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Anova IT Consulting



Modeling and Simulation of the Impact of public Policies on SMEs

ICT-2011.5.6 - ICT Solutions for governance and policy modeling

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The project consortium is composed by: Anova IT Consulting (ANOVA), Universidad de Alcalá (UAH), Research Studio Austria Forschungsgesellschaft (RSA), University of Reading (UoR), Opera 21 (Opera21), University of Konstanz (Konstanz), European Institute of Interdisciplinary Research (EIIR), Ayuntamiento de Madrid (MUNIMADRID) and Comune di Verona (VERONA)

More Information

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

Table of contents

1. Introduction	6
2. Results and follow-up of 1 st Experts Group Recommendations	7
3. Second Experts Group Meeting – 18/10/2013 Alcalá de Henares, Madrid (Spain).....	8
4. Major conclusions from the 2nd meeting discussions.....	10
5. Meeting Agenda and Minutes	11
5.1 List of attendances.....	11
5.2 Agenda	13
5.3 Meeting minutes.....	14
5.3.1 Welcome and overview of MOSIPS project.....	14
5.3.2 Roundtable on Impact Analysis for Entrepreneurship and SMEs oriented Public Policies	14
5.3.3 Roundtable on ICT Policy tools scalability and replicability	15
5.3.4 Participatory Debate.....	15
6. Dissemination activities related to the Workshop.....	17
6.1 Press release	17
7. Conclusions.....	18

1. Introduction

The MOSIPS consortium, in order to obtain expert assistance for guiding the project developments as well as calibrating the applicability of the solutions validated criteria and assessment, has introduced in the project activities such as the creation of an Experts Group. The Group is mainly constituted by policy makers and the wider policy-making stakeholder community involved in the development of SMEs.

This Expert Group acts as an external consultation body on the challenges confronting SMEs. Its primary role in the MOSIPS project is to act as a sounding board for the validation of the project's findings and to provide input and feedback on the project activities aimed at facilitating the exploitation of MOSIPS results and improving the impact of the project activities. More specifically, the Expert Group supports the MOSIPS consortium in the following activities:

- Facilitating the engagement of relevant stakeholders for the project.
- Participating in the refinement of the detected user requirements.
- Collaborating in the test and validation of the MOSIPS results.
- Providing recommendations in relation to the scalability of MOSIPS system, its usability and its transferability to different geographic locations and scopes
- Contributing to the dissemination of the project results.

The "1st Experts Group Meeting" in the MOSIPS project framework was organized as a workshop focused on the "Impact of Public Policies on SMEs" on 28/11/2012 in Alcalá de Henares – Madrid (Spain). During this meeting, several key recommendations on **how public policies need to be modeled** in the framework of ICT Policy systems were provided by the experts. These recommendations have been taken into account in the project development phase, mainly in the development of the theoretical model and the design of the User Interface workflow; a precise description of the activities undertaken is provided in section 2 of this document).

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

By sharing the latest research and knowledge on "Impact analysis for Entrepreneurships and SMEs oriented Public Policies" and "ICT tools scalability and replicability" these aspects have been discussed through 2 roundtables and a participatory debate.

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

2. Results and follow-up of 1st Experts Group Recommendations

The following table summarises the activities undertaken by the MOSIPS Project consortium in order to include the Experts recommendations in the project development.

