

# TECHNICAL MEETING AND TRAINING SEMINAR FOR EUMEDIS FOCAL POINTS

JANUARY 20<sup>TH</sup>, 2000

## *Content:*

- **Key Action II**
- **Take - up measures**
- **EUMEDIS project on industry  
business and innovation**
- **KAII in 2000**



# The Fifth Framework Programme

## 1999-2002

<p><b>Key actions</b></p> <p>Quality of life and living resources</p> <p><b>2.413 BEURO</b></p>	<p><b>Key actions</b></p> <p>Creating a User friendly Information Society</p> <p><b>3.6 BEURO</b></p>	<p><b>Key actions</b></p> <p>Promoting competitive &amp; sustainable growth</p> <p><b>2.705 BEURO</b></p>	<p><b>Key actions</b></p> <p>Energy, environment &amp; sustainable development</p> <p><b>1.083 BEURO</b></p>
<p><b>International Cooperation</b></p>			<p><b>0.475 BEURO</b></p>
<p><b>Innovation and SMEs</b></p>			<p><b>0.363 BEURO</b></p>
<p><b>Human Potential</b></p>			<p><b>1.28 BEURO</b></p>
<p><b>Total: 14.96 BEURO</b></p>			



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# IST Key Action II

## New Methods of Work and Electronic Commerce

Research networking

0.161 BEURO

KA1: Systems and services for the citizen

0.646 BEURO

**KA2: New methods of work and electronic commerce 0.547 BEURO**

KA3: Multimedia content and tools

0.564 BEURO

KA4: Essential technologies and infrastructures

1.363 BEURO

Future and emerging technologies

0.319 BEURO



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# Key Action II

## New Methods of Work and Electronic Commerce

### Aims

To develop Information Society technologies and policy to enable European workers and organisations to increase their competitiveness in the Global Information Society, whilst at the same time improving the quality of the individuals' working life, and consumer confidence



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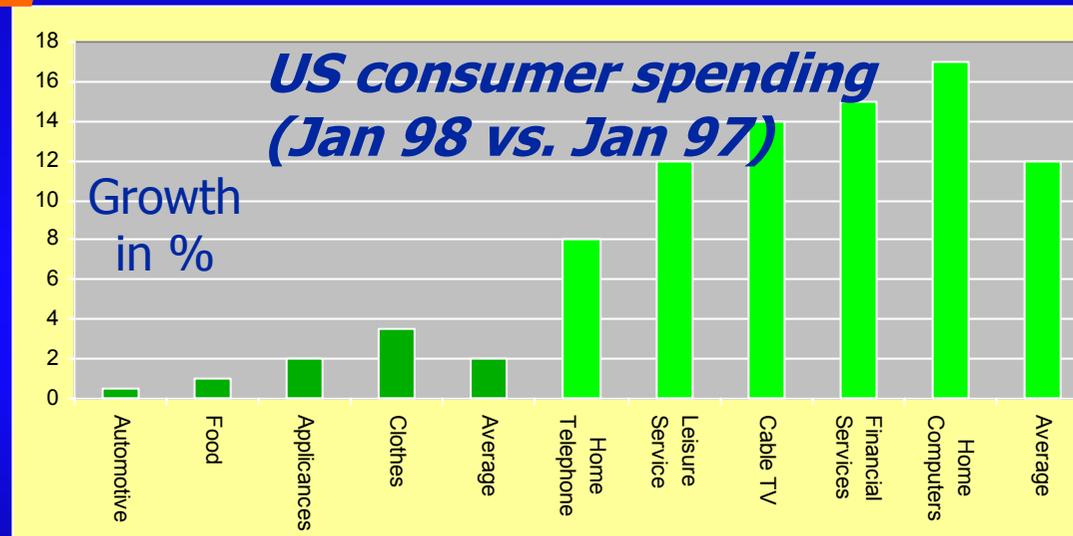
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# KA II - New Methods of Work and Electronic Commerce Towards the Digital Economy

New Applications  
and Services

Industrial  
Economy



Digital  
Economy

Economic Growth



# Build on European Strengths

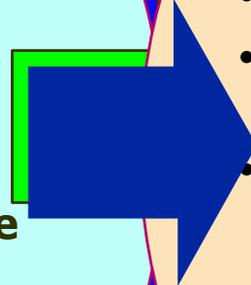
- **Mobile communications**
- **Smart cards**
- **Electronic payments**
- **Digital television**
- **Enterprise software**
- **Digital local access**
- **Multicultural and multilingual society**
- **SME networks**
- **World class education system**
- **World leader in international trade**
- **World leader in key user industries**  
(automotive, pharmaceutical, aeronautics, ...)



