and E-CLIC will meet in Bremerhaven, Germany.

The programme is packed with valuable events: joint sessions, workshops, presentations etc. Andreas Kassler and Gisel Lien, the E-CLIC key note speakers, will hold presentations during one of the joint sessions.

Planned is also E-CLIC Work Package meetings and an E-CLIC Steering Committee Meeting, where common approaches, joint activities and other similarities with Smart Cities will be discussed and elaborated in a more detailed way.

– We are hoping that this is going to be a truly inspiring meeting and a great opportunity to exchange experiences, says Katarina Nordmark, E-CLIC project co-ordinator.

Stavanger 12-16 October 2009

Entrepreneurship Week

The Entrepreneurship Week presented a programme filled with many interesting lectures, seminars, workshops and presentations. The event also gathered a lot of enthusiastic opinions.

- We received very good feedback for the whole week, both from E-CLIC partners, local students and local companies, stresses Professor Jan Frick from the University of Stavanger.

The conference first speech was given by the principal of the University of Stavanger, Aslaug Mikkelsen. The rest of the day, as well as on Tuesday, it continued with several lectures and preparatory introductions aimed at student work.

On Wednesday 14 October many presentations were held by support organizations to new companies, as well as by many new companies located in Ipark. Wednesday had also the highest number of attendants.

Thursday started with lectures after which most of the participants went for company visits while the E-CLIC steering committee had a meeting. Friday started with lectures and ended with students' groups presenting their

work.

Most of the lectures were recorded and - if the authors agree - will be published on the E-CLIC website.

Guest Students

Two Media, Culture and Society students from China, Wei Niu and Dan Li, came to Stavanger from Norwich, UK. They liked the whole idea of the Entrepreneurship Week and enjoyed the seminar on Establishing New Business in Russia the most.

- It was interesting and it could be helpful in the future, said Wei Niu and Dan Li.

Ramon Luth - Groningen

The Entrepreneurship Week in Stavanger was the first E-CLIC event for Ramon Luth, MBA Small Business and Entrepreneurship student at the University of Groningen, the Netherlands. He especially liked the seminar on Innovation Support which took place on Wednesday 14th October. Ramon Luth heard about E-CLIC for the first time only a few weeks before the Entrepreneurship Week, but he



Study visit at the BP

already appreciates the project.

- I think that E-CLIC is a good idea which helps to connect different countries and share ideas, said Ramon Luth.



Local Students

The Entrepreneurship Week was appreciated not only by foreign visitors but also by students from Stavanger.

- It was a great and very interesting week! declared Economy student at the University of Stavanger, Marius Pettersen.



After the event, Professor Jan Frick, did not hide his satisfaction.

- I am very pleased with the week. And as Work Package 2 leader in the E-CLIC project, I am also very satisfied with the number of project deliverables fulfilled as part of the week, Professor Jan Frick said.

An Innovation Arena LivingLab

Värmland, Hannover and Norfolk - this is where LivingLabs have been set up. Establishing them is one of the most important parts in the E-CLIC project.

Completion of the set up of the LivingLabs in E-CLIC centres has recently been the main activity for Värmland, Hannover and Norfolk. The LivingLab environment in Värmland consists of a multi-radio/multi-channel wireless mesh network and the network can now be accessed remotely by external partners. In E-CLIC Hannover, the LivingLab focus is on Multimedia. Norfolk has developed their E-CLIC centre as a LivingLab with focus on content production, like for instance HDTV.



Wei Niu and Dan Li

E-CLIC Rogaland, Case Studies

Digital Stills and Motion Camera

During six months students from the University of Stavanger tested DSMC (digital stills and motion camera). The outcome of their work is two case studies on the new technology.

The scope of the project was divided in two parts. The first part was about testing the technical aspects of the new DSMC, introduced in autumn 2008 by Nikon and Canon. The second part was about finding out how the new technology would influence the profession of photojournalists and videographers in multimedia companies.

Tests were done by second year Bac-

helor students in television and multimedia at the University of Stavanger, under the supervision of university teachers. Two case studies: *Technical aspects of the new DSMC* and *Using Canon EOS 5 D mark 2 making documentary* have been published so far. The third one *How DSMC cameras will influence the profession of photojournalists and videographers in multimedia companies* will be published next year.

The six WP-Leaders Share Their Experience

Latest News from the Work Packages

WP1 - Katarina Nordmark

The E-CLIC project has made excellent progress during autumn. Several fruitful meetings have taken place, which have resulted in various joint activities between E-CLIC centres. The project has been promoted several times and on different occasions.



WP3 - Theo Miljoen

The follow-up to the WP3 meeting in Kortrijk was very successful. Transnational meetings for a smaller group of participants were organised by project partners to evaluate realised results and to discuss plans for further collaboration in the next period. A variety of projects started, examples are the development of services for e-health and e-learning, an investigation in new services for wireless networks and suitable business models for these services. The development of a digital course for entrepreneurship started up.

A couple of serious game prototypes were delivered. Some will be used in the education of hospital personnel and another is developed to encourage children to participate in a safe way in traffic.

Students and lecturers from several partner institutes prepared themselves for the entrepreneurship week in Stavanger to exchange and discuss their ideas about projects for services that they would like to develop and about suitable business models they can use.



WP2 - Jan Frick

WP2 deals with infrastructure and transnational activity and exchanges. Some regions have reported regional workshops, and we have also had bilateral visits between centers. Regarding student exchanges: All reports so far show that either with or without exchange agreements, the real exchanges of students take time to fulfill. We may have to incorporate the exchanges with transnational and regional workshop activities to promote them and as packages to encourage the students to take part in the exchanges.

