AC223

EUROPEAN TELEWORK DEVELOPMENT (ETD)

Project period: 1 July 1996 to 30 September 1999

Final report

Date of preparation: March 2000

Document reference number: AC223/TDC//FR/R/

<table>
<thead>
<tr>
<th>Partner code</th>
<th>Partner name</th>
<th>Short name (as on M1 form)</th>
</tr>
</thead>
<tbody>
<tr>
<td>P01</td>
<td>Tele Danmark Consult A/S</td>
<td>TDC</td>
</tr>
<tr>
<td>P02</td>
<td>Management Technology Associates</td>
<td>MTA</td>
</tr>
<tr>
<td>P03</td>
<td>Swedish IT companies Organisation</td>
<td>SITO</td>
</tr>
<tr>
<td>P05</td>
<td>Belgian TeleWorking Association asbl</td>
<td>BTA</td>
</tr>
<tr>
<td>P06</td>
<td>ECOMAIL</td>
<td>ECOMAIL</td>
</tr>
<tr>
<td>P07</td>
<td>David Skyrme Associates</td>
<td>DSA</td>
</tr>
</tbody>
</table>
Contents

1 EXECUTIVE SUMMARY 3

2 PROJECT OBJECTIVES 5

3 RELATIONSHIP TO PROGRAMME OBJECTIVES 6

3.1 ETD’s main role in the Programme: the ACTS Telework Chain (GAT) and projects 6

3.2 ETD’s linkages to other ACTS chains and their projects 6

3.3 ETD’s linkages to other ACTS horizontal actions and to programme level activities 7

3.4 ETD’s linkages to other EC RTD Programmes and European initiatives 7

3.5 ETD’s contribution to the main objectives of ACTS 8

4 MAIN ACHIEVEMENTS OF THE PROJECT 9

4.1 Overview of main achievements and challenges 9

4.2 European Telework Online 14

4.2.1 Overall achievement 14

4.2.2 European Telework Online and ETD 15

4.2.3 Web "Firsts" 15

4.2.4 Commercialisation and future development 15

4.3 European Telework Weeks 1996-1999 15

4.3.1 ETW 1996 16

4.3.2 ETW 1997 16

4.3.3 ETW 1998 18

4.3.4 ETW 1999 19

4.4 Telework and New Ways of Working Assembly 1999, in Aarhus, Denmark 20

4.4.1 Conclusions and lessons 20

4.4.2 The European Assembly 21

4.4.3 Audiences and themes 22

4.4.4 The programme 23

4.4.5 Other activities and facilities 23

4.5 ETD’s project vision 24

4.5.1 Purpose of the vision and perspective 24

4.5.2 Mechanisms for representing and communicating the vision and perspective 25

4.5.3 Key messages 25

4.5.4 Strength through differentiation - evolution of the perspective from Project Year 2 26

4.5.5 Focusing the Vision 27

4.5.6 Issues and aspects missing from the Vision and Perspective and related activities 28

4.5.7 Communicating the Vision 28

5 MAIN CONCLUSIONS 28

6 INPUT TO ACTS GUIDELINES 31

6.1 GAT Guidelines 31
6.2 Dissemination of GAT Guidelines outside GAT Chain

7 OVERALL IMPACT

7.1 Telework Integration

7.2 European Vision and Perspective on Telework

7.3 Results in Countries

7.4 Impact on Communities of Interest

7.5 External Communications Impact

ANNEX A: LIST OF DELIVERABLES PRODUCED

ANNEX B: LIST OF PUBLISHED PAPERS

ANNEX C: EXAMPLES OF MARKET DELIVERABLES

ANNEX D: EUROPEAN TELEWORK ONLINE SITE OVERVIEW

ANNEX E: NATIONAL ETD REPORTS

AUSTRIA

BELGIUM AND LUXEMBOURG

DENMARK

FINLAND

FRANCE

GERMANY

GREECE

IRELAND

ITALY

NETHERLANDS

PORTUGAL

SPAIN

SWEDEN

UNITED KINGDOM
1 Executive Summary

European Telework Development (ETD) commenced work in July 1996, and by the end of its 39 months duration (a 3 months extension was added in order to cover the Telework and New Ways of Working Assembly in September 1999) ETD became very well established both within the ACTS community and as an important and influential actor in national, European and indeed international telework networks.

ETD was a horizontal action project within the ACTS Programme. ETD's objectives were concerned with developing understanding and effective take up of telework and related Information Society applications and methods across the European Union and in Europe's links with other countries and regions. By the end of the project ETD had:

- successfully developed and communicated a strong vision and perspective of telework, linking it with the critical issues of jobs and employment, competitiveness and social cohesion in the context of the Information Society and the emerging Global Networked Economy
- worked closely with Commission Services to ensure that the project's messages and direction were well tuned to the ACTS Programme and other policy and programme needs and to feed back to the Commission key issues (including preparation for the 5th Framework Programme) and trends identified from ETD's wide ranging market activities
- supported the emergence of European Telework Online as the world's leading online information and contact point for telework and related topics and the hub of a network of linked websites of (at December 1999) 25 countries
- stimulated and supported new market-based initiatives that have and continue to play important rôles in the development of Europe's Information Society and networked economy, established the European Telework Agenda and strengthened the impact of European Telework Week
- made excellent progress in developing an effective "network of networks" of telework, teletrade and telecooperation activists based round ETD’s network of National Coordinators in member states
- contributed to the ACTS Programme community, through both the GAT Telework Chain and the Horizontal Domain, and forging market-based links between ACTS and other EU programmes, particularly the Telematics Applications Programme (TAP) and the IT Programme (ESPRIT), but also Regional and Social programmes.

The project has been extremely successful as a prime mover in changing the agenda of telework from one of debate to one of action and practice. It has done this by extending the coverage from just telework to include teletrade (electronic commerce) and telecooperation by showing how telework, as a new way of working and of organising work, cannot be seen in isolation from wider market developments but is part of the burgeoning demand from employers, organisations and the macro economy for greater efficiency and global reach.

The ETD project has had three main aims:
1. To stimulate awareness, understanding and take-up of telework in Europe
2. To enhance understanding and acceptability of telework in the broader context of the Information Society and an overall new approach to work and business
3. To support a telework focus within the ACTS programme and enhance the linkage and integration of ACTS and the many other policy and programme areas that affect Europe's response to telework

The project can claim to have made a considerable contribution to each of these objectives:
1. As reported in the European Telework Status Report 1999, take up of telework accelerated sharply over the period 1997-1999 from an estimated two million active teleworkers in 1997, to a mid-1998 estimate of four millions and to almost 10 million by the beginning of 1999. The exceptional growth in activities and visibility of the European Telework Week programme and other aspects of the European Telework Agenda reflects this.
2. The project's advocacy of an integrated approach, exemplified in its early promotion of "the three Ts" - Telework, Teletrade and Telecooperation - has been widely recognised both in the market and in policy and programme formulation
3. There is clear evidence of a more integrated and coherent approach to telework and related policies and programmes at European level, notably with the coupling of New Methods of Work and Electronic Commerce in the IST programme, in wider contributions to the annual Status Report, and in active participation by a range of DGs in common public activities such as telework information days and through the European Telework Agenda.
2 Project objectives

The main objectives of ETD were to:

1. directly support all activities of the ACTS Telework Chain and to integrate the Chain's activities into the work of other ACTS chains, other relevant European programmes and activities and the various communities of interest active in and affecting the telework market and environment.

2. develop and sustain a clear, well formulated vision and perspective of telework, its technologies, opportunities, challenges and issues and use this to enhance understanding within and through the ACTS Telework Chain and in relationships with related programmes and interests.

3. identify and connect with relevant European programmes, services, institutions etc to develop a common Index and information source of all European activities, projects, reports etc relating to the telework domain and make this available within and through the Telework Chain and in the market.

4. stimulate the establishment of a European Policy and Programmes Interest Group or equivalent mechanism for enhancing cross-fertilisation, avoidance of duplicated effort and more comprehensive and coherent coverage of telework opportunities, challenges and issues across European Union programmes and in preparation for future Framework programmes; and extend support for broad activities such as European Telework Week and possibly move towards a European Year of Telework.

5. orchestrate and support a network of National Coordinators based on existing and emergent telework associations and platforms, supported by a linked network of National Telework Websites and Information Services and a European Telework Online website and information service; and develop and stimulate ACTS-related telework activity in each country and extend the links between the ACTS Telework Chain and the markets at country level.

6. create a "market model" in the form of a European Telework Matrix, for use by ACTS and other interested parties, populate this model with representative organisations in each of the main sectors and specialist domains affecting telework (employers, suppliers, social partners etc) and work with interested parties and Commission Services to stimulate and support a European Telework Observatory (ongoing measurement and reporting of key aspects of the market).

7. working with the most active market participants, stimulate and support Interest Groups that will join with ETD in developing Common and Concerted Actions aimed at market awareness, understanding and stimulation activities, including European Telework Week.

8. implement effective outreach and internal communication programmes, including the network of Telework websites, public media communications, online and offline communications fora, and, with support from the Interest Groups encourage, guide and support related communities of interest to introduce effective online communications so as to form a "network of networks" for telework interests.

9. present telework as an integral part of overall information society development together with, for example, teletrade and telecooperation.

It was necessary to work effectively with related European projects, notably DIPLOMAT, INFOWIN and FAIR, so as to optimise the results of all telework-related market-oriented projects and minimise overlap or duplication of effort.

ETD occupied a special place within the set of applications enabled and enhanced by the ACTS programme, since, as a participation task and horizontal action, it potentially linked across a range of technical areas through its teleworking focus. ETD aimed to animate the ACTS Telework Chain as one of the main concertation chains within ACTS in order to fulfil this role. The project focused very strongly on the main objectives of Task AC80, stimulating early and effective uptake of telework technologies and concepts and promoting awareness and understanding of ACTS in the telework context.
3 Relationship to Programme objectives

The European Telework Development (ETD) project was a horizontal action within the ACTS Programme and as such had a very important web of linkages to a large number of ACTS projects. Many of these linkages were part of an ongoing, iterative development process throughout the three year life of the project in which ETD both made inputs to, as well as received outputs from, other projects. The role of ETD as a horizontal action means that it was not a technology development or demonstration project. However, a key element of the project's linkages was the effective and in some ways innovative use of Internet and Intranet technologies.

ETD was a programme of development and action built upon both existing linkages as well as those it is establishing between a wide variety of projects, programmes, initiatives, actors and actions within European RTD as well as beyond to the wider market and world. ETD's stated goal was to move the European agenda on telework from research and discussion to action and implementation, and it was therefore seen as central that links were made to all market actors and influencers and that these should be made fully aware of the enabling and facilitating roles of technology, including both today's technologies as well as the new technologies emerging from and being tested in the ACTS programme.

3.1 ETD's main role in the Programme: the ACTS Telework Chain (GAT) and projects

ETD occupied a special place within the set of applications enabled and enhanced by the ACTS programme, since, as a participation task and horizontal action, it potentially linked across a range of technical areas through its teleworking focus. ETD animated the ACTS Telework Chain (GAT) as one of the main concertation chains within ACTS in order to fulfil this role. The project focused strongly on early stimulation and effective uptake of telework technologies and concepts and promoted awareness and understanding of ACTS in the telework context.

ETD worked with and through the GAT to seek out and make visible in the market those projects and results that could be used to communicate vividly to the telework market how emergent technologies underpin the growth of telework and the success of Europe in telework.

ETD was designed to actively demonstrate and promote the growing importance of telework to Europe by providing linkages which facilitated a two way flow of information and awareness between ACTS and wider social and economic developments. ETD managed and facilitated the direct coordination and linkage of all these tasks with the ACTS Telework Chain on an on-going basis. Thus, ETD provided the direct interface and coordination between ACTS telework projects and components with GAT as a central component of the ACTS Programme’s concertation mechanism.

The work of GAT was primarily focused on producing guidelines as planning tools with a future orientation towards new technologies and functionalities and which not only had a concertation role but also were to be used to distil GAT issues and experience both vis à vis the market as well as directly feeding into the political process.

(See section 6 below)

3.2 ETD’s linkages to other ACTS chains and their projects

Apart from directly supporting the Telework Chain (GAT) and its projects, ETD identified other Chains, projects and Domain Areas, with which it established synergy. The GAT Chain was part of the GA (Generic Access to Applications) Group of Chains, and GAT liaised with each of these chains in order to identify areas of common interest and potential synergy. During the project, ETD and GAT had active cooperation with six other chains:
- GAS Chain (small business networking and commercial transactions)
- GAC (cultural heritage), GAD (sustainable development), GAM (residential use) and GAS (small firms), proposing an "ACTS to and for the home" programme
- NI Chain (Network Level Interoperability and Management)
- XB Chain (broadening of awareness)
3.3 ETD’s linkages to other ACTS horizontal actions and to programme level activities

There were three main horizontal actions with which ETD liaised closely during the project:

- **DIPLOMAT** (which terminated in June 1998): ETD worked closely with this project and made specific efforts to support and assist its work in developing and seeking wide acceptance of a European Charter for Telework. Both ETD and DIPLOMAT are concerned to promote consensus development, disseminate good practice, assist in the consolidation of GAT guidelines and support the exploitation of GAT results as they affect telework. ETD produced a joint deliverable with DIPLOMAT in May 1998 (D038: Assessment of European telework and its future potential).

- **FAIR** carried out impact assessments of global developments encompassing political, regulatory, strategic, industrial, service provision, tariffing and technical issues, affecting the development of advanced communications in Europe. Strong links between ETD and FAIR were established.

- **INFOWIN** covered ACTS dissemination and awareness actions at a general level by collecting, summarising and disseminating information resulting from ACTS trials, results and ‘value-assessment’ activities across the programme as a whole. ETD used the INFOWIN databases and user interfaces, provided feedback to it, and contributed to INFOWIN studies and activities.

In addition to these, there were a number of other horizontal actions and programme level activities with which ETD cooperated. ETD has played an active part in the work of the Horizontal Actions (HA) Domain and contributed to the work of the horizontal project, ACTSLINE, which started work in 1998.

3.4 ETD’s linkages to other EC RTD Programmes and European initiatives

Within European RTD, it was important that ETD did not only focus on the ACTS Programme. There were many other activities within the Fourth Framework Programme, as well as elsewhere at European level, with which ETD established and maintained mutually beneficial links. These included:

- The Telematics Applications Programme (TAP): ETD established links with TAP telework projects and Commission staff and made presentations at the Telematics for Urban and Rural Areas sector Concertation Meeting. ETD contributed resources and content to the TAP ETHOS News publications and websites. ETD also had a strong presence at the TAP conference *Advancing the Information Society*, in Barcelona, 4-7 February 1998.

- **DGIII**: electronic commerce - participation in and support to the DGXII/DGIII joint efforts: ETD played a leading role in developing the Network of Centres of Competence in Electronic Commerce for SMEs.

- **DGV’s employment concerns and initiatives**: ETD made extensive inputs into DGV’s work.

- **DGVIII (Transport) and DGX (Environment)** and issues concerning the potential transport substitution aspects of telework

- **DGXVI (Regional Policy)** and its concerns with regional development and cohesion: ETD established links to the Regional Information Society Initiatives (RISI), funded by the ERDF and Article 6 of the ESF, as well as with DGXIII-A’s work on telecommunications markets in cohesion countries.

- **DGI (External Relations)** links with the Third World and Central and Eastern Europe (CEE): ETD had ongoing links with CEE and Mediterranean countries, with Israel, etc., and monitore3d activities funded by PHARE, TACIS and the Lomé Convention.

- developing the Fifth Framework Programme: ETD made strong inputs to this process, for example the project:
  - made presentations in 1998 on “new Methods of Work (and Electronic Commerce): RTD opportunities in the RTD Programme”, and to the joint TSER (Targeted Socio-Economic Research) – ACTS workshop on the IST Programme “Generic Socio-Economic research Requirements in the IST Programme”.
  - demonstrated at, and provided a key-note speaker for, the first Information Society Technologies Conference and Exhibition (IST98) in Vienna at the beginning of December 1998. ETD also facilitated a narrow-band web-cast of telework and other activities at IST98.
  - made presentations at the IST Information Day in Paris, 23 February 1999, to the New Methods of Work focus seminar.
3.4 ETD's contribution to the main objectives of ACTS

All of the ETD objectives and tasks were related to exploitation of the results of ACTS in the area of telework and related markets, and the partners brought to the project a range of marketing skills and market knowledge which assisted the public and the European Union to benefit from these results. Telework occupied a special place within the set of applications enabled and enhanced by the ACTS Programme, since it affected the achievement of all of the general objectives of the European Union (sustainable development, quality of life, competitiveness, employment and jobs, social cohesion, regional balance) in ways that are directly relevant to all citizens and which are the focus of considerable political and media attention. Telework was one of the main applications highlighted in the White Paper Employment, Growth and Competitiveness, the Bangemann Report and the Action Plan for transition to an Information Society, and ETD was seen as a pivotal action in moving towards achievement of Union objectives.

Many of ETD’s prime objectives were to assist in the dissemination and formation of consensus concerning telework and telework markets, both within the ACTS Programme itself, through the animation of the Telework Chain, and external to ACTS within other DGs, across all important market actors and segments and at both international and national levels. Dissemination was a prime objective of ETD, both internally and externally to the ACTS Programme and this linked strongly to consensus formation within and across the EU boundary, which ETD supported by its online dialogue and outreach activities.

Although standardisation was not a specific concern of ETD, the project contributed indirectly to standardisation progress, both in the technology RTD area (by bringing relevant ACTS projects closer to their market where standardisation considerations are important) and in terms of teleworking good practice where awareness and knowledge of market developments contribute to enterprise and employment creation.
4 Main achievements of the project

4.1 Overview of main achievements and challenges

Over the three year life of ETD has had a large number of achievements, the headlines of which include:

- Overall information dissemination, stimulation of activities and design and mediation of the telework, teletrade and telecooperation (TTT) vision. This vision has influenced marketing and policy practices as reflected in the planning for the 5th Framework Programme, as well as amongst suppliers, users and decision-makers generally.
- Support for, and animation of, the GAT Telework Chain in ACTS (see section 3)
- A very large number of activities and developments initiated, promoted or supported by ETD took place at national level throughout Europe, e.g. setting up of Telework Associations, translations, web-site extensions, etc. Some of this work was focused on the yearly European Telework Weeks supported by ETD which took place each year at the beginning of November. See Annex E for a comprehensive review of ETD activities at national level throughout the EU.
- Cooperation with the DIPLOMAT project (which terminated at the end of June 1998) in the submission of joint deliverables assessing European telework and its future development, through GAT Chain activities and in assistance in the development and promotion of the European Charter for Telework
- Much work has been done with suppliers, together with collaborators in various countries and at European level (in the context of European Telework Week)
- Great progress has also been made in supporting user communities, including ISdAC - the Information Society disAbilities Challenge, EACN - the European Association for Community Networking, the European LEADER Observatory, the Network for Centres of Competence in Electronic Commerce for Small Firms, the MIRTI Project, and the WISE Forum. At national levels, support to telework associations, tele-centres, etc.
- The European Telework Agenda was established in collaboration with the European Commission as well as telework activists and organisations throughout Europe, ETD has developed, promoted and supported the establishment of this agenda with 12 European events in 1998 and 5 during the first part of 1999.
- Web-site: now the most comprehensive, most frequently visited, and most successful telework web-site in the world. Already established as such by the end of 1997, substantial additional growth and enhancement was achieved during 1998 and 1999 with more than a quarter of a million hits per month achieved by the beginning of 2000. (See section 4.2)
- Stimulation of and support to a network of national websites, the number increasing from 19 countries at year end 1997 to 25 countries at year end 1999.
- Telework (Status Report on European Telework for the years 1997, 1998 and 1999, prepared in collaboration with, and published by, the Commission services, and generally reckoned to be an enhancement in scope and quality compared to the well received 1997 edition.
- Collaboration with the European Information Technology Observatory (EITO) and contribution to the EITO 98 yearbook, including new telework market models developed from ETD's market matrix efforts
- European Telework Weeks supported in 1996, 1997, 1998 and 1999, marking a considerable improvement in terms of impact and visibility over the years, including the high profile European Telework Awards (see section 4.3).
- Support the annual Telework and New Ways of Working Assemblies in 1996 (Vienna), 1999 (Stockholm) and Lisbon (1998). In 1999, ETD directly organised the Assembly in Aarhus, Denmark (see section 4.4).

At a more detailed level, ETD’s achievements in relation to its main areas of work were as follows:

ACTS telework Chain Integration

Year 1:
- the ACTS Telework Chain (GAT) Secretariat was established and successful launched.
- GAT objectives, along with those of guidelines, were clarified, and working procedures established.
- ACTS Telework Chain documentation prepared and extensive GAT pages on ETD web-site established
- work on GAT Guidelines, including assistance to editors of Guidelines in presenting their texts online for access by other Chain members. Two guidelines were endorsed and disseminated to the ACTS community: GAT-G1a (First-time interoperability across extranets) and GAT-G5 (Implementation of telework for multi-site software development)
• the GAT Chain linked very successfully through ETD to other Chains, Domains and projects in ACTS, e.g. GAS.

Year 2:
• excellent support to GAT chain with ACTS endorsement of two GAT Guidelines despite considerable process and participation difficulties
• best use of internet by any ACTS chain
• successful poster session and presentation at ACTS Concertation Meeting in September 1997
• representation at EITC97 and other events throughout the year.

Year 3:
• GAT meetings: planning, implementation, minutes and follow-up (including secretarial support, progress chasing and networking, support to Horizontal Domain meetings, support to guidelines)
• further guidelines: ETD’s interoperability; TECODIS’ telework supporting software development; Advanced Communication Technologies and Services, enabling new ways to work paper (as a supply-side view); and the Market Assessment of Telework Requirements and Opportunities paper (with ‘shopping list’). Both of these were launched at the GAT meeting in September 1998.
• GAT meeting on 23 February 1999, the day after the launch and first call of the IST at an Information Day in Paris
• Internet Festival 19-21 March 1999 being driven by ISPO and supported by ETD in each country.
• Telework Information Day on 1 June 1999.
• TSER work continued into the 5 FP and ETD is supporting this both on-line and through ad hoc meetings and workshops. Socio-economic research has links not only with ACTS but also with ESPRIT, the TAP, as well as ecommerce activities.

Project Vision and European Telework Integration
Year 1:
• initial statements of ETD vision and perspective prepared and contacts drawn up and made
• two international workshops held and interest groups established Transport by Telecoms (August 1996) and New technology, work and jobs in the Information Society (October 1996)

Year 2:
• the TTT (telework, teletrade and telecooperation) message started to get through to external audiences
• the forthcoming 5th Framework Programme started to reflect the ETD message, e.g a new, more optimistic message started to emerge from DGV

Year 3:
• refining of the message and differentiating it for different target audiences, in addition to the core message
• ETD’s original perspective of TTT (telework, teletrade and telecooperation) has influenced marketing and policy practices as reflected in the 5th Framework Programme, as well as amongst suppliers, users and decision-makers generally. The inclusion of knowledge management has been part of this.
• very successful presentation of ETD and its telework perspective at the first Information Society Technologies Conference and Exhibition (IST98) in Vienna at the beginning of December 1998. This was during the Work Nouveau session and entitled New methods of work in Europe: a snapshot. It introduced a new theme, developed during 1998 following comments at the 1997 audit and addressing barriers in a positive way: "Strength through Differentiation". ETD also demonstrated at the second Information Society Technologies Conference and Exhibition (IST99) in Helsinki at the end of November 1999
• compilation of a large number of best practice cases for the ETD database, e.g. from:
  – Stockholm 97, 100 best cases
  – ETD status reports 1997 and 1998 and 1999
  – ADAPT
  – national cases from ETD’s network of National Coordinators and other contacts
• ETD has provided information and support on how to implement telework, including such a database and linked FAQs. Requests have changed over the life of the project away from why telework to how to telework – a very positive direction.

National Activities Programme
Year 1:
• overall management, communication networks and reporting and outreach mechanisms were set up
• a trans-national meeting for National Coordinators was held in September 1996 in Paris
• the ground was laid for NCs to collect their own national statistics and use these, plus qualitative investigations and knowledge to produce national status reports (feeding into D002) and thereafter a national business plans
• extensive pages supporting the national activities programme were created at the ETD web-site.
• agreement was made to publish the English language, and British and Irish focused, *Teleworking Handbook* (both first and second editions) in different languages for national use, and work started in a number of countries

**Year 2:**
• with a couple of exceptions, National Coordinators (NCs) were now operating very well as a trans-European team
• good progress in most member states, and excellent progress in several, e.g. in Italy and France
• comprehensive and coordinated response by ETD’s 14 NCs to the Commission Green Paper *Partnership for a New Organisation of Work*, as practitioners of telework and new ways of working in each Member State.

**Year 3:**
• many activities at national level, some supported by ETD’s in-country resource, e.g. setting up of Telework Associations in Germany and Sweden, translations in France, web-site extensions, used to leverage other activities. Much national activity was focused on European Telework Weeks in 1998 and 1999 and the creation of knowledge databases.
• national status reports produced for each country and fed into the European Status Report 1998 and 1999
• setting up of German Telework Association, re-launching of Swedish, strengthening of French and Spanish
• support to UK/Irish and Italian handbooks
• TW98 Status Report translated into Italian
• inputs by ETD into high level government policy, e.g. Italy, Ireland (Irish Telework Commission)
• country reports
• an opportunity now exists to create a European Telework Association and/or a European Association of TeleCentres
• models and case studies on telework, plus coaching /mentor relationships available on the ETD web-site
• better models of how to use telework to create employment (innovative work creation), cf. LEADER, KITE, etc.
• traffic reduction; traffic coordination (e.g. in the Netherlands directed at saving energy, reducing time wasting, coordination of car pooling, flexi-time working outside of the rush-hour, etc.)
• support for e-commerce
• support for different ministries on policy initiatives

**Sectoral and Specialist Domains**

**Year 1:**
• progress was made towards understanding what is required to support the establishment of a telework market observatory, including on the supplier side with European interest groups like EUROBIT and EITO.
• national statistics were collected centrally (e.g. from Eurostat), and were used to support the NCs national status reports and business plans
• European Interest Groups, TbT (Transport by Telecommunications), and Work in the Information Society were established by ETD
• on the user side many links were established and partnership networks created that can cooperate together
• a great number of links were made to activities and organisations with a (potential) interest in telework, and a good basis for future collaboration was established.

**Year 2:**
• data were collected for the European Telework Matrix, including contacts with ECTEL.
• ETD contributed to many existing and new telework-related conferences in Europe
• the best yet European Telework Week 1997 (ETW97), with over 150 events and activities across Europe (compared to 52 in 1996), including the TELCARD project and a very successful European Telework Award programme and ceremony
• central statistics related to telework were collected and presented
• practical help, and continued support, was given to: IsdAC (Information Society disability Challenge), EACN (European Association of Community Networks), (both resulting from ETD-stimulated new initiatives), and the European Youth Forum

**Year 3:**
• much collaborative work was undertaken with suppliers, for example:
  − contacts with Symantec and sponsoring of WISE meeting
  − interest shown by Lotus with their new inter-community product (for the management of large virtual communities) and input into the TW99 Assembly in Aarhus, Denmark in September 1999.
  − Ceres telecom operator (part of AT&T)
- targeting of suppliers who have products of interest for tele-activities
- also much support to user communities, for example:
  - ISdac (e.g. there were many handicapped participants at the ETW98 Awards Ceremony)
  - EACN
  - LEADER
  - Network for Centres of Competence in Electronic Commerce for Small Firms
  - MIRTI
  - WISE
  - Network of Centres of Competence in Electronic Commerce
  - The emerging e-democracy movement, a good vehicle for engaging the attention of politicians
  - at national levels, support to telework associations (UK, Ireland, Sweden, the Netherlands, Germany, Belgium, Spain, Italy), to regulators in the UK, to tele-centres in many countries, to trades unions in Denmark, in France support to Morocco and Senegal, in Spain support to South America
  - collaboration with the European Information Technology Observatory (EITO) and contribution to the EITO 98 yearbook, including new telework market models developed from ETD's market matrix efforts.
- the European Telework Agenda: in collaboration with the European Commission as well as telework activists and organisations throughout Europe, ETD has developed, promoted and supported the establishment of a European Telework Agenda. Events in 1998-99 were:
  - 4 - 7 March 1998: Euro-Med Net 98 Nicosia Role of the Internet and WWW in developing Euro-Mediterranean information society
  - 5 March 1998: Telework, Teletrade and Telecooperation - stepping stones to economic success and social integration in the IS Nicosia Workshop as part of Euro-Med Net 98 (see separate entry)
  - 2 - 4 April 1998: Third European Telework Festival Serre-Chevalier - Hautes Alpes European Colloquium on Telework and Teleactivities
  - 28 May 1998: European Telework Agenda and European Telework Week 1998 and European Commission Information Day Brussels, a briefing day at which the European Commission outlines its current and planned telework activities and discusses policy issues with interested parties
  - 8 June 1998: Workshop for Suppliers Berlin A Workshop for Suppliers, focusing on telework market data and trends, market development and other opportunities, including the Fifth Framework Programme.
  - 1 - 4 September 1998: Teleworking Environments; The third International Workshop on Telework - Turku Finland: In-depth discussion of key contemporary issues in Teleworking and other forms of virtual type of work. In particular latest conceptual work of research
  - 23 - 25 September 1998: Telework'98 Lisbon Europe's main annual assembly on telework and related topics
  - 2 – 9 November 1998: European Telework Week: events throughout Europe at European, national, regional and local levels (see 4.1.3)
  - 6 November 1998: European Telework Awards Ceremony Brussels Presentation of Europe's annual Awards for innovation and best practice in teleworking
  - November 1998 “New Methods of Work (and Electronic Commerce): RTD opportunities in the RTD Programme”, and to the joint TSER (Targeted Socio-Economic Research) – ACTS workshop on the IST Programme “Generic Socio-Economic research Requirements in the IST Programme”.
  - the first Information Society Technologies Conference and Exhibition (IST98) in Vienna at the beginning of December 1998. ETD also facilitated a narrow-band web-cast of telework and other activities at IST98.
  - the IST Information Day in Paris, 23 February 1999, New Methods of Work focus seminar.
  - the Workshop on New Methods of Work in the IST Programme – the Prelude, on 5 May 1999.
  - 1 June 1999, Telework Information Day, Brussels
  - 22-24 September 1999, the Sixth Telework and New Ways of Working Assembly in Aarhus, Denmark
  - 1 – 7 November 1999: European Telework Week: events throughout Europe at European, national, regional and local levels (see 4.1.3)
  - 5 November 1999: European Telework Awards Ceremony Brussels Presentation of Europe's annual Awards for innovation and best practice in teleworking
  - the second Information Society Technologies Conference and Exhibition (IST98) in Helsinki at the end of November 1999
• community networking started to take off by the termination of ETD and in the context of the 5th Framework Programme and the IST Programme, with links to local areas and local authorities local economic development (e.g. LEADER, ADAPT, structural funds), Committee of the Regions, ERISA
• capitalised on the visibility of ETD-promoted themes in FP5/IST Programme, e.g. linkage of telework/teletrade; action line of e-democracy; scope for community networking in new models of services for the citizen, etc.

Information, Promotion and Media Communications
Year 1:
• development of the most significant Web site covering European telework (http://www.eto.org.uk/etd), which also began to be used as a management intranet by ETD participants
• creation of interactive discussion lists and development of mechanisms for user engagement
• assistance and much progress in establishing national telework web-sites
• design and development of a programme of public outreach support and a media programme, including a telework media pack (D004)
• an information database and indexing mechanism was set up

Year 2:
• the world’s leading telework web-site which achieved its 1 millionth information request in November 1997, and has continued to be enhanced in terms of design and content
• the media pack (folders, business cards, fliers) was enhanced
• ETD established an on-going section (8 pages) in the ETHOS (a support action in the Telematics Applications Programme) paper-based newsletter with a wide circulation to the not-on-line community
• successful participation made to many conferences, exhibitions, etc., both at European and national/local levels

Year 3:
• during 1998, the ETD web-site continued to grow in importance. During 1997 it became the leading telework web-site in the world with its 1 millionth hit recorded in November 1997 (since February 1996). During 1998, a total of 1,307,032 hits were recorded, regular users increased from an average of 9,000 individuals to an average of some 15,000, and the number of linked countries in the network of sites increased from 19 to 24, with additional new countries in the pipeline. By the beginning of 2000, the continuing web-site (http://www.eto.co.uk) was achieving over 250,000 hits per month.
• made available on the web-site an accolades page presenting user comments on the site
• the language coverage throughout Europe was continually extended and enriched, there are now pages in more than 20 different languages
• the web-site continues to be the world best start point for TTT
• extensive database were provided:
  - improved on-line calendar, which was recognised with an award by the Events Industry
  - resources database populated and launched as an open-to-all reference point to telework and related resources
  - uses an intelligent user interface tool by adding standard information and creating automatic links, with new input automatically added from a user form without the user needing to understand html or www
• a good example of e-commerce established through the on-line sale of the EITO98 Yearbook from the ETD site.
• continued contributions to the ETHOS Newsletter
• CD-ROM summarising the main achievements of ETD produced containing:
  - 5 languages (English, French, German, Italian, Spanish)
  - short video shots of people talking about telework in the different languages
  - extracts from main documents including European Telework Status Reports 1996-1999, etc.

Project Management and Synthesis
Year 1: (in addition to administration, management and quality assurance)
• all necessary administrative and coordination procedures were set up and successfully operated, designed around three sets of inter-linked procedures
• quality assurance procedures were set up and started to function successfully
• contributions were made to ACTS Concertation Meeting activities in the horizontal chain, e.g. a paper and presentation on “Advanced communications and regional development: overview of European experience” at the “ACTS meets the regions” workshop organised by EPRI-Watch in November 1996.

Year 2: (in addition to administration, management and quality assurance)
• coordinated, and major inputs to, the Commission publication Telework97
• coordinated deliverable D021, Barriers to Telework (December 1997)
• reported on, and contributed to, the Commission 5 June 1997 seminar: *The bridge between social and societal needs and new technology opportunities*
• supported European Youth Forum
• successfully collaborated and liaised with DIPLOMAT

**Year 3:**
• coordinated, and major inputs to, Commission publications Telework98 and Telework99 European Status Reports.
• continued support to European Telework weeks 1998 and 1999.
• collaboration with the European Information Technology Observatory (EITO) and contribution to the EITO 98 yearbook, including new telework market models developed from ETD’s market matrix efforts
• TW ’99 (European Assembly on Telework and New Ways of Working) in Aarhus, Denmark, 22-24 September 1999.

In the rest of section 4, highlights of some of ETD’s main achievements are looked at in more detail:
• section 4.2: ETD’s web-site and on-line services
• section 4.3: European Telework Weeks 1996-1998
• section 4.4: the Telework and New Ways of Working Assembly 1999, in Aarhus, Denmark
• section 4.5: ETD at national and regional level

### 4.2 European Telework Online

#### 4.2.1 Overall achievement

With support from - and working closely with - European Telework Development, an initiative of Europe’s ACTS programme, European Telework Online has become the world number one resource for telework, telecommuting and related topics.

Established in 1995 to support European Telework Week, European Telework Online is now routinely used by more than 15,000 people from more than 80 countries. In the month of March 2000, site users were online for almost 8,000 person-hours and downloaded more than 2 gigabytes of information. The site achieved a new record traffic level, surpassing a quarter of a million hits in the month. Continued growth at the current rate would take this to more than one million per month by year end 2000.
A significant measure of the site's usefulness is the length of each "user session". Between 1998-1999 this increased from an average 9.6 minutes to 13.2 minutes, and currently averages more than 14 minutes, an exceptional level for a site addressing a specific business topic. A measure of peer evaluation is "inward links" - when another site recommends European Telework Online to its own users and visitors. European Telework Online now has links from a remarkable 2,500 sites worldwide that point towards either the home page or a section of the site.

4.2.2 European Telework Online and ETD

The European Telework Development Initiative has played a key role in development of European Telework Online and the site's international success. From the outset of the ETD project the site was both a main shop window for the initiative and an important mechanism for internal communications. This effect continues beyond the formal conclusion of the ETD project; the ETD home page remains among the twelve most-visited pages of the site. The market-educating aspect of ETD is reflected in the fact that more than 500 people each month download presentations from the ETD pages.

4.2.3 Web "Firsts"

European Telework Online has achieved a number of "firsts" as part of its work with the ETD initiative:

- The first web site to be used as a primary mechanism for outreach in a European RTD project
- The first Internet-based online discussion forum focused on teleworking and related topics
- The first interactive online events calendar enabling event organisers to add their own events and update information about their events
- The first web site to offer an open resources database focused on a business topic
- The first European site to move to a data-driven management and content basis
- The first multi-site cooperating network, bridging more than 25 countries in and beyond Europe and providing access to telework-related information in more than 20 languages.

The Resources Database, developed with support from ETD, now includes more than 2,000 items. Recently it has been used as the basis for a survey of web sites and services that support the matching of teleworkers to work opportunities.

4.2.4 Commercialisation and future development

European Telework Online explored e-commerce possibilities during 1999 and is currently generating some €3500 per month revenue through online sales of reports. From January 2000 the site has accepted paid advertising, which already generates a small but increasing revenue. Collaboration and sponsorship opportunities are being explored.

A key element in commercialisation is rankings by search engines and directories; European Telework Online consistently appears in the "first page" rankings at all the major search engines, often in the first three places. This reflects both the scope and quality of content.

European Telework Online also intends to maintain its effectiveness by timely introduction of new technologies and methods. During the second quarter of 2000 selected parts of the resources database will be made available for mobile access using WAP (Wireless Applications Protocol) standards.

For an ETO site overview, see Annex D.

4.3 European Telework Weeks 1996-1999
Over the three years of direct ETD involvement in, and support to, European Telework Week (ETW) the event has grown both quantitatively and qualitatively, as well as significantly increasing its outreach and impact.

4.3.1 ETW 1996

As during the first European Telework Week in 1995, the 1996 event was able to act as a framework for cooperation, this time for over fifty national and local events or initiatives throughout Europe. ETW96 built on ETW95 to achieve even wider public attention and, with European Commissioner Martin Bangemann acting as “patron”, attracted the support of upwards of fifty private and public sector organisations, with supplier industry companies being particularly prominent.

The goals of ETW96 were to:
- raise awareness within industry, administrations and by individuals, of the potential benefits of telework
- promote constructive debate on working and living in the information age, covering issues surrounding telework like the potential impact on the competitiveness of European business, the social implications, the quality of life, etc.
- promote the uptake of actual projects, demonstrations and pilots by showing that there is a lot of telework already taking place
- provide opportunities for everyone who has an interest in telework (whether these be employers, teleworkers, trades unions, suppliers of telework technologies and services, policy makers or environmentalists) to exploit potential synergies by focusing European, national and local events around one week during the year.

Apart from the Vienna Congress (see above) a number of other major events took place during ETW96 at national level but which also attracted a substantial international audience. Prominent among these were the Telework UK ´96 Conference in London and the Telework Deutschland ´96 - Neue Wege zur Arbeit, both of which were successful in focusing specifically on issues of relevance to the national situation. For example, the London Conference in the newly developed down-town docklands areas was subtitled “increased profitability and improved lifestyle”, clearly reflecting the fact that in the UK the target audience was the business community. In general, the conference showed that the UK corporate debate has moved on from discussion of telework pilot projects to the development and implementation of broader-based telework programmes. In Bonn, the issues and the target audiences were somewhat wider, including the social partners, administrations, government, etc., but also the stress was on business and trade opportunities. For example, there was much useful debate on working with the future, where it was stressed that telework will have a great influence on business and trade and the way we will work in the future. Various alternatives were mentioned, such as home office, working at home, telecottages and teleservice centres as future work places for the employees.

Apart from the events that took place in Vienna, London and Bonn, there were 52 registered events or initiatives in 10 member states during or very close to the first week in November 1996, considerably more that the 32 achieved in 1995. Twenty one of these were, however, in one country, Sweden, where considerable synergy has been achieved between the different telework interest groups and between different geographical areas. Despite this, the number of events is clearly on the increase and shows that the impact achieved in 1995 is being built upon and the momentum carried forward. Because of this success, and with a view to further increasing the impact of European Telework Week on developing understanding and practice in relation to telework in Europe, the European Commission announced their support for a third European Telework Week (ETW97) which will take place during the first week of November 1997.

4.3.2 ETW 1997

European Telework Week 1997 was the focal point of many activities that go on throughout the year promoting the understanding of Telework and its considered implementation. There are many other activities that seek to attract the attention of the public and the media alike, and a focusing of telework actions into a single week enables participants to reinforce their message at several levels. It was to support industry, administrations, and other interested organisations in their activities that DGXIII launched the first European Telework Week in 1995.
ETW’97 impact

From 3-10 November 1997, telework events, both real and virtual, took place all over Europe. Particular aims of this third Telework Week were to:

• provide a focal point for grass roots organisations to co-operate in their promotional activities
• shift public, business and media perceptions of telework towards that of a normal and desirable business practice that can enhance competitiveness
• establish links between telework and the development of Electronic Commerce
• reinforce the link with sustainable development and build initial links to local network initiatives.

As well as its usual support from the European Commission, DGXIII, European Telework Week 1997 received European level sponsorship from Siemens and Toshiba. Ian Culpin, coordinator of European Telework Week, expressed general satisfaction with the results:

“There can be no doubt that European Telework Week in 1997 represented a major increase in telework activity and awareness across Europe, and even spilling well beyond its borders. Whilst it would be unfair to highlight any one country’s contribution to ETW ’97, we can observe from the table below substantial activity in terms of events across Europe.

We also observed a broadening of the nature of events: internal seminars by companies, showing a growing maturity of the approach to telework; large scale national conferences with several hundred attendees; demonstrations of telework witnessed by millions of listeners on the radio; as well as hands on demonstrations of practical teleworking, and the appreciation of best practice demonstrated in local and international telework awards.

Work has already begun on European Telework Week 1998, with a focus on gaining even more attention from the media, and persuading them to focus on the real implications of telework, highlighting best practice and even those areas where telework does not fit the business or the individual concerned.”

