

# istBonus

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Supporting  
Research  
Excellence  
in ICT for  
Business



With the support of the European Commission



***PUBLISHABLE FINAL ACTIVITY & REVIEW  
REPORT***

**April 2007**

**Specific Support Action:**

**IST-BONUS**

**(Contract Number IST-015871)**

*“Identify and Support Research and Business Excellence to Enhance NMS – ACC Participation in the Development and Pilot Implementation – Demonstration of ICT Business Applications and Services”*

**Thematic Priority: IST – 2004 – 2.3.6.1**

**PUBLISHABLE FINAL ACTIVITY & REVIEW REPORT  
(Mar 05 – Feb 07)**

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## FOREWORD & PROJECT SUMMARY

The ‘Publishable Final Activity & Review Report’ provides an overview of the IST-BONUS project, its outcome and a short qualitative assessment of its main elements. The current document aims to disseminate the results of IST-BONUS and is accessible to the public through its website.

**IST-BONUS** project ([www.ist-bonus.net](http://www.ist-bonus.net)), titled: *“Identify and Support Research and Business Excellence to Enhance NMS - ACC Participation in the Development and Pilot Implementation – Demonstration of ICT Business Applications and Services”* (Contract Number IST-015871). IST-BONUS has been supported by the European Commission under the FP6-IST, Objective 2.3.6.1: To stimulate, encourage and facilitate the participation of organisations from the NMS and ACC in the activities of IST.

The project aimed to upgrade the participation of competent organisations in the EU-funded research programmes in two areas: e-Business & e-Work. IST-BONUS targets research organisations (universities, institutes, centres, etc.), innovative SMEs, mid-range & large enterprises from the New Member States (NMS) and Accession Candidate Countries (ACC). The consortium of IST-BONUS has supported these organisations in their effort to excel in specific areas of expertise and lead European research initiatives. More than 10.000 organisations mainly from the NMS & ACCs but also from the EU-15 have been contacted, informed, participate in and benefit from the project activities.

The project was elaborated within 24 months (Mar 2005 – Feb 2007) by a consortium of 12 partners from 11 European countries (Greece, Germany, UK, Poland, Hungary, Slovakia, Estonia, Malta, Turkey, Bulgaria and Romania).

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## IST-BONUS project overview

### Project Title

*“Identify and Support Research and Business Excellence to Enhance NMS - ACC Participation in the Development and Pilot Implementation – Demonstration of ICT Business Applications and Services”*

### Contract Number

IST-015871

### Project Aim

The major objective of IST-BONUS is to **upgrade the participation** of organisations from the NMS & ACC to the IST Priority **both in quantitative and qualitative terms**, particularly regarding two wide areas: **e-business** and **e-work technologies** and related state-of-the-art applications; which can have significant impact on Europe’s competitiveness, sustainability and societal cohesion.



IST-BONUS aims to **facilitate the transition** of competent NMS & ACC organizations **from ‘research followers’** (that is partners with low capability to influence research course) **to ‘research leaders’** (coordinators or major partners of RTD projects).

### Background

The European Commission (EC) has supported a large number of initiatives, which aim at enhancing the participation of the New Member States (NMS) & Accession Candidate Countries (ACC) in the European research in the Information Society Technologies.

Most of these projects has focused on rather ‘conventional’ activities (information & training events, creation and web-databases and tools, networking / brokerage events, etc) to improve the participation mainly in quantitative terms (that is increase the number of participating organizations and thus the overall budget dedicated to the NMS & ACC).

Though still of high importance, very few of these initiatives have included in their core priorities qualitative aspects. Therefore, further support is needed to facilitate the transition of competent NMS & ACC organizations from ‘research followers’ (that is partners with low capability to influence the research course) to ‘research leaders’ (that is coordinators or major partners of research projects).

This has required an advanced set of support services concentrated particularly on highly motivated, competent and committed to excellence organisations.

### Activities

To achieve this aim IST-BONUS has implemented actions sufficiently including: (i) **‘conventional’ activities** - targeting to a large number of interested organisations and (ii) **‘go beyond’ activities** based on a set of **‘Research BONUS’ Services** (elaboration of PR Research profiles - networking with EU-15 research leaders and EC services, development and supporting the implementation of Research Action Plans - Roadmaps to excellence in FP7-ICT) - targeting to a selective number of highly motivated and competent organisations.

The **‘conventional’ activities** have concentrated on increasing participation mainly **in quantitative terms**. Under this approach, activities escalate in 3 levels of maturity: (a) Promotion / publicity and awareness creation, (b) Info-days, training sessions and (c) Networking / partnering events within the context of international IST conferences.

The ‘go beyond’ activities have focused particularly on **qualitative terms** targeting to increase the number of (i) highly networked organisations from the NMS & ACC, (ii) major research players and (iii) competent coordinators in EU-funded research projects.

To maximise its impact the project has been supported by a **website** ([www.ist-bonus.net](http://www.ist-bonus.net)) including a user-oriented **database** to facilitate, networking and providing valuable info.

### Main Objectives

The project’s main objectives and diversified activities are summarised below:

Approach	Objectives	Activities	
<b>‘Conventional’</b> (to a large number of NMS & ACC organisations)	(i) Increase awareness in IST strategic objectives, (ii) Increase the level of networking with EU-15 counterparts, (iii) Promote research competencies (iv) Increase skills in building European research projects (v) Increase skills in preparing proposals and managing European research projects (vi) Enhance participation in FP6 projects in the areas of their expertise	– Promotion – publicity campaign. – Web-portal / DB / Partner searching & finding – Info-days – workshops – Advanced tutorials, training sessions – seminars – Networking events	<b>Stimulatory / Preparatory / Brokerage</b>
<b>‘Go Beyond’</b> (to a selective number of outstanding NMS & ACC organisations)	(i) Strength scientific & technological excellence by setting clear strategic research objectives & stimulate action towards their achievement (ii) Communicate effectively research competencies and strengths and support entrance in networks of research leaders (iii) Develop enhanced skills in building large and / or complex European research projects and upgrade participation in IST	– Bonus 1: PR research profiles – Bonus 2: Research action plan / Roadmap to excellence in IST – Bonus 3: Action plan in force – <i>Supplementary Activities</i> – Additional networking / brokerage with leaders – Dissemination / networking to EC services	<b>‘Research Bonus’ Services</b>

Other project objectives are:

- **To motivate and activate ‘new players’ to the IST Strategic Objectives** and/or further enhance the participation of already IST active organisations from the NMS and ACC.
- **To stimulate close networking** between NMS & ACC organisations and EU-15 organisations & networks.
- **To encourage and facilitate the development of RTD multinational projects** and generally technology exploitation projects in the targeted IST areas.
- **To support organizations** from the NMS & ACC, **that excel in certain fields of IST**, to take up the opportunity to lead European research in their domains of expertise by providing them with a **bonus Scheme** in the form of high-added value guidance and support services.
- **To promote high-competent organizations from NMS and ACC** not only to their leading counterparts from the EU-15 but also to relevant EC services.

