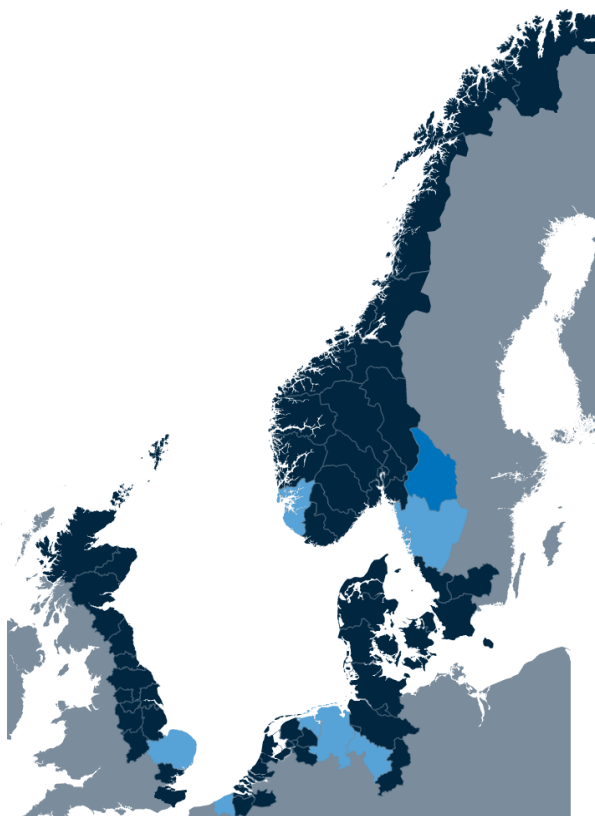


# Exploitation plan on E-CLIC model

Work package: 6  
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 Author: Stefan Molkentín



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## 1. Executive summary

The purpose of the exploitation plan is to outline the future of the E-CLIC project and the sustainable use of the connected ring of established E-CLIC centres, as well as the valuable knowledge gained from it. The exploitation plan focusses in particular on WP 6 task (A37) of the project application, e.g. develop strategies and ways to exploit E-CLIC results by involved partners. The exploitation plan contains details about exploitation activities, e.g. dissemination activities.

The main exploitable result of the project is connected ring of E-CLIC centres, which is described at the final E-CLIC model. The overall aim of the project has been to stimulate innovation through the development of eight new E-CLIC centres for broadband media services, and to develop the capacity for growth and employment across the North Sea Region through collaboration in a North Sea cluster.

The E-CLIC centres have been set up in accordance with the Triple Helix model, which is based on active participation and interaction between the public sector, industry and academia. All centres are placed in public buildings, such as universities, regional media centres or test labs to create a place where people can meet and exchange knowledge and new ideas. Thus, create innovative environments for ICT actors in the North Sea Region.

Successful exploitation or sustainability of the E-CLIC concept is one of the key objectives of the project. To enable exploitation, this plan includes all the most important aspects: an excerpt of results to be exploited, ways to address stakeholders, possible models of exploitations and first notes of the needs and requirements of the different stakeholders.

In the period immediately after the end of the project, the results will be used primarily for demonstration purposes to encourage new SMEs and other stakeholders to get in contact with the implemented centres and to attract new places for new centres to increase the established ring of E-CLIC centres.

Finally, the list of all dissemination activities that occurred during the lifecycle of the E-CLIC project is being included at the third part of this report. Further dissemination activities of the E-CLIC concept outcomes are the subject of on-going discussions between the project partners.



## 2. Scope of the document

This document describes the exploitation and sustainability opportunities of the E-CLIC project. The exploitation strategy concentrates on the project's results during the last years and afterward to reach sustainability after the project ends. This means to ensure that the E-CLIC concept and the connected ring of centres is used as the basis for further research and transnational cooperation activities by the project partners and further potential interested institutions, e.g. research institutions, industry, regional public authorities.

The main objective of this document is to present the various exploitation possibilities for the E-CLIC concept. This plan starts by presenting the central product, the final E-CLIC model. It continues with a diversification of the target groups and concludes with a list of activities to reach the optimal target groups at the right time. These activities spread the results among internal and external communities to ensure sustainability after the official end of the project. The exploitation strategy pins down the main activities that will ensure sustainability.

For a successful project lifecycle, careful dissemination and exploitation strategies are essential. While dissemination activities have been performed from the founding of the project, the exploitation strategy concentrates on the project's results during the final phase and afterward to reach sustainability after the project ends.