# Information Society New Economic Perspectives

## Traditional Business

- **Complex organisation /simple jobs**
- **Assets:** tangible
- **Vision:** 'efficient organisations'
- **Setting:**
  - ☞ **certainty, little change**
  - ☞ **tangible resources**
  - ☞ **the law of scarcity**
  - ☞ **mass markets**
  - ☞ **simple products & processes**



- **Complex jobs/ simple organisation**
- **Assets:** tangible + intangible
- **Vision:** 'learning organisations'
- **Setting:**
  - ☞ **uncertainty, highly dynamic**
  - ☞ **intangible resources**
  - ☞ **the law of abundancy**
  - ☞ **customer focus**
  - ☞ **value-added products & processes**

## E-Business



# The Electronic Market Place

## The electronic marketplace

- opportunities for new business
- new forms of product trading
- commercial digital interactions & brokerage

## Not-for-profit organisations

- administrations
- associations
- interest groups
- charities

increase responsiveness

## Dynamic market players

- individual consumers
- corporate consumers
- users/consumers groups
- commercial partners

increase options

## Business organisations

- corporations
- value networks
- alliances
- SMEs

increase competitiveness



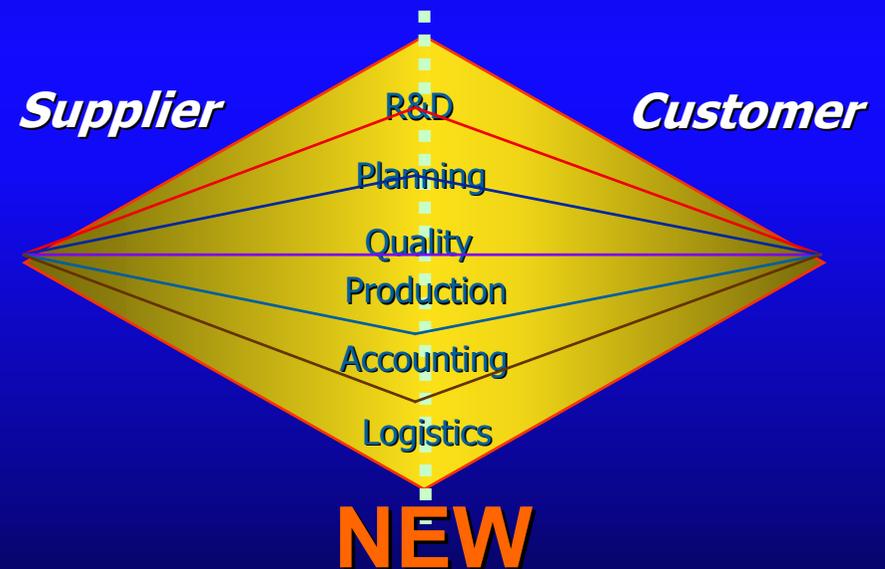
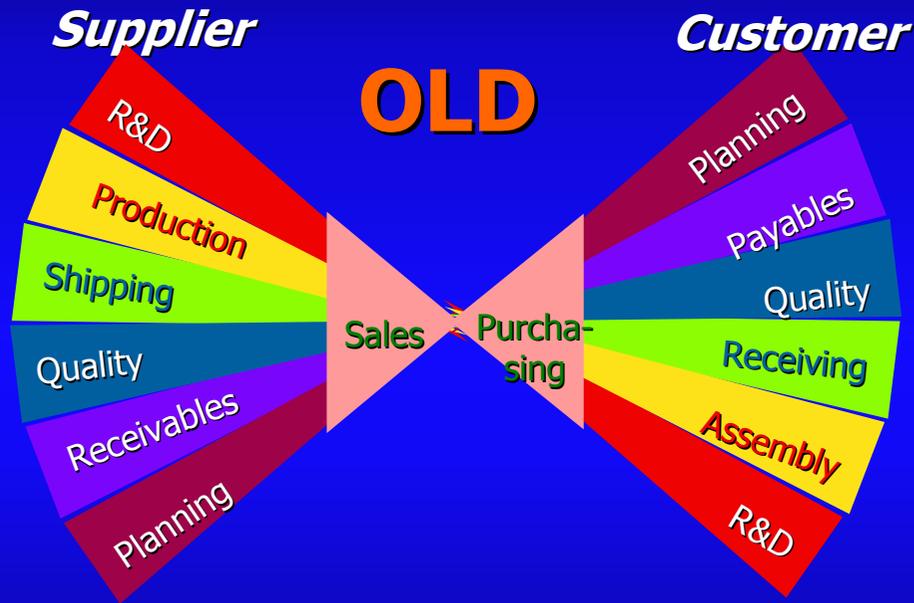
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# Smart interfacing

