



D.1.3 - Collaboration guidelines with ICT policy makers and stakeholders

Grant Agreement number: 246644

Project acronym: PRO-IDEAL PLUS

**Project title: PROMotion of an ICT Dialogue between Europe and America
Latina – extension towards Mexico, Colombia, Cuba, Costa Rica**

Funding Scheme: Support Action

Due date: 1/07/2010

Actual date: 07/07/2010

Document Author/s: EMF, CAMTIC, INMARK

Version: 1.0

Dissemination level: PU

Status: Final Version



TABLE OF CONTENTS

	Page
1 INTRODUCTION	3
2 PRO-IDEAL PLUS POLICY MAKERS AND STAKEHOLDERS	4
2.1 Policy makers – in general	4
2.2 Policy and decision makers in the countries with S&T agreement	5
2.3 Policy and decision makers in the countries without S&T agreement	5
2.4 Policy makers at European Level	5
3 ENGAGEMENT STEP-BY-STEP	7
3.1 One-to-one contacts	7
3.2 ICT Fora	7
3.3 Round Tables	8
3.4 Virtual ICT Dialogue Space	8
3.5 Mapping Grid	8
4 TIME SCHEDULE	9
5 ACTORS PARTICIPATING IN THE IMPLEMENTATION OF POLICY MAKERS ENGAGEMENT	10
5.1 PRO-IDEAL PLUS partners	10
5.2 Enlarged network (work-in-progress)	10

1 INTRODUCTION

Collaboration principles

This document deals in particular with the different kinds of *policy and decision makers* and gives indications on how best involve them to create a sustainable impact.

For a Support Action like PRO-IDEAL PLUS, mobilisation of and collaboration with stakeholders is key. Therefore, this document, based on the dissemination strategy (D6.1) will map the stakeholders with the available means and communication channels. It cannot be seen isolated, otherwise it misses out on the core messages.

Description of the DoW:

Task 1.5 Collaboration schedule and ways of collaboration: This task maps the identified stakeholders with the means of involving them in PRO-IDEAL PLUS e.g. ICT Fora, Round tables, Virtual ICT Dialogue etc. In order to reach an impact, the right positioning of people according to their interests, time and priorities is crucial. Thus, this first scheme serves as guidelines for the content and timetable of the main PRO-IDEAL PLUS activities as described below.

Depending on the stakeholders, some key elements must be considered:

- Defining message to that particular group that corresponds to its interests;
- Selecting the appropriate modes of communication;
- Building continuous good relationships across stakeholders including media;
- Evaluating results and follow-up where appropriate;

2 PRO-IDEAL PLUS POLICY MAKERS AND STAKEHOLDERS

The project identifies *a priori* three types of target groups:

- Policy makers in the large sense that are the focus of WP1 and subsequently, WP2 and WP4;
- Potential participants in ICT projects which are at the focus of WP3; and
- Third-parties that are either multipliers (e.g. networks, cluster projects) or media (press, on-line communities).

In approaching these target groups, all partners will use their established networks and contacts, using different means and tools to convey the PRO-IDEAL PLUS story.

2.1 Policy makers – in general

To create a lasting relationship to policy makers and thus, to support the R&D ICT dialogue, policy makers should a) know about the project, b) realise its potential for the ICT dialogue and c) appreciate the value added it brings to the dialogue, for example, providing input to the dialogue from other sources than the usual participants in the policy dialogue.

Whereas the PRO-IDEAL project already created some recognition¹, PRO-IDEAL PLUS will base its activities on those achievements and intensify them through all channels available (see chapter below).

Role in ICT Policy

From the 588 screened Stakeholders and Policy Makers in the target countries, 79% of them are decision makers and play a relevant role in ICT Policy (see D.1.1 - List of stakeholders and EU/LAC initiatives on international cooperation).

From those Stakeholders dealing with direct ICT Policy, 26% are direct beneficiaries of ICT Policy, followed by 19% that provides opinion on ICT Policy, and 18% that participates directly in ICT policy discussions.

Only 5% has any relation with ICT legislation and or implementation of ICT policy. In this group we have:

- ◆ Comisión Nacional de Investigación Científica y Tecnológica de Chile (CONICYT)
- ◆ Secretaría de Comunicaciones de Argentina
- ◆ Gobernación de Antioquia (Colombia)
- ◆ Centro de Investigación de las Telecomunicaciones de Colombia (CINTEL)
- ◆ Cámara Costarricense de Tecnologías de Información y Comunicación (CAMTIC)
- ◆ Ministerio de Economía, Industria y Comercio de Costa Rica
- ◆ Foro Consultivo Científico y Tecnológico FCCyT (México)

¹ Documento sobre la Iniciativa Conjunta de Investigación e Innovación SOM ALCUE de Ciencia y Tecnología, Buenos Aires, Argentina, 25-26 Febrero 2010 (p.3), Scientific and Technological Cooperation between EC and Chile. Road Map 2009-2010 (p. 6) and Hacia un nuevo enfoque en la Cooperación Científica y Tecnológica AL – UE, EURALINET 2009, p.10