With about 30 events in Europe during its first year, 1995, ETW had over 60 events occurring across Europe in 1996, with interest generated in local, regional and national media. International focus enabled the events to benefit from additional public and media awareness, and thus reach broad audiences. In 1997 the numbers soared to 146 registered events and to 345 reported events which took place throughout Europe. All this activity directly brought together well over 10,000 citizens, as well as millions indirectly due to an even wider media coverage in most member states, through regional and national newspapers, commercial and internal magazines, TV shows, etc.

| The numbers of events registered per country (excluding additional events later reported) |
|---------------------------------|----------------|-----------------|-----------------|----------------|-----------------|
| Austria                         | 10             | Finland         | 20              | Ireland         | 5               | Netherlands     | 3               | UK              | 4               |
| Belgium                         | 5              | France          | 9               | Italy           | 32              | Spain           | 2               |                 |                 |
| Denmark                         | 7              | Germany         | 15              | Luxembourg      | 5               | Sweden          | 29              | Total           | 146             |

Three pan-European activities are worthy of particular mention:

• the European Telework Awards (see next sub-section)
• European Telework Week telephone cards project in which telecom operators Telecom Italia, France Telecom, Belgacom, Telia, Cabitel (Telefónica) and Tele Danmark issued 2.5 million phone cards to commemorate ETW’97.
• the ongoing translation into several languages of a Teleworking Handbook first issued by the TCA in England and Ireland. ETW ’97 saw the launch of the Italian version and the second edition of the English handbook. Versions for Spain, Austria/Germany and France are in preparation.
4.3.3 ETW 1998

European Telework Week is the focal point of many activities that go on throughout the year promoting the understanding of telework and its considered implementation. There are many other activities that seek to attract the attention of the public and the media alike, and a focusing of telework actions into a single week enables participants to reinforce their message at several levels. It was to support industry, administrations, and other interested organisations in their activities that DGXIII launched the first European Telework Week in 1995.

**ETW 1998**

ETW'98 ran from the 2 to 9 November 1998. This fourth year of ETW was a success with more than 150 events being held across Europe, with 70 major ones in 11 countries. Estimated direct attendance was over 13,000 people (13,470). Over 50,000 European Telework Week newsletters were published in 3 issues, in 4 languages (English, French, German and Italian).

As a media event, Telework Week 98 and telework in general was brought to the attention of 20 to 30 million Europeans, through a range of European newspapers, magazines and business press, as well as radio and TV activities (around 180 press releases, radio and TV activities, including BBC World Radio, RAI, etc.). Over 500 articles and press references were recorded as a result, with at least the same number not monitored. There were also reports in the US media about European Telework Week. This year saw a special interaction with Canada that held its first national telework day (the 4th of November) during ETW.

The second European Telework Awards Ceremony was organised in Brussels on 6 November 1998 as part of ETW. Seven categories were represented and more than 150 representatives from the economic, social, political and academic spheres attended the Ceremony. The event was web-cast and over 2,000 people (2,406) voted via Internet to share their votes with an expert jury and with the representatives present at the Ceremony to elect the winners.

European Telework Week 1998 was supported by organisers and sponsors all over Europe. The framework for cooperation and the European Telework Awards contest were made possible by the European Commission DG XIII and its Core Partners: Toshiba, France Telecom, Cisco, Telecom Italia and Siemens. Toshiba participated in 1998 for the second time. In The Netherlands Toshiba is also one of the founding members of the Netherlands Telework Forum (NTF) and has as such already been involved in the Dutch activities around telework promotion for a long time. Promotional activities included a campaign focused on the slogan “So how do *you* get to work”, as early as 1996.

France Telecom is equally involved in the activities of the French Telework Association. Although a first time core partner, France Telecom has actively participated in earlier Telework Weeks by sponsoring events and issuing a special edition of one million telephone cards.

**Core partners for Telework Week in 1998 were:**

![European Commission](image)
![Toshiba](image)
![Cisco](image)
![Telecom Italia](image)
![Siemens](image)

CISCO is a new partner. Despite the company’s long standing reputation as an Internet and network specialist for their dominant role in IP routers and Internet nodes, few Europeans know what CISCO stands for. Telework Week will...
contribute to a wider understanding of their role and products as important contributors to building the Information Society.

Telecom Italia has helped to put telework on the agenda in Italy. As a major national organiser and sponsor in 1997, Telecom Italia decided to participate as European Core partner in 1998, next to providing a full framework for telework activities in Italy, working in close collaboration with Italian telework experts and in particular with ETD.

SIEMENS also participated in European Telework Week, for the second time as core partner. SIEMEN’S interests were directly represented by a specific Telework Consulting Group in München.

Telework Week support was channelled and co-ordinated by Martech International and members of the project European Telework Development. Assistance in media contacts was provided by the Pinacle, a pan-European collaboration between independent PR agencies, and Newsdesk, an Internet-based information desk for journalists, mainly in IT, Internet and Telecommunications.

4.3.4 ETW 1999

European Telework Week 1999 was held in 1999 from Monday 1 November to Monday 8 November, and attracted a wealth of activities, from Levi in Finnish Lapland to the historic town of Matera in southern Italy. Over thirty individual events were reported to the European coordinator, including high-profile national conferences, academic seminars, training events, press conferences and local economic development initiatives. In some countries, virtual events were also staged, making use of the capabilities of on-line communications technologies and the Internet. In addition, to these many other events and activities also took place.

Large and successful events were recorded in France, the UK, Belgium, Germany, Norway, Sweden, Finland, Italy, the Netherlands, Ireland, and Austria.

European Telework Awards 1999

The European Telework Awards have become an established part of ETW events, with the awards ceremony being held in Brussels on Friday 9 November 1999. Companies and organisations in Denmark, France, Italy, and Scotland took the prizes at this year’s European Telework Awards ceremony.

Eighteen of the entries submitted for the Telework Awards were successfully shortlisted, and each of these entries was able to briefly explain their initiative to the audience at the Awards event. The shortlist included large IT and telecommunications corporates, public administrations, and a number of smaller businesses and community-based ventures.

Six European Telework Awards were on offer this year, for the best telework examples in a large organisation and in a small/medium-sized enterprise (SME), the best public initiative, the best initiative supporting the disadvantaged, the best contribution to public awareness, and the best telework technology or service.

Best telework technology or service Award Winner

France Télécom for their telework trial which operated successfully in Lannion, Brittany, during part of 1998, when an employee of a locally based electronics company was able to work two days a week from home. The trial made use of the...
broadband communications possibilities available through the emerging ADSL technology, and was combined with telephone and videoconferencing links using Internet protocol.

Best telework example in a large organisation Award Winner
Danish insurance company Danica, because, as Hubert Jensen explained, Danica has recently undertaken a major restructuring of its administration, focusing on customer service delivery. The company has routed calls previously handled by 57 offices to four call centres, enabling it to close almost forty sites. It has also equipped 150 of its 260 sales staff with ISDN lines at home, enabling them to operate effectively away from a conventional office base.

Best telework initiative supporting the disadvantaged Award Winner
A Danish initiative was again successful: the New Pathways project in Næstved Kommune offers access to distance learning courses for local people suffering social exclusion, including the unemployed and early retired. The project, which has IBM and trade union federation HK among its partners, is focused on three Open Data Centres.

Best supporting public administration Award Winner
The commune of Naples for its Telework and Local Development project. As Salvatore di Maio, speaking at the awards event for the authority, pointed out, Naples currently suffers a very high unemployment rate, 42%. The telework initiative includes a municipal teleservices centre.

Best contribution to public awareness Award Winner
Denmark completed a very successful year by taking a third European Telework Award, when TeleDanmark won the award for best contribution to public awareness. The company has been running a campaign to promote the idea of telework, which has included the publication of a telework guide (also available on the Internet).

Best telework example in an SME Award Winner
The Work-Global ICT facilitation service in the Scottish Western Isles, because, as Donnie Morrison described, telework was providing employment opportunities for people living in these beautiful but remote islands. The teleworkers’ clients included firms not only elsewhere in Britain but also in Germany and north America, he said.

The voting system for the Awards took into account the views of an expert panel of judges, the votes of the audience listening to each presentation but also, in an innovative use of technology, votes cast previously on-line, via the Internet. The Awards ceremony itself was also web-cast on the Internet.

Peter Johnston, Head of Unit in DG Information Society, was one of the speakers at the Telework Awards event. "It is important to learn from best practice, and we must increasingly focus on the best in Europe," he said. "All the finalists deserve congratulations for their courage and commitment which has enabled them to come so far." "Nine million Europeans are now engaged in new working practices, so this is not something just for the technological elite," he added.

4.4 Telework and New Ways of Working Assembly 1999, in Aarhus, Denmark

4.4.1 Conclusions and lessons

Overall, Telework 99 was judged to be an extremely successful Assembly, both in terms of content and level of debate and relevance, and in terms of organisation and logistics. All of the large amount of feedback received was in agreement that the Aarhus 1999 Assembly was one of the best ever and most enjoyable. Typical of the many comments received are: "I thought TW 99 was excellent and particularly professionally organised."

Inevitably, however as with any event, some justified criticisms were received and/or lessons became apparent:

- In terms of the programme content, it may be that 6 parallel sessions was too many, and this may have distracted from a focused debate. Views are split on this as the overall aim of this particular Assembly was to be a showcase for European telework and new ways of working in all its manifestations, which was successfully achieved, but it may be
that in trying to do so much the Assembly missed an opportunity to treat certain subjects in even greater depth and thereby attract a more specialised audience.

- In relation to the previous point, attendance was lower than the hoped for 500, and it may be this lack of focus was a contributory factor. There were 433 participants in total, but this included up to about 80 speakers and exhibitors. This level of attendance did not detract in any way from the content or atmosphere of the Assembly, but was disappointing given the target of at least 500 as well as from the sponsors’ perspective. Three other factors may, however, be more important in this somewhat disappointing attendance:

  - Although four specific target audiences were identified, there was a failure to design and implement any differentiated marketing of the Assembly to these audiences.

  - Marketing, both to Danish audiences and to European telework activists and audiences was inadequate and started too late. Similarly, opportunities to proactively market the Assembly using electronic media were not taken.

  - Within Denmark, there was a certain feeling amongst some activists that they and their interests were being excluded by the main sponsor. This led to a dropping away of some support and a disappointing response from potential Danish sponsors, particularly from the public sector and social partners. However, out of the 433 participants, 243 were from Denmark, and if there was a real failure this was in not obtaining a larger number of non-Danish attendees.

- The only area of content perhaps not adequately covered was the take-up by SMEs of telework and other new methods of working. This probably also reflects the fact the SMEs are generally lagging behind corporates and the public sector in terms of telework. For future Assemblies, there may be a need to re-address the situation of SMEs.

In 2000, the full proceedings of the 1999 Assembly were published in book form.

### 4.4.2 The European Assembly

*6th European Assembly on Telework and New Ways of Working – Telework ’99*

*Making Telework Work For All*

*Aarhus, Denmark, 22 – 24 September 1999*

[http://www.telework99.dk](http://www.telework99.dk)

The goal of “Making Telework Work For All” reflects the Danish and wider European concern to show that telework and other new ways of organising and carrying out work can benefit individuals, families, local communities and public services, as well as enterprises and the economy.

In response to the need for a European platform for policy debate on new ways of working, taking into account both societal developments and new technology opportunities, an initiative was taken to organise a first European Assembly on Telework and New Ways of Working in Berlin in 1994.

Since then, the European Assembly has been successful in bringing together people from business and government, including industrialists, technology suppliers, parliamentarians, the social partners, and telework practitioners, in order to explore changes in ways of working and the inhibitors and accelerators of uptake, and to discuss policies and actions that will stimulate better use of time, place and other scarce resources in work.

Telework is now affecting all work and all of society. There is a need to ensure that we all benefit; no one, no group, no location must be left out. This is part of the Danish way of doing things - the Danish model.

Another part of the Danish model is reaching broad agreement. For example, between the social partners negotiating sector-wide framework agreements, and with relevant national or local authorities in so-called tripartite negotiations. Consequently, Telework ’99 focussed on two broad themes:
• New ways of working and quality of life, family and community. These are typical Danish concerns, alongside social inclusion and environmental sustainability, which are essential in a prosperous and democratic human-centred Information Society.
• The business case for telework in the new Network Economy. For example, Denmark is home to many fast companies, or gazelles as they are called in Denmark: new, small, rapidly growing and changing firms (often as virtual organisations), and typically built around the technology itself, where telework and electronic commerce are taken for granted.

Given this broad focus, the scope of the Telework '99 programme was much wider than the traditional opportunities and concerns of “telework”. The opportunities for change are increasing, as the Information Society evolves, to encompass workplace technology and design, as well as the organisation and implementation of work, not just in distributed locations but everywhere where the new technologies are being used. This reflects the range of issues being addressed in the new Information Society Technologies Programme, launched in 1999 as part of the European Union’s Fifth Framework Programme for Research. It also links directly with social and labour market policies being developed at European and national levels, for example through the now regular inclusion of employment issues at the bi-annual European Summits.

The Telework '99 programme provided Europe's main platform for focusing on the technology, social and economic aspects of this wider agenda. It also sustained the pattern of previous Assemblies, as a top level, high profile and quality event, designed for industrialists and parliamentarians, as well as for practitioners and technologists and as the meeting point for everyone with an interest in gaining the benefits of new methods while avoiding the pitfalls.

Everyone interested in telework was invited to attend. Especially politicians, decision-makers from the private and public sectors, representatives from regions, corporates and SMEs. In addition, telework researchers, consultants and practitioners from all parts of Europe, and elsewhere, were invited to participate. They were successfully encouraged to:
• be part of the celebration at the end of a momentous millennium, and take an informed and challenging look at the next.
• explore the opportunities offered by new technologies and new and innovative ways of using them, and see how the newly launched Fifth Framework Programme can help the exploitation of these technologies.
• help continue the excellent tradition of European Assemblies by building upon the successes of Berlin, Rome, Vienna, Stockholm and Lisbon.

The Assembly included both plenary and parallel sessions, on-line activities including teleconferencing and virtual working, with a balance between theory and hands-on practice. The exhibition of technology innovation and telework in practice was an integrated aspect of the Telework'99 experience. Content was up-to-date and presented by invited speakers providing the best knowledge and widest experience in the field.

4.4.3 Audiences and themes

The 1999 Assembly was built round the needs of four main audiences each reflecting a major conference theme:

• politicians and legislators (including parliamentarians and other elected representatives at all levels), other policy makers, advisers and regulators, plus those responsible for corporate affairs and for determining trade union and employer policies, together with relevant consultants and researchers.
  The major theme was policy aspects of new work, including the role of the social partners, the labour market, the regulatory environment for work and technologies, and employment and related social policy development at all levels.

• executives and managers in enterprises who need to understand and apply the new technologies to enhance organisational flexibility and effectiveness through new ways of working, as well as suppliers, personnel managers, industrial trainers and planning and implementation consultants.
  The major theme here was the business case for new ways of working, including its links with e-commerce and the opportunities and challenges of the new networked economy ushered in by the Internet and other technologies.
representatives from local and regional economic development agencies and related organisations, plus those concerned with equal opportunities and special groups (like women, youth, the elderly, the disabled and the unskilled).

*Here the major theme was the socio-economic aspects of new work, ensuring that individuals, families and communities can all benefit from flexible working in the 21st Century.*

technology and infrastructure suppliers as well as technology specialists and consultants in user organisations, managers of telecentres and tele-service centres and those engaged in electronic commerce and related fields.

*Here the major theme was innovation in technologies, infrastructures and services, focusing both on the technologies of today and those of tomorrow which provide platforms for telework and new ways of working.*

4.4.4 The programme

Kevin Kelly (Executive Editor of *Wired Magazine*, USA), Diane Coyle (Economics Editor of the *Independent* newspaper, UK) and Mike Hawley (Drefoos Professor of Media Technology at the MIT University in Boston, USA.) were three of the top names appearing at Telework ’99.

In addition there about 20 top European speakers and presenters participated in plenary sessions and panel debates and about 50 experts speakers divided into 6 parallel programmes (PPs):

**PP1:** Towards a new societal framework for work
National employment and Information Society policies, labour relations, workplace negotiations, collective agreements and legal framework

**PP2:** Enhancing the enterprise beyond the office walls
New ways of working in large organisations

**PP3:** The new enterprise and the new entrepreneurs
Networking SMEs, networkers and virtual organisations

**PP4:** New work opportunities
New jobs and new markets, with improved access for all in an inclusive Information Society

**PP5:** Technologies enabling new ways to work
Today’s best technologies, services and applications for companies, teams, individuals and communities investing in new ways of working

**PP6:** Technology and Infrastructure Challenges
Future technology and infrastructure developments likely to impact work, and how this will change markets, the industry and the policy context

4.4.5 Other activities and facilities

Four other major activities took place during Telework 99:

The exhibition

There was a permanent exhibition of technology or workplace/working life environments over the three days of the Assembly. At the Telework ’99 exhibition, the participants at the congress obtained an insight into the functionalities of solutions offered at present and in the future within telework and new ways of working. The presentations given by speakers in the six parallel programmes during the Assembly were thus visualised and became more tangible, and the participants had the opportunity to meet some of the key vendors of solutions within this area.

The exhibition also illustrated the consequences of future working methods. How will the labour market be composed in the future? What do the home and the office of tomorrow look like? And how will leisure time and work interrelate? These were only a few of the questions that the exhibitors at the Telework ’99 exhibition sought to answer.
The social programme

A Telework Assembly is not complete without a complementary social programme where participants and their partners can relax and enjoy some of the pleasures of the local culture and activities. The social programme in Aarhus included a guided tour through Aarhus, the Mayor’s welcome reception at the world famous Aarhus “Old Town”, a guided tour of City Hall, and the Gala Dinner.

Press conference and other meetings and workshops

The Telework ’99 Press conference took place on the morning of the first day of the Assembly, before the main programme commenced. This consisted of announcements, statements and discussion amongst:

- PalleDamborg (Tele Danmark) the moderator
- Werner Korte (Empirica, Germany) who announced the ECaTT telework survey results for the first time.
- Michael Niebel (Special Advisor on New Ways of Working to DGXIII and former Chef de Cabinet)
- Finn Boisen (Vice President, Tele Danmark)
- Poul B. Skou (Aarhus City Municipality, Denmark))
- Kevin Kelly (Executive Editor, Wired Magazine)

At least three side meetings and workshop took place at Telework 99:

- Meeting of European Parliamentarians
- Meeting of technology suppliers
- Workshop on the IST Programmes, particularly Key Action II on New Methods of Work and E-commerce

Web-casting of the Assembly

All plenary sessions and a number of Parallel Programme sessions were web-cast during the Assembly over the narrow band Internet (as indicated in column one of section 2.3 above). These can still be accessed via the Telework ’99 website. This Video archive is a collection of all the live transmissions broadcast during the conference. You need a RealPlayer G2 plug-in to see the video. Download from http://www.real.com/products/index.html.

A webcast link was also made with an International Distributed Conference on Telework covering four locations in Europe organised by the ACTSLINE project of the ACTS Programme.

The sponsors

The Aarhus Assembly was sponsored by 15 European, national and local sponsors from both the private and public sectors.

4.5 ETD’s project vision

The following vision statement was first articulated in 1996 and has since been revised and updated four times, both to reflect the changing understanding and practice of telework, as well as ETD’s role in creating and responding to these changes between mid 1996 and the end of 1999.

4.5.1 Purpose of the vision and perspective

The ”vision and perspective” activity has four main purposes:

- to provide a common conceptual start point for all participants, who come to the project from a wide variety of backgrounds and experiences
- to provide a consistent basis for messages from the project to its target audiences
- to provide material that can be used by participants and others as a basis for presentations, articles etc presenting the case for a proactive approach to telework, teletrade and telecooperation in Europe
- to link the project and its activities forward to the Fifth Framework Programme (FP5) and provide a basis for relevant inputs to FP5 preparations, projects etc
4.5.2 Mechanisms for representing and communicating the vision and perspective

The ETD Project Vision and Perspective are represented in a number of ways:

- written papers presented at conferences, in journals, or online
- visual presentations presented at meetings and conferences and made available online
- verbal or written contributions to meetings (including online discussions)
- www pages and page sets embedding the vision and perspective
- through interviews with and promotion to media channels (newspapers, magazines, radio, TV)
- audio-visual media, eg CD-ROM, videos, audio clips and video clips.

By project end, the ETD vision and perspective have been represented in all of these including in audio-visual media produced by other projects. A CD-ROM was produced in connection with the Commission’s 1999 Telework Status Report. Chapters have been contributed to published books. Aspects of the vision have been presented to large audiences at two consecutive IST Conferences and provided as input to the Commission's new eEurope strategy development process.

4.5.3 Key messages

The vision and perspective need to be consistent over time and across widely differing representations tuned to the needs of different audiences, all of whom have different interests and levels of experience and understanding. The key messages have been continuously being refined, based on feedback from project participants and – particularly - from external audiences. Although there was considerable learning throughout the project, as at the beginning of 2000 the original key messages appear to remain remarkably valid. As the basic ideas of telework have become more widely understood and accepted throughout Europe the focus of effort has shifted from basic explanation to strategic understanding and this has been well accommodated by the Vision Statements. The concluding project perspective can best be encapsulated in these statements:

- Telework, teletrade and telecooperation are primary applications of the information society;
- Understanding and appropriate use of these methods is essential to economic success in an information society and in the emerging global networked economy;
- Successful use of these methods also contributes to social stability, social well being and cohesion, both indirectly - by enhancing prosperity and creating work opportunities - and directly, for example through appropriate use of telecooperation to enhance local community networking, the democratic process and other social activities;
- Telework, teletrade and telecooperation methods can also contribute to easing the processes of enlargement of the European Union and enhancing links between Europe and other regions, including trade competitors but also the developing economies;
- Failure to understand these methods and to apply them in a timely way can be very damaging to a community, an enterprise or an individual, since in an increasingly global and networked economy and society, the best opportunities will go to those with best skills and others will be left behind or excluded from opportunities;
- Europe has immense potential to understand and use these methods and has many natural advantages based on:
  - Europe's historical and current position in world affairs;
  - Europe's cultural and economic diversity;
  - Links with the world-wide European diaspora; and
  - The enthusiasm and commitment inspired by information society opportunities among many individuals and groups across Europe;
- However, Europe is still making slow progress in understanding and use of telework, teletrade and telecooperation methods, especially compared with North America and with some leading Pacific Rim economies; the gap between EU and USA is widening rather than narrowing, especially as regards levels of investment in the technologies of the Information Society, with the important exception of mobile communications;
- Those European citizens and organisations that lead the learning and implementation process can gain significant advantage, not just in trade and the economy, but through the more subtle gains that result from leadership in
innovation in cultural, social and other fields; however, these pioneers also take risks on behalf of European society as a whole and need all the encouragement and support we can give them;

- Europe’s strong potential is balanced by some serious disadvantages in responding to today’s rapid evolution of cultural, social and economic processes: in public policies and processes the innate conservatism of long-established institutions, coupled with a search for consensus, act to inhibit rapid or highly innovative responses; in commercial markets there is a shortage of entrepreneurship and it is too difficult to obtain risk finance for novel business ideas;
- If Europe continues to lag other world players, there is a serious risk that Europe could become an economic backwater - a customer of the innovative leading economies, rather than a major player in shaping the future and gaining the economic and social benefits; it is already the case that across Europe it is easier and quicker to access USA sources of technology, ideas and innovation than it is to access sources in another country of the Union or even (in many cases) in the same country;
- The most urgent need is for all decision makers and opinion formers to appreciate the depth and scale of what is happening and the opportunities and consequences; ETD has invested significant effort to analyse and presents Europe’s “learning gap” in clear terms using reliable independent data;
- This urgency applies at all levels: in the policy arena this means the European institutions (Council, Commission, Parliament and others), Member States Governments, down to local authorities and local community leaders; in the economic arena it applies especially to the suppliers of infrastructure and services as well as to enterprises of all sizes including especially micro-enterprises and self-employed individuals; in the social arena it applies to those engaged in delivering services, especially services for the excluded - for example people with disabilities or other disadvantages that have previously inhibited their full engagement in work and society;
- A particular issue for Europe is the relatively low direct or hands-on use of Information Society methods by policymakers and decision makers, compared with in the USA; in the USA hands on experience is a sign of commitment and understanding, in Europe it is too often looked on as equivalent to secretarial or clerical work and some senior people still speak proudly of their inability to use the computer;
- Another particular issue arises from the extreme variations of ICT investment and use between different countries and regions, with a few very advanced countries, a majority of relatively unprepared ones and some dangerously slow ones;
- For Europe, differentiation is an important success factor in responding to the Information Society and the Global Networked Economy; (see below)
- A primary role for the European Telework Development Initiative has been to draw attention to these opportunities and issues and to assist other innovators, initiators and opinion formers to "move the European agenda from research to implementation”;
- ETD’s second main role is to encourage and assist practical exemplar activities.

The above rationale is embedded in a variety of ways in all the market deliverables and messages of the ETD project.

4.5.4 Strength through differentiation - evolution of the perspective from Project Year 2

An important new perspective emerged in project years 2 and 3, based on:

- Interaction with national coordinators and other market actors
- Analysis of national status reports
- Analytical work in preparing the EITO 1998 Telework Chapter and inputs for the European Commission’s 1997, 1998 and 1999 Telework Status Reports
- Interaction with CEE and MED regions actors
- Engagement with the mainstream electronic commerce community and early adopters of electronic commerce.

The new perspective was summarised in 1999 as

“For Europe, competitiveness and social success in responding to the Information Society is about understanding and capitalising on differences”

This was further enhanced during 1999 with the conclusion that:
"Europe's main opportunities for leadership in the new global networked economy lies in differentiation; exploitation of diversity; and outward linkage to the world wide European diaspora."

For Europe’s telework strategies, and for the “New Ways to Work” and other themes of the Fifth Framework Programme, the most significant implication of this is a clear recognition that:

- Each member state has a different environment for telework and there are also differences in desirable/achievable outcomes, therefore each country needs a different strategic approach;
- Within a member state, different regions have different environments and differences in desirable/achievable outcomes, therefore different strategies;
- Different organisations, even within the same economic or industry sector also need different strategies;
- The European “spectrum of differences” provides for European technology, product and application developers a market that reflects even wider differences across global markets;
- Diversity of languages and cultures can be a source of strength in outreach to the world wide diaspora of former Europeans and descendants of Europeans;
- Focus on differences therefore will assist European vendors in identifying new market niches and differentiating their offerings in an otherwise USA-based and USA-led general market.

While this may seem to be stating the obvious, there are implications that do not, at this stage, appear to have been taken on board and that apply to technology research and development, targeted socio-economic research and exemplar or implementation support programmes. A common approach to modeling the Information Society has been to look for similarities and common patterns. For Europe, this perspective suggests that more can be gained by seeking and identifying differences. Following the formal conclusion of the project it has been observed that this appreciation was not recognised in the Commission’s new eEurope strategy, and input has been provided to that process.

4.5.5 Focusing the Vision

The above statement is very broad in its implications. For most citizens (including most politicians, administrators, business executives and community leaders) the general message is too diffuse to have any immediate impact. Accordingly, ETD’s approach is to focus on particular target audiences, to "interpret" the vision and perspective in ways that make it meaningful and useful to these audiences, and translate it into terms that are likely to generate a positive response and lead to action. The audiences are partly determined by the project’s agenda and partly by response to opportunities as they emerge. The project’s agenda particularly targets:

- suppliers of relevant products and services
- enterprises, especially SMEs and micro-enterprises
- the self employed and those supporting the unemployed
- emerging communities of interest, especially those working in practical ways with or close to the Citizen and/or enterprises
- policy makers and advisers

Activities in response to emerging opportunities have included ETD support to:

- an initiative to develop an "electronic democracy" programme in a member state
- the creation and publication (online and in booklet form) of a "guide to community networking"
- a workshop for transport specialists and advisers
- the formation of a European Association for Community Network (EACN) and of Local Communities Online movements in member states
- the development of the Information Society disAbilities Challenge (ISdAC)
- the European IT Observatory (which carried a Telework study in the 1998 edition)
- informal links (via the European Telework Online website) to telework activities in countries outside the EU
- a European Network of Centres of Competence in Electronic Commerce (currently in formation)
- Euro-MED events in Cyprus and Istanbul
• creation and sustaining of an International conference on Telecollaboration
• launch of a new market newsletter for suppliers
• development of a world-wide online presence through the European Telework Online site and its networks, with active communications into more than 80 countries
• online and downloadable FAQs, presentations and other resources

4.5.6 Issues and aspects missing from the Vision and Perspective and related activities

ETD has very limited project resources and a high proportion of those resources is committed to activities in individual member states, where the choice of priorities is determined on the ground by national coordinators. This has meant that our centralised "European and International level" activities have to be focused where there is a high probability of useful returns, rather than spread across many targets or committed to "preferred targets" where the need may be great but its not clear that results can be obtained. For future initiatives (eg in the IST Programme), the following aspects are priorities that should receive increased attention:

• more formal and active linkage with telework activities in Central and Eastern Europe and the Mediterranean area
• specific activities and links with the prospective Member States
• increased attention to conventional media communications
• a very strong focus on online communications, building on the success achieved through European Telework Online
• increased attention to a linked network of websites as a vehicle for communicating a strong European vision and perspective in multiple languages and as a basis for employment growth through links with other world regions
•
• The need to address these matters was emphasised in ETD inputs to FP5 planning.

4.5.7 Communicating the Vision

ETD participants and others connected with ETD in various ways have almost all been involved in communicating the vision, through attendance at conferences and other events, interviews and other public statements, or simply in their day to day relationships with other decision makers and opinion formers. ETD has used Intranet and Extranet methods to provide access to the vision and perspective and to help equip those inside and outside the project with suitable communication tools. Additionally, the ETD Media Communications team focused on embedding aspects of the vision and perspective in all press releases and responses to media enquiries.

During the project there has been a noticeable impact:

• Among participants, in starting to "share the vision" and embed some of the key messages in their own communications and thinking
• Among linked communities of interest
• In the market generally, where the term "telecooperation" gained currency as a useful descriptor of the general use of Information Society technologies to support interpersonal, group and community communications
• In policy processes, notably with the inclusion of messages from the Vision and Perspective in preparatory and supporting materials for the Fifth Framework Programme and other key activities
• In making these observations it important that neither the ETD project nor its participants should lay claim to any direct credit for acceptance of the ETD perspective, or indeed to any "ownership" or "authorship" of the terminology and messages. Rather, its can be said that if the messages become widely accepted, this reflects that the Vision and Perspective are reasonably well judged and timely and that ETD's efforts have been directed appropriately.

5 Main conclusions

European Telework Development (ETD) commenced work in July 1996, and by the end of its 39 months duration (a 3 months extension was added in order to cover the Telework and New Ways of Working Assembly in September 1999)
ETD became very well established both within the ACTS community and as an important and influential actor in national, European and indeed international telework networks.

ETD was a horizontal action project within the ACTS Programme. ETD's objectives were concerned with developing understanding and effective take up of telework and related Information Society applications and methods across the European Union and in Europe's links with other countries and regions. By the end of the project ETD had:

- successfully developed and communicated a strong vision and perspective of telework, linking it with the critical issues of jobs and employment, competitiveness and social cohesion in the context of the Information Society and the emerging Global Networked Economy
- worked closely with Commission Services to ensure that the project's messages and direction were well tuned to the ACTS Programme and other policy and programme needs and to feed back to the Commission key issues (including preparation for the 5th Framework Programme) and trends identified from ETD's wide ranging market activities
- supported the emergence of European Telework Online as the world's leading online information and contact point for telework and related topics and the hub of a network of linked websites of (at December 1999) 25 countries
- stimulated and supported new market-based initiatives that have and continue to play important roles in the development of Europe's Information Society and networked economy, established the European Telework Agenda and strengthened the impact of European Telework Week
- made excellent progress in developing an effective "network of networks" of telework, teletrade and telecooperation activists based round ETD's network of National Coordinators in member states
- contributed to the ACTS Programme community, through both the GAT Telework Chain and the Horizontal Domain, and forging market-based links between ACTS and other EU programmes, particularly the Telematics Applications Programme (TAP) and the IT Programme (ESPRIT), but also Regional and Social programmes.

The project has been extremely successful as a prime mover in changing the agenda of telework from one of debate to one of action and practice. It has done this by extending the coverage from just telework to include teletrade (electronic commerce) and telecooperation by showing how telework, as a new way of working and of organising work, cannot be seen in isolation from wider market developments but is part of the burgeoning demand from employers, organisations and the macro economy for greater efficiency and global reach.

ETD’s prime objective, as a dissemination mechanism and as a bridge between ACTS and the telework market, has been very successfully achieved through its support to the GAT telework chain, the design and mediation of the telework, teletrade and telecooperation (TTT) vision, outreach through its national activities programme, stimulation of activities and support for interest groups including suppliers and user communities, its on-line services and media campaigns and materials. Good if not excellent progress and achievements have been made in all of these areas and good synergy between the diverse parts of the project has been established.

ETD’s internal management and quality control has, on the whole, been successful in juggling the various needs of the large number of project participants (over 30) and directing them towards achieving common project goals, as well as establishing good cooperation with other actors within the ACTS Programme, the Commission and the outside world. Being a market-based rather than a technology RTD project, about a third of ETD’s project resources are used for stimulation activities in the market place where normal financial transactions occur (rather than supporting the labour and expenses of project participants), and this has meant that difficult decisions resulting from cash-flow problems sometimes need to be made.

ETD also successfully addressed a number of challenges which are indicative of the task it faced. These included:

i) There were sometimes different perceptions of the aims and processes of change needed both between participants in ETD and between ETD and other projects in ACTS (e.g. in the GAT Chain) and sometimes too heavy a focus on discussing process at the cost of real productive work. This was eased by a strong but flexible direction and management of the project, plus commitment to achieving common areas of agreement and interest as well as practical results.
ii) In the general development of European telework, too many of the activists were still too narrowly focused exclusively on telework as such rather than the broader Information Society context from which telework cannot be separated. Further, there was very wide variation in levels of understanding in different parts of Europe, each requiring different methods and messages. The variation will be even wider after EU enlargement, but can also be turned into an opportunity by playing on “strength through differentiation”. ETD’s strategies and approach started to directly address these issues during 1998, with some important successes, and the project continued thereafter to differentiate its messages.

iii) There was weak or non-existent activity in a few countries, but this was tackled either by replacing National Coordinators or refocusing their efforts.

iv) Because of the general problems in getting ‘share of voice’ in the market place, and the volatility of supplier strategies and staffing as the markets both converge and diversify, it was extremely difficult to get the attention of suppliers. This resulted in a carefully focused approach by drawing specific suppliers into activities which they could immediately see would directly serve their own agendas and aims (such as European Telework Week).

In summary, ETD has, despite a slow start in its first year, made excellent and increasingly significant progress during the rest of the project. Real impact has and continues to be made on the understanding and practice of European telework, virtually all objectives and goals have been achieved, some outstanding results have been obtained, and problems arising have been flexibly and constructively addressed. This is the result of good team work and hard work - in some cases well beyond the resources formally budgeted - as well as excellent support from and relationships with Commission services, the ACTS community and other EU programmes.
6 Input to ACTS guidelines

ETD supported and serviced the ACTS Telework Chain (GAT) which existed to enhance understanding of the links between technology research and development with economic and societal success in the context of telework and telecooperation, and to seek consensus around Guidelines to improve the confidence of users and suppliers in their decision-making about such applications. GAT also sought to broaden European concertation activities into its fields of interest and to provide easier linkages between Europe’s Research, Applications, Social Development and Economic Development programmes with respect to telework and telecooperation.

The target recipients of GAT Guidelines included:
- developers and suppliers of relevant products and services
- decision makers in industry, commerce and public services that need to use the applications
- policy makers and policy advisers at both European and local community levels

6.1 GAT Guidelines

GAT endorsed two endorsed Guidelines in the first tranche during 1997:

- **GAT-G1:** First-time interoperability across “Extranets”: developing European competence and confidence, authored and developed by ETD.
  Guideline text at [http://www.eto.org.uk/gat(guides/gat-g1.htm](http://www.eto.org.uk/gat(guides/gat-g1.htm)
  Scope sheet at [http://www.eto.org.uk/gat(guides/g1-ss01.htm](http://www.eto.org.uk/gat(guides/g1-ss01.htm)

- **GAT-G5:** Implementation of telework for multi-site software development, authored and developed by the TECODIS project.
  Guideline text at [http://www.eto.org.uk/gat(guides/gat-g5.htm](http://www.eto.org.uk/gat(guides/gat-g5.htm
  Scope sheet at [http://www.eto.org.uk/gat(guides/p02-ss01.htm](http://www.eto.org.uk/gat(guides/p02-ss01.htm

GAT-G1 and GAT-G5 were endorsed by the GAT Chain at the European Telework Congress in Stockholm on 24th September 1997 and by participants in the ACTS Concertation meeting in Brussels on 30th September 1997.

ETD also produced a provisional guideline GAT-G2: Telework: Access to Work Opportunities for Self-Employed Micro-Enterprises and Virtual Enterprises, responsibility of which was subsequently taken over by the DIPLOMAT project.

The GAT Chain decided in 1998 to pursue two parallel threads, one on ‘technical’ guidelines, facilitated by ETD, and one on ‘socio-economic’ guidelines, facilitated by DIPLOMAT within the scope of their project. Further guidelines provided by ETD included: Interoperability; TECODIS’ telework supporting software development; Advanced Communication Technologies and Services, Enabling new ways to work paper (as a supply-side view); and the Market Assessment of Telework Requirements and Opportunities paper (with ‘shopping list’). These were launched during 1998.

- GAT guideline texts and scope sheets are published at [../gat(guides/index.htm](http://www.eto.org.uk/gat(guides/index.htm

In summary, although no new guidelines as such were endorsed in 1998 or 1999, the GAT Chain was very active in

- revitalising its operation: attracting more (and new) participant projects, electing a new Chairman;
- preparing a lot of material for further, not only in ACTS, but also in the IST Programme.

6.2 Dissemination of GAT Guidelines outside GAT Chain

ETD with support from the GAT Chain Secretariat promoted GAT guidelines outside the Chain, mainly through the following actions.

- Regular liaison with InfoWin and maintenance of the information on GAT guidelines.
• Distribution of leaflets at Concertation Meetings, calling for projects’ contribution to the GAT guidelines process.
• Promotion of GAT at events in the *European Telework Agenda*, as well as at national and regional events, including European Telework Weeks.
• Updates to ACTS information published by the INFOWIN project
• Display and presentation of GAT on ETD stand at the IST98 and IST99 Conference and Exhibition, in Vienna and Helsinki.
7 Overall impact

The ETD project has had three main aims:
1. To stimulate awareness, understanding and take-up of telework in Europe
2. To enhance understanding and acceptability of telework in the broader context of the Information Society and an overall new approach to work and business
3. To support a telework focus within the ACTS programme and enhance the linkage and integration of ACTS and the many other policy and programme areas that affect Europe's response to telework

The project can claim to have made a considerable contribution to each of these objectives:
1. As reported in the European Telework Status Report 1999, take up of telework accelerated sharply over the period 1997-1999 from an estimated two million active teleworkers in 1997, to a mid-1998 estimate of four millions and to almost 10 million by the beginning of 1999. The exceptional growth in activities and visibility of the European Telework Week programme and other aspects of the European Telework Agenda reflects this.
2. The project's advocacy of an integrated approach, exemplified in its early promotion of "the three Ts" - Telework, Teletrade and Telecooperation - has been widely recognised both in the market and in policy and programme formulation
3. There is clear evidence of a more integrated and coherent approach to telework and related policies and programmes at European level, notably with the coupling of New Methods of Work and Electronic Commerce in the IST programme, in wider contributions to the annual Status Report, and in active participation by a range of DGs in common public activities such as telework information days and through the European Telework Agenda.

Clearly, ETD cannot claim to have "achieved" these external results, since there are many influences at work in the market and in the policy process. However, ETD's active and positive contribution has been recognised quite widely and in some cases visibly, for example as the only ACTS project to be invited to exhibit at the 1997 ESPRIT conference and exhibition; in the considerable acclaim for ETD's contribution to the 1998 IST conference and exhibition; in the adherence of websites in 24 countries to the ETD-supported European Telework Online site; in the continuing growth of traffic across the network of websites, together with many positive comments from users; in both direct and indirect influence on national policies and strategies in several EU member states; and in several active new organisations that have been stimulated and supported by ETD and that we can expect to play a constructive future role in developing the European Information Society.

As regards future exploitation of ETD results, the following activities are expected to be prolonged beyond the end of the project:

- The network of websites, currently numbering 24 and expected to grow to around 30 by year end 1999; the network will be offering support to relevant activities of the Fifth Framework Programme as a unique and world best resource for market reach and feedback
- A European association of national telework associations and activists, expected to be in formative mode before the end of ETD and to contribute strongly to European telework development through Framework Programme 5 and beyond
- The Information Society disAbilities Challenge (ISdAC), formed as a result of a challenge through the eto website and now actively engaged in lobbying and other activities to enhance access for people with disabilities to the benefits of telework and other Information Society applications
- The European Association for Community Networking (EACN), a grass roots initiative supported by ETD and now actively linking local community networking activities across many countries
- Technology developed to support ETD's online activities is being further refined and requirements specified with a view to commercial exploitation, use as a dissemination platform and future RTD potential
- A Network of Centres of Competence in Electronic Commerce is in the process of formal establishment as a result of collaboration between ETD, DGIII and leading national actors in the electronic commerce field; the network has already had highly successful meetings in four countries

Many other more local initiatives stimulated or assisted by ETD have a continuing life.
The socio-economic impact of all these activities is of course very difficult to gauge in quantitative terms and there is a risk of focusing too closely on “what can be measured” rather than on what has the most real impact. However some direct measurement can be indicative of the wider impacts:

- The European Telework Online (eto) website network is now regularly used by between 10,000 - 15,000 individuals, spread across more than 60 countries but mainly concentrated in Europe; a further concentration of users is in North America, making this one of the very few European websites to achieve truly global impact and value; growth in 1999 is expected to exceed the growth rate of 1998
- The European telework discussion forum is by far the largest and most active online contact place for telework related topics; together with linked discussion forums in other EU languages (notably French, Italian and Spanish) it is also the largest and most active forum for Information Society discussion globally
- The ETD contributions to key publications (Telework Status Reports 1997, 1998 and EITO 1998) have reached very wide audiences and been widely referenced in other media and publications, conferences etc
- The GAT Chain in ACTS, supported by ETD, produced two of only 30 guidelines endorsed by the ACTS community in its first tranche, despite a late, slow and very difficult start to the Chains process and delays in the ETD project contract process
- The ETD/ETHOS Newsletter has created a wide cross-programme audience (ACTS/TAP and their target audiences)
- An online resources database has been created, containing some 2,000 references to telework materials, activities, publications, organisations, projects etc and will be available with an easy to use mechanism through which new material and links can be added. Where possible the references provide direct access to source materials. This is by an order of magnitude already the most complete archive of its kind and is available free of charge to all.
- ETD’s support, especially in 1997 and 1998, has been a critical factor in the significant increase in the impact and profile of European Telework Week through both European and national level activities and initiatives
- Although ETD’s impact at national level through its National Activities Programme has depended upon the status of telework and Information Society developments in each Member State, overall impact has been high and has progressed from one following a general, across the board, approach to one in which the differences in understanding and requirements in each country are now following national action plans on the basis of European strength through differentiation.

