MOSIPS Experts Group Periodic Report

Deliverable 8.1.3

Anova IT Consulting

MODELING AND SIMULATION OF THE IMPACT OF PUBLIC POLICIES ON SMEs

Modeling and Simulation of the Impact of public Policies on SMEs

ICT-2011.5.6 - ICT Solutions for governance and policy modeling

D8.1.3– MOSIPS Experts Group Periodic Report

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The work presented in this document has been conducted in the context of the EU Framework Programme project with Grant Agreement 288833 MOSIPS (Modeling and Simulation of the Impact of public Policies on SMEs). MOSIPS is a 42 months project started on September 1st, 2011.

The project consortium is composed by: Anova IT Consulting (ANOVA), Universidad de Alcalá (UAH), Research Studio Austria Forschungsgesellschaft (RSA), University of Reading (UoR), TopNetwork (TOPN), University of Konstanz (Konstanz), European Institute of Interdisciplinary Research (EIIR), Ayuntamiento de Madrid (MUNIMADRID) and Comune di Verona (VERONA).

More Information

Public MOSIPS reports and other information pertaining to the project are available through MOSIPS public website under www.mosips.eu

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1. Introduction

Over the course of its 42 months duration the MOSIPS consortium relied on the expert assistance and advice of an Expert Group in order to ensure the quality of the project's outcomes and their relevance to the project's targeted stakeholders. This assistance proved of significant added value as it provided he project with an external vision of the future characteristics of applicability of the MOSIPS solution, as well as a strategic input for the assessment of the solution developed. The Expert Group was composed mainly of policy makers and representatives from the wider policy-making stakeholder community involved in the establishment and impact analysis of SME-aimed policy measures.

In the framework of the project, the Expert Group acted as an external consultation body on the challenges confronting SMEs. Its main role has been to act as an experts board for:

- Providing the consortium with an external view aimed at facilitating the validation of the project's findings;
- Facilitating the achievement of the project's objectives with valuable input and expert feedback on the project's activities aimed at better targeting and improving their impact;
- Guiding the consortium with the analysis of the functional elements to be taken into account in order to facilitate the exploitation of the MOSIPS results.

With this aim, the Expert Group supported the project consortium by:

- Facilitating the engagement of relevant stakeholders for the project;
- Helping in the refinement of the identified user requirements;
- Providing recommendations related with the scalability, the usability and the transferability of the technological solution developed to different application fields;
- Collaborating in the testing and validation phase of the MOSIPS results;
- Supporting the consortium in the dissemination of the project results.

The "1st Experts Group Meeting" in the MOSIPS project framework was organized as a workshop focused on the "Impact of Public Policies on SMEs" on 28/11/2012 in Alcalá de Henares – Madrid (Spain). During this meeting, several key recommendations on how public policies need to be modeled in the framework of ICT Policy systems were provided by the experts. These recommendations have been taken into account in the project development phase, mainly in the development of the theoretical model and the design of the User Interface workflow. A detailed description of the activities undertaken has been provided in the document D 8.1.1 "MOSIPS Experts Group Periodic Report".

Building on the findings of this first workshop, and in line with the advancement of the MOSIPS system development, the "2nd Experts Group Meeting" was organized once again as a workshop, focusing on the "Impact Analysis of Public Policies on SMEs" on 18/10/2013 in Alcalá de Henares – Madrid (Spain). In this meeting, six experts were involved in discussions aimed at deepening the consortium's knowledge on how the results of public policies impact simulation should be presented to the policy-makers and policy-making stakeholding community in order

to be easily understandable and to constitute a valuable information support for decision making. A precise description of the meeting outcomes has been provided in the document D 8.1.2 "MOSIPS Experts Group Periodic Report".

This document was, in turn, used as base for the "3rd Experts Group Meeting", organized as a workshop focusing on "Public Policies Impact on SMEs" on 24/02/15 in Alcalá de Henares – Madrid (Spain). In this meeting the experts were involved in discussions and activities aimed at testing the MOSIPS technological solutions developed and by providing practical application examples of the use of a technology such as MOSIPS in local, regional and national government as well as by SMEs interest groups at different levels.