List of recommendations	Action Taken
Take into account the requirements at municipality level but involve the higher administrative level	Policy makers (including the expert board members) from different levels will be invited to test MOSIPS system
Analyse the data available in each country in order to assess MOSIPS scalability	For an RTD FP7 project like MOSIPS the implementation plan has to be strictly followed up in order to comply with budget and time restrictions, therefore introducing the element of other than foreseen countries in the development it is not visible. However even analysing the difficulties in alignment of data between 2 countries which MOSIPS is dealing with, we will provide the conclusions on what the obstacles are to increase MOSIPS scalability across Europe
Clearly analyse the role of citizens in the MOSIPS system	The role of the citizens in MOSIPS is emphasized in order to provide simulation results qualitative information to be taken into account by policy makers, in addition to the quantitative information produced by the Simulation and Forecast Engine
Include in the MOSIPS models the urban clusters focused on the different specialisation sectors	This aspect has been analysed by the consortium in terms of theoretical model. The MOSIPS model counts with a categorization according to 23 productive sectors of the enterprises agents and each one of them is precisely located in space. The relations among the enterprises located in the same geographic sector are modelled according to the ABM principles (bottom up approach). This means that the behaviour of a sectorial urban cluster is modelled in MOSIPS at the level of single enterprise, not at the level of a compound of agents that could lead to a slight distortion of the behavioural rules.
Define in each scenario what is the main goal of the municipal policy	For each of the four scenarios the main goal of the municipal policy has been established: <ul style="list-style-type: none"> - Entrepreneurship -> increase the number of entrepreneurs in the municipality - Responsible administration -> indirect action to achieve the reduction of the long term unemployed - Innovation -> promote the innovation grade of the company in order to increase municipal GDP - Environment -> promote the creation of eco-innovation start-up in order to reduce unemployment and increase municipal GDP
Visualize thanks to the MOSIPS system the impact of the investment carried out by the public administration	The visual analytics of User Interface under development in WP5 has been especially conceived in order to provide policy makers with direct information of the public administration impact in terms of employment status, enterprises financial health and return in terms of taxes

List of recommendations	Action Taken
Involve SMEs and Entrepreneurial Associations as key stakeholders for the MOSIPS project	A specific plan for SMEs and Entrepreneurial Associations involvement in MOSIPS activities has been developed and presented in D7.2.2 "Highlights on MOSIPS Annual Progress for dissemination"
Analyse the necessity of using cloud computing	The development of a web-based architecture for the MOSIPS system will enable the use of distributed computing over a network typical of the cloud computing
Assess the possibility of standardizing the MOSIPS models	MOSIPS has started the dissemination activities to identify results that might be further put in the patents and/or standardization process. As a first step, Ms Gabi Lehnart, member of the European Technology Standardization Institute (ETSI) was invited to join the 2 nd Expert Board Meeting and explain how the process of standardization looks like. Once modeling and testing work on MOSIPS solution was presented, it was confirmed that the certain level of maturity (enough to standardization and or patenting activities to be started) of the system development has been reached. A further step will be to decide where the effort of protection should be placed and which tool of IPR protection to apply. This is mainly the focus for the final year of the project development.

3. Second Experts Group Meeting – 18/10/2013 Alcalá de Henares, Madrid (Spain)

The face-to-face meeting with the invited group of Experts has been organized in Alcalá de Henares on 18/10/2013.

The workshop was organised as a group panel session in which the experts spoke briefly on the topics previously prepared and exchanged ideas and opinions on a guided but informal way. This format was chosen since it allows presenting different perspectives on the same topics and gathering relevant experience and knowledge of each member. The format of the session was based on a volunteering discussion, asking questions and stating opinions with respect for the contributions of other members. At the end of each roundtable, the Experts Group provided their input addressing the key issues identified for each roundtable.

At the concluding session, the panel Chair reported the highlights of the meeting and distributed them to all the Experts Group members and to the MOSIPS consortium.

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

- Impact Analysis for entrepreneurship and SMEs oriented Public Policies.
- ICT Policy tools scalability and replicability.

Also, a participatory debate on MOSIPS Use cases and impact analysis evaluation variables aimed at the analysis of the developed MOSIPS use cases and the selected output variables for policy designs impact analysis was held.

The Meeting Agenda and Minutes are presented in the section 5 of this Report.



