



Karlstad 6-7 December 2011

## E-CLIC Final Conference

E-CLIC's final conference - Internet Innovations for the Future - gathered about 150 people. The program had the variety a final conference needs and offered both new knowledge and leisure.

The two-day conference started off with an internal E-CLIC meeting, during which the 24-hour event was introduced and initiated. Final preparations for the public conference on day two were made and a nice evening was spent together.

The County Governor of Värmland, Eva Eriksson, opened the conference. Her speech pointed out the importance of broadband access and content in the new media society we live in. She also showed gratitude to what E-CLIC has accomplished.

The E-CLIC video was presented by the two students who have travelled to each of the E-CLIC centres on their road trip. Each centre was given the opportunity to present some show cases. Two main attractions were of course the keynote speakers; Ben Woldring and Carl Fredrik Kastengren.

Jesper Jönsson, North Sea secretariat, gave positive closing remarks.

A beautiful *Sankta Lucia* event was performed by a school choir before the evening ended with a Christmas dinner.

*Read more on page 2*



Katarina Nordmark handing out the first E-CLIC Booklet to Eva Eriksson



Conference participants

## Summing Up the Project

2008-2012

The E-CLIC project has come to an end. We have had three and a half very successful years within the project, and as a result of these years we have built up eight European Collaborative Innovation Centres for broadband media services in the North Sea Region. With established innovation centres around the NSR, the E-CLIC consortium now has a good foundation for future collaborations in the field of broadband media services. The E-CLIC project management team from the County Administrative Board of Värmland looks forward to future co-operation in the next programme period!

It is already a fact that the E-CLIC project will live on in many ways. The E-CLIC centres are in place and they will continue to be meeting places for students, businesses and other regional stakeholders. The results from the project; case studies, prototypes and media

productions will be used both in the different E-CLIC regions and in new contexts, as for instance in new projects. One good example of this is the new cluster project DANS (Digital Agenda for the North Sea) where E-CLIC's project results will be developed further.

The DANS project connects the Interreg IVB projects, Creative City Challenge, Smart Cities and E-CLIC, but with an impact beyond the project partnership and reaching the whole North Sea Region. The three projects will combine their expertise, contacts and networks in producing a new powerful cluster, which will focus on the link between local and regional strategies to the Digital Agenda for Europe, identify implementation barriers and point out synergies. Furthermore, it is the DANS cluster's aim to attract important new stakeholders on a regional and national level and exchange good practices and transnational collaboration, providing a solid basis upon which the Digital Agenda for Europe may be implemented within the North Sea Region.



The participants at the E-CLIC meeting in Groningen, May 2011



## E-CLIC Final Conference

# Keynote Speaker - Ben Woldring

**Ben Woldring is an internet entrepreneur from Usquert, the Netherlands. At the age of 13 his career took off when he, as part of a school assignment, made a website where consumers could compare prices for mobile phone services. In 1999, the website Bellen.com registered its 100,000th visitor; a year later, Ben Woldring started the company Bencom B.V.**

Ben Woldring came to Karlstad and E-CLIC's final conference to share his experiences of being a young successful entrepreneur. On his track record he can present awards such as Ernst & Young's Entrepreneur of the Year Award and the best European Entrepreneur under age 25 by *Business Week*.

### Internet Crucial in Rural Areas

Internet was very important already at an early stage of Ben Woldring's life. He grew up in a small village, with only 600 inhabitants. Therefore he has the insight of how essential internet and the web can be in rural areas as such. Ben considers the web not only as a tool to create all kinds of new opportunities; it also facilitates setting up your own business – as he once did. The goal with Ben's businesses is to give costumers the possibility to

get the best price deal. In six different business areas Bellen.com offers the costumer the possibility to compare prices. Ben Woldring foresees a future where local retailers have an ordinary shop, which you can physically visit as well as being on-line. Ben also foresees an expanded app market and a growing social media culture.

### Some Good Advice

According to Ben Woldring there are both success factors and bottlenecks to be aware of when you setting up your own business. There are no maps on how to become a successful entrepreneur; you have to find your own way. Finding your own way is more or less catchphrase for being an entrepreneur. He says that it is important to have

people around you that you can trust; find a good advisor. Believe in your projects and concentrate on the core business; let your business be "lean and mean" – in a flat organization. You also have to be able to deal with setbacks. Being in business in the 21st century is all about creative ideas. Ben Woldring's final advice to the audience is:

- Just do it, let your dream come true!

*"Each barrier on your way should be a pole in your hands."*

Ben Woldring



Katarina Nordmark & Ben Woldring

## Keynote Speaker Carl Fredrik Kastengren Connected People & Devices

**Carl Fredrik Kastengren is a Mobility Evangelist and Business Developer at Tieto Sweden. He was one of the keynote speakers at the E-CLIC final conference. He presented insights on the broadband market from a telecom perspective.**

Carl Fredrik Kastengren has, since a couple of years back, set his focus on business strategies as machine-2-machine (m2m) communication, smartphones and tablets open up the world of connected people and connected devices. In his presentation he

let the audience get a glimpse of the changing IT-market space.