... linking directly to organisational competence nodes



# Pilot Projects on research applied in industry, business and innovation

- Projects of information technology solutions for
  - business processes
  - Knowledge Management
  - industrial IT-based production
  - high speed computing
- Objectives
  - cooperation of existing networks of excellence
  - strategic plans for mid-term co-development with industries and SME associations
  - North-South access to innovation and cooperation through Mediterranean industries



# IST Key Action II

## New Methods of Work and Electronic Commerce

### Focus of Work

#### New Ways of Working

- a society of skilled individuals

Unit C1

Peter Johnston

#### The Smart Organisation

- competing in the digital economy

Unit C2

Rosalie Zobel

#### Digital Markets

- enhanced products, services & market processes

Unit C3

Bror Salmelin

#### Trust and Confidence

- the enabling technological building blocks and infrastructure

Unit C4

N.N.



# Unit C2: The Smart Organisation

**Smart Organisations: to promote dynamic, innovative, competitive organisations of all types throughout the European Union enabled and internetworked by Information Society technologies.**

- **Organisational design for competitiveness**
- **Management of business transformation**
- **Sectoral & regional customisation**
- **Emerging forms of business interactions**
- **Management of intangible & human assets**
- **Close links to related policy**

**Builds on work in Esprit IiM, MMS, TBP & e-commerce**



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# Unit C4: Trust and Confidence

**Information security and confidentiality, intellectual property  
(building trust and confidence)**

**To promote the development and widescale deployment of approaches, architectures, systems, technologies and tools that will provide individuals and organisations with assured and appropriate levels of confidence and trust when conducting their “business” in open network environments.**

- Security infrastructure
- Privacy and personal data
- Integrity and confidentiality
- Digital object rights management
- Secure financial operations
- Cross programme action on dependability
- Close links to related policy

**Builds on work in Esprit Software, MMS, ACTS & Information Society**



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# Key Action II: Approach

- **Promoting Innovative RTD**

- ☞ Emphasis on medium- to long-term/high risk efforts with high potential payoffs

