

Programme

for

Company/Public Service and Citizen Involvement in the E-CLIC Project

Introduction:

The aim with the involvement of companies/public service and citizen in E-CLIC is to gain transnational contacts, create public relations and private/public partnerships and recruit possible employees. Their participation in E-CLIC favour both instruments for own developments and new developments with other partners. Companies are important, as business society is one of the main beneficiaries of the outcome of E-CLIC WP-projects, referring to new technology based on broadband development. Business society can be seen as both customer and intermediary unit.

To create and manage a program for company/public service and citizens are basic components of WP 2. The exchange of experiences between students, universities and industry and the creation of case studies and prototypes for new innovative services are part of WP 3, 4 and 5. The project teams, working in the eight E-CLIC centres throughout the North Sea Region are to be “formed by students, academic staff and young entrepreneurs” as a part of the Triple-Helix model.

Pointed actions:

A number of Case Studies, Prototypes and Media Productions and a Database for WP-project ideas has been developed at this point in the project. Examples of WP-projects are “Wireless city as a large scale test bed for wireless access on wireless networks” (E-CLIC Wilhelmshaven together with E-CLIC Groningen), “Impact of Adjacent Channel Interference on Performance of Multi-Radio Multi-Channel Mesh Networks” (E-CLIC Värmland together with E-CLIC Groningen), “Digitizing and Archiving of old 16 mm Films” (E-CLIC Rogaland together with E-CLIC Norfolk) and “Health related broadband use of social media” (E-CLIC Hannover). More Case Studies and Prototypes, with involvement of companies, public services and citizens, are ongoing and the subjects can be found at the E-CLICs official webpage.

Workshops have been an important component of the work in E-CLIC to inspire new ideas and cooperation for companies, public service and citizen involvement. One good example of a transnational E-CLIC workshop was the one that was held connected to the M4D conference in Värmland in December 2008 with participants from all over the world. Another one was connected to the huge Multi Mania conference in Kortrijk in May 2009, where both project partners and companies gave very interesting lectures within the multimedia field. As an example of regional workshops Karlstad University and Compare from E-CLIC Värmland were co-organisers of two workshops during the autumn 2009. The first was a workshop on “New Business Models” (23 October 2009), and the second was a seminar on “World Usability Day” (12 Nov 2009). The workshops succeeded to serve as a forum for presenting and discussing the art research, exchanging ideas and experiences, and facilitating interaction and collaboration. Further example of an interacted meeting was the entrepreneurship week that was held in Stavanger 12-16 October 2009. 71 people from different companies, 47 students and 28 E-CLIC partners participated. The meetings gave all the participants the opportunity for interactions and development of new project ideas.

An open dialogue between our E-CLIC partners and the business society is constantly proceeding. Ipark helped, through E-CLIC Rogaland, to facilitate discussions and opening up doors for a high tech start-up in the Innovation Park to find a German partner in the Baltic Sea



Region GIS project. Ipark also helped to forge ties between E-CLIC Hannover and another start-up company in the incubator in the Innovation Park through the E-CLIC Rogaland centre. E-CLIC Hannover took part in co-operation meetings with the media companies Nordcom, step2e and EditShare has been held regarding the technical facilities of the Living Lab. Furthermore there were some meetings with the engineers, architects and distributors for planning the technical infrastructure and the acquisition of environment like white boards, office furniture, event and broadcast technology. The main objectives of the installation are the multifunctional utilization for video conference, tele-teaching and production and distribution of IPTV. An interactive way to get companies involved in the work of E-CLIC was the Pitching Competition at EPIC hosted by the E-CLIC in Norfolk. This competition was designed to give talented production people an opportunity to win support towards their next big studio-based TV project. The winning team, led by Nicola Hill, had the winning idea "I could run the country". Visibility for the public and companies it is essential to expose the work of E-CLIC at regional events and in the news. Regular marketing is done by all partners constantly. In the opening meeting of IKN 2020 (Informations- und Kommunikationsbranche in Niedersachsen) Prof. Traub introduced the "Planet MID" as Living Lab and E-CLIC center in front of 200 media experts, politicians and ambassadors of enterprises. The E-CLIC project and E-CLIC Värmland activities have also been presented and disseminated during a large business exhibition "Värmlands största affärsresa" that was organized by the Värmland Chamber of Commerce in Mars 2010.

Long-term actions

E-CLIC is a central link between students and companies, a link where students are able to gain knowledge from their field of potential employer and companies are able to find and teach their future employees.

The involvement of companies, public service and citizen in E-CLIC is aimed to be a long-term goal. This co-operation is meant to be a start up for an ongoing collaboration for the future between companies, public services, citizen and universities, all according to the Triple-Helix model. The ambition is to gain sustainable development for the regions and to avoid brain drain. The LivingLabs are important future platforms where this collaboration can continue to grow and build new innovations.

Further work:

Four more transnational workshops, and a number of regional workshops, will take place before the final date of the E-CLIC project. This will give space to further involvement of companies/public service and citizen in E-CLIC is to gain transnational contacts, create public relations and private/public partnerships and recruit possible employees. The ongoing collaboration with the Case Studies is direct or indirect preparing students and involved partners to become efficient entrepreneurs. The cooperation in the E-CLIC centres and the work in the different WP-projects with the involvement of companies, public services and citizens are essential components that that will continue, not only during the project time, but also for the distant future.

Cooperation with other ongoing innovative projects such as "Smart cities" opens up new opportunities to create new contacts and clusters for business societies. The applied project



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





expanding of E-CLIC North Sea Region (NSR) to E-CLIC Baltic Sea Region (BSR) opens up for a new European cluster of E-CLIC centres. Hence, the E-CLIC Baltic centres will jointly utilise each other's competencies for the development of services and thereby stimulate transnational collaboration between enterprises, R&D institutions and public authorities. This will result in a support system - the cluster of E-CLIC Baltic centres - that will serve to increase the innovation capacity of the BSR in the field of ICT, in line with the Europe 2020 Strategy's three main priorities, particularly to develop an economy based on knowledge and innovation.