The term "sustainability" means:

- ensuring that the developed products and services are used as the basis for further research by the partners
- ensuring that the transnational collaboration between the connected ring of E-CLIC centres continue
- ensuring that the E-CLIC concept is transferred to other regions and that the E-CLIC centres trying to find further interested partners for their regional centres under the Living Lab approach
- ensuring that the involvement and exchange of students is going on



### 3. The E-CLIC model

#### 3.1. *Project overview*

In the last 20 years, the internet has changed our lives fundamentally – with various opportunities for those who are willing to tackle the challenges accompanied by this development. Access to broad-band internet has become a distinguishing factor in regional development. Broad-band internet promotes human interaction independent of geographical distance leading to a much more interrelated world with a vast amount of opportunities also for rural areas with an underdeveloped infrastructure. However, providing for an adequate access to broad-band internet is only one part of the story and would leave a considerable potential inherent in this technical infrastructure unexploited. It is equally important to promote the adequate usage of these new technological possibilities on a professional basis in order to foster the development of new products and services. These new products and services, in turn, yield a further competitive edge for a region.

Based on this line of thought, the E-CLIC Project (E-CLIC: European Collaborative Innovation Centers) has been established in 2008 in order to promote the development of new products and services using broad-band technology. The E-CLIC Project with its 15 international project partners from academia, business and politics builds on the strengths of the North Sea Region and creates opportunities for SMEs, research institutions and public administrations to work together transnationally. At its core, the project involves eight E-CLICs which are designed to be a physical and virtual meeting point for talented students, young entrepreneurs as well as innovative companies. Each E-CLIC conducts its own R&D projects which are supervised by professionals from academia and business. By using a Living-Lab-Approach, products and services developed in the lab can be presented in surroundings imitating real life in order to gain further insights about the potential products at a pre-launch phase.

Transnational co-operation is the key to the further development of innovative broadband services. The core of the E-CLIC model is the meeting place, which is important to encourage transfer of knowledge. By involvement of students in the centres' regional and transnational activities, knowledge exchange is secured. The students move on into new contexts of companies and organizations and thus disseminate knowledge from the E-CLIC cluster.

E-CLIC partners set up a strong NSR cluster in the area of broadband services, media technology and broadband systems to fulfill regional and national strategies together with the i2010 initiative and the EU 2020 goals of smart, sustainable & inclusive growth. There is also a need to find solutions for challenges that rural areas face, with an ageing population, and environmental issues. The development and provisioning of broadband services is by nature an interdisciplinary activity involving teamwork and international collaboration.





In order to succeed in developing new innovative broadband services, a wide range of different competences from both national and transnational partners are needed.

The cluster of E-CLIC centres has worked to develop networks in order to stimulate the commercialisation of the participating regions' knowledge base, to support the implementation of the Digital Agenda for Europe and encourage the development of both new projects and new employment opportunities.

A particular priority has been to strengthen the links between research bodies and commercial companies in order to commercialise existing knowledge, inspire innovation, and develop new ideas that can be exploited through national and European research programmes. By securing transnational cooperation, the overall capacity of the NSR will be developed through effectively increasing the critical mass of available skills and experience. This will ultimately generate human capital for the NSR and stimulate economic growth in the NSR area.

### **3.2. *Project methodology***

The E-CLIC project is structured into six work packages (see Picture 1). There is one work package (WP 1) which reflected the project management and the dissemination, and the work package 6, which is responsible for the evaluation, validation and exploitation. The other four work packages are research and technology development work packages.

WP 2 (Regional and Transnational Collaboration and Development) handle the implementation of the eight E-CLIC centres (European Collaborative Innovation Centres for Broadband Media Services) based on the Triple Helix model of Innovation and created and managed programs for student involvement, student exchange, company/public service involvement and citizen involvement. Furthermore this work package was responsible for the exchange of experiences between universities and industry etc. regarding services development, content production and broadband access and the creation of a database of challenges/tasks/ideas/problems to achieve a pool of resources in different disciplines for the industry.