### Area of Focus

IST-BONUS has focused into two wide areas of IST. Namely:

#### **e-Business<sup>1</sup>**

- ✓ “Conducting of business on the Internet”
- ✓ e-commerce (buying and selling online)

<sup>1</sup> Source ‘eEurope’

- ✓ the restructuring of business processes to make the best use of digital technologies.
- e-Work<sup>2</sup>**
- ✓ Any normal business activity carried out from a remote location by using modern computing and communication technology

In respect to the above areas, IST-BONUS has targeted the following FP6-IST and FP7-ICT objectives:

IST-BONUS focus in particular EC research priorities	
FP6-IST	FP7-ICT (Based on the Draft Work Programme)
2.3.1.9 Networked business & governments	3.1.1.2: Service and Software Architectures, Infrastructures and Engineering
2.3.2.6 Applications and services for the mobile user & worker	3.1.1.4: Networked Media
2.3.1.6 Multimodal Interfaces	3.4.1.1 (3.4.3.1): Digital libraries, Usage and Learning
2.3.1.7 Semantic based knowledge systems	3.4.2.1: Intelligent Content Creation and Management
2.5.8 ICT for Networked Businesses	3.5.1.1: Personal Health Systems for Monitoring and Point-of-Care diagnostics
2.5.9 Collaborative Working Environments	3.5.1.2: Advanced ICT for Risk Assessment and Patient Safety
2.5.11 eInclusion	3.6.1.1: ICT for the Intelligent Car and Mobility Services
2.4.7 Semantic-based Knowledge and Content Systems	3.6.2.1: ICT for Cooperative Systems
2.4.9 ICT Research for Innovative Government	3.6.2.2: ICT for Environmental management and energy efficiency
2.4.10 Technology-enhanced Learning	3.7.1.1: ICT and Ageing
2.4.13 Strengthening the Integration of the ICT research effort in an Enlarged Europe	3.7.2.1: Accessible and Inclusive ICT
2.6.2: Ambient Assisted Living (AAL) for the Ageing Society	
2.6.3: Search Engines for Audio-Visual Content	

### **Main Target Groups**

IST-BONUS has targeted all NMS (Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Slovak Republic, Slovenia) and ACCs (Bulgaria, Romania, Turkey) organisations such as:

- Academic and research institutes
- Innovative SMEs
- Research departments of large enterprises

that have been active or interested in the fields of e-business, e-work and related technologies.

The consortium of IST BONUS has supported the above organisations in their effort to excel in their specific areas of expertise and lead European research initiatives in e-business and e-work.

### **Benefits & Impact**

IST-BONUS has encouraged, networked and activated in European e-Business & e-Work-related research a large number of NMS & ACC organisations. In addition the project succeeded to make a step forward by helping selected NMS & ACC organisations to become 'highly networked and competent research leaders' (project co-ordinators, major research partners).

In particular, IST-BONUS has supported NMS & ACC organisations to:

<sup>2</sup> Source: Europa, Economy and work



- Upgrade their participation in IST
- Enter in EU-15 research networks
- Identify new research / business co-operations & opportunities
- Receive high-added value guidance and support services
- Develop enhanced skills in building European research projects
- Strengthen scientific & technological excellence
- Communicate effectively research competencies
- Increase their networking to relevant EC services
- Be transformed to ‘research leaders’

At the same time the project have had clear benefits to EU-15 organisations:

- Brings them into contact with their counterparts from the NMS & ACC
- Promotes to them competent NMS & ACC organisations

### **Innovation**

IST-BONUS differentiates from other similar EU-funded projects as:

- ↳ It has been the only project, which provided such services (‘Research Bonus’ Services).
- ↳ It has targeted **e-business** and **e-work** technologies and related state-of-the-art applications.
- ↳ Its consortium involved research organisations with excellent performance in EU-funded ICT research and a network of national partners.
- ↳ It has targeted NMS and ACC organisations (both research (public or private) and enterprises (either small or large)).
- ↳ Its methodology incorporated a major preparatory component, which allows for the provision of advanced services and events of high quality.

Therefore, the innovation of IST-BONUS lies on its approach, methodology, activities and consortium.

### **Innovation in Activities - Research Bonus Services:**

The project multidisciplinary team has provided tailored services to a small number of selected organisations:

- (1) The ‘PR Research Profiles’ consist of a 1-page of the research-related competences and interests of the selected organisations. They function as promotion tools to facilitate networking with the European research community in the specific fields of expertise and interest of the organisations.
- (2) The ‘Research Action Plans’ (RAPs) are plans that suggest actions towards successful participation in FP7-ICT. RAPs tell NMS & ACC organisations where to focus (areas and sectors of ICT), their training needs, their networking strategy, from where and how they can raise funding, etc.

### **Innovation in Approach & Methodology:**

IST-BONUS has focused on 2 specific areas: e-Business and e-Work.

Its methodology has incorporated a strong preparatory element (Map of Research Sub-areas, Selection of recent IST projects, Good Practice Guide, Needs Assessment Report, Technology Trends Report, Info and training material development) so as to develop the appropriate material for its actions, events and services.

The project implemented a variety of activities: ‘**conventional**’ (publicity campaign, info-days / workshops, training sessions / tutorials, networking / partnering) and ‘**go beyond**’ (Research Bonus Services).

The project consortium put considerable effort to reach a wide target group at the beginning and has focused on selected organisations to provide tailored and value added services at a later stage.

**Innovation in the Synthesis of the Consortium:**

The IST-BONUS consortium consists of 2 main groups: (i) The National Partners, which are responsible for the implementation of the project activities at national level and (ii) the Scientific Partners, which provide their expertise on e-Business and e-Work-related technologies and research issues. The project has also involved a partner with expertise in communication and a management consultancy, which leads the consortium.

**Project life**

IST-BONUS tasks were fulfilled in 24 months (March 2005 up to February 2007)

**Consortium**

IST-BONUS activities have been implemented by a multidisciplinary consortium consisted of 12 European partners from 11 EU-28 countries. Namely:

Partner	Partner short name	Country
International Environment and Quality Services North Greece Ltd., Coordinator	Q-PLAN N.G.	Greece
University of Bremen (BIBA)	Uni Bremen	Germany
Middle East Technical University (SRDC)	METU	Turkey
University of Ulster (NIKEL)	UU	United Kingdom
ALTEC S.A. Information and Communication Systems	ALTEC	Greece
Applied Research and Communications Fund	ARC FUND	Bulgaria
BIC Bratislava spol. sr.o.	BIC Bratislava	Slovakia
Budapest University of Technology & Economics (OMIKK)	BUTE	Hungary
Politechnika Wroclawska	WCTT PWR	Poland
Asociatia Romana pentru Industria Electronica si Software	ARIES	Romania
Hill & Knowlton Eesti AS	H&K	Estonia
Santucci & Brown International	SABI	Malta

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## Project Results

IST-BONUS is a highly successful project, which over-accomplished its objectives and targets thanks to the close and effective collaboration between its partners and their ability to jointly work out the difficulties and unforeseen obstacles. The project impact extends well beyond its duration, while the IST-BONUS partners have managed to find ways to continue their collaboration and to further exploit the project main assets.

