

Milestone: « Agreement on DBE deployment tools »



SIXTH FRAMEWORK PROGRAMME
Priority 2.5.8
ICT for Networked Businesses

Project no: IST-034735

Project Acronym: PEARDROP

Project title: Promoting Ecosystems and Regional Development – in support of Regional Operational Programming

Instrument: Specific Support Action FP6

Thematic Priority: ICT for Networked Businesses

MILESTONES 3.5, 4.5, 5.5, 6.5, 7.5
“Agreement on DBE Deployment Tools”

Due date of milestone: January 2008

Actual submission date: March 2008

Start date of project: 01 September 2006

Duration: 24 months

Organisation name of lead contractor for this milestone: all contractors have contributed

Revision: final

Project co-funded by the European Commission within the Sixth Framework Programme (2002-2006)		
Dissemination Level		
PU	Public	x
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	



Agreement on Digital Business Ecosystem Deployment Tools

Background Information

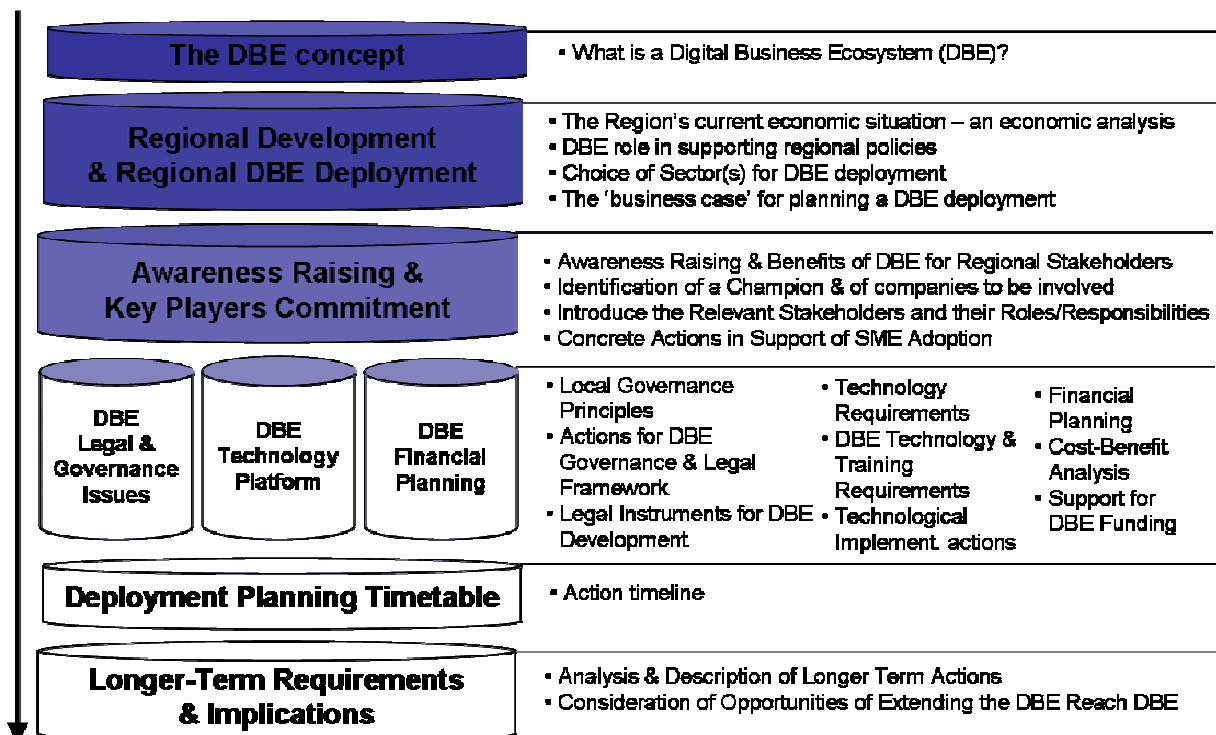
peardrop is a specific EU funded project aiming at helping Regions to take an active role in boosting local ICT Businesses Networking and Digital Business Ecosystems (DBE) deployment. Its principal focus is **to make more accessible and more practicable** the instruments for exploitation and deployment of research results in ICT for Enterprise Networking and DBE.

The main result of this project is a “*DBE Toolkit*”, a work that has been conceived with the contribution of all project partners specifically to support and guide regions in the planning of a DBE deployment.

The DBE Deployment Planning Guide and related elements: the DBE Toolkit

The main document of the DBE Deployment Planning Guide is composed of seven chapters, each dealing with a specific area to be considered when planning the deployment of a Digital Business Ecosystem. The picture below summarizes the steps taken into account in the preparation of the Toolkit.

Picture – Formulation of a Deployment Plan for a Digital Business Ecosystem.