Knowledge and experiences on "The role of local and national governments in the execution and monitoring of SMEs aimed innovation policies" and "The role of ICT tools in the policy making processes" have been shared through two different roundtables.

The present report is a description of the activities and results obtained during the workshop.

2. Results and follow-up of the 2nd Experts Group Recommendations

The following table summarises the activities undertaken by the MOSIPS project consortium and outlines the Experts' recommendations in the overall project development.

List of recommendations	Action Taken
MOSIPS is predicted to be a good instrument not only for *ex-ante* impact evaluation, but also for information centralization in the process of policy implementation.	The role of MOSIPS is providing to policy makers not only the possibility of forecasting the possible impact of an SMEs public policy aimed impact, but also centralize in a unique environment all the statistical information required in order to weigh a political decision.
The importance of matching policy-makers' with entrepreneurs' criteria of evaluating the policy impact in policy design process has been highlighted.	The involvement in the experts group of the Kongsberg System Engineering Cluster and Barcelona Activa allowed taking into account entrepreneurs' criteria for evaluating policy impact. This has been mainly reflected in the system UI design, by facilitating access to the two most important indicators highlighted: number of establishments, number of entrepreneurs and GDP.
It has been recommended to undertake preliminary studies for defining flows and methodologies for ICT Policy Modelling tools adoption within public organizations.	In the framework of the activities aimed at the standardization of the MOSIPS technology, preliminary study on the flows definition will be undertaken, taking into account the specificities of each government body, depending on the national rules to which it subject to.
Key elements to standardize MOSIPS-like solutions is to develop real use cases in at least one country level and plan the standardization process very carefully in order not to increase the fragmentation and/or redundancy of activities and place it well in time (it is also critical to start it early enough as the statistical process of standardization takes about 10 years).	Real use cases have been developed for the city of Madrid and the city of Verona. The consortium is currently facing the standardization process for MOSIPS and is currently working on a pre-standardization process in the framework of the ETSI activities.
The interface of MOSIPs-like system has to be as simple as possible in order to increase the groups of users able to run MOSIPS 2.0, groups such as e.g., Policy makers themselves (for the moment it is for the analytics supporting Policy makers department).	Simplicity has been the key-factor for the development of the Visual Analytics component, the technologies for granting a progressive geo-view and for the development of the social network component. In order to increase the system usability, the number of output variables to be visualized has been decreased according to the input received by both the consortium end users and the experts cooperating with the project.
The importance of introducing common measurement systems associated, on one hand, with the policy impact, and on the other, with the policy implementation results and effects calculation was highlighted.	As stated in D 8.1.2, this could be a great opportunity to introduce the next MOSIPS version system/module which includes the standardization of the measurement system across SMEs organization and link this results to the former policy design process.

List of recommendations	Action Taken
To include in the MOSIPS commercial strategy the fact that the solution under development will enable overcoming the time constraints that usually policy makers are forced to face: the system should include all the statistical information for a territory required in order to take decisions and, moreover, enable the *ex-ante* analysis of the impact of the proposed public policy.	This feature of the MOSIPS solution has been reflected in the commercialization strategy and constitutes one of the key messages for the solution commercial strategy.
To follow up with the strategy of including SMEs and entrepreneurial associations as important stakeholders in the MOSIPS project, with the aim of ensuring matching policy-makers' and entrepreneurs' criteria in policy design.	In order to strengthening this aspect of the project execution, Ms. Aurelie Arntzen, representative of the Kongsberg System Engineering Cluster was invited to take part to the project Experts Group and provided, during the 3rd Experts Meeting, in order to introduce the point of view of an organization that supports the growth of IT companies in Norway.

3. Third Experts Group Meeting – 24/02/2015 Alcalá de Henares, Madrid (Spain)

A meeting with the participation of the invited group of Experts took place in Alcalá de Henares, Madrid (Spain) on 24/02/2015.

The workshop was organized as a group panel session in which the experts made a brief presentation on the topics previously agreed and exchanged ideas and opinions in an informal but structured way. This format, applied to all the meetings of the Experts Group, allowed presenting different perspectives on the same topics enabling the gathering of relevant experience and knowledge of each one of the attendees. The format of the session was based on a volunteering discussion, asking questions and expressing opinions taking into account all the presented contributions. The meeting was organized in the form of open event, so that all the attendees had the possibility to make questions in order to analyze further the presented issues and share opinions among the public. At the end of each one of the roundtables, the Experts Group provided their input addressing the key issues identified.