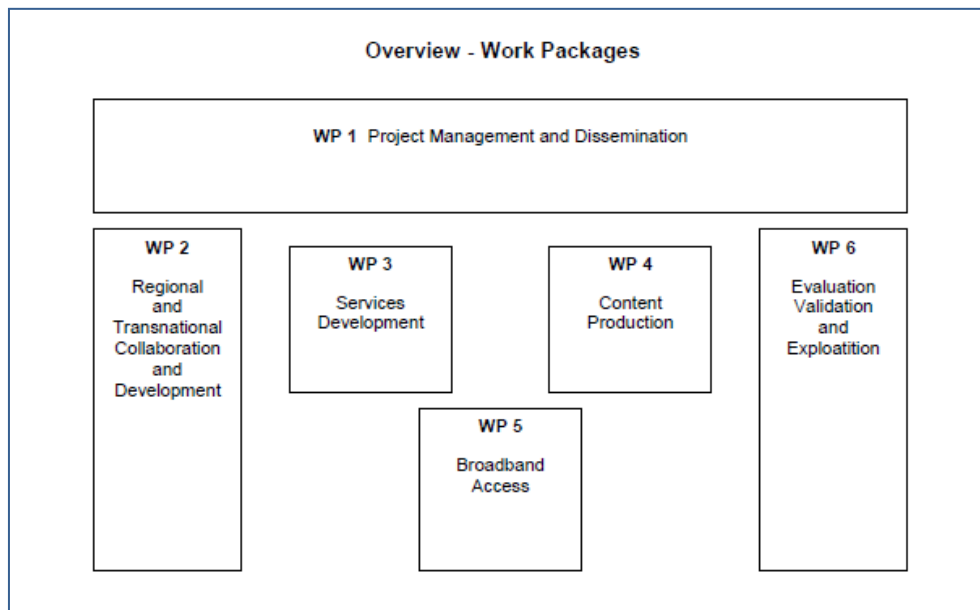
WP 3 (Services development) worked on the applied research on service development, developed services for e-Government, e-commerce, e-Health and e-Learning to achieve market oriented new products and services and was responsible for the transnational cooperation in the field of development and provisioning of broadband services, to achieve developed human potential for driving innovation and business development. Furthermore this work package was the leading partner to organise the virtual and physical exchange of students/talents/teachers between the centres.



WP 4 (Content production) worked on the applied research on content development, developed content for the HD TV & IPTV market, multimedia content production and adaptation and was also (together with WP 3) responsible for the transnational cooperation in the field of content production, to achieve developed human potential for driving innovation and business development as well as the virtual and physical exchange of students/talents/teachers between the centres.

WP 5 (Broadband Access) dealt with the applied research on broadband infrastructure for new services and services development, the further development of broadband access in participating regions.

The results from the different work packages feed into work package 1, which provides a context for management and quality assurance to ensure that the project results are delivered in a timely and high-quality fashion (together with work package 6). All results of each work package were discussed and reviewed by other partners (other work packages) and are published at the common project platform.



Picture 1: Work Package structure

### 3.3. Target groups

The project tries to meet the needs of specific target groups. It is to distinguish between the target group which are potential partners for an E-CLIC centre and the target group for mere dissemination.



As described at the Midterm Evaluation of the E-CLIC project the main instrument for the dissemination of the project is its own external website ([www.E-CLIC.eu](http://www.E-CLIC.eu)). Main target groups of this website are, in decreasing importance for the project partners: business partners of the project, researchers, other – similar – projects, decision makers, students, and the interested public. A second central instrument for dissemination is the project's newsletter which is published twice a year. Project partner, researcher, other projects, business partners and students are regarded as the main target groups of the newsletter.

Furthermore all partners published information about E-CLIC on their particular partner level: the most common dissemination measure is to provide the project's contents, objectives and ideas on local or regional meetings with different actors, e.g. at Chambers of Commerce. The installation or enhancement of the partner-specific website with E-CLIC related contents, the publication of articles in newspapers or magazines and own regional flyers are also important instruments for a promotion of the project.

All in all, the E-CLIC outcomes and particularly the implementation of E-CLIC centres are of great interest for the following user groups, which are described more in detail at the WP 6 Output: Evaluation of the E-CLIC model:

- Academia, because E-CLIC offers a wide array of benefits to the academic world (faculties, students, academic institutions). Keywords are: student exchange, real-life applicability, test-beds, virtual and physical meetings, new curricula. Academia is also an interesting target group, if there are other universities (e.g. outside the North Sea Region), which are planning to implement centers referred to the E-CLIC concept or to cooperate with the existing connected ring of centers. Involved in the E-CLIC model gives students the opportunity to gain relevant experience, to create networks and it also makes it easier for the industry to recruit competent future employees.
- Industry, especially SMEs and young entrepreneurs. Industry or business society is one of the main beneficiaries of the outcome of E-CLIC, referring to new technology based on broadband development. Keywords are: new services, test-beds, student workforce, internships.
- Public sector, because of local, regional and transnational networks. Keywords are: best practices, collaboration with other institutions. It is important to deliver the public sector with necessary information about the E-CLIC model and the different outputs to raise awareness of policy makers for the progress of broadband expansion.



