



Integrated Transaction and Imagination Engineering  
to support the Identity Value Chain

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## D19 Final activity report

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# 1 Executive summary

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## The INTRINSIC Project: helping regional identity products thrive in the Internet age

<http://www.intrinsicproject.com>

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### 1.1 Abstract

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*Carefully made regional products are often very evocative of local cultures and traditions. Such identity-rich goods are usually produced by small, rural SMEs that make and sell their wares in time-honoured fashion. Now, in the Internet age and with the help of the latest Information Society technologies it is possible for many European SMEs to reach a global market. Unfortunately, many of these smaller, rurally based firms do not always know how to exploit new e-business applications.*

*The INTRINSIC collective research project, started on October 2004, aims to help these SMEs gain access to e-commerce facilities in the most proper brand regional image way so they can improve their own businesses and raise the profile of the regional economies in which they operate.*

### 1.2 Introduction

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It is part of the charm of a culturally diverse continent like Europe that one can visit different regions and take away a feeling of tradition through buying goods that are made reflecting local culture and customs. It could be a piece of pottery, a food product or jewellery, and it is likely to have been made by a small producer. As skilled as they are in producing their goods, these small companies could do more to reach a wider market. Working in rural regions, they have largely missed out on the internet revolution and the chance to use web-based applications to grab a larger customer base.

The INTRINSIC project, which brings together 14 partners including information technology specialist, chambers of commerce and handicraft SMEs, will provide a way round this challenging situation. The project began its work by analysing the activities and working processes of SMEs in two areas of production – food and quality handicraft products. The

aim is to find out what their needs are in terms of e-businesses applications and services that could support what is known as the transactional value chain.

### 1.3 Objectives

The project main objectives is to process and optimize in two major production fields (identity food and quality handicrafts products) the development and integration of e-business applications and services to support the “**transactional value chain**”.

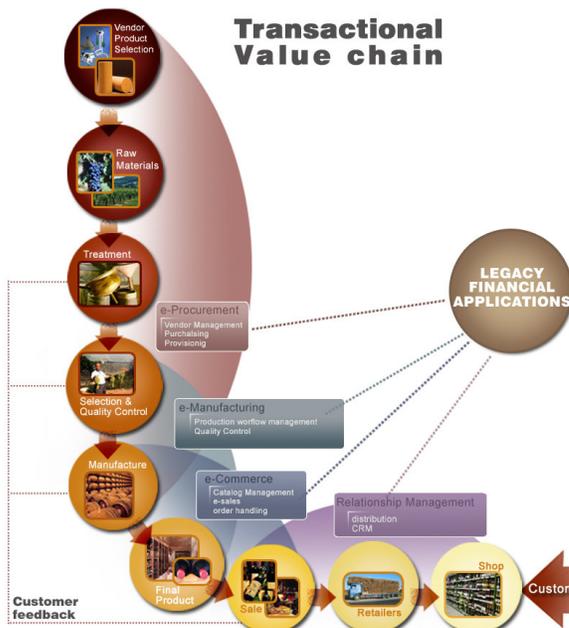


Figure 1: The transactional value chain

INTRINSIC will also develop applications and services that can help convey the image and identity of a product to support what the project team call the “**imagination engineering value chain**”. Essentially, this means creating marketing tools that SMEs can use to improve their

businesses and to attract new customers.

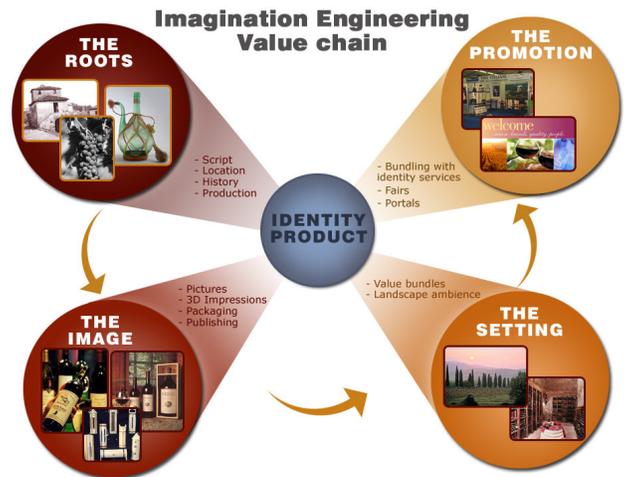


Figure 2: The imagination engineering value chain

Project main goals are directly related to implement the above solutions into **Regional Service Centres** acting as ASP (Application Service Providers) where transactional e-business applications are managed and offered to the SMEs by means of lightweight interfaces, while promotional applications are run on behalf of the entire local system, in order to attain integration and critical mass.

The project team hopes to show firms that the benefits of using new e-commerce technology will be well worth a small fee. Setting up access to services in this way should help to attract SMEs to a regional centre and create critical mass for the INTRINSIC venture.

INTRINSIC is carrying out its work in three “test-bed” regions that each produce distinct, identity-rich products: **Catalonia** in Spain, where the focus will be on food and beverages that have a regional tradition and appeal; the Turkish Region of **Beypazari**, which is famous for its silver filigree jewellery, produced by traditional processes not seen in other parts of the country; and **Sardinia**

where valuable, handicrafts such as ceramics and carpets are made in a traditional manner.

## 1.4 The Market

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The most advanced marketing strategies tend to completely invent places and scenarios around the product. Mass distribution (supermarkets, hypermarkets, etc.), thanks to communications experts, implement this by creating fancy places along the style of local markets, explicitly aiming at a reproduction of the atmospheres of old.

So we have false local producer, producing false local products (apparently typical products), telling a false history of a false region, sold in a false local market. This gives an idea of the market opportunity real identity products may have, if adequately preserved, communicated and sold to the global market. Important is the role of the Internet in correctly interpreting this trend. If it is interpreted as a no-place, it will be used as a preference tool to sell undifferentiated goods (as it has been happening in most of the marketplaces on web); instead, if the Internet is thought of as a special place with its peculiar characteristics, it can transmit the added value of local products rich in history and experience.

Local products have a very high market weight, especially in the agro-food market segment, mainly in the Mediterranean countries; they cannot be considered as niche products, and therefore the preservation of their identity is a fundamental matter both socially and economically.

There is a growing trend towards the consumption of luxury goods, in any

market segment. This means that for example in the local products segment the main positive growth rate is not registered in the area of primary goods, but in the one of traditional goods, characterised by prices that are not directly related to the usual concepts of offering and competition.

From the overall scenario of the "traditional products" we can state that the worldwide positive trend in demanding the above goods is foreseen to grow in the next years, due to a deep ongoing socio-cultural transformations: among these, besides the new attention to "experience products", the increase in the share of population coming from other countries (demanding their own country's local products) and the high percentage of elderly people especially in Europe.

This aspect represents an important development alternative and income opportunity for mountain regions and other disadvantaged areas, especially in rural regions, creating at the same time a valid offering to the growing demand for "safe", natural goods with quality characteristics and unique origin and productive processes, seen as vehicles of culture, history and local traditions.

## 1.5 A tailored approach

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By using three different regions, differing for what concern culture, tradition, industrial district, etc. to test its work, the INTRINSIC project will be able to develop a common approach that can be tailored to these different local needs. This should mean the results are easily transferable, with some adaptation, to other European regions.

The INTRINSIC team needs to examine in detail the production and selling processes currently used by the consortium's SMEs so they can understand which e-businesses and marketing tools will be most useful. For example, some SMEs in Catalonia are distributors who supply foodstuffs to restaurants, so they will need e-commerce and e-procurement facilities to help their business-to-business activities. In Sardinia,

The RSC is the overall container (based on industry standard, commonplace hardware which is nowadays relatively low-cost) hosting both the "horizontal" operating system, data management and web technology services, and the vertical pieces of business logic (software components) through which the transactional and promotional value chains are implemented.

The description of the INTRINSIC technical architecture therefore takes the start from a survey of the RSC overall architecture, then zooms into the main elements of the business

however, handicraft SMEs are more likely to use e-commerce facilities tailored to selling directly to customers.

The technical approach proposed by INTRINSIC is resumed by the two main service chains (the transactional and the promotional one) converging into the RSC regional hosting infrastructure supporting the delivery of the services.

logic, and finally covers the aspects related to the RSC front end. This approach will enable a full coverage of all the aspects of the architecture, while highlighting its inherent unity and integration.

The INTRINSIC platform will refer to a client/server architecture consisting of N-tier well-defined and separate processes. This approach allows for maximum efficiency and minimal complexity. Each component can focus on his/her goal with minimal dependencies on the others.

## 1.6 The Consortium

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### **Technology partners:**

SPACE Spa (I) [www.spacespa.it](http://www.spacespa.it)

Fundacion Robotiker (E) [www.robotiker.com](http://www.robotiker.com)

F2 srl (I) [www.f2group.it](http://www.f2group.it)

### **Grouping Associations:**

Unione Provinciale degli Artigiani di Cagliari (I) [www.confartigianatosardegna.it](http://www.confartigianatosardegna.it)

Institut Català de la Cuina (E) [www.lacuinacatalana.com](http://www.lacuinacatalana.com)

Confartigianato Imprese (I) [www.confartigianato.it](http://www.confartigianato.it)

PIMEC, Micro Petita i mitjana empresa de catalunya (E) [www.pimecsefes.com](http://www.pimecsefes.com)

Chamber of Commerce of Beypazary (TU) <http://firmam.kobinet.org.tr/>

### **SMEs:**

Cooperativa Nostra Signora De Gonare (I)

Cavalier Nioi (I) [www.ceramichenioi.it](http://www.ceramichenioi.it)

SAT El Pantar (E)

Bodegues Sumarroca (E) [www.sumarroca.es](http://www.sumarroca.es)

Distribudora Especialitzada en Qualitat (E)

Merve Gumus (TU)

## 1.7 Conclusion

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The project is directly in line with the eEurope strategy set out at the EU level with the Lisbon summit. Its goals are instrumental to the targets of the eEurope plan: making Europe in the next decade the world's most dynamic knowledge-driven economy.

The recent revision of the eEurope strategy, the eEurope 2005 Action Plan, clearly states that in the area of the SMEs the Commission intends, by end 2003, to establish an European e-business support network, federating existing European, national and regional players in this field with a view to strengthening and co-ordinating actions in support of SMEs in the field of e-business.

The INTRINSIC project will create important building blocks to make innovation in e-business for SMEs feasible and sustainable.

The project has tested innovative tools and at exchanging good practices in regional e-services. This will contribute positively to regional development strategies and thus play an important role within the eEurope 2005 action plan. Again, INTRINSIC will provide a significant contribution towards the roll-out of this strategy.

The project has already carried out significant information dissemination and exploitation activities with the goal of involving new actors and to promote the diffusion of the INTRINSIC services in many European regions.

## 2 Project objectives and major achievements during the reporting period

### 2.1 Project objectives

The main project objectives of the period, related planned and than obtained results have been:

- To analyse, in the frame of regional environments, the core production processes that characterise the activities of SMEs in two major application fields (identity products in the fields of eno-gastronomy and artistic quality handicrafts), in order to identify optimal *e-business* applications and services that may support and integrate their inherent **transactional value chain**.

This main objective lead to the definition of the following activities:

- **socio-economic analysis methodology**

The socio-economic analysis and modelling methodology consisted in the identification, characterisation and rating of the chosen identity districts for each test bed region, through the analysis of a number of inter-related indicators, of their nature and according to the potentialities (expressed and unexpressed) of each identity district; according to the following steps run:

Asset	results	Output
<ul style="list-style-type: none"> <li>• Analysis of the geography of the whole regions identified in the three test beds</li> </ul>	<ul style="list-style-type: none"> <li>• Definition of the identity districts</li> </ul>	<ul style="list-style-type: none"> <li>• (D02)</li> <li>• Part of the Operational Business Plans (D04)</li> </ul>
<ul style="list-style-type: none"> <li>• Survey of the leading economic models in the identity districts.</li> </ul>	<ul style="list-style-type: none"> <li>• Definition of “quantitative” and “qualitative” characterisation (Trigger elements) of the identity district</li> </ul>	<ul style="list-style-type: none"> <li>• (D02)</li> <li>• Part of the Operational Business Plans (D04)</li> <li>• SEA SW tools (D06)</li> </ul>
<ul style="list-style-type: none"> <li>• Rating of the trigger</li> </ul>	<ul style="list-style-type: none"> <li>• Simulation on possible interventions on the</li> </ul>	<ul style="list-style-type: none"> <li>• SEA SW tools</li> </ul>

elements	territory to check or anticipate results of the innovation strategy	(D06)
<ul style="list-style-type: none"> <li>Rating of similar identity districts inside the identity region</li> </ul>	<ul style="list-style-type: none"> <li>Strategic positioning of the identity district</li> </ul>	<ul style="list-style-type: none"> <li>SEA SW tools (D06)</li> </ul>

- To identify, develop and integrate, resorting in as much as possible to open source solutions, the software building blocks that will support the corresponding business transactions, deploying a set of **open, lightweight applications** to which the SMEs can resort in an easy and effective way.
- To identify, develop and integrate the applications and services that may support the creation and communication of the image and identity of the products, thus making it possible to match the electronic transactions with an equally important **imagination engineering value chain**.

This main objective lead to the definition of the following activities:

- **business modelling and planning activities**

Based on the results of the socio-economic analysis and on the collection of the requirements expressed by the IAGs and SMEs, a generic business model has been elaborated.

On the ground of the shared business model, operational business plans for each identity district have been than defined.

The business plans have been the base for the industrial plans; especially for the definition of the joint venture/spin off agreements among the actors interested in running the activity in the market in each test bed region. This part of the project has represented a valuable aspect object of interest during the exploitation activity.

Asset	Results	Output
<ul style="list-style-type: none"> <li>Analysis of the possible economic and financial aspects affecting the INTRINSIC initiative in European regions</li> </ul>	<ul style="list-style-type: none"> <li>General case of Regional service centre sustainable model applied in any identity region in Europe</li> </ul>	<ul style="list-style-type: none"> <li>Generic Business model (D04)</li> </ul>
<ul style="list-style-type: none"> <li>Specific analysis of the economic and financial aspects affecting the INTRINSIC initiative in the three test bed regions</li> </ul>	<ul style="list-style-type: none"> <li>Specific case of Regional service centre sustainable models applied in Sardinia, Beypazari and Catalonia</li> </ul>	<ul style="list-style-type: none"> <li>Operational business plans (D04)</li> </ul>

- To implement the above solutions into three (in the regions of Catalonia, Sardinia, Beypazari) Regional Service Centres acting as Application Service Providers, where transactional *e-business* applications are managed and offered to the SMEs by means of lightweight interfaces, while promotional applications are run on behalf of the entire local system, in order to attain integration and critical mass.

This main objective lead to the definition of the following activities:

- **System development/Integration/assessment:  
(the three Regional Service Centres with related web portals)**

Based on the results of the Socio-economic analysis, on the requirement phase coming from the local SMEs and from the parallel business planning studies, the project has elaborated a set of components for each one of the three identity districts residing in Catalonia, Sardinia and Beypazary/Ankara, that have been than developed and integrated into technical infrastructures.

For each identity district, two different chains have been applied to their core system products; one related to the lifecycle process (TP), mainly focused on the e-business functionalities, and the other mainly related on communicative values residing in the system products (IE); distinguished in a web portal (having both a tourist and B2B approach) and in a set of automated marketing tools able to grant the coordinated image of the affiliated SMEs. The contemporary presence of a tourist approach with also a 3D territorial visualisation, and an advanced B2B platform of intermediation among the affiliated field sector SMEs, represents the strongest competitive advantage of the INTRINSIC initiative in European regions.

It is also important to state that as in the usual technical product lifecycle production, there has been a continuous assessment of the technical components developed/integrated, leading than to the tuning and adaptation phase, thanks to the continuous feedback given by the IAGs, SMEs and to the policy makers and Administrators having widely contributed to the assessment and evaluation phase. It is important to mention that the evaluation phase has been the occasion to make a lots of interviews to the various stakeholders of the project, generating valuable feedbacks that have been considered both for the running of an additional tuning/adaptation phase, and for the editing of the D15 Intrinsic Guidelines, resuming all the necessary steps and suggestions that need to be undertaken to replace the INTRINSIC initiative in other test bed areas.

Asset	Result	Output
<p><i>Transactional processing (TP):</i></p> <ul style="list-style-type: none"> <li>e-procurement</li> <li>e-commerce</li> <li>e-manufacturing</li> <li>CRM</li> </ul>	<ul style="list-style-type: none"> <li>Backstage area in the RSC web portal for SMEs to effect B2B operations with the utmost business rules in terms of security, authentication and workflow management; integration assurance with the front end area</li> <li>Assessment and evaluation of the e-business functionalities to provide further tuning/adaptation to the system and useful suggestions/guidelines</li> </ul>	<ul style="list-style-type: none"> <li>(D03)</li> <li>(D06)</li> <li>(D08)</li> <li>(D13)</li> <li>(D12)</li> <li>(D15)</li> </ul>
<p><i>Imagination Engineering (IE):</i></p> <ul style="list-style-type: none"> <li>Expression of the roots, origin</li> <li>Uniqueness of the values</li> <li>Image and setting of identity</li> <li>Ways to promote the identity</li> </ul>	<ul style="list-style-type: none"> <li>Front-end area in the RSC web portal for generic users to have a view of the products, an attractive 2D and 3D visualisation of the region/its itineraries, information on history and cultural lifestyles around identity products, tourist information, guiding hints, and a direct connection to the e-commerce through a B2C approach</li> <li>Backstage area in the RSC web portal for SMEs to access the automated and integrated marketing tool service.</li> <li>Assessment and evaluation of the RSC web tourist portal and IE functionalities to provide further tuning/adaptation to the system and useful suggestions/guidelines</li> </ul>	<ul style="list-style-type: none"> <li>(D03)</li> <li>(D06)</li> <li>(D08)</li> <li>(D13)</li> <li>(D06)</li> <li>(D08)</li> <li>(D12)</li> <li>(D15)</li> </ul>

- **disseminating the project results**

A lot of Emphasis was given since the beginning of the project, to the dissemination of its concept idea, thought to be very innovative in regions like Catalonia and Ankara/Beypazari. In the first 18 months a lot of regional and national activity has been done, showing the various steps of the project with their related technologies tools and market possibilities; while in the following 9 months a consistent cross regional and international dissemination activity has been done, starting from the major dissemination event in Rome (July/06) organised by Confartigianato and UEAPME, and other important international dissemination events to show the web portals in their final appeal and their marketability possibilities in an economically sustainable way. A detailed dissemination activity is stated both at the end of the deliverable and in the D17 "Dissemination activity report". It is important to mention that at a certain phase of the project (starting from March-April 2006), nearly all the occasions of Dissemination have also turned into some exploitation opportunities, both for Grouping Associations requesting the implementation of a Regional Service Centre in their region, and for field sector SMEs requesting their affiliations in the already set up Regional Service Centres.

Asset	Result	Output
<ul style="list-style-type: none"> <li>• Internal activity (IAGs and Chamber of Commerce)</li> </ul>	<ul style="list-style-type: none"> <li>• Visibility at the local governments and Municipalities</li> </ul>	<ul style="list-style-type: none"> <li>• Demo (D01)</li> <li>• Meetings</li> <li>• Conferences</li> <li>• (D07)</li> <li>• (D17)</li> </ul>
<ul style="list-style-type: none"> <li>• External activity</li> </ul>	<ul style="list-style-type: none"> <li>• Visibility</li> </ul>	<ul style="list-style-type: none"> <li>• INTRINSIC web site</li> <li>• Meetings</li> <li>• Lobbying</li> <li>• Conferences</li> <li>• Papers</li> <li>• Articles</li> <li>• (D07)</li> <li>• (D17)</li> </ul>

- **Exploiting the project results**

Nearly from the beginning of the project, a lot of effort has been spent by the IAGs to understand the marketability of the project and the right stakeholders and partners able to turn the project into an attractive operation and sustainable one. The D04 “Business Plan” states a draft idea of industrial plan in each test bed area; properly tuned in the following D09 and D18 with updated industrial plans and benchmarking; showing the strong competitive advantage of each INTRINSIC initiative in the three test beds. It was shown during the running of the project that the initial strategic idea that partners had to exploit the project, was run in a very coherent way. The Exploitation activity has been supported also by the RTD performers, that have helped IAGs to propose some new consistent projects in other EU regions (like the project proposed in Bulgaria and the one in bilateral cooperation Italy-Turkey). Confartigianato is studying the way to exploit INTRINSIC at national level in Italy, involving all the regions to reach a critical mass with the affiliated SMEs and provide a proper visibility to the system, able to prime a sustainable business model. At the same way, PIMEC and ICC are running the strategy to exploit INTRINSIC at first in the sectorial field of the Catalan “Cava”, and than to extend it also to other productive fields. Kosgeb, together with CCB is proposing INTRINSIC to another region in Turkey having the tradition of the silver filigree jewellery; and only after the marketability of INTRINSIC, will propose the project for other productive fields. It is important to mention also the clustering happened between the exploitation and training activity; as much training activity addressed to the field sector SMEs of each region has than turned into an exploitation activity finalised to their affiliation to the already set up Regional Service Centres.