During the concluding session, the panel chair reported the highlights of the discussion, constituting them the core of the meeting outcomes used as valuable input for the project execution and future activities.

The activities carried out during the day were grouped in 2 roundtables:

- Roundtable on the role of local and national governments in the execution and monitoring of SMEs aimed innovation policies
- ICT Policy tools: what should be their role in the policy-making processes?

Also, a live demo and testing session with each one of the experts were carried out, enabling the collection of a final feedback used in order to validate the project outcomes and implement slight changes in terms of usability for further increase the future solution acceptance.

The meeting agenda and minutes are presented in section 5 of this report.

Figure 1 - MOSIPS 3rd Experts Group Meeting

4. Major conclusions from the 2nd meeting discussions

The following key recommendations were provided by the experts:

1) The task of collecting data sources for feeding any typology of simulator is hard and subject to the broad diversity of data collection methodologies that exist among different countries and different administrations. It is important to promote harmonization across the different statistics and data collector stakeholders in order to ease the activities aimed at providing real value to the information collected.

2) Public Administrations are still reluctant to the disclosure of microdata (optimal information granularity for the execution and development of ABM simulation systems). It is important underlining that microdata is not synonymous with personal data and that anonymization of standardized procedures should be put in place in order to release useful information to both academia and private sector.

3) The importance of establishing the correct KPIs for policy impact analysis has been remarked, highlighting the fact that the combination of indicators established within the framework of the MOSIPS project, being a unified vision between policy makers and involved stakeholders, constitutes a good starting point for clearly identifying the key aspects that every policy design focusing on SMEs should focus on.

4) The necessity of associating MOSIPS implementation with a correct training programme for the use of the instrument has been suggested. Passing from a mainly *ex-post* impact analysis to an *ex-ante* approach could present some acceptance problems in public sector.

5) The necessity of correctly presenting simulator instruments to policy makers has been also pointed out: it is necessary managing in a correct way the expectations for the deployment of systems such as MOSIPS. Simulation instruments should be always considered as a support to the decision taking process; they are very useful instruments for promoting a critic reflection on direct and side effects of a possible policy design but their outcome should never constitute the only feasibility/impact analysis undertaken.

6) The importance of introducing technological systems for policy designs *in itinere* impact analysis has been highlighted. These technologies could provide a very valuable input for the available resources optimization in order to magnify the positive impact of public policies on the direct beneficiaries and the territory. This could be a great opportunity to introduce the next MOSIPS version which includes the possibility of an *in itinere* impact analysis and the suggestion of policy action corrections in order to optimize their input according to pre-established parameters.

7) It has been highlighted that the primary role that SMEs have in the innovation processes and the importance that public authorities should give

to innovation programmes focused on this specific category of innovators. In this context, the implementation within MOSIPS of scenarios specifically aimed at performing an *ex-ante* impact analysis of R&D and development programmes for SMEs has been considered a real added value.

8) In the process of standardization of a solution like MOSIPS it is very important taking into account the fact that standards should be created by the stakeholders that are going to make use of them. The fact that MOSIPS counts already with a usable implementation with real use cases for two European cities is considered as a positive outcome. It will ease the process of understanding the functioning flows foreseen and will help the standardization process. It is strongly suggested to involve in the standardization process with ETSI a pan European organism such as Eurocities.

9) It has been highlighted that a solution like MOSIPS could help decentralized public organizations and involved stakeholders to understand the possible impact of a policy measure proposed by a national government. In this way, stakeholders closer to the territory could have more valuable information about the foreseen effects of a top-down political approach and can, if necessary, propose modification to the proposed design in order to maximize the positive effects on the territory.

5. Meeting Agenda and Minutes

5.1 List of attendances

The MOSIPS Experts Group is currently composed of experts on public policies at different administration level and with different perspectives (public sector and private sector). In the following table, the list of Experts Group members is presented.