### 3.4. Project outcomes

During the lifecycle of the project an enormous number of deliverables (case studies, prototypes, media works) have been produced. The subsequent list will give a short overview about deliverables from the E-CLIC project (only an excerpt). Final case studies and prototypes can be downloaded from the project website.

Deliverable name	WP	Type of Deliverable
Creation project management platform	1	Platform
Production of six project newsletter	1	Newsletter
Development brochure "This is E-CLIC"	1	Brochure
Development E-CLIC booklet	1	Booklet
Implementation of an E-CLIC incubator	2	Incubator at Howest/Belgium
Set up E-CLIC centers	2	E-CLIC centres in 8 regions
Set up Living Labs	2	Living Lab in three regions
Next generation E-CLIC model	2	Report
Digital Society	2	Study
Technical planning & set up of Living Lab Hannover	2	Report
Collaboration between centres	2	Programme
E-CLIC TV-platform	2	Prototype
Advanced Methods for Usability	3	Case Study
Effects on promotion on web traffic	3	Case Study
ePower to the People	3	Case Study
Study on Open Source eGovernment	3	Case Study
Integration of web 2.0	3	Case Study
Moving images in the world wide web	3	Case Study
The Optichem-Infonet DSS	3	Prototype
Improving Medication Management with MediScan	3	Case Study
Instant Profile Sharing	3	Case Study
City Guide using Smartphone	3	Prototype
Royal Dutch Visio	3	Case Study
Young reader and newspaper apps	3	Case Study
Usability and User Experience	3	Case Study
Eye catching for local newspaper	3	Case Study
QR codes for mobile services	3	Case Study
Blood Scanner	3	Prototype
High Energy Media Challenge	4	Media Production
Using DSMC in documentary films	4	Case Study
Virtual Reality for collaboration and eLearning	4	Case Study
Using Second Life as an eLearning platform	4	Case Study



Planet MID in Second Life	4	Media Production
Broadband via Ethernet	5	Case Study
Network emulation for Media Broadband Services	5	Case Study
Report on regional broadband coverage	5	Report
Developing an AIS antenna	5	Case Study
Use of Mesh networks in the NSR	5	Case Study
Performance Optimization for VOIP	5	Case Study
Midterm Evaluation	6	Report
Evaluation of LivingLabs	6	Report
Evaluation of the E-CLIC model	6	Report
Guideline on eServices	6	Report

Some of these deliverables are of particular value for exploitation purposes, other deliverables have been used for documenting the progress of the E-CLIC project and for giving input to the various activities during the phases of the project.

### **3.5. The E-CLIC concept**

In this section, we described the fact that only some of the mentioned deliverables could be further exploited. Other deliverables can be used as supporting material for the knowledge management process within the participating project partners.

The overall aim of E-CLIC is to stimulate innovation through the establishment of eight new E-CLIC centres, and to develop the capacity for growth and employment across the North Sea Region through the transnational collaboration. The project created opportunities to stimulate SMEs, research institutions and public administrations to work together transnationally.

By transnational collaboration and knowledge exchange, E-CLIC reached to generate human capital for the North Sea Region and implemented research and innovation networks through clustering media centres. At the heart of all creative processes, like the clustering of media centres, lies the spontaneous generation of new ideas and associations between them. E-CLIC resorted to existing knowledge and competencies from the transnational partners to inspire innovation and to develop new ideas.

Thus, the cooperation activities of the E-CLIC included, for example:

- Encourage transnational partnerships within and between centres
- Strengthen and promote transnational cooperation between universities, research institutes, public authorities and SMEs across the North Sea Region



- Interconnect centres to new sources of knowledge between businesses and ideas on a transnational level
- Stimulate the exchange of knowledge between businesses and universities
- Develop strategic links between broadband services in urban and rural areas

## 4. Creating an Exploitation Strategy

### 4.1. Approach for developing the exploitation strategy

The exploitation of results consists of multiplication and mainstreaming of results. Each exploitation plan contains ideas of project partners about how to use the project results at regional, national and European level and how to promote the connected ring of E-CLIC centres.