Asset	Result	Output
<ul style="list-style-type: none"> <li>• Internal activity (IAGs and Chamber of Commerce)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Enlargement of the number of affiliated SMEs for each test bed</b></li> </ul>	<ul style="list-style-type: none"> <li>• (D09)</li> <li>• (D18)</li> <li>• Meetings</li> <li>• Workshops</li> <li>• Conferences</li> </ul>
<ul style="list-style-type: none"> <li>• External activity</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Access funding programmes for the further RSC sustainability</b></li> <li>• <b>International visibility for promising commercialisation policies</b></li> </ul>	<ul style="list-style-type: none"> <li>• (D09)</li> <li>• (D18)</li> <li>• Meetings/events</li> <li>• Lobbying</li> <li>• Conferences</li> </ul>

- **Training activities**

The training activity has started with the production of a certain number of lessons in the fields of Marketing, Business and internationalization process; the e-business functionalities in the general case and in the specific project's solutions, the IE and RSC management, both from the administrator and end user sides. These lessons have been then loaded in the e-learning platform to allow a double training session (in both phases: 1<sup>st</sup> and 2<sup>nd</sup> training phases); meaning that the IAGs have held the face to face meetings and workshops with their affiliated SMEs, to transfer them the knowledge learned during the project on the technologies set up and customized by the RTD performers; and at the same time these SMEs have been continuing the training on line, where the information provided by the IAGs have been properly summarized and put in the typical format of the online training session. The advantage of this style in leading the training is that SMES first realize and learn the applications customized on their specific test bed, with the real case of their region, and than in remote they can learn the more general case; the guidelines staying behind the specific regional model. It is important to point out that the 2<sup>nd</sup> training phase has mainly happened among the SMEs of the Consortium and the other SMEs of their respective productive fields; nevertheless also in this phase IAGs have kept on supporting them; as it matched their aim to have most of them affiliated in the RSC system. In the case of Sardinia, Upa Cagliari has organized a specific training course in the textile field; reaching a better and wider target than Gonare could have done by itself; and it has been possible thanks to the UPA organisation having a regional level, and activities in all the handicraft sectors.

Asset	Result	Output
<ul style="list-style-type: none"> <li>• 1<sup>st</sup> Training phase (IAGs to SMEs)</li> </ul>	<ul style="list-style-type: none"> <li>• Set the SMEs autonomous in managing marketing strategies and RSC technical components, in both TP and IE value chains</li> </ul>	<ul style="list-style-type: none"> <li>• (D11)</li> <li>• Training sessions/workshops</li> <li>• Training remote learning</li> </ul>
<ul style="list-style-type: none"> <li>• 2<sup>nd</sup> Training phase (SMEs to SMEs)</li> </ul>	<ul style="list-style-type: none"> <li>• consciousness of "partnership" as possibility to acquire benefits in the market</li> </ul>	<ul style="list-style-type: none"> <li>• (D16)</li> <li>• Training sessions/workshops</li> <li>• Training remote learning</li> </ul>

## 2.2 Summary of most significant problems and decisions

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In the first project phase, the most significant problems encountered were related to the capacity of some of the partners to express all the work that was foreseen for them, in particular this was true for the Italian partner CNA that since the beginning could not be able to perform the work as foreseen in the Annex. We solved the problem substituting the whole Italian test bed, with the new local IAG (UPA Cagliari), with its mother Association (Confartigianato) that through its office in Brussell would grant the dissemination at international level, and the new local SMEs Gonare and Nioi (substituting Marmuri and Trobasciu). This re-assessment of the Consortium has happened through an Amendment, that now has been approved; nevertheless the Italian partners have already started working very hard since January/05, involving many resources, to save the time lost and to re-asset with the work already done by the other two test beds (Catalonia, Ankara/Beypazari); succeeding in this intention. Since January 2005 all the SMEs have provided their requirements in terms of Transactional processing and Imagination engineering value chain; while IAGs have collected data for the SEA model. This last issue has taken some delay at the level of collecting regional socio-economic information, as these kind of sources had to be collected also from other public entities and it took the bureaucracy time to get them.

Deep discussions and decisions have also been taken on the general strategy on the Regional Service Centre for each Test bed, in terms of the kind of targets it had to address to and the range of services it could provide both to citizens and affiliated SMEs.

RTD performers have personally analysed and visited all the Consortium partners (while during the kick off meeting all the partners met at once in Cagliari, except for Sat El Pantar that was excused) during a set of meetings held from the 16<sup>th</sup> February to 25<sup>th</sup> February/05, starting from Catalonia, next Ankara/Beypazari and than Sardinia, involving both IAGs and SMEs partners. During these meetings some strategic decisions already discussed by e-mail or by telephone were finally taken, and were than furtherly processed and presented as final issues at the management meeting held in Barcelona on 7-8<sup>th</sup> April/05. During the additional six months of project's activities, there has been the packaging of the deliverables D02 "Socio-economic scenario and requirements report" and D03 "System architecture report" due at month seven, and the above decribed 1<sup>st</sup> Management meeting; after that, the three SEA SW tools have been finalized, eventhough their assessment has taken a considerable effort. In fact some aspects had been undervalued during their realization phase: like the multilingual translation and the possibility to set them "open" for new updated territorial information and consequent analisis, to avoid annual consultancy services to be asked by the IAGs to Space. It is anyway important to state that these tools can be organized to manage no more than 5 years; after that period it is necessary to analyse again all the socio-economic domain, otherwise there could be some considerable errors in the analysis got in output. The activity related to the development and integration of the TP, IE and SI components has been constantly proceeding according to the workplan stated in the technical Annex. Deep discussions have regarded the issue related to the case to use a geo-referenced map of the areas or not; and finally it was decided to have a geo-referenced visualisaztion of the tourist attractors and itineraries in all the three test beds both in 2D and 3D. The RTD performers that had initially chosen Terra explorer

to run the visualization applications, finally decided in agreement with the whole Consortium, to use Google Earth; as it is thought to become the standard base for the future. The only problem was related to the visualization of Beypazari, that is not on Google Earth yet; so it was not possible to have a geo-referenced visualization of it; nevertheless the problem was skipped, through a flash visualization of the attractors in 2D, with the system opened to manage the geo-referenced map; meaning that as soon as Google Earth will cover also the part of Beypazari, the RSC of Beypazari will be ready to visualize all its attractors and itineraries both in 2D and 3D in a dynamic way.

Back to the 3D visualization choice, at the beginning it was thought that the Terra Explorer application could not be feasible to the needs of the three web portals, because of the extremely fast connection required by the final users, and mainly because of the high licences costs that the IAGs should have supported after the project's end to maintain the system. After long discussions, faced in the different internal meetings (and also in the management one), where the solution seemed to develop only the advanced 2D visualization, it was examined the possibility to customize the Google Earth application, that is licence free and unbelievably fast in loading maps and data. It was agreed by all the partners that the Google Earth application would have represented the technology and 3D standard visualisation of the close future, so it was worth to invest on it. So the final decision (January/06) has been the one to have also a 3D itineraries visualization through the Google Earth application, concentrating on the transferring of the most proper data used for the 2D visualisation.

The e-business solutions have been widely customized in the three test beds, and the IE services have been also affected by the business models approved by the IAGs for each RSC web portal. The Completion of the D04 "Business model" has been necessary to understand clearly how each RSC would have managed its services with the affiliated SMEs; in coherence with the IAGs strategies and financial sustainability.

After month 12 there has been a hard work on the finalization of the three portal prototypes, leading to the delivery of the D06 "Software prototypes". The prototypes demonstrate graphical layout decisions as well as giving the IAG partners a chance to examine the high-end functions of the portals. Once these functions had been commented on, the developers have used those comments to rework the components where necessary, in order to produce components that could fully comply with the requirements of the partners.

One important aspect of this development are the itineraries. Itineraries are important for the development of tourist activity in a given region, and the Intrinsic business model places importance on these tourists as sources of revenue for the IAGs.

Between November and December/05 there has been another set of internal meetings in Turkey, Catalonia and Sardinia, to show the software prototypes and mainly to discuss how to face the T4.4 phase (Deployment on IAG sites). Precise itineraries were stated and the way to collect images, videos and information. From the meetings some important feedbacks have arisen; these feedbacks have led to the further tuning of the RSC system components; as well as their integration until March/06, when the D08 "Integrated Software Prototype" has been finalized. The first three months of 2006 have been dedicated also to a consistent T4.4 activity, after which it was possible to start the dissemination and exploitation at international level. The internal/regional and national dissemination has been led by the IAG partners

nearly from the beginning of the project; while the exploitation phase has started from January/February 2006, as at that time the first convincing and tangible results have been visible. Also the training activity has had some delay and started on January 2006; it was agreed by the SMEs and IAGs to make both some face to face meetings/workshops among them and a remote learning section through the e-learning platform. The 2<sup>nd</sup> Management meeting was on schedule for March-April 2006; but due to the presence of the project review, it was decided to postpone it on June; finally it was held in Rome during the first week of July, just before the Major dissemination event.

On March/06 a new Consortium problem has arose, coming from ICC that having had a funding reduction for all 2006 from its main sponsors (BC Catalan), with a consequent personnel reduction, was not be able to follow some project activities with the same emphasis and rythm run since the beginning of the project; especially the Assessment, exploitation and training phase (that in the Catalonia test bed had just started, but in delay compared with the other two test beds). In order to be able to solve this problem a 2<sup>nd</sup> Amendment was proposed (and than accepted), to allow the entry in the Consortium of a new partner, PIMEC; being the Grouping association of Catalonia for the Small and medium enterprises. PIMEC was thought to be the right solution to support ICC, as they are very active in the exploitation of new projects enabling the development and internationalization process of the catalan SMEs. The Amendment has encompassed also the extension of the duration of the project (3 months), to enable the Catalonia test bed to be in asset with the other two test beds; the improvement of man/months for Sat el Pantar and Gonare for the exploitation and training activities and the improvement of effort for F2 for the dissemination activity. The project extension was also thought to be useful to help the other two test beds to have more time to dedicate to the second training phase, to the dissemination (especially at international level) and to a proper exploitation activity, also considering that the three RSCs have been completely ready to use (especially in their 2D and 3D visualization functionalities) from the summer/06, as the T4.4 has delayed until that period; so closing the project on September would have meant to have a too short time to train and exploit the project in a proper way, also due to the very high expectations of the regional IAGs and Governmental bodies on the Intrinsic initiatives.

In short, thanks to the introduction of PIMEC, in a couple of months the test bed of Catalonia could reach the same results of the ones of Sardinia and Bey pazari; and the training, Exploitation activity and International dissemination, could go in parallel for the three test beds. During the Consortium meeting (placed in Rome on July/06), a lot of emphasis was dedicated to the exploitation possibilities of the project also in other European regions, and to the coordinated actions that the partners (mainly RTDs and IAGs) could take to reach the above objective. The Major dissemination event was organized by Confartigianato and UEAPME; and it was the absolutely useful occasion to present the project with its mature results reached, to all the main grouping associations of the EU and pre-adhesion countries. Thanks to it, in July Space was invited in Malta to present the project to the representants of the various CES (Socio-Economic councils) of Europe, aiming to develop a common technology platform (ceslink) to acess to the regional economic scenarios, forecast and to the identity resources/productions of each one.

The Major dissemination event was the starting point for a wide dissemination and exploitation activity mainly cross-regional and at international level. Among them, relevant activities have been the presentation of a new project (following the main assumptions of INTRINSIC) to the Ministry of Finance of Bulgaria, and a

programme of bilateral cooperation between Italy and turkey; promoted by TUBITAK and by the Italian Ministry of Foreign Affairs.

So, from April 2006, the main activity of the Consortium has gone in the direction of the Dissemination, exploitation, training (1<sup>st</sup> and 2<sup>nd</sup> phase) and at the same time, in the assessment and evaluation of the technologies and processes tested during the project; that has provided valuable feedbacks and suggestions that have also lead to the editing of the "INTRINSIC guidelines" report; to enable the possible replacement of the project in other European regions.

In Autumn/06 the Consortium faced the problem of patenting the solutions in the three test beds; and as all the IAGs planned to dedicate the following 6-8 months after the project's end, to the final tuning and marketability of the solution; they decided that it was not yet the case to apply for any patent; so the D14 "European Patent" was prepared as a manual for IAGs on how to apply for a patent with the technology report edited in a professional way, and ready for use. During this period the D12 "Validation report", the D13 "On-site prototype", the D14 "European patent", the D17 "Dissemination activities" reports were prepared and delivered.

In December 2006 there was the internal Beypazari test bed meeting, to check all the results achieved by the project and the on-site functionalities installed; and than the Final Consortium meeting in Madrid that was the occasion to resume all the project's steps, problems met, actions taken, financial issues and exploitation plans coming from the IAGs, for industrial activities after the project's end. The last weeks of December/06 have been dedicated to the completion of the last reports/deliverables stated in the Annex, and to the preparation of the partners to the financial audit.

## **3 Workpackage progress of the period**

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### **3.1 Work Packages overview**

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#### **3.1.1 WP 01 - Project Management**

##### **3.1.1.1 T1.1. – Project Management (Months 1 – 24)**

This task runs for the whole lifetime of the project to ensure the overall management of the project, and to ensure the coherence and effective activity of the Consortium and tight relations within the Intrinsic partners and with Commission services. Particular effort was spent during the above reporting period, to manage the replacement of the Italian test bed with other partners (CNA, Marmuri and Trobasciu), replaced by UPA Cagliari, Confartigianato, Gonare and Nioi, through an Amendment, respecting as much as possible the original project's objectives both at local and international level. A lot of effort has been spending in the language translations, due to the fact that the majority of the Spanish partners do not speak English and that the Turkish partners do not use to speak in English as well; anyway there is a very strict collaboration between the RTD technical partners and the Grouping Associations that are very much focused on the set up of useful services and solutions for their affiliated SMEs. This phase has lead to the delivery of the D20 "Interim Activity report" for the first six months of activities, of the D05 "Interim Activity report" with related "Management report" for the first twelve months of activities, of the Intermediate Management Report" for the month 12-15, and the D21 "Interim Activity report" for the first 18 months of activities, with related management report; by the Coordinating Company SPACE. Due to some problems occurred in ICC, related to a drastic personnel reduction, a second Amendment was proposed and than accepted; regarding the introduction of a new Catalan partner (PIMEC, Micro petita I mitjana empresa) able to support ICC mainly in the project activities of assessment and evaluation, exploitation, and training. The amendment has been also the occasion to improve improve the number of man months to Gonare and Pantar for further exploitation and training activities; and to turn in F2 travel expenses into personnel costs dedicated to dissemination. Pimec has worked very hard since July, to save the delay occurred in the test bed of Catalonia (due to the personnel problems had by ICC since the first months of 2006); and since autumn 2006 the three test beds have been in line with the scheduled activities of the Annex. The Amendment has also considered a 3 months of project extension to allow the exploitation and training activity to be effected in an efficient way. After the acceptance of the Amendment a shifting budget from Gonare to Upa Cagliari has been asked, because UPA will have the possibility to manage in a more efficient way a part of the training on behalf of Gonare. In December an internal meeting in Ankara was made, and immediately after the final consortium meeting in Madrid, were the project's results and objectives reached were presented. The last weeks of December were dedicated to the editing of the administrative documents, like the D19 "final activity report", and the financial issues like internal audits and the final management report.

### 3.1.2 WP 02 – S-E framework and exploitation

#### 3.1.2.1 Task 2.1. Innovation potential and S-E requirements. (Months 1 – 7)

The task has constructed and delivered a socio-economic model for each of the three regional areas (Catalonia, Sardinia and Bey pazari/Ankara). During the above reporting period the partners have identified the region (representing the domain of each test bed), identified the identity districts inside each region, according to some socio-economic and traditional values parameters and/or considerations; collected the data for the set up of the three SEA software analysis model, and that have also represented the starting point for the Business plan phase. Due to the fact that the above data are not possessed by the IAGs, this aspect has caused a certain delay in collecting them. For this reason, the task that should have ended at month 7, has continued until month 10, in parallel with task 2.2 “Business Model”. The set up of the three SEA SWs was made in due time, but there has been a further long phase of tuning and customization to the specific needs of the Grouping Associations that has lasted until September/05. This fact has been an obvious consequence of the fact that the T2.2 “business model” phase (that due to the workplan has started once the T2.1 has ended) with the decisions taken, has influenced the practical organization of the SEA SW tools, that are able to provide analysis to be sold to the local administrations. This phase has lead to the delivery of the D02 “Socio economic scenario and requirements report” by the Coordinating Company SPACE in due time (month 7).

#### 3.1.2.2 Task 2.2. Business model. (Months 8 – 11)

Based on the results of the socio-economic analysis and on the collection of the requirements expressed by the IAGs and SMEs, the task has elaborated a generic business model on the RSC system model, and 1 customised business model for each of the 3 regional environments covered in the project. The business Model phase has been very fluent, thanks to the expertise of the F2 partner in managing it and to the clear vision of the market of Upa Cagliari, CCB supported by Kosgeb and ICC. It is important to point out that the business plan phase has also lead to the definition of a draft Industrial Plan, stating the kind of Company aggregation that will take place during the market phase of the initiative (after its project’s phase). This phase has lead to the delivery of the D04 “business model” by the partner F2 in due time. (month 11)

### 3.1.3 WP 03 – Requirements analysis and System specification

#### 3.1.3.1 Task 3.1 Transactional Processing (TP) (Months 1 – 7)

The task lead by Robotiker defined the functional and non-functional requirements of TP chain of components. It took the start from the present view of the product's lifecycle in each of the three regional areas: food and beverage products in Catalonia (partners involved: ICC, Pantar, Sumarroca, DQ) handicraft carpets, artistic ceramics in Sardinia (partners involved: UPA Cagliari, Confartigianato, Gonare, Nioi) and filigree jewels in Beypazari/Ankara. (partners involved: CCB, Merve).

The task started on month 1, ending on month 7 (the Sardinian test bed has worked hard to save the time lost because of the amendment) has been lead by Robotiker. The task was achieved in two phases, first a Self Assessment questionnaire was designed and sent to each SME in order to gather the actual state of each SME regarding TP chain implantation (eProcurement, eManufacturing, eCommerce and eCRM) along with a general description of the company in terms of number of employees, informatics implantation, etc; and a first chance to reflect the detected necessities at every link of the TP chain by each SME.

After reception of the filled forms and a first analysis, face to face visits and interviews were carried out at each of the SMEs and IAGs in the three test beds (Catalonia, Sardinia, Beypazari) in order to check the present way of doing things: from acquiring goods from providers, manufacturing the final product, selling products up to customers follow-up, along with the following study of their actual e-business value chain implantation and consequent solution of e-business functionalities that each SME could profitably adopt to improve its business and to cover its necessities in this field, in coherence with the intention coming from each IAG to host and provide those kind of services for the SMEs in the project and for other SMEs in the near future.

The final TP requirements have been stated along with the Self Assessment questionnaires, interviews and transactional processing value chain analysis at the D03 "System Architecture Report". This phase ended on the scheduled date (month 7), even though, tunes and adaptations of the final solutions have been taken into consideration in the following WP4 phase "System development and Integration" until month 18

#### 3.1.3.2 Task 3.2 Imagination Engineering (IE) (Months 1 – 7)

This task lead by Space performed the parallel activities for the Imagination Engineering technical modules of the INTRINSIC system; meaning that for each regional product and area (Food and beverage in Catalonia, handicraft carpets and artistic ceramics in Sardinia and filigree jewels in Beypazari/Ankara, involving the same partners as for the above TP) it analyzed the actual state of the IE value chain and the needs of each region starting from their products and extending the strategic vision to the whole regional area, in terms of expression of their roots, origins, the uniqueness of their values, the image of the identity, the setting of the identity and the ways to promote it.

The task, held by SPACE has been lead through some telephone interviews, analysis (also on web) of the way each SMEs communicates its products and branding; than a face to face interview, visiting all the SMEs and IAGs involved in the project. The results of the interviews have been than stated in the format "Imagination Engineering value Chain form" that now expresses the needs and intentions of each SME, and that are part of the D03 "System Architecture Report". These intentions have been than merged with the aims coming from each IAG to host and provide the IE services, to get than the technology modules for each test bed Regional Service Centre web portal.

The Task, started on month 1, ended at month 7, eventhough important matters of the web portals (especially in the Sardinian test bed) in terms of brand image are still under discussion, as evolving also at regional level (The Autonomous Region of Sardinia is creating a new brand for the international valorisation of the artistic handicraft objects of the island). From a structural point of view we can say that the IE services have been clearly stated and detailed in the D03 "System Architecture report" and that the editing of videos coming from the SMEs will not happen on line (through the restricted area of the RSC web portal), as it would mean to have a person at the IAG site managing it; and it has been excluded when facing the business plan phase (the aim is, in the short-term period after the project's end, to avoid fixed personnel costs to limit the sustainability risks of the RSC initiative in the market).

As foreseen in the Technical Annex, during this time period, the technical specifications for each of the components were defined. A skeleton prototype system has been designed by Space and is ready for implementation. Automated Product templates, .Ppt Company presentation, integrated image brochure and Video editing have been created and integrated in the RSC the web portal in the SMEs restricted area.

### 3.1.3.3 Task 3.2 Service Infrastructure (SI) (Months 4 – 7)

This Task allowed to identify the service infrastructure technical modules that were necessary to create the three Regional Service centres, according to the above requirements in the Transactional Processing and Imagination Engineering value chains.