Carl Fredrik Kastengren stresses the fact that there have been major changes in IT, in Telecom and in value chains. These changes, driven by information explosion, social media, cloud services and mobile broadband have not only led to a changing IT-market space but have also brought changes to the telecom market and to the operators.

- It has evolved an astonishing broadband market, says Carl Fredrik Kastengren.

*Visit the E-CLIC website to view Carl Fredriks' presentation.*

## E-CLIC Road Trip The Video

**The E-CLIC roadtrip started on 19 September when the two students, Robin Cox and Quinten De Corte, started recording the video.**

Under supervision of Sarah Markewich and Jamie Warren, Robin and Quinten got on the road travelling across Europe to each of the E-CLIC centres. The E-CLIC video shows, in a relaxed but still informative way, what the different centres have accomplished during the project period. It is a great film – see it!

[www.e-clic.eu](http://www.e-clic.eu)

Our special thanks to Sarah, Jamie Robin and Quinten who all put so much effort into the E-CLIC video.



Robin Cox & Quinten De Corte



Carl Fredrik Kastengren in action

# The six WP-Leaders Share Their Experience

## Last News From the Work Packages

### WP1 - Katarina Nordmark

The main WP1 activities during the last ten months are the NSR Annual Conference, the E-CLIC Roadtrip, and the E-CLIC video (a result of the Roadtrip) and the E-CLIC Final Conference.

E-CLIC was widely promoted during the NSR Annual Conference in Bruges in June 2011. It featured in the exhibition hall during the conference and a study visit was organized to the E-CLIC Kortrijk centre.

E-CLIC Roadtrip was a very successful journey around the NSR, made by two students from Howest, Belgium. The result of the Roadtrip, an E-CLIC video, tells the story of E-CLIC and shows all E-CLIC centres' activities and collaboration.

E-CLIC Final Conference was held in Karlstad, Sweden on 6-7 December 2011. The conference, named "Internet Innovations for the Future", was held at Karlstad CCC (Congress and Culture Centre). It is regarded as a very successful event.

The E-CLIC project ends 29 February 2012, after which remains only the final reporting to the JTS. When I sum up the three and a half years that the project has been running, I can conclude that E-CLIC has been a very successful and innovative project and that we managed to carry out all activities that were planned in the application.



### WP6 - Tim Brauckmüller

The entire E-CLIC project has made great progress in the last months of the project's duration. The various joint activities performed by the E-CLIC centers in cooperation with the three Living Labs developed in Hannover, Karlstad and Norfolk have shown that the further development of the project approach will ensure its sustainability. The evaluation made by the three Living Labs indicates, that although the Living Labs work on their special issues utilizing different ideas from various users (depend-

ing on the spatial size of the Living Lab), they have all come to the same conclusions on how to establish the cooperation structures between themselves and regional, national and transnational (research) institutions as well as public bodies and private actors.

Furthermore, the implementation of Living Labs during the last months clearly demonstrates that both the development of the project approach and the networking between Living Labs are successful.



### WP2 - Jan Frick

As E-CLIC project moves to an end regarding funding, it is interesting to see partnerships continuing into the future. The new iTract project ([www.itract.biz](http://www.itract.biz)) have partners from the E-CLIC regions Groningen, Värmland and Rogaland: The accessibility of regions is a clear advantage in terms of their socio-economic development. iTract intend to develop and test innovative tools for efficient, user- and envi-

ronment-friendly transport networks across the NSR. The project will focus on the development and use of novel ICT applications and brings together technology experts - in the fields of ICT, satellite, wireless broadband and sensor technology, with socio-economic experts.



### WP3 - Theo Miljoen

The last period of the E-CLIC project, extra effort was put into finalising the case studies and prototypes related to services. Services for e-health, e-commerce, e-government and e-learning were finalised.

E-CLIC Värmland was involved in a study on user-friendly e-privacy. E-CLIC Värmland presented the results of explorations of biometrics which can enhance the security of touch screen smart phones. This aspect is increasingly important as the use of smart mobile devices for storing sensitive information and accessing online services, delivered by governmental and commercial organisations, is increasing. This project was conducted in cooperation with the companies Gemalto in Gothenburg and Nordea in Copenhagen.

E-CLIC Groningen finalized a prototype to enhance the inclusion of visually and mentally disabled persons. A system is being developed to motivate this target group to increase their physical exercise during spinning. This system consists of a laptop, a

smart phone, a router and a Bluetooth heart rate meter. Depending on the heart rate of the client, he or she receives his favourite music on his or her smart phone. This prototype was developed in collaboration with Royal Visio, an organisation which supports people with severe visual and mentally disabilities.