Overall the project has met or exceeded its general objectives for external impact and its results will have a continuing value well beyond the life of the project.

In more detail, ETD has had five major impacts, detailed in parts 7.1 to 7.5 in the following:

### 7.1 Telework Integration

Important goals of ETD which were largely achieved were to directly support all activities of the ACTS Telework Chain and to integrate the Chain’s activities into the work of other ACTS chains, other relevant European programmes and activities and the various communities of interest active in and affecting the telework market and environment. This involved developing and sustaining a clear, well formulated vision and perspective of telework, its technologies, opportunities, challenges and issues and use this to enhance understanding within and through the ACTS Telework Chain and in relationships with related programmes and interests. In this context it was necessary to identify and connect with relevant European programmes, services, institutions, etc., to develop a common Index and information source of all European activities, projects, reports, etc., relating to the telework domain and make this available within and through the Telework Chain and in the market.

ETD has achieved the above by:

- supporting the GAT Chain mechanism through excellent secretarial support and internet communication mechanisms, including provision of a website, assistance to editors of Guidelines in presenting their texts online for access by other Chain members and convening and reporting on Chain meetings, and reporting to Chain members information gathered from Chain Group, etc., meetings
- linking to other ACTS chains, domains and projects, e.g. ETD has participated in activities of ACTS Chain GAS - Small Business Networking and Commercial Transactions and in the general work of the GA Chains Group.
- regular liaison with InfoWin and maintenance of the information on GAT guidelines.
- being very active at the Horizontal Domain level, including proposing, running, and participating in many workshops and meetings
- taking an active and leading part in preparing for the 5th Framework Programme and linking to the socio-economic development aspects of research which this will involve.
- promoting GAT, ACTS and telework at many European and international events and initiatives.
- close collaboration was continued with DIPLOMAT (who also provide the ACTS GAT Chain Chairman for a period) as well as FAIR, EPRI-WATCH and more recent projects like ACTSLINE

In order to exploit the above, ETD has also to:
- linked with other Chains (especially in GA Group but also others as appropriate) and across the HA domain within ACTS to enhance the synergy between all ACTS guidelines activity relating to telework, teletrade and telecooperation as presented to audiences outside of the Programme
- contributed to the work of ACTS and other general IST project(s) to assist presentation of relevant EC RTD results in language and context assimilable to ETD target audiences
- supported transition to the IST Programme

Following the election of a new GAT Chain Chair and resolution of internal difficulties in 1998, ETD continued to actively support Chain work, primarily using the website and email, but also using phone and fax as necessary to reach and gain responses from projects and participants. ETD also continued to work within the GA Chain Group and the Horizontal Actions domain to promote Guideline and other activities of common interest so as to reinforce synergy and integration of results and requirements, especially outside of the Programme through the project’s on-line and off-line dissemination mechanisms.

7.2 European Vision and Perspective on Telework

Another major project result is ETD’s success in developing and sustaining a clear, well formulated vision and perspective of telework, its technologies, opportunities, challenges and issues and to use this to enhance understanding throughout a large number of interest groups and arenas. The project has achieved this by enhancing cross-fertilisation between existing European programmes and initiatives, avoiding duplicated effort and providing a more comprehensive and coherent coverage of telework opportunities, challenges and issues across European Union programmes. This has also enabled strong support to be given to the preparation for the 5th Framework Programme. For example, ETD’s original perspective of TTT (telework, teletrade and telecooperation) has influenced marketing and policy practices as reflected in the 5th Framework Programme, as well as amongst suppliers, users and decision-makers generally. The inclusion of knowledge management has been part of this.

More specifically:
- ETD has been able to develop a the robust framework for the project's vision and perspective which has been and continues to be readily communicated within the project as well as outside it
- within this framework, the core vision and perspective have been developed, and project partners have built on this to provide perspectives appropriate to their target audiences. The framework comprises web pages and PowerPoint presentations. The design is such as to readily incorporate audio and video elements as the quality of the Intranet permits ready access to these.
- the vision and perspective have been presented to external audiences and refined as necessary, and have been used in contributions to external publications.
- in terms of the development of European telework, too many of the activists are still too narrowly focused exclusively on telework as such rather than the Information Society context from which telework cannot be separated. Further, there is a very wide range of understanding in different parts of Europe, each requiring different methods and messages. This may get worse after EU enlargement, but has also be turned into an opportunity in 1998 by playing on the “strength through differentiation” theme, which was also further developed in 1999 and after the end of the project in order to continue to differentiate its messages to suit audiences and circumstances.
- the validity of the European Telework Integration idea and the use and relevance of the ETD vision (incorporating the TTT message) and outreach mechanism has been refined and tested in a range of contexts including:
  * ACTS Concertation Workshops (both GAT and the Horizontal Domain)
  * supplier communities
* user communities, such as ISdAC, EACN, LEADER, Network for Centres of Competence in Electronic Commerce for Small Firms, MIRTI, WISE, and at national levels, support to telework associations (UK, Ireland, Sweden, the Netherlands, Germany, Belgium, Spain, Italy), to regulators in the UK, to tele-centres in many countries, to trades unions in Denmark, in France support to Morocco and Senegal, in Spain support to South America (see WP 8 below)

* through the European Telework Agenda: in collaboration with the European Commission as well as telework activists and organisations throughout Europe, ETD developed, promoted and supported the establishment of a European Telework Agenda

* detailed planning for the 5th Framework Programme has solidly reflected the ETD message

* for example, a very successful presentation of ETD and its telework perspective at the Information Society Technologies Conference and Exhibition (IST98) in Vienna at the beginning of December 1998. This was during the Work Nouveau session and entitled New methods of work in Europe: a snapshot

ETD’s vision and perspective developed into a strong, accessible and flexible message, and has influenced a large number of relevant actors and audiences both within and outside the Programme.

7.3 Results in Countries

ETD has orchestrated and supported a network of National Coordinators based on existing and emergent telework associations and platforms, supported by a linked network of National Telework Websites and Information Services and a European Telework Online website and information service. This has enabled the project to develop and stimulate telework activities in each country and to extend the links between the ACTS Programme and the markets at country level. (For a detailed review of national activities see Annex E).

ETD’s activities at national level were recognised from the outset as the most complex and demanding aspect of the project and at the same time as some of the most critical in determining the project’s external impact. Project years 1 through 3 demonstrated the need for differentiation in European support to countries and in the characteristics of successful national coordinators in different countries that are at different stages of telework and information society development. It will be a significant loss to Europe if the learning and team building of the successful national activities in ETD is lost and the lessons learned are not directly applied to extending this success to remaining countries during FP5.

The principle of subsidiarity has applied to ETD’s national activities. These are driven by local needs and circumstances and supported by the project rather than being driven by some externally imposed perceptions of what is needed in each country. However, although subsidiarity applies and the local approach has to be determined in-country, the experience of ETD strongly confirms the need for active support at EU level to broaden the perspective of national activists in "active" countries and to assist and inform activists in "less active" countries. Sustaining an active in-country programme is a difficult and demanding task, even in the most active countries. The critical individual approach now that ETD has terminated and in the early part of the 5th Framework Programme will be to reinforce the value that has been derived locally from participation in a European programme and to motivate future engagement "beyond ETD", both in EU-supported actions and in mutual activities.

This exploitation will be undertaken by:

- further enhancing the quality of national reports summarised for the European Status Report
- identifying and bringing forward proposals for country support in 2000 and beyond to European Telework Week and other key activities at European level
- working to establish or propose mechanism(s) for sustaining and further developing networking and mutual support across national communities of interest in EU and related countries
- proposing ways to assist formation of new national associations and support to existing associations.

Even though the project has come to an end, there is still much enthusiasm for continuing with European activities "beyond ETD" and attention is being focused on:

- for countries with active and successful national associations/programmes, development of plans for ongoing cross fertilisation and synergy
• for countries with new or fragile associations, project and mutual (inter-country) support to the learning curve and to consolidating the association
• for countries with no active telework programme/association, developing the interest and involvement of appropriate institutions and individuals with a view to more active participation in IST and other future programmes
• further strengthening of the links already established with Central and Eastern Europe and Mediterranean countries and other non-EU countries

7.4 Impact on Communities of Interest

On of the primary aims of ETD was the creation of "market models" for use by ACTS, out-of-programme interested parties and communities (including employers, suppliers, social partners, etc.), as well as by Commission Services, to stimulate and support a European Telework Observatory for the on-going measurement and reporting of key aspects of the market. Working with the most active market participants, ETD has made important strides in achieving these objectives through market awareness, understanding and stimulation activities, including:

• focused support and market development with selected supplier and user communities
• creation of a market model and provision of relevant and up to date market data (e.g. in cooperation with the European Information Technology Observatory
• active programmes of market development and establishment of a European Telework Agenda
• support to and development of European Telework Week
• direct support to and involvement with the ESPRIT ECaTT (Electronic Commerce and Telework Trends) project which directly measured the take up of different forms of telework across 10 EU Member States

The market models developed for EITO 1998 have been well received but the main focus of market attention has continued to be on "raw and simple" numeric data, e.g. "how many teleworkers?". Europe now urgently needs robust mechanisms for quantitative estimating and reporting Information Society applications take up (e.g. telework and electronic commerce, community networking, citizen services) and ETD will continue to campaign for this and to propose appropriate market models within which consistent reporting can be established.

The European IT Observatory has accepted in principle the idea of incorporating application and use data in its ongoing work. The final period of ETD was therefore focused on continued dialogue with EITO especially with a view to extending and adapting its approach to be more relevant to the market and the needs of different communities as well as to the 5th Framework Programme.

A main focus in the last months of the project was to draw attention to relevant aspects of FP5 and to assist (despite scarce resources) interest groups in responding to the opportunities and requirements of the IST programme and related FP5 activities. This was approached by a combination of "interpreted" programme information accessible to all online at the ETO website, together with targeted direct activities with the communities of interest. ETD also exploited its achievements by further deepening and enhancing links between market based interest groups and the European policy and programmes interests, especially through the European Telework Information Days, Telework99 publication cycle, the Telework Agenda and early FP5 activities. In this way, ETD has continued to actively promote and support the use of electronic networking methods within and between communities of interest and their target audiences

7.5 External Communications Impact

One of the key overall goals of ETD was to implement effective outreach and internal communication programmes, including the network of telework websites, public media communications, online and offline communications fora, and, with support from the Interest Groups encourage, guide and support related communities of interest to introduce effective online communications so as to form a "network of networks" for telework interests.

Success here has been impressive. The ETD web-site is now the most comprehensive, most frequently visited, and most successful telework web-site in the world. Already established as such by the end of 1997, substantial additional growth and enhancement was achieved during 1998 with close to 2½ million hits being reached by December 1998. In early 2000, over 250,000 hits per month were being recorded. In addition, ETD has stimulated and supported a network of national
websites, the number increasing from 19 countries at year end 1997 to 25 countries at year end 1999. The web-site includes a wide range of services and resources aimed at the main target audiences, including:

- discussion lists on telework, including a general open forum as well as ETD special interest groups (currently ten) covering topics such as best practices in telework, telework and the disabled, and European Telework Week.
- an announcement list, informing online subscribers of key news items and events
- guidelines for effective telework, teletrade and telecooperation
- a database-driven events calendar (also known as the multi-view calendar)
- resources and links, evolving into a comprehensive database
- acting as a focal point of a network of linked sites, currently with national or local languages in 25 countries
- in addition to the public Web areas, the online service also provides facilities for the ETD project team, and related projects
- ETD now also provides a good example of e-commerce established through the on-line sale of the EITO98, 99 and 2000 Yearbooks

The web-site also contains an information resource to provide the ACTS Telework Chain and all related parties with ready access to a reliable, complete and current information source listing all known telework and related initiatives, projects, programmes, information sources, etc. Since its inception the European Telework Online web-site has been identifying suitable resources and providing basic information (such as abstracts) in the resources section of the web-site at [http://www.eto.org.uk/links/resources.htm](http://www.eto.org.uk/links/resources.htm). This is a structured list of over 100 resources categorised by telework, teletrade, telecooperation and the information society. It includes details of reports, articles, papers and online documents. This resource is also an online database facility, with search capabilities which also offers a comprehensive on-line events calendar. An intelligent user interface tool is employed which enables users to directly add resources (links, etc.) to the site as well as improving site management, which allows for considerable further expansion while providing better access paths to information. It also provides new facilities, for example users are able to add their own comments about links, FAQs, etc. The database is also designed to hold the information for annexes to the Commission's Telework Status Report, e.g. details of projects, etc.

All these features are part of the development of the European Telework Online web-site which hosts the ETD site and which is being exploited beyond the Programme as a commercial product and service. (See section 4.23 and Annex D for fuller descriptions and reviews of ETD’s web presence.)

ETD also focused upon providing off-line public outreach support and a media programme both on a narrower range of targets in line with relevant interest groups and on more specific events and activities (for example, in relation to the European Telework Agenda). In this context, news and issue gathering service were developed and monitoring and reporting of relevant media topics at both national and European level was undertaken. A media pack was produced which includes ETD folders, business cards, fliers, etc., for use by all ETD participants and cooperation partners. There was an ETD section (8 pages) in the ETHOS (from the Telematics Applications Programme) paper-based newsletter with a wide circulation to the not-on-line community (four editions in 1998 and three in 1999). ETD participated in many conferences, exhibitions, etc., both at European and national/local levels. Overall, however, the PR activity was constrained by the very significant effort needed to extract contributions from internal and related sources, and an objective for beyond ETD is to significantly increase the PR dedicated resources, probably through sponsorship and/or support from the 5th Framework Programme.
Annex A: List of deliverables produced

<table>
<thead>
<tr>
<th>Deliverable Code</th>
<th>Deliverable Title</th>
<th>Date submitted</th>
</tr>
</thead>
<tbody>
<tr>
<td>001</td>
<td>Collaborative relationships with other ACTS projects</td>
<td>Oct. 96</td>
</tr>
<tr>
<td>002</td>
<td>Telework matrix data index</td>
<td>Sep. 96</td>
</tr>
<tr>
<td>003</td>
<td>First report on ACTS potential to contribute to telework guidelines</td>
<td>Oct. 96</td>
</tr>
<tr>
<td>004</td>
<td>Telework media pack</td>
<td>Oct. 96</td>
</tr>
<tr>
<td>005</td>
<td>ETD administrative and coordination handbook</td>
<td>Dec. 96</td>
</tr>
<tr>
<td>006</td>
<td>ETD quality assurance handbook</td>
<td>Dec. 96</td>
</tr>
<tr>
<td>007</td>
<td>First status report on GAT Guidelines</td>
<td>Jan. 97</td>
</tr>
<tr>
<td>008</td>
<td>First project vision statement</td>
<td>Jan. 97</td>
</tr>
<tr>
<td>009</td>
<td>First list of telework related activities</td>
<td>Jan. 97</td>
</tr>
<tr>
<td>010</td>
<td>European telework matrix</td>
<td>Mar. 97</td>
</tr>
<tr>
<td>011</td>
<td>Implementation of national websites</td>
<td>Jan. 97</td>
</tr>
<tr>
<td>012</td>
<td>Information database and index</td>
<td>Mar. 97</td>
</tr>
<tr>
<td>013</td>
<td>European Telework Interest Group – work programme</td>
<td>Feb. 97</td>
</tr>
<tr>
<td>014</td>
<td>First European telework status report and business plan</td>
<td>Aug. 97</td>
</tr>
<tr>
<td>016</td>
<td>European telework online service</td>
<td>Jun. 97</td>
</tr>
<tr>
<td>017</td>
<td>Second project vision statement</td>
<td>Dec. 97</td>
</tr>
<tr>
<td>018</td>
<td>Multiview calendar</td>
<td>Oct. 97</td>
</tr>
<tr>
<td>019</td>
<td>European telework online business plan</td>
<td>Dec. 97</td>
</tr>
<tr>
<td>020</td>
<td>Gap analysis</td>
<td>Jun. 97</td>
</tr>
<tr>
<td>034</td>
<td>Input to EITO 1997 Supplement</td>
<td>Oct. 97</td>
</tr>
<tr>
<td>035</td>
<td>ETW97: detailed plans</td>
<td>Oct. 97</td>
</tr>
<tr>
<td>021</td>
<td>Second report on ACTS potential to contribute to telework guidelines</td>
<td>Apr. 98</td>
</tr>
<tr>
<td>036</td>
<td>Input to EITO 1998</td>
<td>Dec. 97</td>
</tr>
<tr>
<td>037</td>
<td>Barriers to telework and strategies for overcoming them</td>
<td>Dec. 97</td>
</tr>
<tr>
<td>022</td>
<td>Second status report on GAT Guidelines</td>
<td>Dec. 97</td>
</tr>
<tr>
<td>023</td>
<td>Second European telework status report and business plan</td>
<td>Sep. 98</td>
</tr>
<tr>
<td>038</td>
<td>Assessment of European Telework and its future development (joint deliverable with DIPLOMAT)</td>
<td>Jun. 98</td>
</tr>
<tr>
<td>024</td>
<td>Telework 98 publication</td>
<td>Aug. 98</td>
</tr>
<tr>
<td>025</td>
<td>Third project vision statement</td>
<td>Sep. 98</td>
</tr>
<tr>
<td>026</td>
<td>Third list of telework related activities</td>
<td>Sep. 98</td>
</tr>
<tr>
<td>027</td>
<td>Media communications services business plan</td>
<td>Mar. 99</td>
</tr>
<tr>
<td>028</td>
<td>Final report on ACTS potential to contribute to telework guidelines</td>
<td>Jan. 99</td>
</tr>
<tr>
<td>029</td>
<td>Final status report on GAT Guidelines</td>
<td>Jan. 99</td>
</tr>
<tr>
<td>039</td>
<td>Input to EITO 1999</td>
<td>Mar. 99</td>
</tr>
<tr>
<td>030</td>
<td>Final European telework status report and business plan</td>
<td>Jul. 99</td>
</tr>
<tr>
<td>031</td>
<td>Telework 99 publication</td>
<td>Aug. 99</td>
</tr>
<tr>
<td>032</td>
<td>Final project vision statement</td>
<td>Dec. 99</td>
</tr>
<tr>
<td>033</td>
<td>Final list of telework related activities</td>
<td>Dec. 99</td>
</tr>
<tr>
<td>040</td>
<td>Report on European Telework Assembly 1999</td>
<td>Dec. 99</td>
</tr>
</tbody>
</table>
Annex B: List of published papers

A very large number of published and conference papers were generated during the lifetime of the project, both at European and national level, including:

European level published books, papers, etc.:
- *Telework: status, development and issues*, in the European Information Technology Observatory (EITO) Yearbook, 1998
- Proceedings of the Sixth European Telework and New Ways of Working Assembly, Aarhus, Denmark, 1999.

Examples include European level conference papers, some of which have been published in paper and all on the web-site, such as:
- September 1997: Telework Workshop in Amsterdam, paper on Telework in Europe
- 4 - 7 March 1998: Euro-Med Net 98 Nicosia Role of the Internet and WWW in developing Euro-Mediterranean information society
- 5 March 1998: Telework, Teletrade and Telecooperation - stepping stones to economic success and social integration in the IS Nicosia Workshop as part of Euro-Med Net 98 (see separate entry)
- 2 - 4 April 1998: Third European Telework Festival Serre-Chevalier - Hautes Alpes European Colloquium on Telework and Teleactivities
- May 1998: workshop organised by the ACTS Horizontal Domain: ACTS Contributions to Telework, and The Home as a Market in an Information Society Context
- 28 May 1998: European Telework Agenda and European Telework Week 1998, on the status of European telework. European Commission Information Day Brussels A briefing day at which the European Commission outlines its current and planned telework activities and discusses policy issues with interested parties
- 8 June 1998: Workshop for Suppliers Berlin A Workshop for Suppliers, focusing on telework market data and trends, market development and other opportunities, including the Fifth Framework Programme.
- 1 - 4 September 1998: Teleworking Environments: The third International Workshop on Telework - Turku Finland: In-depth discussion of key contemporary issues in Teleworking and other forms of virtual type of work. In particular latest conceptual work of research
- September 1998: workshop organised by the ACTS Horizontal Domain: Market Assessment of Telework Requirements and Opportunities, with a requirement for added contribution to the proposed ‘shopping list’;
- 6 November 1999, conference organised by the Austrian Telework Association, Vienna, ETD paper on Telework and New Employment in Rural Areas
- November 1998 “New Methods of Work (and Electronic Commerce): RTD opportunities in the RTD Programme”, and to the joint TSER (Targeted Socio-Economic Research) – ACTS workshop on the IST Programme “Generic Socio-Economic research Requirements in the IST Programme”.
- the Workshop on New Methods of Work in the IST Programme – the Prelude, on 5 May 1999. ETD papers on ETD experience
- 1 June 1999, Telework Information Day, Brussels. ETD papers on telework
• 24 June 1999, Workshop on Organisational Teaming. ETD paper on the transformation of inter-organisational competence.
• 22-24 September 1999, the Sixth Telework and New Ways of Working Assembly in Aarhus, Denmark. ETD paper on telework.
• 22 November 1999, Telework Seminar organised by the European Foundation for the Improvement of Living and Working Conditions, Dublin, ETD paper on Telework in a European Perspective

Examples of national level papers, or ones generated by ETD National Coordinators include:

Austria:
• The Ministry of Social Affairs published the conference paper: Edited by Federal Ministry of Labour, Health and Social Affairs (Birgit Stimmer), “Stichwort Telearbeit”, 1997
• The November 1997 edition of the "Informatik Forum", a scientific journal published at the Vienna Technical University appeared as a special edition covering different aspects of Teleworking. (list of articles see: annex 4

Belgium/Luxembourg:
• Dans Flair du 6 juin 1996, un court article sur le télétravail, mentionnant la BTA, suite auquel l’association a reçu plus de 60 demandes d’information.
• Dans Le Soir-Emploi du 7 septembre 1996, un article sur le projet EVENT (European Virtual Enterprises Network) auquel participent des membres de la BTA: l’Université Libre de Bruxelles, Unisys et le Téléport Bruxelles.
• Dans Le Soir du 25 octobre 1996, sous le titre “L’adieu au bureau”, on trouve quatre articles sur le télétravail, truffés d’interviews et d’études de cas, tous de membres de la BTA ... Outre Xavier Darmstaedter et Christian Van Asbroeck, sont citées les sociétés IBM, ABB Assurances, etc.
• Un dossier “Belgique” dans l’édition de mai-juin 1997 de Télétravail Magazine (France); toutes les interviews sont de membres de la BTA - Belgacom, IBM, Alcatel Bell, Aron, Différences, Proactive Consulting - ainsi que de Xavier Darmstaedter pour l’association.
• Le Soir du 23 juillet 1997 parle du projet INFOLAB de télécentres pour handicapés, mis sur pied par l’asbl Différences, membre de la BTA.
• Dans Le Soir du 12 septembre 1997: “Le télétravail est-il pour demain?” fait référence à la BTA et à European Telework Week 97. Avec une interview de Mireille Clerx de ABB Assurances.
• In februari 1998, twee journalisten interviewden Christian Van Asbroeck voor BTA, voor artikels die in maart te verwachten vallen, in

Knack en in, 1998
• KMO-PME Magazine, 1998
• Dans L’Echo du 26 mai 1998, trois articles sur le télétravail à l’occasion du salon TMAB 98, dont un de Paul Van Binst pour la BTA, intitulé “Une nouvelle façon de travailler”.
• 8 januari 1999, De Financieel-Economische Tijd: artikkel “Telewerken is een te vroeg geboren kind”, ten gevolge van de hoorzitting die in december in het Vlaams Parlement georganiseerd werd. Met Daniëlle Jacobs voor BTA en Luc Peeters (Innotek).
• In maart 1999, interview van Christian Van Asbroeck, voor een artikel over telewerken, te verschijnen in Belgian Business & Industry.
• In maart 1999, interview of Christian Van Asbroeck, voor een artikel over telewerken, te verschijnen in Fabrimetal Magazine.
• 27 avril 1999: interview de Christian Van Asbroeck à l’émission “Qui, que, quoi, dont, où ?” de la RTBF Namur, sur le télétravail à domicile

Finland:
- Contribution to seminar publication of Telework Assembly Stockholm 1997
- Contributions to the publications of seminars ‘Berlin-Helsinki-Stockholm’ (1998) and ‘Brixen/Bressanone’

Ireland:
- Submission to the National Advisory Council on Teleworking - August 1998. ETD project with the Communications Workers Union, Telecom Eireann, the Work Research Centre and the Central Remedial Clinic. Download from www.cwu.ie
- Employee Relations Guideline No. 19 - Teleworking and Telecommuting. Irish Employers and Business Confederation.

Italy:
- This latter book is an exhaustive telework guide address to enterprise employment, businessman, managers, enterprises and all people interested to telework, mobile work, telecottage and telecentres. It is the Italian version of 'The Telework Handbook' written by the English and Irish Tele Cottage Associations
- Patrizio Di Nicola (edited by) - Telelavoro tra legge e contratto - Roma, Ediesse, 1998
  This book is intended to supply practical information about telework contracts and laws. It is addressed y to enterprises and trade unionists.
  The aim of this book is to present the actual development of telework through Europe.
  A CD on telework, it analyse the methodologies of telework introduction in Italian and foreign enterprises. It is a useful tools for enterprises, managers and future teleworkers.
- Patrizio Di Nicola and Francesco Buzzoni, Telelavoro, Telecentri, Teledidattica, Reggio Emilia, ETD-IFOA, 1999
  A review of experiences and pilot projects on telework, telecottage creation and distant learning.
- “Il Telelavoro come strumento di aumento e riqualificazione dell’occupazione.”, paper presented May 20-21, Milan, Conference “Telework and the Net: changes for firms” organised by Systech
- “Internet a Roma: una rete per il lavoro”, paper presented to the conference "ROMA, UNA POLIS COME LAVORO", Roma, Sala del Carroccio, 11 April 1997
- “Telelavoro, ripensamenti ravvicinati del terzo tipo”, paper presented on September 6, Reggio Emilia, National PDS Festival
- “Contrattare il Telelavoro. Lezioni dalle esperienze in Italia e nel mondo”, paper presented on July 16, Rome, IT Trade Union Conference on Telework

UK:
- Teleworker Magazine
  The TCA produces Teleworker magazine which membership, to enquirers and is distributed at events. It covers a broad range of teleworking activities and in 1998 won a European Telework Award. We also contribute regular features to Working from Home and the Yorkshire Evening Press. Teleworker Magazine now on issue 36
- The Teleworking Handbook
  The Handbook is now in its second edition. It goes out to TCA members, sponsors, bookshops and has formed the basis of Italian and French versions. Publication : The Teleworking Handbook first and second edition
- TCA OnLine
TCA OnLine is a weekly electronic newsletter produced in a basic format, but including a teleworking news digest (summary cuttings service), events news and jobs information. TCA OnLine is the only service in Europe that we are aware of that provides a source of regular work information.

- Various ACRE Publications:
  - Marketing Telecottages and Teleworking
  - Setting up an IT Resource Centre Information Sheet 27
  - Telecottages Today
  - Telecottages: The UK Experience

- Other publications
  - Virtually There - The Future of Call Centres (with IES)
  - Settle Carlisle Railway Corridor Telematics Strategy, 1997, Settle Carlisle Business Liaison Group;
  - The Teleworking Handbook (two editions)
  - Teleworker Magazine - A total of 36 editions have been produced
  - BT web site www.workingfromhome.co.uk - provision of teleworking information
Annex C: Examples of Market Deliverables

1. ETD project pages (http://www.eto.org.uk/etd)

The core set of project pages is being used to express and develop the vision and perspective as a collaborative activity by members of the ETD management team. The main pages concerned include:

1.1 ../etd-why.htm - Why is a European Telework Development Initiative needed?
1.2 ../etd-what.htm - What are Telework, Teletrade and Telecooperation?
1.3 ../etd-goal.htm - What are ETD's main goals?
1.4 ../etd-who.htm - Who Can Benefit from ETD? (see below)
1.5 ../etd-link.htm - What is ETD achieving?
1.6 ../etd-how.htm - How can I get help from ETD?

2. ETD target audience pages

These contain a very abbreviated version of the ETD message in a form aimed at gaining the attention and involvement of people from the main target audiences. The pages are listed at ../etd-who.htm - Who Can Benefit from ETD? and each page has been contributed by one or more ETD participants; at December 1999 they include:

- Suppliers of "Information Society" Products and Services
- Commercial Enterprises Generally
- Employers
- Teleworkers ("teleworkers" includes employees and self-employed)
- Telework associations and centres of competencies
- Electronic commerce centres of competence
- Unemployed people
- People with disabilities
- Public Services
- Social Partners
- Policy Developers and Policy Makers
- Proponents of Sustainable Development
- Developers of future technologies and services
- The Citizen
- Non-EU Countries

3. Presentations From and About the ETD Initiative

A list of the main materials other than web pages is at http://www.eto.org.uk/etd/etd-pres.htm, at December 1999 it included:

- The ETD Initiative - an Overview
  The team, the goals, activities.

- Europe's Progress Towards an Information Society
  Are we going too fast - or too slow?

- Telework, Teletrade and Telecooperation - what are they - and why ETD is focusing on these three "main applications of an Information Society".

- Telework Perspectives - how to assess opportunities and issues for new ways of working in a corporate context
• Going Online: towards a roadmap for entering electronic commerce
• New Ways of Working in The Public Sector and Public Services
• Prosperity, Work and Jobs in a Global Networked Economy
  A model for what is happening and what will happen - introducing the concept of a "market-effective workforce".
• Telework, Teletrade and Telecooperation - New Work Opportunities for Europe
  Includes a full text supporting each slide and brings together several strands of the ETD initiative.
• Developing the Market for the Technologies of Telework
  ETD and the Suppliers of telework-related products and services
• Think Globally - Act Locally: the online path to new work and new wealth
• Europe's Progress Towards and Information Society - The Telework Dimension
• Image and Enterprise - Local Prosperity in the Global Networked Economy
• Success with Telework - A European Perspective
• Profitable Telework - Marketing the Market-Effective Workforce
• Business Individuals - a new approach to the marketing dilemma
• Telecentres - Perspectives and Exemplars
• Competitive Advantage and the Effectively Networked Enterprise
• Telework, Cohesion and Sustainability
• The Telework Market: Evolution to 2005
• The Teleworker as a Market Opportunity
• Barriers to Telework in Europe
• Telework: Public Policy Issues and Solutions

Additional materials are added regularly, please see the web page for a current list.

A paper explicating the new perspective on differentiation has been prepared under the title:

*Telework in Europe: A Snapshot*

### 4. Position on Education, Training and Learning

A position statement is at [http://www.eto.org.uk/team/general/educ01.htm](http://www.eto.org.uk/team/general/educ01.htm)

Please note this is an internal project page accessible only with the appropriate access codes. Readers of this deliverable wishing to receive a copy should please email eto-info@eto.org.uk stating their name, the nature of their interest in the project, and the email address to which a copy of the statement should be sent. The position statement explains for internal purposes the rationale underlying a project decision not to explicitly target the education and training sectors.
However, agreement has been reached with the EITO Task Force that ETD will contribute a chapter on skills, education and training to EITO 1999.

5. GAT Guidelines

The vision and perspective was incorporated and enhanced wherever possible, including the contributions from ETD to GAT and other Guidelines. Aspects of the Vision and Perspective are embedded in Guidelines and draft Guidelines at:

http://www.eto.org.uk/gat

6. EITO 1998 Telework Article

EITO is the European Information Technology Observatory, a consortium of leading trade fairs and IT and telecommunications vendors, working with the EC and the OECD to produce an authoritative annual report on the European market for Information and Communication Technologies (ICTs). ETD has supported the EITO Task Force in 1997 and contributed an article on Telework for the 1998 report, published on 5th March 1998. The article is a project deliverable (D036).

• ETD’s participation is designed to enhance the “application and usage” aspect of the EITO reports, which have previously focused most on technology and services shipments and revenues. The EITO Task Force is now considering a revision of its statistical segmentation, oriented to a more application and usage perspective.

7. Network of Centres of Competence in Electronic Commerce

• The European Telework Online website is supporting a new Network of Centres of Competence in Electronic Commerce, linked with the European Commission, DG3; the “differentiation” perspective was presented at an early meeting of this network and has been accepted as a significant contribution:

8. Going Online: towards a roadmap for entering electronic commerce

Annex D: European Telework Online site overview

The European Telework Online web site at http://www.eto.org.uk is now well established as the world's premier web-site devoted to telework and related topics. With a growing number of contributors from around the world, an extensive set of resources and links to related sites in many languages and countries, its popularity has increased significantly during the last year. In early 2000, monthly requests have increased to over 250,000, equating to over 30,000 user sessions from over 85 countries. Significant enhancements to site content were made during 1998-9 with many pages, especially country specific pages, being added or updated and with the addition of new features including a query driven resources database, an easy to use web-based discussion forum, and copies of presentations.

Site Overview
European Telework Online aims to provide employers, policy makers, teleworkers and other interested audiences with access to useful and timely information and help. An overview site schematic is shown in the figure. It has four main themes:

i) Telework - working virtually over electronic networks, not just from home but in a wide range of location independent modes

ii) Teletrade - electronic commerce in its broadest sense

iii) Telecooperation - working cooperatively across organisational and geographic boundaries, either in formal arrangements or informal networks, virtually over electronic networks

iv) Information Society - new methods of work (to reflect actions in the 5th Framework Programme)

These themes provide users with information through different types of page and access mechanisms:

- Introductory pages - basic information including definitions, opportunities and strategies
- Frequently Asked Questions - on topics ranging from getting work to disabilities
- Links - links to other web sites
- Resources database - details of resources
- Events calendar - of telework and Information Society events around the world
- Online discussion forums - via a user-friendly web interface (WebBoard)
- European Telework Development (ETD) - information about the ETD project
- Search and navigation - search engine, contents page and details of recent changes
- Feedback - general feedback, posting information and registration of interest.

As well as Web pages, the site also holds information in other formats - e.g. Word documents, Powerpoint presentations, Adobe Acrobat files, webcasts available for e.g. use by RealPlayer software. The site thus provides an extensive resource as well as encouraging dialogue and sharing of knowledge and experiences by the teleworking and online community.

Key Developments in 1998-9

- Several of the features originally introduced in 1997-8 have been enhanced and updated:
- Country Pages - many pages have significantly more local content, and there is also more local language content. New countries added include Norway, Latvia, Moldova, Ukraine and Canada.
- Events Database - this remains a useful source of a wide range of events - both local and international.
- ETD News - published quarterly in conjunction with the ETHOS Newsletter, the online edition has meant access to more readers, and often ahead of the hard-copy publication.
- Strong links have been maintained with European Telework Week, which now has its own web-site http://www.eto.org
- Enhanced Statistics - the site now includes over 60 relevant indicators for most EU countries. The main categories are telecommunications penetration, computers and ISDN, the Internet, access and call charges, education, economics, employment.
Figure - Overview Schematic of European Telework Online web site.
The main additions and enhancements to the site during the year were:

- A Resources Database - this provides an overview of over 1,500 resources and offers several ways of searching.
- Presentations - 16 Powerpoint presentations given by ETD participants at various events; users can view slide by slide or download a Powerpoint presentation file.
- IST - New Methods of Work - pages to encourage participation and project formation for the corresponding 5th Framework Programme action line.
- Web-based Discussion Forum - users see a structured topic tree, so can view and contribute to topics that specifically interest them.
- More information on these is provided below.

National Pages
There are now 27 countries and two regions with their own teleworking pages on ETO, 17 of which have local language translation of one or more key pages. Most pages hold the following basic information:

- Summary of telework status in country
- Contact details of ETD coordination
- National Telework Enquiry point details (if different)
- Links to national and/or local language online information resources
- Details of any local or national Telework Association
- Registration of Interest.
- See section A3.2(B) below which includes ETO’s country pages.

Resources Database
This represented the largest single effort by the ETO project team during the year. It involved both creation of the database mechanisms and initial population of the database. The database runs on a separate server from the Web pages, while administrator and user interfaces allow it to be manipulated from the web. For example, users can submit new entries or comments (reviews), which are validated before uploading into the main database. Users query the database by using web-based forms and the results are generated and displayed on pages generated ‘on-the-fly’. As at July 1999, there were 1,585 resources in the following topic categories (note - a single resource can belong to more than one category):

- Telework, telecommuting (906)
- Teletrade, electronic commerce (483)
- Telecooperation, cooperative networking (480)
- Information management, knowledge management (287)
- Education, training (189)
- Democratic process (67)
- Community networking (229)

Users can select by topic, type of resource, by specific resource fields e.g. author, title, or free text. Over 20 resource types are represented. As well as conventional hard-copy resources (books, articles, periodicals), there are many online resources - discussion lists, forum archives, electronic presentations, webcasts and the ability to add radio and TV programmes. Around 80 per cent of the resources are online and therefore easily accessible over the Internet. The resources database is at: http://www.eto.org.uk/resource/index.htm

Presentations
Presentations from and about the ETD Initiative can be viewed directly on the web or downloaded in Powerpoint 97 format. Representative titles include:

- New Ways of Working in the Public Sector and Public Services (June 1999)
- Being Effective Online (June 1999)
- Image and Enterprise: Local Prosperity in a Global Networked Economy
- Online Communities: Opportunities and Challenges
- Europe's Progress Towards an Information Society
- Developing the Market for the Technologies of Telework

The full list, with regular updates, will be found at: http://www.eto.org.uk/etd/etd-pres.htm

IST - New Methods of Work
With the inauguration of the 5th Framework Programme, the ETO site is being used as an example of telecooperation to help project teams form to bid for projects in the action line ‘New Methods of Work’. This section of the site is designed...
to stimulate bridging activities between the 4th and 5th Framework Programme in the relevant topic areas. As well as basic information and pointers to the relevant EU pages, there are links to projects of the 4th Programme that are clustered according to the themes of the 5th. There are also opportunities to enter discussion forums and make contact with potential participants and project partners. The IST pages at the ETO site are at: http://www.eto.org.uk/ist-nmw/index.htm

Web Based Discussion Forum
Since its inception, ETO has run forums through email discussion lists. At the time (1996), it was felt that online forums, such as those enjoyed by users of CompuServe or employees on corporate networks with access to groupware such as Lotus Notes, were not universally available or affordable to Internet users or easy to use. During the last year or so, there have been several new or enhanced products that made it possible to offer such a service. Thus, O'Reilly's WebBoard was implemented at the ETO site as a user-friendly alternative to an email list. In 2000 this was replaced again with a simple email listserv service as most users preferred this more immediate participation.

The general telework forum has thus been implemented as the Telework WebBoard. It provides an interface that shows threaded message, so that users can see the structure of the discussion. Just as in modern file managers on operating systems, users can expand or contract portions of the forum tree. The figure below shows the overall look and structure of the general discussion forum. The WebBoard has proved popular, there being over 1,000 registered users. One disadvantage is that activities (at the moment) need to be carried out online. Therefore, in those locations where telecommunications or Internet costs make this too expensive, the email list is still available. Its archives can also be accessed directly on the web. The Telework WebBoard can be found at: http://webboard.eto.org.uk

Site Statistics
During May 1999 the European Telework Online web site received 192,294 hits at an average of 6,203 hits a day, from users in at least 86 countries, who downloaded more than a Gigabyte (1,000 Megabytes) of information. The top ten requested pages (other than the home page) are shown in the table below. Seven of the top 10 are the same as last year. The new entries are the Telework 98 Status Report, the statistics, and the search engine, indicating how invaluable such a tool is on a site with so many resources. By early 2000, the number of hits per month had increased to over 250,000.