The Task, starting on month 4, ending on month 7 has been led both by Space and Robotiker, together with the three IAGs: UPA Cagliari, ICC, CCB; through the results got from the T3.1,T3.2, the precious information coming from the "Self Assessment Forms", "meeting minutes", "Imagination Engineering value chain Form" and some meetings held face to face among the partners. The set of solutions thought to satisfy the needs of each one of the three IAGs have been inserted in the D03 "System Architecture Report" delivered in due time (month 7) by the RTD performer Robotiker.

### 3.1.4 WP 04 - System development and Integration

#### 3.1.4.1 Task 4.1 TP components development/integration (Months 8 – 18)

This task made software modules of the Transactions Processing value Chain available and operational. This has been achieved by implementing the system specification developed in WP2. Each module has been specifically adapted according to the specification defined. The approach has encompassed different modes such as: adaptation from open source components; development on the ground of previous experiences and code libraries; or selection from commercial sources.

This Task, leaded by ROBOTIKER, run from month 8 to month 18.

#### Main activities accomplished during the first year (from May 2005 to September 2005)

A survey of the state-of-the-art on TP functionalities and available tools was performed. As a result of this survey the open source tool osCommerce was selected as the basis for the development of TP components and MySQL as the repository database.

Based on the requirement analysis and specification produced in the WP03, the system design of the TP components was performed. Five main modules were identified: e-Procurement, e-Manufacturing, e-Commerce, CRM, and Administration.

This first half of the task was taken up developing the common functionalities of the TP components for the three Regional Service Centers, covering the following features:

- ⇒ Providers login: Login, logout, and password loss management (generation of a new password and sending the password to the related account).
- ⇒ Administrator login: Login, logout, and password modification.
- ⇒ Supplier Evaluation & Approval (related to “Providers Login”)
  - Supplier evaluation form.
  - Dispatch of an e-mail to the webmaster alerting about new supplier evaluation forms.
  - Notification to the supplier that the form filled must be evaluated. And after that, he will be informed about the evaluation as a supplier.
  - Provider list management (review of provider’s list, search of a specific provider, providers approved and refused).
  - Providers form data modification, including approval or disapproval.
  - Providers removal.
- ⇒ Providers and Raw Materials association
  - Creation, modification and deletion of provider and raw material associations.
- ⇒ Quotation request

- Creation, selection and deletion of quotation requests.
  - Quotation request management, with the possibility to search per product or quotation due date, filter by quotation state (evaluation, approval, in process, delivered, refused).
  - Provider's answer to quotation request.
- ⇒ e-Commerce:
- List of products catalogue, categories, subcategories, products and its description.
  - Creation, modification and deletion of a categories, subcategories and products.
  - Creation, modification and deletion of users with access to the B2B.
  - E-mail notification to the user informing about changes on his data.

In parallel, customized design of the TP graphical user interfaces for the portals of the three Regional Service Centers is ongoing, according to the specific features of each partner community (IAG and SME users of each geographical area). Also, we have started the process of populating the TP databases of the three RSCs with the data of the SME users.

#### Main activities accomplished during the last 6 months (from October 2005 to March 2006)

The activities focused on adding the remaining functionalities to the TP components:

- ⇒ e-Procurement:
- Supplier Evaluation Form (extended version): New version of supplier evaluation form to include all the fields required by the ISO-certified process of Project partners.
- ⇒ e-Manufacturing:
- Production Tracking: Once a client is registered, he/she can consult the status of advance of the current sales orders sent by the client to the company.
  - Inventory Analysis: Tool that helps to calculate the inventory cost associated with the work in progress (WIP). This analysis is based on the following premises:
    - The manufacturing process is defined as a set of consecutive operations.
    - Each operation has an associated fixed cost and a variable cost (depending on the process time and on the used resources: machines, workers, and raw materials)
    - The input data for the WIP cost calculation are: the production batches currently in-progress, the status of the operations for each batch, and the variable input data associated to the operations (process time and used resources).
  - Resource Needs Calculation (not finished yet): Tool that helps to calculate the required resources to meet the sale orders for an

specified due date. Two kind of resources are considered: raw material and worker hours.

- Pallet Configuration (not finished yet): Sometimes the products are delivered in pallets. This tool assists a company manager with the delivery pallets' configuration. It calculates the optimum pallet/s configuration to serve a specific sale order. The output is the number and kind of packets for each layer of each pallet.

⇒ e-Commerce:

- B2B: Some specific functionalities for B2B users, like the option of putting special prices for them.
- Shopping Cart printing: The shopping cart contents can be printed to a file, along with the data of manufacturers.
- Hotel Booking form delivery: Due to the fact that some SMEs and RSC offer agro tourism houses and bed and breakfast facilities, a form to book these facilities has been provided. Once the form is filled, it's sent by email to the specified email address.
- Integration to external systems, for purchase order export and product catalogue import (not finished yet)

⇒ CRM:

- Client Satisfaction Questionnaires: It allows a client to fulfil a questionnaire to transmit the satisfaction degree in the system usage and the services provided. The user is able to input the following data:
  - Purchase valuation (price, product quality, delivery time)
  - Service valuation
  - Client additional data
- Complaints Management: It allows a client to lodge a complaint regarding any step of the purchase process.
- Client Statistics: It provides the following statistical information (totals, by period and/or by SME):
  - Sales by country.
  - Sales by province/state.
  - Sales by client.
  - Sales by product.
  - Number of visitors by product.

⇒ Administration:

- Specific e-Commerce access per manufacturer
- Customisation of TP area per manufacturer: The user interface and several configuration variables (logo, shipping and payment methods) can be customised for each specific manufacturer
- TP administrators: Three different profiles have been implemented
  - Master, which has overall control to the TP area. It can exist or not, depending on the specific RSC deployment.

- Administrator, which has access to the TP administration utilities, and can't access to the manufacturer's owned data (providers, orders, clients).
- Manufacturer, which can access to his data.

In the other hand the integration elements with the IE portal were also developed, in order to achieve a seamless integrated system where the customers had the integrated view of the product history and roots, and the commercial offer for buying these products. The integration covered the following main aspects:

- ⇒ Login of B2B users in the IE portal and jump to the TP area.
- ⇒ B2C: Access to the e-Commerce area from the IE portal.

Show the best-sellers products in the IE portal, acquiring run-time data from the TP area.

#### 3.1.4.2 Task 4.2 IE components development/integration (Months 8 – 18)

This task has performed the parallel activities for the Imagination Engineering technical modules of the INTRINSIC system. The development has been lead by the RTDs SPACE and F2 with a frequent check point with the three groups of IAG and SME users.

This Task has run from month 8 to month 18, and can be can be divided in two phases, implementation and testing.

Month 8 through 12 was taken up defining the user requirements for the system. The partners visited each test bed area, and interviewed each of the test SMEs to discover their current level of technical expertise, the technologies currently deployed and used by the SMEs, and eventual needs of the SMEs that could be addressed by the IE components.

The results of these interviews were compiled (see "D03 – System Architecture Report") and analyzed. The final result was a series of user requirements that the technical partners have used to implement the final version of each IE component.

Month 12 through 18 have seen the implementation of all of the components that make up the system – the product templates, .ppt Company presentation, the Integrated Company image Brochure and the video editing. Many of the technologies exist in one form or another, but must be altered by the technical partners according to each SMEs requirements. During this period, until the end of the phase, SPACE has also begun an iterative release process through which a component was installed, the SMEs were given an opportunity to use the component, and than, through interviews and questionnaires, the suitability and correct functioning of the component was determined. Where necessary, the component was also altered, re-released, and the interview process begun again, until reaching the complete IAGs and SMEs satisfaction.

#### 3.1.4.3 Task 4.3 SI components development/integration (Months 8 – 20)

This task has performed the parallel activities for the Service Infrastructure technical modules of the INTRINSIC system. The results of This task, leaded by the RTDs (Space, Robotiker, F2) together with the IAGs (UPA Cagliari, Confartigianato, ICC, CCB) has been the set up of the solutions for the three different RSCs (one for each region).

This Task has run from month 8 to month 20.

During the period from month 8 through month 12, the graphic elements of the portal were created, as well as the overall structure of each portal.

Month 9 saw the beginning of the process of collecting the necessary data to fill each portal. Space's long experience in this field indicates that enough time must be given to the IAGs so that they can acquire enough data to make the portal informative and useful.

In parallel to the data gathering process, the technical partners have prepared the necessary technology able to support the web portal. This includes page templates, on-line resources, reserved areas of the site, etc.

At the end of month 14, the data and the other elements of the portals were more or less united and the portals went on line. At that point the D06 "Software prototype" was delivered; than an iterative testing period has begun, with the IAG and SMEs using the sites and providing feedback to the technical partners on what works, what doesn't work and what changes they would have liked to make. This process has continued until month 16, when the site was considered stable.

At this point, a final testing period has taken place. During this period, the use of the site has included users from the general public and other individuals not necessarily directly connected with the SMEs or IAGs. The technical partners have carefully monitored this use, looking for flows and possible changes to better the user's experience.

The testing period has ended in its initial phase on month 18 with a fully operational web portal in each test-bed region, when the D08 "Integrated INTRINSIC prototype" was delivered; and than on months 20 all the bugs were checked and solved; together with some slight modifications requested by the partners.

#### 3.1.4.4 Task 4.4Deployment on IAG sites (Months 18 - 27)

The task has considered the deployment of the solutions into the three Regional Service Centres (Catalonia, Sardinia, beypazari/Ankara) created by the RTDs together with the IAGs, in the IAGs' sites. The task has started in advance with what planned; because the first activities were made by October 2005. The activity of acquisition of proper contents, Images, videos and data for the 2D and 3D visualization has continued until September-October/06; nevertheless, in parallel the 3 RSC web portals have been completed and this fact has allowed the Consortium partners to face a mature dissemination and exploitation activity, especially at international level, where the competitive advantages of the deployed solutions were shown. Since September/06 there has also been the migration of the RSC data from the server of Space to the one of UPA Cagliari; while the other IAGs have preferred to keep the data in the DB of Space and Robotiker until the end of the project. The phase has ended with the delivery of the D13 "On-site prototype" on month 25. The last two months of project's activity have been dedicated to the correction of some contents; tuning of translations; substitutions of a few images and correction of videos; as suggested by IAG partners.

#### 3.1.4.5 Task 4.5 Extra management (Months 8 - 27)

The task considers an allocation of extra management activities to allow the partners to succeed the technical phase of development and integration of the project components in the three user sites. This phase also considers a consistent participation to the technical local meetings, to be held among the RTDS and IAGS and among IAGs and their local SMEs.

This Task has run from month 8 to month 27. Until month 18, a lot of coordination activities have been necessary in the phase of TP and IE of the three web portals, to keep the coherence with the IAG's political strategies (with the local administrations) and with their business model expectations; a huge effort was also spent by the Coordinating Company to manage the amendment to substitute three partners with other four in the Italian test bed. After that, a lot of effort was spent in managing the second amendment related to the introduction of a new partner (Pimec) in the test bed of Catalonia and in setting all the conditions to allow its alignment to the project in a short period of time. The project in its whole duration has had a very consistent meeting activity (35 meetings); among the Consortium meetings, Management meetings, Test bed internal meetings and negotiation meetings (to allow the entry/substitutions of partners because of the amendments). The plan (stated in the Annex) to have a lot of internal test bed meetings has stressed a lot the RTD performers in terms of travels; but at the same time has allowed a fluent running of the activities in each test bed; otherwise there would have been too much confusion and a high level of dispersion.

### 3.1.5 WP 05 – Service assessment and evaluation

#### 3.1.5.1 Task 5.1 Assessment of technical performance. (Months 15 - 25)

The INTRINSIC technical methodologies, tools and services have been assessed with the support of user groups from IAGs/SMEs and of the RTD F2, with standardized performance and usability evaluation controls through the use of benchmarking of pure performance indicators (average time to access the web page, number of clicks necessary to effect the operation and so on).

This Task has started from month 14 and has continued until month 25, due to the decision agreed by all the Consortium to benefit from the exploitation phase, through the meetings that have been held with politicians and local administrators; having tested the system and having given valuable (not-technical) feedback to assess the RSC, according to real strategic regional needs. As already pointed out, various target groups were made to assess the system; from technicians, to generic internet users. They have provided valuable feedbacks and suggestions for a possible new version of the technology. All the above data have helped the editing of the D12 “validation Report” delivered at month 25; and of the D15 “Intrinsic Guidelines” delivered at month 27.

#### 3.1.5.2 Task 5.2 Assessment of business performance. (Months 12 – 25)

This task is on the validation of the operation of the INTRINSIC system against the projected business goals. This is accomplished by means of “dry runs” and simulations of actual business contexts. Iterative revision of the business solutions have started from month 14 with the first interviews and meetings with the local regional administrators and policy makers; especially in Sardinia and Ankara/Beypazari; while the Catalonia test bed has been on delay until the entry of the supporting partner of ICC (PIMEC). The assessment and evaluation phase has been effected through different target groups for each test bed and through the feedbacks coming from direct interviews made to policy makers and administrators also during the dissemination and exploitation activity. All the feedback got have been properly selected, analysed and clustered in the D12 “validation report”, delivered at month 25; while the most useful suggestions have been collected in the D15 “Intrinsic Guidelines” delivered at month 27.

#### 3.1.5.3 Task 5.3 Packaging of solutions and guidelines (Months 20 – 27)

The task has issued, on the ground of the field experience gained through the RSCs and following the results of user validation, a set of recommendations and guidelines meant to support the future implementation of the INTRINSIC solutions in other territorial contexts. The guidelines accompany the INTRINSIC tools and represent a core instrument for the training of future IAG members.

This Task has started in parallel with the analysis of the first results got from the validation phase, and has lasted until the end of the project. The guidelines have been made from all the steps of the project; starting from the requirements, management, until the validation, dissemination/exploitation and training. The advantage of this project is that it has been deployed in three different test beds, so it was as if making

three projects; and the resulting experience has been valuable and extremely useful to edit the generic guidelines.

### **3.1.6 WP 06 – Information Dissemination activities**

#### **3.1.6.1 Task 6.1 Information dissemination activities (Month 12 – 27)**

The dissemination of the methodologies, “know how” and final results of the INTRINSIC process responds to a strategic plan following the concentric cycles approach (from the immediate to the less immediate target groups).

Eventhough the Dissemination activities should have started from month 12 (as stated in the Annex), activities have run since the beginning of the project, like the project’s website ( [www.intrinsicproject.com](http://www.intrinsicproject.com) ), the Demo on the expected project’s results (to be used for the dissemination events), different articles edited in national Turkish newspapers, as mentioned in the D07 Dissemination Plan and than completed in the D17 Dissemination activities. During the project a lot of Dissemination activity has been done by ICC that is in close contacts with other entities and organizations in the tourism and eno-gastronomy field in all the Mediterranean area and by CCB supported by Kosgeb, having contacts with the main entities at national level to enable the internationalization of the local SMEs. Upa Cagliari and Confartigianato have at first disseminated the project at regional and national level, because they have waited for the completion of the portals (T4.4) to start than a consistent dissemination activity at international level. For this reason , also the major dissemination event that was foreseen for month 19, has been moved to month 21. This event has been the best occasion the Consortium has had to disseminate the project to all the Grouping Associations of the EU and pre-adhesion countries; as it was organized by Confartigianato and UEAPME. After the Major dissemination event, other dissemination at international level was made, as stated in the D07 and D17. We can say that in terms of dissemination and exploitation, many partners have dedicated much more effort than planned; and have started the activity before schedule, due to the big interest they have put in the project and in the results achieved.

#### **3.1.6.2 Task 6.2. IPR protection. (Month 17 – 24)**

To circumvent the traditional hardware orientation and process orientation of patent procedures, the INTRINSIC IAGs regional partners (UPA Cagliari, ICC, PIMEC, CCB), led by the RTD partners, have performed a specific analysis of all the original elements of the INTRINSIC architecture (components provided, their chaining and integration, the match with the ASP delivery platform, the access interfaces); editing a professional technical document that together with a sort of manual/guideline on the different actions to be made to apply for an EU patent; represents a valuable tool that each IAG will use to apply for an EU patent, once they will consider the product ready for the market, and the right moment to protect it.

This Task has run from month 17 to month 26, and the strategy of the D14 “EU patent” has been agreed by all the consortium partners.

### 3.1.6.3 Task 6.3. Exploitation activities. (Month 15 – 27)

During the project's lifetime there have been three different levels of exploitation: Internal Exploitation led by the three regional IAGs (UPA Cagliari, ICC, CCB), having the interest in enlarging the SMEs network in order to reach a critical mass of products for profitable commercialisation policies (draft letter of intent is shown at the end of par. 6.2 of this document). A part of this phase has been in parallel with the second part of the training activity, led by the SMEs' focus group and addressed to other SMEs in the same region and sector; Regional Exploitation that has involved the local Chambers of Commerce, Public Administrations and territorial development agencies (like BIC) to access to Structural Funds for Objective 1 and 2 areas; Cross-Regional Exploitation led by the partner Confartigianato with the collaboration of the RTD performers, that has allowed to propose some parts of the INTRINSIC concept in other regions of Europe.

Until spring/06 the Consortium has concentrated its effort on the Internal and regional Exploitation, through a series of meetings and workshops with field sector SMEs in the three test beds and with lobbying activity with local politicians and field sector Institutions; while The core Cross-regional exploitation activity has started from the completion of T4.4 and the Major dissemination event; as it has been the occasion to present mature results and to enter into contact with relevant Grouping Associations. It is important to evidence that the activity to replace the project in other regions/domains has happened both in each test bed led by the local IAG and in other EU nations thanks to the strong cooperation held between the IAGs and RTD performers. Details are stated in the D09 "Exploitation activities report 1" delivered at month 18 and in the D18 "Exploitation activities report 2" delivered at month 27.

### 3.1.7 WP 07 – Training Activities

#### 3.1.7.1 Task 7.1. Training of SME operators. (Month 10 –22)

During the first phase the IAGs, technically supported by the RTD performers, have trained the CORE SMEs participating in the project to make them aware of the innovation goals and results of the project and to facilitate the introduction of the new procedures in the work cycles of the enterprises.

This Task should have run from month 10 to month 18, but due to the fact that the first course session is on the business exploitation of the INTRINSIC initiative, and that the Business model has been finalized only at month 11; there has been a delay in the beginning of the activity; started only on January/06. during the last internal meetings (Nov.-Dec./05) it was agreed by the the IAGs and SMEs to have a double Training activity; a face to face one with the IAG and a remote one through the e-learning platform. Face to face meetings and workshops have already lasted until month 22; while the e-learning tool was finalized on month 20. It is important to state that the delay of the training activity, also caused by the problems had in the test bed of Catalonia, and later solved with the introduction of the new partner PIMEC; has not caused the delay in reaching any of the project's objectives.

#### 3.1.7.2 Task 7.2. Championing innovation. (Month 19 – 27)

The activities of the second phase has been similar in both the contents and the delivery methodology. The main actors now have been the CORE SMEs (Gonare, Nioi, Pantar, Sumarroca, DQ, Merve) who, after familiarising with the concepts and tools of INTRINSIC, have acted as “champions” of the innovations towards other SMEs of their same sectors. In most of the cases, the IAGs have kept on supporting their affiliated SMEs in the activity of 2<sup>nd</sup> training phase; due to the fact that the training course addressed to the field sectors SMEs, was the occasion to present the opportunity for them to affiliate to the RSC within a short period of time, and prime the RSC's business model. In short, the support provided to the SMEs has acted also as internal exploitation activity. In the case of Gonare, Upa Cagliari has managed on their behalf the course for the SMEs in the textile sector; as the could have done in a more professional and efficient way. Regarding instead the test bed of Catalonia, the two IAGs: ICC and PIMEC have concentrated the first on the food & beverage SMEs and the second on the wine and “cava” companies; thought to be the first one that would have found particularly interesting the technology and would have affiliated to the system at first. Also in the test bed of Ankara/beypazari, CCB has supported Merve in the second training phase; to better explain all the market potentialities of the initiative. Details of this phase are stated in the D16 “2<sup>nd</sup> training phase” delivered at month 27.

### 3.2 Task list

The list of active tasks in the reporting period, with the involved partners (the Task Leader in bold type) are here detailed.