Figure 1 - MOSIPS 2nd Experts Group Meeting

4. Major conclusions from the 2nd meeting discussions

The following key recommendation were provided by the experts:

- 1) MOSIPS is predicted to be a good instrument not only for ex-ante impact evaluation, but also **for information centralization in the process of policy implementation** (Mr. Junquera).
- 2) The importance of **matching between policy-makers and entrepreneurs' criteria of evaluating the policy impact** in policy design process has been highlighted by Mr. Miguel Cambas,
- 3) It has been recommended to undertake preliminary studies for **defining flows and methodologies for ICT Policy Modelling tools adoption within public organizations**. (Ms. Elena González).
- 4) The increasing role of the future opinion of the public influencing actual policy was highlighted as the strategic importance for policy makers. In **the future MOSIPs should provide also analysis on estimating future public opinion results etc...**
- 5) Key elements to standardise MOSIPS-like solutions is to develop real use cases in at least one country level and **plan the standardisation process very carefully in order not to increase the fragmentation and/or redundancy of activities and place it well in time** (it is also critical to start it early enough as the statistical process of standardisation takes about 10 years).
- 6) The interface of MOSIPS-like system has to be **as simple as possible** in order to increase the groups of users able to run MOSIPS 2.0 to e.g. Policy makers themselves (for the moment it is for the analytics supporting Policy makers department)
- 7) The importance of introducing **common measurement systems associated, on one hand, with the policy impact, and on the other, with the policy implementation results and effects calculation** was highlighted (Ms. Montse Rodríguez, representing Barcelona Activa, member of Eurocities). This could be a great opportunity to introduce the next MOSIPS version system/module which includes the standardization of the measurement system across SMEs organization and link this results to the former policy design process
- 8) To include in the MOSIPS commercial strategy the fact that the solution under development will enable **overcoming the time constraints that usually policy makers are forced to face**: the system include all the statistical information for a territory required in order to take decisions and, moreover, enable the ex-ante analysis of the impact of the proposed public policy
- 9) To follow up with the strategy of including SMEs and Entrepreneurial association as important stakeholder in the MOSIPS project, with the aim of ensuring **matching between policy-makers and entrepreneurs criteria in policy design**

5. Meeting Agenda and Minutes

5.1 List of attendances

The MOSIPS Experts Group is currently composed by experts on public policies at different administration level. In the following table, the list of Experts Group members is shown.

Name	Entity	Position	Country
Richard Tuffs	ERRIN (European Regions Research and Innovation Network)	Director	Europe
Luis Cueto Álvarez de Sotomayor	Ministry of Economy and Competitiveness	Deputy Director General for Business Innovation Development	Spain
Juan Junquera	Ministry of Industry, Energy and Tourism	Former Secretary of State for Telecommunications	Spain
Ioannis Pavlou	Municipality of Thermi	Development and Planning Department	Greece
Roberto Ondarra	Municipality of Bilbao	Responsible of the Enterprise Area	Spain
Giuseppe Tripoli	Ministry of Economic Development	Head of Department for Enterprises and Internationalization	Italy
Miguel Cambas	Guadalajara Provincial Entrepreneurship Confederation	Director	Spain
Elena Gonzalez	Red.es	Deputy Director for Digital Economy	Spain
Gaby Lenhart	ETSI – European Telecommunication Standards Institute	Senior Research Officer	Europe
Montse Rodriguez	BarcelonActiva	Studies and Strategy Responsible	Spain

Table 1. List of the Experts Group Members

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

- **Juan Junquera**, Former Secretary of State for Telecommunications of the previous Ministry of Science and Innovation (Spain)
- **Luis Cueto Alvarez de Sotomayor**, Deputy Director General for Business Innovation Development in the Ministry of Economy and Competitiveness (Spain)
- **Miguel Cambas**, Director of the Guadalajara Provincial Entrepreneurs Confederation (Spain)
- **Elena Gonzalez**, Deputy Director for Digital Economy in Red.es (public corporate entity for promoting the development of the Information Society in Spain)

- **Gaby Lenhart**, Senior Research Officer in ETSI (European Telecommunications Standards Institute)
- **Montse Rodriguez**, Studies and strategy responsible in Barcelona Activa (public

Moreover, the following MOSIPS partners attended the meeting:

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

5.2 Agenda

FRIDAY, 18 OCTOBER 2013		
9:30	Workshop start	
	Opening session	Ms María Teresa del Val Nuñez, Deputy Director of the Business Administration Department – Universidad de Alcalá
	Welcome and Introduction	Mr Ricardo Buendía Iglesias, Managing Partner – Anova IT Consulting
10:00	The framework of the workshop: The MOSIPS project	
	Project Overview and Roadmap established after the 1 st MOSIPS workshop on Public Policies	Mr Paolo D'Arminio, PROJECT Coordinator – Anova IT Consulting
10:30	Roundtable discussion on Impact Analysis for Entrepreneurship and SMEs oriented Public Policies	
	Chair	Mr Juan Junquera – Former Spanish Secretary of State for Telecommunications
	R&D impact on economic reforms agendas	Mr Luis Cueto Álvarez de Sotomayor – Deputy Director General for Business Innovation Development (Spanish Ministry of Economy and Competitiveness)
	Information society and economy: how measuring policy design impacts on SMEs?	Mr Miguel Cambas – Guadalajara Provincial Entrepreneurs Confederation
	SMEs oriented policy for promoting digital economy	Ms Elena Gonzalez – Deputy Director for Digital Economy, RED.es (Public corporate entity for promoting the development of the Information Society in Spain)
	Open discussion	
11:30	Coffee break	
12:00	MOSIPS Use cases and impact analysis evaluation variables	
	Chair	Ms Anna Sadowska, General Manager Eastern Europe, EIIR (European Institute of Interdisciplinary Research)
	Participatory debate aimed at the analysis of the developed MOSIPS use cases and the selected output variables for policy designs impact analysis.	
13:00	Roundtable discussion on ICT Policy tools scalability and replicability	
	Chair	Mr Paolo D'Arminio – MOSIPS Project Coordinator
	The role of the standardization institutes in ICT policy tools	Ms Gaby Lenhart, ETSI (European Telecommunications Standards Institute)
	ICT solutions for governance: policy makers real needs	Mr Javier Alonso, Municipality of Madrid
	Entrepreneurship and SMEs policies and impact analysis on local/cities areas	Montse Rodríguez – Barcelona Activa
	Open discussion	
14:00	Conclusions and closure of the workshop	

5.3 Meeting minutes

5.3.1 Welcome and overview of MOSIPS project

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

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

Mr. Paolo D'Arminio, MOSIPS project coordinator, performed a comprehensive presentation of the MOSIPS project, focusing on the current achievement and the importance and advantages of using ABM as modeling and simulation technique. The current project activities status has been presented, pointing out how the different consortium partners cooperated in the development activities.

After this introductory session, the roundtable discussions took place.

5.3.2 Roundtable on Impact Analysis for Entrepreneurship and SMEs oriented Public Policies

The chair of this roundtable, Mr. Junquera opened the discussion by performing a brief analysis of how a public policy is settled, starting from the formulation, passing through the implementation and ending with the results evaluation. The critical aspects of each one of these phases have been pointed out, determining how time constraints usually constitutes a strong obstacle for the undertaking of the best decision possible (lack of time for analyzing all the required elements). In this sense, he foresees in MOSIPS a good instrument not only for ex-ante impact evaluation, but also for information centralization.

In line with Mr. Junquera opinion, but from a different point of view, Mr. Cueto underlined how time is also a very important constraints for companies and that the phenomena of the red-tape should be reduced as much as possible by public organization at all the administrative levels.

Mr. Miguel Cambas, from Guadalajara Provincial Entrepreneurs Confederation, made an overview of the current situation of the market and taxes, and underlined the importance of matching between policy-makers and entrepreneurs criteria in policy design.

Ms. Elena González, Deputy Director for Digital Economy in Red.es, talked about the main tasks that Red.es is undertaking in order to promote SMEs competitiveness in Spain. Basing on the Spanish Digital Agenda, the institution is basing its strategy on three pillars: ICT in SMEs and e-Commerce, Digital Content production and Internationalization plans. Moreover she pointed out that in Red.es the consequences of the public policies are analyzed when the policies are already implemented, there is not a model of prediction nor processes established for including ICT Policy Simulation systems in the organization. She highlighted the extremely importance of tools like MOSIPS to simulate and predict the possible

effects of the policies along with the necessity of defining flows and methodologies for their adoption within public organizations.