When talking about project results, all results, whether they are tangible or intangible, are meant. The exploitation of project results from the project has been done by every project partner and also centrally managed by the Lead Beneficiary.

We followed a mixed approach for developing the exploitation strategy. We asked the project partners about their ideas and individual plans for the exploitation of the E-CLIC model or results. This was mainly done by discussions at the individual project meetings (Steering Committee meetings) and at the final project conference at Karlstad/Sweden at December 2011.

Secondly we identified some potential gaps in the exploration of the E-CLIC model and the sustained cooperation work of the centres. We have to mention that the connected ring of centres, and so far the complete E-CLIC model, should implement a common board on national and transnational level with stakeholders from other countries to identify synergies. In addition the driving forces of the E-CLIC model have to catch some larger companies to connect them with the centres and the involved students. And they have to identify and engage some more progressive companies, which open their innovation sources to discuss the project results and to work out new ideas (new products and services).

Consequently, as a potential gap in the near future, the E-CLIC model have to expand the target groups and to make further dissemination after the project run-time to inform the general public about the work within the E-CLIC and the upcoming work between the different centres. On top of that they have to use more and on-going internet based media (e.g. Apps, websites, social media) to reach all target groups and other potential stakeholders.

Thirdly we discussed and implemented parts of the project results in the Cluster project DANS (Digital Agenda for the North Sea) to attract important new stakeholders on regional and national level to our project results and to exchange good practices.

## **4.2. Exploitation activities**

The exploitation activities achieved by the transnational project consortium still consist of promoting and advertising the enormous number of deliverables (case studies, prototypes and media works) that have been produced during the project run-time, but also consist of the dissemination of the E-CLIC model. These objectives were achieved through the participation at major exhibitions and fairs and different publications on regional, national and transnational level.

Based on the communication plan of the E-CLIC project it is from great importance that the aim and results of the whole E-CLIC project gets widely spread. Identified target groups as well as other stakeholders should be well acquainted with the aim and the objectives, as well as the outcome of the project. Furthermore target groups and other stakeholder should reached knowledge about the advantages of the E-CLIC model and possible ways to interact with the different centres.

### **4.2.1. Participation at international conferences**

The transnational project consortium participated to a number of international conferences and workshops, which have taken place in the different E-CLIC centre regions and at various exhibitions and fairs to demonstrate the outputs of the E-CLIC project and the E-CLIC model. Furthermore the transnational project consortium organized different workshops for special target groups, even on a regional or transnational basis. The promotional activities of the project partners result in creating interest of potential new users and possible new partners, institutions and companies for the different centres, as well as direct contacts to local authorities and a wider public. The following is a list of different conferences and exhibitions, where E-CLIC model have been demonstrated. This list represents only an excerpt.

#### E-CLIC Kick-off Conference 2008

- The E-CLIC kick-off was held in Norwich, UK, 24-27 September 2008. Local press + special invited attended the reception in the Marble Hall of Norwich Union

#### M4D conference in Karlstad, Sweden, 2008

- Presentation of the E-CLIC project and three different E-CLIC WP5 workshops held at the M4D conference in Karlstad, Sweden, in Dec 2008. The M4D 2008 Conference at



Karlstad University added up a total of 120 participants from all over the world and it was an activity which obtained a lot of attention for E-CLIC

#### Official Openings of E-CLIC centres (during 2008 and 2009)

- All E-CLIC centres has been promoted at official openings with press, stakeholders and the public invited

#### NSR Monitoring Committee Meeting in Sweden 2009

- On 25-26 February 2009, the Monitoring Committee of the INTERREG IV North Sea Region Programme convened in Karlstad for one of its biannual meetings. During the meeting both the County Administrative Board of Värmland and Compare promoted E-CLIC through a number of presentations and a study visit to the E-CLIC Värmland centre

#### Pitching competition at EPIC/E-CLIC Norfolk 2009

- The “EPIC Pitch” saw six finalists; including teams from the UK and Sweden, each pitch their new programme idea to a panel of industry professionals before facing questions from the judges. At stake was production support worth £ 10.000 provided by EPIC

#### National NSR Network Meeting - Sweden

- Presentation of E-CLIC at several National network meeting for INTERREG IVB North Sea (in Gothenburg 19 March 2009)

