



DIGITAL AGENDA
for the NORTH SEA

DANS CLUSTER

EDITORIAL

Dear Reader,

Welcome to the **DANS** cluster's 3rd and final newsletter! The project ends at the end of March 2013, so this is our final opportunity let you know about project activities. We are proud that the **DANS** cluster was invited to participate at »Europeone« eGovernment Conference in Cyprus, that the »Good practice guide« is ready and available on the project's website and that the stakeholder online consultation has delivered some first results!

One announcement is that the **DANS** cluster's final conference »Digital Agenda going local – examples from the North Sea Region« will take place on 8th March 2013 in Hannover, Germany – and you are invited to participate!

We would also like to take this opportunity to thank you for your interest in the **DANS** cluster, in our project activities and efforts to advance the Digital Agenda. We believe that the work of **DANS** has helped to make the Digital Agenda more visible now and in the future across the North Sea Region and beyond.

Enjoy reading!



Rebekka Welsch



Kathrin Rath



Prof. Dr. Walter Leal

DANS CLUSTER AT »EUROPEONE« EGOVERNMENT CONFERENCE 3 - 4 December 2012, Nicosia – CYPRUS



Filip Meuris during his speech at the »Europeone« eGovernment Conference in Cyprus



Impression from the »Europeone« eGovernment Conference in Cyprus

Filip Meuris from Intercommunale Leiedal, Belgium, was one of the invited speakers at the »Europeone« eGovernment Conference in Cyprus. He spoke in the »Cross Border eServices« session and presented **DANS** cluster's activities as well as the Citadel Statement 2.0. His main message was that »effective cross-border services require top-down and bottom-up, with the involvement of all government levels, like in **DANS** cluster.« He encouraged the audience to »review and use models, expertise and solutions as developed in the North Sea Region«.

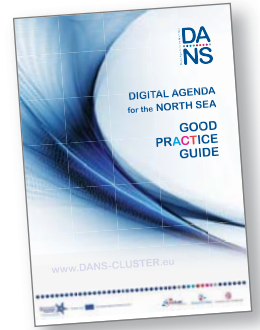
Mechthild Rohen, Head of Unit for Public Services, DG CONNECT expressed great interest in the results of Citadel 2.0 and welcomed the initiative that partners within the North Sea Region had taken to mainstream European Commission objectives. The consortium is invited to present its results to the Commission.

300 participants attended the conference representing: each of the 27 EU Member States; the European Commission; invited experts; major companies like IBM, Microsoft, Cisco; project delegations from the large EU eGovernment projects; and several government agencies from Cyprus.

The full speech, the presentation and a detailed report on the total conference is available at: <http://www.dans-cluster.eu/news/78-dans-cluster-ministerial-e-government-conference-cyprus.html>



DANS CLUSTER »GOOD PRACTICE GUIDE« NOW AVAILABLE



The **DANS** cluster »Good Practice Guide« contains the best of the good practices identified by the Interreg IVB NSR projects E-CLIC, Creative City Challenge and Smart Cities. **It is now available for download at: www.dans-cluster.eu/news/79-dans-cluster-good-practice-guide.html**

The Guide includes 24 good practice examples from various regions and countries around the North Sea. Examples are presented in the context of the seven pillars of the Digital Agenda for Europe (DAE), including: Digital Single Market, Interoperability and Standards, Trust and Security and Very Fast Internet. The Guide describes good practices, methodologies used, lessons learnt and financing with contact details to obtain more information.

In her foreword to the guide Neelie Kroes, Vice-President of the European Commission, stresses that showing concrete examples of how e-government, e-services and creativity can support regional research and innovation will inspire further DAE activity. She considers the guide as a useful tool in showing such examples.

DANS CLUSTER ONLINE CONSULTATION – FIRST RESULTS FROM STAKEHOLDER QUESTIONNAIRES

DANS partner, ateneKOM, Germany, has conducted an online consultation among stakeholders of the Digital Agenda for Europe (DAE) in order to ascertain its current implementation status in the North Sea Region. More than 80 participants replied with many respondents providing good detail in their responses to open questions. Many in-depth observations, useful practical hints and high quality comments were received.

The results of the online consultation are currently being analysed – but some interesting observations have already emerged: the vast majority of respondents were acquainted with the outcomes of the three Interreg IVB NSR projects Creative City Challenge, E-CLIC and Smart Cities; fewer said that the DAE meant something to them; only about a third confirmed any familiarity with the seven pillars of the DAE! When shown these pillars in alphabetical order, most of the participants sorted the set in a very similar order to that adopted by the DAE. Only »Trust and Security« was clearly placed first while it is only ranked third in the DAE.

The results of the **DANS** cluster online consultation will be presented during the **DANS** cluster Final Conference. **A brochure with the full analysis is currently being prepared by ateneKOM and will soon be available under: www.dans-cluster.eu**

»DIGITAL AGENDA GOING LOCAL – EXAMPLES FROM THE NORTH SEA REGION« – DANS CLUSTER FINAL CONFERENCE

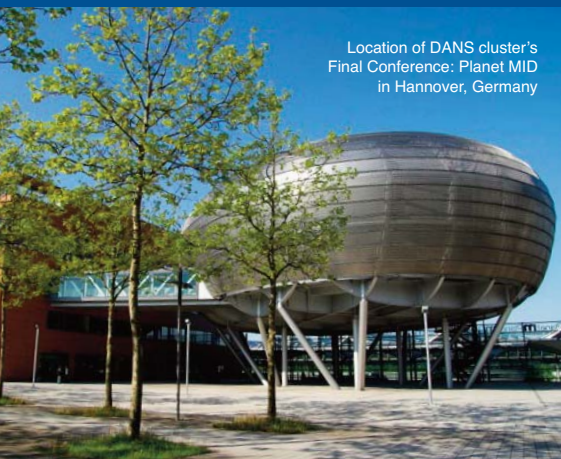
Save the date!