Task	Task Description	Involved Partners	Start Date	End Date
T1.1	Project Management	<b>SPACE</b> , Robotiker, F2, UPA Cagliari, Confartigianato, ICC, CCB, Gonare, Nioi, Sumarroca, Sat El pantar, DQ, Merve	M1	M27
T2.1	Innovation potential and S-E requirements	<b>SPACE</b> , Robotiker, F2, UPA Cagliari, Confartigianato, ICC, CCB, Gonare, Nioi, Sumarroca, Sat El pantar, DQ, Merve	M1	M7
T2.2	Business model	SPACE, Robotiker, <b>F2</b> , UPA Cagliari, Confartigianato, ICC, CCB	M8	M11
T3.1	Transactions Processing (TP)	SPACE, <b>Robotiker</b> , F2, UPA Cagliari, Confartigianato, ICC, CCB, Gonare, Nioi, Sumarroca, Sat El pantar, DQ, Merve	M1	M7
T3.2	Imagination Engineering (IE)	<b>SPACE</b> , Robotiker, F2, UPA Cagliari, Confartigianato, ICC, CCB, Gonare, Nioi, Sumarroca, Sat El pantar, DQ, Merve	M1	M7
T3.3	Service Infrastructure	SPACE, <b>Robotiker</b> , F2, UPA Cagliari, Confartigianato, ICC, CCB	M4	M7
T4.1	TP components development/integration	SPACE, <b>Robotiker</b> , F2, UPA Cagliari, Confartigianato, ICC, CCB, Gonare, Nioi, Sumarroca, Sat El pantar, DQ, Merve	M8	M17
T4.2	IE components development/integration	<b>SPACE</b> , Robotiker, <b>F2</b> , UPA Cagliari, Confartigianato, ICC, CCB, Gonare, Nioi, Sumarroca, Sat El pantar, DQ, Merve	M8	M17
T4.3	SI components development/integration	<b>SPACE</b> , <b>Robotiker</b> , <b>F2</b> , UPA Cagliari, Confartigianato, ICC, CCB	M8	M17

T4.4	Deployment on IAG sites	<b>SPACE, Robotiker, F2,</b> UPA Cagliari, Confartigianato, ICC, PIMEC, CCB	M18	M27
T4.5	Extra Management	<b>SPACE, Robotiker, F2,</b> UPA Cagliari, Confartigianato, ICC, PIMEC, CCB, Gonare, Nioi, Sumarroca, Sat El pantar, DQ, Merve	M8	M27
T5.1	Assessment of technical performance	SPACE, Robotiker, F2, UPA Cagliari, Confartigianato, <b>ICC,</b> PIMEC, CCB, Gonare, Nioi, Sumarroca, Sat El pantar, DQ, Merve	M15	M25
T5.2	Assessment of business performance	SPACE, Robotiker, <b>F2,</b> UPA Cagliari, Confartigianato, ICC, PIMEC, CCB, Gonare, Nioi, Sumarroca, Sat El pantar, DQ, Merve	M12	M25
T5.3	Packaging of solutions and guidelines	<b>SPACE, Robotiker, F2,</b> UPA Cagliari, Confartigianato, ICC, PIMEC, CCB	M20	M27
T6.1	Information Dissemination activities	SPACE, Robotiker, F2, <b>UPA Cagliari,</b> <b>Confartigianato, ICC,</b> PIMEC, CCB, Gonare, Nioi, Sumarroca, Sat El pantar, DQ, Merve	M12	M27
T6.2	IPR protection	<b>SPACE, Robotiker, F2,</b> UPA Cagliari, Confartigianato, ICC, PIMEC, CCB	M17	M24
T6.3	Exploitation activities	SPACE, Robotiker, F2, <b>UPA Cagliari,</b> Confartigianato, <b>ICC,</b> <b>PIMEC, CCB</b>	M15	M27
T7.1	Training of SMEs operators	UPA Cagliari, Confartigianato, ICC, PIMEC, <b>CCB,</b> Gonare, Nioi, Sumarroca, Sat El pantar, DQ, Merve	M10	M22
T7.2	Championing innovation	UPA Cagliari, Confartigianato, ICC, PIMEC, <b>CCB,</b> Gonare, Nioi, Sumarroca, Sat El pantar, DQ, Merve	M19	M27

### 3.3 List of Deliverables

The deliverables initially scheduled for this period and their current state is:

Del. no.	Deliverable name	WP no.	Planned Delivery (month)	Actual delivery	Partner Responsible
D01	Project Presentation	WP1	12	7	SPACE
D02	Socio-economic scenario and requirements report	WP3	7	7	SPACE
D03	System architecture report	WP2	7	7	ROBOTIKER
D04	Business model	WP3	11	11	F2
D05	Interim activity report	WP1	12	12	SPACE
D06	Software prototypes	WP4	13	14	SPACE
D07	Plan for dissemination	WP6	14	18	UPA Cagl./Confart.
D08	Integrated INTRINSIC prototype	WP4	17	18	ROBOTIKER
D09	Exploitation activities report 1	WP3	18	18	SPACE
D10	Major dissemination event	WP6	22	22	Confartigianato
D11	1 <sup>st</sup> phase training report	WP7	18	18	CBB
D12	Validation report	WP5	24	25	ICC/PIMEC
D13	On-site prototype	WP4	22	25	ROBOTIKER
D14	European patent	WP3	24	26	SPACE
D15	INTRINSIC guidelines	WP5	27	27	F2
D16	2 <sup>nd</sup> phase training report	WP7	27	27	CBB
D17	Dissemination activities	WP6	24	25	UPA Cagliari/Confartigianato
D18	Exploitation activities report 2	WP3	27	27	SPACE
D19	Final activity report	WP1	27	27	SPACE
D20	Interim activity report	WP1	6	6	SPACE
D21	Interim activity report	WP1	18	18	SPACE

### 3.4 List of Milestones

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The Milestones initially scheduled for this period and their current state is:

<b>Del. no.</b>	<b>Deliverable name</b>	<b>WP no.</b>	<b>Planned Delivery (month)</b>	<b>Actual delivery</b>	<b>Partner Responsible</b>
<b>M1</b>	Interim assessment	WP1	12	12	SPACE
<b>M2</b>	Validated business model	WP2	11	11	F2
<b>M3</b>	Intrinsic system architecture	WP3	7	8	SPACE/Robotiker
<b>M4</b>	Deployment of the Intrinsic solutions on IAG site	WP4	22	25	SPACE/Robotiker
<b>M5</b>	Packaging of Intrinsic solutions and guidelines	WP5	27	27	ICC/PIMEC/F2
<b>M6</b>	Major dissemination event	WP6	22	22	Confartigianato
<b>M7</b>	Completion of core SME training	WP7	24	24	CCB

## 4 Consortium management

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### 4.1 Statement of progress

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After the Kick off meeting, the intention of the CNA Sardinia to leave the Consortium was clear enough. This problem lead the coordinating Company Space to start immediately the negotiation with other possible grouping Associations in Italy to replace the whole test bed. This activity has taken a huge effort, as shown in the following project meetings schedule.

Most of the possible delay of the project in the Italian test bed was due in the first 12 months of the project, to the substitution of the Italian partners (UPA Cagliari, Confartigianato, Gonare and Nioi replacing CNA also with its Brussels office, Marmuri and Trobasciu); nevertheless this delay was recovered since the first months of 2005. The Amendment has considered the entry of the new partners at the same effort (man/months) an activities plan of the previous ones, and also at the same personnel rates; keeping the original worplan and financial structure of the project, unchanged.

Due to the delay also in the negotiation of the project (it lasted one year), before its official starting (1/10/2004), some partners started the dissemination activity much before schedule. This aspect has lead the Project Coordinator SPACE to make the Demo of the project (D01 "Project Presentation", that was due for month 12) ready for the management meeting of the first days of April; to allow partners disseminate the project with a unified tool for the three regions involved. The Demo was made in English.

The D02 ,D03, D04, D05, D09, D10, D11, D20 and D21 were delivered on schedule; D06 and D07 were delivered with one month of Delay; D07 was foreseen for M14 and was finally delivered on M18 in terms of Dissemination activities already done in the first 18 months of project activity, as there was already a Plan for Dissemination in the Annex for each test bed region.

In Spring 2006 there have been some problems of delay of activities in the Catalonia test bed, due to the fact that ICC had a consistent reduction of personnel from its sponsors and would have not be able to carry out the remaining project activities with the same care as dedicated until that moment. this fact lead to the decision to allow the entry in the Consortium of a supporting Company to ICC, able to continue the Assessment of the technologies, the training activities and the exploitation activity; allowing ICC to maintain the property of the technologies developed through the project. This fact lead to a new Amendment having as main objective the introduction of the Catalan Grouping Association PIMEC to support ICC, and the improvement of effort (keeping the same budget) to Sat el Pantar, Gonare for the exploitation and training; F2 for dissemination activities. The Amendment was officially accepted in November/06; eventhough PIMEC started to work hard since the beginning of July/06; allowing in autumn/06 to put the test bed of Catalonia in line with the other two test beds in terms of project's activities.

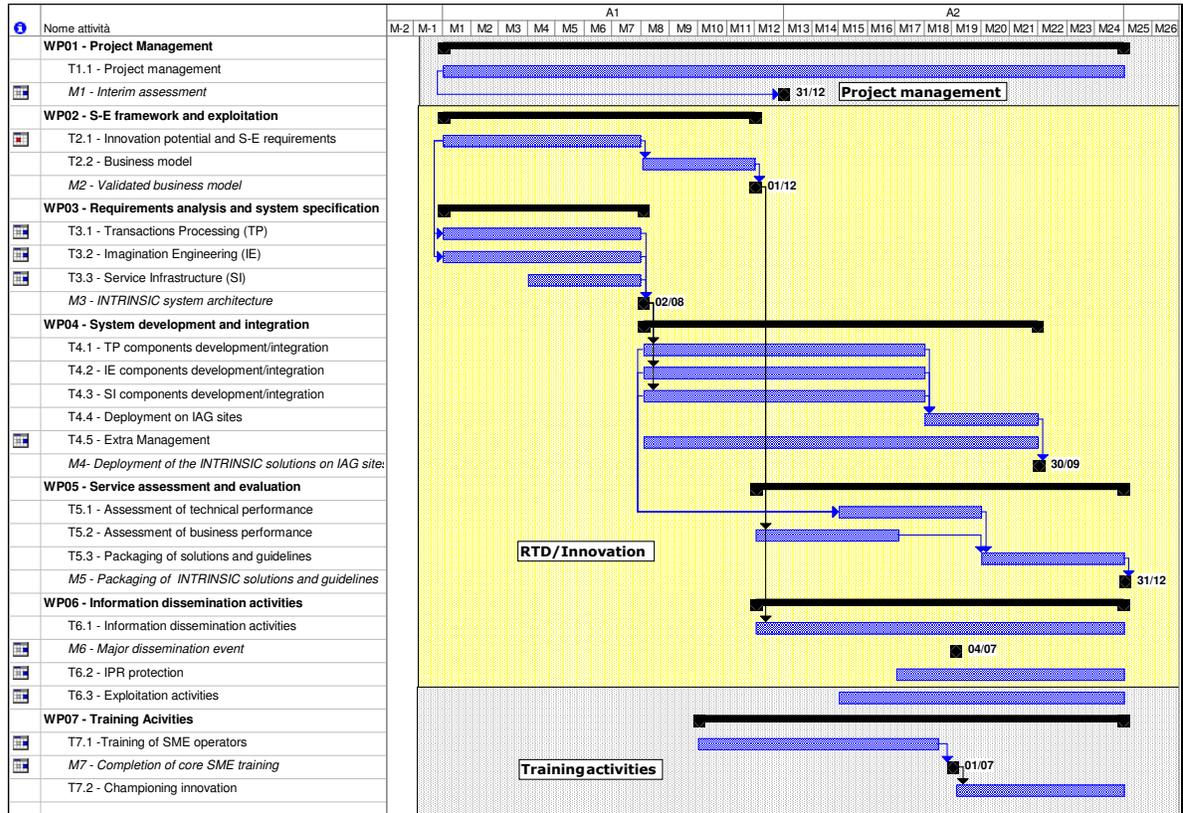
The D10 “Major Dissemination event” was on schedule and allowed the Consortium to have the best opportunity to grant visibility of the project at EU and extra EU level. The T4.4 “Deployment on IAG sites” officially ended on month 25; eventhough it had a code until the end of the project; but its delay did not affect the delay of other activities.

A Huge effort has been spending by the Coordinating Company Space in various translations during the whole duration of the project, due to the difficulties in communicating in English with some Consortium partners; nevertheless in general, the partners have been very reactive and IAGs very focused on the prompt marketability of the INTRINSIC solutions.

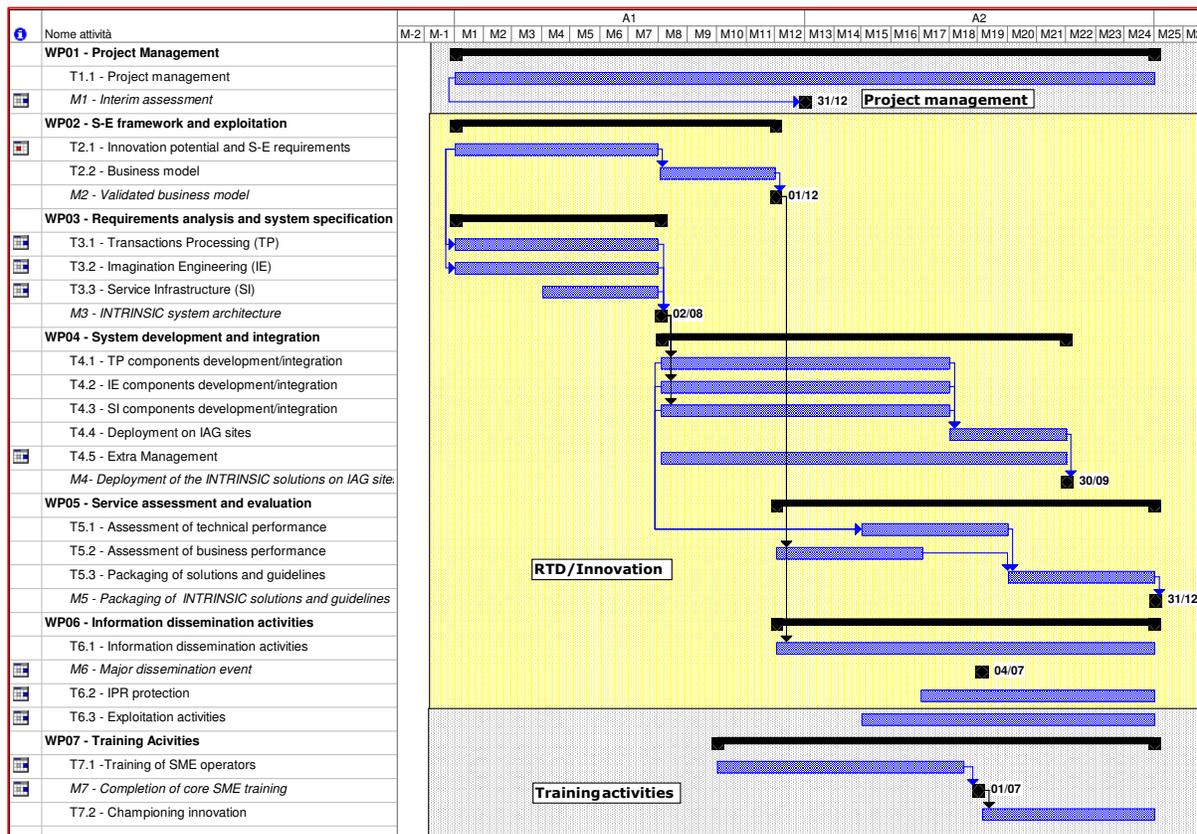
Between October and November/06 the D12, D13, D14, D17 were delivered; while D15, D16, D18, D19 and a new version of D17 are delivered between December/06 and March/07. The final Consortium meeting, presenting all the tools developed during the project’s activity and the related reached objectives, was placed in Madrid on 14-15 December/06; and closed with the intention, mainly coming by the RTDs and IAGs to run together the INTRINSIC project in the market; as well as other project’s initiatives already started during the exploitation phase.

## 4.2 Project status

This bar chart evidences the workplan initially planned for the project



This bar chart evidences the actual workplan run during the project



The frontlined barchart evidences that the actual project's activities run until the end of the project have been more or less in line with the worplan; except for:

- A slight delay in the Service assessment and evaluation phases, due to the fact that the aim was to install the draft technologies in the three IAG sites at first, to get useful feedbacks from the users in the three test bed areas, before activating the iterative process of tuning and adaptation of the above technologies; and also using the consistent Exploitation activity (linked to the completion of T4.4) to receive useful both technical and strategic feedbacks to assess the technologies and also the business models.
- The T4.4 "deployment on IAG sites", has been advanced, as It has started from January/06; with the aim to accelerate the assessment and exploitation activities; nevertheless it is not finished yet, due to the wide material provided by the test beds and also due to all the translations necessary. (Italian, Spanish-Catalan, Turkish, English)
- A quite consistent delay in the training activities, due to the fact that the Consortium has decided to wait until the finalization of the M2 validated business model released to the three IAGs, and to the set up of mature technologies prototypes already installed in the three test beds; to allow IAGs and SMEs to refer to real cases and real applications when facing the two

training phases. This delay has not affected the other project's activities and has been agreed and accepted by all the Consortium partners.

- A certain delay in the beginning of the Dissemination and Exploitation activities at international level, as decided to link this activity to the completion of T4.4, foreseen, happened in June/06.

### 4.3 Deviations from plan

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No significant deviations have occurred during the project, except for the 1<sup>st</sup> Amendment to replace the Italian test bed, that within the first year has been in complete asset with the work done by the other two test beds (Catalonia, Ankara/Bey pazari); and the 2<sup>nd</sup> Amendment to support the test bed of Catalonia with the introduction of the new IAG PIMEC; that in a couple of months has been able to align the work done with the scheduled activities.

An extension of the T2.1 “Innovation Potential and Socio Economic requirements” has been necessary, due to the difficulty in collecting some territorial data residing in other Institutions/entities than the IAGs, and also due to the wide customization phase of the three SEA SW tools, that were anyway delivered to the EU Commission in their final version, together with the RSC prototypes at month 14 (D06 “Software Prototypes). Another deviation came from the T7.1 activity that has delayed; provoking also the delay of the T2.2; but this fact did not affect the delay of other project’s activities.

Another relevant aspect was the decision of the Consortium to link the mature phase of the T4.4 “Deployment on IAG sites” to the beginning of a consistent dissemination and exploitation activity; especially at international level; provoking a certain delay of the above activities, without causing big problems to the project; except for the Assessment and evaluation (both T5.1 and T5.2), that has been decided to be related to the core exploitation activity to get useful technical and strategic feedback from the meetings with the regional IAGs, politicians and Administrators (eventhough at the end, also this activity closed more or less on schedule). The Catalonia test bed in Spring 2006 was on delay especially on the exploitation and training activities; but thanks to the entry of the new partner PIMEC, supporting ICC, the problem was solved in a couple of months. The second phase training activity that originally was planned to be made only by the Consortium SMEs towards the Smes of their respective productive fields, was made by the Consortium SMEs supported by their IAGs; to better reach the objectives of the phase and to enable the process of affiliation of these SMEs to the RSC system. In the case of Gonare, this part of the training was done by Upa Cagliari on its behalf; as they had already organized a training session for the Sardinian SMEs in the handicraft textile field.

#### 4.4 Coordination activities

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During the first 18 months of activities, a big effort has been spent by the coordinating Company in re-asset the Consortium after the 1st Amendment, avoiding that the Sardinian test bed could lose some precious time, especially in the user requirements and business model phases; so many internal meetings were held in Sardinia, with Upa Cagliari, to set up an accelerated activity plan able to allow the establishment of the parallelism of activities among the three test beds since March/April 2005. Two main internal meetings have been made in Turkey, Catalonia and Sardinia: January-February/05 and November-December/05. The internal meetings have allowed to avoid dispersion elements in the running of the activities, because each test bed has got different language and needs, so meeting everytime with all the partners would not have allowed to reach the same results in the same period of time. On April/05 there was the 1st management meeting, only addressed to the RTD performers and IAGs; and immediately after the review meeting in Brussels, where only Space, Robotiker and ICC were invited to show the results obtained by the project to the Project Officer and to the two external reviewers. In June/06 there was the negotiation meeting among Space, ICC and PIMEC to state the entry conditions of PIMEC inside the INTRINSIC Consortium; being the main object of the 2nd Amendment (other issues treated were the improvement of effort of F2, Sat el Pantar and Gonare, keeping the same budget) proposed in July/06 and officially approved by the EU Commission in November/06.

On 5-6 July/06 there has been 2nd Consortium meeting in Rome, where all the Consortium partners were invited; and the day after, the major Dissemination event organised by UEAPME and Confartigianato, where all the UE and extra UE Grouping Associations were invited. In Autumn/06 a lot of dissemination and exploitation activity took place, especially at international level. In this period the Coordinator ask some shifting budget from Gonare to Upa Cagliari, related to the T7.2 activity. In December/06 there was the Beypazari test bed internal meeting, to check all the results obtained during the project; and on 14-15 December/06 there was the final Consortium meeting where all the Consortium partners were invited and during which there was the presentation of all the results and objectives achieved from the project; together with the presentation of the exploitation activity run by each IAG.

Here is a list of the main meetings held for the project; specifying that a detailed report for each one can be found in the restricted area of the INTRINSIC web site ([www.intrinsicproject.com](http://www.intrinsicproject.com)).

