TECHNICAL MEETING AND TRAINING SEMINAR
FOR EUMEDIS FOCAL POINTS
JANUARY 20TH, 2000

Content:

• Key Action II
• Take - up measures
• EUMEDIS project on industry business and innovation
• KAIi in 2000
The Fifth Framework Programme
1999-2002

Key actions
Quality of life and living resources
2.413 BEURO

Key actions
Creating a User friendly Information Society
3.6 BEURO

Key actions
Promoting competitive & sustainable growth
2.705 BEURO

Key actions
Energy, environment & sustainable development
1.083 BEURO

International Cooperation
0.475 BEURO

Innovation and SMEs
0.363 BEURO

Human Potential
1.28 BEURO

Total: 14.96 BEURO
# IST Key Action II

**New Methods of Work and Electronic Commerce**

<table>
<thead>
<tr>
<th>Area</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research networking</td>
<td>0.161 BEUR</td>
</tr>
<tr>
<td>KA1: Systems and services for the citizen</td>
<td>0.646 BEUR</td>
</tr>
<tr>
<td><strong>KA2: New methods of work and electronic commerce</strong></td>
<td><strong>0.547 BEUR</strong></td>
</tr>
<tr>
<td>KA3: Multimedia content and tools</td>
<td>0.564 BEUR</td>
</tr>
<tr>
<td>KA4: Essential technologies and infrastructures</td>
<td>1.363 BEUR</td>
</tr>
<tr>
<td>Future and emerging technologies</td>
<td>0.319 BEUR</td>
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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.
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, ...)

European Commission
DG Information Society-C
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

E-Business
- **Setting:**
  - uncertainty, highly dynamic
  - intangible resources
  - the law of abundancy
  - customer focus
  - value-added products & processes

- **Assets:** tangible + intangible
- **Vision:** ‘learning organisations’

**European Commission**
**DG Information Society-C**
The Electronic Market Place

Business organisations
- corporations
- value networks
- alliances
- SMEs

Dynamic market players

Not-for-profit organisations
- administrations
- associations
- interest groups
- charities

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

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

increase competitiveness
increase options
increase respon-siveness

European Commission
DG Information Society-C
Smart interfacing
... linking directly to organisational competence nodes

Supplier

Customer

OLD

NEW

European Commission
DG Information Society-C
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
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
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”

- Innovators
- Early adopters
- Early majority

RTD → Technology Transfer → Commercial Phase

“Take-up”
KA II Take-up Measures

Degree of technological maturity

Core RTD Develop.

Preparatory (SME EAs)

Awareness & Dissemination

Trial & Assess.. First user action

Best Practice

European Commission

DG Information Society-C
Support for SMEs making the Transition

‘Traditional’ SME/User vs. ‘Smart’ SME/User

Step by Step Approach

Incremental Improvements
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: Worprogramme 2000**
  - 3 Calls: Feb, June, Sep (Support measures)
Key Action II in 2000

ActionLines

II.1.1 New Perspectives for Work and Business: Vision, Policy Contributions, Socio-Economic Analysis

II.1.2 Knowledge Management
II.1.3 Mobility and Ubiquity

II.2.1 Sustainable Workplace Design
II.2.2 Smart Organizations
II.2.3 Dynamic Value Constellations
II.2.4 Trust & Security

II.3.1 Early Exploitation & Adoption - Testbeds & Trials (e.g. digital economy testbeds, large-scale trust & confidence)
II.3.2 Broad Adoption in Regional & Sectoral Settings

II.4.1 II.1.4 Specific Support Measures
II.4.2 II.1.5

European Commission DG Information Society-C
IST Key Action II

New Methods of Work and Electronic Commerce

EUMEDIS Contact Persons*

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Unit C3 - Electronic Commerce
Paul Desruelle

Unit C4 - Trust and Confidence
Michel Roy