- **Promoting Early Exploitation**

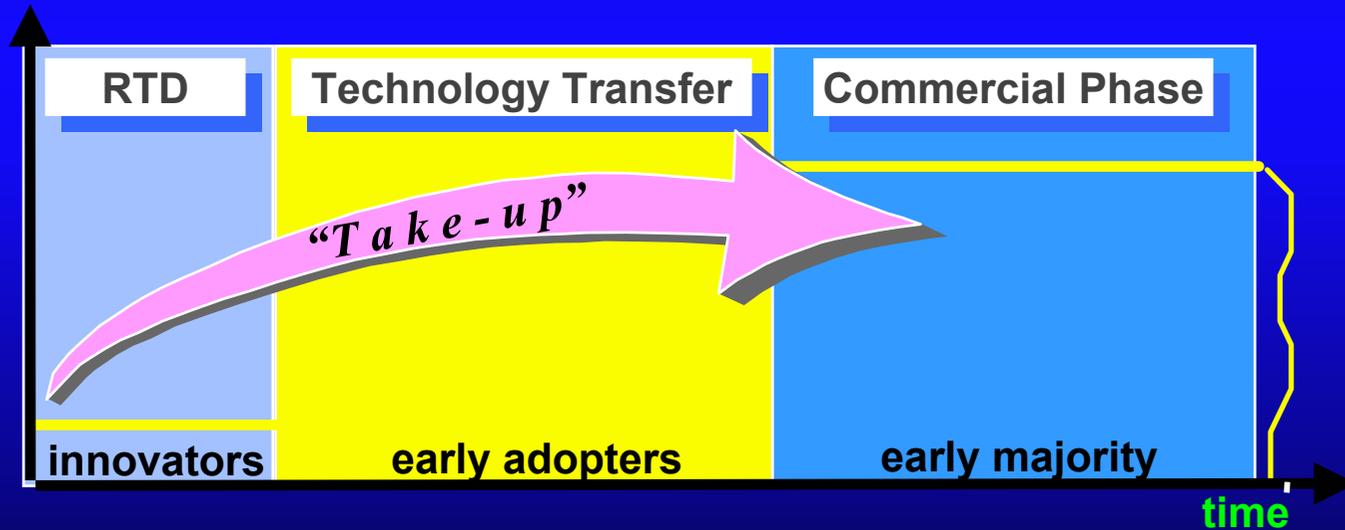
- ☞ Trials to facilitate validation & rapid commercialization