The IST-BONUS main outcome and achievements include:

- ☞ The project website includes valuable information on e-Business, e-Work and European research-related issues (available in <http://www.ist-bonus.net/download.aspx>). Valuable reports were produced and are equally available in the project website: ‘Technology Trend in eBusiness and eWork’, ‘Good Practice in IST’, etc. Also, a useful ‘Training Guide’ for participants in ICT research including real cases studies / examples.
- ☞ Two on line services / functionalities are also provided through the project website: (a) on line registration in the project’s DB of the Collaboration Profile of interested organisations ([www.ist-bonus.net/CollaborationProfile.aspx](http://www.ist-bonus.net/CollaborationProfile.aspx)), (b) on line ‘Partner search’ tool, ([www.ist-bonus.net/Register.aspx](http://www.ist-bonus.net/Register.aspx)) to identify potential partners in research projects.
- ☞ More than 100 NMS & ACC organisations participated in IST consortia under IST Calls 4, 5 and 6 thanks to the efforts of IST-BONUS consortium. More than 35 of them in successful proposals.
- ☞ 300 representatives of organisations participated in IST-BONUS networking events, 550 bilateral meetings took place and more than 140 project ideas were communicated.
- ☞ 25 info-days / workshops, training sessions and combined events were organised with more than 1.300 participants.
- ☞ The project’s main dissemination event (Joint Networking Workshop) during the IST Event 2006 attracted about 150 people, while IST-BONUS hold also a Joint Info-stand in the same conference.
- ☞ Two advanced services tailored to the needs of the beneficiaries have been developed and provided by the IST-BONUS consortium:
  - PR Research Profiles: consist 1-page profiles of the beneficiaries (research team or company) so as to be promoted to experienced organisations in IST research. (<http://www.ist-bonus.net/ResearchProfiles.aspx>)
  - Research Action Plans: are reports suggesting a specific strategy and appropriate actions towards successful participation to FP7-ICT (<http://www.ist-bonus.net/ResearchActionPlans.aspx>)

Overall the project main achievements in quantitative terms are summarised in the table below:

Table: Quantified Achievements of IST-BONUS

Activity / Event	Indicator	Project Target	Project Achievement
Publicity / Promotion Campaign and awareness creation	Number of organisations / research teams in the initial pool	700-800	> 1.300
	Number of organisations contacted (overall number EU, ACC and international)	3.500-4.000	>10.000
	Number of publications (articles, press releases, etc.)	30	60
	Number of visits in the project website	3.000-4.000	>36.000
	Number of newsletters	4	3
	Number of collaboration profiles in the DB	800-1.000	≈570
Info-days / workshops	Number of info-days / workshops	8-10	14 (12+2 mixed)
	Number of participants (and copies of material)	500-600	982
	Number of IST projects and / or results promoted	12-15	>15
Training sessions / tutorials	Number of training sessions / tutorials	6-8	11 (9+2 mixed)
	Number of participants	300-400	341
	Number of copies of training material distributed		
	Level of satisfaction of participants (average info-days & training)	70% - 80%	84%
Networking / brokerage	Number of events	3	3
	Number of participants	90-120	300 <sup>3</sup>
	Number of concrete collaboration cases	15-20	104
'Research BONUS' Services	Number of 'PR profiles'	25-30	31
	Number of research action plans	15-20	19
	Level of satisfaction of participants	70% - 80%	≈80%
Dissemination	Number of participants in the dissemination workshop	60-80	150

It is clear that in quantitative terms the overall performance of IST-BONUS far exceeds the initial targets. However, there are two indicators that are below the initial target. Namely:

- The number of Collaboration Profile in the project web-DB. This is due to a number of reasons e.g. there are quite a few similar projects with such web-DBs and the users are getting 'tired' to upload their profiles in several DBs; also a large proportion of them questions the effectiveness of such tools. So despite the additional efforts by the project consortium the number of the Profiles is below the initial target.
- The number of Newsletters. The last (4th) Newsletter will be produced and distributed after the project completion so as to communicate to the targeted organisations the final arrangements about the post project exploitation and continuation.

Also, the impact of the 3rd networking event, the dissemination workshop and of the Research Bonus Services is not incorporated in the table above. This is because the results of these activities will be visible mostly after the May and autumn 2007 deadlines of the FP7-ICT. Therefore, the project impact is expected to be significantly higher (both in quantitative, but mainly in qualitative terms) by the end of 2007.

<sup>3</sup> Including data from the networking session of the Joint Workshop in the IST Event 2006

## IST-BONUS Methodology

The IST-BONUS **workplan** included 8 work-packages that were completed in a period of 24 months. WP1 and WP8 correspond to management and dissemination activities respectively.