Place and date	Partners Attending	Details
SPACE office, Cagliari 7-8/10/2004  <b>Kick off meeting</b>	<b>SPACE:</b> Salvatore Lusso, Aaron Craig <b>Robotiker:</b> Txetxu Santamaria, Marta González <b>F2:</b> Alessandra Laconi <b>CNA:</b> Maria Antonietta Serra, Patrizia Di Mauro (CNA Brussels) <b>Confartigianato:</b> Michela Lai <b>ICC:</b> Joan Garriga <b>CCB:</b> Yurdakul Mehemet, Cengiz Ozalp, Denizhan Ozalp; Tarik Ferizoglu (Kosgebb) <b>Trobasciu:</b> Wilda Scanu <b>Marmuri:</b> Maria Battistina Serrau <b>Sumarroca:</b> Ramon Llagostera <b>DQ:</b> Joan Perez Altirriba <b>Sat el Pantar:</b> Exused <b>Merve:</b> Seyfi Temiz	Discussion on the objectives and workplan of the INTRINSIC project; presentations on wp1, wp2, wp3, wp5-6-7; demo on the SEA model, demo on the RSC; demo on the e-business functionalities.  Anticipated problems with CNA and the Italian test bed that will have to be replaced.  Working organisation for the first 6 months of project's activities
CNA Matera office, Matera 2/11/2004  <b>Negotiation meeting</b>	<b>SPACE:</b> Salvatore Lusso <b>CNA Matera:</b> Leo Montemurro	Presentation of the project, the technologies (SEA, E-business, RSC) the workplan and financial issues to become partner of the consortium  Results: very interested to become project's partner
CNA National office, Rome 3/11/2004  <b>Negotiation meeting</b>	<b>SPACE:</b> Salvatore Lusso <b>CNA Matera:</b> Leo Montemurro <b>CNA national:</b> Emanuela Brunati, Patrizia Di Mauro (Brussels office)	Opportunities for CNA National to become partner of INTRINSIC substituting CNA Sardinia with CNA Matera; financial issues and workplan  Results: CNA Matera may not have economic sustainability and proper balance sheets; CNA National suggests to negotiate with CNA Bologna and CNA Perugia
Confartigianato office, Cagliari 2/12/2004  <b>Negotiation meeting</b>	<b>SPACE:</b> Salvatore Lusso, Aaron Craig <b>Confartigianato:</b> Pierpaolo Spada, Pietro Contena, Sandro chessa.	Presentation of the project, the technologies (SEA, E-business, RSC) the workplan and financial issues to become partner of the consortium  Results: very interested to become project's partner, but possible problems in finding 2 SMEs in a prompt time to substitute Marmuri and Trobasciu; they indicate Gonare and Nioi as possible SMEs
CNA Bologna office, Bologna 6/12/2004  <b>Negotiation meeting</b>	<b>SPACE:</b> Salvatore Lusso, Aaron Craig <b>CNA Bologna:</b> Fabrizia Forni	Presentation of the project, the technologies (SEA, E-business, RSC) the workplan and financial issues to become partner of the consortium  Results: The market segments of their interests are micro mechanic objects and industrial textile; not suitable for the INTRINSIC purpose

<p>CNA Perugia office, Perugia 13/12/2004</p> <p><b>Negotiation meeting</b></p>	<p><b>SPACE:</b> Salvatore Lusso, Aaron Craig <b>CNA Perugia:</b> Francesco Lana, Alberto Cerquaglia</p>	<p>Presentation of the project, the technologies (SEA, E-business, RSC) the workplan and financial issues to become partner of the consortium</p> <p>results: CNA Perugia could have some difficulties in finding in a short period of time 2 local SMEs to become partners of the project</p>
<p>Gonare Product shop, Sarule 28/12/2004</p> <p><b>Negotiation meeting</b></p>	<p><b>SPACE:</b> Salvatore Lusso <b>Gonare:</b> Lucia Mureddu</p>	<p>Presentation of the project, the technologies (SEA, E-business, RSC) the workplan and financial issues to become partner of the consortium</p> <p>Results: Gonare is enthusiast to take part to the consortium, they had already been contacted by Confartigianato (UPA Cagliari)</p>
<p>Nioi Product shop, Assemini 29/12/2004</p> <p><b>Negotiation meeting</b></p>	<p><b>SPACE:</b> Salvatore Lusso <b>Nioi:</b> Fedele Marco</p>	<p>Presentation of the project, the technologies (SEA, E-business, RSC) the workplan and financial issues to become partner of the consortium</p> <p>Results: Nioi is enthusiast to take part to the consortium, they had already been contacted by Confartigianato (UPA Cagliari)</p>
<p>Confartigianato office, Rome 13/01/2005</p> <p><b>Negotiation meeting</b></p>	<p><b>SPACE:</b> Salvatore Lusso <b>Confartigianato:</b> Matilde Di Venere, Giorgio Natalino Guerrini (president)</p>	<p>Discussion on the financial aspects and workplan for Confartigianato to involve its office of Brussels, UPA Cagliari as local Confartigianato in Sardinia, Gonare and Nioi as SMEs in Sardinia.</p> <p>Results: The President signs the contract accepting all the conditions, than authorizes UPA cagliari to sign the contract as well.</p>
<p>Space office, Cagliari 26/01/2005</p> <p><b>Sardinia test bed meeting</b></p>	<p><b>SPACE: Salvatore Lusso</b> <b>UPA Cagliari:</b> Lorenza Cocco, Betta Cannas, Luca Olla</p>	<p>State of the art of the other two test beds: work already done; organisation on the wp2 and wp3 project's phase for the Sardinian test bed</p>
<p>SAT El Pantar, L'Aldea-Tarragona-Spain 25/01/2005</p> <p><b>Catalogna test bed meeting</b></p>	<p><b>ROBOTIKER:</b> Txetxu Santamaría, Marta González <b>SAT El Pantar:</b> Juan Trías</p>	<p>Review of the kick-off meeting conclusions and last news concerning the contract amendment and changes in the project consortium.</p> <p>Interview to the user to know the company business processes and way of working, and to gather the information for the self assessment questionnaire.</p> <p>Demonstration of an e-commerce tool example (PowerPoint slides)</p> <p>Review of the existing ERP applications</p> <p>Visit to rice plantation and warehouse.</p>
<p>Bodegues Sumarroca, Sant Sadurní d'Anoia-Barcelona-Spain</p>	<p><b>ROBOTIKER:</b> Txetxu Santamaría, Marta González</p>	<p>Discussion and clarifications of the self assessment questionnaire</p>

26/01/2005  <b>Catalogna test bed meeting</b>	<b>Bodegues Sumarroca:</b> Jose Campillos	(Sumarroca) Discussion and clarifications of the self assessment questionnaire (Selfoods) Visit to the winery
DQ, Esparragera-Barcelona.- Spain 27/01/2005  <b>Catalogna test bed meeting</b>	<b>ROBOTIKER:</b> Txetxu Santamaría, Marta González <b>ICC:</b> Joan Garriga <b>DQ:</b> Juan Pérez	Discussion and clarifications of the self assessment questionnaire
UPA Cagliari office, Cagliari 11/02/2005  <b>Sardinia test bed meeting</b>	<b>SPACE:</b> Salvatore Lusso <b>UPA Cagliari:</b> Lorenza Cocco, Betta Cannas, Luca Olla	Discussion on the state of the art of the work done by UPA Cagliari; deep discussion on the SEA tool and the specific data to be furtherly collected
ICC office, Barcelona 16-17/02/2005  <b>Catalogna test bed meeting</b>	<b>SPACE:</b> Salvatore Lusso, Aaron Craig <b>Robotiker:</b> Marta Gonzales (only on 17/02) <b>ICC:</b> Joan Garriga, Pepa Aymami	Discussion on the state of the art of the work done by ICC, and set-up of strategy for the SEA model, E-business functionalities and the RSC, according also to the needs and expectations of the affiliated SMEs. Announced Management meeting
Kosgeb office, CCB office, Ankara/Bey pazari, 21-22/02/2005  <b>Bey pazari test bed meeting</b>	<b>SPACE:</b> Salvatore Lusso, Aaron Craig <b>Robotiker:</b> Txetxu Santamaria, Marta Gonzales <b>CCB:</b> Yurdakul Mehmet, Cengiz Ozalp <b>Merve:</b> Seyfi Temiz Kosgeb: Tarik Ferizoglu Bey pazari Municipality: Banu Revan	Discussion on the state of the art of the work done by CCB, and set-up of strategy for the SEA model, E-business functionalities and the RSC, according also to the needs and expectations of the affiliated SMEs. Visit to Merve and discussion on its e-business needs. Announced Management meeting
SPACE office, Cagliari 24/02/2005  <b>Sardinia test bed meeting</b>	<b>SPACE:</b> Salvatore Lusso, Aaron Craig, Daniele Rizzo F2: Alessandra Laconi <b>Robotiker:</b> Txetxu Santamaria, Marta Gonzales <b>UPA Cagliari:</b> Lorenza Cocco, Betta Cannas, Luca Olla, Luca Murgianu, Alessandro Lecis	Discussion on the state of the art of the work done by UPA Cagliari, and set-up of strategy for the SEA model, E-business functionalities and the RSC, according also to the needs and expectations of the affiliated SMEs. Announced Management meeting
Gonare product shop, Nioi product shop; Sarule and Assemini 25/02/2005  <b>Sardinia test bed meeting</b>	<b>SPACE:</b> Salvatore Lusso, Aaron Craig, <b>Robotiker:</b> Txetxu Santamaria, Marta Gonzales <b>UPA Cagliari:</b> Luca Olla <b>Gonare:</b> Lucia Mureddu <b>Nioi:</b> Fedele Marco	Discussion on the e-business solutions possible for the two SMEs through the RSC web portal
UPA Cagliari Office, Cagliari 11/03/2005	<b>SPACE:</b> Salvatore Lusso <b>UPA Cagliari:</b> Luca Olla, Lorenza Cocco	Checkpoint on the data collected for the SEA model

<b>Sardinia test bed meeting</b>		
ICC office, Barcelona 7-8/04/2005  <b>First Management Meeting</b>	<b>SPACE:</b> Salvatore Lusso, Aaron Craig <b>Robotiker:</b> Marta Gonzalez <b>ICC:</b> Joan Garriga, Pepa Aymami <b>UPA Cagliari:</b> Luca Olla, Betta Cannas <b>CCB:</b> Yurdakul Mehemet <b>Kosgeb:</b> Tarik Ferizoglu <b>Sat El Pantar:</b> Juan Trias	state of the art of the INTRINSIC project; check point of the TP and IE system modules solutions proposed, strategies to be adopted for each test bed regarding the RSC realisation. SEA Sw tool development acceptance.  Visit to Sat el Pantar as example of alternative tourism approach in Catalonia
UPA Cagliari office, Cagliari 1/07/2005  <b>Sardinia test bed meeting</b>	<b>SPACE:</b> Salvatore Lusso, Aaron Craig <b>UPA Cagliari:</b> Lorenza Cocco, Luca Olla, Luca Murgianu, Bernardetta Cannas, Pierpaolo Spada	Check point on the development of the RSC for the test bed of Sardinia: the graphical approach, the proposed TP and IE services; tuning and adaptations proposed.
CCB and Kosgeb office; Beyazati/Ankara 23-25/11/2005  2 <sup>nd</sup> Turkish test bed Meeting	<b>SPACE: Salvatore Lusso, Aaron Craig</b> <b>ROBOTIKER:</b> Txetxu Santamaria <b>CCB:</b> Yurdakul Mehemet, Cengia Ozalp, denizhan Ozalp <b>MERVE GUMUS:</b> Seyfi Temiz <b>KOSGEB:</b> Tarik Ferizoglu	<ul style="list-style-type: none"> <li>• 1<sup>st</sup> day: RSC technical presentation; TP and IE services developed and integrated for the test bed (Wp4);</li> <li>• 2<sup>nd</sup> day: SEA software tool presentation in its complete release (Wp2); technical and marketing aspects; possible adjustments of the SEA; Discussions on Wp5; project financial issues.</li> <li>• 3<sup>rd</sup> day: Itineraries organisation, selection of the attractors, view of the material (pictures, videos) already organised and collected, contents to be further collected, graphical and commercial aspects.</li> </ul>
ICC Office; Barcelona 29/11 – 01/12/2005  2 <sup>nd</sup> Catalonia test bed Meeting	<b>SPACE:</b> Salvatore Lusso, Aaron Craig <b>ROBOTIKER:</b> Txetxu Santamaria <b>ICC:</b> Pepa Aymami, Joan Garriga, David Nogueracruz <b>SUMARROCA:</b> Josè Campillo <b>PANTAR:</b> Juan Trias <b>DQ:</b> Joan Altirriba	<ul style="list-style-type: none"> <li>• 1<sup>st</sup> day: SEA Sw presentation, marketing aspects, possible modifications proposed; project financial issues (Wp2)</li> <li>• 2<sup>nd</sup> day: RSC technical presentation; TP and IE services developed and integrated for the Spanish test bed (Wp4)</li> <li>• 3<sup>rd</sup> day: RSC marketing aspects, contents organisation, itineraries realisation, pictures and videos to be provided, graphical commercial aspects</li> </ul>
SERINART/UPA Cagliari Office; Cagliari 13/12/2005  2 <sup>nd</sup> Sardinia test bed Meeting	<b>SPACE:</b> Salvatore Lusso; Aaron Craig <b>ROBOTIKER:</b> Txetxu Santamaria <b>UPA Cagliari:</b> Lorenza Cocco, Luca Olla, Bernardetta Cannas, Luca Murgianu <b>NIOI:</b> Nioi Fedele Marca	<ul style="list-style-type: none"> <li>• RSC technical presentation; TP and IE services developed and integrated for the test bed of Sardinia (WP4); Discussions on Wp5;</li> </ul>

	<b>GONARE:</b> Lucia Mureddu	financial issues
Space Office; Prato 23-24/02/2006 Technical internal meeting	<b>SPACE:</b> Salvatore Lusso, Aaron Craig, Stefania Cantini, Paolo Alongi, Devid Mugnai, Michela Forletta, Lara Bartoletti  <b>ICC:</b> Invited Pepa Aymamì, David Noguera  <b>UPA Cagliari:</b> Invited Luca Olla	<ul style="list-style-type: none"> <li>RSC general check point: graphical aspects, technical developments, IE state, integration with TP, contents production, video productions; further plan for T4.4</li> </ul>
ICC office, Barcelona 24/03/2006 Negotiation meeting	<b>SPACE:</b> Salvatore Lusso <b>ICC:</b> Pepa Aymamì, David Noguera <b>FICC:</b> Miquel Herrera <b>BPMO:</b> Llorenc Torner	<ul style="list-style-type: none"> <li>Meeting with the Auditor of ICC, plan for the ICC activities of 2006, T4.4 state, Wp5-6-7 state</li> <li>Meeting with BPMO, project presentation, exploitation an financial project issues. Possible contribution of BPMO to the project in Caalonia.</li> </ul>
EU Commission site, Brussels 26/04/2006 Intermediate review meeting	<b>SPACE:</b> Salvatore Lusso, David Mugnai <b>Robotiker:</b> Txetxu Santamaria <b>ICC:</b> Pepa Aymamì <b>EU commission:</b> Andrea Reichel <b>n. 2 External reviewers</b>	<ul style="list-style-type: none"> <li>Presentation of the project in all its phases; both technical and administratives/financial.</li> <li>Review of the deliverables and reports of the first 18 months of activity</li> <li>Comments and suggestions for the remaining project's period</li> </ul>
ICC office, Barcelona 14-15/06/2006 Negotiation meeting	<b>SPACE:</b> Salvatore Lusso <b>ICC:</b> Pepa Aymamì <b>FICC:</b> Miquel Herrera <b>PIMEC:</b> Andreu Bru	<ul style="list-style-type: none"> <li>Presentation to PIMEC of the INTRINSIC project, with the activities already done and the ones still to be done. Discussion on how to share test bed activities between ICC and PIMEC</li> </ul>
SPACE Office, Rome 5-6/07/2006 2 <sup>nd</sup> Consortium meeting	<b>SPACE:</b> Salvatore Lusso; Gabriela Lusso <b>Robotiker:</b> Txetxu Santamaria <b>Upa Cagliari:</b> Luca Olla <b>Confartigianato:</b> Luca Murgianu, Andrea Benassi <b>Nioi:</b> Marco Nioi <b>ICC:</b> Pepa Aymamì <b>PIMEC:</b> Andreu Bru <b>Sumarroca:</b> Ramon Llagostera, Josè Campillos <b>DQ:</b> Joan Perez <b>CCB:</b> Yurdakul Mehemet; Tarik Ferizoglu <b>Merve:</b> Seyfi Temiz	<ul style="list-style-type: none"> <li>Presentation of the state of the project, and the report of the EU Commission after the review meeting</li> <li>Problems occurred in the test bed of Catalonia, solutions taken; 2<sup>nd</sup> amendment.</li> <li>Discussion on the Dissemination and exploitation activity</li> </ul>
CNEL site, Rome	<b>Space:</b> Salvatore Lusso	<ul style="list-style-type: none"> <li>Presentation of the</li> </ul>

<p>7/07/2006</p> <p>Major Dissemination Event</p>	<p><b>Robotiker:</b> Txetxu Santamaria</p> <p><b>Confartigianato:</b> Luca Murgianu, Andrea Benassi</p> <p>CCB: Yurdakul Mehemet;</p> <p><b>Kosgeb:</b> Tarik Ferizoglu</p> <p><b>Merve:</b> Seyfi Temiz</p>	<p>INTRINSIC project at the UEAPME event;</p> <ul style="list-style-type: none"> <li>• discussion on the marketability of the project in other EU and extra EU regions</li> </ul>
<p>Ankara, Kosgeb office</p> <p>11-12/12/2006</p> <p>Internal beypazari test bed meeting</p>	<p><b>Space:</b> Salvatore Lusso</p> <p><b>CCB:</b> Yurdakul Mehemet; Denizhan Ozalp</p> <p><b>Kosgeb:</b> Tarik Ferizoglu</p> <p><b>Merve:</b> Seyfi Temiz</p>	<ul style="list-style-type: none"> <li>• Check of all the functionalities developed during the project in the test bed of Beypazari</li> <li>• Financial and administrative issues</li> </ul>
<p>Robotiker office, Madrid</p> <p>14-15/12/2006</p> <p>Final Consortium meeting</p>	<p><b>Space:</b> Salvatore Lusso, Gabriela Lusso</p> <p><b>Robotiker:</b> Txetxu Santamaria; David Baranda</p> <p><b>Upa Cagliari:</b> Franca Pitzalis</p> <p><b>Nioi:</b> Marco Nioi</p> <p><b>ICC:</b> Pepa Aymami</p> <p><b>PIMEC:</b> Andrei Bru</p> <p><b>Sumarroca:</b> Josè Campillos</p> <p><b>DQ:</b> Joan Perez</p> <p><b>Pantar:</b> Juan Trias</p> <p><b>CCB:</b> Yurdakul Mehemet; Tarik Ferizoglu, Denizhan Ozalp</p> <p><b>Merve:</b> Seyfi Temiz</p>	<ul style="list-style-type: none"> <li>• Presentation of the final tools developed during the project</li> <li>• Discussion on the various phases of the project and related deliverables since its beginning</li> <li>• Discussion on the exploitation intentions of the partners after the project's end</li> <li>• Administrative and financial issues, the audit certificate explanation</li> </ul>

## 4.5 Other issues

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The Intrinsic project in its first 12 months of activities has mainly focused on the needs to understand the peculiarities of each region (Sardinia, Catalonia, Ankara/Beypazari), identifying the identity districts together with the material and immaterial elements making the uniqueness of each of them. This step has then led to the definition of the requirements of the SMEs and Grouping Associations of the consortium, inside the general vision to promote the local productions at regional but also international level, using all the most advanced technology tools offered by the new economy, and developing the concept of the Imagination engineering as undoubt added value and competitive advantage. This last phase has led to the definition and then set up of the three Socio economic analyser software (SEA) tools (useful for the Grouping Associations to understand the economic influence of the local productions in the territory, and to identify the new policies to enable the regional development); and of the three Regional Service Centres (RSC), in terms of integration of different technology elements, in terms of web portal structure and in terms of its economic sustainability after the project's phase. The above activities have allowed the IAGs and SMEs to access some technologies and know how that was (especially for some of them), completely unknown before their project's participation. IAGs have faced with a lot of enthusiasm the phase of the set up of the SEA software; thought to be a fundamental tool able to manage their database (in some cases they even did not held a complete database on their affiliated SMEs and related activities) and to process a "what if analysis" to design new strategies in favour of their affiliated SMEs. Considering instead the RSC; it was clear its main use for the valorisation and promotion of the whole territory; being the expression of all the values (cultural attractors, environmental beauties, cuisine tradition, handicraft local products); but in particular to advantage the affiliated SMEs of category, as they will be able to access the e-business applications and Imagination engineering services. Since a couple of years, it has been very common to speak of e-business applications and advanced marketing tools, but we have realised that they are much less diffused than expected; even in rich and developed areas like Catalonia, where the use of internet is still very low. Another important aspect to point out is that this first research phase has met an incredible interest of the Catalonia region regarding the regional promotional strategies thought to be undertaken by Sardinia; as they consider Italy ahead in this field. Regarding the Turkish test bed, we can say that it is accessing all the experience of two european RTD performers, in a nearly mature market in Europe but nearly still unexplored in Turkey. The work that has been run in the project until now has put the base for the creation of a competitive advantage of the three IAGs and consequent affiliated SMEs. This last concept is being the leit motiv of the 2nd part of the project (the remaining 15 months), where most attention has been paying in the proper customisation of the three RSC integrated systems (all the activity of collecting and loading contents, videos and images has amplified the strategic aims of each region, having to grant a coherent visibility at an international level), and in the dissemination and exploitation phase (apart from the parallel training sessions). Both the 2nd training phase (managed in strong connection between the IAG and the affiliated SMEs) and the exploitation phase have become some kind of pre-negotiation of the IAGs and Smes involved in the project, with local governments and administration; as after the project's end, Confartigianato will

extend the INTRINSIC service to other Italian regions, ICC and the new potential supporting partner will involve all the “comarques” (sub-regions) of Catalonia; while CCB, through its umbrella organisations Kosgeb and Tobb, will act as test bed inside Turkey, to valorize other districts of excellence of relevant local productions. Another important aspect of this phase has been the strong cooperation between the RTDs and the IAGs in proposing new projects following the INTRINSIC concept, this was true in the case of SPACE and Kosgeb/CCB having proposed a project proposal inside a bilateral Cooperation Italy-Turkey on the management and mutual valorisation of the core productive fields of the two nations; and in the case of SPACE and Confartigianato being negotiating a project for the deployment of the SEA tool in all the six regions of Bulgaria, and of the RSC in the region of Sofia. Other regional projects are in the process to be presented to the local governments; following the concept to promote the territory through the valorisation of the identity values. So, what is worth to be mentioned is the strong intention come since the beginning of the project, both from the IAGs and SMEs, to set up a very market oriented solution, able to grant tangible results for the actors involved. The final Consortium meeting has represented the official ending of the project’s meetings and project’s activities, but not the end of the market activities, as nearly all the partners will keep on cooperating both to market the project and to propose new initiatives following the INTRINSIC philosophy.