There was a round of questions and answers from the speakers converging on the same aspect: the importance of using ex-ante policy impact analysis tools within public administrations.

5.3.3 Roundtable on ICT Policy tools scalability and replicability

Mr. Paolo D'Arminio, chair of this second roundtable and MOSIPS Project Coordinator, made the introduction to the topic addressed and explained why scalability is important in systems such as MOSIPS and why, according to his opinion, standardization processes have a great importance in this process.

Ms. Gaby Lenhart, from ETSI (European Telecommunications Standards Institute), made a presentation of the institution represented making practical example of how standardization processes need to be undertaken. She stated: "The most successful standards has always been written by those who later on used them for implementation". She also pointed that the creation of a standard is a long-time process and the risk of counting with obsolete procedures when finally the standard has been accepted. Referring to the intervention of Ms. Gonzalez in the first roundtable, it has been pointed out that no working groups focusing on ICT policy tools exist in ETSI and that the MOSIPS consortium could represent the best promoter for such an initiative.

Mr. Javier Alonso, representing the Municipality of Madrid, talked about the real needs of public entities, underlying the necessity of simplicity of the tools (necessity already expressed by other experts during the 1st Experts Group and already covered by the project consortium in the development of the system UI).

Ms. Montse Rodríguez, representing Barcelona Activa, made an overview of the entity she represents and mentioned its three lines of action: entrepreneurship, creation and business services. She exposed that the only way her organization is currently using to analyze the impact of the implementation of a new policy/service are surveys, but it has a limited utility because "there not exists the real possibility to establish a direct effect between the use of their services by a company and the achieved performance of the same company". She thinks that it is necessary establishing procedures to easily accede to the microdata owned by central government in order to deepening the knowledge of the real economical situation. She concluded that it is necessary to know the impact of our policies to improve or change them the same aim that MOSIPS address.

Finally, Mr. Paolo made a brief conclusion of the roundtable and thanked all the participants and attendees.

5.3.4 Participatory Debate

Dr. Anna Sadowska, General manager Eastern Europe of the EIIR, was in charge of the participatory debate called "MOSIPS Use cases and impact analysis evaluation variables" in which is aiming at the analysis of the developed MOSIPS use cases and the selected output variables for policy designs impact analysis.

She made an introduction of EIIR (European Institute of Interdisciplinary Research) and talked about the necessity of ex-ante effects visualization in a real context. She

also said that some implemented policies are not as effective as they should be because the main problem nowadays is to catch or predict the behavior of citizens in non-standard conditions like economic crises. She highlighted that even if the Agent based model implemented in MOSIPS is more able to capture non-standard correlation between economical and behavioral drivers, the challenge for MOSIPS like systems is to define the more advanced use cases and wider variables set describing MOSIPS results in terms to capture the social drivers and non standard conditions (like economic crises, personal features like individual motivation, personal character of the owners, changing style of leaving individuals) and give it more importance to determine the final reaction of SMEs to the policy proposed programmes in particularly among the micro-enterprise group.

Finally, she presented to the audience the survey created by the project consortium in order to collect feedback on the selected output variables for policy designs impact analysis, encouraging all the attendees to fill it.

6. Dissemination activities related to the Workshop

6.1 Press release

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

Date of appearance	Newspaper, Magazine or Gazette's name	Participant Partner	Language
15 th October 2013	UAH Digital News	ANOVA, UAH	Spanish
15 th October 2013	La Catedral Online	ANOVA, MADRID	Spanish
13 th October 2013	Anova IT Consulting	ANOVA	Spanish

In parallel of this deliverable, a new press release will be distributed in order to promote the results of the meeting.

7. Conclusions

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

A new list of recommendations has been produced and the project consortium will take into account the feedback, suggestions and recommendations received during the last year of project execution.