Acknowledgements
A site of the magnitude of ETO would not be as successful as it is without the help of many people. Although ETD gets support from the European Commission, most of the web content, particularly that of the heavily visited national pages depends extensively on unpaid volunteers. The core site development team acknowledges their extensive contribution to the success of this site. Particular recognition over the past period is due to the technical help from the ETO Internet Service Provider Loud-n-Clear.com and to the database team that did the initial entries to the resources database - Roumen Nikolov, Evgeni Galabov and their colleagues at Virtech Ltd. of Sofia, Bulgaria. We are pleased to acknowledge their contribution and those of the many other contributors to the world’s premier teleworking site.
## Table - European Telework Online Web Site: Overview of Contents

<table>
<thead>
<tr>
<th><strong>Telework</strong></th>
<th>Information Society (General)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ETW98, ETW97, ETW96, ETW95</td>
<td>European Commission Status Report: Telework 1997 - WWW Pages or Zipped File</td>
</tr>
<tr>
<td>ACTS Telework Chain (GAT)</td>
<td>Actions For Stimulation Of Transborder Telework And Research Cooperation In Europe: Telework 1996 - Zipped File</td>
</tr>
<tr>
<td>Benefits and Opportunities</td>
<td>Teletrade</td>
</tr>
<tr>
<td>Telework Charter (DIPLOMAT)</td>
<td>Benefits and Opportunities</td>
</tr>
<tr>
<td>Code of Practice</td>
<td>Challenges</td>
</tr>
<tr>
<td>Disabilities and Telework</td>
<td>Definition and Overview</td>
</tr>
<tr>
<td>Employment - Getting Work</td>
<td>ED</td>
</tr>
<tr>
<td>European Telework Agenda</td>
<td>Electronic Commerce (EC) - contrasted</td>
</tr>
<tr>
<td>European Events Calendar</td>
<td>EC - SME Memorandum of Understanding</td>
</tr>
<tr>
<td>Homeworking</td>
<td>Enabling Mechanisms</td>
</tr>
<tr>
<td>Resources and Links</td>
<td>- Payment Mechanisms</td>
</tr>
<tr>
<td>Strategies - Employers</td>
<td>- Secure Transactions</td>
</tr>
<tr>
<td>Strategies - Teleworkers</td>
<td>G7 Conference on Electronic Commerce</td>
</tr>
<tr>
<td>Telecottages vs. Telecentres</td>
<td>Resources - see also Documents</td>
</tr>
<tr>
<td>Tools For Teleworkers</td>
<td>Strategies</td>
</tr>
<tr>
<td>Traffic Congestion</td>
<td>Telecooperation</td>
</tr>
<tr>
<td>European Commission Status Report: Telework 1998</td>
<td>Definition</td>
</tr>
<tr>
<td>European Commission Status Report: Telework 1997 - WWW Pages or Zipped File</td>
<td>How does telecooperation work?</td>
</tr>
<tr>
<td>Actions For Stimulation Of Transborder Telework And Research Cooperation In Europe: Telework 1996 - Zipped File</td>
<td>Who can benefit from telecooperation?</td>
</tr>
<tr>
<td>Teletrade</td>
<td>ETD - an example of telecooperation</td>
</tr>
<tr>
<td>Benefits and Opportunities</td>
<td>Telecooperation and the Democratic Process</td>
</tr>
<tr>
<td>Challenges</td>
<td>Reading about telecooperation and related subjects</td>
</tr>
<tr>
<td>Definition and Overview</td>
<td>Some PowerPoint presentations on telecooperation</td>
</tr>
<tr>
<td>ED</td>
<td>What Are Groupware and CSCW?</td>
</tr>
<tr>
<td>Electronic Commerce (EC) - contrasted</td>
<td>Links related to telecooperation and CSCW</td>
</tr>
<tr>
<td>EC - SME Memorandum of Understanding</td>
<td>Information and Resources</td>
</tr>
<tr>
<td>Enabling Mechanisms</td>
<td>Discussion Lists - general</td>
</tr>
<tr>
<td>- Payment Mechanisms</td>
<td>- ETD Interest Groups</td>
</tr>
<tr>
<td>- Secure Transactions</td>
<td>- LEADERNET - Rural Employment</td>
</tr>
<tr>
<td>G7 Conference on Electronic Commerce</td>
<td>ETHOS-ETD Newsletter</td>
</tr>
<tr>
<td>Resources - see also Documents</td>
<td>ETO Web Site Accolades</td>
</tr>
<tr>
<td>Strategies</td>
<td>European Events Calendar</td>
</tr>
<tr>
<td>Telecooperation</td>
<td>Information Technology/Society Statistics</td>
</tr>
<tr>
<td>Definition</td>
<td>Links to other TTT sites</td>
</tr>
<tr>
<td>How does telecooperation work?</td>
<td>- Telework</td>
</tr>
<tr>
<td>Who can benefit from telecooperation?</td>
<td>- Teletrade and Electronic Commerce</td>
</tr>
<tr>
<td>ETD - an example of telecooperation</td>
<td>- Telecooperation</td>
</tr>
<tr>
<td>Telecooperation and the Democratic Process</td>
<td>- Information Society</td>
</tr>
<tr>
<td>Information Society Webring</td>
<td>Russia - In Russian</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>Media Backgrounders</td>
<td>Spain - In Spanish</td>
</tr>
<tr>
<td>Presentations From ETD (Powerpoint)</td>
<td>Sweden - In Swedish</td>
</tr>
<tr>
<td>Press Releases (ETD)</td>
<td>Switzerland - In German</td>
</tr>
<tr>
<td>Recent Additions And Updates</td>
<td>U.K.</td>
</tr>
<tr>
<td></td>
<td>Ukraine</td>
</tr>
</tbody>
</table>
Annex E: National ETD reports

One of ETD’s most widespread and practical achievements was the impact it had at national, regional and local levels mainly through its network of 14 National Coordinators (NCs) in each EU Member State (one NC was responsible for Belgium and Luxembourg together). In addition, ETD had significant impact in countries in Eastern and Central Europe and forged strong links further afield, especially in North America and Japan. In this annex detailed end-of-project reports have been provided by ETD’s 14 NCs about the impact and activities of ETD in their countries.

AUSTRIA

1. Status of telework in Austria

In 1996 private and commercial use of modern information and communication technologies in Austria were still at their beginning. The majority of enterprises in Austria were sceptical towards these new technologies. Only few enterprises (especially computer firms), were investigating new forms of communication and co-operation (telework) via pilot trials studies.

After 1997, which was a year of significant progress towards the Information Society, with a considerable growth in activity surrounding and following the Government’s Information Society Report (April 1997), 1998 was a year of consolidation, as far as teleworking development is concerned. Public teleworking activities were continued. Successful pilot projects were carried out by some Provincial Governments. The Federal Minister of Agriculture has repeatedly promoted teleworking as a means of improving the employment situation in rural areas.

Although, the private sector is only slowly adopting this new way of working, the involvement of more than 350 experts in an Information Society Working Group in 1997 means that the underlying principles are having a widespread effect beyond the Federal Government and can be expected to have a sustained impact in accelerating responses to the Information Society by businesses and citizens, employers and employees and public institutions.

The environment for teleworking has also advanced considerably in the last three years, with a first collective agreement (in the oil industry), a model contract devised by the White Collar union, and a number of individual agreements within companies. There is however always a gap between public policy and private implementation, and the innate conservatism of Austria’s industrial and labour market environments is leading to a rather slow acceptance of teleworking. This may change with lower costs and increasing use of telecommunications following the liberalisation of the telecom market, which has fully come into effect in 1998. Austria’s continuing role as a bridge between the European Union and Eastern Europe, where there is much readier acceptance of new methods of work and trade, may also be a driving factor for the spread of teleworking.

2. Main activities undertaken to promote teleworking and ETD in Austria

A. Cooperation

From the start of the ETD-activities in Austria, the RCIT started to build up numerous contacts, most of them with institutions of the public sector, to promote Teleworking in Austria. Contact and Co-operations with the following institutions were established:

- Federal Ministry of Economic Affairs -- RCIT organised an event (“Teleworking, Teletrade, Telecooperation”) during ETW97 and carried out a international comparison “Teleworking in Public Administration”. As a result of the study, Teleworking is to be introduced officially for the Ministry’s employees.
- Federal Ministry Labour, Health and Social Affairs -- Together with the Austrian Chamber of Labour, The RCIT organised the event “Stichwort Telearbeit” for the Ministry. As a consequence, the conference paper “Stichwort Telearbeit”, including a personal introduction statement by Minister, was published.
- Federal Ministry of Agriculture -- During ETW98, the RCIT organised an event “Teleworking, New Jobs in Rural Areas” for the Ministry. The Ministers opening Statement specified Teleworking as an important means of improving the employment situation in rural areas.
• Upper Austrian Provincial Government -- As a consequence of the public discussion concerning Teleworking, the provincial government made Teleworking possible for its employees. Initiated by the RCIT, representatives of the Upper Austrian Provincial Government shared their experience concerning Teleworking with other interested public institutions, e.g. federal ministries, other provincial governments

• Viennese City Government -- During ETD’s running time, teleworking was introduced in Vienna’s city administration. There was a constant exchange of information between the project management and the RCIT during the implementation period

• Austrian Chamber of Labour -- Experts of the chamber and the RCIT were in regular contact, e.g. in trying to set a regulatory framework for teleworking in Austria. An initiative that led among others to the elaboration of a collective agreement for teleworkers in the Austrian oil-industry.

• Furthermore did the Chamber co-operate with the RCIT in the organisation of the already mentioned event “Stichwort Telearbeit”, that was organised for the Ministry of Social Affairs

• Austrian Federal Economic Chamber -- The Chamber Co-organised the ETW97 event “Teleworking, Teletrade, Telecooperation” together with the RCIT for the Ministry of Economic Affairs and is testing Teleworking in its own administration at the moment

• Austrian Central Statistical Office -- Initiated by the RCIT, the Statistical Office added questions concerning the distribution of Teleworking in Austria’s private sector to the 1997 social and labour survey.

Apart from the above, numerous contacts with local Teleworking Initiatives and Telecenters were established (see Appendices).

B. Events

• European Telework Week 1997. During ETW97, the RCIT organised two prominent events, one „Teleworking, Teletrade, Telecooperation” for the Federal Ministry of Economic Affairs, another „Stichwort Telearbeit” for the Federal Ministry of social Affairs with the Minister personally attending.

• European Telework Week 1998. Apart from organising the most prominent ETD98 event for the Ministry of Agriculture, with the Minister personally addressing the audience with an extensive opening statement, the RCIT supported the other event organisers in their activities and managed the overall co-ordination and promotion of ETD98.

C. Publications

• The Ministry of Social Affairs published the conference paper: Edited by Federal Ministry of Labour, Health and Social Affairs (Birgit Stimmer), “Stichwort Telearbeit”,1997

• The November 1997 edition of the ”Informatik Forum”, a scientific journal published at the Vienna Technical University appeared as a special edition covering different aspects of Teleworking. (list of articles see: annex 4

D. Media Appearances/ Public Presentations

During the ETWs 97+98, Klaus Rapf, the national ETD co-ordinator for Austria held several presentations, illustrating the possibilities of Teleworking and ETDs role in promoting this new way of working, at different ETD events. The main events where presentations were held, are the following:


• Nov 6th 1997 „Teleworking, Teletrade, Telecooperation” Federal Ministry of Economic Affairs. Klaus Rapf: “The European Telework Week as an European Commission’s instrument of promoting the use of telecommunication-technologies”

• ETW98 Nov 6th 1998 “Teleworking – New Employment in Rural Areas” Federal Ministry of Agriculture

Apart from these presentations, the RCIT sent numerous press releases concerning the possibilities of Teleworking, always also stressing ETDs role as an European Commissions instrument for promoting Teleworking. As a result from these press releases, each month almost 100 articles treating Teleworking were published by the Austrian press in the first half of 1999.
E. Website

In the framework of the ETD initiative, the RCIT in collaboration with IOT and Euroteam Vienna have installed the Austrian Telework Website (http://www.telearbeit.at/) as an electronic point of access to information regarding telework, teletrade and telecooperation in Austria. The website is periodically updated and has become a much frequented information point for anyone interested in Teleworking in Austria.

F. New Organisation

In 1997, the statutes for the Austrian Telework Association (ATA) have been drafted and got approved. On June 16th 1998 the Austrian Telework Association was officially founded. RCIT’s Austrian ETD-co-ordinator Klaus Rapf is founding member and member of the executive committee of ATA.

ATA aims to
- represent the specific interests of teleworkers - also in collaboration with the social partners - against public and political authorities, service providers and suppliers
- ensure that information and advice is available concerning economical, technical, organisational and legal framework of teleworking and the use of ICT
- create telejobs for employees, the self-employed, free-lancers and the unemployed by supporting modernisation processes
- ensure the ICT qualification opportunities for students, employees and the unemployed
- support the founding and running telecentres, telehouses and neighbourhood offices in order to avoid traffic and to strengthen rural areas
- cooperate with trade unions and other representations of interest in order to strengthen the status of employees
- create technical as well as behavioural standards and recommendations
- disseminate research methods and results
- provide information to the public, to politics makers and managers about the working mechanism and the advantages and disadvantages of telework, telelearning, teletrade and telecooperation
- support the uptake of modern technologies especially within the public administration.

3. ETD’s Impact in Austria

Impact of national activities:
- At the beginning of ETD’s activities, Teleworking was a rather exotic way of working for most Austrian employees and enterprises.
- The most important success ETD achieved in Austria, was to raise public awareness concerning the innovative use of ICT in a working environment.
- The fact that three Telework Weeks were organised, each with prominent events that received a lot of media attention, that an Austrian Teleworking-website was installed and that a Teleworker’s Assotiation was formed, helped to raise public discussion about Teleworking.
- Furthermore, anyone interested in Telework in Austria, can today rely on an infrastructure, built up in the course of ETD-activities, to get relevant information.
- Because of RCIT’s excellent contact with public institutions, Teleworking is today possible in quite a number of federal ministries and provincial administrations. Successful pilot projects are momentarily being adapted for regular use and it can be expected, that Austria’s public employees will enthusiastically adopt this new way of working.
- Caused by the public awareness Teleworking received, there have been contracted a first collective agreement (in the oil industry), a model contract devised by the White Collar Union, and a number of individual agreements within companies.
- Another remarkable impact, ETD achieved is, that the Statistical Office added questions concerning the distribution of Teleworking in Austria’s private sector to the 1997 social and labour survey. This is the first official and reliable statistic showing the dissemination of Teleworking in the private sector.

Austrian impact of activities at an European level
- For ETD activities in Austria is was very important that the project was embedded in a an international network.
• The image a project supported by the European Commission guarantees, proved to be very helpful in making contact with many national organisations, as well as in achieving vast media coverage for Austrian ETD activities.
• Most helpful was the network of national co-ordinators in other European countries. International research work that had to be done for several projects, proved to be much easier with the help of our counter parts in other European countries.
• Besides, apart from telework.at, the international ETD related websites (http://www.eto.org.uk/ and http://www.etw.org/) have become a regular source of information for everyone interested in Teleworking in Austria.

4. Conclusions and recommendations from Austria

Though Austria has rather little experience in telework there exists a number of suspected disadvantages for the employees which obviously influences the application of telework.

Generally, there can be notified two extremes of attitude towards telework: uncritical endorsement on the one hand and exaggerated caution on the other hand. It goes without saying that both are obstructive to the further uptake of telework. The challenge of this situation is to find a way that takes the opportunities provided by telework and simultaneously decreases the risks.

Firstly, on-going emphasis has to be put on the further development of the technical infrastructure. Austrian companies need to take the opportunities of IT, apply the modern technologies increasingly within the organisation and use it for co-operation with other companies. As long as the companies are not equipped adequate the implementation of telework, teletrade and telecooperation will remain beyond the level in other European countries.

Secondly, the representations of the employees interests (Trade Unions, Chamber of Labour) need to be aware of the labour market requirements like more flexible working time, outsourcing or distributed work force. Though the high level of the welfare system has to be maintained these requirements of the labour market have to be considered in the discussions about telework in order to find a way that combines the needs of employees with the needs of employers.

As for schools, (further) education and training institutions increased emphasis has to be put on the future job requirements. On most of the jobs computers and IT will be used in the near future. Employees thus will have to have the skills for telecooperation and telework. Consequently, people especially students have to be prepared for that. Training, support and the technical equipment has to be provided to them.

In order to generally raise the awareness about modern ways of working on-going effort needs to be made on publishing relevant information through the media (mass media as well as Internet). The Forschungsgesellschaft für Informatik - together with its partners - will therefor continuously update the Austrian telework website, provide support to people and institutions interested in the issue and co-operate with relevant organisations (Federal Ministries, Provincial Governments, Social Partners, telework projects) regarding the further steps towards an increased socially controlled telework application.

Appendices for Austria

List of contacts/cooperation

**TELEfit (Lower Austria)**
A training project for women re-entering the labour market. The project participants are qualified in the use of telecommunication technologies. Additionally, the project aims at an intensive co-operation with companies in order to find jobs for the project participants.

contact:
Mr. Gottfried Hinterholzer
Verein Jugend und Arbeit
phone: +43 2742 200 3726
fax: +43 2742 200 3585
email: jugend.und.arbeit@magnet.at
Web: http://members.magnet.at/telefit/
Online Teleschulung (Vienna)
A training project for handicapped people who are qualified in the use of telecommunication technologies.

contact:
Mr. Georg Tschare
ONLINE Bildungsinstitut
phone: +43 1 31655-0
fax: +43 3165521
email: szs@compuserve.com

Telebyte Wels (Upper Austria)
A training project for women re-entering the labour market. The project participants are qualified in the use of telecommunication technologies.

contact:
Ms. Bettina Schneebauer
ibis austria
phone: +43 7242 79956
fax: +43 7242 78428
email: ibis.telearbytesteam@ris.at
Web: http://www.ibis.at/

Telejobs (Vienna)
A training project for young people who have a rather low level of education. In order to increase their job opportunities they are qualified in IT use.

contact:
Mr. Armin Bardel
Zentrum für soziale Innovation
phone: +43 1 5873956
fax: +43 1 5873956
email: a.bardel@magnet.at

ProTASK
A project by the Provincial government of Upper Austria and the regional telematic initiative ODE. The project aims to analyse, plan and create telejobs in the region of Steyr-Kirchdorf (Upper Austria).

contact:
Regionales Informations System (RiS) GmbH
phone: +43 7252 86186
fax: +43 7252 86186-33
email: protask@ris.at
Web: http://www.ris.at/protask/

Telework Consulting (Upper Austria)
A project by the regional telematic initiative „ODE“ (Upper Austria). ODE provides consulting to companies which plan to implement telework.

contact:
Ms. Alexandra Helm
ODE
phone: +43 732 712010
fax: +43 732 712010-12
email: telework@ode.at
Web: http://www.ode.at/telework/consult.html

Telearbeit Service-Stelle (Salzburg)
A consulting project by the Provincial government of Salzburg to increase the number of teleworkers in the Federal Province of Salzburg.

contact:
Events/initiatives

The following events took place during European Telework Week 1998:

- Telecenter Floridsdorf: open door week with events; motto: “The new form of telework - Telecenter Floridsdorf”. Contact: Mrs Kopf (phone: 0043/1/ 2726579; e-mail: kopf@teleflo.co.at)

- Bureau for Urban Studies: virtual interactive event in the world wide web; topics: “Telework and business reengineering”, “MIRTI-handbook”. Contact: Mrs Daghofer (phone: 0043/1/5354584-2; e-mail: buero@urbanistik.at)

- Telecenter Autokaderstraße: symposium; title: “New media – the new form of adult education”. Contact: Mr Lifka (phone: 0043/1/1707-21590; e-mail: office@telezentrum.siemens.at)

- Verein MOM (initiative for single parent mothers): workshop; topic “Women and telework – family and job side by side”. Contact: Mrs Wendelberger (phone: 0043/1/2636606; e-mail: margit.wendelberger@mom.at)

- Ericsson Consulting Services: workshop; title: „Business seminar teleworking“. Contact: Mr. Urich (phone: 0043/1/81100-5301; e-mail: thomas.urich@sea.ericsson.se)

- W.I.S.E. Forum (organised from the Centre of Social Innovation in Vienna): presentation; title: „W.I.S.E. meets business“. Contact: Mr. Hochgerner (phone: 0043/1/4950442-41; e-mail: j.hochgerner@magnet.at)

- Technology Project Integration: workshop; topic: „Quality - telework - service“. Contact: Mr Hollinetz (phone: 0043/316/7096-130; e-mail: office@tpi.at)

- Ministry of Agriculture and Forestry: symposium; title “Telework – new employment in rural areas” Contact: G. Reisecker (phone: 0043/1/5852300-15; e-mail: g.reisecker@fgi.at)

- Liberales Bildungsforum (educational institution founded from the Liberal Party) panel discussion; topic “Cryptography – basic rights and economic chances in the information society”. Contact: Mr. Röthler (phone: 0043/662/845266; e-mail: roethler@lbf.or.at)

Published papers

The special Teleworking edition of the Informatik Forum contained the following articles:

- Hochgerner Josef, “Stand und Perspektiven der Entwicklung von Telearbeit” (Status and Perspectives of the Development of Teleworking) in: Informatik Forum Vol.11, Nr.3 Nov. 1997 Vienna


- Wolf Eike, “Telearbeit und die Vorteile für das Unternehmen” (Teleworking and the Advantages for the Enterprise) in: Informatik Forum Vol.11, Nr.3 Nov. 1997 Vienna

- Wancata Joghannes, “Ist Telearbeit für psychisch Behinderte geeignet?” (Is Teleworking suited for the mentally challenged?) in: Informatik Forum Vol.11, Nr.3 Nov. 1997 Vienna

- Katsikides Savvas “Structuring Technology and Working Environments: A Case Study in Austria” in: Informatik Forum Vol.11, Nr.3 Nov. 1997 Vienna

Austrian National Coordinator for ETD

Klaus Rapf, CEO
Research Center Information Technology (RCIT)
Margaretenstraße 22/9
A-1040 Vienna, Austria
Tel.: +43/1/585 23 00-45
e-mail: rapf@fgi.at
web1: www.fgi.at
web2: www.telework.at
BELGIUM AND LUXEMBOURG

1. Status of telework in Belgium and Luxembourg

Before 1995, teleworking in Belgium was very much limited to equipping mobile workers with portable PCs and modems. Teleworking was only sporadically making the press. In the period 1995-1996, the interest for teleworking grew in the marketplace. Media coverage increased, and more market actors got involved, including politicians, chambers of commerce and workers unions.

During 1996, some new teleworking implementations became known, and the first Belgian telecentre was opened. A new law on home working was passed at the end of the year. The interest for telework rose again during 1997, and the second half of the year saw the launch of some new awareness and education initiatives.

The majority of the (large and small) ‘traditional’ organisations are not expected to move to massive (home) teleworking schemes in the near future. They will make more use of technology, to improve mobility and customer service. They may make use of telecentres in specific situations.

Since 1998, newly forming small enterprises, particularly in the still exploding ICT sector, are known to have adopted flexible organisation models and use telework, telecooperation and teletrade from the start.

Main driving factors

• The dynamic Belgian Teleworking Association, its activists and its membership.
• A quite high public interest in telework, with a substantial range of activities and events.
• Public authorities concern about traffic congestion, and regularly visible resultant pollution, e.g. in and around Brussels (one million inhabitants and 300,000 daily commuters).
• The law on home working, in force since March 1997.
• In post-industrial Wallonia, government agencies (FOREM) and educational institutions (Euro-Télétravail) that work at re-skilling the workforce into Information Society jobs, and include telework with a view to increasing workers’ mobility and employability.
• Professional associations such as Fabrimetal, ICT training centres for SMEs such as Teleport Brussels, TechnoFutur3, etc., promoting strongly teletrade and telecooperation.
• Belgium attraction for new telework-based enterprises and operations such as call centres, capitalising on its language skills, its location and its large non-Belgian population.

Some constraints

• A high proportion of city centre employment is in relatively small representative offices and in small headquarter operations of European federations and associations; the nature of the work and the small scale are not conducive to either intensive ICT use or teleworking.
• The motorway and railway networks density, the compactness of the country (30,000 km2 for 10 million people), the easy accessibility of all regions.
• Belgian SMEs conservative attitude and resistance to change; e.g. extra costs and perceived difficulties in managing at a distance are still strong inhibitors.

Conclusions

Assuming both ICT market growth, and awareness-raising actions from governmental, educational, professional and associative bodies keep momentum, teleworking in Belgium should soon catch up with European countries having comparable socio-economic backgrounds.

2. Main activities undertaken to promote teleworking and ETD in Belgium/Luxembourg

The ETD National Activities as defined in the ETD project Technical Annex, have much in common with the activities of a telework association such as BTA.
A list of BTA activities having taken place during the ETD project life - events and initiatives, public presentations, media contributions - is presented in the Appendix to this report. (Note: at interviews of and presentations by the National Coordinator, the roles of BTA and ETD were promoted and literature distributed.)

Note on ETD resources allocation

All Belgian National Coordinator’s work and activities described in this report have been resourced by BTA, Proactive Consulting or other funded projects. The ETD funding for 1.5 man-months per year has been used for:

- writing Belgium status reports and action plans, and ETW reports;
- participating in ETD National Coordinators’ meetings;
- attending relevant international events (Telework Assemblies, EITC, etc.);
- contributing Belgian information to ETD publications (website, Telework Status Report, ETHOS newsletter, etc.) and actions such as the response to the Green Paper in 1997.

Below are outlines of BTA action plans that were set for 1997 and 1998. The lists of activities in the Annexes illustrate the results on the ground.

Action plan 1997

Following three years of steady growth, BTA had some 110 members at the end of 1996, of which 70 ‘corporate’ (companies, associations and institutions).

The action plan set for the year was essentially a continuation of the so far successful operation:

- prospect for more partners and members, targeting primarily µEs and professionals, chambers of commerce, trade associations and the like;
- organise, or co-organise with partners, more events and media contacts;
- prospect for more structural sponsors, e.g. among the members;
- reinforce support to the Special Interest Groups (SIGs), with emphasis on the dissemination of their results, and launch additional SIGs;
- disseminate ETD messages using BTA communication channels;
- animate ETW 97 and revive the Belgian National Committee for ETW;
- hire secretarial support in order to relieve the core members from as much as feasible of the administrative burden and help them concentrate on the PR activities;
- discuss, select, find funding for and implement new activities.

But BTA activities stagnated during the second half of 1997 (see Appendices) and this resulted in a regression of its membership, from 115 down to 85. The association activists, who devote their time and resources voluntarily, had been overloaded with other tasks such as finding paid work for themselves. Service to the members was practically reduced to the quarterly Newsletter, the office was not efficient, the web site was dormant, contacts were not regularly followed up, ‘marketing’ for new members, projects and sponsors was too sporadic.

Action plan 1998

Early 1998 the President resigned and the other Founder Members called on Prof. Paul Van Binst to replace him. Paul is a well-known personality with excellent connections in Belgium and abroad, and is an early member of BTA.

Basic organisational changes were implemented, with the aim to run the association in a more professional and sustainable way:

- BTA moved to a new office offering better facilities and services;
- administrative tasks were contracted to some members, at cost price.

At the ‘content’ level, work continued to be carried out on a voluntary basis by BTA activists, under the impulse of the Founder Members.

Objectives for 1998 were set as follows:

- seminars, conferences, debates, etc. focusing on specific aspects, organised in cooperation with members - target: 10;
• higher profile event (than in 1997) during ETW 98;
• enhance the quarterly newsletter, involve more contributors;
• web site rebuild, including links to members’ sites, member intranet, discussion lists;
• sponsor search, smaller ones but more (than the single one in 1997) - target: 5;
• sustained member marketing - target: 120;
• revive and refocus the Special Interest Groups, better exploit their results;
• develop cooperation with Beltug, Belgian ATM Platform, Fabrimetal and like associations;

All targets have been reached or closely and efforts are continuing through 1999.

BTA is now back to 115 members, including major corporations and institutions such as Alcatel Bell, Banksys, Belgacom, Compaq, De Financieel-Economische Tijd, Deloitte & Touche, Dow Corning, EDS Europe, Ericsson, Fabrimetal, FOREM, Fortis Banque, IBM, IMEC, Lucent Technologies, Ministerie van de Vlaamse Gemeenschap, Mobistar, Siemens, S.W.I.F.T., Telindus, Toshiba Europe, Unisource, Unisys, Utimaco, VDAB, etc. Banksys, Belgacom, Ericsson and Unisource are the current sponsor members of BTA.

3. ETD’s impact in Belgium/Luxembourg

At the end of 1995, the Belgian Teleworking Association was contracted by the European Commission to supply support services to European Telework Week 95, and Christian Van Asbroeck was put in charge. Following ETW 95, he remained active on an ‘ETW core team’ together with other European telework activists.

Starting in June 1996, the European Telework Development project gave BTA as the National Coordinator for Belgium the opportunity to expand and reinforce the co-operation with other associations and activists, to participate in international conventions, and to collaborate to the build up of a European “think tank” on ICT-enabled new methods of work.

All these activities were highly beneficial, both to

• BTA, which gained access to information on other European states, other associations, other projects and initiatives, and the Commission views on telework, thereby enhancing BTA’s image, credibility and voice in the Belgian marketplace;
• Christian Van Asbroeck, who was developing expertise in telework related issues, and became one of the telework champions in the country, as shown by the growing number of presentations and media interviews he is since being asked to give.

This information and this expertise have been shared with BTA members and other interested parties in Belgium, through regular events and workshops, the quarterly BTA Newsletter (produced by Christian Van Asbroeck) and other communication channels put in place by the association.

4. Conclusions and recommendations from Belgium/Luxembourg

At national level

After five years of promoting the use of telework, teletrade and telecooperation in Belgium, and on the basis of the considerations in Section 1 of this report, we believe that our efforts in the years ahead should aim primarily at policy makers (including professional unions and associations) and public authorities, as well as at media, research and educational institutions, consultancy and training service providers, etc.

At European level
Our principal recommendation is that the fruitful collaboration with the other telework activists in Europe and with the European Commission be sustained and developed.

Therefore BTA is keen to actively contribute to
- a more formal network of European activists, with possibly the creation of a supra-national telework association,
- research or support projects, within the IST programme or within other European funded programmes aiming at technological, socio-economic, regional or educational development.

Appendices for Belgium/Luxembourg

In these appendices are presented national communication activities having involved BTA and its active members - among whom the ETD National Coordinator - since June 1996, as they have been reported in past BTA Newsletter issues (either in French, in Dutch or in English).

Events and initiatives organised by BTA in 1996
- During European Telework Week 96, BTA for the second consecutive year set up the Belgian National Committee for European Telework Week. The Committee was composed of over 25 high level personalities from the political, business, media and academic worlds.
- November 7 (ETW 96): seminar on “Telework Tools for Enterprises” with presentations from several ICT and software suppliers, mostly members of BTA.
- Also on November 7, in the context of ETW 96, BTA held its Annual Reception in Palais des Colonies in Tervueren near Brussels. Speeches were delivered by Xavier Darmstaedter (BTA), Emmanuel Szafran (Office of the Minister of Economy and Telecommunications) and Jan Lamers (business newspaper De Financieel Economische Tijd). Over 300 people attended.

Events and initiatives organised by BTA in 1997
- Le 23 avril, au Palais des Congrès à Bruxelles, la BTA a organisé un débat entre Ricardo Petrella (UCL) et Alain Deneef (Belgacom), animé par le Prof. Paul Van Binst (ULB), sur le thème “La société de l’information, pour quoi, pour qui ?”.
- On November 7 (ETW 97), the BTA Annual Reception was given following the European Telework Award ceremony in Hotel President, Brussels.

Events and initiatives organised by BTA in 1998
- Le 4 avril, la BTA et l’Université Libre de Bruxelles ont organisé à l’ULB une matinée consacrée aux “Principes et pratique de la téléactivité à domicile”. Les orateurs, tous membres de la BTA: Paul Van Binst (ULB), Christian Van Asbroeck (Proactive Consulting), Fabienne Hertsens-Convent (Home Based Business), Corinne Mertens et Paul Slachmuylder (avocats).
- Op 21 april organiseerden BTA en Teleport Brussel een Middag van Teleport over “Van GSM tot mobiel kantoor”. Mobistar en Proximus verklaarden hoe hun respectieve beschikbare GSM-diensten en werkmiddelen vandaag de basis kunnen vormen van een mobiel kantoor.
- November 4, the BTA Annual Reception at the occasion of European Telework Week 98, was held at Crédit Communal in Brussels and included a tour of the exhibition about the history of telecommunications since the 19th century.
- On September 21, October 12, November 9 (ETW 98) and December 9, four « BTA Tea Parties » were held at Teleport Brussels, with presentations centered on various telework related aspects, and animated by BTA members Paul Van Binst, Karel Uyttendaele (Fabrimetal) and Edouard Lekens (Ericsson) respectively.

Events and initiatives organised by BTA in 1999
- The BTA Special Interest Group on Human Resources Management (HRM SIG) held three meetings, with the objective to prepare a document for publication later this year (March 16 at IBM headquarters in Brussels, April 26 at Teleport Brussels, May 25 at Dow Corning, La Hulpe).
- June 7-8-9: BTA/B-JIT seminar in Saint-Paul-de-Vence (France), on “New Ways of Working: a radically reshaped Society” attracted some 40 participants who listened to Toby Burton (Cisco), Peter Johnston (EC, DGXIII), Christian Bontinckx (Federation of Belgian Co-operative Societies), French Senator Pierre Laffitte (Sophia-Antipolis Foundation), Johan Van Oost (VDAB), André Fonck (Forem), Rik Vancouille (BBTK-SETCa), Eric Van Heesvelde (BIPT), Jean-Yves Dopchie (Belgian Federation of Co-ordination Centres), Michel Theys (Sema Group and WIN), Alfred Gilles (BTA...
Board) Guy Degryse (PricewaterhouseCoopers), Antoine Berckmans (Siemens) and Jean-Pierre Van Waeyenberge (Banksys).

- June 1999: publication of BTA’s Position Paper to the attention of the public authorities.
- 8 oktober: BTA en BeITUG (Belgian Telecommunications Users Group) organiseren in samenwerking een seminarie over “De praktische implementatie van telewerken” met presentaties door Belgacom, Alcatel Bell, Innotek en anderen. During European Telework Week 99, BTA organised two events:
  - On November 3, a conference in co-operation with the Fondation pour l’Architecture, at Hotel Europa in Brussels,
  - On November 4, the BTA Annual Reception in the premises of the Fondation pour l’Architecture in Brussels.

Events and initiatives with BTA participation in 1996
- 10 juin: Table Ronde sur le télétravail, organisée par le Ministre de l’Economie et des Télécommunications, avec la participation de plusieurs membres de la BTA, représentée par Xavier Darmstaedter et Christian Van Asbroeck.

Events and initiatives with BTA participation in 1997
- June 12: a seminar on Mobility, organised by RAM Mobile Data in Zaventem, with a presentation on telework by Christian Van Asbroeck.
- 5 novembre à la Maison des Ingénieurs à Bruxelles: la SRBII (Société Royale Belge des Ingénieurs et Industriels) a organisé avec l’aide de Christian Van Asbroeck une demi-journée d’étude sur le thème du télétravail, présidée par C. Van Asbroeck et avec des interventions de plusieurs autres membres de la BTA - Paul Van Binst (ULB), Marc Vandercammen (IWERF) et Jean-Claude Adam (IBM).

Events and initiatives with BTA participation in 1998
- Op 21 april organiseerde Teleport Brussel in samenwerking met BTA een Middag van Teleport over “Van GSM tot mobiel kantoor”, met uiteenzettingen van Mobistar en Proximus.
- 1er et 13 octobre, Conférences sur le télétravail organisées par le Forem (Charleroi) avec d’autres membres de la BTA: A-Services et l’asbl Le Réseau.
- 3 novembre, IWERF (Institut Wallon d’Etude, Recherche et Formation), membre de la BTA: visio-conférence internationale pour le projet OSPRACT (Observatoire Syndical des Pratiques et Conséquences du Télétravail).
- 24 novembre, Les rendez-vous du CETEL organisèrent avec la collaboration de l’IWERF, membre de la BTA, une session sur le thème « Le télétravail, un défi pour aujourd’hui ».
- In addition, during the fourth quarter, there have been three « Lunchtime Conferences » at Brussels Teleport, where BTA members Banksys, Belgacom and Martech Int’l were speaking.

Events and initiatives with BTA participation in 1999
- February 12, 1999 in Oostende, seminar of the Belgian network for Open and Distance Learning (ODL). BTA was represented by Paul Van Binst.
- 24 maart 1999, Innotek: “Televillage®, flexibel telewerken in een netwerk van kantoren”.
- April 9, 1999: at the Andersen Consulting “All Communities Technology Meeting” in Brussels, BTA had a well-visited booth at the exhibition, manned by Paul Van Binst.
- April 19, 1999: European Foundation for Open and Distance Learning (E.F.ODL) seminar in Gent at the occasion of FTI’99: “Open and Distance Learning in Europe: vision, strategy and good practice”; E.F.ODL President is Johan Van Oost (VDAB), member of BTA.
- April 28: visit of the ARTEL - Agence Régionale Télétravail project team (Italy) to Teleport Brussels; presentation from and discussion with Christian Van Asbroeck, on Telework and Telecentres.
- 19 mai 1999: “Le télétravail vous concerne tous” était le thème du déjeuner-débat organisé par la HE Charlemagne à Huy, avec un exposé de Fernand Hanlet (A-Services) pour la BTA.
- 20 mai 1999: à Mons, petit déjeuner-débat organisé par le FOREM (Direction FP Tertiaire) sur le thème du télétravail.
Public presentations in 1996
• 26 septembre, au VIP Forum organisé par Canon Benelux, exposé sur le télétravail par Xavier Darmstaedter pour la BTA.
• 27-28-29 novembre, au CIMTEC (Colloque International du Multimédia et de la Télématique pour l’Entreprise Commerciale) du Cercle Solvay de l’ULB, une session sur le télétravail présidée par Xavier Darmstaedter, qui y fit aussi un exposé.

Public presentations in 1997
• 25 février: dans le cadre des cours de recyclage en informatique donnés par Bruxelles-Formation, une session consacrée au télétravail par Christian Van Asbroeck pour la BTA.
• April 2-3 in Brussels: Presentation of BTA and ETD by Christian Van Asbroeck, at the Conference of the European Graphic Federation (EGF).
Colloques Télétravail de Fabrimetal avec exposés de représentants de la BTA:
• 18 avril à Liège (Xavier Darmstaedter),
• 22 avril à Diegem (Christian Van Asbroeck),
• 29 avril à Wavre (Christian Van Asbroeck).
• 24 avril: dans le cadre du cours d’Emile Peeters, membre de la BTA, en 2ème licence en Science Informatique à l’Université Libre de Bruxelles, exposé sur le télétravail par Christian Van Asbroeck.
• 25-26 avril à Bruxelles: Colloque Télétravail de l’ABPE (Association Belge de la Presse d’Entreprise) avec un exposé de Christian Van Asbroeck sur “Le télétravail, phénomène de société”.
• 29 avril: colloquium van VKW Leuven rond de nieuwe wet over thuiswerken, onder leiding van Marc Van Seghbroeck (ABB Verzekeringen en BTA).

Public presentations in 1998
• In het kader van Team 98, « Het salon betreffende het beheer van de Human Resources en van de Vorming » dat jaarlijks plaatsvindt in de Cureghem Kelders te Brussel, une uiteenzetting over « Managing teleworkers » door Christian Van Asbroeck.
• 28 avril, Bruxelles : Christian Van Asbroeck, pour la BTA, a parlé de « Télétravail et ‘distributed’ facility management » à la conférence « Cost effective facility management » organisée par l’Institute for International Research (IIR).
Sessions de sensibilisation au télétravail par Christian Van Asbroeck, dans le cadre du projet Euro-Télétravail (programme ADAPT):
• 29 avril à la Chambre de Commerce de Libramont,
• 25 mai à la Chambre de Commerce de Namur,
• 26 mai à la Chambre de Commerce de Bruxelles,
• 22 juin à la HE Gramme de Liège.
• 12 mai, Bruxelles : Marie-France Van Vooren et Annie Clément, de Dow Corning (membre BTA), ont présenté « Une application pratique de la flexibilité : le télétravail » à la conférence « HR Challenge ’98 » organisée par l’Institute for International Research (IIR).
• 24 octobre, durant le Forum Informatique de Woluwe Saint Lambert: « Le télétravailleur indépendant à domicile », une conférence par Christian Van Asbroeck.
• 17 novembre, Rentrée Académique de ICHEC-Entreprises, sur le thème « Les enjeux du télétravail pour l’entreprise »: quatre conférences par des membres de la BTA: Patricia Vendramin (FTU Emerit), Christian Van Asbroeck (Proactive Consulting), Jean-Luc Monfort (Winit) et Jacques Denis (Call Consult), devant une assistance de plus de 300 représentants des entreprises, des administrations, de l’enseignement, des médias, etc.

Public presentations in 1999
• 24 mars, au centre de formation de Technofutur 3 à Charleroi: conférence “Perspectives du télétravail” par Christian Van Asbroeck.
• 6 mai: dans le cadre du cours d’Emile Peeters, membre de la BTA, en 2ème licence en Science Informatique à l’Université Libre de Bruxelles, exposé sur le télétravail par Christian Van Asbroeck.
• October 13-14, 1999: Belgacom Skynet plans to organise “the” Internet event of the year, in Conference Center De Montil in Affligem; the event will include a session on teleworking with a presentation by Christian Van Asbroeck.
19 oktober, Brussel: CRESEPT wzw (Centrum voor Onderzoek en Studie van de Veiligheid, de Ergonomie en de Bevordering van de Arbeidsomstandigheden) organiseert een studiedag rond het thema: “Tele(t)(huis)werk: waar gaat het echt over?”; Christian Van Asbroeck zal er een voorstelling maken van BTA.


Media contributions in 1996

- Dans Flair du 6 juin, un court article sur le télétravail, mentionnant la BTA, suite auquel l’association a reçu plus de 60 demandes d’information.
- Dans Le Soir-Emploi du 7 septembre, un article sur le projet EVENT (European Virtual Enterprise Network) auquel participent des membres de la BTA: l’Université Libre de Bruxelles, Unisys et le Téléport Bruxelles.
- Dans Le Soir du 25 octobre, sous le titre “L’adieu au bureau”, on trouve quatre articles sur le télétravail, truffés d’interviews et d’études de cas, tous de membres de la BTA ...

Media contributions in 1997

- Un dossier “Belgique” dans l’édition de mai-juin de Télétravail Magazine (France); toutes les interviews sont de membres de la BTA - Belgacom, IBM, Alcatel Bell, Aron, Différences, Proactive Consulting - ainsi que de Xavier Darmstaedter pour l’association.
- Le Soir du 23 juillet parle du projet INFOLAB de télécentres pour handicapés, mis sur pied par l’asbl Différences, membre de la BTA.
- Dans Le Soir du 12 septembre: “Le télétravail est-il pour demain?” fait référence à la BTA et à European Telework Week 97. Avec une interview de Mireille Clercx de ABB Assurances.