## **5 Plan for using and disseminating the knowledge**

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### **5.1 disseminating the project results**

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Within INTRINSIC, emphasis has been given in disseminating the project's position and results to conferences and workshops related to the field of territorial development, identity economic activities, information technologies and cultural heritage regional models.

The INTRINSIC project has developed a common platform to apply metadata schemas ensuring interoperability between all information resources in order to enhance the attractiveness of regional networks of less-famous smaller enterprises to improve their socio-economic role getting consensus among all related initiatives and involving e-Business and advanced interactive multimedia solutions.

The dissemination activity has been a collective effort by all the INTRINSIC partners who have contributed input to conferences, articles and journals. Thanks to the dissemination activities and the dissemination of the whole INTRINSIC website, the visibility of the main goals of the exploitation of the INTRINSIC project have been reached; with the creation of a fully functional INTRINSIC site with a big identity product database to be available on the web with a dual role: a promotional area for customers (transactional value chain) and a complete/powerful tool for regional tourist visibility and marketing tools for the affiliated SMEs (imagination engineering).

The dissemination activity, even if started since the beginning of the project, thanks to the active role of ICC at Mediterranean level, has had a significant role with the finalisation of the business model of the three test bed areas (Catalonia, Sardinia, Beypazari/Ankara), and with the realisation of the first project's prototypes.

The above, mainly refers to the internal dissemination activity that has mainly happened through the regional IAGs channels and the related Chamber of Commerces (IAG web site, newsletters, workshops, internal events); while the external and international dissemination activity, mainly lead by the partner Confartigianato Brussels office, but also by CCB, ICC, Space and Robotiker; have been possible since summer 2006; corresponding to the mature phase of the T4.4 (when most of the contents, images and videos have been completely loaded in the portals). The first relevant event at international level has been the Major Dissemination event, held in Rome on 7<sup>th</sup> July 2006 and organised by Confartigianato and UEAPME. It represented the best way to disseminate the project, as there were all the main Grouping Associations of the EU and pre-adhesion countries. After this event the coordinating Company was invited in Malta to present the project in a meeting of all the CES (Socio-Economic councils) of the EU countries, with the aim to propose a tool for the management and visualisation of the official socio-economic data of each European CES (it was proposed the SEA model of the INTRINSIC project).

It is relevant to evidence that the dissemination and exploitation activities run during the project, have produced an interest and practical intention to deploy the project in all Catalonia, in other regions of Italy and in other valuable production districts of Turkey;

mainly coming by big umbrella IAG organisations that during the project have taken part to the activities, as internal partner like Confartigianato Imprese in Italy, or like external observers like Kosgeb and Tobb in Turkey. The Spanish test bed is in line with this policy, due to the mature exploitation activity run in very few months by PIMEC, following the strategy to affiliate the wine “cava” SMEs at first, and than deploy the project in other productive fields.

Asset	Result	Output
<ul style="list-style-type: none"> <li>Internal activity (IAGs and Chamber of Commerce)</li> </ul>	<ul style="list-style-type: none"> <li>Visibility at the local governments and Municipalities</li> </ul>	<ul style="list-style-type: none"> <li>Demo (D01)</li> <li>Meetings</li> <li>Conferences</li> <li>(D07)</li> <li>(D17)</li> </ul>
<ul style="list-style-type: none"> <li>External activity</li> </ul>	<ul style="list-style-type: none"> <li>Visibility</li> </ul>	<ul style="list-style-type: none"> <li>INTRINSIC web site</li> <li>Meetings</li> <li>Lobbying</li> <li>Conferences</li> <li>Papers</li> <li>Articles</li> <li>(D07)</li> <li>(D17)</li> </ul>

A detailed dissemination activity is provided in the D17 “Plan for using and disseminating knowledge”; here is reported the list of dissemination meetings held by the Consortium partners until now:

#### Catalonia (ICC) activities run

Event and Date	Persons involved/ Attending	Details
Project Presentation to the Department to promote agricultural goods (PRODECA) of the Catalanian Autonomous Government . Barcelona 16-19/11/2004	ICC: Pepa Aymamí, Joan Garriga, Antoni Pujol (director in the dept. Of agriculture, Fishery and forestry of Catalogna government)	Presented the Project and coordinated future dissemination events, in the sectors fairs and conventions.
Project Presentation to the Head of the Tourism Office of Barcelona (1/03/05)	ICC: Pepa Aymamí, Joan Garriga, Manel Casanovas (Tourism office of Barcelona)	Presented the Project and Scheduled future dissemination events.
Project Presentation to the Andorran Tourism department (01/02/05)	Enric Pujal Minister of Tourism (Andorra), Pepa Aymamí (ICC), 40 people related to the Tourism and Industry sector.	Project presentation and Scheduled a Future event to show the results.
Project Presentation to the Head of the Tourism Oficce of Lleida (17/05/05)	ICC: Pepa Aymamí, Joan Garriga, Xavier Moncayo(Tourism office of Lleida), and representatives form the Gastronomy guilds	resented the Project and coordinated future dissemination events, in the sectors fairs and conventions.
Project Presentation at the Gastronomy tourism fair of Barcelona. (10/06/05)	ICC: Joan garriga, Pepa Aymami, manel Colmenero.  About 200 people, professionals of the Food Industry, Promoters and travel agencies.	Project presentation.
Project Presentation to the Head of the Tourism Oficce of Girona (25/06/05)	ICC: Pepa Aymamí, Joan Garriga, Francesc Lopez (Head Tourism), and Restaurant owners associations	Presented the Project and Scheduled future dissemination events.
Project Presentation to the Chamber of commerce of Tarragona. 04/07/05)	ICC: Pepa Aymamí , Joan Amaré (Chamber of comerse), Tourism representatives	Project presentation and Scheduled a Future event to show the results.
Project Presentation at the ICC annual meeting. (11/07/05)	ICC: Joan garriga, Pepa Aymami, manel Colmenero.  About 130 restaurant owners Members of the ICC	Project presentation.

Project Presentation at the Patronato of FICC in Barcelona 12/01/06	ICC : Pepa Aymami, David Noguera; FICC: members representants	Inform and promote the project, in order to these 141 restaurants can disseminate it on local areas
Project presentation on FICC office in Barcelona 16/01/06 Meeting with FUVIME representants on FICC's office in Barcelona	ICC : Pepa Aymami, David Noguera; FICC: members representants FUVIME representants Pantar, Sumarroca, DQ representants	Inform and promote the project on gastronomic area
Meeting with Cookery & Rebostery Association of Barcelona, on their office 15/02/06	ICC : Pepa Aymami Cookery & Rebostery partners	Inform on the project and promote the gastronomic issues of Catalonia
Lobbying in Alimentaria '06 at Fira de Barcelona <a href="http://www.alimentaria-bcn.com">www.alimentaria-bcn.com</a> 6-10/03/06	ICC: Pepa Aymami local turisme promoters and institutions	. Presentation and explain of the project on the stand of the Cocina Futuro (specialized professional magazine) . Several contacts with assistents and professionals on BCNVanguardia 'o6 . Informal contacts with local authorities
Intervention in Fòrum "Farmers and chefs" in Fonda Europa de Granollers, in Rural'06 Congress 15/03/06	ICC: Pepa Aymami Pantar, Sumarroca, DQ representants	Introduction of the issues of the project on FICC intervention
Seminario <i>Turismo de proximidad</i> in Parc del Vallès, Sabadell. Sabadell 27/03/06	ICC: Pepa Aymami Pantar, Sumarroca, DQ representants	Ponencia from Pepa Aymamí about gastronomy on Proximity Tourism, with several references to the project
- 28 de septiembre. Homenaje gastronómico al centenario de Santiago Rusiñol en Sitges, Barcelona.	ICC : Pepa Aymamí Más de 50 representantes del mundo gastronómico del área del Garraf, cocineros y empresarios.	Project presentation and future meeting organisation for further developments
- 29 de septiembre. Presentación de Slow Cities en Begur, Girona.	ICC: Pepa Aymamí, Julio Garriga. Francesc Ayats, representantes de Slow Cities y del Ayuntamiento de Begur.	Project presentation inside the philosophy of Slow cities, elaboration of results plan
- 3 de octubre. Presentación de PIMECava (Pequeñas y medianas empresas de cava de Catalunya), en Barcelona.	ICC: Pepa Aymamí Empresarios y productores del sector del cava.	Project presentation and future collaboration and event dissemination planning
- 16 de octubre. Cámara de Comercio y área de Turismo de la Diputación de Lleida.	ICC: Pepa Aymamí, Julio Garriga. Representantes de las empresas de turismo de la provincia de Lleida	Project presentation to IAGs in Catalonia and elaboration of dissemination plan with them
- 17-18 de octubre. I Agro Meda Fòrum, encuentro empresarial. Barcelona.	ICC: Pepa Aymamí, Pere Casamayor, Julio Garriga. Empresarios agrícolas y ramaderos de Catalunya.	Project presentation and future collaboration relations planning
- 27 de octubre. Presentación del Corpus Culinari de la Cuina Catalana. Institut d'Estudis Catalans, en Barcelona.	ICC: Pepa Aymamí, Pere Casamayor, Julio Garriga. Rueda de prensa con los principales medios de comunicación.	Promotion of INTRINSIC inside the Institutions

- 28-29 de octubre. Salone Internazionale del Gusto 2006 - Terra Madre. Torino, Italia.	ICC: Pepa Aymamí Francesc Ayats. Empresarios y productores de productos protegidos catalanes.	Project dissemination to all the Gastronomic Entities of the regional area
- 6 de noviembre. Instituto Municipal de Promoción Económica i Turismo de Vic, Barcelona.	ICC: Pepa Aymamí, Julio Garriga, Mónica Colomer. Representantes del ayuntamiento y de las principales empresas de turismo de la comarca de Osona.	Project presentation to the entrepreneurs of VIC and future planning elaboration for dissemination and results presentation
- 9 de noviembre. Asociación de Empresarios de Osona, Vic, Barcelona.	ICC: Pepa Aymamí, Julio Garriga, Pere Casamayor. Empresarios de alimentación y turismo de la ciudad de Vic	Project presentation and discussion/planning on future collaborations
- 13 de noviembre. Cámara de Comercio y área de Turismo de la Diputación de Girona.	ICC Pepa Aymamí, Julio Garriga. Representantes de las empresas de turismo de la provincia de Girona.	Discussion on the possible SMEs affiliation in the INTRINSIC RSC; planning of dissemination actions for 2007
- 3 de diciembre. Consorci de Turisme de Barcelona. Barcelona.	ICC: Pepa Aymamí Francesc Ayats, Manel Colmenero, representantes de empresas turísticas de Barcelona.	Project presentation to the SMEs, contracting phase with the tourist operators to affiliate to the RSC
- 11 de diciembre. Cámara de Comercio y área de Turismo de la Diputación de Tarragona.	ICC: Pepa Aymamí, Julio Garriga Joan Amaré (Cámara de Comercio de Tarragona), una docena de empresarios de Tarragona.	Project presentation to the SMEs of the Tarragona regio; contracting phase to manage their affiliation in the RSC through the Chamber of Commerce
- 10-13 de febrero de 2007. I Feria Internacional de Turismo Gastronómico, en Vic, Barcelona.	ICC: Pepa Aymamí, Julio Garriga, Pere Casamayor Francesc Ayats	Project presentation inside the Fair, explanation of the business possibilities for affiliated SMEs; contracts phase management

## Catalonia (PIMEC) activities run

Event and Date	Persons Attending	involved/	Details
INT. Barcelona October 2005	Affiliated SMEs of PIMEC		Paper presentations: "Carpeta Informativa" channel of communication in paper and e-mail to all the associated businesses; INTRINSIC project presentation Publication of the project at PIMEC's web: <a href="http://www.pimec.es/webpimec/que_oferim/serveis/internet/intrinsic.html">http://www.pimec.es/webpimec/que_oferim/serveis/internet/intrinsic.html</a>  Target Groups: SMEs affiliated, targeted in the food and beverage sector participants: 500
Project Presentation to the Asociación de productores Sant Sadurní d'Anoia	PIMECAVA: Asociación de pequeños y medianos productores de Cava		Project presentation, business opportunities for SMEs in the beverage sector ; e-business functionalities Target groups: All the SMES of wine of Catalonia

(3/11/06)		participants: 200
Project Presentation to the Asociación turismo de Catalunya Barcelona 14/11/2006	FIHR - FEDERACIÓ INTERCOMARCAL D'HOTELERIA I RESTAURACIÓ	Presentation of the opportunities for the restaurants and hotels of Catalonia in affiliating the RSC Catalan portal Target groups: Hotels and Restaurants representants
Barcelona December 2006	PIMEC	Paper presentations: "Carpeta Informativa" channel of communication in paper and e-mail to all the associated businesses; INTRINSIC opportunities for the 10 delegations of Catalonia Target groups: Administrators, marketing operators, policy makers participants: 80

## Catalonia (Sat El Pantar) activities run

Event and Date	Persons involved/ Attending	Details
Fair of Ulldesona Ulldesona, November/2005	Pantar: Juan Trias, SMEs in the food and beverage sector of Catalonia	Presentation of the possibilities that the product of Pantar will have at international level, thanks to the RSC e-business platform
Barcelona November/2005	Pantar: Juan Trias, personal editoriale de "Delebre"	Presentation of the INTRINSIC project to the representants of the newspaper "Delebre"; market possibilities
Barcelona November/2005	Pantar: Juan Trias, personal editoriale de "Grupo Chefs"	Presentation of the INTRINSIC project to the representants of the newspaper "Grupo Chefs"; market possibilities
Barcelona April/2006	Pantar: Juan Trias, personal editoriale of the guide "Lo major de la gastronomia"	Collaboration to the guide, according to the experience of INTRINSIC; cross fertilisation actions
Mallorca April/2006	Pantar: Juan Trias; personal editoriale of the newspaper "La Elite Del Gourmet Balear"	Presentation of the INTRINSIC project, with particular focus to the gastronomic itineraries section of the RSC portal
"Centros Gastronómicos Santa Teresa"; Expò Madrid, October/2006	Pantar: Juan Trias; SMEs presence in the various segments of the food and beverage field	Presentation of the INTRINSIC solutions in terms of the internationalisation of the local products of the different regions of Spain
"Distribuidora Narbona" Malaga, October 2006	Pantar: Juan Trias; SMEs presence in the Rice market segment	Presentation of the INTRINSIC possibilities offered by the TP and IE functionalities, to improve the visibility and business of the sector.
Fair of San Sebastian "Lo Mejor De la Gastronomía" San Sebastian, October 2006	Pantar: Juan Trias; Spanish and international SMEs presence in the gastronomy field and also restaurants presence	Presentation of the INTRINSIC project as opportunity to improve the visibility of the gastronomic local productions at international level.

## Catalonia (DQ) activities run

Event and Date	Persons involved/ Attending	Details
Meeting of the Union of hosteleria Comarca Anoia Anoia, 8/07/ 2006	DQ: Joan Perez; Delegado Comarcal Presidente ICC X. Mestres, SMEs in the food and beverage sector of the region of Anoia	INTRINSIC project presentation, opportunities for the promotion of the catalan cuisine, business opportunities for distributors and SMEs in the food and beverage of Catalonia
Meeting of the restaurants Comarca del Bajo Llobregat Llobregat, 20/08/2006	DQ: Joan Perez; SR. Jose Mestres Director I+D; SMEs in the food sector of the region of Llobregat	Presentation of the project, brainstorming on the possible further services for the SMEs
Meeting of Cavas A.Torello Sivill Companies of Catering Barcelona, 18/09/2006	DQ: Joan Perez; SMEs in the field of restoration and catering	Presentation of the INTRINSIC project with the opportunities for SMEs of Catalonia in the food & beverage sector in affiliating to the portal
Fair Terrasa Barcelona, 12/10/2006	DQ: Joan Perez; Distributors in the Food and beverage field of Catalonia	Presentation of the e-business functionalities of the INTRINSIC project, with particular focus on the e-commerce functionalities.
Fair of Gastronomy of Andorra Andorra, 23/10/ 2006	DQ: Joan Perez; Restaurant union of the region of Andorra	Presentation of the INTRINSIC project and advantages in affiliating the restaurants
Fair of Gastronomy Mercabarna, 16/11/ 2006	DQ : Joan Perez y Joaquim Riera (Director Comercial DQ) ; SMEs and various stakeholders	Presentation of the RSC web portal, with focus on the e-business functionalities for what concerns Logistics and distribution

**Catalonia (Sumarroca) activities run**

Event and Date	Persons involved/ Attending	Details
Project Presentation to possible importer of Sumarroca in Russia Prodexpo 2005 Moscow 15/02/2005	Ramón Llagostera Español	Project presentation
Project Presentation to some importers of Sumarroca from all over the world Vinexpo 2005 Bordeaux 20/06/2005	Ramón Llagostera Español	Presented the Project and coordinated future dissemination events, in the sectors fairs and conventions.
Project Presentation to the importer in Japan Food and Hotel China 2005 Shanghai 16/11/2006	Ramón Llagostera Español	Presented the Project and coordinated future dissemination events, in the sectors fairs and conventions.
Project Presentation to importer in USA Alimentaria 2006 Barcelona 08/03/2006	Josep Campillos	Project presentation.
Project Presentation to the importer in Germany Prowein 2006 Düsseldorf 19/03/2006	Ramón Llagostera Español	Presented the Project and coordinated future dissemination events, in the sectors fairs and conventions.
Project Presentation to the importer in UK Wines & Spirits fair 2006 London 17/05/2006	Jaime Sancho (Export Manager)	Presented the Project and coordinated future dissemination events, in the sectors fairs and conventions.
Project Presentation to the importer in Switzerland Visit to the client Aarau 4 /07/2006	Jaime Sancho (Export Manager)	Presented the Project and coordinated future dissemination events, in the sectors fairs and conventions.
Project Presentation to the importer in Russia Salón Gourmet Spanish products Moscow 7 /11/2006	Jaime Sancho (Export Manager)	Presented the Project and coordinated future dissemination events, in the sectors fairs and conventions.
Project Presentation to the importer in China Food and Hotel China 2006 Shanghai 27 /11/2006	Ramón Llagostera	Presented the Project and coordinated future dissemination events, in the sectors fairs and conventions.