Name	Entity	Position	Country
Richard Tuffs	ERRIN (European Regions Research and Innovation Network)	Director	Europe
Luis Cueto Álvarez de Sotomayor	Ministry of Economy and Competitiveness	Deputy Director General for Business Innovation Development	Spain
Juan Junquera	Ministry of Industry, Energy and Tourism	Former Secretary of State for Telecommunications	Spain
Ioannis Pavlou	Municipality of Thermi	Development and Planning Department	Greece
Roberto Ondarra	Municipality of Bilbao	Responsible of the Enterprise Area	Spain
Giuseppe Tripoli	Ministry of Economic Development	Head of Department for Enterprises and Internationalization	Italy
Miguel Cambas	Guadalajara Provincial Entrepreneurship Confederation	Director	Spain
Elena Gonzalez	Red.es	Deputy Director for Digital Economy	Spain
Gaby Lenhart	ETSI – European Telecommunication Standards Institute	Senior Research Officer	Europe
Montse Rodriguez	BarcelonActiva	Studies and Strategy Responsible	Spain
Aurelie Arntzen	Buskerd and Vestfold University College (Norway) member of the Kongsberg System Engineering Cluster	Professor at System Engineering Department, Responsible	Norway
Cecilia Cabello	FECYT – Spanish Foundation for Science and Technology	R&D Public Policies Analysis and Follow Up Department Director	Spain

Table 1. List of the Experts Group Members

However, given some availability constraints, some of the members did not attend the meeting. Thus, the list of attendances was:

- **Gaby Lenhart,** Senior Research Officer in ETSI (European Telecommunications Standards Institute)

- **Montse Rodriguez**[1]**,** Studies and strategy responsible in Barcelona Activa (the executive tool of the Economic Development policies of the Barcelona City Council and member of Eurocities)
- **Aurelie Arntzen,** Responsible of the Buskerd and Vestfold University College (Norway), member of the Kongsberg System Engineering Cluster
- **Cecilia Cabello,** Director of R&D Public Policies Analysis and Follow Up Department Director at FECYT (Spanish Foundation for Science and Technology).

Moreover, the following MOSIPS partners attended the meeting:

- **Ayuntamiento de Madrid**: Javier García Alonso
- **Anova IT Consulting. S.L.**: Ricardo Buendía, Paolo D'Arminio
- **University of Alcalá**: Maite del Val
- **European Institute of Interdisciplinary Research:** Anna Sadowska

[1] Due to agenda constraints, Ms Rodriguez met the Project Consortium on 25/02/15. A comprehensive testing session of the MOSIPS solution was performed and the results achieved have been presented in D6.1.3 "Report on the integration process, and testing, evaluation and calibration methodologies and results".

5.2 Agenda

TUESDAY, 24 FEBRUARY 2015 SALA DE CONFERENCIAS INTERNACIONALES (RECTORATE) UNIVERSIDAD DE ALCALÁ (ALCALÁ DE HENARES – MADRID)	
11:00	**Opening session**
Opening session	Ms Maria Teresa del Val Nuñez, Deputy Director of the Business Administration Department – Universidad de Alcalá
Welcome and Introduction	Mr Ricardo Buendía Iglesias, General Director – Anova IT Consulting
Project Overview and Roadmap established after the 2nd MOSIPS workshop on Public Policies	Mr Paolo D'Arminio, Project Coordinator – Anova IT Consulting
11:45	**Roundtable on the role of local and national governments in the execution and monitoring of SMEs aimed innovation policies**
Chair	***Dr Anna Sadowska– General Manager Eastern Europe, EIIR (European Institute of Interdisciplinary Research)***
National and European R&D Policies analysis and follow up	Ms Cecilia Cabello – R&D Public Policies Analysis and Follow Up Department (FECYT - Spain)
A shared Norwegian Experience in establishing and monitoring in SMEs policies by Public body in order to foster innovation capability	Dr Aurelie Arntzen, Buskerd and Vestfold University College (Norway) member of the Kongsberg System Engineering Cluster
Open discussion	
13:00	**Break**
13:15	**ICT Policy tools: what should be their role in the policy making processes?**
Chair	***Mr Paolo D'Arminio – MOSIPS Project Coordinator***
The importance of standardization for ICT tools: processes and requirements	Ms Gaby Lenhart, Senior Research Officer - ETSI (European Telecommunications Standards Institute)
ICT solutions for governance: local policy markers point of view and necessities	Mr Javier Alonso, Municipality of Madrid
Open discussion	
14:00	**Open discussion, conclusions and closure of the workshop**