#### Multi-Mania in Kortrijk 2009

- E-CLIC was presented as an accelerator for new media at the Microsoft Entr4epreneurs forum at the Multi-Mania conference in Kortrijk, Belgium, 18-19 May 2009 (with 1200 attendees). An E-CLIC workshop about e-learning was held as well in connection to the Multi-Mania conference

#### NSR Annual Conference in Egmond Aan Zee 2009

- E-CLIC has been promoted and project results have been disseminated at the NSR Annual Conference in Egmond Aan Zee, the Netherlands in June 2009

#### Entrepreneurship week in Stavanger 2009

- E-CLIC arranged the Entrepreneurship week in Stavanger in September 2009 with participants from Industry, research institutions, start-up companies public financiers and students from different regions. Several lectures were about the E-CLIC project and E-CLIC activities



#### Design for Persuasion 2009

- The E-CLIC project sponsored the Design for Persuasion conferences, organized by E-CLIC Kortrijk, in Brussels in October 2009

#### Joint E-CLIC Smart Cities Meeting in Bremerhaven:

- Project results were disseminated at a joint E-CLIC / Smart Cities meeting in Bremerhaven, December 2009

#### NSR Monitoring Committee Meeting in Groningen 2010

- E-CLIC Groningen presented E-CLIC during the monitoring committee meeting of INTERREG IVB North Sea Region in Groningen on 13-14 April 2010

#### Multi-Mania 2010

- An E-CLIC International Entrepreneurs forum was held in May, as a side-track of Multi-Mania (the biggest European Event in Belgium), organized by Howest, and E-CLIC Kortrijk, for students and industry (WP3 and WP4 content)

#### NSR Annual Conference in Stavanger 2010

- E-CLIC has been promoted and project results have been disseminated at the NSR Annual Conferences in Stavanger, Norway, in June 2010

#### Design for Persuasion 2010

- The E-CLIC project sponsored the Design for Persuasion conferences, organized by E-CLIC Kortrijk, in Ghent in October 2010

#### CeBIT 2010

- The E-CLIC project had a student exchange connected to the CeBIT 2010 fair in March 2010. The project had an own small booth in one of the exhibition halls

#### Seminar in Brussels 2010

- The E-CLIC project was presented during a seminar in Brussels organised by PURE (Pascal Universities for Regional Economic Development) from 21-23 April 2010

#### WP5 Case Study presented in Spain

- Karlstad University disseminated WP5 case study results at Mobilight conference in May 2010, Barcelona/Spain

#### E-CLIC Mid-term Conference 2010

- E-CLIC's Mid-term Conference was held 9-10 June in Hannover, in connection to Initiative D21's annual congress, a national Initiative for digital media and society. All E-CLIC centres were represented, together with some 300 visitors from enterprises, universities and ministries in Germany. The E-CLIC project and the eight E-CLIC



centres were presented with roll-ups and information material from each E-CLIC region. The E-CLIC project also presented own WP-projects.

#### Virtualization and Hybrid clouds 2010

- Workshop on Virtualization and Hybrid clouds, 23 September 2010. The presentation was given by E-CLIC Kortrijk.

#### Open Days in Brussels 2010

- The E-CLIC project was promoted at Open Days in Brussels in October 2010

#### E-CLIC presented in Budapest

- E-CLIC Wilhelmshaven had the possibility to present the E-CLIC project to a greater audience at the Kando Conference in Budapest in October 2010

#### WP5 Case Study presented in Spain

- Karlstad University disseminated an E-CLIC Case Study to a large audience at an international “MSWIM” conference in October 2010 at Tenerife / Spain

#### WP3 Case Study presented in Warsaw

- An E-CLIC WP3 project result of Borås was approved for presentation at the official EU-financed conference e-challenge in Warsaw Oct 2010. The presentation was awarded second best contribution and has been followed up with two newspaper articles
- The same E-CLIC result has also been approved for presentation at World forum in Washington / USA Nov 2010

#### Workshop on Broadband Services as Stimulation for Entrepreneurship 2010

- E-CLIC Groningen organized an international workshop within the framework of the E-CLIC project on 25 November 2010. Taking part in the workshop were, together with students from E-CLIC Groningen, diverse stakeholders from the region as well as speakers from Belgium and Germany

#### Multimania 2011

- An International Entrepreneurs forum was held in May, as a side-track of Multi-mania (the biggest European Event in Belgium), organized by Howest, and E-CLIC Kortrijk, for students and industry. (WP3 and 4 content)