Media contributions in 1998

- Dans Vers l’Avenir du mardi 24 février, un article « Questions autour du télétravail » avec des interviews de Christian Van Asbroeck pour la BTA et de Patricia Gérard, télétravailleuse chez ABB Assurances. In februari, twee journalisten interviewden Christian Van Asbroeck voor BTA, voor artikels die in maart te verwachten vallen, in
- Knack en in
- KMO-PME Magazine.
- Le 30 avril, à la RTBF Télévision, l’émission Autant Savoir consistait en un reportage sur le télétravail, tourné dans plusieurs entreprises membres de la BTA et assorti d’une interview de Christian Van Asbroeck. Un article d’une page dans le Télémoustique de la semaine précédente reprenait une série de propos recueillis lors des interviews.
- Le 14 mai, TV Bruxelles diffusait un reportage de la même nature, réalisé avec l’aide de la BTA pour les télévisions locales francophones, et comportant une interview de Paul Van Binst.
- Dans L’Echo du 26 mai, trois articles sur le télétravail à l’occasion du salon TMAB 98, dont un de Paul Van Binst pour la BTA, intitulé “Une nouvelle façon de travailler”.

During the 3rd quarter of 1998 several journalists have taken contact with BTA, including:
- Belgian Computer News who requested support for an article they will publish on telework;
- RH Tribune who conducted an interview of Christian Van Asbroeck;
- Trends who organised a ‘round table’ with IBM, Dell Computer and Christian Van Asbroeck for BTA, in order to prepare a chapter on telework for their yearly publication Top Informatica.

Numéro d’octobre de Inside Internet: « Le télétravail n’est déjà plus ce qu’il était ! », deux pages d’interview de Christian Van Asbroeck.

15 octobre, Espace Indépendant: « Télétravail et Internet », une page rédigée par Christian Van Asbroeck.


14 novembre, Le Soir-Emploi: un article sur les « Prix européens pour le télétravail », avec commentaires de Christian Van Asbroeck.
Media contributions in 1999

- **In maart 1999**, interview van Christian Van Asbroeck, voor een artikel over telewerken, te verschijnen in **Belgian Business & Industry**.
- **In maart 1999**, interview van Christian Van Asbroeck, voor een artikel over telewerken, te verschijnen in **Fabrimetal Magazine**.
- **27 avril 1999**: interview de Christian Van Asbroeck à l’émission “Qui, que, quoi, dont, où ?” de la **RTBF Namur**, sur le télétravail à domicile

Belgium/Luxembourg National Coordinators and contact details for ETD

The ETD National Coordinator for Belgium and Luxembourg is BTA, the Belgian Teleworking Association.

The Belgian Teleworking Association was established in 1994, as a non-for-profit organisation (‘asbl’). The three Founder Members - whose representatives are also permanent Board Members - are:
- Université Libre de Bruxelles (ULB), represented by Prof. Paul Van Binst, BTA President;
- Martech International sa, represented by Ian F. Culpin, BTA Secretary General;
- Proactive Consulting sprl, represented by Christian Van Asbroeck, BTA Treasurer and Newsletter Editor.

In addition, there are six elected Board Members. In 1999, these include senior representatives from IBM Belgium (a major telework user, who obtained a European Telework Award in 1997), Innotek (a telecentre operator), Beltug (the Belgian Telecommunication Users Group), Mobistar (the second mobile telephony operator in the country), Cabinet Gilles (a micro-consultancy) and one individual member.

BTA has an office with secretarial support including telephone hotline, library, meeting space, hosted by Teleport Brussels, an organization dedicated to the promotion of, and the training into, the use of ICT by SMEs in the Brussels region.

BTA c/o Teleport Brussels  
Buro & Design Centre B4  
Esplanade du Heysel  
B- 1020 Brussels

<table>
<thead>
<tr>
<th>BTA c/o Teleport Brussels</th>
<th>Phone</th>
<th>+32 2 475 20 00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buro &amp; Design Centre B4</td>
<td>Fax</td>
<td>+32 2 475 20 10</td>
</tr>
<tr>
<td>Esplanade du Heysel</td>
<td>E-mail</td>
<td><a href="mailto:bta@compuserve.com">bta@compuserve.com</a></td>
</tr>
</tbody>
</table>

In Luxembourg, a telework association - Association Luxembourgoise des Télé-Activités (ALTA) - was established in 1998, with some support from the ETD National Coordinator. Contact: Norbert Rischette, Secretary General.

ALTA  
BP 50  
L- 7201 Walferdange

<table>
<thead>
<tr>
<th>ALTA</th>
<th>Phone</th>
<th>+352 33 32 32</th>
</tr>
</thead>
<tbody>
<tr>
<td>BP 50</td>
<td>Fax</td>
<td>+352 33 39 82</td>
</tr>
<tr>
<td>L- 7201 Walferdange</td>
<td>E-mail</td>
<td><a href="mailto:norbert.rischette@alta.lu">norbert.rischette@alta.lu</a></td>
</tr>
<tr>
<td></td>
<td>Internet</td>
<td><a href="http://www.alta.lu">http://www.alta.lu</a></td>
</tr>
</tbody>
</table>

BTA’s work on the ETD project has been carried out by Christian Van Asbroeck.

Proactive Consulting  
Avenue de Broqueville 153 / 8  
B- 1200 Brussels

<table>
<thead>
<tr>
<th>Proactive Consulting</th>
<th>Phone</th>
<th>+32 2 770 62 59</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avenue de Broqueville 153 / 8</td>
<td>Fax</td>
<td>+32 2 770 79 52</td>
</tr>
<tr>
<td>B- 1200 Brussels</td>
<td>E-mail</td>
<td><a href="mailto:vanasbroeck@compuserve.com">vanasbroeck@compuserve.com</a></td>
</tr>
</tbody>
</table>
DENMARK

1. Status of telework in Denmark

Between 1996 and 1999 the number of people teleworking grew considerably in Denmark. The major change was probably that telework became an official way of working. The lack of an official definition of telework and teleworkers was one of the characteristic problems of the early ETD. As the discussion about teleworking caught on many people found themselves to be teleworkers in some sense having teleworked for years, which gave rise to a need for formal frameworks.

Three major developments took place:

- The dominating association for office workers, HK, together with LO, the Danish association of unions, read the signals and reversed former resistance against teleworking into a proactive attitude
- Teleworking became an official parameter in the regulation of the labour market and the agreements between the labour market parties
- Last, but probably not the least, the national official Danish Information Society plan achieved greater and greater impact

These developments interacted with each other creating a considerable synergy. Substantial interest in telework and the need for more and better IT-skills for all underpinned the employer-financed home-PC movement\(^1\), where PCs are made available for hundred thousands of employees at favourable conditions provided the employee acquires the EPCDL or equivalent.

The official developments were accompanied by a growing understanding of where to place the role of telework in the working life and what conditions seemed to be optimal.

The individual worker developed a clearer picture of what telework could be like and how it might improve his quality of life as a shared set of notions developed. On the enterprise side many IT-based companies developed understanding of IT-strategies and new ways of working a considerable step. Cases like the European Telework Award 1999 winner Danica show examples of this development clearly: Enterprises begin to understand that teleworking in any form is not only ad hoc ‘hooking’ into existing IT-systems. Teleworking can be an important part of the overall business strategy provided IT-systems and organisation are developed to support the strategy. (See the Danica-case\(^2\) at www.ecatt.com)

In the first years the number of teleworkers could only be estimated since no definition existed, so the first numbers were more guesswork than qualified estimation proposing 10,000 teleworkers in Denmark. This figure that haunted for a long period was in reality an extrapolation of the figures basically from Holland and Germany. Recent studies have shown that such approach is lightly to produce figures not reflecting reality, since there may be (are) substantial differences in neighbour countries.

According to the recent EcaTT research\(^3\) in Denmark some 176,000 people telework on a regular basis and 104,000 on a supplementary basis. The total of 280,000 constitutes 10.5% of the workforce. Out of 176,000 regular teleworkers 4.54% are employees working from home, 2.08% are mobile workers and 1.38 % are self-employed in SOHOs. It is quite interesting to compare these findings from May 1999 with earlier estimates from 1996-1997 since telework seems to progress faster than originally estimated.\(^4\)

---

\(^1\) According to a research by Gallup & Leegaard for Compaq in Denmark, Sept./99 14% of households have employer paid PCs (samplesize 2,000+) One third of the households use the PC several times daily while another third use it daily or almost daily. 15% use it daily or 3-4 times a week.

\(^2\) Danica, a major insurance company reorganised the operations with 250 working from home unless they choose differently.

\(^3\) EcaTT research lead by Empirica, Bonn see www.ecatt.com

\(^4\) The Danish Ministry of Research’s investigation into the potential of home-based telework, 1996-97

The definition used for teleworking is ‘20% or more time working away from the ‘employers’ premises’. It may be discussed whether self-employed should be included as teleworkers. The rationale is however that these people work under conditions - except from employment - similar to employed workers and the number is considerable.

I would probably be unfair to say that there has been one dominating driving factor. In reality several interacting interests built the national awareness each one contributing to the overall development. But having said so some factors deserve to be mentioned explicitly.

Relatively early the Ministry of Research and IT set focus at telework as part of the implementation of the Danish IT-plan for implementation of the Information Society. Since this report was published in 1996 annual updates have been published – in Danish. As part of the official strategy telework became an issue the administration should take seriously both concerning legislation and practice in the administration itself. The latter lead to a recommendation about telework in the public sector (1998) elaborated by the Ministry of Finance. Like the private sector the administrations introduced major initiatives about home-PCs and a general strategic project “IT-springet” (The IT-leap/1999-), where around thirty projects in different areas of the public sector were initiated with the purpose of creating a broad base for shaping public IT strategies.

The second important factor was the initiatives of unions, in particular HK – The Danish Office-workers Association – and LO, the Danish association of unions who introduced telework to the agreements between labour market parties. Already in 1998 most aspects concerning telework were integrated in the agreements between labour market parties. The entry of HK and LO on the telework scene brought the discussion and awareness to the large number of union members in ordinary workplaces putting telework high on the agenda. HK even established a dedicated web-site to telework, www.distancearbejde.dk

The third factor was probably the conglomerate of events, publicity and the explicit interest from the printed press together with other activities which ETD was a part of – all together creating a ‘critical mass’ of information as food for awareness building. (A ‘social shaping of technology’ process)

An interesting question is: “Who is driving telework development? Enterprises or employees?”

There has never been any doubt that - with a few exceptions - employees drive telework development in Denmark. It might be interpreted such that employees welcomed telework as an vehicle for reshaping formal relations between employer and employees after a long period where prime news concerning working conditions was constan introduction of new IT.

Denmark (see Danish TUC estimate below) which, however, used a somewhat different definition. The biggest uptake, according to the report, would be amongst individuals with specialist and higher education, whilst the main economic sectors include the public, finance and information-intensive sectors.


This was a sample questionnaire survey, with between 800 and 900 respondents on the extent and character of telework among Danish employees and particularly members of TUC-affiliated Trades Unions. Main conclusions were that at present about 15% of Danish wage-earners practice telework, defined as work using a computer or telephone which takes place away from the (ordinary) workplace. Using the same definition, about 9% of Danish Trades Union members practice telework. Interestingly, therefore, the proportion of non-unionised wage-earners teleworking is much greater than the proportion of unionised wage-earners teleworking.

Although employees in public administration do not get quite the same favourable conditions as those in the private sector – particularly concerning tax and pension sideeffects.

At the national level one of the most interesting public initiatives is the so-called “IT-springet” (translates: “The IT-leap”) - a 5.5 million Euro project - taken by the Ministry of Research and Information Technology. It is the first centrally initiated action where about 2.000 employees in 31 representative public institutions will participate. Participants are given new PCs and skills-courses and activities to strengthen the exploitation of ITare launched in each participating institution. Awareness rising and experience with teleworking are among the targets of the project.

The unresolved questions were mainly in the area of insurance coverage and the employer’s access to the employee’s home. A similar questions was the right of BST, the institution controlling compliance with legislation about the working environment, security issues etc, to inspect workplaces in private homes. Some of these issues are still considered.

See www.fsk.dk >english >publications, The Info-Society for All - the Danish Model

Although employees in public administration do not get quite the same favourable conditions as those in the private sector – particularly concerning tax and pension sideeffects.

7 At the national level one of the most interesting public initiatives is the so-called “IT-springet” (translates: “The IT-leap”) - a 5.5 million Euro project - taken by the Ministry of Research and Information Technology. It is the first centrally initiated action where about 2.000 employees in 31 representative public institutions will participate. Participants are given new PCs and skills-courses and activities to strengthen the exploitation of ITare launched in each participating institution. Awareness rising and experience with teleworking are among the targets of the project.

8 The unresolved questions were mainly in the area of insurance coverage and the employer’s access to the employee’s home. A similar questions was the right of BST, the institution controlling compliance with legislation about the working environment, security issues etc, to inspect workplaces in private homes. Some of these issues are still considered.
Telework development seems like a collective cultural movement where the majority of employees wish to have the option of teleworking (EcaTT DK=72%) and it is probably worthwhile to investigate further what lies behind. Taken to the utmost consequence the high number might simply imply that traditional employment might face the end and/or need radical changes for a considerable proportion of the workforce.\(^9\)(The Dream Society).

Telework does not spread even over all categories of work nor companies/sectors. When looking at penetration statistics certain facts are masked, such as: in large companies one department may be teleworking 98% while another department may telework only 8% or not at all. Departments with high teleworking rates are probably forerunners in a development as suggested by the Danish Institute for Future Studies and they may well show patterns of work radically different from the notions of traditional employment and regular teleworking. Two random cases from 1999 indicate that the current definition is neither fully comprehensive nor fully useful.

**The ‘expected’**: Tele Danmark with some 16,500 employes still have relatively few formal teleworkers. However a recent survey found that the number of online access arrangements exceeds 4,000 indicating that one quarter of the employees do work away from the office, i.e., at home or mobile. This figure does not include the 2,000 mobile technicians’ online access.

**The ‘unexpected’**: KMS – Kort og Matrikelstyrelsen (National Survey and Cadastre) with 550 employees has a large IT-department for obvious reasons. In spring 1999 the IT-department initiated the introduction of formal telework. As part of the preparation it was found that there existed more than 200 informal online access arrangements (dial-up) indicating that almost 40% of the employees telework regularly. The IT-department in particular and KMS as a whole already practice an example of an employee-employer relation, which is radically different from other enterprises and at a scale far beyond the national average telework penetration. The example is probably not unique. If similar conditions prevail in the public sector formal actions must be taken since such practice can not be contained within the standard agreements and conditions for public employment as they are too deviating from the average to be regarded as normal.

\(^9\) A recent book *The Dream Society* forecasts among other great changes in the labour market such as: employees will have shorter and looser relations to traditional employers, in the private sector the traditional investor notion will appear and be substituted by shared/collective ownership in many cases.
2. Main activities undertaken to promote teleworking and ETD in Denmark

<table>
<thead>
<tr>
<th>Etw96 30 Oct. 1996</th>
<th>Publication of special edition of Digital (weekly IT and business section in Jyllands Posten) on teleworking</th>
<th>Jyllands Posten, <a href="http://www.jp.dk">www.jp.dk</a> Denmark’s biggest selling quality newspaper, and Tele Danmark Consult</th>
<th>Covering teleworking trends, opportunities and challenges in both Denmark and Europe with case studies, articles and comment, as well as the launch of the European Telework Development project.</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-11 Nov. 1996, Copenhagen and Aarhus</td>
<td>Setting up of a consortium of interests to plan a Danish web-site on telework, teletrade and telecooperation, as well as a Danish interest group on teleworking.</td>
<td>Freelance telemarker, Thomas Frovin Jensen, and Tele Danmark Consult</td>
<td>Meetings between Thomas Frovin Jensen, Tele Danmark Consult, the Danish Association of Local Authorities and the Danish engineering trades union, with other public and private interests kept informed, including the Research and IT Ministry.</td>
</tr>
<tr>
<td>13 Nov. 1996</td>
<td>TV feature on teleworking</td>
<td>Danmarks Radio 1</td>
<td>DR1 (Denmark’s main TV channel) transmitted a 5 minute feature on teleworking during the main 30 minute evening news broadcast.</td>
</tr>
<tr>
<td>11 Dec. 1996</td>
<td>Conference: Distance working</td>
<td>IDG Conference Group and PID (Personnel Managers in Denmark)</td>
<td>Follow up to the successful first nationwide telework conference in Denmark in November 1995, with themes relating to productivity, flexibility and the work environment.</td>
</tr>
</tbody>
</table>

1997: ETW97

‘Distance working in Storstroem County’, Vordingborg, was a series of events over a five day period. They included a touring bus together with open house events. Leaflets were handed to Copenhagen bound commuters at Naestved railway station and practical demonstrations of telework by experienced teleworkers took place at the main shopping centre. Naestved is Denmark’s leading ‘spearhead region’ for the Information Society and has invested alongside Tele Danmark and Telia in developing leading edge infrastructures and services.

http://www.naestvednet.dk  www.sec.dk

There were also conferences in Copenhagen, and a seminar at Aabenraa, the main city in the Danish County of South Jutland. The Danish Employers’ Federation and the Danish Trades Union Congress, discussed the different forms of telework and reviewed the many initiatives taken by the Danish social partners (employers’ and trades unions’ organisations) concerning telework over the prior 12 to 18 months.

Overall the events of ETW ‘97 throughout Denmark were judged a success. They were supported by good local media coverage for the regional events.

1998:

2 events, over 100 people mainly decision makers in Copenhagen and Aarhus
Press and media:
- Jyllands Posten: 4 articles, 183,500 circulation.
- Aarhus Stiftstidende, 1 article, 88,000 circulation daily.
- Computer World, 1 article, 28,000 circulation weekly.
- Tele Danmark magazine, 1 article, free to 2.2 Million households.
- TV: DR 1 (main channel) 2 minutes story on Aarhus meeting

1999:
ETD-Website referred to in article about telework in the magazine: Alt om Net. 4/99
Theme-day with KMS - National Survey and Cadastre – IT department about introduction of telework.
Participation in Telework Assembly and ETW99, Awards etc.

Continuing activities 1997-99:
- updates of www.ttt.dk with relevant information
- supplying material/information to 20+ trade- and business schools for students assignments
- dissemination of material at seminars and to individuals.
- support of students per phone and e-mail in understanding the subject
- ad hoc support to companies and individuals by telephone

3. ETD’s impact in Denmark
ETD Denmark and the NC was probably working under circumstances deviating from the average since there was already a great interest in teleworking. There were many actors early in the project period, i.e., there were many initiatives taken, for example by some public administrative units and not the least HK - supported by an active press.
These circumstances shaped the role of ETD and the NC. Instead of being a leader of telework development ETD played a supporting role providing links and references. The importance of this role should not be underestimated as the participation in events, the dissemination of materials and the general presence contributed substantially to set the background and context.

The very large organisations LO and HK were leading in formalisation of telework based on initiatives from ILO and DG5 followed by the Danish government. ETD liaised relatively closely with LO and HK. The general impression is that is was rather important for all individual actors that a Europe wide telework action could be used as a reference to support decisions and the paradigm shift in organisations’ attitudes. In other words, if the European framework had not existed, the change would probably not to have happened at all or at least very sporadic. The back up of the European action was a discriminating factor.

The top down approach launched by the Danish government has no doubt been a genuine success. It is beginning to create results at a broad scale and there is no doubt that many common issues in the European community could benefit from an approach where governments lead development based on comparable action plans. The next step in the line of thought would be a synchronised top-down action, which is an obvious necessity in many areas. Recent developments, for example within e-trade, have shown that there is a demand for both standardisation and regulation at a super-national level as development runs faster than regulations can keep up with.

The cross European framework/reference works probably best when major statutory issues rise and the prime purpose should be to delineate and handle the areas of shared interests, i.e., those needing joint actions.

HK’s/LO’s/government’s first official definition of teleworking, i.e., at least one full day and fixed weekday(s) is likely to be a mistake since much evidence points to (obvious need for) radically different telework patterns in practice, for example avoiding rush-hours or need for isolation for certain tasks etc. The rigid definition does in fact only deal with the ‘place’ aspect of telework and not the probably much more important ‘convenience’ aspect. It is therefore extremely important that the telework development is follow up by research activities to identify true benefit mechanisms of telework to be taken into account in future regulation adjustments.
Denmark National Coordinators and contact details for ETD

Thomas Frovin Jensen
Telematics Consultant
Guldsmedgade 15, 2tv
DK-8000 Århus C
Danmark
Tel. +45 8613 1550
Fax. +45 8618 0603
E-mail: thomas@frovin.com
ETD-web www.ttt.dk

FINLAND

1. Status of telework in Finland

During 1996-99 telework seems to have normalised in Finland. Strictly stationary jobs, confined e.g. to a particular desk or machine, are on the decline in most sectors. The catalyst has been mobile technology rather than telework policy. To a large part, telework is ad-hoc.

Applications especially in telebanking, distant education and telemedicine have come strong. Also, there is a functioning market for added-value services for mobile telephony (e.g. in telemedicine).

2. Main activities undertaken to promote teleworking and ETD in Finland

Co-operation:
- The National Telework Theme Group, organised by the Finnish Ministry of the Interior: co-operation in ETW and in preparation for the Stockholm Assembly
- Attempt to revive Finnish Flexiwork Forum (1999-); result to be seen
- Input into the Environmental Programme of the Uusimaa region, 1997
- Input into the rewriting of the National Information Society Strategy, 1997-98

Events:
Certainly more could have been done using imagination, but the chief NC strategy was to take active part in seminars, congresses etc with presentations or discussion. When possible, priority was given to events focussing on issues to which telework may not be the obvious answer. The objective has been to broaden the awareness of new forms of work into new spheres. On the other hand, at events concentrating on telework, the NC has attempted to introduce alternative perspectives, such as the relation to the dialogue on urban/rural interaction, the development of new forms of entrepreneurship and work in general, etc.

Media:
The Finnish ETD activities could have been far more active in approaching media. The NC even attended evening courses in public appearance, but they were not sufficient. A media assistant was intended to enter the ETD team in ´98 but a functioning agreement was not reached.

Web-sites:
Finnish ETD activities have been noted at the web sites of the Theme Group, of FFF and on the site of Järvensää Flexiwork Association; the latter site (opened in Spring 1999) to a large extent owes its birth to ETD. ETD Finland ought to have had a more active approach to the ETO site, however, that should not be too late yet for e.g. FFF or Taitoverkko to repair.

Initiatives:
Annual National Teleworkers’ gatherings, ETD initiative to the Theme group.
1st meeting held in June 1997 organised by the Theme Group with assistance from the University of Tampere.
2nd meeting held in February 1998 in Rovaniemi and Kittilä, organised by the Theme Group with assistance from the University of Rovaniemi.
3rd meeting held in October 1998 in Jyväskylä, organised by the Theme Group with assistance from the University of Jyväskylä.
5th meeting scheduled to be held in Autumn 1999 or Winter 2000, organised by the Theme Group.

New organisations:
ETD has consciously attempted to strengthen existing organisations (particularly the Finnish Flexiwork Forum) rather than to initiate new ones.

3. ETD’s impact in Finland

The NC’s (Taitoverkko) work has to a great part relied on personal contacts. Active monitoring of media, including an extensive news-clip archive, has been essential not only for the production of project deliverables but even more for a deepened general knowledge and understanding of the Information Society and its processes of change. Taitoverkko’s status of expertise has clearly developed thanks to ETD.

Taitoverkko has consciously set itself in the crossroads of many networks: new cooperative entrepreneurship, information society strategies, local economy, etc. The NC strategy has largely been that of introducing thinking in terms of new forms of work & co into circles where this hasn’t been on the agenda, e.g. suburban renewal. The emphasis has been on integrating innovatively into each other the topical themes of new forms of work and entrepreneurship, of sustainable future, of local/regional initiative and development, and of the emerging information society.

ETD has given experience of European projects and international co-operation, and – directly as well as indirectly - an invaluable network throughout Europe.

At the European level, and with a considerable amount of telework projects going on at different levels already in Finland, some national, some in cooperation with other EU countries, the importance of ETD has been above all that of an all-EU network. Also, the promotion of ETO and especially of ETW has been important. Although at least fair literacy of English can be assumed among Finns of today, the impact of the former would probably be quite another if the NC would have produced an adequate set of pages in Finnish (and maybe in the other national language, Swedish, too).

Undoubtedly the most important European dimension for Taitoverkko has been the opportunity to take part in European events, notably the annual Telework Assemblies and the Information Days in Brussels. Through these, Taitoverkko (as well as Finnish Flexiwork Forum) has become part of a dynamic network, which is likely to lead to further cooperation e.g. in the field of new forms of work and entrepreneurship.

4. Conclusions and recommendations from Finland

ETD has undoubtedly been a most useful experience. For Taitoverkko, these three years have certainly rendered new perspectives into the emerging Information Society, which integrate relevantly with the development of this young and growing multi-professional enterprise. Also, ETD has in an efficient and relevant way given experience of European project cooperation.

At some point, at least in the beginning, ETD perhaps felt like a project of too many threads. Keeping in mind the means for NC activities, on one hand it was necessary to concentrate on the activities in which it was possible to have the best impact with the least resources, on the other it, as surely intended, meant allying with relevant other actors and integrating the ETD activities with the key targets of Taitoverkko. Of course, this goes hand in hand with the reasons for Taitoverkko to have been originally invited into the project.
Appendices for Finland

Events/initiatives

Etw'96:
- National Suburban Development Seminar, 1996
- First Teleworkers’ Gathering, June ‘97, University of Tampere together with the National Telework Theme Group. NC Info on ETD, ETO and ETW
- The Stockholm Assembly was attended by some 40 Finns (largest foreign group). On an initiative by NC, half of the participants made the trip by boat, with a mini-seminar on board. By courtesy of the Theme Group, the Finnish participants’ presentation material was gathered into a common folder on Finnish Telework.

Etw’97:
- Helsinki 3.-7.11.97: Open house at the Telelearning Centre of Ammatti-instituutti.
- 3.11.97. Presentation of the Virtual Workplace project. Video connection to Freiburg, Germany
- 4.11.97 Telework Technology Day; Lecture: Internet from the small entrepreneur’s viewpoint (Mika Heinonen, Telecom Finland)
- 5.11.97 Telework Market Day. Lecture: Helena Savolainen, Telecom Finland. Video connection to Rovaniemi seminar
- 6.11.97 Telework Impacts Day. Lecture: Problems of interaction on a distance, prof. Eero Pantzar, Univ. of Tampere
- International Telework Day. Video connection to the "Teleworker’s education with virtual management situations” event in Freiburg, Germany, and to the Telework Award Event in Brussels.
- Rovaniemi 5.11.97: Open doors at Continuous Educ. Centre of the Univ. of Lapland; publication seminar of book "Employee Or Entrepreneur”. Company cases
- Rauma 5.11.97: Theme day "Telework and subcontracting”
- Turku 6.11.97: Seminar: Assessment of the impact of telework. Telework Theme Group and the Cont.Educ.Centre of the Univ. of Turku
- Seinäjoki 6.11.97: Telework Brokerage Day, Cont.Educ.Centre of the Univ. of Tampere at Seinäjoki

Nov.’97: Telewise events around Finland.
- Second Teleworkers’ gathering, February ’98, University of Lapland together with the National Telework Theme Group, Rovaniemi and Olostückuri. NC: brainstorming on ETW ’98
- TEN-TELECOM Info Day, Helsinki 15.4.98
- Entrepreneur or Employee – the Status of Co-operative Co-owners, University of Helsinki, Järvenpää 16.4.98
- Project Management Seminar, University of Helsinki, Helsinki 11.5.98, NC paper: European Projects as a Learning Process
- Brainstorm on networking in telematics for disabled, Rehabilitation Foundation, Helsinki, 2.6.98
- Teleworking Environments, Turku School of Economics and Business Admin, Turku 1.-4.9.98, NC paper: Telework in suburbia – Case Järvenpää
- Int'l Coop Entrepreneurship Seminar, Univ. of Helsinki & KIC, Sweden, Helsinki/Stockholm 6.-8.9.98
- 5th Framework Programme Information Days: Helsinki 10.9.98 and 12.11.98
- Seminar: Economy and Sustainable Development from the Aspect of Futures Studies, Turku School of Economics and Business Administration, Dept of Future Studies, Turku 14.-16.9.98
- Telework’98 in Lisbon was quite well attended from Finland, considering the geographical distance. Again, a common folder was provided by the Theme Group
- Video lecture on telework for Mikkeli unit of University of Helsinki, Järvenpää 12.10.98
- Third Teleworkers’ Gathering, University of Jyväskylä together with the National Telework Theme Group, 15.-16.10.98, NC paper: The Concept of Societal Entrepreneurship;
- Participation in organising of discussion evenings, together with local political groups in Järvenpää:
- Sustainable Economy 2.11.98, introduction by MEP, presidential candidate Heidi Hautala
Sustainable Dwelling 23.11.98 introduction by architect Anneli Lyytikkä; probable outcome: project on local economy and ecologisation of residential area

**Etw98:**
- Finess’98 Networking Seminar 2.-3.11.98 (ETW’98 Opening Event), Espoo, NC paper: Networked Skills
- Helsinki 2.-9.11.98 Open doors at Open Learning Centre of Amiedu (ex-Ammatti-instituutti). Presentation of telework driving licence, promotion of PC driving licence and Amishop e-shopping
- Pori 4.11.98 Telework brokerage and telework seminar
- Turku 4.11.98 Telework brokerage, FlexiNet
- Turku 5.11.98 Telework in Finland – present and future; FlexiNet and Theme Group
- Kouvola 5.11.98 Open Doors, local networking and rural development organisations.
- Nilsiä 5.11.98 Telework evening. Local network association and municipality of Nilsiä
- Helsinki 9.11.98 New forms of working and learning in SMEs, Seminar for the assessment of ADAPT projects, Amiedu
  (Tampere) Opening of the Virtual Centre of Excellence in Telework at the Univ. of Tampere, http://tyt-media.uta.fi/osaamiskeskus/
- Helsinki-Stockholm-Berlin Three Capitals Facing the Future 5.-8.11.98 (ETW’98), Espoo, NC paper: Will Suburbia Create Work
- Telework Future Brainstorming Seminar, Finnet Group, Helsinki 2.12.98, NC paper: Telework as Part of Local Economy
- The Future of Cities in Europe, Helsinki Regional Council, Järvenpää 9.12.98
- Telework demonstration at Ok Taitoverkko for study group from Univ. of Jyväskylä, 11.12.98
- Teleworkers’ Gathering, June ’99, Finnish Flexiwork Forum and Järvenpää Flexiwork Association together with ETD, Järvenpää

**NC’s Other ETD representations**
- Member of the extended National Telework Theme Group, attended Theme Group meetings ’97 and ’98
- Member of reference group for the rewriting of the National Information Society Strategy, winter of ’97-’98
- Committee member of Finnish Flexiwork Forum ’96-’98; chair ’99
- Chair of Järvenpää Flexiwork Association ’96-’99, Co-Chair ’99
- Board member of Ok Taitoverkko, ’99

**Other ETD-related activities:**
- News clip archive (information society, telematics, local development, industrial research & development, new forms of work and entrepreneurship, globalisation and European integration, local and regional development, etc, 1996-
- Translation of ETW general presentation to Finnish, DG XIII, June 98
- ETW’98 coaching and information

**Public presentations by NC (if not otherwise indicated)**
- National Suburban Development Seminar, 1996
- First National Teleworkers’ Gathering: presentation of ETD and ETW
- Telework Assembly ’97 in Stockholm: workshop presentation “Metamorphoses of a flexiwork project”
- ETW events:
  - ETW 97: Telework Seminar, Rauma
  - ETW 98: Finess’98 Networking Event, Espoo
- Second National Teleworkers’ Gathering: brainstorming on ETW
- Third National Teleworkers’ Gathering: lecture on networking in local entrepreneurship
- Lecture on teleworking at Continuous Education Institute in Virrat
- Video lecture on telework for the Eastern Finland campus network of the University of Helsinki
Finnet Group (major telecom operator): brainstorming on the future of telework
Teleworking Environments, Turku School of Economics and Business Admin, Turku 1.-4.9.98, NC paper: Telework in suburbia – Case Järvenpää

Media
- Alan Husselbee’s ETD visit, May 1997: interview of guest and NC in Kauppalehti (leading business daily)
- ETW’97 inauguration seminar November 1997, with Horace Mitchell of ETD among guest speakers: covered by local media (Keski-Uusimaa) and by a web publisher
- Interview for web-casting channel Nettiradio Mikael: 15.10.98 (at Third Teleworkers’ Gathering in Jyväskylä)
- ETD press releases and leaflets for various occasions, A4 photocopies (relying on the assumption that up-to-date information is more valued than glossy lay-out).

Published papers
- Contribution to seminar publication of Telework Assembly Stockholm 1997
- Contributions to the publications of seminars ‘Berlin-Helsinki-Stockholm’ (1998) and ‘Brixen/Bressanone’

Finnish National Coordinator and contact details for ETD
Lars Tollet
(architect, translator, freelance lecturer)
Osuuskunta Taitoverkko Järvenpää
Puistotie 27, FIN-04420 Järvenpää, Finland
Tel. +358 9 2790 740, +358 40 5564 762 (gsm)
+358 9 2712 993 (priv.), fax +358 9 2790 7444
lars.tollet@taitoverkko.fi ; ok@taitoverkko.fi
http://www.taitoverkko.fi

FRANCE

1. Status of telework in France

The major difference in the status of telework in France between 1996 and 1999 is that nowadays telework is considered as a normal option for work organization even if not so many companies have yet chosen to adopt it. More and more are thinking of doing in a near future, but changing is a very slow process and generally it happens only when the board sees or a financial or a competitive advantage in this new way of organizing work. In 1996 the only well known example was that of IBM France and a few other technology companies like HP or Bull. But they were exceptions.

Things have changed over the years since august 1997 when Prime minister Jospin clearly expressed that France had to adopt the internet and related technologies and organizations. It has been an extraordinary booster. But, there is a long way to go and before a company can implement telework : technology must be in place, usage must be adopted (equipment rate of households and SMEs in France was one of the lowest in Europe in 1996 and 1997), networks must be secured and intranets must be effective. Otherwise, very little chance to succeed in quality implementation of new working schemes. One can say that today, in September 1999 conditions are good to face new methods of work in most of the large corporations. The major inhibitor today is probably organization and management style which are still old
fashioned in many corporations. This can be explained through the fact that France is a very traditional industrial country which is slowly moving towards services.

Anyway, today nomadic teleworkers (telecommuters) are considered as a normal factor being it through a well designed scheme or a more informal one. There are still very few sedentarian teleworkers and there are more and more SOHOs or microentreprises selling teleservices. This is a strong new trend.

2. Main activities undertaken to promote teleworking and ETD in France

The key issue was to disseminate as much as possible quality information. To do so, one needs a channel and this is the reason why the Association Française du Télétravail et des Téléactivités or A.F.T.T. (French Telework Association) was created in May 1997. Only the process of creating the association has been difficult due to the conflicts of interest of the few involved partners and actors on the national scene. Catral who could (or should) have been an enabler, finally showed to invest effort only for themselves with the well known results at this time and the waste of energy and money. In a similar way it has been difficult to play the political game as France has seen a radical change during that period and the initial choice of A.F.T.T. to lean more on senators has been useful to launch the association.

But today, things are different ! Real work must be done for real people with realistic questions about becoming a teleworker in their corporation or setting up a business to produce and/or sell teleservices. This is the new role for A.F.T.T. in order o answer to the market demand and the association is not yet up to speed because of limited resources.

The first action of A.F.T.T. has been to create a website (http://www.aftt.net) which is quite successful with about 6000 to 10000 visits a month depending on the activities of the month. As an example, November with ETW is a very busy month. The discussion list with close to 350 subscribers is not very active. It is more an information vehicle than a real discussion area. But the e-mail feature on the web (infos@afft.net) is very active with at least one or two questions a day. The number of subscribers has been booming in 1999 and the profile of the questions has completely changed. No more (or very few) general questions about telework, but very precise ones on how to get a job as a teleworker (we are still not able to answer this one), how to set a teleservices business, legal and social aspects of telework agreements, etc.

The A.F.T.T. has also started to organise a monthly meeting to handle a particular subject. But, this is only in Paris and regions are asking for more ! To enhance this aspect, first quarter of 2000 will see the start of Telework Breakfasts in cooperation with the Regus office organisation and the plan is also to establish regional contacts to further develop the association. The first issue of a 4-page newsletter also exists… we need to continue.

Two other major activities have also been to be a permanent press contact on the subject and press coverage in France has really increased in volume and quality during ETD. Press releases are available if necessary. The other activity, still related to the dissemination need has been to be actively involved in close to all conferences on the subject. Very demanding, but rewarding from a coverage point of view and also when looking at the level of questions raised. This is also a way to find out what is happening in the country.

Globally one can say that the result from an awareness point of view is quite good even if it could be better; but resources were scarce and even though, ETD has definitely been a wonderful tool to make it happen. It will certainly be lot easier today to get some sponsors and interest around the subject than 3 years ago.

Very detailed activity summary is not easy to provide as this is a behavioural factor much more than specifically limited actions. Anyway, very specific actions were described in the 1997 report dated January 20, 1998 and the latter activities have been precisely detailed in the monthly reports. Nothing special did happen in 1996 as I was only involved in November 96 and it took me a while to understand what I had to do. So, the 1997 “ETD Audit Report” is the first valuable inventory report of actions. All the events are listed on the website as well as the press articles and in most of them AFTT was interviewed.

Finally and probably the most important item at this point is the publication of the French version of “The teleworking handbook” which is published by the Editions d’Organisation (one of the most popular publisher for management books in France). About half of the book has been rewritten to fit with French law and situations and the other half has been
translated and updated (figures, technical data). The book will be available for Telework.com on November 4 and 5 in Paris for ETW99.

The last point is the launch of a new dedicated event called Telework.com to replace the Serre-Chevalier Festival which was cancelled at the last minute in 1999. It is organised in cooperation with E.J. Krause Int. who are international professionals in the organisation of large events, fairs and exhibitions.

3. ETD’s overall lessons in France

1. how difficult it is to speak from a European perspective in a country where Europe is not the major issue for most of the people and where little interest exists for what is happening in other countries. This is changing slowly

2. the power of a very good and complementary team that agrees to share experience. Some countries were already very advanced on the subject and others just starting. The act of being in the network has fasten the learning process

3. the need to be in a network with the possibility to rely on each other and have wider references

4. the real necessity of face to face meetings (too few in ETD) to get updated with the detailed information and possibility to challenge views. Available technology at individual desks without the possibility to impose a common system, doesn’t allow to do this electronically. Only e-mail was really used.

5. no use of cooperative tools has been a missing point in the project. Everything did too much rely on the website which is not a working communication tool

6. the need to have very concrete and measurable objectives

7. the participation to a EU publication; the Telework Status Report because it delivers credibility at national level

Appendices for France

Let me just explain a few things so that you can better make your mind about some of the activities I report. First of all, I haven’t “branded” ETD as the NC did in Italy. The activities I do for free are in the name of AFTT, the French Telework Association, and I generally explain the role of ETD in pushing forward the idea of having associations in all the countries and being able to work in a network. The result is that I appear through the work I do for ETD as being part of a value added network which benefits to the association; and this is well perceived. Also, the European information which I disseminate to the association is considered of high value.

I have started working on a few projects, as president of the association, in order to develop better awareness re the new ways of work, electronic commerce and telecooperation (which for this last in my view is mainly pushing the introduction of Internet at this stage in France; real cooperation will come later once the usage develops). I count those projects in my reports as it is thanks to the fact that I am part of ETD that I can spend time working for free to develop and launch such projects. I consider ETD as a help to intellectual investment in those fields. The objective is that those projects become sustainable products with a well defined market and their own financial cycles. May be I will myself be working in one or the other. I hope you will agree with this philosophy which tends to consider ETD as a seed money opportunity. Let me tell you more about those projects.

1. TTLINE : hotline for teleworkers : this is not necessarily the final name for the service which is intended to be a hotline for teleworkers being they independent teleworkers, in small enterprises or part of a large corporation in which there is no or a poor technical support. It clearly appears that even if technology becomes affordable it is still not easy for everyone to be completely autonomous in all circumstances. And when a teleworker is stucked with his technology, he just can’t work anymore. The hotline service will be by telephone (special rate for small consulting) or by internet. This project is being developed with TELPRO, a member of AFTT and teleservices
company. It will probably evolve in cooperation with the technical group of the CTT (Club du Télétravail et des Téléactivités) with who AFTT is developing cooperative relationships. CTT is specifically intended for the engineers population in France. This service was tested early 1999 and launched for the Fête de l’Internet.

2. **VIRTUAL CAMPUS**: the virtual campus is an initiative launched by the Paris Chamber of Commerce (CCIP) and the Paris Business School (ESCP). Two virtual campus already exist; one on electronic commerce and one on distance learning. I was asked if I was interested in taking the lead in the development in a telework and/or teleactivities campus. The work that has been done so far defines a project of “teleactivities entrepreneurship” campus. What will it be if it becomes a reality. A one year virtual training and coaching for people who have projects in creating teleservices companies. The breakdown of the one year period is : 2 months for selecting projects, 6 months for business plan and 4 months for financing sources.

3. **Training for Teleworkers**: this is a project that could probably partly merge with the Virtual Campus over time. The initiative comes from “La Compagnie de Formation” which is the training subsidiary from Vivendi (major national challenger for France Telecom). They were willing to offer training sessions for teleworkers without having a very precise idea of what it could be and asked me to do some brainstorming with them. We have identified 3 to 4 possible action fields and their management agrees to go ahead.

4. **Benchmarking Customer Relationship Process**: the idea here is to create a product which is a one day session for executives of large corporations to make them aware of the conjunction between electronic commerce, euro and new ways of work. It is developed in cooperation with the French Benchmarking Institute and Electronic Commerce Europe. First session took place in March 1999.

5. **Teleworking Handbook**: AFTT and France Telecom have decided to join effort and make a French version of the handbook. A first translation is done and the adaptation effort is on by a team coordinated by AFTT. A major publisher (Eyrolles) is interested.