- **Promotion Broad Adoption**

- ☞ Best practice actions



# “Take-up”



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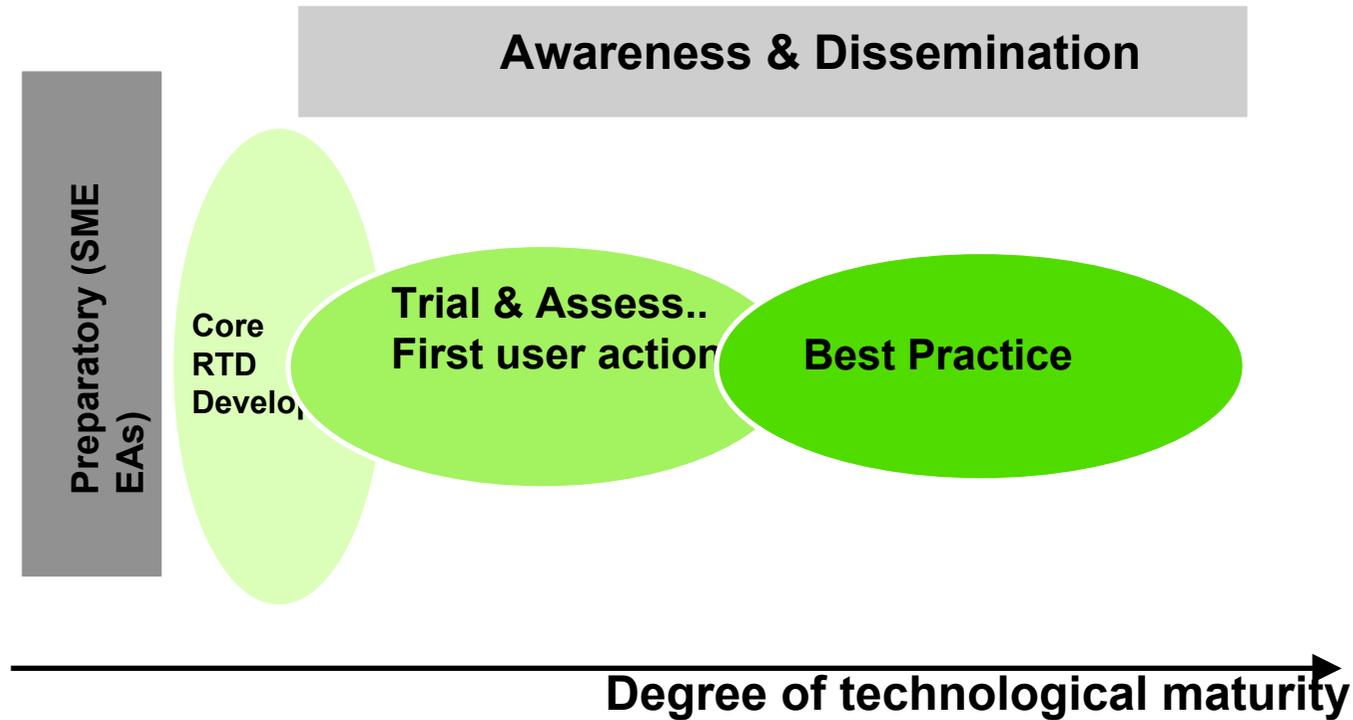
