



DIGITAL AGENDA
for the NORTH SEA

DANS CLUSTER

EDITORIAL

Dear Reader,

welcome to the first newsletter of **DANS** cluster! In this issue, we would like to introduce you to our international cluster project »**Digital Agenda for the North Sea (DANS)**«. The cluster will focus on contributing to the implementation of the Digital Agenda for Europe (DAE) from a North Sea Region perspective. It will point to some barriers and challenges in this regard and highlight some good practices.

In this first newsletter, the cluster itself, its background and aims and some of its first activities will be explained. »We believe that the implementation of the Digital Agenda for Europe will lead to substantial enhancements in respect of regional development in the North Sea Region and in Europe as a whole. **DANS** cluster is built on a strong partnership which helps to address this issue« says Prof. Dr. Walter Leal, Project Coordinator of **DANS** cluster.

Enjoy reading!



Rebekka Welsch



Kathrin Rath



Prof. Dr. Walter Leal

INTRODUCING DANS CLUSTER

The fields of creativity, innovation, digital services and e-government are central to the economic development of the European Union, as well as to its future policy, especially in the period 2011-2020. The Digital Agenda for Europe (DAE) is a key element of European policy which is of strategic value to the North Sea Region, because services related to and for the information society continuously generate employment, fight social exclusion and contribute to economic development and territorial cohesion. The DAE helps the EU to promote modern communication technologies for increased access to services, hence improving life quality in the North Sea Region.

It is against this background that the »**Digital Agenda for the North Sea (DANS)**« cluster project (01.10.2011 – 31.03.2013) has been set up. It connects three Interreg IVB funded projects, namely **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 combine their expertise, contacts and networks in producing a new, more powerful cluster, which will focus on the link between local and regional strategies to enact the DAE, identify implementation barriers and point out synergies. The **DANS** Cluster aims to attract important new stakeholders on a regional and national level, exchange good practice and improve transnational collaboration, providing a solid basis upon which the Digital Agenda for Europe may be implemented within the North Sea Region.

<http://www.dans-cluster.eu>

SPECIFIC OBJECTIVES OF DANS CLUSTER

- To establish a cluster on creativity and innovative products and services
- To foster transnational creative and innovative technology-based services for the citizens of the North Sea Region in an integrated manner
- To develop a joint North Sea Region strategy on creative and innovative technology-based services and products





Jeremy Millard at DANS
 kick-off conference



CALENDAR

● 18-20 June 2012

Workshop on „Tools and techniques for change in local government“ in frame of the North Sea Region Programme Joint Annual Conference

Bremerhaven, Germany

● 7 September 2012

2nd Transnational Stakeholder Meeting

Hoeje-Taastrup, Denmark

● 8-11 October 2012

10th European Week of Regions and Cities (OPEN DAYS)

Brussels, Belgium

www.dans-cluster.eu

DANS CLUSTER KICKS OFF

International Conference and Transnational Stakeholder meeting in Karlstad (Sweden) 8-9 December 2011

On the 8 December 2011 the **DANS** cluster kick-off event took place in Karlstad. Around 40 conference participants from business, science and public authorities gathered information on the actual status of the Digital Agenda in the North Sea Region area as well as on interesting approaches from three other EU funded projects that contribute to the implementation of the Digital Agenda in the NSR.

In his key-note speech, Jeremy Millard from the Danish Technological Institute stated that the »DAE sets out to define the key enabling role that the use of ICT will have to play if Europe wants to succeed in its three growth areas by 2020«. He described the current status of the DAE implementation with regard to its eight action areas. »Especially when it comes to the international aspects of the DAE, it is obvious that Europe is facing much competitiveness. On the other hand, cooperation is needed on internet governance and cyber security«, underlined Millard.

Conference participants also discussed with representatives from Sweden, Belgium and the Netherlands opportunities and challenges for further development of the Digital Agenda in the regions around the North Sea.

Further information on the conference and presentations are available under:
<http://www.dans-cluster.eu/conference-2011.html>

One day later on the 9 December the County Administrative Board of Värmland also hosted the 1st Transnational Stakeholder meeting. **DANS** cluster partners together with participants from the three projects Creative City Challenge, E-CLIC and Smart Cities and a representative from the North Sea Region Programme Secretariat focused on the first steps towards the collection of best practice examples from the three projects for the **DANS** Best Practice Guide which will be developed during the **DANS** cluster's lifespan.

»DIGITAL AGENDA FOR THE NORTH SEA REGION (DANS)« MEETING IN BERLIN, GERMANY

The representatives of both German and Austrian institutions as well as entrepreneurs active in the fields of communications and infrastructure met on 18-19 January 2012 in Berlin to discuss their role in the **DANS** cluster project. The meeting was held by atene KOM and brought together representatives from the Federal Ministry of Economics and Technology, the BREKO German federal association for broadband communications e.V. and other relevant stakeholders. Participants discussed the objectives, significance and potential opportunities associated with the the **DANS** project. They agreed to give extensive support to the development of the Digital Agenda for Europe.



CITIZEN INSIGHT – UK LESSONS IN EUROPE

The esd-toolkit within DANS cluster

Some of the best features of the UK esd-toolkit have been distilled into tools and standards for adoption by local government across Europe in the esd-toolkit EU website.

The site provides a broad introduction to citizen insight and service profiling for major European countries, with extra details for parts close to the North Sea. There are two videos which give a concise introduction to citizen insight and the use of standard lists.

esd-toolkit.eu was developed by the Smart Cities project, which has identified the best practices in local government and drawn on academic expertise across that region. Smart Cities has delivered a set of tools and guidance which all municipalities across Europe can use.

To review the tools, features and information you will need to register, which is free. Full instructions are provided and it is a very simple process.

Be more effective
and efficient



Take a look at esd-toolkit.eu and email support@esd-toolkit.eu if you have any questions.

DANS PRESENTED IN GRONINGEN

On 2 February 2012, the Hanze University of Applied Sciences organized in collaboration with the EU Interreg North Sea Region coordinator for the Northern Netherlands and the province of Groningen an information session on »Interreg IVB North Sea Region Programme« in Groningen. The meeting was attended by approximately thirty regional stakeholders who were interested in the projects within this programme. The **DANS** project was presented and participants were enthusiastic about what **DANS** offers in support of achieving the Digital Agenda for Europe.



LAUNCH OF THE CITADEL STATEMENT 2.0

During the Sixth Ministerial eGovernment Conference
»Borderless Government Services for Europeans«

17-18 November 2011
Poznań (Poland)

The »Citadel Statement 2.0«, prepared by the Smart Cities project, was launched during the Sixth Ministerial eGovernment Conference. Mr. Geert Mareels, Head of e-Services in Flanders, introduced the Statement which concentrates on the role of Europe and its Member States to actively support the eGovernment of all municipalities.

The Conference was organized in frame of the Polish EU Presidency. It focused, among other things, on the interoperability of strategies to achieve wide availability of eGovernment services in the Member States for all EU citizens and enterprises.

For more information please refer to:
<http://www.dans-cluster.eu/events/54-conference-borderless-egovernment-services-for-europeans.html>



Stakeholder meeting
in Groningen

THE DANS CLUSTER PARTNERSHIP

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FURTHER LINKS

- www.smartcities.info
- www.e-clic.eu
- www.creative-city-challenge.net