5.3 Meeting minutes

5.3.1 Welcome and overview of MOSIPS project

Ms. Maria Teresa del Val, Deputy Director of the Department of Economics and Business, Universidad de Alcalá, was in charge of the welcoming session. After a brief presentation of the University, one of the consortium members, she introduced the project and explained the workshop's objectives.

Mr. Ricardo Buendía, Managing partner of Anova IT Consulting, made a brief presentation of Anova, coordinator of the MOSIPS project. He talked about the importance of public policies aimed at SMEs for improving the overall European economy.

Mr. Paolo D'Arminio, MOSIPS project coordinator, performed a comprehensive presentation of the MOSIPS project, focusing on the project achievements and the importance and advantages of using ABM as modeling and simulation technique. The final project results has been presented, providing a walk-through of the different MOSIPS features and functionalities.

After this introductory session, the roundtable discussions took place.

5.3.2 Roundtable on the role of local and national governments in the execution and monitoring of SMEs aimed innovation policies

The chair of the roundtable, Dr. Anna Sadowska, opened the discussion by highlighting the main role that governments have in the implementation of public policies aimed at promoting the SMEs competitiveness. In order to provide an example of how benefitting could be this role, she briefly presented the singularity of the Bordeaux wine: it is world known and this is also due to the fact that during the medieval time, ships that wanted to leave from the city harbor were forced by the local regulation to load first all wine of the Bordeaux region before any other was having the right to be distributed world wide. The discussion proceeded with the analysis of the necessity of undertaking an incremental approach in the policies design, underlying the big importance that a methodology for formalizing public policies has. Finally, she discussed about the necessity of shortening the overall process of public policy implementation: starting from formulation, passing through implementation and ending with the results evaluation. Nowadays this process needs to be shorter with comparison to the past, due to the fact that scenarios and also technology are moving much faster if compared to the past.

In line Dr. Sadowska's position, Ms. Cabello underlined the fact that the decision taking process should be always accompanied by a comprehensive analysis of the available statistical information. However, this could be a very time consuming process and could constitute an obstacle for the required shortening of the overall process of public policies implementation. She provided the practical case of the Spanish Foundation for Science and Technology, in which a specific "Instrument" area has been created in order to perform the assessment of established R&D public policies. Taking into account the typical policy making process, a large time-laps is required from the moment in which the strategy is elaborated until the

moment in which an evaluation can be performed. This time-lap, taking into account the current very dynamic reality, should be shortened and an instrument such as MOSIPS could be really useful in order to achieve it. Moreover, two additional aspects have been highlighted: 1) It is necessary considering ICT simulation instruments as a way to promote a critical reflection on the possible direct and side effects of a policy design, not as one unique instrument for policy making and 2) A future very interesting development of MOSIPS could be related to the development of technologies capable of optimizing the positive effects of already implemented policies (identification of slight adjustments that could magnify the already produced positive results). Ms. Cabello also shared the preliminary outcomes of an initiative currently underway within FECYT: the development of an assessment instrument capable of directly connecting established programmes (and assigned budget) with tangible indicators such as results produced (in terms of employment and benefit for citizens and companies). In this sense, the difficulties in achieving input data with the required level of granularity have been shared with the project consortium, demonstrating that specific actions should be undertaken by the responsible authorities in order to enable efficient available statistical data exploitation.

Dr. Aurelie Arntzen provided to the debate the point of view of a local body in charge of promoting the competiveness of ICT companies (mainly SMEs) in Norway. She pointed out how in the country (but this is a reality relevant to the rest of Europe) innovation comes mainly from SMEs and that, according to her, local government are much closer to small companies. This is the reason why she suggests to give more central role to local government in funding allocations for small companies: knowing better the territory and its characteristics, the use of public resources could be more effective.