2.2 Policy and decision makers in the countries with S&T agreement

Four countries of partners of PRO-IDEAL PLUS have currently a S&T Agreement: Argentina, Brazil, Chile and Mexico. D1.1 identified the main stakeholders with regard to policy and decision making. From these rather extensive country lists, local partners will make a shortlist that corresponds to the criteria laid down in the DoW, i.e.:

- sufficient endorsement to ICT policy dialogue
- contribution to ICT research,
- potential to foster LAC-EU cooperation
- industry leadership

The PRO-IDEAL PLUS project foresees 2 main channels to involve these policy makers:

- ICT Fora (WP2)
- Virtual Policy Dialogue Space (WP5)

For details of these channels, see below chapter 3

2.3 Policy and decision makers in the countries without S&T agreement

The experience gathered when interacting with policy makers of the countries with S&T Agreement and the EU might foster similar bilateral agreements in other countries participating in PRO-IDEAL PLUS. This refers to: Colombia, where discussions about an S&T Agreement are currently held; Costa Rica where the PRO-IDEAL PLUS partners has very good contacts to the current, new government; and Cuba that might become an important research partners in some ICT areas. Furthermore, these relations may engender the creation of an ICT National Contact Point in countries where this special contact point does not yet exist.

Main channel to involve policy makers in countries without S&T agreement are the

- Round Tables (WP4)

In order to involve the appropriate round tables participants, clear selection criteria will be applied, as for the ICT Fora.

2.4 Policy makers at European Level

As we are talking about a "dialogue", policy makers of the EU must be contacted as well. Whereas the involvement of national players in all EU Member States would go beyond the scope (and budget) of PRO-IDEAL PLUS, policy makers at EU level will get involved in order to raise awareness, keep them informed about the goals and progress, and eventually, get them involved in PRO-IDEAL PLUS or other events between the two regions.

Key target group are MEPs – Members of the European Parliament, in particular those that are members in Committees targeting the PRO-IDEAL PLUS partner countries.

At Parliamentary level, an institutional mechanism operates between the European Parliament and the Latin American Parliaments: [EUROLAT](#). The Euro-Latin American Parliamentary Assembly - EUROLAT was created in 2006, holding its Constituent Session on 8 and 9 October of that year in Brussels.

EUROLAT is the parliamentary institution of the Bi-regional Strategic Association established in June 1999 in the context of the EU-LAC (European Union-Latin American and Caribbean) Summits. EUROLAT adopts and submits resolutions and recommendations to the various organizations, institutions and ministerial groups responsible for the development of the Bi-regional Strategic Association. EUROLAT's Committee on Economic, Financial, and Commercial Affairs is the organ most relevant to address ICT R&D issues.

Besides EUROLAT, the European Parliament comprises a number of Delegations to various joint parliamentary bodies and regional groupings in Latin America:

- [Delegation to the EU-Mexico Joint Parliamentary Committee](#)
- [Delegation for relations with the countries of Central America](#)
- [Delegation for relations with the countries of the Andean Community](#)
- [Delegation to the EU-Chile Joint Parliamentary Committee](#)
- [Delegation for relations with the Mercosur countries](#)

3 ENGAGEMENT STEP-BY-STEP

Despite of the Internet, social networks and virtual spaces, the first step is still the personal contact. If you want policy makers to listen to you, you first have to listen to them: What do they want to achieve? What is their specific interest? In establishing a core group – e.g. through "googling" their profiles; or through former, already established contacts – you identify those that might have a genuine interest. Try to listen to them – in Parliament, at a conference, or through on-line videos. You gather "passive" knowledge before you act.

3.1 One-to-one contacts

One-to-one contacts will be necessary to guarantee to develop a personal relationship that goes beyond a one-off event or project.

Call them – e-mails are not appropriate for that purpose. After the call, you can send them project or event information. Then they know that the e-mail comes from you.

Or send an official letter requesting a meeting and including some background info (e.g. one-pager of the project; programme for an event). The formality depends on the country and the importance of the person in question. If you chose this way, let a week pass, then call.

Before going to the meeting, have a clear mind what you want from the person. Here some examples:

- First contact ("awareness raising") so that the person gets to know you, to involve him/her at a later stage
- Clear proposition on how to involve the person ("engagement") for a specific action (e.g. to participate in an ICT Forum or a Round Table)
- Brief the person on the progress of an action, if already contacted before

Important:

Make sure that you end the meeting with clear action points (of either side) and FOLLOW-UP immediately with a thank-you letter.

3.2 ICT Fora

These are foreseen as support action to the S&T Dialogue in countries where there is a bilateral S&T Agreement.

Main objectives of these events are:

- to support the ICT R&D dimension in the policy dialogues between the EU and the Latin America region
- to reflect the importance of global ICT collaboration for competitiveness, innovation and socio-economic development of both regions

The format of these events is laid down in D2.2.

3.3 Round Tables

These are foreseen as support action to the S&T Dialogue in countries where there are no bilateral S&T Agreement such as Colombia, Costa Rica and Cuba, but also the "new" PRO-IDEAL PLUS country Mexico.

