

## CM Plenary session conclusion (M. Le Louarn, INFISO D5/DE sector)

- Enacting the new/continued cooperations set up (DoW update, joint actions etc.)
- Informing EC staff timely on latest/further developments/plans (for support & reporting)
- Measuring progress against plans (to assess progress & interim results of the DE cluster)
- Assessing impacts (to evidence value of DE results & help trigger further regional uptake)

## Awareness-raising & uptake support

- Joint concertation/clustering cooperations and actions (in addition to dissemination from individual DE projects)
- Presence at International conferences - eg:
  - Tunis World Summit (2005: large interest raised in S. America & Asia)
  - e-Business conferences (DG ENTR/Cambridge, 2005 - see highlights)
  - DBE final conference, Oct. 2006 (Brussels)
  - plan DE conference for 2007
- Specific support from accompanying measures expected:
  - PEARDROP (regional uptake, SME adoption, economic impact, financial engineering)
  - EFFORT (cross-regional SMEs' uptake, governance, sustainability)
  - LEGAL-IST (legal issues, e.g. report on OS)
  - EPRI-START (NMS awareness raising/stimulation)
- Roadmap to take results forward in an EC Policy initiative

Thank you all for your individual contributions to this highly interest-raising research sector, and for your continued participation in a dynamic, and hopefully fruitful, DE clustering process!

ANNEX – Highlights from Panel 5  
of the «eBusiness: the Way Forward»  
conference (Cambridge, 5-6 Dec. 2005)

**Panel 5**  
**« Digital Ecosystems for SMEs:  
roots, multiplier effects and  
regional growth stakes »**

[Full slides](http://europa.eu.int/comm/enterprise/ict/conferences/cambridge.htm) and conference report on  
[http://europa.eu.int/comm/enterprise/  
ict/conferences/cambridge.htm](http://europa.eu.int/comm/enterprise/ict/conferences/cambridge.htm)

**Freek Posthumus**

## **From research to practical use**

Lisbon agenda optimistic: we need to be critical

US growth due to transformation toward new industries

**Europe's strength is in its SMEs:**

value proposition must be clear for them to engage  
not enough high-tech SMEs to create critical mass, need clusters

**Requirements:**

simple to use & reliable technology, trust & security, gradual implementation, coaching

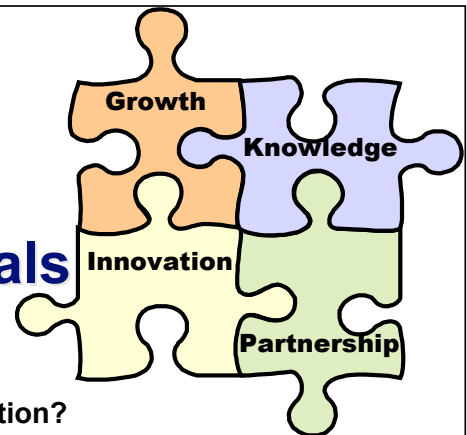
Lack of understanding of the **grass-roots** level where most SMEs operate

Need to organise financing initiatives and information flow to build on the fabric of SMEs already existing

25,000 Euro investment in ICT, 1-year pay-back period.

**Charlotte Pedersen**

## **Regions as catalysts for innovation and growth - Steps to reach the Lisbon goals**



**Knowledge:**

- Do we have a good knowledge base to support innovation?
- Identify local competences upon which to build global competitiveness
- Coaching

**Partnership:**

- between stakeholders within region, networking between regions
- public-private partnerships: business & research & regional government

**Regional composition:**

45% traditional, 40% innovative, 15% high-tech : **strong regional support system**