A round of questions and answers concluded the first roundtable and all the speakers converged on the same aspects: the public policy life cycle should be shortened and in this sense simulators could provide an efficient and effective way to be able undertaking strategic decisions in a faster way.

5.3.3 Roundtable on ICT policy tools: what should be their role in the policy making process?

Mr D'Arminio, chair of the roundtable on ICT policy tools: what should be their role in the policy making process? performed a brief introduction to the topic addressed, underlying how important is undertaking standardization activities in order to promote the adoption of innovation technologies. However, he also underlined the difficulties for determining a standard for an instrument that should fit with a broad variety of political processes established in Europe and the fact that an effective process could be undertaken only if involved stakeholders are really willing to slightly change their modus operandi and clearly see the benefits from applying simulation technologies into policy creation processes.

Ms. Gaby Lenhart, from ETSI (European Telecommunications Standards Institute), made a presentation of the institution she represents, giving practical examples of how standardization processes need to be undertaken. She stated: "The most successful standards have always been written by those who later on used them for

implementation". In this sense, she agreed on the vision of the MOSIPS consortium of being promoter of a standard enrolling an ISC (Industry Specification Group) within the ETSI way of working. She also underlined the importance of actively cooperating with an organization that later on will use or would have a leading role in its implementation, highlighting the positiveness of the ongoing collaboration with BarcelonActiva (member of Eurocities). She also pointed that the creation of a standard is a long process and the risk of facing obsolete procedures when finally the standard has been accepted. Referring to the intervention of Ms. Gonzalez in the first roundtable, it was pointed out that no working groups focusing on ICT policy tools exist in ETSI and that the MOSIPS consortium could represent the best promoter for such an initiative.

Mr. Alonso highlighted the positive aspects of having the Municipality of Madrid (through its branch Madrid Emprende) in the MOSIPS project consortium. He underlined the usefulness of having MOSIPS use cases in line with the current city activities and how the use of this instrument could provide advantages in terms of lessons learned and tuning of already established public policy measures. Positive feedback has been also provided to the identification of the output indicators for the simulator: keeping the economy growing is one of the key point for local government because it is a strong indicator for people wellbeing in the cities and MOSIPS is capable of easy providing this information about the foreseen impact of a policy measure to the policy maker. He also pointed out the importance of relying on open data in simulators feeding, conveying on the fact that additional actions are required by public institutions in order to release them in an easier and more complete way.

Also in this case, a round of questions and answers concluded the roundtable and all the speakers converged on the same aspects: standardization should also focus on the actions to be undertaken by public administration to release open data with the required quality, format and granularity.

5.3.4 MOSIPS technology live demo and validation

In the afternoon session (without external attendees and for this reason not included in the official workshop programme) the experts involved in the group have been invited to proceed with a live testing of the technology developed in the framework of the MOSIPS project. The final feedback received has been very positive, demonstrating the fact that the user barriers have been lowered enough in order to guarantee an easy use of the application even by users with almost no previous training. More details on the validation activities is presented in the document D6.1.3 "Report on the integration process, and testing, evaluation and calibration methodologies and results".

6. Dissemination activities for the Workshop

6.1 Press release

The following table contains a list of all the press releases that have appeared related to the Experts Group meeting.

Date of appearance	Newspaper, Magazine or Gazette's name	Participant Partner	Language
18th February 2015	UAH Digital News	ANOVA, UAH	Spanish
18th February 2015	Anova IT Consulting	ANOVA	Spanish
24th February 2015	FGUA	ANOVA, UAH	Spanish
23rd February 2015	Noticias de Madrid	ANOVA	Spanish
5th March 2015	Aula Magna	ANOVA	Spanish

6.2 Multimedia content

In the Youtube channel of the MOSIPS project, a video summarizing the meeting has been uploaded in order to present to the wide public the key conclusions.

7. Conclusions

This report on the third MOSIPS Experts Group presented the outcomes of the consultations maintained and a summary of how the roadmap established after the second meeting has been taken into account by the project consortium.

A new list of recommendations has been produced, mainly referring to the post-project execution and commercialization phase. The project consortium will take into account all the feedback received in order to ensure an effective uptake of simulation technologies in the policy making processes.