#### European Living Lab workshop in Copenhagen

- E-CLIC Värmland, E-CLIC Borås and E-CLIC Rogaland participated in a European “Living Lab” workshop, EUIMA, in Copenhagen 12-13 May 2011, to disseminate information about the E-CLIC project as cluster collaboration



### Innovation Seminar in Hamburg

- The E-CLIC project was presented at the Creative City Challenges Innovation seminar on Innovation in Hamburg 26 -27 May 2011

### NSR Annual Conference - Bruges 2011

- E-CLIC has been promoted and project results have been disseminated at the NSR Annual Conferences in Bruges 2011. A Study visit was organized to E-CLIC Kortrijk during the NSR Annual Conference in Bruges

### E-CLIC Roadtrip 2011

- Two students from Kortrijk were chosen to produce the E-CLIC promotion video (based on their earlier experiences with E-CLIC video productions. This road trip was of course a highly valued transnational co-operation, as the students visited each of the centres and interview the partners as well as filming the surroundings. The road trip started 19 September in Kortrijk, and lasted until 29 October 2011. All E-CLIC partners had planned interviews, filming surroundings etc. at the different centres according to a strict schedule. The results were great.
  - The result of the Roadtrip, an E-CLIC video, shows the centres collaboration, student involvement in different types of projects and other activities within the centres' areas
  - It has been possible to follow the two students at:
    - Through the project web site [www.e-clic.eu](http://www.e-clic.eu), under E-CLIC Roadtrip.
    - The web site [www.eclicroadtrip.eu](http://www.eclicroadtrip.eu)
    - Twitter account: @eclicroadtrip
    - Twitter hashtags to use: #eclicroadtrip
    - The Facebookpage

### APMS Conference in Stavanger

- E-CLIC Rogaland hosted the APMS 2011 conference in Stavanger during September 2011. Several E-CLIC partners joined the conference together with about 300 participants from more than 30 countries

### E-CLIC Final Conference

- E-CLIC Final Conference was held in Karlstad, Sweden on 6-7 December 2011. The conference "Internet Innovations for the Future" was held at Karlstad CCC (Congress and Culture Centre) and the conference offered a wide range of interesting keynote speakers in the areas of mobility, business approaches and best practices

### E-CLIC 24-hour competition

- A 24-hour competition was held in connection to the E-CLIC final conference. The competing teams were made up by mixed students from the E-CLIC centres





#### **4.2.2. Regional workshops and seminars**

Furthermore a number of regional workshops have taken place in the different E-CLIC centre regions. The following list represents a short excerpt from these activities:

##### ICT Festival in Värmland

- Presentation of E-CLIC and E-CLIC Värmland on regional ICT festival, 24-25 May

##### “Värmlands största affärsresa”

- E-CLIC Värmland promoted E-CLIC and disseminated results on a big business exhibition cruise to Finland in March 2010. On the boat were entrepreneurs, politicians and other key players from Värmland

##### E-CLIC competition for best innovative broadband service of the future

- The competition was held during a large business exhibition that was organised by the Värmland Chamber of Commerce, in March 2010

##### EU Network Meeting - Värmland

- Presentation of E-CLIC to actors from Region Värmland, the County Council and municipalities in Värmland at a regional EU Network meeting 11 February at Region Värmland, Karlstad

##### E-CLIC Värmland on wheels

- On 13 June 2009, E-CLIC Värmland took part in an inline race to promote the E-CLIC project

##### E-CLIC Groningen Runners

- In autumn 2010 E-CLIC Groningen participated in an E-CLIC team in a running race to promote their activities

##### North German Colloquium of computer science

- E-CLIC Wilhelmshaven presented E-CLIC at the “North German Colloquium at universities at applied sciences”

##### E-CLIC App competition

- E-CLIC Värmland organized a regional student app development competition together with a local industry partner

##### Column in Flanders Today

- E-CLIC Kortrijk has started a column in Flanders Today, where they report on their initiatives and innovation in the digital space

### Digital Society Study

- During many of Initiative D21's activities (exhibitions, bilateral meetings, discussion panels and board meetings) they informed the audience about the study "Digital Society" and about the added value of E-CLIC and European Partnerships. Everybody who is interested in the work of Initiative D21 gets automatically the information on the E-CLIC-project as it is announced in the congress brochure

### Podcasting as e-learning methodology

- E-CLIC Rogaland organized a regional workshop where Atle Løkken from University of Stavanger held a lecture about E-CLIC and the "Podcasting as e-learning methodology"-activity, April 2010