**Table: IST-BONUS work packages.**

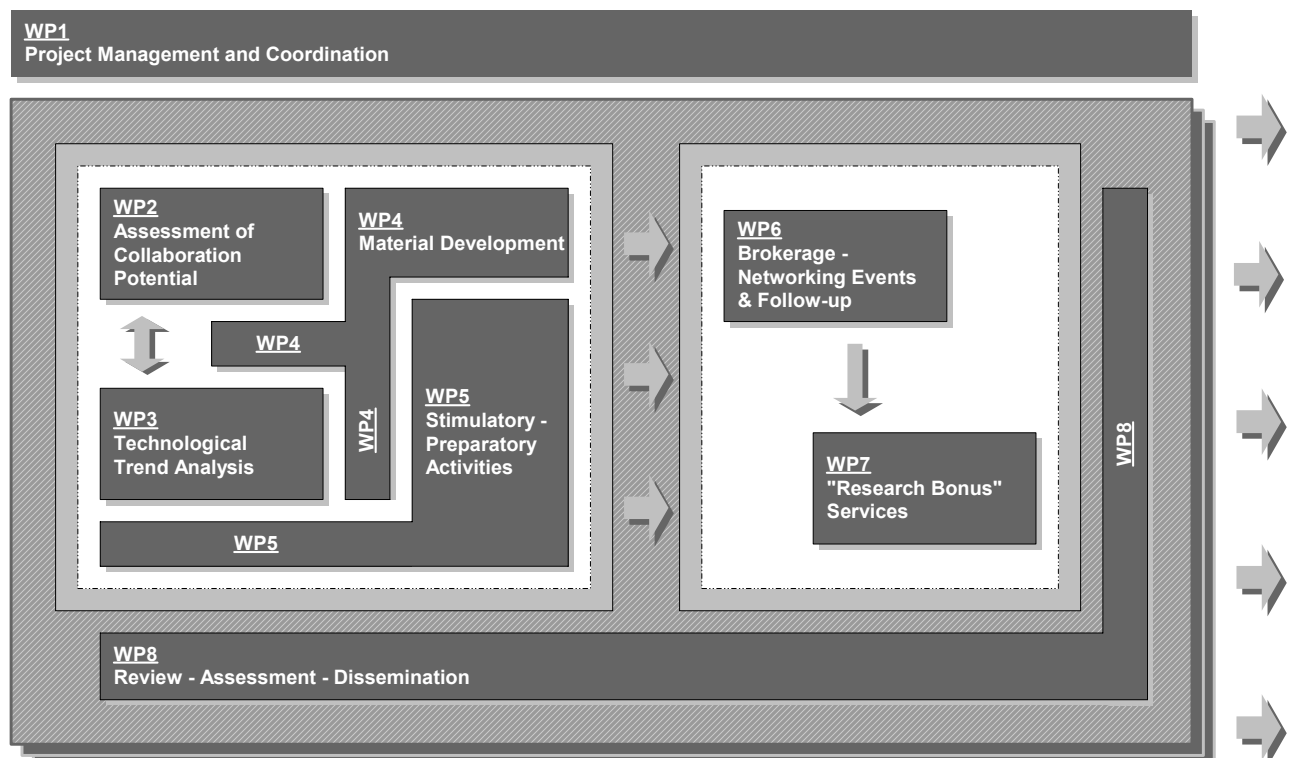
<b>WP1:</b>	<b>Project Management and Coordination</b>
<b>WP2:</b>	<b>Assessment of Collaboration Potential</b>
<b>WP3:</b>	<b>Technological Trend Analysis</b>
<b>WP4:</b>	<b>Material Development</b>
<b>WP5:</b>	<b>Stimulatory – Preparatory Activities</b>
<b>WP6:</b>	<b>Brokerage – Networking Events &amp; Follow-up</b>
<b>WP7:</b>	<b>'Research Bonus' Services</b>
<b>WP8:</b>	<b>Review - Assessment - Dissemination</b>

To achieve its objectives and targets IST-BONUS methodology has incorporated two major preparatory workpackages (WP2 and WP3). These workpackages aimed at assessing collaboration opportunities / needs and state-of-the-art in the targeted research areas. To do so they have focused on: (i) gathering and combining relevant experience and knowledge that the IST-BONUS partners possessed and (ii) collecting & processing valuable updated information.

This information has then been used both as in developing the necessary supporting material (tailored to the NMS & ACC needs) during WP4. The outcome of WP2-4 has been disseminated through the stimulatory activities and networking events (WP5 and WP6 respectively).

Additional activities (defined as 'Research Bonus' services) consist of a major **innovative** component of the project. These services aim at organisations / research teams that have demonstrated high research competence and commitment during the stimulatory activities (WP7). The 3 workpackages (WP5-WP7) have been designed to provided support of high added value, so as to ensure not only enhanced participation in IST activities, but also that competent organisations from the NMS & ACC have the opportunity **to lead research initiatives**.

A brief outlay of the execution sequence of the work packages and the logical structure of the work plan can be seen in the Figure below.



**Figure: The evolution of the work-plan of the IST-BONUS.**

## IST-BONUS Events

### Preparatory - Stimulatory Events

The preparatory and stimulatory events (info-days / workshops, training sessions / tutorials and combined / mixed events) aimed at creating and enhancing awareness on IST-BONUS, FP7-ICT and specifically the priorities related to e-Business and e-Work and well as to provide practical tips and guidance regarding the life-time management of a research idea - project.

IST-BONUS consortium has showed its flexibility in changing the initial schedule and spreading the implementation of the events throughout the project duration. Overall, 25 events have been organised. The number of participants has exceeded 1.300. A list of the IST-BONUS preparatory – stimulatory events (info-days / workshops, training sessions / tutorials and combined / mixed events) is provided in the following table.

Table: List of preparatory – stimulatory events of IST-BONUS

	Date	Location	Type of event
1.	16 June 2005	BUCHAREST, ROMANIA	Info-day
2.	1 December 2005	WROCLAW, POLAND	Info-day
3.	31 January 2006	SOFIA, BULGARIA	Info-day
4.	7 February 2006	BRATISLAVA, SLOVAKIA	Info-day
5.	9 February 2006	KOSICE, SLOVAKIA	Info-day
6.	10 February 2006	ZILINA, SLOVAKIA	Info-day
7.	15 February 2006	BUDAPEST, HUNGARY	Info-day
8.	28 March 2006	ANKARA, TURKEY	Info-day
9.	1 April 2006	MALTA	Info-day
10.	11 July 2006	ISTANBUL, TURKEY	Info-day
11.	12 September 2006	BRATISLAVA, SLOVAKIA	Info-day
12.	28 November 2006	WROCLAW, POLAND	Info-day
13.	25 January 2006	TALLINN, ESTONIA	Mixed event
14.	26 January 2006	VILNIUS, LITHUANIA	Mixed event
15.	31 March – 1 April 2006	SOFIA, BULGARIA	Mixed event
16.	27 June 2006	WROCLAW, POLAND	Mixed event
17.	25 January 2006	TALLINN, ESTONIA	Training session
18.	2 March 2006	BRATISLAVA, SLOVAKIA	Training session
19.	21 September 2006	ANKARA, TURKEY	Training session
20.	9 January 2007	ANKARA, TURKEY	Training session
21.	15 January 2007	BUDAPEST, HUNGARY	Training session
22.	23 January 2007	WROCLAW, POLAND	Training session
23.	1 February 2007	MALTA	Training session
24.	8 February 2007	BRASOV, ROMANIA	Training session
25.	22 February 2007	SOFIA, BULGARIA	Training session



IST-BONUS info-day in Romania, 16 June 2006, Bucharest



Training session in Hungary, 15 January 2007, Budapest

### Networking events

3 main networking events have been organised within the context of IST-BONUS as presented in the table below. The networking events focused on the organisation and execution of bilateral meetings between organisations interested in eBusiness and eWork related research areas. Two of them included in their agenda round tables dedicated to specific sub-areas in relation to the relevant calls of FP6-IST & FP7-ICT.