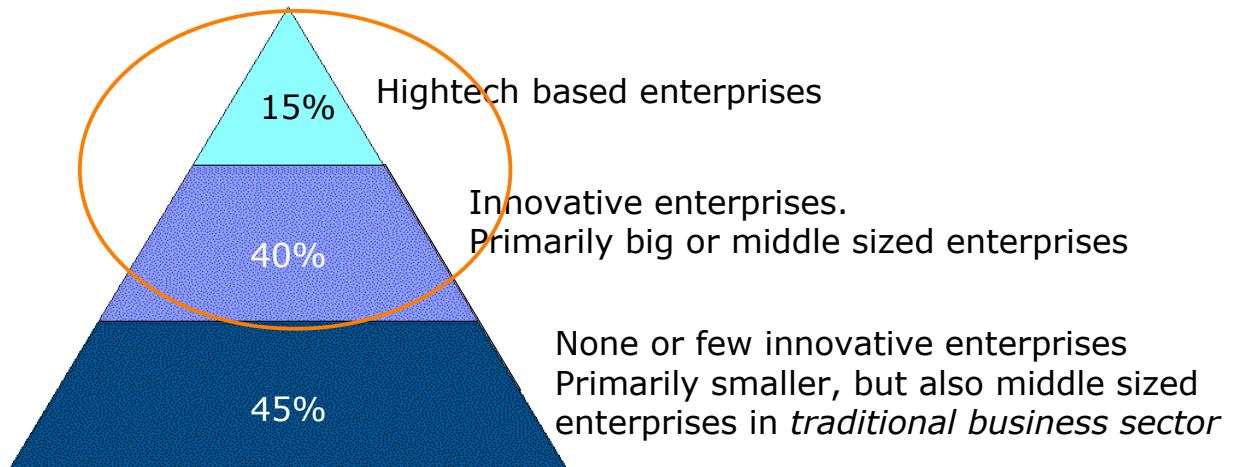
**Steps:**

- regional environment for innovation support
- consensus
- support structures & services (e-economy, globalisation)
- organisational aspects: management innovation, not just technical innovation
- facilitate business climate based on sharing & dissemination of knowledge
- regional and trans-regional clusters of excellence.



# Regional Challenge

- *Innovation system*  $\approx$  *The right framework and relations to authorities, science environments and business clusters, that either promotes or hinder innovation and growth*



- Innovation at the "top" level
- Strengthen the innovation system to increase the number at the top level

North Denmark EU-Office - 6th December 2005



Paolo Dini

## The DBE Project: Toward New Economic Models for Digital Ecosystems

**Reconciling the SME point of view with regional policy:**

**What is the value proposition for the SME?**

**How can DBE inform regional policies for sustainable development?**

**Multi-faceted approach:**

**theory & applications**

**interdisciplinarity**

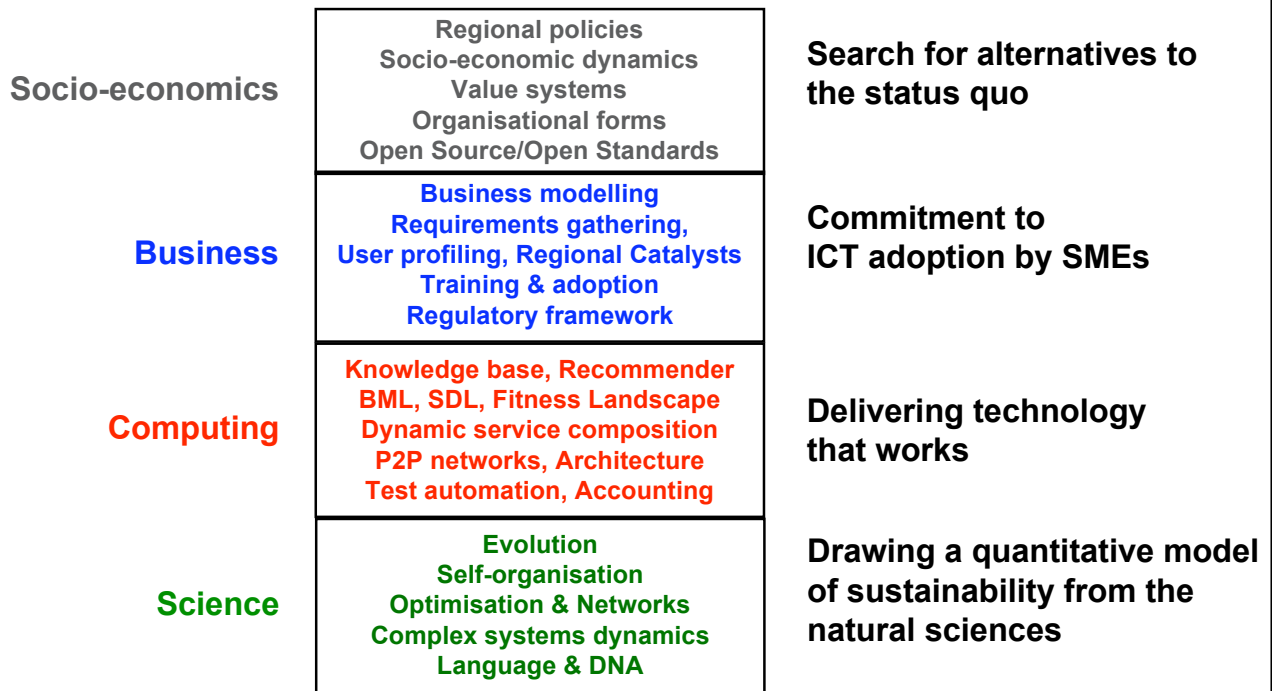
**participatory research with SMEs through Regional Catalysts**