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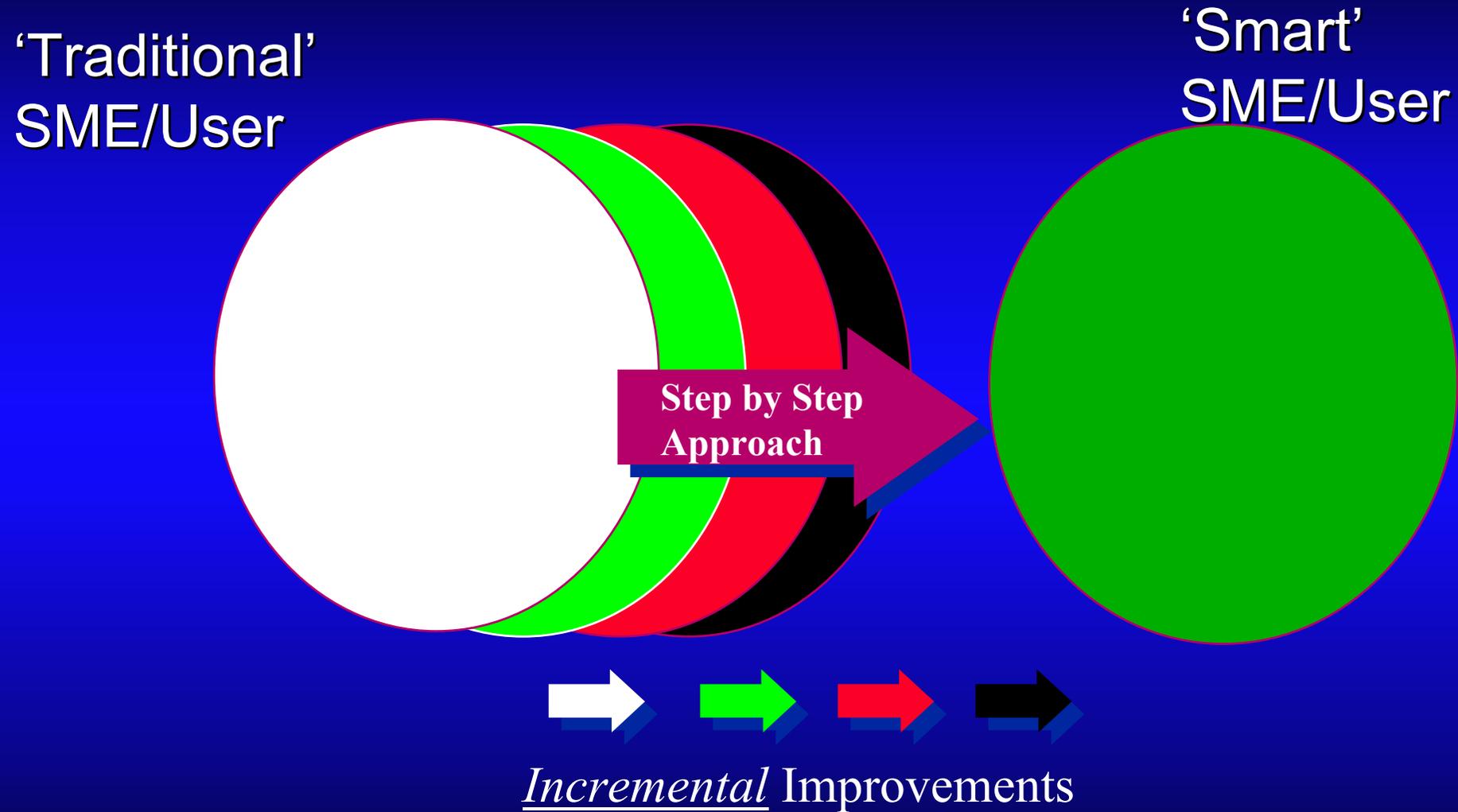
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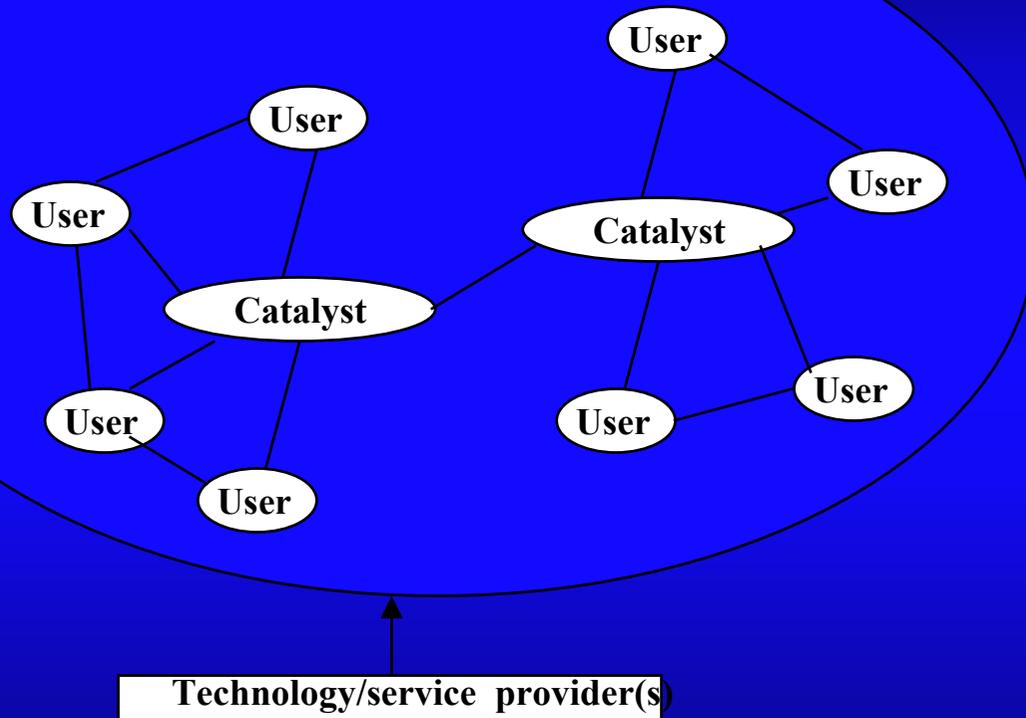
# KA II Take-up Measures