Table: Networking Events of IST-BONUS

	Date	Place	Within the context of
1.	19-21 October 2005	Ljubljana, Slovenia	eChallenges 2005 Conference
2.	16 February 2006	Budapest, Hungary	-
3.	25-27 October 2006	Barcelona, Spain	eChallenges 2006 Conference



**1st Networking Event  
Ljubljana, Slovenia**

### Dissemination Workshop & Info-stand

The main dissemination event of IST-BONUS was organised near the end of the project and is listed in the following table:

	Date	Place	Within the context of	IST-BONUS Event
1.	21 November 2006	Helsinki, Finland	IST Event 2006	Joint (Networking) Workshop
2.	21 - 23 November 2006			Joint Info-stand

#### Joint Info-stand, Helsinki, November 21-23

Responsible: European IST project. Exhibit id: 866. (See [http://europa.eu.int/information\\_society/istevent/2006/cf/exhib-detail.cfm?id=866](http://europa.eu.int/information_society/istevent/2006/cf/exhib-detail.cfm?id=866))

Collaboration of 5 projects: European IST, IST BONUS, STARNET, CEEC IST NET, GET IN.

Joint application submitted April 2006. The stand operated during the whole IST Event, November 21-23.

Aim: To inform NMS & ACC organizations about the existing support offered by the EC Funded SSA's for enhancing their participation in FP7 ICT research.

Expected qualitative impact: Dissemination of Training Booklet, demonstration of web-tools, promotion of Bonus Services, provision of guidance to 'clients', etc.

**Joint (Networking) Workshop**

Responsible: IST-BONUS & IDEAL IST.

Title: “Catch the ICT FP7 train”.

Collaboration of 7 projects / networks: IST-BONUS, IDEALIST, EUROPEAN IST, CEEC IST NET, GET IN, STARNET and CATALIST.

Workshop id: 546. See: [http://ec.europa.eu/information\\_society/istevent/2006/cf/network-detail.cfm?id=546](http://ec.europa.eu/information_society/istevent/2006/cf/network-detail.cfm?id=546)

Duration: 90min.

**IST Event Joint Networking Workshop**



## Useful material produced

### ***D2: Map of Research sub-areas and competences***

Deliverable, “D2: Map of Research sub-areas and competences”, tries to categorize the research sub-areas related to the e-business and e-Work field. This way D2 can help an organisation to identify the appropriate research fields in line with the FP6 and FP7 objectives and focus to those that fit most their competences and priorities.

Additionally, for each field D2 provides a correlation between selected sectors of application and the identified research sub-areas & relevant technologies. Finally, the report summarise the research competencies that may be required from an organization so as to successfully participate in ICT research.

The deliverable includes the following main sections:

- the classified e-Business and e-Work research sub-areas with a short description of them,
- the mappings between these defined research sub-areas with selected main application areas (sectors); Health, Transport, Environment, e-inclusion, Culture, Science & Engineering, Learning, Manufacturing,
- the related technologies which are again mapped for each research sub-area and each application sector,
- the required research-related competencies.

This deliverable can be used from any organisation active in e-Business and e-Work for a better definition of the organization position – research priorities and can result in better project ideas and preparation.

### ***D4: Report on main e-Business policies / major national initiatives on e-Business in New Member States (NMS) & Accession Candidate Countries (ACC)***

This document targets to:

- Examine main e-Business (and e-Work) policies in the NMS and ACC (In particular in the 7 NMS and the 3 ACC that IST-BONUS partnership covers: Poland, Slovakia, Hungary, Estonia, Lithuania, Latvia, Malta, Romania, Bulgaria and Turkey).
- Present policy priority areas in research per NMS and ACC.
- Identify major national initiatives on e-Business (and e-Work).
- Provide a list of key contact points at national level.

Based on the above the report contributes to the European Research Area (ERA) Coordination Initiative in Information and Communication Technologies (ICT) for Enterprise Networking and supports discussion and co-ordination initiatives among national key players, the EC and the key European research players already participating in the clustering initiative of the EC (Unit: ICT for Enterprise Networking).

As a result, the report:

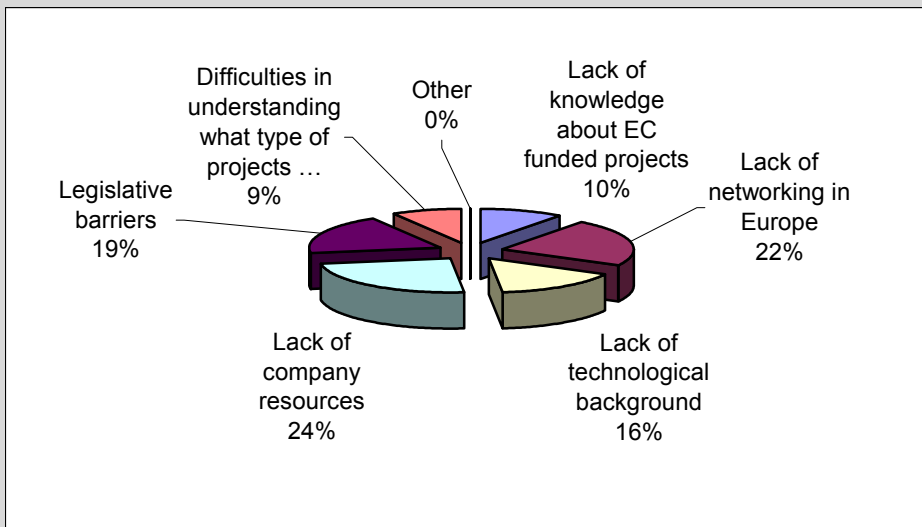
- Provides a summary of national policies for the penetration and take-up of ICT in the economy and society (with a focus on research support measures).
- Identifies main ICT priorities (e.g. research and / or application areas) at national level.
- Describes main research initiatives and projects.
- Identifies the main relevant contact points at national level (NCPs, national research institutions, responsible public authorities, etc.).
- Makes suggestions on how the above can be linked and create synergies with relevant European initiatives.

In addition, as IST-BONUS project also focuses on e-work technologies and the related state-of-the-art applications, e-work policies and initiatives in the respective NMS & ACC were also included under the scope of the present document.