**Beypazari (CCB) activities run**

Event and Date	Persons involved/ Attending	Details
Project presentation at the Beypazari Municipality Hall (10/11/04)	Tarik Ferizoglu (Kosgeb), Cengiz Ozalp (CCB), Seyfi Temiz(Merve) Other 30 attendants, among them the Ministry of Industry and trade, the Ministry of culture and tourism, The Ministry of national education, etc. and 8 private companies	Presentation of the INTRINSIC project to a workshop conference "Changing Industrial Products of traditional Products"
Arts and craft fair Ankara (29/10/05-06/11/05)	Tarik Ferizoglu (Kosgeb), Yurdakul Mehemet (CCB), Seyfi Temiz (Merve)	Presentation of the Intrinsic project to the fair and distribution of information material on it
Foreign Trade Seminary – Beypazari – Undersecretariat of Prime Ministry for foreign trade - (25/02/2006)	Silver filigree shops owners, local administrators, Yurdakul Mehemet (CCB), Tarik Ferizoglu (Kosgeb)	Presentation of the RSC e-business platform inside the INTRINSIC project, as business opportunity for the silver filigree jewellery shops of Beypazari
Direct Interviews with following articles editing: - Ekonometri magazine (November/04) - Khobi efor (December/04)  - Koby Haber (November/05)  - Zaman Turkish national (November/05)	Yurdakul Mehemet (CCB), Tarik Ferizoglu (Kosgeb), Seyfi Temiz (Merve)  Yurdakul Mehemet (CCB), Tarik Ferizoglu (Kosgeb), Seyfi Temiz (Merve)  President of Kosgeb  Yurdakul Mehemet (CCB), Tarik Ferizoglu (Kosgeb)	Economic Project opportunities for SMEs  SMEs and heir internationalisation process  6 <sup>th</sup> Framework Programme and support to SMEs  The "Telkari" of Beypazari
Traditional beypazari festival Beypazari (August/06)	CCb, municipality of beypazari and attendsto festival	Information table about intrinsic project
<b>Catalogue – (preparing)</b> <b>Ankara</b> (July/06)	The Scientific and technological research council of Turkey-CCB	Information of Intrinsic project and CCb for Catolg aboutSuccessful stories about sixth frame projects
Invited talks at workshop Ankara (22 semp/06)	Erkan Tuncer(Mangement ofEuro info center),Cengiz özalp(CCB),M.Tarik FERİZOĞLU(KOSGEB),and 10 Sme from beypazari	CCb organized presentation of intrinsic project to SME's.
Meeting with Van Grain Exchange Konya (15 august/06)	M.tarık Ferizoglu (kosgeb),responsibilities ofVan grain Exchange	Meeting related to adaptation of intrinsic project to another special product called savat silver
Strategy Municipality Meeting Beypazari (22 september/06)	Erkan Tuncer(Mangement ofEuro info center),Cengiz özalp(CCB),M.Tarik FERİZOĞLU(KOSGEB),	Meeting about Effective Using of intrinsic project Web portal
Meeting with Şanlıurfa Privation	Serdar Erdogan (KOSGEB), Rafet yilmazoğlu(Şanlıurfa Privation	Meeting related to adaptation of intrinsic

administration Şanlıurfa (13 sept.-16 sept/06)	administratio)	project to şanlıurfa city local silver shops
Meeting with Van Grain Exchange (October/06)	Contacts With other EU projects	Meeting related to adaptation of intrinsic project to another special product called savat silver.
Inner dissemination with Kosgeb Centers- KONYA,BURSA,ESKİŞEHİR,İSTANBUL MERSİN (November/06)	Meetings and Presentation and papers	INtrinsic Project will introduce the other kosgeb centers. The importance of intrinsic Project and joining to the intrinsic Project will be explained properly
Presentation of WEB portal of Beypazarı December/06)	Journals and magazine articles,news	During this period of Project will be very active in dissemination activities through interviews on newspaper and local tv

**Beypazari (Merve Gumus) activities run**

Event and Date	Persons involved/ Attending	Details
THE 75TH IZMIR INTERNATIONAL FAIR 1-10 september	Seyfi Temiz (Merve,)attendants	Presentation of the Intrinsic project to the fair and distribution of infor,ation material on it
Keçiören municipality-Ramadan cheerfulness and buying selling fair (24 september-22 october)	Seyfi Temiz (Merve),attendans	Presentation of the Intrinsic project to the fair and distribution of infor,ation material on it
İstanbul FESHANE Activities (August/06)	Seyfi Temiz (Merve,)attendants ,municipality of beypazarı	Presentation of the Intrinsic project to the fair and distribution of infor,ation material on it
Arts and handicraft fair Ankara (04-12/11/2006) ATATÜRK CULTURE CENTER	Presentation at international event	Dissemination activities will be undertaken widely at fairs Fair is bringing Turkey's traditional handicrafts handed over from one generation to another throughout the history of Anatolia together with the distinctive samples from all over the world in Ankara.
New year gift fair Ankara (16-31-12-2006)	Presentation at international event	Dissemination activities will be undertaken widely at fairs
Countries Fair Ankara (13/11/2006)	Workshop inside fair	Dissemination activities will be undertaken widely at fairs

**Sardinia (Upa Cagliari) activities run**

Event and Date	Persons involved/ Attending	Details
UPA Cagliari/Serinart Jan/Feb. 2006	Mr Pierpaolo spada (Upa Cagliari); UPA Provincial secretaries of Oristano, Sassari and Nuoro	Various meetings among the provincial secretaries on the phases of the INTRINSIC project
ISVINET, Deployment technical conference Rome, 11/01/2006	Mr Luca Murgianu (Upa Cagliari/Confartigianato); young Italian entrepreneurs affiliated to Confartigianato	Contacts taken for the RSC Deployment Company, to replace the Intrinsic initiative also in other Italian provinces, regions, under the Confartigianato Umbrella
Confartigianato National Conference Rome, 19/01/2006	Mr Luca Murgianu (Upa Cagliari/Confartigianato); young Italian entrepreneurs affiliated to confartigianato	Coordinating discussions with Italian Entrepreneurs in the Tourism field on the business model of the INTRINSIC initiative in Sardinia
Confartigianato Training Seminary Rome, 9/02/2006	Mr Pierpaolo spada (Upa/Cagliari); SMEs affiliated to confartigianato at national level	Tools and Techniques of internationalisation for European SMEs; the INTRINSIC approach.
Upa Cagliari, Local tourism systems definition conference Cagliari, 27/01/2006	Mr Luca Murgianu (Upa Cagliari/Confartigianato), Mr Pierpaolo Spada (Upa Cagliari), Mr Luca Olla (Upa Cagliari); young Sardinian entrepreneurs affiliated to confartigianato; local administrators and politicians	Conference on the new political guidelines on tourism of the Region of Sardinia; discussion on the INTRINSIC model for Sardinia
Confartigianato, Executive meeting Rome, 17/02/2006	Mr Luca Murgianu (Upa Cagliari/Confartigianato); young Italian entrepreneurs affiliated to Confartigianato	Executive meeting of the young Italian entrepreneurs affiliated to confartigianato. Financial discussions on the SEA and RSC commercial opportunities of the INTRINSIC project
Confartigianato, National Assembly of the young entrepreneurs affiliated to confartigianato. Rome, 20/02/2006	Mr Luca Murgianu (Upa Cagliari/Confartigianato); young Italian entrepreneurs affiliated to Confartigianato	Check up of the economic state of each Italian region, role of the grouping Associations, active projects and comparison of the possible effects produced on each territory.
Upa Cagliari, Southern Countries Convention Naples, 24-25/02/2006	Mr Pierpaolo Spada (Upa Cagliari), Territorial systems representatives and managers of the various provincial and regional associations	Convention on the possibilities of development of minor areas; presentation of the INTRINSIC solution for the internationalisation of the local productions
Coordination meeting with young Entrepreneurs Rome 6 April 2006	Dr. Luca Murgianu (Upa), 80 Young Italian Entrepreneurs from centre Italy	INTRINSIC project's results presentation, discussions on how to exploit the project in other regions of Italy
Coordination meeting with young Entrepreneurs Bari 12 May 2006	Dr. Luca Murgianu (Upa), 100 young Italian Entrepreneurs from south Italy	INTRINSIC project's results presentation, discussions on how to exploit the project in other regions of Italy
National Assembly young entrepreneurs Rome 7-8 July 2006	Dr. Luca Murgianu (Upa), 250 young Entrepreneurs from all Italy	Discussion on the strategic objectives of Upa and Confartigianato in running market oriented activities like INTRINSIC.
National Conference organized by Upa Cagliari and young Entrepreneurs titled: "how to improve the value of the work" Orroli 20 May 2006	Dr. Luca Murgianu (UPA ); Dr. Luca Olla (UPA); 50 young Entrepreneurs	Presentation of the INTRINSIC project as example of added value provided by the local identities valorisation
Management meeting in Confartigianato Rome 31 March 2006	Dr. Pierpaolo Spada Segretario (UPA); managers of Confartigianato	Decisions on the strategic directions of the IAG; presentation of the results achieved by the INTRINSIC project

Summer School for the managers of Confartigianato Rome 5-6 September 2006	Dr. Pierpaolo Spada (UPA)- Dr. Lecis (UPA) ; managers of Confartigianato	Brainstorming on the possibile activities of Confartigianato in the future; discussion on the business and Industrial plan of INTRINSIC
FRAS Handicraft Regional Federation of Oristano meeting 25-26 May 2006	Dr. Pierpaolo Spada (UPA); managers of FRAS; various local SMEs in the artistic handicraft sector of the Oristano Province	Presentation of the INTRINSIC project as possibilità to promote and enable the further development of the Province of Oristano.
Assembly FRAS Handicraft Regional Federation of Abbasanta 29 april 2006	Dr. Pierpaolo Spada (UPA); managers of FRAS; various local SMEs in the artistic handicraft sector of the Nuoro Province	Presentation of the INTRINSIC project as possibilità to promote and enable the further development of the Province of Nuoro.
Artistic handicraft field Meeting, Cagliari 12 October 2006	Dr. Pierpaolo Spada (UPA); SMEs in the artistic ceramic field	Focus discussion on the e-business functionalities of the INTRINSIC project
Enlarged Committee young entrepreneurs Rome 14 October 2006	Dr. Luca Murgianu (UPA) ; young entrepreneurs from all regions of Italy; local administrators/policy makers	Presentation of the affiliation programme of the INTRINSIC RSC with the handicraft SMEs
National Assembly young entrepreneurs Florence 10-11 novembre 2006	Dr. Luca Murgianu (UPA) ; young Italian entrepreneurs; managers of the UPA of all Italy	Presentation of the final results of the INTRINSIC solution and the implementation plan in the market

### Sardinia (Nioi) activities run

Event and Date	Persons involved/ Attending	Details
Fair of the handicraft sector of Sardinia Mogoro, 28/07/2006	Nioi: Marco Nioi, 50 SMEs in the artistic ceramic field	Brief workshop with the SMEs on the ceramic field, focused on the potentialities of the INTRINSIC technologies to improve the sale of the Sardinian ceramic abroad
Fair of the artistic handicraft sector in Sardinia Samugheo, 20/08/2006	Nioi: Marco Nioi. 60 SMEs in the artistic ceramic field	Presentation of the INTRINSIC results at the SMEs; in terms of possibilities to improve their business
Exposition of the identity handicraft products of Sardinia Guspini, 25/07/2006	Nioi: MarcoNioi, more than 200 representants of Sardinian SMEs in various segments of the artistic handicraft field.	Presentation of the requirements expressed by NIOI inside INTRINSIC, of the artistic ceramic field in Sardinia
International Fair of Sardinia Cagliari, 28/04-9/05/2006	Nioi: Marco Nioi, End users participants, various stakeholders in the handicraft field, investors.	Distribution of Brochures of the INTRINSIC project, and presentation of the tourist initiative and promotional effect for the identity products of Sardinia.
Event on the artistic handicraft of Sardinia Technology park of Sardinia Pula 19/10/2006	Nioi: Marco Nioi. Foreseen more than 250 participants among SMEs representants, Entrepreneurs, potential investors, researchers.	Presentation of the contribution given in the running of the INTRINSIC project for the test bed of Sardinia in the handicraft artistic ceramic field.
Fair of Sassari Sassari, 14-22/10/2006	Nioi: Nioi Marco. Foreseen all the SMEs in the handicraft, commercial and service sectors of Sardinia	Presentation of the INTRINSIC project as opportunity for the SMEs of the ceramic field in Sardinia

**Sardinia (Gonare) activities run**

Event and Date	Persons involved/ Attending	Details
Fair of the handicraft sector of Sardinia Mogoro, 28/07/2006	Gonare: Lucia Mureddu, more than 100 SMEs in the artistic carpets field	Presentation of the INTRINSIC project as opportunity to improve the business in the field
Fair of the artistic handicraft sector in Sardinia Samugheo, 20/08/2006	Gonare: Lucia Mureddu, 80 SMEs of the artistic carpet field, mainly of the district of Samugheo	Presentation of the INTRINSIC results at the SMEs of the district of Mogoro; affiliation possibilities for 2007
Exposition of the identity handicraft products of Sardinia Guspini, 25/07/2006	Gonare: Lucia Mureddu, more than 200 representants of Sardinian SMEs in various segments of the artistic handicraft field.	Presentation of the business opportunities for handicraft artistic SMEs of Sardinia, in affiliating the RSC portal.
International Fair of Sardinia Cagliari, 28/04-9/05/2006	Gonare: Lucia Mureddu. End users participants, various stakeholders in the handicraft field, investors.	Distribution of Brochures of the INTRINSIC project, and presentation of the tourist initiative and promotional effect for the identity products of Sardinia.
Event on the artistic handicraft of Sardinia Technology park of Sardinia Pula 19/10/2006	Gonare: Lucia Mureddu. Foreseen more than 250 participants among SMEs representants, Entrepreneurs, potential investors, researchers.	Presentation of the contribution given in the running of the INTRINSIC project for the test bed of Sardinia in the handicraft artistic carpet field.
Fair of Sassari Sassari, 14-22/10/2006	Gonare: Lucia Mureddu. Foreseen all the SMEs in the handicraft, commercial and service sectors of Sardinia	Presentation of the INTRINSIC project as opportunity for the SMEs of the artistic textile field in Sardinia

**Brussels Office (Confartigianati Imprese) activities run**

Event and Date	Persons involved/ Attending	Details
UEAPME General Assembly, Brussels, 5 <sup>th</sup> July 2005	Confartigianato: Andrea Benassi Total n. participants: 100	Dissemination and short introduction during the plenary session
2 <sup>nd</sup> Roundtable Confartigianato EU Institutions, Rome-Brussels, 28th June 2005	Confartigianato: Andrea Benassi Total n. participants: 100	Dissemination and short introduction during the plenary session. Discussion among the members and suggestions to be developed for the next Roundtable
3 <sup>rd</sup> Roundtable Confartigianato EU Institutions, Brussels, 30th November 2005	Confartigianato: Andrea Benassi Total n. participants: 60	Dissemination and short introduction during the plenary session. Strategic outcome on how to inform all members about Intrinsic opportunities.
UEAPME General Assembly, London, 7th December 2005	Confartigianato: Andrea Benassi Total n. participants: 100	Dissemination and short updating during the plenary session
UEAPME Board of Directors February 19 <sup>th</sup> 2006	Confartigianato: Andrea Benassi Total n. participants: 30	Dissemination before the plenary session  Meeting with the 4 Italian confederations adhering to UEAPME (Confartigianato, Confesercenti, Cna, Confapi) and ZDH-APCM on how the state of the Intrinsic project and on how to prepare the presentation of the project to be held during the European days of

		craftsmen, Rome, 5-7 July 2006
UEAPME Forum on Sectoral Policy, Brussels, 16 March 2006	Confartigianato: Andrea Benassi Total n. participants: 25	Dissemination and short introduction during the session. Strategic outcome on how to inform all sectoral associations members about Intrinsic opportunities.
Avignon Academy Summit, Graz, 7-8 April 2006	Confartigianato: Andrea Benassi Total n. participants: 200	Dissemination and introduction during the session
EC, 1 <sup>st</sup> Preparatory Conference to the 4 <sup>th</sup> European Conference on Craftsmen and SMEs, Warsaw, 30 <sup>th</sup> June 2006	Confartigianato: Andrea Benassi Total n. participants: 100	Dissemination and introduction of the INTRINSIC project during the session
UEAPME Council of Administration, Rome, 7 <sup>th</sup> July 2006	Confartigianato: Andrea Benassi Total n. participants: 200	Dissemination and 30minutes presentation during the plenary session
Convention of Italian Chamber of Commerce, Lecco October 26 <sup>th</sup> 2006	Confartigianato – Paolo Galbiati – Total n. of participants: 100	Dissemination of the results achieved by thr INTRINSIC project during the session
4th Roundtable Confartigianato EU Institutions, Brussels, November 2006	Confartigianato: Stefano Bastianoni Total n. participants: 60	Dissemination and short introduction during the plenary session. Strategic outcome on how to inform all members about Intrinsic opportunities and involvement of Members of European Parliament and European Commission .
EC, 2nd Preparatory Conference to the 4 <sup>th</sup> European Conference on Craftsmen and SMEs, Budapest,	Confartigianato: Andrea Benassi Total n. participants: 100	Dissemination and introduction of the INTRINSIC project during the session
UEAPME General Assembly, Brussels, 1 <sup>st</sup> December 2006	Confartigianato: Andrea Benassi Total n. participants: 120	Dissemination and presentation of the final technology tools set up by the INTRINSIC Consortium during the plenary session

**(SPACE) activities run**

Event and Date	Persons involved/ Attending	Details
Launch of the INTRINSIC website Prato, 3/02/2005	SPACE: Salvatore Lusso, Lara Bartoletti, Agnese Benassi, david Mugnai	<a href="http://www.intrinsicproject.com">www.intrinsicproject.com</a>
DEMO preparation of the INTRINSIC project (Project presentation) Cagliari-Prato, April 2005	SPACE: Salvatore Lusso, Aaron Craig, Lara Bartoletti, Agnese Benassi, david Mugnai	Presentation at the management meeting
Project abstract preparation for the publication as part of the folder "Collective Research projects for SMEs" by the EU Commission Cagliari April, 2005	SPACE: Salvatore Lusso, Aaron Craig, Paolo Alongi	editor by the EU Commission: Stephen Smith
Project abstract preparation for AXMEDIS 2005 International Conference on automated production of cross media content for multi-channel distribution Cagliari-Prato May-June, 2005	SPACE: Salvatore Lusso, Aaron Craig, Paolo Alongi	Axmedis 2005 held in Florence 30 nov.-2 Dec. 2005
Science Academy of Bulgaria meeting Sofia, 8-9/05/2006	SPACE: Salvatore Lusso; representants of the Science Academy	Presentation of the INTRINSIC project; possibilities of deployment in Bulgaria.

Major Dissemination Event Rome, 6-7/07/2006	SPACE: Salvatore Lusso; Gabriela Lusso; more than 200 participants	Presentation of the INTRINSIC project
ESCs International Meeting Malta, 21-22/07/2006	SPACE: Salvatore Lusso; ESCs representants from all Europe	Presentation of the SEA as tool to be deployed in all the ESCs of Europe.
Project Presentation at the CNEL Italy Rome, 28/09/2006	SPACE: Salvatore Lusso; CNEL managers	Presentation of the business opportunities for SMEs in affiliating the RSC portal
Ministry of Foreign Affairs Rome, 18/10/2006	SPACE: Salvatore Lusso; Managers of the Ministry of Foreign Affairs	Presentation of the INTRINSIC project, to elaborate a bilateral cooperation program Italy-Turkey

**(F2) activities run**

Event and Date	Persons involved/ Attending	Details
National Academy of Sciences, Sophia, 02-03.02.2006	Researchers from the National Academy, representatives from F2	Dissemination session with presentation of the INTRINSIC methodology and results, in view of the diffusion of an INTRINSIC initiative in the Republic of Bulgaria
Ministry of Culture, Central State Archive, Rome, 11-12.05.2006	Over 200 representatives from the Ministry, Regions, Enterprises and development agencies, representatives from F2	Presentation of the INTRINSIC project and goals, discussion of the relationships between the promotion of cultural heritage in regional environments and sustainable development through the promotion of local identity
Confindustria (Industrial Association), Turin, 22-23.06.2006, workshop on SME development through the international promotion of typical products	Representatives from Confindustria and over 20 local enterprises; functionaries from the Region of Piedmont; representatives from F2	Analysis of the requirements for successful internationalization of typical products, requirements and prospects for Piedmont's SMEs; presentation of the INTRINSIC approach and plans for INTRINSIC-related projects in Piedmont
Regional Administration of Umbria, Perugia 06.07.2006, presentation of DOCUP Measures for local development through local quality productions (Structural Funds)	Representatives from the Regional Department of Commerce and Agriculture; local SMEs associations; representatives from the Chamber of Commerce of Perugia; representatives from F2	Presentation of the structural funds policies and opportunities for 2006, Calls for Proposals and opportunities for enterprises. Presentation of INTRINSIC and discussion of the potential for the establishment of an INTRINSIC Service Centre funded through DOCUP funds
I3 programme seminar, EuroBIC CEII of the Region of Calabria, Catanzaro 21-22.07.2006	Local SMEs of the identity sector, representatives from the Region of Calabria (innovation Department), representatives from EuroBIC; representatives from local development consultants and from F2	In the frame of the presentation of the results of the I3 programme (Enterprise/Identity/Innovation, promoted by the Region of Calabria) the INTRINSIC initiative has been presented, and the prospects for having an INTRINSIC Service Centre support the follow-up to I3 have been evaluated
Italian Chamber of Commerce, Bucharest (RO), 15.09.2006	Chamber of Commerce functionaries, representatives from F2, representatives from the local industrial associations	Presentation of the potential of new communication solutions (primarily Web Television) for the international promotion of Romanian SMEs. Presentation of INTRINSIC and discussion of its potential role in supporting the local SMEs of the identity-related sectors
Regional Administration of Sicily, Soprintendenza del mare, Palermo 18.10.2006	Functionaries of the Region of Sicily (Industry, Culture, Local Development Departments); enterprises, development agencies, cultural operators, representatives from F2	Seminar on new approaches to the internationalization of SMEs in regional environments. Presentation of the INTRINSIC approach and discussion of the possibility of establishing an INTRINSIC Regional Service Centre funded through POR (structural) funds

**(ROBOTIKER) activities run**

Event and Date	Persons involved/ Attending	Details
“Desayuno Tecnológico sobre la Integración de las TICs en las empresas”, Zamudio (Spain), April 2006	ROBOTIKER: Ana Ayerbe	Presentation of the INTRINSIC project to the SMEs of the Basque Country
1st Conference on Collaborative Working Environments for Business and Industry Brussels, 10-11 May 2006	ROBOTIKER: Txetxu Santamaría	Presentation of the INTRINSIC project
Biscay Regional Government Meeting, Bilbao, June 2006	ROBOTIKER: Txetxu Santamaría	Presentation of the INTRINSIC project, possibilities of adaptation and deployment for the basque identity products
WEBIST 2007 3rd International Conference on Web Information Systems and Technologies, Barcelona, 3-6 March 2007	ROBOTIKER: Marta González, Txetxu Santamaría	Project paper preparation for submission to the WEBIST 2007 conferenece
IST 2006 Helsinki, 21-23 November 2006	ROBOTIKER: Jesús Herrero	Presentation of the INTRINSIC project

Further details are stated in the D17 “Dissemination activities”.