6. **Telework Breakfasts**: AFTT is working with a communications company named COLLEGIALE specialized in enterprise theater. The idea is to create a 30 minutes scenario which will be videotaped and presented to major HR managers during a breakfast meeting. Started April ’99. This is part of the awareness process.

7. **Rencontres des Téléactivités**: the first meeting was held in December and it will become a monthly event. AFTT and CTT have joined in this effort and some people in the regions are interested in organizing regional meetings.

8. **Club de l’Arche**: technology club in Paris of which I am member of the board and which I tend to attend when I am in Paris. Meetings are every Tuesday evening. Definitely a good place where to get the latest on technology and people where to discuss it and challenge views.

9. **Fête de l’Internet**: created by the Club de l’Arche in 1998 to foster awareness and Internet usage. In October a new association was created; AFI (Association Fête de l’Internet) by the eleven presidents of the associations who created the Fête de l’Internet. AFTT is one of the eleven. The 1999 version received very high attention from government.

These actions are additional to the basic ETD work which consist in producing the SR and the action plan as well as supporting ETW98.

**French National Coordinator and contact details for ETD**

Nicole Turbé-Suetens
Consultant and European expert (DG XIII)
Distance Expert
BP 10
60680 Grand-Fresnoy
France
Tel : 33 6 08 18 11 57
GERMANY

1. Status of telework in Germany

The topic 'Telework' has received a growing attention in Germany in the 90's. A main driver has been the special interest in telework projects, especially driven by IBM Deutschland.

Also the opinion and focus of the Unions has changed. While the Unions were interested in protecting and saving workplaces, they now support actively the new ways of work. We can tell, that among some of the most important people in the teleworking field in Germany, there are representatives from Unions.

In the last years, 'Telework' is also being discussed in the politics. Telework has not only drawn attention, there are also some concrete projects, that have been launched by, or with the support of the German government (e.g. 'TIM - Telearbeit im Mittelstand' which is 'Telework for SMEs' or also 'DATEL - Datensichere Telearbeit in öffentlichen Verwaltungen').

There Federal Ministry for Employment, the Federal Ministry for Education, Science, Research and Technology and Federal Ministry for Business provide a wide range of telework related information. Also plans to establishing a public supported job-brokerage are brought to their way and we hope to see the results in early 2000.

A lot of different companies have started to establish telework places. Although Telework can not be seen as a method, to establish new workplaces (so far), Telework is very well a way to increase productivity in enterprises. The strategic impact of Telework has been acknowledged. As a result we see a very wide array of different areas and branches of industry, in which Telework has been successfully realised.

As a positive sign we recognise, how often the results of Telework projects are communicated to the public. Especially this year, it became more difficult to keep track of all events and publications that have been published and done in Germany. A lot of companies, activists and associations support the public with information. We see a need to coordinate this information overload. But that is not a real problem, as it shows, that there is real activity and that there are positive results to report and talk about.

2. Main activities undertaken to promote teleworking and ETD in Germany

With the support of the ETD (especially Kitty DeBruin) in 1998, the VTD-Verband Telearbeit Deutschland e.V. (German Telework Association) has successfully been founded.

The main activities from June 1998 to mid' 1999 where focused on the German Telework Association, VTD. We had several meetings with the founding members and with supporting members (companies) to bring the VTD on its way. After some formal problems, we managed in January 1999 to have the VTD officially set-up and running.

The VTD has 5 members of the board. The chairman is Mr. Hans-Ulrich List, who is also CEO of the TA Telearbeit GmbH. Mr. List's main focus was and still is, to talk to large-key-accounts (Industry) to ask for support for the VTD as Premium Members and to explain them, how to make usage of the VTD to support their special interests.

The second chairman is Mr. Uwe Scholz, former PR-manager of German ISDN company AVM. AVM became the first company to be a Premium Member. Mr. Scholz is the contact point for the commercial members of the VTD. The VTD established workgroups for 5 different aspects of Teleworking. These are the legal aspects; the organisational aspect; the social aspects; the economical aspects and of course the technical aspects. Every workgroup is lead by a representative of a supporting member or an organisation (e.g. Union) and is reporting the results to the board.

Mr. Ulli Pesch is responsible for the PR and he did a great job on handling the press releases. Mrs. Sieglinde Reis is responsible for financial affairs and for organisational topics, like mailing and handling information requests. Mr. Thomas
Tuttenuj is responsible for international contacts (e.g. Gil Gordon in the USA) and R&D. He became the ETD German National Coordinator, after Mr. Rainer Pollmann has left the TA Telearbeit GmbH in late 1998 and therefore was not able anymore to fulfill this job. Rainer Pollmann did a great job in networking and bringing projects on their way and also in bringing people together.

All members of the board do a great job visiting the appropriate events to make the VTD known to the public, and to give interested companies the chance to take part of the VTD-activities.

In early 1999, after the official founding, the VTD was able to bill the members and get at least some money, which enabled us to produce folders and flyers, to launch the website (www.vtd.org, available only in German, yet), to publish press releases, visit several events and finally start our own events.

The biggest event in 1999 has been the announcement of the VTD Award 1999. On the IT-exhibition ‘Systems 99’, the VTD awarded 10 people, projects and companies in 4 categories for their work for Telework as well as best-practice examples. The categories where Best Practice (Telework Projects), the most Important people for Telework in Germany, the most important technology and a special price has been given to a very successfully example of integrating disabled people in establishing a web-mall, all done in teleworking. The ceremony drew large attention in Germany, and several press releases have been published from the VTD and the awarded people and companies. The VTD will continue with this successful award in 2000.

Some activities of the VTD, the NC and the members of the board:

- Several readings and presentations on workshops and events like “Hessen - Teleworking in Wiesbaden”, Project “TIM - Abschlussveranstaltung in Köln” (Project TIM - Telework in SME”)
- Replying to more than 600 inquiries, mailing the appropriate information package
- Participation on a panel discussion at the ETW 98 Online Forum (Tele-O-Log Conference) of Ulli Pesch and Thomas Tuttenuj (NC).
- Establishing a powerful press mailing list, as well as email and ‘snail mail’
- Building a newsletter/VTD-bulletin that keeps the members and selected interested companies well informed with what's going on and what is being planned (events, services, workshops, ...)
- The VTD member ‘Telecenter Monschau’ is supporting us with handling the most of the administrative activities, like mailings, phone calls, dispatching the information-requests etc...
- It is planned to establish a VTD-office, which will be available for members and interest’s service as a full time agency within the next 6 months

Results and Corporation of the VTD:

- The VTD is member of the advisory board of the DLR and the Federal Ministry for Business, for the ‘Telejob-Boerse’ which is a project to stimulate a Telework-Job-Brokerage. The VTD is supporting the pilot phase and is hoping to get the chance to run the final version as a non-commercial association.
- The VTD is member of the councils of the German Government concerning the topics Teleworking and disabled people
- An extensive information exchange has been established between the Ministry of Business Affairs and the VTD. The VTD is being informed and is being asked periodically for input.
- A corporation has been established with several other associations to find synergies, e.g. on tax-related topics for freelancers and teleworkers.
- The VTD is member of ‘Media-NRW-Initiative’
- The VTD is participant of the ‘Medi@-Initiative ‘ in Baden-Wuerttemberg
- The VTD (the NC) is member of the ‘Anwenderplattform Telearbeit’ (a user platform, supported by unions and the German Telekom)
- The VTD website is member of the Telework Webring
- The NC has established a contact and information exchange to the Canadian Telework Association, to the US-Telework Association (ITAAP) and a very friendly contact to Gil Gordon, the American teleworking-guru.
- The NC (Rainer Pollmann) participated at the Telework Assembly from 25th to 27th of September 1998. (http://www.eto.org.uk/wpc/nccadmin.htm) and several other events.
- The NC (Thomas Tuttenuj) participated on the Telework Information Day in Brussels (1. of June 1999) and the Aarhus Telework Conference, 1999 and several other events (Kloster Banz...)
• The NC (Thomas Tuttenuj) reported the results of the EcaTT research project on several events (e.g. A+A Exhibition in Duesseldorf, held within the ETW99)

3. ETD’s impact in Germany

ETD / NC - Results

Between 1996 and the middle of 1998, while Mr. Rainer Pollmann has been NC for Germany, the results of his enormous efforts and activities cannot very easily linked to concret activities and projects. This is, because Mr. Pollmann was employee at a German Telework consultant company (TA Telearbeit GmbH). His whole work was dedicated to Telework and he definitely stimulated a lot of activities and supported a lot of projects with information. He can be named the ‘human-telework-database’. Mr. Pollmann brought a lot of people, companies and organisations together. A lot of Teleworking-projects have successfully been established under his influence and under the influence of the TA Telearbeit GmbH. Mr. Pollmann decided in the middle of 1998, to leave the TA Telearbeit company, due to personal decisions. He was no longer able to fullfill the NC tasks due to the duty of his new job. So, after the activities that led to the foundation of the VTD – German Telework Association were successfully, and after the board has been voted, Mr. Thomas Tuttenuj, responsible for R&D and international activities, became National Coordinator for Germany. Mr. Thomas Tuttenuj had already experiences in this topic. For example, he has been a Site Team Member of the ETO-website for Germany.

After the VTD has been founded the NC activities can be linked more directly to specific events and projects. We can tell, that the results (see the list above) have become a list of success stories.

Due to some delay concerning the official start of the VTD association, we were not able to bill the members, especially the Premium Members before January 1999, and we had not very much financial support to do all the tasks we had planned. In 1999, we managed to be present on a wide field of different events and exhibitions and we are looking forward to the results we can earn and report in the year 2000.

Results of the ETD Project and ETD Activities in Germany

A main problem of the VTD activities in the last 2 years has been the delay of the official formal foundation, which unfortunately took place in January 1999. Before this date, we were not able to much more then respond to emails and calls, due to a lack of money (as mentioned above).

So, fortunately, a lot of requests and inquiries could be dispatched and be satisfied through the ETD website, and the relevant links to several German websites. As we can report now after a year of work, a lot of projects and activities in Germany took there information and have been triggered through the NC’s work (Rainer Pollmann) and through the ETD’s website and also from the very helpful knowledge-base and resource list of the ETO website.

4. Conclusions and recommendations from Germany

National

A lot of projects have been launched and also a lot of work of the VTD has been put into bringing together different companies, to start projects and to share the results of their projects.

Nevertheless, the VTD is aware that there is a huge need for information exchange, or even a bigger need of coordination of the information exchange. A lot of different information sources, events and projects prove, that a lot of activity is going on in Germany. But there has to be a coordinating instance to be the central contact point for inquiries. To achieve this, we have to be even more professional in what we do and on how we are doing this. So we planned to establish a VTD office as well as a call centre. With the support of our Premium Members we are able to manage this.

Also, we have to increase the quality of our answers, meaning, the overall validity of what information we can give, so that we can prevent not providing important information and prevent giving out irrelevant or false information. Also one
activity will be the collection of case studies. One focus here will be the collection of faults, to prevent other projects from making this faults again and again. Because it is not very pleasant for companies to report faults to clients and competitors, we see a chance to have a non-commercial organisation like the VTD to be the ideal platform to have a non-disclosure agreement signed by the recipients of such reports.

To improve the response-time to information requests and to reduce the amount of individual correspondence, the VTD has assembled some FAQs, which we hope will transport the most answers for a first level support.

**EU-Context**

From a European-wide point of view, we see a lack in communication between the individual NCs. One reason for this can be for Germany, because the inter-personal communication is directly linked with people, and the change from the NC in Germany from Rainer Pollmann to Thomas Tuttenuj has possibly be the reason for this problem. This became better after meetings like the Telework Information Day in Brussels, and especially the meeting after the Aarhus conference at Jeremy Millard’s house, where personal contacts were established.

For a further stimulation of Telework (in Germany as well as in whole Europe) we think it is important to have non-commercial associations handling requests and being the 'entry-contact-points'. Therefor we are looking forward to an ongoing network between the several European telework associations, that have been initiated by the ETD project. Although there are a lot of differences between the countries, in how teleworking is treated by government, users, companies and unions, the results of the projects and activities in the form of case studies and best practise reports will give the decision makers the necessary information to look over the borders and to give teleworking a chance.

This network of associations could be a topic-based network, thinking of workgroups for specific aspects where interested people will meet and exchange their knowledge and experiences.

To keep the great activities running, that have been started by the ETD project, we are looking forward to the next step of working together with the colleagues of all European countries.

**German National Coordinator and contact details for ETD**

Dipl.oec.
Thomas Tuttenuj
Kornblumenstr. 9
D-71364 Winnenden
GERMANY

Email: tutti@telework.de
Private Web: www.telework.de/tutti
Phone: +49 (0)7195 - 174202
Fax: +49 (0)7195 - 178908

VTD Verband Telearbeit Deutschland e.V
Tannenweg 10A
85399 Hallbergmoos/Germany
Phone +49 (0)811-2879
Fax +49 (0)811-2881
Website: www.vtd.org
Email: verband@telework.de

**GREECE**

1. Status of telework in Greece
Five years ago, telework used to be an unknown way of working in Greece, but since then this has been transformed into a practice which is becoming widely known and accepted. Even though Greece is one of the European countries with the lowest levels of investment in IT, there are significant steps towards the development of a framework supporting teleworking, with regard to the change of the century. The new law 2639/98 which has been approved by the Greek Parliament, introduces teleworking and presented it officially as an alternative type of work, as well as setting a legal framework describing the obligations and rights for both employees and employers.

Despite the fact that last period telework receives certain attention because it is viewed as a part of the forthcoming information society, major social and organisational changes still need to be introduced for the further use of teleworking in Greece.

During the past couple of years teleworking is expanding rapidly in Greece and for the period 1997-1998 the number of teleworkers increased 160%, which represents the fastest increase rate in Europe. This significant rate was based mainly in the increase of the availability of PCs and Internet access, and creates results as:

- Promotion of the idea of teleworking,
- Acceleration of the public awareness
- Spread use and experience of information technology and online activities.

**Qualitative and Quantitative changes**

According to the TELDET project, it is estimated that there are 16830 Teleworkers in Greece (TELDET 1994). According to the Labour Force Survey 1997 conducted by Eurostat, the “homeworkers” in 1996 were 54,000 that is 1% of the total number of workers. The workers who are homeworkers “sometimes” were 131,000 in a total of 3,868,000 (1996), according to the same survey. Many of the teleworkers use home telework to manage a network of different branch/offices or people on different sites.

In general, the situation in Greece concerning the number of PCs with permanent link to Internet is approximately 27.000 (1997), and the number of Greeks who have access to the Internet is more than 100.000 (1997). The projection for the forthcoming years is optimistic and the increasing of the relevant level will be more than the average European level.

As we approach the 3rd Millennium, European telework in 1999 is in the fast lane with fast growth and rapid flux. The main changes of the take up of telework in the Greek market are determined by the:

- availability of PCs
- availability of PCs with permanent link to the Internet
- distribution of teleworkers
- % of national workforce employed with telework

**Main drivers**

1. Parameters as the increase of the PC users, Internet and mobile phones high penetration, the decrease of the local phone-call charges and the sufficient number of the Internet Services Providers across most of Greece, including some Islands too, have strong support the new era in teleworking.
2. There is a high level of World Wide Web activity relative to Internet, and a particularly strong emphasis on using the Internet for telecooperation, entertainment and other activities. According to a survey, it is estimated that 125.000 Greek citizens surf over the Internet on a regular basis.
3. There is a growing use of the Internet by Government, including online information by the major Ministries, Municipalities and others, demonstrating an early awareness of the use of the information society tools.
4. Additional the private sector, including Banks, Super-Markets, Retail Shops, SME and other enterprises are fully support the electronic trade as a certain percentage of their earnings.
5. The Hellenic Government has adopted 5 action plans in order to promote the development of teleworking, to provide initiatives for new workers and to encourage individuals and enterprises to adopt teleworking practices.

**Main barriers**

The main constraints to the development of teleworking in Greece are:
1. In Greece, with Europe's highest level of employment in agriculture, lowest per capita GDP and lowest proportion of information workers, the Information Society has clearly different aspects and implications than it does in other European Countries. As a result, the development of a “teleworking attitude” comes across with negative reactions.

2. The Greek economy is characterised by an exceptionally low level of investment in IT, both as a proportion of GDP and (because per capita GDP is the lowest in Europe) in absolute terms. Internet use in absolute terms is proportionately low.

3. Employment in services is the lowest in Europe and includes a high public sector. Greece has Europe's highest proportion of employment in small firms and self-employment, and lowest proportion of information workers.

4. Telecommunications liberalisation has been postponed in Greece until January 2001.

5. The very low proportion of information work leads to a low level of interest in telework in its most commonly understood sense of working at home instead of commuting.

6. With low per capita incomes and spending power, the cost of a PC or an Internet connection appears significant to the Greek citizen or small business owner; more than twice as much as for an equivalent person in USA, nearly twice as much as in Denmark.

7. Relatively low-income levels mean that PC is unlikely to become a common household purchase for all the citizens in the near future. The Greek citizen's experience of Internet may be mainly conditioned by applications delivered through low cost devices such as enhanced TV; even this will be considerably delayed compared with Northern European countries.

8. The majority of the potential “home teleworkers” is required to cover the expenses of the services (telephone line, electricity bills, Internet subscription) and equipment (PC, fax, modem, photocopy machine) by its own budget. As a result, the economic factor is a disadvantage for the beginner teleworker.

9. Other than in Greece itself and in the Greek Diaspora, the Greek language is little understood. Greek individuals and enterprises that seek to trade internationally have no choice but to sustain their online presence and deal with their customers and suppliers in at least English and preferably other languages. Since in most cases they also trade in Greece, this is a significant overhead.

Future prospects

A strong focus on telework as a significant Information Society application would be appropriate as a national priority in Greece at this time. That can be achieved by accelerating general awareness, using and practicing information technologies and performing online activities. Especially important is the availability of PCs and Internet access in schools, since the low general use of ISTs cannot be dramatically increased overnight.

Some of the factors that can boost teleworking expansion are:

- The employers who wish to adopt telework, should be able to support the potential teleworkers by covering part or all the expenses for the purchase of the technological equipment and cover other installation expenses required for their better performance.

- Promotion of the teleworking in the SMEs to be seen as an advantage in cases that the company:
  - wishes to expand its activities and the space is limited to facilitate new personnel.
  - has many expenses and tries to reduce costs
  - employs units or personnel that have out-of-the-office activities
  - is situated in the outskirts of cities or in remote places

2. Main activities undertaken to promote teleworking and ETD in Greece

The strategy, which has been followed by Epsilon to promote telework in Greece, was:

- organisation of certain initiatives to present teleworking as an alternative type of work
- creation of a focal point to address public and companies inquiries concerning the adoption of teleworking
- support of actions initiated by Government or other bodies to promote telework
- participation in round table discussions, Seminars, Info days and other activities
- interviews to newspapers, radio
- participation in proposals or on-going projects which promote teleworking
- support the creation of the Greek Telework Association
In summary, the main actions and events in which Epsilon took place were:

1. Communication with SMEs to introduce telework potentials, promote telework within their employment framework and make better use of the existing technology.
2. Cooperation with OTE (National Telecommunications Organisation) by issuing a special phonecard, in order to promote telework in Greece, within the framework of European Telework Promotion.
3. Cooperation with the partners of other projects financed by EC, specialised in promotion telework (e.g. TEMeTeN, Crete Resort Offices).
5. Organisation with MITOS of Crete the 1999 Telework week in Greece. A great number of people participated to the events, which took place in MARIS Hotel, Iraklio, Crete. (No ETD resources have been used)
6. Participation in International events (e.g. Telework 1997-Stockholm).
7. Interviews in newspapers, magazines, special editions (e.g. EXYPNO HRIMA 1/2/1998, ETHNOS 26/11/1999, TO VIMA, EPENDITIS, EGO, etc).
8. Cooperation with other companies specialised in IT technologies & services, to create the Greek Telework Association.
9. Epsilon has been established as a focal point in Greece for the dissemination of information concerning teleworking, National and International events. All the dissemination material (ETD newsletter, articles, list of available bibliography, etc) has been mailed to certain Institutions, Associations, Companies, and individuals that were interesting for teleworking and others.
10. Promotion of telework in SMEs, by encouraging the creation of Websites for the demonstration of the company’s products and profile, and by implementing pilot projects for the development of networks assisting in the electronic exchange of information. Such companies are: MIELE Hellas, SEHOS.
11. Promotion of telework in other commercial enterprises such as publication houses, electronic shops, record companies, by supporting the creation of Websites for the demonstration of the company’s profile and possible products sale. Examples of such enterprises are: LIVANIS, KASTANIOITIS, ELEFTHEROUDAKIS, PAPASOTIRIOU, METROPOLIS.
12. Encouragement of SMEs (e.g. super-markets, retail shops) to establish electronic trade. Such examples of enterprises are: A-B Vassilopoulos, ATLANTIC, PLAISIO Computers, Kotsovolos retail shops, One-Way stores.
13. Cooperation with Internet providers (FORTHnet, Hellas-on-Line) to establish on-line network systems. Such system has been installed for the reservation of tickets, hotels, purchase of products etc. It is estimated that during 1999, 500,000 reservations were made through Internet, which represents the 5% of the total reservations.

3. ETD’s impact in Greece

National level

The Greek NC’s (Epsilon’s) initiatives and presentations in various conferences and events increased the general awareness of the teleworking in Greece as an alternative type of work and also help a lot of individuals and SMEs to adopt teleworking in their organisations.

The cooperation with the National Telecommunication Organisation (OTE) to issue a special phonecard simultaneously with other European Countries was a milestone event, which inserted OTE in the market of teleworking. We had several meetings with the Marketing Managers and the Commercial Department of OTE in which the opportunity to present ETD and teleworking in detail were exploited to the full.

European level

At European level, ETD activities proved to be important for the promotion of teleworking in Greece, due to the special attention which Greek citizens give to European events and initiatives in general. ETD leaflets, brochures and other information material help Epsilon to show similar activities which have been undertaken in other European Countries, so to promote initiatives in Greece.
4. Conclusions and recommendations from Greece

- Introduction of special regulations to support the implementation of telework in existing enterprises and to promote the adoption of telework in new business developments.
- Dissemination of information and examples of good telework practices
- Promotion and funding of pilot projects to establish communication networks for the exchange of information between commercial centres and experts in remote areas.
- Promotion and funding of research projects for the assessment of the socio-economic impacts of telework and the evaluation of the efforts resulting from the government’s initiatives.

Greek National Coordinator and contact details for ETD

Constantine Dikaois
Epsilon International
Monemvasias 27
Marousi
15125
Greece
Tel.: +30 1 6800700
Fax: +30 1 6842420
Email: epsilon@hol.gr

IRELAND

1. Status of telework in Ireland

The picture for Irish teleworking in June 1999 is a transformation compared to three years ago. The telecoms market has been deregulated and later this month a large portion of Telecom Eireann will be sold to public and private investors. Free Internet service provision has been launched with a predicted large increase in connections. Telecom Eireann is running a major poster and radio campaign to promote teleworking, and plans a consultancy service for businesses implementing flexible working. A government advisory council on teleworking has just made its report, and delivered a code of practice on teleworking agreed by the employers association IBEC and the Congress of Trades Unions for approval by the social partners. There is also a national plan to promote Ireland as a location for ecommerce operations. The call centre industry is looking seriously at using home based workers, and recruitment agencies are including information on teleworking on their websites.

By contrast in June 1996, teleworking was seen as a fringe, alternative lifestyles issue affecting women and rural dwellers. Internet connections had only just become available nationally and were expensive. No formal policies on teleworking were available from government bodies, major employers or the social partners.

The drivers for this change have been economic growth, skill shortages in the IT sector, traffic congestion, high property costs in city centres and increased awareness of teleworking options, particularly through marketing campaigns by Telecom Eireann. Unfortunately no accurate figures for the number of teleworkers are yet available from the Central Statistics Office (CSO); however this is likely to change as the government's Information Society Commission has made representations to the CSO that it must monitor telework growth. Barriers to change also include the cost of IT equipment, high telecommunications interconnect rates and high Internet connection costs, as well as management attitudes and poor availability of suitable training for managers of teleworkers. There is considerable concern about the slow progress of broadband infrastructure, although government actions to improve broadband access are under way.

Prospects for increased teleworking in Ireland are good because the drivers remain in place, with widespread public interest (businesses surveyed by Telecom Eireann in early 1999 rated it their No. 2 issue after managing growth).
However, despite a large increase in female participation in the workforce, the failure of government to tackle issues of childcare provision and cost to date is limiting the number of female teleworkers. Public sector teleworking in Ireland is still the exception rather than the rule and requires concerted government action through guidelines, pilot projects and awareness actions. Training provision for adult returners/retrainers is inadequate, and telebusinesses in rural areas have difficulty accessing technical support, computer maintenance and training.

2. Main activities undertaken to promote teleworking and ETD in Ireland

Cooperation
- Central Remedial Clinic - conference 1998
- Central Remedial Clinic - disability and teleworking newsletter 1999
- Information Society Commission - copies of status reports and of ETD submission to NACT
- Information Society Commission - information on teleworking in public administration 1999
- Information Society Commission - lobbying of the Statistics Board in relation to teleworker numbers
- Irish Business and Employers Confederation (IBEC) guidelines on teleworking and telecommuting 1997-1998
- Irish Congress of Trades Unions - telework training information for Leonardo TELMET project 1998, 1999
- National Advisory Council on Teleworking - drafting of Code of Practice on teleworking
- National Advisory Council on Teleworking - submission to report with Telecom Eireann, CWU, Work Research Centre, Central Remedial Clinic
- Telecom Eireann - conference for ETW 1997
- Telecom Eireann - information for brochures on teleworking 1997, 1998
- Telecom Eireann - news precis service 1998, 1999
- Work Research Centre - collaboration on development of training materials with the Managers in Support of Telework forum (MAST) for the Adapt programme 1998

Events
- Conference 8 November 1996
- Conference 5 November 1997
- Conference 5 November 1998

Media
Please see www.cwu.ie/archive for a full listing of press items relating to teleworking collated, precised and distributed by ETD project in Ireland
- Pat Kenny RTE Radio 1 programme 7 November 1996
- Pat Kenny RTE Radio 1 programme 5 November 1997
- Tech TV RTE 2 17 November 1998
- Des Cahill RTE Radio 1 programme 8 December 1998

Websites
- www.cwu.ie - telework section and news and reports archive created
- www.telecom.ie - input to provision of flexible working/teleworking sections
- www.telework.ie - links to and from CWU and ETO sites
- www.exp.ie - information on teleworking provided by ETD plus links
- www.jobfinder.ie - information on teleworking provided by ETD plus links
- www.ibec.ie - text of Employee Relations Guideline no. 19, Teleworking and Telecommuting, drafted with ETD, available for download by IBEC members only.

Initiatives and usage of in-country resources

Teleworking information leaflet
An A4 gatefold colour general information leaflet on teleworking was prepared and 5,000 copies distributed to enquirers. The leaflet also gives trade union negotiation guidelines on teleworking conditions. Printing costs were covered by the
CWU, while writing, design and artwork fees were covered by ETD. Results: increased awareness, increased calls to helpline number. As a result of discussions with Telecom Eireann about the ETD/CWU brochure, they then decided to produce their own high quality set of brochures on teleworking of which they have now distributed over 20,000.

**Website**

Information from the leaflet was converted to HTML and added to the CWU website in May 1997. The website also has links to other telework sites and reports. There is an archive of reports for downloading, and an information archive of precise news reports on teleworking related issues. The CWU has hosted the site for ETD FOC. Results: increased awareness, increase emails requesting information on teleworking (approximately 2-6 enquiries a day received).

**Helpline**

For the duration of the ETD project a helpline has been operated to provide advice to prospective teleworkers and employers or clients of teleworkers. Telecom Eireann provided a freephone number FOC for this helpline in 1997 and ETD supplied the advice. Results: Enquiry rates have ranged from 3-5 per day throughout the project; however the quality of enquiries, particularly from HR managers wishing to provide teleworking options in large companies, increased markedly in 1999.

*Sample emails from satisfied helpline enquirers:*

Karl Llewellyn of Phonenet telemarketing 21/9/99 "Hi Imogen, If you remember we spoke about 6 months ago about Phonenet’s ‘homebase plans’. Thank you for sending on your book..excellent help...Things are really moving along, we now have 12 teleworkers in operation. can I order another copy of the handbook please?"

Niamh Healy of Irish Fertiliser Industries 28/1/99 "Dear Imogen, I spoke to you on your helpline early last year and have since been teleworking 2 or 3 days per week, located in Clontarf, Dublin and linked to the IFI Arklow factory. I’m wondering if you can assist me - can you give me a name of someone technical in any organisation (Telecom Eireann or otherwise) that can make a reliable recommendation for an ISDN home working set up for me?"

**News Clippings Service**

Since March 1998 ETD has contracted a clippings agency to select items on teleworking and related issues such as electronic commerce. This contract is 50% funded by Telecom Eireann. The ETD NC has prepared a precis of any suitable item for distribution via the CWU website, where they are hosted FOC. Results: increased use of the website, increase email enquiries and provision of a resource for journalists and students interested in teleworking issues.

**Telework recruitment agency development**

Work to raise awareness of recruitment agencies on teleworking options has been carried out through meetings, telephone conversations and email. This has resulted in telework texts being placed on four websites in April 1999: Irish Jobs Page (www.exp.ie), Jobfinder (www.jobfinder.ie), Marlborough (www.marlborough.ie) and Premier (www.premier.cc). Some other recruitment sites are also expected to use the ETD resources on teleworking to enhance their information over the next few months. Results: increased enquiries on teleworking to the helpline and website. Expected increase in employers offering teleworking options.

**Employers’ association telework guidelines**

A 6-page 2-colour leaflet was produced in February 1998 in conjunction with the Irish Business and Employer’s Confederation as part of their series of employee relations guidelines for HR managers. The content covers teleworking benefits and concerns for employers and employees, legal and taxation implications, plus information on drafting a company telework policy, and running a teleworking pilot. Copies were distributed to all 5,000 members of the organisation, and the text is also available on the IBEC website in the members-only section - www.ibec.ie. IBEC paid for printing and distribution plus management time in refining and approving the text and layout. ETD drafted the guideline and prepared the artwork. Results: greater awareness of teleworking issues with HR managers, assistance to pilot projects on teleworking in major companies e.g. Aer Rianta, Motorola, Ericsson, Telecom Eireann, ESB.

**Training resources**

ETD had originally planned to work to improve IT and telework training availability and some preparatory work was done with ECDL Ireland and Siemens Nixdorf to look at creating a telework module for the ECDL qualification. However, when the ADAPT projects were published it seemed apparent funding and work under this programme was likely to be more effective so work in this area ceased to prevent overlap, except that the ETD NC attended meetings of the Work Research Centre's Adapt project group of telework managers to collaborate on development of training materials for managers. Results: MAST training materials considerably adapted for practical rather than theoretical usage.
Separately, NC assistant Imogen Bertin created a series of four training seminars for prospective teleworkers in rural areas funded through West Cork LEADER, and a day-long seminar for corporates funded by semi-state body Aer Rianta. ETD has also referred many enquirers to the Telework Ireland Adapt scheme for providing distance learning training for teleworkers.

**Irish resource guide**

ETD had originally planned an Irish resource guide to accompany the TCA Teleworking Handbook and preparatory work on co-funding for this initiative was carried out with Telecom Eireann and Enterprise Ireland. However, the Telework Ireland Association announced in 1997 that it was to receive funding from Enterprise Ireland to carry out a similar project so this initiative was ceased to avoid overlap. Unfortunately no guide has yet been published by Telework Ireland.

Results: none.

**Political lobbying**

ETD lobbied the Minister for Public Enterprise (responsible for Telecom Eireann) in relation to high Internet charges during ETW 1997 including involving her in a radio feature about a woman who wanted to return to work in Ireland but was unable to do so because of high Internet charges.

Representations were also made to the Information Society Commission on the introduction of teleworking to the public sector, the collection of teleworker statistics and on issues of inclusion for disabled teleworkers. Through the Information Society Commission and the Irish Congress of Trade Unions, as well as directly via the Department of the Taoiseach, ETD lobbied the Statistics Board on the need for reliable teleworker statistics.

Representations were also made to the Land Use section of the Department of the Environment about issuing guidelines on planning permission requirements and rates in relation to home offices. Results: Minister for Public Enterprise has campaigned for lower Internet access rates including approaching the Commission on approval for flat rate Internet charges. Information Society Commission has twice publicly reported that CSO should collect teleworker statistics.

**Conference on teleworking 1996**

This conference was held at the beginning of the ETD project under the auspices of Telework Ireland, supported by the European Foundation and Jupiter Communications. It focussed on teleworking for companies with presentations by VHI, Digital, IBEC, Telecom Eireann and the ECDL Ireland organisation. Proceedings of the conference have been edited and are available from the CWU website. As the conference was organised by Assistant NC Imogen Bertin it resulted in increased enquiries to the ETD helpline.

**Conference on teleworking 1997**

The centrepiece of ETW 1997 in Ireland was a conference entitled Teleworking: Sweatshop or Social Progress? held at the European Foundation for the Improvement of Living and Working Conditions on 5 November 1997. Conference organisation was subsidised by delegate fees, though the provision of the EF conference centre FOC and by a grant from Telecom Eireann of £5,000. Proceedings of the conference have been edited and are available from the CWU website. Results: greater awareness of teleworking issues; contacts made between IBEC, ICTU, Telecom Eireann, the CWU and the ETD project which resulted in further ETD initiatives. Semi-state body Aer Rianta attended the conference and subsequently went on, with advice from ETD, to agree a complete teleworking policy with its unions which will lead to commencement of a pilot teleworking project in September 1999.

**ETW publicity 1997**

A full page Commercial Feature was arranged for the Irish Times on 5/11/97 to promote European Teleworking Week. The Feature was funded by Telecom Eireann and the CWU, and aimed at decision makers, professionals, HR managers, politicians and the general public. The feature generated over 250 telephone enquiries. The CWU also subsidised a professional PR company, Montague Communications, who helped to place two radio items on the largest audience morning radio programme, Pat Kenny Today.

**Conference on teleworking 1998**

The main event of ETW 1998 in Ireland was a conference entitled Disability and Teleworking: opportunity or isolation? held at the European Foundation for the Improvement of Living and Working Conditions on 5 November 1998. The event was subsidised by the provision of the EF conference centre FOC and by training fees in relation to work done with the
Aphrodite Horizon project of the Central Remedial Clinic. Proceedings of the conference have been edited and are available from the CWU website. The Aphrodite Project has funded an eight-page newsletter/briefing document for disability organisations based on the conference information. Results: greater awareness of teleworking options, supports and training available amongst disability organisations and disabled people. ETD was also requested by Minister Wallace to present on teleworking at a national disability information day 30/11/98.

NATC code of practice
In April 1998 the government set up a National Telework Advisory Council to report in one year on attainable actions to support employment opportunities through teleworking. ETD was asked to join a subcommittee under Paula Carey of the Irish Congress of Trades Unions to draw up a code of practice on teleworking to be agreed by the social partners and promulgated by government. ETD assisted in selecting the working party, creating and revising a number of drafts and arranging approvals. The Code of Practice is published as a separate section of the final NATC report and will now be put forward for formal approval by the social partners, supported by the Minister for State at the Department of Enterprise, Trade and Employment. Results: the report has only just been published so it is not possible to assess final results at this time. ETD also made a submission to the main NATC report in conjunction with Telecom Eireann, the Work Research Centre and the Central Remedial Clinic which is available at www.cwu.ie.

New Organisations
Ireland already had an association for teleworkers, founded by NC assistant Imogen Bertin, before the start of the ETD project, which continues to lobby on teleworking issues (Telework Ireland). During the course of ETD, a well-supported association for Internet professionals, the IIA, has been founded (www.iia.ie) as well as an association for technical communicators, many of whom are teleworkers (http://ireland.iol.ie/~istc/).

3. ETD’s impact in Ireland
The CWU and the ETD project have become known as the main resource for independent information on teleworking amongst journalists, corporates, government departments and the general public. In part this was due to the previous profile of the assistant NC, Imogen Bertin, who had been working in the teleworking arena for many years. It was also due to the high media profile of Chris Hudson, and his activities in the area of working conditions in call centres as well as his ready access to senior management in Telecom Eireann, and to the Minister for Public Enterprise.

In raising awareness of teleworking issues the CWU was greatly helped by the positive attitude of Aileen Canning, business development manager responsible for teleworking at Telecom Eireann, who was appointed in early 1997. Aileen sponsored a number of ETD activities, including the 1997 conference, the helpline and the news clippings service. She also generated considerable budget from Telecom for her own activities, including the production of two brochures, one aimed at employers and one at employees, as well as media campaigns to promote teleworking via posters and radio. She part-funded a research project into the possible effects of increased teleworking in relieving Dublin’s traffic problems.

The positive relationship between Telecom, the CWU and ETD was boosted by the success of the Employee Share Ownership Scheme negotiated by the CWU and other unions for Telecom workers, and by the CWU’s company-wide teleworking agreement with Telecom Eireann which currently covers over 500 workers. This relationship was vital to ETD’s achievements in Ireland. Aileen also listened to ETD concerns about the need for better technical support and supplies of technology in sectors such as ISDN, and set up a team of technical support people in Ballina, NW Ireland to assist. This team in turn forwards non-technical enquiries to the ETD helpline. Aileen also created popular discounted packages of equipment for home offices.

Good relationships with IBEC and ICTU also allowed the ETD project to carry out information campaigns and to lay the foundation for the Code of Practice on teleworking. Without the assistance of the European Foundation and the Central Remedial Clinic it would have been impossible to stage the three ETW conferences 1996-1998. On the negative side, a poor relationship with Telework Ireland led to time being wasted defending ETD activities from constant sniping, and to the abandonment of an Irish resource guide which, with hindsight, ETD should have pursued as Telework Ireland have failed to produce their promised competing document to date.
Overall, ETD in Ireland was successful in using limited resources to forge alliances with other organisations to carry out initiatives which have led to teleworking being considered a "mainstream" flexible working option rather than a minority interest.

**European implications**

Being part of a European project was useful in obtaining press coverage, and in providing anchors of interest for journalists who wished to look at progress on teleworking in other European countries. It was also helpful to be able to refer students to information on actions in other countries in some situations.

ETD in Ireland learned a great deal from the UK and Dutch NCs about using telephone companies like Telecom Eireann to lever funds and influence. We had also planned to "copy" the Dutch telework platform idea but due to the problems with Telework Ireland this strategy had to be abandoned since it was obvious they would not cooperate. We did copy the idea of holding a conference on teleworking and disability issues and preparing a briefing newsletter from Holland, which worked successfully. Many Irish teleworkers have used the British TCA Handbook and Teleworker magazine to inform themselves; this is important because the Irish market, at around one tenth the size of Britain, is not yet large enough to support publications like regular colour magazines.

ETD in Ireland also taught other NCs about issues like health and safety, inadequate social protection for self employed teleworkers, and how to obtain press coverage.

Overall, the action which ETD took to provide responses on teleworking issues for the DGV paper New Organisation of Work was also important because it allowed the NCs to look in detail at the problems and legal issues for teleworking in other European countries as well as to research the situation in their own country, and to develop a methodology which was later incorporated into the draft Code of Practice on Teleworking here in Ireland.

4. Conclusions and recommendations from Ireland

- Since there are more teleworkers than people who want to employ teleworkers, focus on providing work through "converting" the employers and managers, not on supporting the teleworkers.
- Focus on organisations which have funding that can be leveraged or facilities such as conference centres.
- Promote teleworking on the basis of competitiveness and equal opportunities - not technology or alternative lifestyles.
- Cultivate journalists and be constantly available to them. Don't exaggerate the good points or gloss over the bad points of teleworking such as isolation - better coverage and more interesting articles are produced by a rounded, truthful approach.
- Use existing structures such as trade unions and employers associations to get through to relevant government departments and politicians - this is more effective than an individual approach from yet another EU research project.
- Don't waste time trying to draw in organisations that refuse to cooperate with you on a national basis.

**Appendices for Ireland**

**Public presentations:**

- 1997 ETUC meeting Brussels - Chris Hudson
- 31st October 1997 Ennis: European communications unions seminar organised by CWU
  - Trade unions and teleworking - Imogen Bertin
- Conference 5th November 1997 Dublin: Teleworking: sweatshop or social progress?
  - Setting the scene on teleworking in Ireland - Imogen Bertin
  - How trade unions can represent teleworkers - Chris Hudson
  - Proceedings at www.cwu.ie
- Talk 14th January 1998 Cork: FAS state training agency IT training course
  - Teleworking - what is it and how do you get started? - Imogen Bertin
- February 1998 Madrid European communications trade unions meeting - Chris Hudson
- Seminar 23rd March 1998 Dublin: Aer Rianta airports authority
  Induction day for teleworkers and their managers - Imogen Bertin
- 12th September 1998: Tipperary - organic farming conference "Rat's Harvest"
  Teleworking - what is it and how do you get started? - Imogen Bertin
- Conference 5th November 1998 Dublin: Disability and Teleworking: opportunity or isolation?
  Overview of teleworking development in Ireland - Imogen Bertin
- Conference 30th November 1998 Dublin: Disability information day organised by Department of Justice
  Work opportunities for disabled people through teleworking - Imogen Bertin
- Seminar 20th April 1999 Dublin: Irish Society of Technical Communicators
  Teleworking - what is it and how do you get started? - Imogen Bertin

**Media appearances**
- 4th November 1997 20 minute slot Pat Kenny RTE radio 1 programme with corporate teleworker Nicola Sheridan and
  Imogen Bertin discussing teleworking as a work option
- 5th November 1997 20 minutes slot Pat Kenny RTE radio 1 programme - discussion with teleworker Aileen Hannan
  about how she got a teleworking job on the island of Guam after using the ETD helpline and why she can’t return
  home to telework because of high Internet costs.
- 4th December 1997 RTE Radio 1 Science programme Spectrum 15 minute slot on teleworking technologies and likely
  developments with Imogen Bertin
- 17th November 1998 20 minutes slot Tech TV programme RTE 2 Interview with Imogen Bertin, shots of disability and
  teleworking conference, case studies with teleworkers e.g. Carol Kelly sourced by ETD project for the producers.
- 21st November 1998 short introductory segment for Gay Byrne radio programme on developments in teleworking.
- 8th December 1998 RTE Radio 1 Des Cahill - discussion on call centre working conditions - Chris Hudson
- SEE www.cwu.ie/archive for full list of print press articles

**Published papers**
- Submission to the National Advisory Council on Teleworking - August 1998. ETD project with the Communications
  Workers Union, Telecom Eireann, the Work Research Centre and the Central Remedial Clinic. Download from
  www.cwu.ie
- Conference Proceedings - Disability and Teleworking: opportunity or isolation - November 1998. Download from
  www.cwu.ie
- Code of Practice on Teleworking June 1999 National Advisory Council on Teleworking, Department of Enterprise and
  Employment, Government of Ireland. Download from www.irlgov.ie/entemp/telework/
- Employee Relations Guideline No. 19 - Teleworking and Telecommuting. Irish Employers and Business
  Confederation.