**D6: Needs Assessment Report in NMS & ACC Countries**

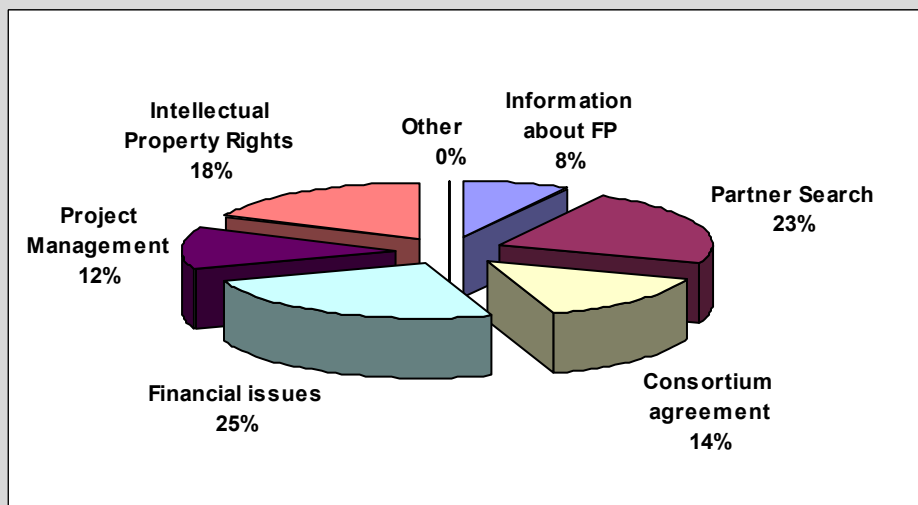
This deliverable aimed to investigate the needs of NMS & ACC organizations with respect to collaboration in IST. To accomplish this objective a questionnaire has been produced and distributed to a large number of NMS & ACC organisations, while at the same time several interviews have been carried out. Based on the collected feedback the opinions and needs of the organizations are presented / analysed in this report. Also the reports provides an overview of the current level of participation in IST for the NMS & ACC. Finally, some conclusions and suggestions are presented. The need assessment analysis has been carried out in each of the following countries; Baltic States (Estonia, Lithuania, Latvia), Bulgaria, Hungary, Malta, Poland, Romania, Slovakia and Turkey.

According to the Needs Assessment Report one of the biggest obstacles that prevent NMS & ACC organizations from participating in EC funded ICT research projects is the lack of networking (22%). Networking events therefore help NMS & ACC organisations to meet and get networked with their EU-15 counterparts.



**Figure: Obstacles against participation in EC funded projects**

The next Figure shows that in 2005 23% of the respondents found that they need assistance in searching partners and 14 % refers to Consortium building-up issues. On-line partner search tools are helpful, however personal contacts are often more useful.



**Figure: Assistant needs in the different kind of topics**

**D7: Good Practice in IST Collaboration – Networking**

This deliverable describes the main steps of an IST Project from the idea generation to the successful elaboration. D7 covers all the useful experiences, which have been gleaned from successful IST Projects. These experiences are converted into a guideline, which can be used by the newcomers (and not only) of IST research. This guideline attempts to wrap all the needed information from the idea in the beginning to the conversion of this idea to the project proposal and a solid project till the successful conclusion. While constructing this deliverable, some resources are used which are;

- The European Union’s Information Society Technology Program in FP6”, Standard Version 1.3, Myer W Morron, EFP Consulting Ltd.
- Reports from European Commission, by the Cordis Web Site (Various Reports which are referenced in the deliverable)

**D8: List of and detailed information dossier for the 12-15 selected IST projects**

This deliverable (i) documents the methodology of the selection of 14 projects which have been promoted in the scope of IST-BONUS activities, (ii) list these projects and (iii) provide an overview of them.

**D9: Technological Trend Analysis**

This deliverable represents the main output from WP3: “Technology Trend Report” and includes the results of the WP3 Task 3.2: “International State-of-the-Art”. Naturally, the aim of D9 is to identify and analyse the most crucial and promising e-business-/e-work technologies, which have a major global impact, especially in Europe, USA and Japan. Based on a comprehensive State-of-the-Art and Roadmap analysis, a prognosis is provided, regarding the most important technology trends for the next 10 years (until 2015).

As one of the main intentions of IST-BONUS is to upgrade the participation of NMS and ACC in both quantitative and qualitative terms, it is very important for those countries to develop and establish competencies, which are in accordance with the overall trends in e-business- and e-work Technologies<sup>4</sup>.

This deliverable aims to support this process by the elaboration of a concise technological trends report. The report comprises the results of a comprehensive IST project analysis, and analysis of the State-Of-The-Art- (SOTA) and trends in enabling Information and Communication Technologies (ICT) with the potential to boost e-work and e-business practices.

The first part of D9 deals with state-of-the-art and future market trends in e-business- and e-work technologies. This was done by considering the results of deliverable D2: analysis of research sub-areas, the knowledge of the scientific partners, as well as taking advantage of available and up to date material (reports, surveys and technology roadmaps). Specifically, a global analysis of the state-of-the-art in e-business- and e-work technologies, connected with a preliminarily identification of trends was performed. Wherever possible, a country-specific differentiation between Europe, USA and Japan was considered.

As a supplementary component for the SOTA analysis, the report covers an overview of the IST key action 2 roadmap projects out of the 5<sup>th</sup> framework programme. The aim of this task was to isolate the roadmap themes which were identified in these projects. A mapping and comparison to the trends of the SOTA analysis was conducted to generate an overall prognosis in the last section of the report.

The last part of the report draws conclusions from the state-of-the-art- and roadmap analysis, with the aim of developing a technology foresight in the sense of a prognosis regarding the most crucial technologies that will impact e-business and e-work within the next 10 years (until 2015).

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<sup>4</sup> The terms e-business and e-work technologies focuses on the enabling technologies for e-business and e-work, and is based on the definition introduced in D2: mapping of research sub-areas.

**D11: Promotion material and material used in the project events**

The Information Material and presentations, Training material and presentations as well as the Training Guide produced by the IST-BONUS project are available in the project website. The most valuable of them is the Training Guide.

The **Training Guide** is based upon the supporting material of the training sessions / seminars organised in the NMS & ACC within the context of the IST-BONUS project. The target audience for the Guide are mainly organisations involved in European ICT research (and particularly in e-Business & e-Work-related fields). More particularly: the Guide is mainly addressed to newcomers and intermediates to Framework Programmes of the European Commission (EC). That is, to those organisations which need:

- Assistance in forming and implementing their research plans – strategies and objectives
- Training on ideas generation – evaluation and proposal preparation
- Training on the elaboration and management of EU funded projects

The Guide serves the following objectives:

- Support researchers and companies in setting their research objectives and planning their actions towards successful participation in European Framework Programmes (FPs) for Research and Development (FP7-ICT in particular).
- Familiarise newcomers / beginners in FPs with the process from the idea generation to the successful elaboration of an EU-funded research project.
- Assist participants to assimilate (through team working and case studies) valuable information / knowledge across the whole life cycle of a research project (that is from the idea generation to the successful completion).
- Increase their ability to write successful proposals and elaborate multinational research projects.