In addition to this guidance document, the **peardrop** consortium has also prepared a set of useful tools and “ready to use” templates that regions can modify/adapt and include in their planning or use during its preparation. Namely, these tools are: worksheets, tables, timelines, checklists and many more.

The decision process for the elements to be included in the DBE Toolkit was the following:

- eris@, as coordinator, proposed to partners a draft “DBE Deployment Planning Guide” with a list of suggested elements and tools to be integrated (*Mid September 2007*);
- The draft main document (the text of the guide) and the elements suggested were reviewed by each of the project partners, who commented and adapted the draft (*End September 2008*);
- The text of the main document was re-drafted by eris@ following partners suggestions. Moreover, each of the partners took responsibility for some of the listed tools/elements that had to be developed. It was also decided that the main guideline and the tools will form, together, the so called “**DBE Toolkit**”. It is to be noted that the DBE Toolkit also includes some of the outputs of the other Digital Ecosystem cluster projects (e.g. flash videos). (*Early December 2007*)

The table below reports the leading responsibilities of each partner.

Chapters of the “DBE Deployment Planning Guide”	Leading partner
Introduction of the document	eris@
Regional Development and Regional DBE Deployment	CSP
Awareness - Raising & Gaining the Commitment of Key Players	CMI
DBE Legal & Governance Issues	AEC
DBE Technology Platform	TCH
DBE Financial Plan	EPMA
Deployment Planning Timetable (Action Timeline)	eris@
Longer-Term Requirements and Implications	eris@

- Once the “DBE Toolkit” was completed, this first version was submitted to associated regions for testing and validation. The “DBE Toolkit” has indeed been the tool that regions have used to prepare their first DBE Deployment Plan (*December 2007 to February 2008*).
- The Second International Stakeholders Workshop was the occasion to gather regions and to collect their feedback on the “DBE Toolkit” (*7-8 February 2008*).

In the coming weeks, eris@ will coordinate the up-grade of tools/elements, as necessary following the comments and suggestions collected from the regions collaborating with **peardrop**.

For completeness, please find in the next page a table listing all the single elements that have been developed for the DBE Toolkit.

DBE Toolkit: a list of elements

The table below introduces the elements included in the “DBE Toolkit” following the order they have been given in the text of the “DBE Deployment Plan Guide”.

Elements are therefore presented here following the chapters of the guide.

Introduction

Introduction		
The Purpose of this Document and How to Use It	Purpose.doc	Short introductory text to explain how to use the DBE Deployment Planning Guide.
	Workflow_Diagram.pdf	Mindmap of the structure of the document.
	Master_Diagram.ppt	Image bringing together all thematic domains considered for the deployment of DBE.
What is a Digital Business Ecosystem (DBE)?	DBE_Def.doc	Short and easy to understand text explaining what DBE is.
	DBE_Case1.doc	Example of DBE in a text document
	DBE_Case2.ppt	Example of DBE in the form of a PowerPoint presentation

Chapter 1

Regional Development and Regional DBE Deployment		
The Region's current economic situation – an economic analysis	Macro_Anal.doc	It proposes a DBE regional readiness index, in order to gain a deeper knowledge of the region's condition and needs, and to analyse its readiness to develop a DBE. It comprises a general framework (scheme) and addresses specific indicators for collecting information on the Industrial, Institutional and ICT Contexts.
	DBE_SWOT.ppt	Quantitative analysis of the region's current economic situation.
DBE role in supporting regional policies	Issues.doc	A tool to help regional stakeholders understanding the challenges that should be considered in the implementation of DBE.
	Reg_Benefits.doc	Illustrates the benefits of DBE implementation and helps to define how DBE can support regional strategies.
	Memo.doc	Aims at supporting the engagement of, and the communication with, political leaders outlining the main issues and the main rationale behind a regional DBE implementation.
Choice of Sector(s) for DBE deployment	Sector_Possibilities.ppt	Provides guidance on the range of potential pilot sectors that could be targeted for a DBE implementation.
	DBE_Model.doc	Presents examples of types of existing networks, giving some hints concerning DBE deployment in regions.
	Readiness.xls	The various spreadsheets help in assessing the readiness of the sector(s) selected through 5 sections: sector condition, IT SMEs sector, technological framework, legal framework and financial framework.
The 'business case' for planning a DBE deployment	Overview.doc	This element summarizes the key practical issues faced by previous DBE pilot projects.
	CB_Approx.xls	This tool helps estimating the costs and benefits arising from DBE implementation.