**methodology & process focus**

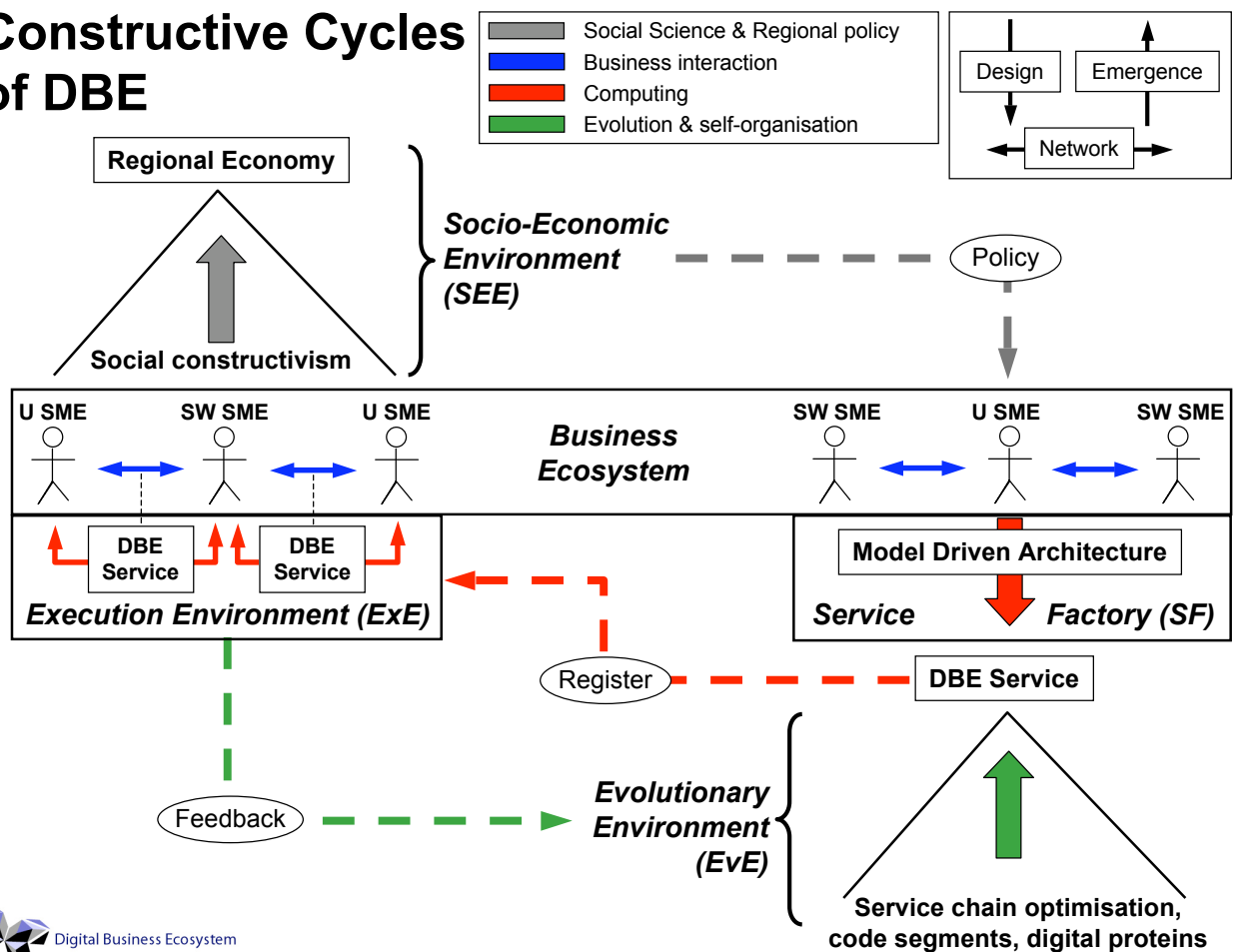
**system view**

**DBE is a Service-Oriented Architecture, an Open Source middleware to facilitate B2B transactions between SMEs.**

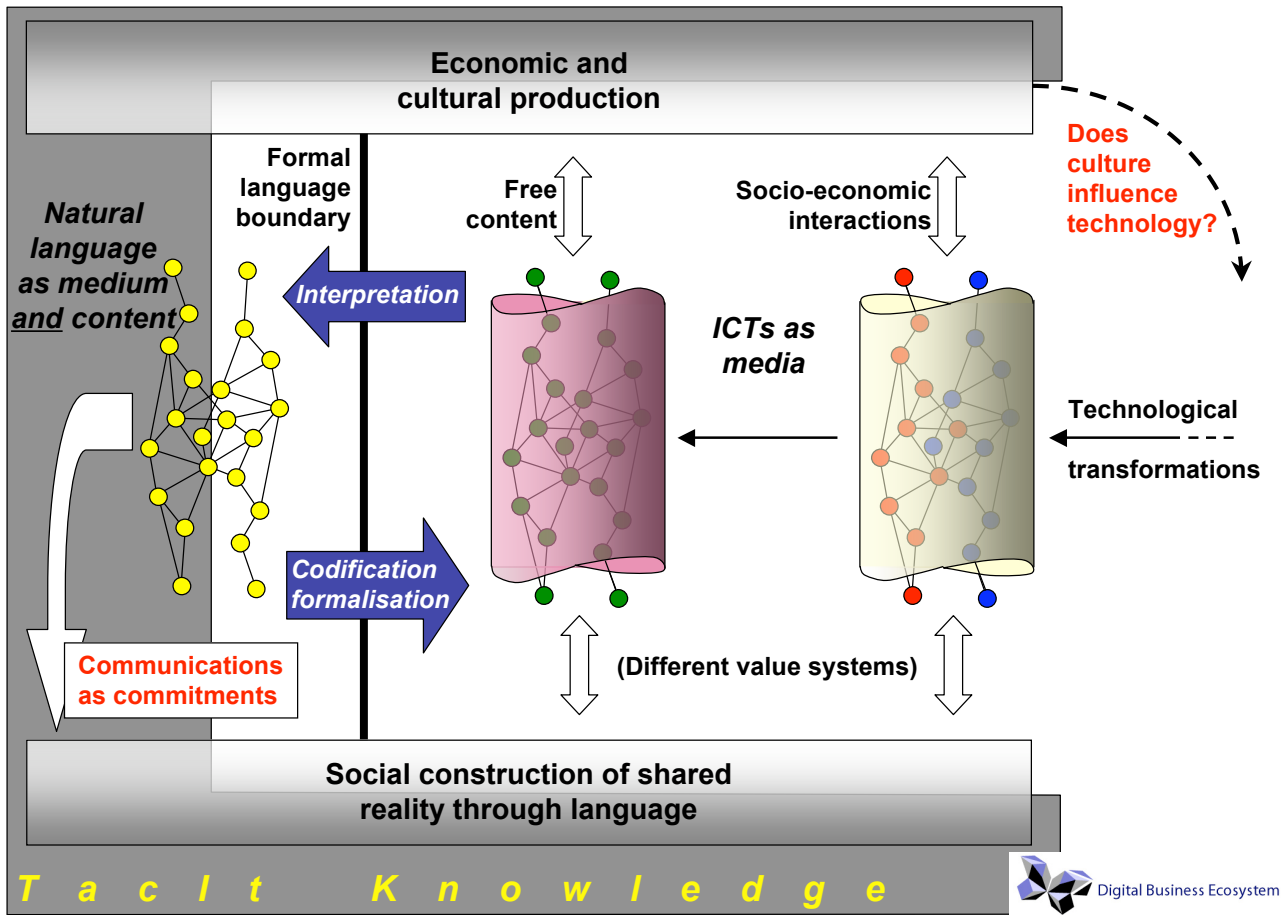
# The 4 Domains of the DBE Project



## Constructive Cycles of DBE



# Value Systems, Language, ICTs, & Tacit Knowledge



Nagaraj Konda

## The DBE Project: A Regional Experience

West Midlands: mainly manufacturing  
DBE: OS-Open standards architecture

Recounted a typical cost of technology ownership analysis for an SME  
Advantages brought by the DBE

Participating software providers need to have specific skills to interact with DBE