E-CLIC Groningen delivered the report on social media for exchanging knowledge and information between researchers, staff and students of Hanze University of Applied Sciences and their stakeholders. The City of Assen was involved in a pilot.

Many other case studies are delivered on IPv6 implementation, Education and the iPad, a service is delivered for feedback to support the personal development of the user, etc. Within the three E-CLIC years many services for e-government, e-commerce, e-learning and e-health have been delivered.



### WP4 - Jamie Warren

Work Package 4, which deals with Content Production, has seen a shift towards live production in recent weeks. This has included both live music performances, with various bands playing live and streamed to the Internet, and more dramatic performances with the EPIC studios hosting a live performances from young entertainers destined for greater things.

The project has also seen some ideas relating to Internet TV tested, with a view to

bringing something new to an Internet-based audience.

LIVE is the big thing on the internet right now. Live wasn't really possible for a lot of people when the E-CLIC project started. This will become the norm as the project comes to a close and we look forward to where the E-CLIC legacy takes us next.



### WP5 - Andreas Kassler

In the last year of the E-CLIC project, WP5 has brought us some very interesting case studies and new developments. Partners in Germany, Jade Hochschule among others, have developed a prototype of a new antenna system for AIS (Automatic Identification System) for ships. In addition, they have developed and built an AIS receiver system using SDR technology. SDR is an interesting approach to implement radio technology in software. The benefit of this approach is the rapid prototyping as a result of the software implementation and the reduced cost due to the implementation of the

algorithms on generic chips. Case studies in E-CLIC Värmland continue with technical advancements in the area of wireless mesh networks. For example, an interesting case study is proposing new algorithms for selecting download peers for Bittorrent style resource dissemination in multichannel mesh networks. Again, several scientific publications have been submitted to international conferences deepening the impact of the E-CLIC project's work in the research community.





## E-CLIC Hannover

# Planet MID

There is life on LivingLab Planet MID. Planet MID has been busy with both media events and series.

The prestigious media event "Hands on HD" offered 150 media professionals workshops and screenings and allowed visitors a closer look at high end camera systems and the future broadcasting workflow which will be based on broadband technology.

Currently, the event series "Media Future" is hosted at Planet MID. The lectures focus on media trends and visions: media policy and regulation, development of technical TV standards or the significance for marketing and communication in smart cities are just a few examples.

During CeBIT 2012, another conference will take place in cooperation with NorCOM. The topic will be "Dynamic Enterprise Communication 2020 – Networked moving image as an engine for corporate communications."



Life in the E-CLIC LivingLab Planet MID Hannover

## E-CLIC Final Conference

# 24-Hour Competition

On 6 December at 14.00, ten students from four different E-CLIC partners gathered in the Karlstad Conference and Culture Centre to take part in E-CLIC's 24 hour competition.

Some of the students had never met and were now placed in three teams that were going to compete against each other the next coming 24 hours. The task, provided by Karlstad's Bergvik shopping centre, was to develop a smartphone app, to be used by the shopping centre's customers.

All teams took the competition very serious and at once started to form their graphical and technical ideas and solutions. Food, coffee, candy, snacks, fruits, water and soft drinks etc. were available during the 24 hours. Some of the student's slept a few hours during the night while others stayed awake throughout. At 8.30 am on 7 December, the conference participants started to arrive to the conference centre, to find the students still working. The teams' results were presented at 14.00 to the conference and to a jury. The 24-hour competition was now over. Both the conference participants and the jury were very impressed with the teams' results and all teams had something that the Bergvik shopping centre felt could be used. After the jury had had their con-

sultation the winning team was presented. Their app was very well developed and had several smart solutions that the shopping centre found useful.

Visit the E-CLIC website to read the full article about the 24-hour competition.



The participants in the 24-hour event



The winning team: Petra Lundström, Robin Cox, Quinten De Corte & Fatemeh Saadatmand

## E-CLIC Newsletter

This newsletter is the last newsletter within the E-CLIC project.

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The Interreg IVB  
North Sea Region  
Programme



# Bye-Bye

**E-CLIC has reached the end of the project. It is time for us, lead beneficiary, to say good bye.**

Three and a half years have come to an end. We in the E-CLIC management team would like to take the opportunity to thank all of you for a very stimulating cooperation.

Together we have reached our goals. We established our eight centres, and through them - just to mention a few things - we exchanged knowledge, stimulated innovation and broadened our networks. We are now taking good care of the results from E-CLIC.

Let us not say good bye, let us say: See you again in the future - take care!



Catrin Hasewinkel, Jurga Johansson & Katarina Nordmark

*Investing in the future by working together for a sustainable and competitive region*