Chapter 2

Awareness - Raising & Gaining the Commitment of Key Players		
Introduce the Relevant Stakeholders	Actors_Contacts.doc	Template that can be used to document and define the specific organizations that will undertake the various roles
Awareness Raising	Audiences.doc	Check-list of key target audiences that will need to be engaged and stimulated to participate in the DBE.
	Main-Points.ppt	This element presents the main message in terms of the benefits, opportunities and challenges of DBE for each target audience group
Identification of a champion	Champion.doc	This tool sets out what the role of the DBE champion should be
Definition of Roles & Responsibilities	Influencer_Role.doc	Description of the individual role profiles
	Discoverer_Role.doc	
	Driver_Role.doc	
	Regional_Catalyst_Role.doc	
	Implementer_Role.doc	Illustration of how each of the roles are involved and inter-related throughout the deployment of DBE.
Identification of companies to be involved	SME.xls	Short questionnaire to map the skills and the readiness of the local ICT SMEs.
Concrete Actions in Support of SME Adoption	SME_support.doc	Outline of the key steps to be considered when supporting SMEs.

Chapter 3

DBE Legal & Governance Issues		
Defining the Local Governance Principles	Principles.doc	This tool offers examples of how the “governance” issue was dealt with in Aragon, Tampere and West Midlands.
Concrete Actions for DBE Governance	Action_Timeline.mpp (or xls)	Examples of the main steps to be considered in the deployment of DBE.
Identification of Potential Legal Instruments for DBE Development	Legal_Instruments.doc	Examples and explanations on how legal issues of DBE can be dealt with.
	Legal.doc	The text presents examples of clauses to be included in contracts.
	Statutes.doc	Details for the establishment of an association agreement.
	ConsortiumAgreemtnElements.doc	Guidelines on the main elements for preparing a Consortium Agreement.
	User_Charter.doc	This tool aims at creating awareness of the basic precautions for an information system in the professional context.
Concrete Actions in Support of a DBE Legal Framework	Action_Timeline.mpp (or xls)	Examples of the main steps to be considered in the deployment of DBE.

Chapter 4

DBE Technology Platform		
DBE Applications & Services Requirements	DBE_Application_Specificatio n.doc	These two elements provide technical details on the DBE FADA server.
	DBE_Install.doc	
The DBE Technology Platform & Training Requirements	DBE_FADA_Inv2Tender.doc	Example of an invitation to tender for hosting a DBE FADA server is provided
	DBE_KnowledgeSkills.doc	Detailed knowledge and skills needed for the deployment of DBE.
Concrete Actions to Support Technological Implementation	Costs.xls (includes training costs)	Spreadsheet comprising some estimates of training costs.
	Sources.xls	Information on different funding options.

Chapter 5

DBE Financial Planning		
Preparation of a Financial Plan	Budget.xls	Spreadsheet proposing a basic structure of costs and funds.
Cost-Benefit Analysis	Cost-Benefit.doc	Proposes an example of a common CBA structure/template.
Concrete Actions in Support of DBE Funding	Action_Timeline.mpp (or xls)	Examples of the main steps to be considered in the deployment of DBE.

Chapter 6

Deployment Planning Timetable		
Action timeline	Action_Timeline.mpp (or xls)	Examples of the main steps to be considered in the deployment of DBE.

Chapter 7

Longer-Term Requirements and Implications		
No tools - see text	N.A.	All details were directly included in the main text of the DBE Deployment Planning Guide.

Annexes		
DBE Videos	The General Introduction to DBE / The DBE's Technical Infrastructure / The DBE's Evolutionary Environment A systemic introduction to the DBE / Example of Tourism in Aragon / "Which principles for an ICT infrastructure for a "nervous system" supporting the Economic Ecosystem?"	Link to flash Video
		Link to flash Video
		Link to flash Video
		Link to flash Video
		Link to flash Video
		Link to flash Video

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PPTs on DBE & peardrop	PPTs on DBE & peardrop	Powerpoint presentations.
DBE Thesaurus	DBE Thesaurus	Link to online thesaurus.
DBE Book	DBE Book	Link to the DBE Book published by the EC
peardrop Brochure	peardrop Brochure	Providing an introduction to the peardrop project.
peardrop Bulletins	peardrop Bulletins	Short documents on relevant items (e.g. Aragón and West Midlands experiences).
peardrop Guides	peardrop Guides	These are the thematic guides introducing the DBE Concept from different perspectives (macroeconomic, microeconomic, legal, technical and financial) as well as an overall guide ('wrapper') in which they are contained
Guidelines for Approaching DBE Target Audiences	Guidelines for Approaching DBE Target Audiences	Short documents presenting some hints on how to approach and communicate with specific audiences.
Workflow Diagram	Workflow Diagram	Visual mind map of the elements and themes to be considered when planning the deployment of DBE.

All elements are accessible from the site:

http://www.peardrop.eu/DBE_Deployment/Pages/DeploymentPlan.aspx