Main objectives of these Round Tables are:

- To strengthen the ICT dialogue and support the co-ordination of Latin America national policies on international S&T co-operation in the ICT sector at a more informal level.
- To identify and analyse the ICT policies and research priorities in LA target countries and their alignment with the priorities of the EU.
- To draft a Roadmap for ICT research agenda in LA target countries in view to consolidate cooperation efforts between all players in the ICT sector and create a strong basis for future cooperation between LA and EU.

An average size of Round Tables will vary from estimated 5 to 10. This size allows for close interaction and discussion on once or two crucial topics.

3.4 Virtual ICT Dialogue Space

In order to support the activities carried out in the ICT Fora and Round tables, this virtual space will allow continuous information exchange and discussions on crucial topics of the ICT dialogue as defined in the face-to-face events. The space will be set up in a way to allow for public participation and for private discussions, depending on the persons and topics involved. The means to communicate will be modelled after easy-to-use social networking tools.

The public part may use "best of breed" social networking tools already established, whereas the private part will use secured technology. For details see D5.1 User Specifications for Virtual ICT Dialogue Space, webcasting and on-line brokerage facilitation and D5.2 Technical requirements and options for Enhanced PRO-IDEAL Web 2.0 platform.

3.5 Mapping Grid

Target group	One-to-one	ICT Fora	Round Tables	Virtual DS
<i>Policy makers in countries with S&T Agreement</i>				
Politicians		X		(x)
Officials of Ministries and other Public institutions	x	x		x
Decision-makers of Research agendas	x	x		x
<i>Policy Makers in countries w/o S&T Agreement</i>				
Politicians	x		x	(x)
Officials of Ministries and other Public institutions	x		x	x
Decision-makers of Research agendas	x		x	x
<i>Policy Makers at EU level</i>				
MEPs	x		(x)	(x)
Ambassadors	x	(x)	x	(x)
EU officials	x		(x)	X

4 TIME SCHEDULE

Activity	Venue	Time	Involving
Round Table	Brussels	Beginning September 2010	Embassy-level
Special event (ICT 2010 – networking session)	Brussels	27-29 t.b.d.	Involve a MEP
Special event	Brussels	29 September 2010	EULARINET event
ICT Forum	Santiago de Chile	November 2010	Joint Committee Meeting Chile-EU
ICT Forum	Cuba	February 2011	XIV Convención y Feria Internacional Informática 2011, 7 - 11 Feb 2011
ICT Forum	Buenos Aires	March/April 2011	Joint Committee Meeting Argentina-EU
ICT Forum	Mexico	2011	Joint Committee Meeting
ICT Forum	Brazil	2011	Joint Committee Meeting
ICT Forum	t.b.c.	2011	CEPAL

The time schedule for Round Tables will be drafted in the second half of 2010 for 2011.

5 ACTORS PARTICIPATING IN THE IMPLEMENTATION OF POLICY MAKERS ENGAGEMENT

In order to reach the broadest possible audience, the PRO-IDEAL PLUS partners will call upon their broader networks.

5.1 PRO-IDEAL PLUS partners

Depending on their expertise, PRO-IDEAL PLUS partners will be responsible for different tasks & address different target groups in different geographical regions.

- INMARK: General coordination and communication with the EC; General awareness raising Spain; contacts to EU projects (EELA-2, EULARINET), RedCLARA, IBEROEKA and clustering activities; coordination of local partners in the target region; coordination with cluster projects; participation in ICT Fora and ICT Days; WP2 leader (ICT Fora).
- EMF: Awareness raising among EMF membership (associations and industry); on-line communities; mobilization of participants for PRO-IDEAL PLUS platform; EU projects and EUREKA contact; participation in ICT Fora and ICT Days; WP5 and 6 leader (Platform and dissemination); contacts to MEPs and EC officials.
- ADI: ICT Forum Chile; participation in ICT 2010 event.
- MINCYT: ICT Forum Argentina; participation in ICT 2010 event.
- USP: ICT Forum Brazil; participation in ICT 2010 event.
- CAMTIC: Awareness raising in Costa Rica; KoM; ICT Day in Costa Rica; WP1 leader; participation in ICT 2010 event.
- ITESM: Awareness raising Mexico; ICT Day Mexico; ICT Forum Mexico; participation in ICT 2010 event.
- SOFTEL: Awareness raising Cuba; ICT Day Cuba; ICT Forum Cuba; participation in ICT 2010 event.
- UNAL: Awareness raising Colombia; ICT Day; participation in ICT 2010 conference. WP3 leader (ICT Days).

5.2 Enlarged network (work-in-progress)

One of the tasks of PRO-IDEAL PLUS is to engage a larger network to collaborate. This starts with the 2 other cluster projects, FIRST and FORESTA. All events will be mutually showcased and promoted, to potentialise the impact.

Furthermore, concrete collaboration is already under way with EULARINET (participation in Workshop on EU - Mexican Science and Technology Cooperation in ICT held in Monterrey on 28-29 June; event in September 2010), the Advisory Board (Round Table of September that will be co-organised by Maximilano Alonso) and local networks.