The Guide is structured into 1 introductory and 4 main chapters:

2. FORMING RESEARCH STRATEGIES: Building research capacity and research planning
3. PROJECT DEVELOPMENT & MANAGEMENT: From a research idea to a research project
4. JOINING PROJECT CONSORTIA
5. CASE STUDIES & EXAMPLES

## IST-BONUS Website

The IST-BONUS website ([www.ist-bonus.net](http://www.ist-bonus.net)):

- (1) Provides an overview of the project activities
- (2) Includes an inventory of valuable information and news on e-Business and e-Work related technologies and related material ([www.ist-bonus.net/download.aspx](http://www.ist-bonus.net/download.aspx))
- (3) Consists of the user interface to the project e-Services; that is (a) on line registration in the project's DB of the Collaboration Profile of interested organisations ([www.ist-bonus.net/CollaborationProfile.aspx](http://www.ist-bonus.net/CollaborationProfile.aspx)), (b) on line 'Partner search' tool, ([www.ist-bonus.net/Register.aspx](http://www.ist-bonus.net/Register.aspx)) to identify potential partners in research projects.
- (4) Provides information on project events and an overview of IST-BONUS.

**Figure: Homepage of the IST-BONUS website**

The screenshot shows the homepage of the IST-BONUS website. At the top left is the 'istBonus' logo. To the right, it says 'IST-BONUS Supporting Research Excellence in ICT for business'. Below the logo is the 'Information Society Technologies' logo. A navigation bar contains links: Partner search, Home, News, E-Business & E-Work, Research Services, Partners, Links, Download, Newsletter, About. The main content area is divided into several sections:

- IST Bonus Events:** Lists 'Forthcoming' events like 'IST-BONUS forthcoming Events' and 'IST-BONUS training session in Budapest', and 'Past' events like 'Joint Info-stand, November 21-23, IST Event Helsinki'. A 'More' button is at the bottom.
- News:** Lists 'Other Events' such as 'TRAINING SESSION, Malta 1st February 2007' and 'IST 2006 Event'. It also mentions 'IST-BONUS Project' and 'Research' news, including 'The 1st Call for proposal of the FP7-ICT (FP7-ICT-2007-1) published'. A 'More' button is at the bottom.
- IST BONUS:** A central text block stating: 'The project aims to **upgrade** the participation of competent organisations in the EU-funded research programmes in two broad areas: **e business** and **e work**. IST BONUS targets competent research organizations (universities, institutes, centers, etc.), innovative SMEs and mid range and large enterprises from the **New Member States (NMS) and Accession Candidate Countries (ACC)** of the EU. The consortium of IST BONUS will support the above organisations in their effort to **excell in specific areas of expertise and lead European research initiatives.**'
- Highlights:** A box containing links: 'FP7-ICT (FP7-ICT-2007-1) published', 'Catch the ICT FP7 Train: Presentations are available', and '03 November 2006: 3rd IST-BONUS Newsletter'.
- Service Buttons:** Three buttons with images: 'Register' (with a pen and paper), 'Enter your Collaboration Profile' (with hands on a keyboard), and 'Partner Search (Registration Required)' (with a question mark).
- Additional Services:** Links for 'Looking for additional service? or research proposal development' and '4. Quality Management & Project Management Office'.
- International Partners:** Links for 'Looking for international partners?' with examples like 'india-it.org', 'www.inciteproject.org', 'www.ist-africa.org', and 'www.sinc'.

## **Involvement of actors beyond the research community**

A variety of actors have been involved in IST-BONUS mainly to assist in the promotion and dissemination of the project activities and results.

For instance, the project activities have been promoted through / disseminated to Chambers of Commerce and Industry (e.g. in 3 Chambers in Hungary and Romania), business networks (e.g. PYMERA network in Spain, etc.). The project-related announcements – publications have been also distributed to actors beyond the research community (mainly business-related audience and university students).

Also, the project website includes information and directions about business-related services (outside of the project activities) that can help companies and research organisations interested in EU research.

## Evaluation, Conclusions and Good Practices

Overall, IST-BONUS has successfully implemented the planned activities and over-accomplished its targets (in both quantitative and qualitative terms). The project partners have collaborated effectively and improved their performance during the project elaboration and have elaborated feasible plans for the post-project exploitation and continuation. The experience, good practices and lessons learned have been used within the consortium, have been disseminated through its activities and are shortly presented in the paragraphs below.

### **Information & Training Events**

For a successful organisation of information and training events the IST-BONUS consortium recommends to consider the following:

- to organize events rather in form of interactive training sessions than simple info-days serving only as dissemination activities;
- to invite as speakers representatives of organisations/companies well experienced in European projects;
- to present concrete case studies (real examples);
- to organize round tables moderated by invited lecturers in order to enable participants to share experienced, meet partners, learn from experts;
- to conduct surveys before organizing events in order to better meet clients' needs in terms of topics, speakers, etc. and try to provide participants with deep knowledge of chosen areas (avoid providing indifferent or difficult to digest information / presentations e.g. with too many useless details);
- to pay attention to the content of presentations – concrete cases to well illustrate topics;
- to take advantage of synergies with other entities (such as projects, networks, groupings, etc.) that organise relevant events;
- to inform participants about the benefits they can have through the participation in the events.

According to the experience of IST-BONUS the main needs of the NMS & ACCs are.

- Information about FP7-ICT
- Financial issues (funding & costs, budgeting)
- Matching organisations needs with EC objectives
- Guidelines / support for networking
- Understanding 'EC language'
- Post-project exploitation – continuation
- Information about technologies / state-of-the-art
- IPR issues (including Consortium Agreement)
- Learning from real examples
- Assistance in idea generation – evaluation and proposal development
- Support for the selection of the right Programme
- Enhanced management and research skills
- Administrative support during project elaboration

### **Networking Events**

IST-BONUS networking events were focused on the two targeted broad areas: **eWork** and **eBusiness**. The events were implemented in line with the clients' needs and expectations as identified under the “Need assessment” which was elaborated on the basis of interviews at early stage. Respondents considered that meeting competent partners is the crucial factor on the way to successful participation in European projects.

This need was addressed by organizing the IST-BONUS networking events during large, annual, international IST conferences (eChallenges, IST Event) which gathered hundreds of representatives of IT branch and created great possibilities to match organisations from EU-15

with the ones from NMS & ACC. A large majority of the participants has strongly appreciated the large number and diversity of guests and the opportunity they were given to build new contacts.

The round tables organised in the first part of Budapest and Barcelona events allowed to present institutions and their ideas which induced additional unscheduled meetings.

The on line web-tool that supported the organisation of the events (registration, upload of Profiles, project ideas, selection of meetings, etc.) was very helpful – it allowed easy registration of participants and gave them the possibility to go through profiles and chose who they would like to meet. The tool gave also the opportunity to produce and print the catalogues of the profiles and projects ideas which were distributed also beyond the scope of implementation of networking events.

The IST-BONUS partners established good contacts with related institutions and other EU projects (co-organizers of events), which allowed further promotion of the IST-BONUS events and activities far beyond the range of the IST-BONUS Consortium.

As a result, the participants in the networking events were highly satisfied in respect to the organisation, implementation and results of the events. The average rate of satisfaction reached 4,26 out of 5.

### ***Research Bonus Services***

**PR Research Profiles** proved to be particularly popular among the beneficiaries, as they consist of a quite effective promotion tool (material), while they do not require further effort from the beneficiaries (after being elaborated).