## 5.2 Exploiting the project results

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The project has created three Regional Service Centres in the local IAGs sites, with related web portals to allow B2B operations and the promotion of the SMEs products and of the whole regional area. During the project there have been three different levels of exploitation: *Internal Exploitation* led by the regional IAGs (Confartigianato/Upa Cagliari, ICC, PIMEC, CCB) that have moved by the interest in enlarging the SMEs network in order to reach a critical mass of products to prime the RSC business model and for profitable commercialisation policies. A part of this phase has been in parallel with the second part of the training activity, led by the SMEs' focus group, supported by their IAGs and addressed to other SMEs in the same region and sector; *Regional Exploitation* that has involved the local Chambers of Commerce, Public Administrations and territorial development agencies to access to Structural Funds for Objective 1 and 2 areas; *Cross-Regional Exploitation* led by the partner Confartigianato Brussels office. Internal and Regional exploitation have been the main activities of the first 18 months of the project; while the cross-regional exploitation has started in a consistent way from the completion of a mature phase of T4.4 and from the major dissemination event (summer/06)

The aim of the above exploitation activity has been, mainly for the regional IAGS, to create the assumptions for the gradual enlargement of the SMEs affiliated to each RSC, to reach a critical mass and offer them a real support for a proper marketability of their products. At a higher stage, after the project's end the economic sustainability of the created RSCs or of new upcoming ones will be granted by affiliation fees that the SMEs will have to pay to the IAG for the service provided, as well as the regional funding programmes for the territorial development.

In fact The INTRINSIC experience has set the IAGs and SMEs conscious of the possible sustainability of the project in the market; so this aspect has led them to push all the activities going in the direction of the exploitation of INTRINSIC in the real market; foreseen to happen from an average period of 6 months, starting from the project's end. Another relevant aspect of the project has been the creation of partnerships among the consortium members, to participate to other "calls for proposal" issued both by the EU Commission and by National Governmental Bodies; generating new possible projects having the same concept and technology base of INTRINSIC, but customised in different geographical areas and for different market segments/productive fields.

Further details of the exploitation activity are stated in the D18 "Exploitation activity report 2"

Asset	Result	Output
<ul style="list-style-type: none"><li>Internal activity (IAGs and Chamber of Commerce)</li></ul>	<ul style="list-style-type: none"><li>Enlargement of the number of affiliated SMEs for each test bed</li></ul>	<ul style="list-style-type: none"><li>(D09)</li><li>(D18)</li><li>Meetings</li><li>Workshops</li><li>Conferences</li></ul>
<ul style="list-style-type: none"><li>External activity</li></ul>	<ul style="list-style-type: none"><li>Access funding programmes for the further RSC sustainability</li><li>International visibility for promising commercialisation policies</li></ul>	<ul style="list-style-type: none"><li>(D09)</li><li>(D18)</li><li>Meetings/events</li><li>Lobbying</li><li>Conferences</li></ul>

It seems sensible to report some abstracts of the main new projects proposed by IAGs and RTDs, following the INTRINSIC concept and philosophy, aiming to propose the project's experience in other geographical and productive domains.

#### Project for the European ESCs:

The opportunity to propose a project targeted to the whole network of the ESCs (Economic and social Councils) of Europe, has come thanks to a Dissemination event held in Malta on 21-22 July 2006 (The event was requested by the Italian CNEL during the Major Dissemination event held in Rome on 7<sup>th</sup> July 2006) It is important to evidence that the INTRINSIC Consortium was invited to present the project and its potentialities to the representants of the major ESCs and EESC of Europe, met to decide the investments strategies for the following years. These Institutions are the ones appointed to monitor the socio-economic scenario of each EU country and to suggest intervention policies both to public Entities and to private Institutions. The EESC is also a consulting Entity of the EU Commission, for policies and programmes to be undertaken at European Level. The INTRINSIC project was presented by the Coordinator (Dr. Salvatore Lusso) and ESCs have shown a lot of interest in it. Deeper details and desiderata on the technology set up by INTRINSIC have been stated in the occasion of the following operative meeting held in Den Hague in October.

What has been evidenced is that each EU country has got an ESC (Economic and social Council) appointed to manage the official databases in the fields of occupation, job contracts, development state of each country, immigration and so on. Space was invited by the Italian CNEL, to present the SEA technology, properly customised during the INTRINSIC project in the three European regions. The SEA represents in fact, a very useful tool for each ESC to understand some socio-economic trends at municipality, provincial and regional level, as it is able to effect any kind of benchmarking and check ups of the territory.

All the ESCs have created a common platform of intermediation, called "Ceslink", where it is possible to access with a username and password to an area where the activities and researches made by each EU ESC are visible. These Councils are very close to the problems on how valorise local resources through the opportunities offered by the new Economy; to this extent, Space presented also the RSC with the related Imagination Engineering and Transactional Processing functionalities.

At the end of the presentation it was said that the tools were very interesting and particularly useful for organisations like them, and that they could start to apply for the SEA to be used by Ceslink, and than start to exploit the RSC concept at regional levels.

It was agreed that the INTRINSIC project would have become a guide for them, some kind of test bed for main of the EU regions.

### Project in Turkey:

The proposed project belongs to a call for bilateral Cooperation between Italy (The Ministry of Foreign Affairs) and Turkey (TUBITAK) for the years 2006-2009 (named: "First Executive Programme of the Agreement between the Government of the Republic of Italy and the Government of the Republic of Turkey on the scientific and technical Cooperation for the years 2006-2009"). The proposal has been on the Information and Communication Technology field and has regarded the use and customisation of the SEA technology tool and of the RSC in some economic productive fields of common interest for the two Countries. Being an Institutional bilateral Cooperation, it was decided to propose the project with the following partners: KOSGEB for Turkey; Atlantis-Space and Confartigianato for Italy. We remind that Space is controlled for its 61% by the Atlantis Group.

The project aims to create a bilateral Research To Development Cooperation between Italy and Turkey, in the Information and Communication Technology field, finalised to evidence some socio-economic sectors of common interest, where both countries could find convenient to focus on and to invest in the short, but also mid-long term period.

The aim of the project will be the one to create a model, with related technology tool, based on very targeted analysis, both on the Italian and Turkish productive system, that will be able to identify and then monitor in the time (through the creation of Observatories), the most attractive fields where the countries could find convenient to open some new and/or strengthen some already existing commercial relations and know how transferring.

The Project will mainly address to the Institutional level of the Ministries (Ministry of Foreign Affairs, TUBITAK), to become than a strategic tool for the Grouping Associations (Confartigianato as Grouping Association partner of Atlantis in the definition of the requirements of Italian SMEs in the internationalisation process and KOSGEB, as Governmental strategic Institution and technology transfer to the Turkish SMEs) able to turn the results of the proposed research into clear policies and tangible advantages for the SMEs of the two countries; representing the 95% of the total productive domain in Italy and 90% in Turkey.

The Analysis of the "Territorial Governance System" will be composed by three main topics: The Governance of the Development, The Management of the local resources, The regional Valorisation and Promotion; that are managed and visualised through some three technology platforms of Atlantis' property.

### Exploitation initiatives in Turkey

Kosgeb and CCB have been working in the direction to replace the Intrinsic experience in other precious districts or regions of Turkey, like the "Kızıcahamam" which is a Small, tatty but quiet town on the old Istanbul road, about an hour north of the Ankara city. Kizilcihamam has thermal springs and a nice resort hotel. On 04/03/2006 there was a meeting about KOSGEB Supports and Intrinsic project. Attendants were local Smes, Tourist attractors and Kosgeb. CCB has arranged also two meetings with the local Chamber of commerce of Polatlı and Şereflikoçhisar to explain and to become widespread of Intrinsic project results. Polatlı, is 78km from Ankara, was established around 3000 BC but its centre, the Gordion and the surrounding area, were the largest Phrygian city in the world. Gordion was ruled in succession by the Hittites, Phrygians, Persians, Romans and Byzantines, and was added to the Ottoman Empire in 1516 by Yavuz Sultan Selim. Sereflikochisar Instead is 148 km from Ankara, and was first settled between 1400-1300 BC. In the Selcuk era there was a castle around the hill right next to the town, and a second castle on an even higher hill. The Salt Lake, which is the second largest lake in Turkey is also in this district. The Hirfanli Dam and lake found to the north provide irrigation for this arid region and there is fish farming as well. The Salt Lake, the Kursunlu Mosque, Kochisar Castle, and Parlasan Castle are all very popular tourist destinations; and the Intrinsic approach could be very useful to enable their SMEs development and tourist visibility at international level.

### Project in Bulgaria

The project has been already proposed to the Ministry of Finance of Bulgaria and regards the application of the SEA technology tool applied to all the economic fields of the six regions of Bulgaria; and the application of the RSC for the valorisation of the selected identity productions of the region of Sofia.

The project, edited by the Atlantis-Space Companies, proposes to the Ministry of Finance of Bulgaria the following functionalities, to allow the country to be in line with the EU parameters (NACE standard codes):

- to have some common indicators/parameters that could be compared both at internal/national and international level, according to the EU standards;
- to have a decision support system (DSS) addressed to the policy makers to plan investment interventions in the territory, also in line with the future EU structural funding policies for Bulgaria.
- To have a base for the application of the RSC, able to valorize and promote the identity productions of the region of Sofia (Assumed as pilot region).

### Exploitation initiatives in Bulgaria and Romania:

F2 has exploited the synergies arising from the ongoing activities in the frame of two important international activities F2 is leading:

- F2 is in charge of the coordination of eIFL, the Electronic Information for Libraries initiative of the Open Society Initiative (Soros Foundations), an international network of Libraries and NGOs dealing with enabling developing and eastern Europe Countries in getting access to coastly and highly sophisticated information sources such as electronic periodicals. F2 coordinated a network of about 75 countries with a tight inter-relationship with institutions and bodies in charge of local development, where there is high interest in exploring all opportunities for sustainable and identity-related development. Besides disseminating information and promoting initiatives in several countries, F2 has started significant exploratory projects in two CEE countries, Bulgaria and Romania (see below)
- Interest in Romania has also been raised in the occasion of F2's visits related to F2's participation in a collaborative development project based on the application of RFID technology in several industrial fields, including libraries (LIBER/IMSS EC project).

<b>Partner</b>	<b>Exploitation prospect</b>
National Academy of Sciences, Sophia (BU)	Possible launch of an INTRINSIC initiative in the Republic of Bulgaria with special reference to the synergies between handicraft products, cultural heritage and tourism
Italian Chamber of Commerce, Bucharest (RO)	Analysis of the role of an INTRINSIC-like initiative in the animation and international promotion of the Romanian SMEs of the identity-related sectors

### Exploitation initiatives in Italy:

F2 is developing a joint initiative with the Italian Ministry of Culture and Tourism (the *Europrog* cycle of conferences on European projects, European funds and sustainable development) in the frame of which several hundreds of representatives from national and regional authorities are met and new projects and prospects dealing with the use of structural funds for sustainable development are being analysed and discussed.

The *Europrog* initiative has given rise to four main exploitation prospects, discussed in the occasion of the *Europrog* conferences and further pursued through direct links with the local authorities and trade organisations:

Ministry of Culture, Rome	Presentation of the INTRINSIC project and goals, discussion of the relationships between the promotion of cultural heritage in regional environments and sustainable development through the promotion of local identity
Region of Sicily, Regional Soprintendenza of Ragusa (RG)	Discussion of the INTRINSIC model as a catalyst for local development initiatives joining the creation of a Museum Network with the promotion of the local agri-food productions (already highlighted through fairs and exhibitions such as the Ragusa Cheese Art, <a href="http://www.sicilyweb.com/cheese-art-ragusa/index_english_cheese_art.htm">www.sicilyweb.com/cheese-art-ragusa/index_english_cheese_art.htm</a> )
Confindustria (Industrial Association), Region of Piedmont	Analysis of the requirements for successful internationalization of typical products, requirements and prospects for Piedmont's SMEs; discussion of the INTRINSIC approach and plans for INTRINSIC-related projects in Piedmont in the frame of the 2007-2013 programming of structural funds
Regional Administration of Umbria	Analysis of the structural funds policies and opportunities for 2006 and 2007-2013. Presentation of INTRINSIC and discussion of the potential for the establishment of an INTRINSIC Service Centre funded through DOCUP funds

F2 is carrying out with other partners the the *I3* programme (*Enterprise/Identity/Innovation*, promoted by the Region of Calabria) that deals with the analysis of the potential for innovation of a cluster of enterprises of the identity sector, and with the launch of new initiatives aimed at pursuing innovation through ICT and the exploitation of local identity resources.

INTRINSIC represents one of the foremost reference initiatives the Region of Calabria (Italy) is looking at to promote the local system of identity-related enterprises.

I3 programme, Region of Calabria	In the frame of the I3 programme the INTRINSIC initiative has been analysed and the prospects for having an INTRINSIC Service Centre support the follow-up to I3 are being evaluated
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F2 is launching (in cooperation with T3 Consulting S.r.l.) a programme of investment for the creation of an INTRINSIC service centre in the area of Sciacca (AG) (private investment supported by the Region of Sicily with a contribution of about 500.000 €).

The programme is funded under the PIT branch of the Measure 2.03 of the Structural Funds 2000-2006 of the Region of Sicily.

Regional Administration of Sicily, Integrated Territorial Project of the Sciacca (AG) area, Structural Funds 2000-2006	Establishment of a private INTRINSIC Service Centre - evaluation of the investment plan under way, preliminary (technical) evaluation successfully completed, under financial scrutiny at the time of writing
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F2 is launching a programme of R&D and investment for the creation of an INTRINSIC service centre in the area of Cagliari (CA, South of Sardinia). The programme involves private investment supported by the Region of Sardinia with a contribution of about 400.000 €.

The programme is to be funded under Measure 3.13 of the Structural Funds 2000-2006 of the Region of Sardinia.

Regional Administration of Sardinia, Innovative Enterprises Integrated Investment Programme of the Cagliari (CA) area, Structural Funds 2000-2006	Establishment of a private INTRINSIC Service Centre for the area of South Sardinia - evaluation of the investment plan under way, preliminary (formal) evaluation successfully completed, waiting for the publication of the relevant call for proposals at the time of writing
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The activity of Confartigianato and Upa Cagliari has gone in the direction to create a partnership with the tourist operators and the local administrations, to build an exportable model where the RSC web portal could represent an operational tool able to create a real network of privileged actors.

Direct actions have been also made to the ISVINET srl (Company of the Confartigianato for the technology development and of the information system platforms); in that occasion, some contacts were taken for the travel agency creation.

During the definition of the Local tourist systems at regional level (which is the new policy of the Autonomous Region of Sardinia, on tourism), it was proposed the mixed model of web portal and e-business platform (introduced by Intrinsic) with the aim to vehicle the typical artistic handicraft production through the tourist flows; which is a model that can be exported in all the Italian regions.

Other important activities have been made by Space together with Upa Cagliari and Confartigianato, regarding the possibility to replace the Intrinsic methodology in other regions of Italy through the research of structural funding, with a particular attention to the region of Sicily.

in fact, Although all the six Regions of Southern Italy that benefit from Structural Funds under the 2.000-2.006 Community Support Framework are eligible for activities aimed at rediscovering and promoting their rich heritage of typical agro-food products and handicraft productions, Sicily (the richest and most internationally know Region in Southern Italy) will be the first Region to be targeted for the mainstreaming of the INTRINSIC solutions beyond Sardinia.

Many reasons make Sicily an attractive market for the establishment of new INTRINSIC services, and possible funding lines within the Regional Structural Funds (especially Measure 4.13) could support the launch of INTRINSIC-related activities throughout the years 2006 to 2008. Matching co-funding resources could be made available at the same time through the Framework Programme Agreement on the Information Society with the National Ministry of Innovation, along the same lines that will fund the SINPEC initiative in Sardinia.

The prospective activities have already been successfully discussed with the Regional Head of Department for Agriculture, Innocenzo Leontini (in a tight synergy with the Head of Department for Cultural Heritage, Alessandro Pagano: see for instance their joint effort to promote Sicilian wine [http://www.alessandropagano.it/portale/adDetail.asp?cat\\_id=8&sub\\_id=19&ad\\_id=1867](http://www.alessandropagano.it/portale/adDetail.asp?cat_id=8&sub_id=19&ad_id=1867)) The Regional Administration is presently elaborating a strategy to introduce the INTRINSIC solutions, starting from selected territories and product areas, partly directly as a Regional initiative, and partly through targeted procurement tenders.

### Project in China and Vietnam

Some partners of the INTRINSIC Consortium are participating to the “ASIA-Invest Programme 2006-2007” for the call of 9/03/2207, component B: Capacity building. The project aims to create a bilateral cooperation among the Mediterranean countries and the East Asia (starting with China and Vietnam) in the agro-food field. The partners will generate a technology platform that will be the meeting of all the importers/exporters of identity products of the two areas, following the concept of Intrinsic that the most added value of the product is its strict relation with the territory and with its traditions. It will be also a tool to exchange valuable know how on processes run in the agro-food field in both geographical areas. The stakeholders involved will be the territorial Grouping Associations, Governments, Universities, Trading Companies, Chambers of Commerce, SMEs and also private investors.

The project will analyse the following phases:

- analyse both the Mediterranean and Chinese-Vietnam market in terms of demand/offering of agro-food products
- Identify the Mediterranean products (offering) that could fit the Asiatic market
- Identify the right target to whom address the above offering
- Define the Marketing mix of the offering in terms of pricing, promotion and packaging policies
- Identify the possible stakeholders involved in both countries (trading Companies, restaurants, distributors, local product's shops, Investors, Entities/Institutions)
- Definition of the technology tools/components to be adopted to set up the web platform of intermediation between the two regions
- Definition of Technology platform prototype
- Business planning on the economic sustainability of the model

The partners involved are:

Technolgy partner: Space/Atlantis Group (I)

SMEs Grouping Associations: Confartigianato (I), SIL Oristano (I), PIMEC (E), KOSGEB (TU), General Chamber of Commerce of Qidong (China), Chamber of Commerce of Saigon (Vietnam)

Public field sector Entities/Institutions: ERSAT (I), University of Sassari (I)

Trading Companies: TigerBeauty (China), Istituto per Industria e Commercio Italia-Cina (I)

### Exploitation initiatives in Spain:

The main activity in Spain has been in the direction to gather the different sub-regions of Catalonia (Comarcal), having autonomous budgets in the management of tourism and territorial valorization policies.

The tourist sector in Catalonia is one of the most important fields for its economic growth, and now is very competitive. From the recent executive changes, there is not any political defined strategy yet, and local authorities (Consells Comarcals) have decided to engage their own policies to promote their tourism and their products on external markets. They need a fast way to cover their dissemination necessities before summer holidays and every institution has always worked individually, very often with no effective web strategies. This fact shows that Intrinsic is able to offer them a good unified way to promote the tourist and enogastronomic values, through a solution that will be competitive also in the future.

There is also some kind of extra power of the town of Barcelona, in its initiatives, both at tourist level and for the territorial development, that tends not to consider within Catalonia what is out of the town of Barcelona. ICC has understood that the future development of Catalonia will happen only through the development of the rural and less visible areas of the region, where there is the concentration of all the values and traditions of it; so they are doing a strong political action in this direction

Intrinsic will be a good way to bring the local products from rural world to the city, in order to introduce the proximity tourism in it.

One of the more important objectives of the project it's getting a direct implication by restaurants themselves. The project wants to notice the need of the majority of restaurants go becoming accustomed to using internet as measure of promotion and sale of their products, since they will be most favored and those who can obtain a more direct and interactive implication. In this case, ICC it's working with more than four hundred restaurants of all Catalonia, with the distinction Marca Cuina Catalana that grants the ICC to them (of which they use habitually Internet 60-65%), to develop the product.

Further details are stated in the D18 "Exploitation activities report 2"

### 5.3 patenting the project results

Although the European patent regulations are evolving, and getting closer to the much more flexible and knowledge-oriented USA ones, patenting software architectures and applications is still not always a straightforward task. To circumvent the traditional hardware orientation and process orientation of patent procedures, the INTRINSIC IAGs regional partners (Confartigianato, ICC, PIMEC, CCB), led by the RTD partners, have performed a specific analysis of all the original elements of the INTRINSIC architecture (components provided, their chaining and integration, the match with the ASP delivery platform, the access interfaces) and have prepared the an official and professional technical relation, together with the main guidelines to apply for an EU patent. This policy was decided by the whole Consortium because the three test bed regions want to take a 6-8 months period to keep on customizing and updating the RSCs before their official launch in the web market; so it would not have been convenient to patent the solutions now. So, as soon as the IAGs will consider their solutions completely ready, thanks to the already set up professional technical relation and the operational guidelines; they will be able to protect their tools without the help of expensive consultancy experts in the field.

Asset	Result
<ul style="list-style-type: none"> <li>Analysis of the uniqueness and innovation of the development and integration of the technical components of the RSC</li> </ul>	<ul style="list-style-type: none"> <li>Professional technical relation+guidelines to apply for an EU patent by the regional IAGs</li> </ul>

Further details, together with the professional technology report, can be found in the D14 "European Patent"