**Irish National Coordinator and contact details for ETD**

Chris Hudson
Industrial Officer
Communications Workers’ Union of Ireland
575 North Circular Road
Dublin 1
Ireland
Tel: +353 1 836 6388
Fax: +353 1 836 5582
Email: chris@cwu.ie
Web: www.cwu.ie
ITALY

1. Status of telework in Italy

The adoption of telework in Italy grew significantly in the period 1996-1999, from less than 100,000 teleworkers (Teldet 94) up to over 500,000 (ECaTT 99). The high number of events during the European Telework Weeks in 1997-98-99 and the media interest show that the public as well as the private sector is aware of the need to examine new ways of working.

The first telecentres were built up in 1996-97 and many Cities and Rural Areas have projects for establishing similar centres.

The Web site owned by the ETD National Coordinator increased constantly the number or visitors, from 10,000 contacts per month to over 50,000. Many other web sites related to telework were created in the period 1996 - 1999, with a consistent number of users.

Several companies in Italy (mainly in the ICT sector) have or are planning large telework projects. Since the representation of the employees interests and the welfare system generally are quite strong in Italy, stress is laid on the regulatory framework. Some of the companies have thus signed contractual agreements with the works council regulating working time, status of teleworkers, technical equipment, reimbursement of costs, insurance coverage etc.

From the regulatory point of view, the Italian situation is much better in 1999 than at the beginning of ETD. A specific law was approved for telework in the Public Sector, and many pilots have started in 1999. Ministry of Public Function has a specific website dedicated to telework at www.funpub.it/telelavoro, to be used as a reference for managers who intend to use the telework into their offices. For the private sector, a Law for the promotion of telework was approved by Senate in 1999 but it is still under discussion at Chamber of Deputy.

2. Main activities undertaken to promote teleworking and ETD in Italy

The NC in Italy has pursued five main strategies for promoting telework:

- **Diffusing information on the Internet.** NC developed and maintains updated a national Website (www.mclink.it/telelavoro). This site is now regarded as the major source of information about telework and it is quoted by newspapers and magazine in every article on telework. Associated to the Web site is a discussion list on benefits and problems of telework (600 subscribers) and a mailing list of 150 journalists who requested to be informed on news and events. The web site and the mailing lists will be maintained alive after the end of ETD, since that the NC will operate it with his private business (dinicola.it research).

- **Diffusing information to selected groups of decision makers not connected to the Internet.** This was done mainly attending conferences, seminars, working groups etc. See a list of conference where telework and ETD was presented in appendix.

- **Participating and supporting Government and Social Partners projects related to telework.** NC give his support to the Information Society Forum, established by the Presidency of Minister Council, to the Ministry of Regional Affairs, to the Province Administration of Perugia, to ISFOL (coordination body of the Ministry of Labour for the ESF), to the Senate and Chamber Committee on Labour, to the ILO in Turin, and to a large amount of projects under the programme ADAPT, NOW, Horizon etc.

- **Organising, in partnership with TELECOM ITALIA and with the sponsorship of many firms, large events during the European Telework Week in 1997, 1998 and 1999.** The manifestation attracted the interest of media and public. In particular, in 1999 NC organised the first Italian Telework Prize, who had a large participation of projects and a very large audience from the decision makers.

- **Producing books on telework for the general public.** In 1997 ETD Italy presented the Italian version of the "Telework Handbook". In 1998 we produced a book on laws and contracts for teleworking and the Italian translation of Commission "Status Report on European Telework". In 1999 the second edition of the "Telework Handbook" was issued. All the books were presented during the Telework Week and copies were distributed to people who attended the Italian conferences and seminars.
Regarding the ETD funding for promotion of telework (15,000 Euros in total), they were used to organise a Coordination and Press office during ETW 97 and 98. The two manifestations did cost 200,000 Euro; therefore the private contribution covered 92% of the expenses.

3. ETD’s impact in Italy

ETD in Italy helped with the process of understanding how telework opportunities can be optimised and risks and pitfalls avoided. In particular, ETD and the web site was a powerful leverage for entering in touch with many decision makers, both at industry and at Government level, and this made possible to advice MPs and other influential people about the benefit of telework. Since the nomination of NC into the Italian Committee for the Information Society, it was possible to directly communicate with Government bodies. In particular, during the development of the rules for telework in Public Administration, the ETD was requested to advice on best practices of telework in Europe. The same straight and frank discussion was done with the MPs involved in the preparation of the law decree on telework rules for the private sector and the existing proposal has incorporated many comments done by ETD NC.

Thanks to the ETD logo it was possible to catch a large audience from the press and in the period 1996-1999 NC give at least 100 interviews to newspaper, magazines, TV and Radio channels, plus some published articles in nation-wide newspapers like the “Sole 24 Ore” or “Repubblica”. A complete list of the press review was supplied at the end of each year to the ETD Coordinator and to the Commission.

A large benefit of ETD in Italy was the contact with other Countries, who allowed the Italian NC to know in depth the real situation of telework in different parts of Europe. Moreover, we used this opportunity for inviting, at national conferences, international speakers involved in ETD and Commission Officers from DG XIII. This reinforced the message on telework and made possible to develop best practices based on experiences from abroad. The speakers invited during the years 1996-1999 were:

- Horace Mitchell, ETD programme Director (in 1997 and 1999);
- Michel Ickx, ETD NC for Spain (in 1998 and 1999)
- Lilian Holloway, ETD NC for Sweden (in 1997 and 1999)
- Franco Bigi, DG XIII (in ETW97)
- Maarten Botterman, DG XIII (in ETW98)
- John Nolan, DG XIII (in ETW98)
- Peter Johnston, DG XIII (in ETW99)

4. Conclusions and recommendations from Italy

ETD was a powerful tool for the promotion and the development of telework in Italy, because, having the status of a project sponsored by the European Commission, it was seen as a "natural source" of reliable information. Naturally this requested a continuous production of info, initiatives, contacts and articles to maintain ETD and telework at the centre of the decision makers' attention.

Even the weakness of ETD comes from its status of "EU project". A project, by definition, must have a fixed duration, while ETD, as a tool for the promotion of telework, should instead be a permanent body. In fact, the promotion of telework and of new methods of work, like E-Work, has more sense as a continuous activity to be pursued by the Commission in a linear way instead than with multiple efforts, in subsequent or scattered projects. Therefore the unique recommendation is to avoid to follow further the way of the short term projects for the promotion of telework, but instead of creating a permanent international body or a network of national firms for running in the next years the kind of activity initiated by ETD. This network could be established as a "support service" for the Commission and it could be involved in promotion, diffusion and research on telework.

Appendices for Italy

Publications:
  The latter book is an exhaustive telework guide address to enterprise employment, businessman, managers, enterprises and all people interested to telework, mobile work, telecottage and telecentres. It is the Italian version of 'The Telework Handbook' written by the English and Irish Tele Cottage Associations
- Patrizio Di Nicola (edited by) - Telelavoro tra legge e contratto - Roma, Ediesse, 1998
  This book is intended to supply practical information about telework contracts and laws. It is addressed y to enterprises and trade unionists.
  The aim of this book is to present the actual development of telework through Europe.
  A CD on telework, it analyse the methodologies of telework introduction in Italian and foreign enterprises. It is a useful tools for enterprises, managers and future teleworkers.
- Patrizio Di Nicola and Francesco Buzzoni, Telelavoro, Telecentri, Teledidattica, Reggio Emilia, ETD-IFOA, 1999
  A review of experiences and pilot projects on telework, telecottage creation and distant learning.

Presentations given to Conferences, Workshops and Seminars
Dr. Patrizio Di Nicola, ETD NC for Italy, gave the following 26 presentations during 1997:
- March 5, University of Rome ‘La Sapienza’, Lecture “Introduction to telework”. Slides available at http://www.mclink.it/telelavoro/univ/semi97.htm
- March 21, French Telework Festival, Serre-Chevalier, video-link during the round table
- April 11, City Hall, Rome, Conference “Rome: a policy for the job”, Lecture “ETD, Jobs and telework in Rome economy”
- April 17, Fiera d’Oltremare - Naples, Opening conference of EURIPE 97, Lecture “ETD in Italy: a project for the development Telework, Telecommerce and Telecooperation”
- May 5 - 7, Padova, Opening conference of “Job meeting 97” organised by the Ministry of Labour, Chairmanship of the conference and Lecture on “ETD in Italy: a project for the development of Telework, Telecommerce and Telecooperation”
- May 14, Rapallo, Conference of Telecom Italia Managers, Lecture “Globalisation of IT market: the telework case”
- July 14, Terni, ESF training course, Lecture “ETD in Italy: a project for the development of Telework, Telecommerce and Telecooperation”, Slides available at http://www.mclink.it/telelavoro/univ/terni.htm
- July 16, Rome, IT Trade Union Conference on Telework, Lecture “Telework and Trade Unions. What ETD can do”.
- July 22, Rome, Trade Union Conference on Internet, Lecture “Internet and Telework”.
- September 3, Bruxelles, EU Social and Economic Committee Meeting on Green Paper on Work Organisation, Lecture “Telework and Employees’ participation”
- September 5, Terni, ESF training course, Lecture “ETD and Telework development in Italy”
- September 5, Florence, Regional PDS Festival, Lecture “ETD and Telework development in Italy”
- September 6, Reggio Emilia, National PDS Festival, Lecture “ETD and Telework development in Italy”
- September 9 -10, Milan, ESF training course, Lecture “ETD and Telework development in Italy”
- September 11 -12, Turin, ESF training course, Lecture “ETD and Telework development in Italy”
- October 10, Terni, ESF training course, Lecture “How to build a Telework firm”
- October 24, Rome, Chamber of Deputy, Seminar “It was the century of the labour. And the 2000 ?”, Lecture “Telework: a new method for the old jobs”
- November 3 - 7, ETW 97, various lectures given and already reported
- November 20, Piacenza, Catholic University, Conference “Italy on Internet”, Lecture “Internet and Telework”, Slides available at http://www.mclink.it/telelavoro/univ/inter
- November 21, Turin, Prize for the best University dissertations on telework organised by the bank CRT, Lecture “ETD and Telework development in Italy”
- November 24-25, Moncalieri, Opening of the ESF training course, Lecture “ETD and Telework development in Italy”
• December 1, Naples, Conference on Internet organised by the Italian Association of Internet Users (ASCII), Lecture “Internet and Telework development in Italy”, Slides available at http://www.ascii.it
• December 16, Bologna, Conference on Telework and local development, Lecture “ETD and Telework development in Italy”, Slides available at http://www.aster.it/news/16_dic.htm
• December 17, Rome, Annual Meeting of SIT (Italian Society for Telework), Lecture “A summary of ETD and ETW97 in Italy”, Slides available at http://www.mclink.it/telelavoro/univ/etw

Dr. Patrizio Di Nicola, ETD NC for Italy, gave the following presentations during 1998-99:
• January 15, Participation to the planning meeting for the project "A Telecentre Network in Emilia Romagna", IFOA, Chamber of Commerce, (in Reggio Emilia)
• February 3, IST (Scientific Institute for Cancer Research), presentation on “Telework in research job” (in Genoa)
• February 6, Basso Foundation - National Congress of Network Association, lecture on "Telework for the development of Rome" (in Rome)
• February 19, University of Rome, Faculty of Sociology, Lecture “Telework and flexibility of work” (in Rome)
• March 9-13, ESF Post - Degree course, Lessons on Telework (in Matera)
• April 3, Participation in videoconference from Rome to a debate during the French Telework Festival
• April 6-10, ESF Post - Degree course, Second part of the Lessons on Telework (in Matera)
• April 23, Telework Conference, University of l’Aquila, Master in Organisation Science, Presentation on “Telework, laws, contracts”
• May, 4-5, Swiss Telework Day, Bellinzona (CH): Lecture "Telework: what really it is"
• May 21, Genoa, Presentation of the Italian version of "The Telework Handbook"
• June 1-3, Ercolano-Naples, MID (Master in International Development), Lessons “ETD and Telework development in Italy”
• June 4, Milan, TIME Conference, Lecture “ETD and Telework development in Italy”
• June 8, Rome, High Scool of Administration, Lecture “ETD and Telework development in Italy”
• June 9, Berlin, Conference On line Collaboration, Chair of the session “Telecentres and Remote Offices”
• June 23, Bologna, Chair of the Conference "Telework in Emilia-Romagna"
• July 1, Rome, American Embassy, Seminar on E-Commerce
• July 27, Florence, PDS Nation Festival, lecture “ETD in Italy: a project for the development of Telework, Telecommerce and Telecooperation”
• August 22, Florence, PDS Nation Festival, lecture “Introduction to ETW98”
• August 30, Genoa, PDS City Festival, lecture “ETD in Italy: a project for the development of Telework, Telecommerce and Telecooperation”
• September 3, Florence, PDS Nation Festival, lecture “Telework and the Public Administration”
• September 8, Bologna, ITC-ILO Conference of visually impaired, lecture “Telework and disabilities”
• September 9, Rome, Authority for Informatics in Public Administration, lecture “Telework in the Public Administration”
• September 10, Rome, LUISS Free University, Lecture “Telework as new organisational paradigma”
• September 15, Turin, Second ITC-ILO Conference of visually impaired, lecture “Telework and disabilities”
• September 23-25, Lisbon, Telework 98, Lecture “Telework, laws and contracts in Italy”
• October 1, Rome, LUISS Free University, Lecture “Telework as new organisational paradigma”
• October 12, Perugia, Public Managers Conference, Lecture "Telework as new organisational paradigm in Public Administration"
• October 14, Terni, ESF training course, Lecture “ETD in Italy: a project for the development of Telework, Telecommerce and Telecooperation”, Slides available at http://www.mclink.it/telelavoro/univ/terni.htm
• October 30 - November 9, ETW98: various presentations and lectures during the week in Rome, Perugia, Monreale, Genoa
• November 13, Terni, ESF training course, Lecture “How to build a new firm using telework”
• November 17, Milan, ESF training course, Lecture “How to build a new firm using telework”
• November 19, AICA National Congress, Lecture “ETD in Italy: a project for the development of Telework, Telecommerce and Telecooperation”
• November 23-24, Perugia, ESF training course, Lecture “How to build a new firm using telework”
• December 12, Perugia, Industrial Association, Conference on Telework and local development, Lecture “ETD and Telework development in Italy”

Dr. Andrea Jester, Athos Srl, gave the following two presentations on behalf of the ETD NC during 1997:
• June 24-25, Madrid, Jornadas Trabajar en la Sociedad de la Informacion, Lecture “Contracting Telework: International experiences and lessons from Italy”
• November 21, Bolzano, Presentation of Local Government Telework Plan, Lecture “Telework and Telecentres in Italy”

List of NC conference papers in support of ETD
• “Il Telelavoro come strumento di aumento e riqualificazione dell’occupazione.”, paper presented May 20-21, Milan, Conference “Telework and the Net: changes for firms” organised by Systech
• “Internet a Roma: una rete per il lavoro”, paper presented to the conference ”ROMA, UNA POLIS COME LAVORO”, Roma, Sala del Carroccio, 11 April 1997
• “Telelavoro, ripensamenti ravvicinati del terzo tipo”, paper presented on September 6, Reggio Emilia, National PDS Festival
• “Contrattare il Telelavoro. Lezioni dalle esperienze in Italia e nel mondo”, paper presented on July 16, Rome, IT Trade Union Conference on Telework

ETD Italy was directly involved in the preparation, organisation and sponsoring of the following Conferences
• June 4, Palermo, Seminar on ”Telework and disabilities”, National Congress of Sclerosis Association. Lectures on behalf of ETD given by Milena Monduzzi (Ailun, Nuoro) and Antonio Curti (Associazione L&T-Perugia)
• June 23, Bologna, Conference “Telework in Emilia-Romagna”, Cescot. Lecture by Patrizio Di Nicola
• October 30, Rome, ETW98 Opening Conference: ”Work And Telework. What scenery for the employment in the Information Society ?”. Chiarmanship by Patrizio Di Nicola
• November 5-6, Pila, ETW98 Conference ”Telework and “temps choisi” - new possibilities of time share”, Country Administration of Perugia
• November 7, Monreale, ETW98 Conference ”Internet, Digital Cities and Telework”, City Administration of Monreale
• December 12, Perugia, Industrial Association and Eurostrategie, Conference ”Telework: new opportunities for the firms”. Chiarmanship by Patrizio Di Nicola

Other activities in support of ETD
• During 1998 ETD - Italy give its help for the sustainability of the previously created Associations operating on the Internet: the Webmasters & Arts Club Italia (http://www.webmaster-art-italia.net) and Work & Technology (http://www.mclink.it/telelavoro/lt). Both the Associations are very active and support ETD and TTT.
• ETD give support for the creation of a virtual cooperative firm of translators operating via the Internet. Name: Italian Telework & Translations Team - Coordinator Claudio Rizzo, Web site at http://www.geocities.com/Eureka/Gold/1884/index_ittt.htm, internal discussion list at address is teletraduzioni@clio.it.
• The Team participate in the translation of Italian version of the Status Report on European Telework 1998
• In 1998 ETD maintained the Press Office created during ETW97. The Office ensures a large audience by the press and media, and stimulated over 100 articles, radio and TV transmission on telework during 1998.
• Following the approval of the Law Decree nr. 191 (June 1998) on telework in Public Sector, the ETD was requested to express opinions and give advice to AIPA (Authority for IT in the Public Administration ) during the preparation of the governmental regulation on Telework

Commercial spin off from participation in ETD
ETD in Italy is a very well known organisation and it was seen by firm and Public Administrations as potential partner for commercial and non profit projects in the field of Telework and Telecooperation.

In particular the ETD NC was actively involved in the following projects:
• Telework experiment in the County Administration of Perugia;
• Telework in the Civic Internet Network in Monreale (Sicily)
• Telework in the Civic Internet Network in Matera
• Telework experiment in the Cancer Research Institute of Genoa
• Telework and remote office project by the Ministry of Regional Affairs
• National Statistic Institute’ Observatory on Telework in Public Sector

Italian National Coordinator and contact details for ETD

Patrizio Di Nicola
Micromatica Srl
ETD Nat Coord for Italy
Via Donna Olimpia 195
00152 Roma
Tel +39 06 58233583
Fax +39 06 53273222
Email dinicola@mclink.it

NETHERLANDS

1. Status of telework in the Netherlands

In May 1996 the Dutch Telework Forum was founded, and during the last three years telework has become a better name in the Netherlands and the total amount of teleworkers has been doubled.

During the ETD project leaflets were printed (amount of 15,000) and all copies are given out between November 1998 and June 1999. Thousands of the leaflets were given to managers, who did visit seminars. A thousand leaflets were send to managers and persons, inquiring information at the TeleworkForum by mail or by telephone, and 9000 copies were handed out by Apple to promote the I-Mac in the KPN business centres, specialised in selling Internet products, ISDN and telephone equipment.

During the Telework Prize the minister of Social Affairs and Labour said in his speech that telework and new ways of work are good for social welfare and new job opportunities.

The winner of the Telework Prize 1997, Interpolis a large insurance company had a tremendous impact on the view of managers, because Interpolis opened their office for people, who wanted to see how new work is performed, and Interpolis is also very often present during presentations about telework. At Interpolis 1500 workers, including top level management are sharing 1100 workplaces, the largest project in this kind in the world and they plan a project for more than 700 teleworkers. The functions are not primarily the mobile workers, as many IT-companies have in these days, but normal administrative and management functions.

A lot of presentations are given on specific parts of telework like the impact of ICT, consequences for facility management, HR&O etc. Especially the changing office environment had and still has a lot of attention.

During 1998 the TelewerkForum was asked to implement a plan to let 25,000 person do "part-time" telework until 9.30 in the triangle The Hague - Amsterdam-Utrecht. They can use at home the telephone, email etc. to do their work.
At this moment the feasibility study will be presented at a press conference the 29th of June (the study is paid by KPN Telecom, Toshiba, the ICT branch organisation, MediaPlaza and the TelewerkForum).

An inquiry on the Internet gave a response of 449, and 96% of the persons, stated that they would like to work from home. Also were in-depth interviews held at several well-known companies in several branches. In July 1999 a presentation was given to the regional and branch managers of the SME branch organisation, about the opportunities of telework and the "fileverdunningsplan".

The knowledge database is online, where more than 260 indexed reports and studies can be found per subject or index.
The research group of several universities and disciplines will make a plan for selecting the reports on quality and actuality.

Four new participants joined the TelewerkForum and the association did help a lot of students about several subjects about new work forms, and was asked advice for commercial projects as seminars, establishing telework centres or information centres about telework as in Friesland.

After several years of lobbying in January 1998 a law to compensate teleworkers for the home-furniture was implemented.

The politicians were involved last year and knew about Internet and telework, and telework is more and more seen as a solution to the traffic congestion and as secondary labour-condition to keep and attract the right people. (This happens to be the main concern of the SME’s according to a recent study done by the ING bank)

The TelewerkForum will continue and has organised the 6th Telework Prize the 4th of November 1999.

Hopefully, ETD will extend to establish cross-fertilisation between the countries and the TelewerkForum likes to play a role in that area, by co-ordination of the knowledge database on an international basis.

Overview of teleworker numbers over recent years in the Netherlands:
- 1992 60.000
- 1993 65.000
- 1995 80.000 (werkgroep 2000)
- 1996 136.000 (IDC)
  350.000 mobile workers (IDC)
  (Total 1.2 million including self-employed and unofficial telework)
- 1998 200.000 (Heliview report)
  400.000 mobile workers estimation TelewerkForum
- Forecast: with the right programs these figures could be doubled in the next two years

2. Main activities undertaken to promote teleworking and ETD in the Netherlands

Overview of main activities:
- 1996: Founding of the TelewerkForum
- 1997: Website with FAQ's, Quickscan, and information about telework www.telewerkforum.nl, email: info@telewerkforum.nl
- 1998:
  - Change of the name from NTFORUM to TelewerkForum.
  - Printing of hi-level brochure target group management (15.000 copies).
  - Trafficreducing plan made on Internet by Mediaplaza with involvement of the TelewerkForum in April.
  - Building of the knowledge database.
- 1999:
  - Reprint of the brochure. A new brochure will be made in September. Knowledge database (260 indexed studies)
  - Feasibility study of the traffic reduction plan, press conference Jun 29th
  - Invitations were sent to 300 press contacts and 150 hi-level managers of ministries and companies and to the politicians.
  - Presentation for the directors SME Netherlands presentation 13th of July. A report was made by one of the participants of the TelewerkForum for 8 departments of the government, concerning work process innovation, and this will also influence the politicians.
  - More than 100 seminars with a total of more than 2000 of attendees were given in cooperation with or via the National Coordinator. The seminar subject changed in those years form overall what can telework bring for a company to in-depth specific areas, like office innovation, virtual companies, facility management etc.

Overall the attitude to telework has been changed, the image of telework is better, and the TelewerkForum acts as focal point for most of the activities concerning telework and office-innovation. Due to ETD we were able to get the budget
for the glossy brochure, written for management level.

Also the press is writing positively about best practices and has this subject in general well covered, not only in ICT magazines, but also in fashion, life style and management magazines.

We used our experiences to help France, Germany, Romania and Finland.

Our TelewerkForum does not exploit commercial activities, one of the differences of activities in other countries. The telework award was an example followed by Brussels, and now France and Germany will follow with that concept. We did learn a lot about cultural differences, ways to exploit the opportunities in the market, the values of a website with the god example of the ETO website and working with ETD made it possible to set up in ETD time the TelewerkForum.

**European Telework Week**

Each year we organised the Dutch telework week and each year a telework award for the best project and the best product or service (in 1999 for the sixth time).

We will combine the traffic congestion project with the telework award, the date will be the 4th of November 1999 and the Minister of Transport will be the present during the prize award ceremony.

See appendices below for full details.

**Overall**

The cross-fertilisation of the various aspects of telework and the stages in the countries were most valuable and the attitude and help from some National Coordinators to exchange information.

3. ETD’s impact in the Netherlands and recommendations

It is very valuable to have a focus point about telework or tele-whatever per country, although it might be difficult to find out about ‘other’ activist, if an association or person will not give an overview of other activities in a country. A combination of a good online registration of events, websites and activities by persons or organisations could help to prevent this. (as the ETO website is designed now). The main problem there is secure the quality.

One of the major aspects that could be improved is linking closely together a country, where telework has taken up, and a country that is lacking behind (mentorship).

A second point could be an international lobby of the fiscal and labour aspects of telework, because in each country some rules are obstructing the fast take up.

The influencing of unions could also be reinforced by bringing them together on an international level about this subject.

Further, a good combination of the enablers and disablers learns that some countries (will) have a lack of good trained people, (Germany, Holland) and others have unemployment.

A programme for linking those together will bring opportunities on a European level.

**What could have been improved?**

**Communication in the project**

Is it an idea to evaluate the feedback and communication mechanism? A lot can be learned when and how to use list mailing, a lot of information was lost because of this list in my opinion.

**Communication to teleworkers (ETO website)**

In general are the discussions of those who know about telework and the starters in discussion lists totally mixed. This
method makes it not very interesting for both.

I can say with some pride that we managed to bring telework in Holland on a higher level. But there is still a lot to be done.

A quantitative but certainly also a qualitative database of all publications and studies is one of the projects I would like to bring forward in the next years, on a European level and establishing a good relationship and cross-fertilisation of the telework associations.

At this moment I am trying to get government money for a project for unemployed teleworkers in Holland.

The feasibility study of the traffic reducing project comes now to 10,000 persons for the next 4 years, with a link to SME and e-commerce. The project is not sold to the government yet, but the way we build it and forwarded it, could also be valuable input for other countries.

Overall I did work with a lot of pleasure in this project, and had the opportunity to learn interesting persons, with the same goal to bring telework in a higher acceptance and implementation level in Europe.

Appendices for the Netherlands

European Telework Week 1996 in the Netherlands

In Holland we had the following activities:

- Telework Prize sponsored by PTT Telecom, Ministry of Traffic and Interpolis (insurance company) the 4th of November.
- Radio coverage (Two specials and a lot of press coverage.)
- The winner was Stichting Telewerkcentrum Lochem, a business centre in a rural area, specialised in training women wanting to re-enter the labour market. The business centre finds companies to outsource work to them.
- The aspect prize was for Algemeen Dagblad, a newspaper. They developed a world-adapter, and now the journalists are able to send the latest news immediately from every location in the world by e-mail.
- The nomination was given in the new flexible work-environment of Interpolis, where they introduced desk sharing (1100 desk for 1500 persons) and they made the infrastructure that way that people can work from home or from the flexible office.

The Telework Prize was organised by the Nederlands Telework Forum. A video was made of the nominated organisations. The following seminars took place in November:

- facility management and flexible workplaces, with a module about the influence of telework (25th app. 50 attendees)
- Intranet and Internet with a module Intranet and telework (80 attendees) by IIR
- HR&O managers - college about the influence of telework in their environment (20 attendees)
- a workshop on telework for starting women as tele-entrepreneurs (20 women)
- Nive college for 15 young students

The ETD National Coordinator was involved in all these seminars as speaker.

European Telework Week 1997 in the Netherlands

General

In Holland we organised one large event, and we asked two seminar agencies, Focus and Quercus to combine their activities to make one seminar during Telework Week 97. But other seminars about telework took place in September, October and November.

We had a two days event with 250 participants, and the fourth Dutch telework award was given by Mr P Johnston (DGXIII) and Mrs Voute (VVD) to the prize winners. Press coverage was extremely good. Ms van Laarhoven, student of the school of journalists maintained the press contacts as part of a school-project.
The telework award event

Program of the seminar, 6 November:

- Roger Whitehead: to the unknown milieu—how economic and technical changes are moulding the world of work
- Dr Paul J Jackson: Brunel university West London: Telework: The opportunities and challenges ahead.
- Prof. dr J Tissen: Nijenrode University: Changes (made by telework) in organisations.
- Prof. Colin Coulson Thomas: The responsive organisation; Teleworking and business transformation
- in the evening the fourth Dutch telework awards:
  - awards were given to Twijnstra and Gudde (telework aspect prize) for their model to define a new workplace by Mr P Johnstone.
  - an award was given to Interpolis (telework prize) an insurance company by Mrs Voute for the courage to implement a new flexible office for 1,500 users, including middle and top management.
- Dinner with invited guests and a “telework act”.

Program of the seminar, 7 November:

- Opening by Prof. van der Bunt (University of Amsterdam)
- Keynote speaker was Dr Joseph H Boyer
- Beyond workplace 2000—from workplace to workspace
- Mrs K de Bruin (ETD Co-ordinator and chairman of the TelwerkForum): New ways of work in the Netherlands—beyond fashion
- Case of the Rijksebouwendienst: Drs F Boere
- Offices do not exist anymore—to digital workplaces and organisations: Ing. D H Veldhoen
- Demonstrations in parallel sessions by ASPA, PTT Telecom, Toshiba, Cap Gemini, Canon and Quercus
- Casestudy ABN Amro (One of the nominated projects)
- “But you have to know your place”: Pierre Janssen former director of the Arnhem museum

Audience

The audience in total was 250 managers (IT, facility and human resources) from large organisations and institutions.

Press coverage

The telework award was mentioned in the following publications and media

- Aspect newsletter
- Vakblad Telewerken, 7,000 circulation
- AM signalen
- Computable, 71,091 circulation
- Assurantiemagazine, 28,766 circulation
- nieuwsbrief, 2,500 circulation
- Dealer info, 7,000 circulation
- Brabants dagblad, 164,559 circulation
- Vakblad telewerken, 7,000 circulation
- Vraag en aanbod, 18,840 circulation
- De stem, 110,646 circulation
- Automatiseringgids, 66,092 circulation
- Intermediar, 240,678 circulation
- Brabants dagblad, 164,559 circulation
- Computable, 71,091 circulation
- De Stem, 110,646 circulation
- Het financieel dagblad, 42,540 circulation
- Nijenrode management review
- Television: 2x 2 minutes in de ladder van de directeur (KRO), and 1 x 4 minutes in businessmagazine BV2
- Radio: Wereldomroep, TROS online, KRO Dingen die gebeuren, NCRV, Omroep Brabant

Sponsors

For the seminar: Aspect, Gap Gemini, Focus, Nijenrode university, NTFORUM, PTT telecom, Quercus, Toshiba
For the telework award: Aspa, Canon, Ministry of Transport, TelewerkForum

**European Telework Week 1998 in the Netherlands**

**General**
- 3 hi-level seminars 150 persons in total
- 123 persons attended the telework award.
- Apple Expo 4, 5, and 6th of November attended by 9000 persons
- More than 10,000 brochures of the Teleworkforum were given out during these events and in the primaphoneshops of KPN telecom

**Seminars**
- 2 and 3 November seminar about 50 persons: subject telework and the critical impact of ICT.
- The fourth of November a seminar with focus on facility management: about 40 persons
- In the evening telework awards, handed out by the minister de Vries of the Ministry of Social Affairs and Labour. In his speech he mentioned that telework influences the labour potential positively. Telework, he stated, is a form of flexibility and individualism and he stated that more information about the advantages and telework contracts will be necessary.
- The award winners: Oracle, with the FUNctional concept, and HTA won the aspect prize, because of the fact that they are able to match telework jobs and handicapped people.
- This was the fifth year of the telework awards, and all the former prize winners were invited to give a reflection on what the prize did for their business.
- Maarten Botterman of the European Commission attended the awards, and a good interview with him was published in the magazine Telewerken

**Publicity**
- TelewerkForum sent a press release to 230 press contacts
- Local newspapers, management magazines published articles and information about ETW and Automatiserings gids had a special newspaper about telework on 13 November. In this paper the politicians were asked to give their opinion about a statement of the TelewerkForum.
- Live radio with interviews of the winners on location between 8.00 and 9.00
- One week later a one-hour radio was broadcast especially about telework.
- The winner published an advertisement about the fact that they won the Telework award, and a press release from HTA was also send to a lot of newspapers
- The speech of the minister was published on their site and taken over by a lot of other websites.
- This was a very successful event, although the number of activities were not many, but the impact was huge.

**Dutch National Coordinator and contact details for ETD**

Kitty de Bruin  
Natcord of the Netherlands  
Director TelewerkForum  
Vijzelmolenlaan 10  
3447 GX Woerden  
The Netherlands  
Tel: +31 -348-493650 or 00 31 297-283236 mobile 00 31 6 51250189  
Fax: +31 -348-482288 or 00 31 297-289068  
Email: kitty.de.bruin@telewerkforum

**PORTUGAL**
1. Status of telework in Portugal

The Government of Portugal has a progressive approach to Information Society developments, reflected in the 1997 Mission for the Information Society Green Paper. Portugal was one of the first European countries to implement online information services for citizens, with the deployment of public information kiosks in Lisbon in 1993-1994, leading to the InfoCid (information for citizens) programme with some 400 kiosks now deployed across Portugal and a linked Internet service. Portugal has also taken a proactive approach in education, with all schools now connected to the Internet and plans for one linked computer for every classroom by 2000.

This very active approach recognises that Portugal starts from a low level of investment in and use of ICTs and, historically, little activity in Internet Society applications such as telework. Telework features in the Information Society strategy and incentives for employers and citizens are in place or planned. Focused applications such as tele-medicine and tele-learning, with the use of technology to develop and sustain rural prosperity and jobs have tended to have higher priorities for Portugal than home-based teleworking.

2. Main activities undertaken to promote teleworking and ETD in Portugal

- Microsoft, Portugal Telecom, Hewlett Packard, Telepac, Edson Comunicação and TELEMANutenção have shown how successful telework can be in creating new opportunities for disabled people. These six companies have created a consortium, with no support from the state, to create the right conditions for a group of unemployed disabled people working as independents but with all coordination and marketing support from TELEMANutenção. Each of the companies in the consortium contributes directly with its products to create the basic infrastructure that the teleworkers need, and TELEMANutenção and Microsoft have designed all the training (both initial and ongoing), so that the teleworkers would be adequately prepared for specific functions and with a certainty of a market to sell their services. The project, PORCIDE (THINK in English), has been functioning as an anchor and as an example of a simple and quick approach that fits extremely well the specific group of people it is aimed at (potentially around 4,000 in Portugal in total) and can become an active contributor to society. THINK won a 1998 European Telework Week Award supported by ETD.

- APDT (as the ETD National Coordinator) participated in more than 20 seminars where telework was the topic for discussion. This reflects the growing interest from all sides of society in telework.

- Major newspapers wrote more than 50 articles directly related to telework, still discussing basic concepts but nevertheless attracting the attention of large numbers of people.

- Portugal Telecom, Hewlett Packard, Microsoft, “Reader’s Digest” and several other mid to large companies have started to publicise their experiences with teleworking.

- More than 200 SMEs have already adopted telework as an organisation strategy to increase their efficiency and scope.

- More than 50 university students are writing theses on various aspects of telework, and APDT has started to coordinate their efforts in order to create better and wider knowledge on the subject.

- TELEWORK98, the 5th European Assembly on Telework and New Ways of Working, attracted more than 500 participants, around 50% from outside Europe, with 80 Speakers and received huge press coverage in Portugal, Brazil, Europe and the US. Portugal Telecom was the biggest sponsor, followed by the European Commission, Sun Microsystems and the Portuguese Ministry of Labour, showing their clear interest in telework.

- More than 200 associates are now members of APDT, ETD’s National Coordinator.

- The association of Portuguese Women Entrepreneurs launched a specific project, VIDA NOVA (a New Life), to promote telework.

- APDT has launched the first survey on teleworkers in Portugal, the objective being to obtain detailed information about formal and informal, dependent and independent telework.

- There is still no specific legislation considering telework, but the first task force has been created by APDT, expecting results by 2000.

3. ETD’s impact in Portugal
ETD has strongly supported the development of telework in Portugal, together with a number of national actors and organisations. As such, 1998 was a turning year for telework in Portugal. The hosting of the Fifth European Assembly on Telework and New Ways of Working (Telework '98) in Lisbon in September 1998 was organised by the APDT (Portuguese language Teleworkers Association) and TELEMANutenção, a private company directly involved in telework since its creation in 1993. Telework '98 brought huge attention from all sides of society, as well as directly involved three Ministries and the President himself. This demonstrated how important telework has been perceived by the government authorities as well as the public in general.

The activities of APDT, operating since mid 1997 and supported by ETD and the Portuguese National Coordinator, succeeded in attracting the attention of many potential teleworkers. The interest of the media, from major newspapers and magazines to TV, has been strategically important in bringing to the attention of the whole of society the benefits of telework as a new way of working and improving the quality of life. All this has laid a solid platform for the strong development of telework in Portugal in the next millennium, and also has the potential of linking to more than 200 million Portuguese speakers around the world. The year 2000 will be another key year for telework in the Portuguese language since APDT, supported by the Brazilian Government, is organising a South American Telework event, in Rio de Janeiro, Brazil. This is one way in which Portuguese telework will cross continental boarders to assume its strategic position in the world and reaffirm the universality of the Portuguese culture and language.

4. Conclusions and recommendations from Portugal

Telework in the form of working at home is not an immediate priority for Portugal, compared with focused applications of teleworking such as tele-medicine and tele-learning, and policies designed (a) to accelerate ICT take up by citizens, government and industry (especially small firms) and (b) to understand and implement telework and the related applications (teletrade and telecooperation) as a means of addressing the relative geographic isolation of Portugal within Europe and underpinning the prosperity and social cohesion of rural communities. ETD recognised this and supported the approach rather than seeing Portugal only through pan-European eyes. In addition to capitalising on the telework and teletrade opportunities across the Portuguese-speaking world, Portugal also has a need to actively encourage positive outreach by Portuguese entrepreneurs, companies and communities to the higher-GDP countries of Europe, marketing Portuguese skills and capabilities to meet market demand rather than allowing new work opportunities to migrate outside the European Union.

Portugal is still trailing most of Europe in telework. However, for telework to really to take off most companies must change their organisational procedures. In Portugal change often needs to start from the top, following a top-down approach from management. In this context, government should take a lead and start a horizontal programme to train the top management of SMEs in new ways of working. The new up-coming generation of managers are the first adopters of these structural changes and obviously the ICT industry is leading the process. So it is expected that in the next 5 years a major restructuring of all the economy will take place which adopts the new organisational models and new ways of working. At the same time, it is important in Portugal to focus on a better quality of life where people’s resources are managed in a more efficient way, leading to greater enjoyment and more time spent with families instead of unnecessary commuting.

Portuguese National Coordinator and contact details for ETD

APDT (Associacao Portuguesa para o Desenvolvimento do Teletrabalho)
Att.: Rui Cartaxo
Av. Miguel Bombarda 8 F, Apartado 117, 2780 Oeiras
Portugal
Tel.: +351 1 4416965
Fax: +351 1 4415767
100135.266@compuserve.com
http://www.teleman.pt/apdt
SPAIN

1. Status of telework in Spain

Telework has been constant news in Spain from 1996 to 1999. However, apart from the early wave of large telework projects among a few leading companies, mostly multinational and companies operating in the field of the ICTs, there is no indication that Telework is seen as a profitable solution for companies managed in the traditional industrial way. Similarly there are very few cases of telework projects in the public administration.

Apart from several U.E. financed projects (NOW, ADAPT, ADIR, HORIZON etc.) which have done much in promoting the new ways of working and in disseminating information and awareness, Spanish companies in general and particularly SMEs have not taken up telework on its own merit.

It seems however that there is a good deal of informal telework going on at many levels and, most of all, together with a gradual transformation of the old hierarchical management structure, as a result of the use of the ITCs. The consequent downsizing and outsourcing brings in the new ways of working among divisions and among a large number of new, small and flexible organisations which sprang out from the field of telematics.

If Telework is still a concept that attracts a great deal of interest among unemployed and young people and a topic much studied by the academic world, it does no longer seems to be the way in which the industrial society is going to relocate, or even re-invent work in the information society. One reason could be that telework does not solve the main problem of the barriers and rigidities of a labour legislation designed for the well defined and routine jobs of the industrial economy. It even adds the real problem for traditional management, to control the performance of the distant worker in a system based on hours worked rather than on results obtained.

Another barrier to the straightforward development of telework is the still low level of use of telematics among SMEs. Also the early promise of liberalisation of the telecommunications with lower prices and greater bandwidth has not kept up with traffic increase. Today, to use INTERNET is more time consuming than two or three years ago.

Finally the public administration has paid much lip service to the new technologies but done little to make them accessible to all, including schools and the average citizen.

Future prospects indicate a continuation of the delay at national level, with respect to more advanced countries, with little sensibility to this fact at the central government. However there are, at regional level, many cases of change and rapid progress among some communities.

Here, U.E. supported project have been successful in disseminating the awareness and use of the ITCs, often in areas that should normally have been totally bypassed by this phenomenon. On the other hand the rapid increase of e-mail use among large and medium size companies should open the way to a growing number of informal telework agreement and practices that are almost impossible to register and measure in term of reliable statistics.

2. Main activities undertaken to promote teleworking and ETD in Spain

The creation and maintenance on the web of the Spanish Telework Association which grew form a few members to over one thousand, and the existence of three telework lists, one maintained by the Spanish NC, have done much to make this concept understood, discussed and even practised beyond the usual topics.