In addition, from the IST-BONUS viewpoint the elaboration of the PR Profiles required the collaboration of 3 organisations: the beneficiary (to provide the requested information and comment on the result), the national partner (to select the beneficiary and facilitate information collection and processing) and H&K (to elaborate the Profile). This scheme proved to be effective and became efficient as the involved IST-BONUS partners were gaining experience.

Based on the **Research Action Plans** (RAPs) elaboration experience, the following conclusions can be made:

- From the beneficiaries point of view:
  - RAPs have been less popular than the PR Research Profiles as: considerable input and effort is needed by them during their elaboration and equally their implementation requires further effort.
  - However, for the highly committed organisations, RAPs proved to be a very valuable tool that helped them, to stop and think about their research strategy towards FP7-ICT, redesign it and set specific objectives and actions to achieve them.
- From the IST-BONUS consortium point of view:
  - The elaboration of the RAPs was proved quite complicated as in each RAP, 4 organisations were involved: the beneficiary (to provide the requested information, comment and implement the suggested actions), the national partner (to select the beneficiary, facilitate information collection, produce part of the RAP and at a later stage to monitor its implementation), the scientific partner (to collect additional / complementary information and produce an upgrade version of the RAP) and Q-PLAN N.G. (to finalise the RAP). This scheme proved to be rather complicated and not so efficient.
  - For similar activities in the future, the RAP consultant should be only one (preferably a well trained national partner) and should be supported by a scientific expert only in case of specific scientific issues.



### **Collaboration with similar projects / networks**

IST-BONUS has constantly seek for active collaboration with similar projects / networks acting in the wide area of ICT. Under this context, the project met and / or contacted with more than 20 of them. For instance, *IDEAL-IST, EUROPEAN-IST, STAR NET, GET-IN, Hungary for FP6, SEE INNOVATION, DETECT-IT, VE-FORUM, BRAINBRIDGES, EPRI-START, SIMS, COMIST, CEEC-IST-NET, PATENT, EASIER, IS2WEB, IST AFRICA, RECIST (RUSSIA IN IST), SITE/Siberia, Information Technologies and Europe, Finance-NMS-IST, IST-EC2, Euro-India ICT Co-operation, etc.*

As a result of this effort the following collaborations - synergies have been achieved:

- Participation, presentation and / or distribution of material of IST-BONUS in events that these projects organize (and vice versa)
- Coorganisation of events (e.g. Joint Networking Workshop and Joint Info-stand during the IST Event 2006, Helsinki)
- Mutual promotion through the projects websites (IST-BONUS web-site promotes and provides links to 19 similar projects).
- Participation and collaboration within the context of networking events that the projects organize.
- Announcements about IST-BONUS activities / events published in the ‘ETI Times’ Newsletter.

The main conclusions and best practices drawn from the above experience of IST-BONUS are:

Collaboration with similar projects at national level is important so as to plan adequately similar events (so as not to coincide), co-organise events (to achieve economies of scale) and increase impact (by promoting projects’ activities in several events and through different channels). However, attention should be paid not to confuse the targeted groups by presenting different projects that provide more or less the same activities – services. For this reason, it is better to focus on the different services and benefits than to the projects themselves.

Collaboration at European level (e.g. organisation of large EU-wide events) can also significantly increase the impact of the event (publicity and participation). However, clear responsibilities and work allocation between the projects and organisations involved is essential, as such events are of a larger scale and need better management.

As a general conclusion, it has become quite clear that the large number of similar projects / networks that have been active in the area of ICT created confusion to the targeted organisations. The need for a Single Point of Access (through the internet) that would guide the users has become apparent.

### **Methodology**

The project methodology has been proved quite successful. The incorporation of a major preparatory stage helped the consortium to provide better services and activities to the targeted groups. Equally, the involvement of experienced scientific partners has helped to add value to the project material and contributed drastically in exceeding by far the targeted number of Collaboration Cases.

The project timetable has been adapted accordingly so as to respond to external factors (e.g. the timetable of the calls of FP6-IST, FP7-ICT), always within the limits of the project duration.

Finally, although the project had a major qualitative focus the monitoring of its progress was made mainly against quantitative targets. For this purpose the EC and the project reviewers requested to get assessment on qualitative parameters determining to a large extend the success of the project.

***Consortium Management***

Effective collaboration and communication between the project partners needs time especially for those that have not had the experience to work together in the past. More frequent meetings within the first months of the project and telephone or VoIP communication can considerably improve team performance.

Another key factor for the project success is the working relation between the project partners. If the consortium manages to enjoy meeting and working together then most of the difficulties and unforeseen issues can be relatively easily solved.

***Collaboration with the EC and the Reviewers***

Frequent communication and meeting with the Project Scientific Officer (especially at the beginning of the project) can help significantly in building trust and confidence and in ensuring that the project moves to the right direction. Reviewer should be seen as an external ‘advisory panel’, which can help the consortium to improve its performance and effectiveness, rather than a source of criticism.

## Post-project Continuation

Based on the final Plan for Using and Disseminating Knowledge the IST-BONUS consortium considers the following assets as the most suitable for post-project exploitation:

- ✦ Project Website and web-tools
- ✦ ‘Collaboration Profiles’ Data Base
- ✦ Training Guide
- ✦ Material and specifications for the Training Services (sessions)
- ✦ Methodology for the ‘Research Bonus Services’ (elaboration & monitoring / update of “Research Action Plans” & “PR Research Profiles”)

For each of the above assets exploitation scenarios exist and the IST-BONUS consortium is working towards them. Also, the IST-BONUS consortium has reached to a preliminary agreement with a new similar FP6-IST project called ‘HAGRID’ ([www.hagridproject.net](http://www.hagridproject.net)). This project provides an alternative for the continuation of IST-BONUS (as well as for all similar projects).

HAGRID aim is to provide an innovative **Single Point of Access** (SPOA) solution to newcomers and beginners in IST. HAGRID has two main objectives: (1) To exploit the potential synergies between the more than 20 actual and future EU-funded accompanying actions (SSAs) supporting participation in ICT research, for the benefit of European and INCO organisations interested in participating in FP7-ICT. (2) To provide added value services tailored to the needs of any interested organisation.

To accomplish its aim HAGRID will (i) develop a **web-portal** incorporating advanced ICT-based web-tools, (ii) provide a number of e-Services that will allow for Single Point of Access (SPOA) and partner searches to the web databases of similar SSAs (through its web-portal), (iii) optimise and deploy a set of Advanced Services (PR Research Profiles, Research Action Plans and Tailored Training Courses) to European organisations and finally will also (iv) implement a set of conventional activities. HAGRID will be elaborated by a multidisciplinary consortium consisted of 14 partners from 11 EU-28 countries.