# Support for SMEs making the Transition



# Best Practice: What are they?



- Demonstrate the benefits of improving business practice and methods of work
- Clear identification of the innovative solution
- comparison and measurement between practices
- lessons learned packaged in business cases then dissemination



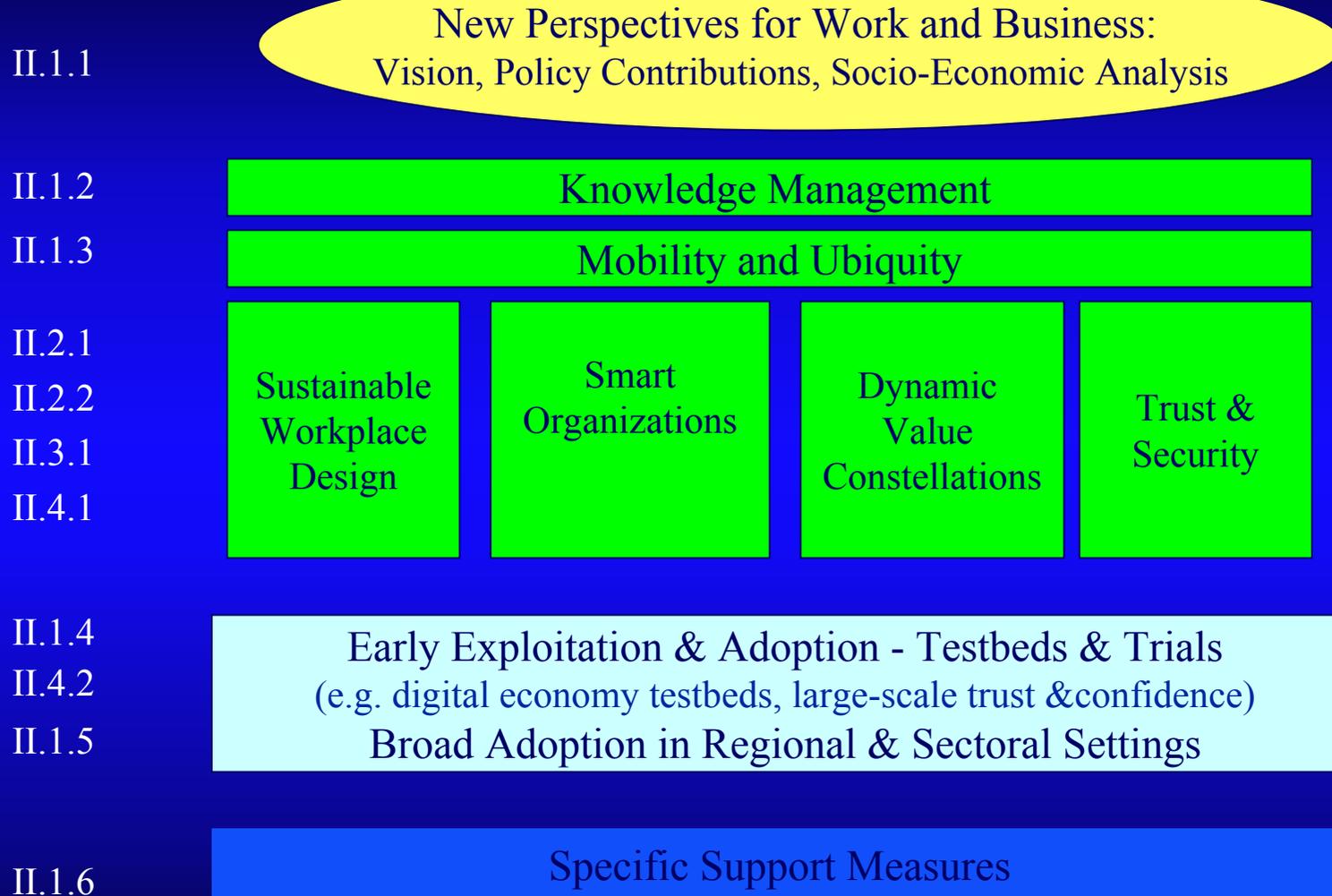
# Key Action II in 2000

- **1999: 2 Calls - 90 New Projects**
  - ☞ RTD, Take Up, AM
- **2000: Workprogramme 2000**
  - ☞ 3 Calls: Feb, June, Sep (Support measures)



# Key Action II in 2000

## ActionLines



Cross Programme  
Actions

Accompanying Measures

Cross-Programme



# Key Action II in 2000

*ActionLines*

II.1.1

## Vision

II.1.2

II.1.3

II.2.1

II.2.2

II.3.1

II.4.1

## Technology

II.1.4

II.4.2

II.1.5

## Adoption

II.1.6

Specific Support Measures



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# IST Key Action II

## New Methods of Work and Electronic Commerce

### EUMEDIS Contact Persons\*

**Unit C1 - New Ways of Working**

**Teresa de Martino - also KAll contact person**

**Unit C2 - The Smart Organisation**

**Jesus Villasante**

**Unit C3 - Electronic Commerce**

**Paul Desruelle**

**Unit C4 - Trust and Confidence**

**Michel Roy**