The Entrepreneurship Week 2009 was the largest WP2 activity during autumn 2009,

and was organized locally by the E-CLIC partners in Stavanger, Norway. As part of WP2, the number of project deliverables fulfilled as part of the week is extensive; WP2 is approximately on schedule regarding the E-CLIC progress plans. Even more important is the number of exchanges of ideas and collaboration agreements made during the week between partners from the various regions. These are promising for the coming E-CLIC year.



WP4 - Jamie Warren

Work Package 4, which focuses on Content Production, has gone from strength to strength over the last reporting period. Many successful conferences and workshops have taken place at the E-CLIC centre in Norwich, the highlight of which was Media Maniax 2009. This transnational conference saw a mixture of presentations covering new social networking tools and opportunities along with some insightful

presentations and debates on the future of television as we know it. The event ran over two days in October and was pitched at students on day one and businesses on day two. Everybody benefitted from the knowledgeable presentations which left attendees inspired and wanting more.



WP5 - Andreas Kassler

During the current year, the pilot project proposal on providing broadband wireless access between oil rigs in the North Sea Region has been drafted. It now includes multiple collaborators in the UK, Norway and Sweden, having both an academic and industrial background. Most of the case studies have concentrated on increasing performance and robustness for multi-channel multi-radio wireless mesh networks. Also, mechanisms and tools have been developed which allow monitoring performance of applications within

the mesh network infrastructure. This will allow estimating e.g. one-way delay of audio and video applications, which is important not only for assessing the quality of network delivery but also helpful in developing novel mechanisms for packet and channel scheduling, prioritizing of data packets, etc. Several scientific publications have been admitted and presented at internationally well recognized conferences.



WP6 - Tim Brauckmüller

Within the last few months considerable progress has been made in WP6. This work package is mainly engaged in developing evaluation means and carrying out the evaluation and monitoring of the different activities of the E-CLIC project. In several work group meetings and discussions with the lead partner the most important facts for the development of evaluation and monitoring tools were identified. Meanwhile a set of questionnaires were developed, one for each work package, taking into account the respective planned and achieved outputs and activities. The aim is to be able to follow the

progress in all content- and out-put related work packages in a more project-related way. In contrast to the mandatory reports to the EU this will enable the project management and each partner to rate the quality of the project's results and to respond to lags and "dead ends" on short notice. By the beginning of 2010 all project partners will be asked to fill out the questionnaires that concern their project work. Thereafter a first report will be compiled and adjustments can be made.



Calendar

CeBIT 2010 and E-CLIC WP Meetings
2-6/3 2010 Hannover, Germany

Värmland's Business Trip 2010
E-CLIC promotion
21-22/3 Stockholm-Åland Islands

E-CLIC Mid-Term Conference
May/June 2010 Hannover, Germany

NSR Annual Conference and General Assembly 2010
16-18/6 2010 Stavanger, Norway

E-CLIC Project Meeting
September/October 2010
Borås, Sweden

E-CLIC & CCC

Co-operation

A new co-operation has been set up between Creative Cities Challenge (CCC) and E-CLIC Groningen. Focus is set on innovation - using new media.

The project CCC focuses on the catalyst role of creative industries in building and strengthening the innovative capacity of local economies, using a transnational triple helix model. In fact, E-CLIC does the same while its focus is directed on media and broadband services and products. By improving entrepreneurship in creative industries, building networks or providing space for such activities, incubator spaces or hotspots, both projects aim at boosting the regional and local economies with innovative ideas making use of the new media. The CCC lead beneficiary Hamburg University of Applied Sciences was advised to seek synergy with the E-CLIC project and did this quite successfully. The Municipality of Groningen is partner of CCC, the University of Groningen partner in E-CLIC. Angelica Kaus from E-CLIC will as from now also play a role in CCC for the Municipality.

www.creative-city-challenge.net

E-CLIC Newsletter

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The Interreg IWB
North Sea Region
Programme



Brussels 1 October 2009

Design for Persuasion

This one-day event had the ambition to teach the participants how to persuade people, and how to influence them with digital media. The conference was hosted by Christel De Maeyer from plugMedia and Dr. BJ Fogg from Stanford University. One of the conference partners was E-CLIC.

The conference, which was visited by 170 people, gathered several, both international and Belgian, speakers. They shared their experience within the field of psychology and new technologies with the participants. The experts also presented practical ideas that immediately could be applied into reality.

The main aim of the conference was for the attendees to find out how to use new technologies in order to achieve ones goals, learn which tools are most persuasive and how to influence people with digital media in order to change their attitudes, emotions and behaviour.

The conference was one of the first such events worldwide where academics and industry representatives gathered together to discuss the topic

of persuasive technologies.

Read more about the conference at www.designforpersuasion.com and at www.plugmedia.be/blog/think-small-think-lettuce/



BJ Fogg and Christel De Maeyer

E-CLIC in New Media

E-CLIC keeps up with the trends. Now, while surfing the Internet, you can find the project @ the most popular websites.

Facebook, Twitter, WordPress – this is where you can find E-CLIC. The aim is to spread information about the project all over the world. The best tool for doing so that is the Internet.

Now E-CLIC has the chance to gain more fans and friends, and is able to systematically twitter about the latest news. Check the very fresh E-CLIC project profile on Facebook and Twitter! Do not forget to regularly visit E-CLIC's website @ www.e-clic.eu and the blog @ <http://eclic.wordpress.com/>.

See you there!:-)



twitter