The Network of European Telework Associations was also a result of NCs’ efforts, and the exchange of experiences and information among ETD team members have allowed the Spanish NC to reach a visibility and authority that would have been impossible otherwise. As a result, over one hundred articles, interviews, conferences and debates that were
published or held in fifteen main cities have helped make telework a familiar concept at national level during the period 1997 to 1999.

The Telecard project which initiated in Spain in 1997, resulted in the issuing of two sets of telephone cards bearing the ETW logo by the local telephone company.

A link between the national telework pages and the ETW site has brought many enquiries about the telework week and the telework awards. As a result Spain took part in this European contest and one of the 98 awards was won by a Spanish institution.

The Public Relation office contracted in Spain by Martech International to promote the ETW98 worked hand in hand with the Spanish NC. As a result 36 articles were published in as many newspapers and trade magazines.

The NC participated in a large number of courses on telework, organised by several universities and other institutions as well as public administrations.

The Spanish NC also collaborated in debates, conferences and courses organised by the Spanish partners of many European supported projects under ADAPT, NOW, ADIR, HORIZON, involving training for handicapped and women especially in rural communities.

AET has been invited by three Italian Institutions, including the Italian Telework Association, to become the Spanish partner in other U.E. sponsored projects to be presented under the fifth framework programme.

As a result of being a member of ETD, the Spanish NC was able to obtain a large grant (150,000 Euro) for the AET (Asociación Española de Teletrabajo) under the DDI programme supported by the Ministry of Economy. This project consists of investigating and stimulating the demand of telework in the tourist sector. It also includes the definition of the competencies related to the information society that will allow SMEs to use a database of competencies kept by AET to promote flexible work for its members.

The Spanish NC has also been very active in promoting the INTERNET Fiesta in 1999. A site was created and maintained by AET for that purpose. Over four hundred enquiries and messages were received and sent following several thousand hits. At one point, because of the link to the European Fiesta site, Spanish hits were second highest in numbers of hits from all countries.

Many events took place and press articles and radio or TV interviews made this event front page news.

The NC learned much from the assistance at European Congresses (Telework and IST). The up to date information concerning telework and the progress of the ITCs was extremely useful as promotional material on the Spanish scene.

3. ETD’s impact in Spain

ETD impact in Spain has been particularly strong in the way of awareness and dissemination of information via the media (press, radio, television), the academic and other communities.

To a lesser but still important degree, contacts have been established with the public administration at national and regional level.

The creation of a national telework association and the maintenance of a Spanish web site with much information from 1996 through 1999 has been an important source of references, as attest over 30,000 visits and a very large number of enquiries, followed by articles, interviews and participation in many public gatherings and conferences.

Most important has been the collaboration between national telework pages and the central ETO telework site which has become a world class reference for telework. Many enquiries made at the ETO site have been transferred to the local national facilities for personal attention.
Another durable success of the ETD project has been the gradual creation of a network of Telework associations which have joined an international ring, laying the ground for future cross-border collaborations. The participation of representatives of the TCA, AFTT and the Italian Association into Spanish conferences is another proof of this cross border co-operation as a result of the ETD network.

The amount of information exchanged between the various countries was extremely useful to support the dissemination of the best practices and also to pinpoint the differences and delays in certain areas, to measure the position of each individual country and to indicate necessary corrections.

The Telecard project initiated in Spain in 1997, and well supported by the ETD Network, particularly in Italy, France, Belgium, Denmark and Sweden and Portugal in 1998, has resulted in a promotion of the European Telework Week on over four and a half million telephone cards in those six countries. The amount of free publicity contributed by the telephone companies which joined the campaign, as a result of the efforts of the ETD team, is equivalent to around four hundred and fifty thousand thousands Euro at market value for commercial publicity on the same support.

Telework has been an ideal topic for focusing attention. Even though straightforward telework has not developed as much as expected in terms of flexible work and new jobs, it is in the dissemination of all the aspects of the Information Society that the full results of ETD should be measured.

This topic has remained constantly in the news and has helped attract attention towards other phenomenon such as e-mail and INTERNET. The expectation of job creation through telework has opened the way for many courses on telematics and other applications of electronic data processing, which in turn have resulted into a better preparation of the Spanish public for living and working in the Information Society. Thus many products and services have been sold and there is no doubt that many jobs have been created indirectly due to the promotion of telework.

Finally the amount of expertise gained by the ETD team and the group-work effect put in practice should offer further opportunities as the ongoing change gains momentum.

4. Conclusions and recommendations from Spain

The major lesson learned in Spain is that the future will definitely not be the simple adaptation of the past to the use of the ITCs. As such, moving most of the traditional workforce to different destination, and just flexibilising jobs in order to improve performance, reduce travelling and save on office costs, is not the way to the information society. A much deeper and often more subtle transformation is at work: a flat managerial organisation, outsourcing, group-work, instant information, total attention to clients, the use of many new tools, virtual companies with no boundaries, the major impact of mobile telephony (the most powerful invention for human mobility since the wheel), are making telework one more aspect among many other trends, of the way our working habits are evolving into totally new relationships.

If the initial telework model should be redefined, today one could say that:

"Our place of work, our information and our capacity to communicate have expanded to such an extent that we are, in every aspect, all working in a single global office".

This has become true, as much for the person who still works at his company headquarters or branch, for the nomadic teleworker, the home worker, as for all the people who use mobile telephony from anywhere at any time to receive and pass on information and commands. (The great mass of unaware teleworkers)

Nowadays, man is no longer the element of change in the world just as it has been through history. Technologies are the main driving element for a rapid transformation and man is increasingly the factor of resistance to change. Thus any future action after ETD should concentrate on facts and trends finding, dissemination of information, education and empowerment.
The definition of new competencies oriented to the new ways of working are essential to match demand and offer of “work nouveau” in a totally different market environment.

The traditional concept of routine work measured by hours of presence and all the consequent work legislation are the main barrier. Many new work deposits are ready to be exploited but will not be, until the adequate new education, labour rules and business concepts have been created.

Dissemination of up to date information on all fronts (Telework, telecooperation and teletrade), will be essential for bringing the change of mentality that is necessary at all levels of society. Educators, unions, employers, workers and public administrators must understand and accept that a global change of perception has to take place. It should be followed by new objectives, products and services, as well as new methods of work and organisation.

Another important lesson learned from experience and from the close collaboration with several European Projects is that regional projects that involve the participation of a wide range of local institutions such as the administration, the townhall, the chamber of commerce, the employer associations, the local press, consultants and local enterprises in a joint effort, together with similar partners in other countries, are the most successful: To adapt to the new ways of working in the information society, it is necessary to reach a critical mass and focus locally on all social aspects of change.

The structure of our public administration reflects the fragmentation of all our activities. Reintegrating institutions and processes in one single flow of activities is a major difficulty.

Of all the challenges of the information society, group work is the greatest barrier for people and most of all for public administrations. Industrial man has been educated to compete for scarce and finished material resources, not for creating and sharing the unlimited abundance and quality of life implied in a knowledge based economy.

Social, rather than product ergonomics, is now the new goal: “From the welfare state to the well being state”.

Spanish National Coordinator and contact details for ETD

Michel Ickx, founding member.
AET, Asociación Española de Teletrabajo
Las Calas 3
28016 Madrid
Spain
Tel: +34 1-5153707
Fax: 34 1-37950
mickx@ciberteca.es
mistrala500@wotwe.es
http://www.ciberteca.es/aet.htm

SWEDEN

1. Status of telework in Sweden

The labour market is one of the most highly organised in Europe, but since the 1970s there have been significant changes in the "Swedish social model"; labour market legislation was revised in 1997 and there is ongoing review of the regulatory impacts of technological change, include teleworking. Telework is reasonably widespread, though still far from being a normal and fully accepted working practice. There remain some fiscal and regulatory barriers.

Although unemployment in Sweden has been close to or just below the EU average (8.9% in May 1998) this is an extremely high level relative to post-war Swedish standards (between 1970-1990 unemployment never exceeded 4%). There is controversy about how to tackle unemployment. The Government has sought to promote increased labour
market flexibility so as to increase the competitiveness of Swedish industry, but there are strong voices advocating an alternative approach based on increased stimulation of domestic demand and improved public services.

The Swedish tradition of a highly regulated and organised labour market constrains innovation in working methods and structures. There have been uncertainties and barriers concerning the treatment of employed teleworkers from both regulatory and fiscal standpoints, and there have been continuing concerns about unemployment which make employees less inclined to take the perceived risks of involvement in new working methods. Changes have now been suggested but have also been criticised as being too small.

The AKU 97 Research\(^{10}\) indicates that the number of teleworkers is about the same as 1994. About 250,000 persons (7\%) of all employees works regularly from home. In the survey they asked about information- and communications-equipment. One third used their own computer when working at home. 20\% used a computer that was paid by the employer. Altogether, 49\% needed a computer at home to be able to perform their work.

The conclusion from this survey is that connected Teleworkers in Sweden are about 30,000 persons. According to surveys carried out by the Swedish Association of Local Authorities, the Federation of Swedish County Councils and the Swedish Church, about 300,000 persons work from home; almost 9\% of all employed people.

2. Main activities undertaken to promote teleworking and ETD in Sweden

\(^{10}\) Source: AKU97, Distansarbete/The Swedish Labour Department, 1997
During the ETD project period 1996-1998, we have undertaken a large number of different activities in Sweden to promote telework. The task has been both easy and difficult. The difficulty has been the Swedish way of looking at telework. It is not common at all within organisations to make it known about how they perform their work. The Union is an effective barrier when it comes to more flexibility on the labour market, and they are definitely not promoting telework.

There has never been any organisation in Sweden that has been able to really organise employed teleworkers. The main reason for this is that telework has never been a separate issue on the labour market. Many teleworkers have not defined themselves as teleworkers either. Instead, telework has been a part of the way people work, both on formal and informal level. The Swedish labour market is extremely well organised with strong actors on the arena.

When we started up the ETD Project, it was natural to look for different co-operating partners across the country in order to cover as many groups as possible. Distansforum is organising large companies and public organisations, but they have no direct contact with employed teleworkers. Enter-by.net is organising self-employed networkers all over the country, and has a fairly good picture of this group. Within different regions we have also found projects to collaborate with in order to reach as many as possible.

Telework ’95 in Sweden

We actually started the process on Telework Week in Sweden was in August 1995. It came from an initiative by Katarina Almqvist, who felt it was important to get together and try to do something here in Sweden. She contacted different people around the country with an interest in Telework. The meeting was held in Stockholm, and we decided to make different activities on the subject without much formality. Everybody who had an idea or was already planning an activity, networked the following months to make this come true.

- The Swedish Telecottage Association was very successful with several workshops on the subject. They performed many different activities during the week, and around 20 member enterprises were involved together with universities, international videoconferences and different local and regional enterprises.
- Mr Lennart Forsebäck and Ms Lilian Holloway were engaged in documenting and follow up the activities on the international level. Their experiences were than produced in a Teldok Report, Telework i Europa (Telework in Europe) for the Swedish market.
- In Stockholm, Distansforum held a conference about Telework together with AmuGruppen. Distansarbetsdagen arranged the conference.
- Trollhättan and Umeå were connected to Distansarbetsdagen as well.
- The Swedish Ministry of Labour together with NUTEK, held a breakfast meeting called “Governing on Distance” with the Swedish Minister of Labour at that time – Anders Sundström. At this meeting, an open dialogue with the Minister of Communication who was in Rome took place through video connection.
- Another connection with Rome was organised by Teldok. The event was called “Teleworking in Sweden and Europe”, and was a connection between Rome, the Swedish Parliament in Stockholm and the Telecottage in Färgelanda.
- The Swedish Union of Clerical and technical Employees in Industry held a seminar on “The impact of Teleworking on the economy and society structure from union’s point of view”.
- The City of Stockholm organised a three-day event called “The implementation of the information society in cities and regions”.
- In addition to this, several presentations of projects and project start-ups took place around the country.
- Campaigns
  - Canon Svenska AB arranged a sales promotion campaign – “Work were you want” – including advertisement in newspapers, magazines and television. The campaign last till 16 November.
  - Telia AB arranged a campaign with advertisement and other activities on “Telework from home”. This campaign was in the 1996 Telephone Directory, distributed in Stockholm area (1.5 million). Theme and subject on outside front cover.
  - The media cover from Telework Week 1995 was very little, if anything at all. The International events, where the Minister of Communication were participating in video connection with Sweden, where mentioned briefly on national level. Apart from that, most press coverage was on regional level. Some activities was also mentioned on local radio.
ETD activities during 1996
The work within ETD started up after summer 1996. The following activities took place:

- **October 8**: Meeting in Stockholm with Sune Wilhelmson, SITO and ETD, and Katarina Almqvist, NUTEK and Diplomat. The purpose of this meeting was to discuss our mutual interests, and to inform each other on the work we are doing.
- **October 24-25**: Meeting in Stockholm with Sune Wilhelmson. Information and up-date on different issues. Meeting with Distansforum, where I informed the new manager, Per-Erik Andersson about ETD. We also discussed future cooperation between different interest groups on telework in Sweden. Meeting with SKANDIA, a very large insurance company. They were interested to know more about ETD and teleworking, so we met with them to find out if there was an interest in producing a Swedish Handbook on Teleworking. After further research, we decided not to collaborate with them, mainly because of the lack of interest. Both Mr Wilhelmsson and I investigated other sponsors, but there was not much interest to produce a book of this kind.
- **November 29**: We were invited to inform about ETD at Stiftelsen Norrlands IT Centrum, SNIC, in Umeå. They are active within different European projects, and are closely connected to the University. This information was done for several groups of people working within the University and the Region. Approximately 50 persons attended the different activities.
- **December 11**: Another meeting with SKANDIA in Stockholm, where we decided to drop the project on producing a telework handbook. A follow-up meeting with Distansforum, where we laid out an information strategy within their network on the work that is being performed on promoting telework in Sweden.

Telework '96 in Sweden
As for the European Telework Week in 1996, there were about 20 known events all over the country. NUTEK, with Katarina Almqvist, acted as national co-ordinator on the event, and she organised two meetings before summer 1996 where we participated on behalf of the Swedish Telecottage Association. The informal network for the European Telework Week 1996 continued to work together with Katarina Almqvist as contact point for the activities planned during the week. Seminars/Conferences

- The Swedish Telecottage Association had another successful activity with Open House. The theme for 1996 was “rural development through networking”. The concept on BygdeNet and a national network for Local development groups was presented in collaboration with Folkrörelserådet (Popular Movement Council for Rural Area Development in Sweden).
- Different universities held seminars on IT. For example, Chalmers Technical University in collaboration with the National Board for Industrial and Technical Development and the Swedish Council for Building Research, arranged an event called “IT in building and administration – from ambition to implementation”.
- The Swedish IT Commission and the Swedish transport and Communications Research Board arranged a seminar on “Technology, democracy and participation”.
- The Swedish union of clerical and technical employees arranged a seminar on working hours and Teleworking. It was arranged as a videoconference between four places: Trollhättan, Stockholm, Ringhals and Motala.
- The Annual Scandinavian Call Centre conference took place in Stockholm. In connection with that, STF Ingenjörsubildning AB held a Workshop on “Integration of the Internet as a customer channel into the call centre”.
- Telia AB organised a seminar on Teleworking addressing managers at Telia.
- The Institute for Future Studies in collaboration with the National Institute for working life arranged a conference, “IT-entrepreneurs of the future”. The aim with the conference was addressing to work, youth and information technology.
- The Swedish Data Association held a conference on electronic tendering, Home shopping, EDI and business via Internet.
- In addition to this, several presentations of projects and project start-ups took place around the country.
- Unfortunately, the media coverage was low during the week. Except from regional level. The national media did not show any great interest in the different activities that took place. The estimated number of attendees are difficult to measure, but after a follow up we estimate a total number of 2 500 persons at different events.

ETD activities in 1997
- **April 17**: Meeting in Stockholm with Sune Wilhelmson and Alan Husselbee, ETD. We started up discussions on the Swedish ETD activity plan.
- **May 7**: Meeting again in Stockholm with Alan Husselbee. Continuing discussions on the activity plan.
May 12: I was invited to inform about ETD at the Regional IT-Council meeting in Umeå. The Regional IT-Council are co-ordinating all regional activities and projects involving IT. The number of persons attending this information meeting were 20.

June 4: Participation in an internal seminar on telework – arranged by Department of Labour for their staff mainly from the Employment agencies all around Sweden. Around 300 persons attended the seminar.

July 22: A preparation meeting for Telework ’97 was held in Stockholm. In connection with this meeting, we held discussions with Distansforum on co-ordinated activities during the conference.

August 8-10: We were invited to participate in a national fair in Umeå. ETD was presented on a seminar initiated by Swedish Telecom. ETD information in Swedish together with other Telework information was given to invited visitors (SIGs). The number of participants were nearly 100 persons.

September 10: Swedish Telecom together with others, presented different national activities during the Geneva – conference that took part through video-conferencing system. I presented Telework and the work in ETD from a national point of view. Each participant was informed about the project, and they were also given written ETD-information in Swedish and ETHOS-newsletter. Approximately 75 persons attended the Conference in Stockholm.

As for the rest of 1997, the activities were very intense on national level as to prepare for the Telework ´97 Conference in Stockholm at the end of September. After the conference we started up preparations for Telework Week.

Telework ´97 in Sweden

Twenty different events were scheduled during November 1997 in connection with Telework and European Telework Week 1997. Information on these events where picked up on Internet, through Distansforum and different associations and sources, through the most important organisations in Sweden on IT, national networks and Event Calendars.

The result of these different events shows various results. Some of them were cancelled because of lack of interest. Others were internal events in organisations and had no external impact. However, it was pointed out from a number of directions, that the internal event had more impact on the changes that need to take place, than the open seminars and conferences.

We have searched for information on Internet, calling people to get information from different events. Before going into details, none of them have – as far as they or we know - been mentioned in national media, national television or national radio. All media activities have been on local or regional level. This is not unusual in Sweden; the Telework ´97 Event in September was not mentioned in national media either. We believe that Telework is of much greater interest in the rest of the European Community, concerning media coverage. But, it is obvious that a lot an internal activity has taken place this year in comparison with earlier Telework Weeks. This will not show in media, but hopefully have a great changing impact in the long run. During the same period, a large number of different seminars and conferences took place all over Sweden. This caused overheating on the conference-market, since Sweden is such a small country.

Highlights:
- The Competence Fair.
- The Internet World fair, Virtual organisations – the winners of tomorrow?

ETD activities in 1998

February 2: A seminar was arranged by the Swedish Popular Rural Development, and we informed about telework. ETD and enter-by.net, and what a national and international network can do for the progress of telework. The number of participants was 100.

February 27- March 1: The Swedish Rural Parliament, a national event that is held every other year, with delegates representing local communities from all over Sweden. We attended for three days with two people to promote telework and new possibilities in rural areas. Almost 400 people from all over Sweden, including the Prime Minister attended the event. ETD was promoted during all three days, and we moderated a workshop on telework. 45 persons attended the workshop.

April 1-2: A national seminar and an exhibition on European initiatives and the structural funds was held in Lycksele. We attended during both days, both as lecturer, with an exhibition and with information material on telework. Several hundred persons, both private persons, employees in private and public sector as well as SMEs from all over the region visited the event.
- April 27-29: A conference on rural development and Information Society was held in Bodø, Norway. We participated as expert on flexible work forms and local development. 300 people attended from all over Norway, and there was a great interest on the European scene.
- May 15-18: Women’s Fair in Norrköping. This is a part of the National Activities plan 1998. The Fair was visited by 45 000 persons during five days. We distributed information on ETD and telework to all participating enterprises. We were also responsible for the Service desk, where visitors and participants could get different kinds of services. It was quite a success.
- June 15: Participation in a national hearing on telework, held in Stockholm. At this hearing, we provided all participants with information on both the national and European scene on telework. Our participation was as expert on rural telework in Sweden. This hearing was a part of the work performed by the committee on the Regulation of Telework. The results from the hearing is documented in the Committees material. The participants represented all aspects on flexible work and telework.
- July: The Hansa days. This is a very big event on the island of Gotland. The event was visited by several thousands of people from the Baltic area. We presented information on telework in Sweden as well as ETD.
- August 2: The Nolia Fair ’98. This is the biggest Fair in North Sweden, and they decided to have one whole day on new work forms, international outlook – especially Europe on different projects. I acted as moderator for a three hour long seminar on international participation in different projects, and ETD was presented as a “good example” of a large European initiative. Number of participants: Around 100 persons attended the seminar.
- August 17: A seminar in was held in Kalmar on telework. We attended as lecturer, and described the European situation on telework and ETD. Number of participants: 40 key people on management level.
- August 29: Meeting in Finland with the Finnish Leader II network. We discussed telework in general, and I was given the opportunity to inform about ETD as well as the Swedish telework scene. We worked together for three days, and we decided to expand the network on telework to also include different LEADER-projects in both Finland and Sweden.
- September 16: A workshop was held in Stockholm on how to organise “One day of Telework”. Participants: the enter-by.net network, Distansforum and other partners. This is part of the Action Plan.
- September 31: A national seminar on Telework in Norway. I was invited as lecturer and moderator for a workshop on telework. ETD was presented in the lecture as well as written information, and around 150 participants showed a great interest in the European Telework Scene.
- October 21: A Partnership conference in the Northern Region. We were invited to participate as experts on telework and new workforms in the work to establish a regional strategic plan. This work will continue until February 1999. As a consequence of this work, we have later been asked to participate as telework expertise during 1999 and onward, specialising on telework in rural Sweden.
- October 22: Following the conference, we invited interested people to stay for a workshop on telework in the afternoon. One key actor – Anette Arvemark – was participating from the Southwest region of Sweden to inform about how they promote telework in the region. 30 key persons visited this activity from the region.
- October 26: A final meeting with sponsors and other interested partners concerning different activities on telework was held in Stockholm.
- November 8: We were invited to moderate a regional AGORA-conference. Information was presented on telework, Telework week, Telework ’98 and the European telework scene. The number of participants were 50 persons, mostly SMEs in the region.

Telework ’98 in Sweden

Several events were scheduled during November 1998 in connection with telework and European Telework Week. Information on these events where picked up on Internet, through Distansforum and different associations and sources. Information was also found through the most important organisations in Sweden on IT, national networks and Event Calendars.

The result of these different events show various results. Some of them were cancelled because of lack of interest. Others were internal events in organisations and had no external impact.

We have searched for information on Internet, calling people to get information from different events. Before going into details, none of them have – as far as they or we know - been mentioned in national media, national television or national radio. All media activities have been on local or regional level. We had the same result last year, and our analyses show that most activities are of internal character, and therefore not visible in media.

The number of attendees at the different Telework events, are approximately 1 500 people.
3. ETD’s impact in Sweden

ETD’s national impact

When the project started in the second half of 1996, the Telework scene in Sweden was quite scattered. During the 90’s, it was obviously not something that was discussed in public, and it was more looked upon some sort of phenomena that would soon pass without any greater impact on the labour force.

At this time it was also obvious that on government level, Internet was also looked upon as something that would soon “blow over”.

Today, at the end of the century we know this is not the case at all. Telework in Sweden is today quite a common tool within the private sector. When analysing this, it is clear that Telework has become a strong competitive factor in many enterprises. As a competitive factor, you may not be so keen on advertising this from a business point of view. This very fact has made it difficult in finding the individual, employed Teleworker. On the other hand it also shows the maturity in an organisation, where Telework is implemented as part of the organisations Personal Strategy plan. On the other hand, self-employed Teleworkers are much easier to get in contact with. Therefore, we decided to focus on this group of teleworkers in our promotion work within the ETD framework. In this work we have found out a lot about the specific problems they face by Teleworking.

During a number of national activities – se above – we have focused on these issues in order to make them known to a wider audience. For example, taxation laws, digital signatures, electronic trade issues, law issues concerning different aspects when teleworking. Most of those issues are common with other SMEs that uses the network when doing business. The major difference is that self-employed Teleworkers lack the organised support system you have as an employee.

ETD has played a major role in this work. We have used the international flavour in our presentations, we have had qualified information to put out, we have shown how the “borderless” online Europe works. Together with national telework professionals we have managed to focus on telework as a working tool, not as an isolated phenomena on the labour market.

We are collaborating with different networks of enterprises, with labour regulation experts, taxation experts; experts on electronic trade and others involved in the fast change of the Information and Communication Society. Unfortunately we were not able to change the directives on the Government Committee on Telework. The Committee focused only on employed teleworkers, and self-employed Teleworkers were left out.

ETD’s impact – at European level

Through the ETD project we have established a good network of knowledge and competence concerning these issues all over Europe. We have been a “connecting partner” between persons, businesses and will continue to develop this network.

We have formed a European level on telework issues. The ETD impact on, for example, the common problem with statistics in participating countries has been very important in Sweden. This problem is now in focus, and is on the forthcoming agenda on national level. Thanks to ETD we could clearly point this out.

With good help from ETD information and network, we have been able to initiate comparisons with other countries on new ways of working, including “hot” discussions on the possibility of being self-employed in Sweden. This is also a national result from this project.

In general, it is fair to say that ETD has given valuable information and know how on telework issues from a European point of view. Through the ETD input in different national activities (se above), we have found other sponsors for telework activities.
ETD’s overall impact has been quite good. We have been able to form a network of specialists within this area, and through different national activities our people have made quite the difference. I think it is quite obvious that ETD has played a key role on the European Telework scene over the past three years. All this work we have done in the different participating countries is very valuable experience and know how for the future.

### 4. Conclusions and recommendations from Sweden

We will continue to work with self-employed teleworkers in Sweden—there is a great need for qualified advice for this group, and our main effort now is to provide them with the correct information or contacts. This work is mainly done online in “closed” networks, since most of these services are to be considered as a bought service.

In the near future we will start up discussions on labour legislation and the obstacles around it. We have a well functioning network of expertise all around the nation. The network covers all areas where telework is affected. Together we follow what is happening on the national arena, and will continue to do so.

**Swedish National Coordinator and contact details for ETD**

Lilian Holloway, chairman of enter-by.net, the Swedish Networker Association

Box 28

S-920 75 AMMARNÄS

Sweden

Tel: +46 952 602 72

Fax: +46 952 601 65

e-mail: lilian.holloway@ammarnas.net

www: www.enter-by.net

---

**UNITED KINGDOM**

### 1. Status of telework in the UK

The UK enjoys the luxury of officially gathered statistics from the Labour Force Survey which ensures that a consistent measurement of the extent of telework development is gathered. These show in summary a consistent growth over the period of ETD, viz:

<table>
<thead>
<tr>
<th>Year</th>
<th>1997</th>
<th>1998</th>
<th>1999 (narrow definition)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teleworker Homeworkers¹</td>
<td>225,000</td>
<td>256,000</td>
<td>255,000</td>
</tr>
<tr>
<td>Teleworkers using home as base²</td>
<td>504,000</td>
<td>589,000</td>
<td>693,000</td>
</tr>
<tr>
<td>Occasional Teleworkers³</td>
<td>285,000</td>
<td>301,000</td>
<td>357,000</td>
</tr>
<tr>
<td>Total</td>
<td>1,014,000</td>
<td>1,146,000</td>
<td>1,325,000</td>
</tr>
</tbody>
</table>

1 - teleworker homeworkers - those who in their main job work mainly in their own home;
2 - teleworkers who work in different places using home as a base;
3 - occasional teleworkers - those who do not usually work at home or use home as a base but spent at least one day in the reference week doing so.

Teleworking growth is now accelerating according to these statistics. They now show a nearly 16% growth rate in teleworking, which projects to around 10% of the working population doing some form of teleworking by 2004. What is also clear from the statistics is that the largest growth is in applying teleworking to those who are mobile - reassigning them to a home base rather than a requirement to return to the main administrative head office. Trends in local councils
with social workers and inspectors as well as financial services companies changes both illustrate these changes.

Teleworking has to date as suggested by the detailed breakdown been the preserve of the self-employed, mobile workers and the professional. Figures suggest and confirmed by recent work by the TCA (Virtual Call Centres) that only 4% of call centre managers are currently employing teleworkers, though 42% expect to do so in the near future.

Technology is undoubtedly a driver in the case of the mobile worker - as the cost and size of devices reduces and the flexibility of the phone services increase, the option of placing people to work from home become increasingly popular. The media still shows constant interest from a number of different perspectives which must be an influencing factor. All sorts of service providers are moving to a call centre approach in dealing with customer's enquiries.

Barriers as ever are the imagination and work culture of management. Government also has only so far shown a monitoring rather than leading interest in the subject, despite that fact that many of the issues faced by it could be alleviated by take up of teleworking.

The ever increasing penetration of Internet technology into homes and businesses will increase the obvious paradox of having to travel distances in order to access the technology now increasingly available in the average UK home.

2. Main activities undertaken to promote teleworking and ETD in the UK

**Teleworker Help Line**

This has been in action over the three year period during which we have dealt with around 20,000 enquiries. The helpline provides basic information about teleworking, an opportunity to get more detailed queries answered useful start point for enquirers who are supplied with additional information about teleworking.

**Publications**

- **Teleworker Magazine**
  The TCA produces Teleworker magazine which membership, to enquirers and is distributed at events. It covers a broad range of teleworking activities and in 1998 won a European Telework Award. We also contribute regular features to Working from Home and the Yorkshire Evening Press. Teleworker Magazine now on issue 36

- **The Teleworking Handbook**
  The Handbook is now in its second edition. It goes out to TCA members, sponsors, bookshops and has formed the basis of Italian and French versions. Publication : The Teleworking Handbook first and second edition

- **TCA OnLine**
  TCA OnLine is a weekly electronic newsletter produced in a basic format, but including a teleworking news digest (summary cuttings service), events news and jobs information. TCA OnLine is the only service in Europe that we are aware of that provides a source of regular work information.

**Web Site**

Site updated, telecottage and videoconferencing site maps included, additional links added

The site has been re-modelled and now includes regular updates, a library section, jobs information and more events information. Information is regularly supplied to the BT working from home web site which also links directly to the TCA site.

**Events**

The TCA has participated in ETW in each year – outlined details area attached below.

In addition a number of events are spoken at, the TCA also runs an AGM. The TCA also piloted webcasting at the Telework World event of 1997.

**Telework Employment**

In addition to providing a regular source of work information through printed and on-line publications, the TCA has now successfully developed a project to demonstrate the benefits of virtual call centres, over a conventional centre - this resulted in sponsorship from Mitel to produce a web based surveys plus interviews with individuals and call centre managers. Other partners included the Gulbenkian Foundation, the Institute for Employment Studies.
Lobbying/Awareness Raising

- We currently lobby on various activities in various ways. The usual process is to take a case where there is a specific issue and then find a conclusion. Issues taken up include unfair utility tariffs, rates, planning, ISDN availability and pricing.
- Working with the Telework Platform, a lobby of the UK parliament was held. As part of this a ‘manifesto’ was produced for which we contributed content and which was also electronically distributed to interested ETD NCs. Much of the lobbying activity was paid for by sponsorship from BT and Cable and Wireless, in this case we have a specific item of the manifesto which was distributed to the entire UK parliament and was also circulated to interested NCs as well as the text being made available as a potential model to ETD.
- A week long lobby of parliament was held in March 1998.
- The DTI were successfully lobbied to produce a guide entitled 'Working Anywhere'.

Training

We have continued to assist the accrediting authorities in the UK with the development of the VQ in Teleworking which has now been converted into an NVQ.

3. ETD’s impact in the UK

The ETD project has helped to keep the subject of teleworking on the agenda: amongst businesses, in the media and to some extent within government (particularly the DTI). ETD support has helped all of these activities across the board, often assisting work that would not otherwise happen. The additional credibility afforded by the project has also helped in developing relationships with government and commercial sector.

European Impact

The project has provided a source of ideas and other activities that could be carried out - simply by putting NCs in touch with each other. For the TCA this has also increased the viability of creating information on teleworking - which has then been channelled to other members of the network (eg the Teleworking Handbook - which was developed into two separate language versions).

ETD has also assisted leverage for example in encouraging the UK to look at legal measures to assist teleworking. The European dimension has helped make a news story - though teleworking events, perhaps owing to saturation have had varying degrees of success during ETW, the media is now more interested in ETW and the European dimension of teleworking, frequently wanting to know statistics comparing UK teleworking with Europe.

4. Conclusions and recommendations from the UK

1. One of the great strengths of ETD is that through the network of NCs it leveraged existing activity and meant that the total scope of the project was 'multiplied'. This meant that a more -rounded approach was achieved in comparison to other 'single item' projects which were only looking at one small area.
2. By working with existing organisations it was closer to the ground than the otherwise very academic predominance found in many EU funded projects.
3. It supported practical activity rather than pure study.
4. The ETD project sought to achieve a balance between national and activities co-ordinated centrally. On balance putting more of the activities out to the NCs may have created a better balance.
5. One of the central themes of ETD has been producing sensible statistics, the UK LFS model could have been adopted and built into other statistic gatherings, by a process of lobbying the relevant country’s statistic departments. This would have been extremely useful rather than the disparate statistics that are available.

Appendices for the UK

Typical Meetings list for 1998

- 15th-16th January - Review meeting with EU sponsored project Telemart
28th January - Talk to Focus Information Centre (support group for mainly US expatriats in the UK) Teleworking
3rd February - Talk to Israeli Telework Association inaugural meeting via videoconference Teleworking in the UK
6th February - Meeting Swedish Labour Ministry on fact finding tour for their paper on teleworking for Swedish government.
16th February - Interview with BBC Southern Counties Radio on teleworking
20th February - Editorial board meeting with ECLIPSE (Flexible Working Magazine)
24th February - Talk to Chartered Institute of Management Accountants
28th February - Chelmsford Borough Council Vision 21 - Teleworking Talk
6th March - COMPRIS Project Calderdale and Kirklees TEC meeting - Creating an Employee Mutual
16th March - Meeting with Right Hon David Drew MP for Stroud to discuss Teleworking
19th March - Videoconference to Portugal Telecom APTA meeting
24th March - Talk to Control Ware Telecoms Seminar Doddington Hall, Newbury
26th March - Settle Carlisle Business Liaison Group Videoconferncing Seminar
15th April - Conference : RATIO Telecentres Conference, Plymouth
17th April - UK Telework Platform Meeting with Henley Management College - Meeting sponsors
21st April - NCNT (Nigel Clare Network Trust - for parents of life limited children using teleworking and flexible working to cope) - Meeting to discuss funding bids
24th April - Meeting with Japanese visitors researching teleworking
7th May - Meeting with French telework researcher
12th May - Guild of Disabled Homeworkers Meeting
16th June - National Car Free Day - All day multi-point video conference together with ECTF
18th June - Using the Internet for Business - E Commerce Day supported by DTI
23rd June - Institute of Personnel Development - Teleworking Talk
26th June - Lauder College Teleworking Day - Talk
30th June - BT Workstyles Team - Presentation of TCA,ETD, Telework Week
3rd July - Essex County Council, Schools Futures Project - Workshop
9th September - Conference/Exhibition : Electronic Commerce G7 Event Manchester
17th September - Telecottages Wales AGM, Aberystwyth
"Teleworking and The TCA, Publishing Teleworker Magazine"
8th October - Using the Internet for Business - E Commerce Day supported by DTI
13th October - Conference : SOCITM -Society of IT Managers (Mainly local government):
14th October - Conference : Flexible SBIM (School of Business and Industrial Management)
16th October - Meeting with Australian Telecottage rep Dr Graham McKay
21st October - West Sussex TCA Local Group AGM/Millennium meeting
3rd November - Interview with Radio 4 Today ProgrammeBarbara Roche DTI Minister
DTI LAUNCH Report on Teleworking as result of TCA/UK Telework Platform lobbying
3rd November - Interview with Radio Humberside
5th November - Videoconference with CWU/ETD partner Disability Conference
6th November - Audioconference with BT/Heriot Watt University/Barclays speakers
6th November - Telework Awards Ceremony

Media
Over the three years of operation the TCA has continued to be a recognised source of teleworking information. This has meant weekly contact from journalists resulting in 1-2 articles in the national press per week. Recent media peaks have been in November 98 when Alan Denbigh was interviewed together with the DTI Minister on BBC Radio 4 and with TV interviews on Business Breakfast and Business Lunch (BBC 2 TV) which resulted in several thousand calls in a matter of days. Appearances have included:
- Daily Mail
- Sunday Mail
- Financial Times
- The Times
- The Daily Telegraph
- The Independent
- The Independent on Sunday
- Guardian
Radio 4 - The Today Programme, In Business
Radio 5
Radio Gloucester
Radio Wiltshire
Capital Radio
BBC2 - Business Breakfast Working Lunch
House Beautiful
Woman
Good Housekeeping
Plus many hundreds of business and trade journals….

Publications include:
- Virtually There - The Future of Call Centres (with IES)
- Settle Carlisle Railway Corridor Telematics Strategy, 1997, Settle Carlisle Business Liaison Group;
- The Teleworking Handbook (two editions)
- Teleworker Magazine - A total of 36 editions have been produced
- BT web site www.workingfromhome.co.uk - provision of teleworking information
- Various ACRE Publications:
  - Setting up an IT Resource Centre Information Sheet 27
  - Telecottages Today
  - Telecottages: The UK Experience
  - Marketing Telecottages and Teleworking

Contributions to Standards Bodies
NVQ Teleworking Qualification - backed by City and Guilds and ITITO (as the lead body).

European Telework Week

ETW 1996
The London event Telework 96 and the TCA’s event ‘Teleworking - UK - New Ways to Work in the Information Society’ were both held in European Telework Week. Telework 96 was moved to Canary Wharf and the TCA event, which is moved around the country in keeping with the TCA being a national association, was held in Lanark in Scotland. A number of telecottages were also encouraged by the TCA to run open days. In a spirit of co-operation and using virtual links, both major events were organised by the TCA to be opened by Ian Laing, the then head of the Department of Trade and Industry, who was projected in via videophone, from a third location. The London event was closed by the Rt. Hon Margaret Beckett MP, Shadow President of the Board of Trade.

Videolinks were created between the London, Lanark and Ireland events with speakers being ‘swapped’ between all locations.

Again the TCA encouraged Telecottage and Telecentre open days.
- In Devon : Chulmleigh Resource & Information Centre, The Pathfinder Centre - Ilfracombe.
- Barnstaple Flexible Learning Centre
- In Norfolk : Dereham Digital Centre, IT Works Diss, Loddon Business Centre, Hethersett, Sherringham, Lynne Learning Centre, Acle Telecottage, IT Learning Centre,
- In Warwickshire : WREN

ETW 1997
The activity around ETW this year consolidated around the Telework World Event. Whilst this may sound like a drawing in of activity, it in fact represented the advent of useful co-operation between a number of different interests in the UK telework ‘industry’. The maturity of the market in some ways reflects the fact that teleworking is becoming much more mainstream. This is reflected in the fact that teleworking is frequently a mainstream business conference agenda item and perhaps does not need a plethora of events dedicated solely to teleworking.
Another development which was piloted this year was the creation of a virtual slice of the Telework World event providing the output of the conference to people in telecentres and at home using multi-point videoconferencing and Internet Web-casting. There are plans to make this a much larger part of the event and learn lessons from the technical issues that this presented. One issue yet to be successfully addressed is how to make this element pay for itself.

In conjunction with the Telework World event a series of press releases were circulated by Telework Events, The TCA and The UK Telework Platform - these generated a number of press articles, clippings of which are still being collated.

At the same time as the conference week, one of the sponsors, BT, ran a radio campaign

**ETW- 1998**

Two notable features of European Telework Week are that there are a number of events which span either side of the week as well as a significant push from the major UK telecoms provider BT.

- 14th October, Flexible Working, London, IRS; tel 0171 420 3500, fax 0171 420 3520 email: conferences@irseclipse.co.uk
- 16th October, Managing the New Workforce, London, IRS; tel 0171 420 3500, fax 0171 420 3520 email: conferences@irseclipse.co.uk
- 20th October, Creating Flexible Space, London, IRS; tel 0171 420 3500, fax 0171 420 3520 email: conferences@irseclipse.co.uk
- 3rd November, Launch of Department of Trade and Industry Teleworking Guide, London. The Department of Employment originally produced an excellent guide before the department was merged with the Department of Education. The guide has been out of print for some time. The DTI are to publish a replacement updated guide which will provide a signpost to industry wishing to implement teleworking.
- 2-6th November, Virtual Radio, A major radio station broadcasts from home. Listen to the media for details.
- 3-5th November, Telework World, London. In the UK, again, the major event is the Telework World conference. The conference this year is sponsored by BT and the charity which receives a contribution from each delegate fee is the Nigel Clare Network Trust which aims to support parents of life limited children by encouraging employers to allow flexible working methods.
- 5th November BT Work at Home/No Travel day. BT has 2,000 full-time flexible workers who have no permanent office base, a figure which is expected to double this financial year, and a further 16,000 people who are occasional teleworkers. Last year BT encouraged the rest of its staff to work flexibly during European Telework Week, exploiting technology to reduce travel and save time. BT is planning a similar internal initiative, co-ordinated by its specialist flexible working consultancy, the Workstyle Consultancy Group. For the first time this year, BT is also inviting large business clients to participate in the initiative.
- 6th November, BT/TCA Virtual Telework Event - Following the success of virtual broadcasts at previous events, the TCA provided a half day of talks to you in the comfort of your home/telecottage check out www.tca.org.uk and TCA OnLine (the members electronic newsletter) for further details
- 6th The Healthy Office, London, IRS; tel 0171 420 3500, fax 0171 420 3520 email: conferences@irseclipse.co.uk
- 11th November, The High Performance Workplace, The Building Centre, London; tel + 44 1892 531830 email: peter.russell1@virgin.net
- 12-13th November Teletrade - The New Goldrush, Telework Ireland Event, Telework Ireland spans both Ireland and Northern Ireland and has close links with the TCA, sharing director Sheila McCaffrey and the Teleworker publication.

**British National Coordinator and contact details for ETD**

Alan Denbigh, Executive Director 
TCA (Telework Telecottage and Telecentre Association) 
Contact details : 01453 834874 
email : teleworker@tca.org.uk 
www.tca.org.uk