### Flash in PDF workshop:

- Workshop on integration of Flash functionality in PDF publications, 27 May 2010. The presentation was given by E-CLIC Rogaland

### E-CLIC LivingLab Hannover meeting

- As kick-off meeting of the newly formed cluster initiative "kreaHtiv" a regional meeting of the creative economy with economic development and participation of regional policy has taken place. With 300 guests it was a successful meeting, with very good response

### Student Exchange in Kortrijk

- The E-CLIC centres have been working on student cooperation possibilities such as the transnational student exchange activity in Kortrijk 22-26 May 2011

## **4.2.3. Other effective public relations**

In addition the project developed a great number of different publicity measure to present the project, the outputs and the possible way for target groups to cooperate with the centres. These measures increased the degree of awareness and supported the exploitation of the E-CLIC model. Among other things the project consortium developed:

### Websites with project Information

- Providing material for the general project website [www.e-clic.eu](http://www.e-clic.eu)
- Information about the project on partners' websites/centres websites
- E-CLIC can be found on Facebook and Twitter



### Folders

- E-CLIC folders, with information about the project, have been created. The folders are disseminated to different target groups in North Sea Regions

### Brochures

- A project brochure with information from all centres has been
- Different regional brochures about the work at the E-CLIC centres and best practices are developed

### Signs

- E-CLIC signs for E-CLIC centres and offices are created. All partners have E-CLIC signs in their centres and in their offices

### E-CLIC t-shirts

- T-shirts with the E-CLIC logo (+NSR logo and EU flag) has been used at several conferences, promotion activities and competitions

### Newsletters

- 6 transnational E-CLIC Newsletters have been created with dissemination of project activities

### Project Roll ups

- Roll ups for all E-CLIC centres + E-CLIC overview roll up have been created and have been used at different conferences/meetings/promotion activities

### Press Articles

- Dozens of articles and press releases about the E-CLIC project in local/regional newspapers and on local/regional websites have been produced

### E-CLIC Roadtrip

- Posters and cards have been produced

### E-CLIC Video

- The E-CLIC video shows the centres collaboration, student involvement in different types of projects and other activities within the centres' areas

### E-CLIC Booklet

- An transnational E-CLIC booklet with results from the E-CLIC centres have been created

### Radio

- E-CLIC presented in radio in e.g. Norfolk and Wilhelmshaven



## 5. Conclusion

This deliverable describes the exploitation and sustainability opportunities of the E-CLIC model. The document lists and explains the possible products (case studies, prototypes, as well as the E-CLIC model itself), target groups and developed exploitation activities. The main exploitable intangible result of the E-CLIC project is the E-CLIC model, which consists of the tangible E-CLIC centres. The exploitability of the E-CLIC model is largely dependent on further development and the integration of new potential stakeholders. The first steps to integrate new stakeholders and the idea to work together transnational at the student exchange and the development of new services and prototypes is done.

The exploitation efforts of the E-CLIC project partners have been mostly focused on the dissemination of project results (case studies, prototypes, media works), as this activity is essential to increase the transnational visibility and works as a supporting instrument to find new stakeholder and new industrial cooperation. But otherwise the project partners also focused on a holistic approach to apply the whole E-CLIC model as a good example for transnational cooperation.

Dissemination activities have involved different presentations at international conferences and workshops, participation at exhibitions and fairs, organisation of regional workshops and seminars, publication of a number of (technical) articles in journals and magazines, but also in regional newspapers. Dissemination activities have involved also online-lectures and seminars, virtual meetings at Second Life, virtual and physical student exchange activities, publication of project booklets, leaflets, brochures and newsletters, a transnational E-CLIC Road-Trip-Video to present the transnational collaboration and the individual centres and different websites.

All the activities mentioned above had a beneficial effect on the exploitation of the results of the E-CLIC project and to foster the effective public relation of the model concerning different target groups.

The communication of the achievements and added value of the project, with special attention to its transnational aspects, to stakeholders and the general public is done and should be further pursued. The attraction of possible new stakeholders by effectively informing about the model and its synergies ensured the further expansion of regional and transnational relationships between academia, industry and the public sector. First new regional partners are found.

The E-CLIC partners were able to consolidate their transnational cooperation and the developed position of their centres at regional surroundings. The collaboration at the regional level together with regional companies, local authorities, regional networks and their own students, as well as the effect of the dissemination activities augmenting the future business opportunities and the further sustainable development of the E-CLIC model (after the project run-time).