8 March 2013, Planet MID, Expo Plaza 4, Hannover, Germany

The Hochschule Hannover, University of Applied Sciences and Arts will host **DANS** cluster's Final Conference »Digital Agenda going local – examples from the North Sea Region« on 8 March 2013 at Planet MID.

The conference will feature keynote speakers on the Digital Agenda for Europe, including latest developments in eGovernment, e-Services and broadband access. The **DANS** model and the **DANS** cluster »Good Practice Guide« will be presented.

Location of DANS cluster's Final Conference: Planet MID in Hannover, Germany



A detailed programme and registration will soon be available under:

www.dans-cluster.eu/conference-2013.html

DANS CLUSTER PRESENT DURING »VÄRMLAND'S BIGGEST BUSINESS TRIP«

The **DANS** cluster took part in »Värmland's Biggest Business Trip« on 25 to 26 November 2012. This event gathers Värmland's business people, politicians and representatives of the major public organisations. The trip itself took the participants from Karlstad to Stockholm and then on to a cruise ship which took the participants to the Åland Islands and back. With some 1000 people from Värmland on board, the trip was a great marketing opportunity.

The **DANS** Cluster was promoted in a stand together with other projects and many of Värmland's major companies and organisations. On board, the Värmland County Administrative Board also conducted a survey on the Digital Agenda, the results of which will be used during the implementation of the Digital Agenda in Värmland.

DANS CLUSTER ABROAD – PRESENTING DANS CLUSTER AT BRUSSELS AND GUIMARÃES



Photo left: Katarina Nordmark, Värmland County Administrative Board, Sweden during Brussels OPEN DAYS 2012

Photo right: Katarina Nordmark, Värmland County Administrative Board, Sweden presenting DANS cluster during EISCO 2012.

On 9 October 2012, Katarina Nordmark from Värmland County Administrative Board, Sweden acted as the **DANS** cluster representative in a panel discussion called »Consolidating our investment: How to secure maximum benefit from cooperation projects?« which was organised by the North Sea Region programme, the Alpine Space programme and the Baltic Sea programme within the Brussels OPEN DAYS 2012. Panel participants agreed that »that clustering had so far proven to be a very successful experiment. In addition to spreading the best results available and making sure that we get the most out of every project, it was providing new thinking on project communication and outcomes.«

On 13 November 2012, the **DANS** cluster and especially the »Good Practice Guide« was presented during the EISCO 2012, the European Information Society Conference in Guimarães, Portugal. Starting in 1998 in Brussels the EISCO Conferences have taken place every 18 months. They have become a major event for politicians and experts, working at local and regional levels, to discuss eGovernment and Information Society strategies.

INTRODUCING THE DANS MODEL – SOME BACKGROUND INFORMATION

Hanze University of Applied Sciences Groningen, the Netherlands and Värmland County Administrative Board, Sweden are currently developing the »**DANS** model« – a collaboration model for implementation of the Digital Agenda for Europe on a local and regional level to further increase the social and economic potential of ICT by promoting ICT innovation. The **DANS** model will be evolved from the rich results of the E-CLIC model which was tested and evaluated for regional and transnational collaboration in the field of innovation, applied research and development of broadband media services over the course of three and a half years.

The **DANS** model will broaden the »triple helix« approach of collaboration between the public sector, industry and academia by integrating the citizens as fourth pillar. The model is to be seen as a tool. It points to the how local and regional systems can improve their performance and impact by increasing the involving citizens in ICT innovation.

The **DANS** model will be presented at the **DANS** cluster Final Conference »Digital Agenda going local – examples from the North Sea Region« on 8 March 2013 in Hannover, Germany.

More information will soon be available under: www.dans-cluster.eu

DIGITAL TOOLS FOR UNDERSTANDING CITIZENS AND THEIR SERVICE NEEDS – AN UP-DATE

DANS has shown how the digital agenda can be shaped for a municipality with the help of tools to improve the targeting of appropriate services to different customer groups. In particular, the European Service Delivery toolkit at <http://esd-toolkit.eu/> provides tools to illustrate how Customer Insight techniques are used in local government.

Customer Insight is the key to efficient delivery of public services as it ensures municipalities understand the needs and preferences of citizens so services are targeted where they are most needed through the channels citizens are most likely to use. Customer Insight informs policy and reduces waste of precious resources by streamlining the efficiency of service delivery to the most vulnerable.

<http://insight.esd-toolkit.eu/> has colour coded maps show the main types of household by area for countries across the EU. Each area is broken down into the types of household segmented by Experian Mosaic Global headings derived from hundreds of data sets and given a profile of characteristics that define their behavioural features. For each profile type you can see the concentration of households across all countries and their characteristics including best channels through which to deliver services, media suitable for promotions and predicted demand for each service.



Queries on applying Customer Insight and the standard Service List can be addressed to support@esd-toolkit.eu

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FURTHER LINKS

www.smartcities.info

www.e-clic.eu

www.creative-city-challenge.net



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