Combination of services implies collaboration between business models

400 SW developers in WM: complexity & competencies

Staged engagement approach: Drivers, Implementers, Discoverers, Users

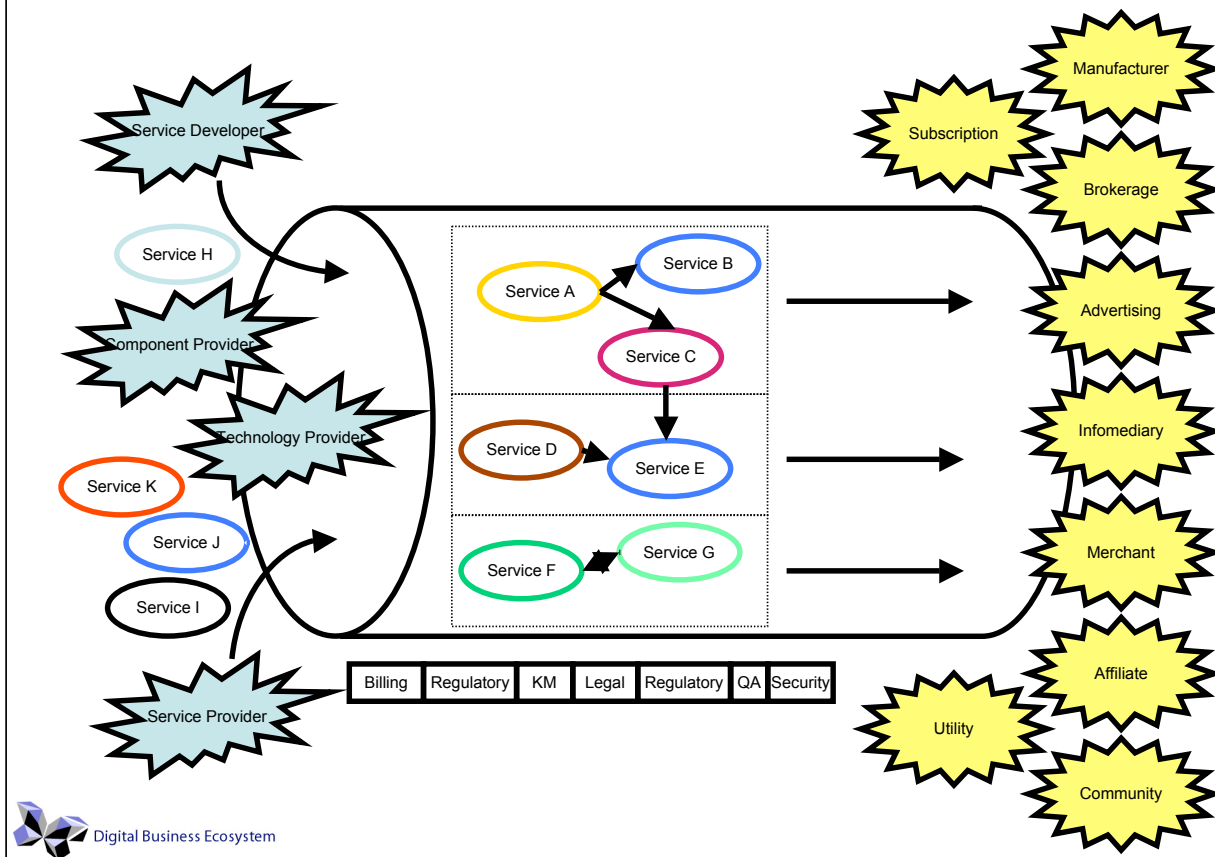
Community creation outreach: training, funding, support, proof of concept, etc

DBE can help in four steps:

Community building, knowledge transfer, digital market, service orientation

India: Infosys and IIT Kanpur interested in collaborating.

## Implementation Objective



Tommi Rissanen

## DBE environment and SMEs

### *Experiences from the first Driver companies*

Steps taken by Hermia as DBE Regional Catalyst:

- Support SW developers & users to deploy their services on DBE platform
- Open Source
- Self-sustaining SME community in Finland

June-October 05:

- 3-5 advanced SW developers are deploying project requests & report transfers
- contact information transfer
- info transfer between manufacturer, distributor, seller

Challenges of Driver project:

- DBE still in development, new versions released, fraction of features available now
- difficult to explain how DBE works in a way that makes sense to SMEs
- no prior case studies, success stories, business cases before Driver project
- future of DBE being defined and is currently uncertain: project will end in October 06

Advantages, positive feedback:

- lightweight collaboration environment, very large potential market with little effort
- good networking to other EU regions and communities, new markets
- DBE is easy to use!
- Easy to become contributors since DBE is open source
- Experience so far fairly positive

**Susanna Longo**

# **Piedmont regional experience: towards the Digital Ecosystem paradigm**

**Piedmont is Associate Region of DBE, with observer status**

**Existing project on SME innovation (“DIADI 2000”) with mid-term objectives:**

- support SMEs as ICT providers
- facilitate ICT adoption in business environment
- encouraging SMEs to experiment with new technologies
- working toward DBE approach

**Piedmont:**

**95% are micro-enterprises**

**Need for “lower-impact” ICT adoption model**

**Key concepts communicated by DIADI:**

**Business is based on highly customised service**

**Open Source**

**Networked business and ecosystems dynamics improve with greater adoption**

**Supporting actions:**

- **TALEA : Ontology-based SW tool to support networked business**
- **Call for pilot projects**