



EUROPEAN UNION
European Regional
Development Fund

The Interreg IVB
North Sea Region
Programme



*Investing in the future by working together
for a sustainable and competitive region*

E-CLIC



- A project within the Interreg IVB North Sea Region Programme
- Project duration:
1 September 2008 –
31 December 2011
- Project budget: EUR 6.5 M
- County Administrative Board of Värmland is Lead Partner



North Sea Region



- Strong knowledge base
- Excellent IT infrastructure
- Committed to innovation
- Ambition to be leading in broadband services



Broadband media services

→ WHY FOCUS ON BROADBAND MEDIA SERVICES?

- Broadband access is essential to the prosperity and future development of Europe's rural regions.
- Broadband media services are a prerequisite for effective business and a must for the growth of jobs on which regional economies depend.
- The potential of broadband is not fully utilised.
- Broadband internet services are among the fastest growing sectors in the world economy.
- Internet services themselves are a way of improving quality of life.



Aim of the project

- To stimulate innovation through the establishment of eight new European collaborative innovation centres for broadband media services.
- To develop the capacity for growth and employment across the North Sea Region.



Objectives

- Establish transnational cooperation between business clusters, research institutes, universities and public support agencies in the field of development and provisioning of broadband services and media products.
- Establish regional centres based on the Triple Helix model of innovation.
- Develop a common process for joint transnational innovation and product development based on LivingLabs and the Triple Helix model.



Objectives

- Create new market oriented products and services.
- Strengthen the regional R&D strategies to secure resources and encourage SMEs to improve their innovation capacity.
- Develop solutions to bridge the digital divide and enable “broadband for all” at reasonable cost in rural areas.
- Analyse future needs in the European media broadband market within the scope of regional capacity building.
- Overcome brain-drain in rural areas.



E-CLIC Consortium

The E-CLIC consortium was established with the main objective of building a strong NSR cluster in the area of broadband services, media technology, broadband systems, usability and testing, while maintaining a balance between competencies, industry and academia.

The consortium brings together 16 partners from 5 Member States and Norway.

The partners have considerable expertise and experience in the fields of interest to E-CLIC, and the project combines a unique set of partner skills. Hence, only in close co-operation can the E-CLIC Centres meet the objectives.



E-CLIC Centres



Regional Areas of Expertise

<i>Värmland:</i>	Mobile media services and processes for quality assurance
<i>Borås:</i>	Impact evaluation research, Co-design research
<i>Hannover:</i>	Digital media, Mobile gaming, Usability engineering
<i>Wilhelmshaven:</i>	Broadband access technologies, gaming, content production, 3D-Presentation
<i>Groningen:</i>	ICT applications and broadband services for training purposes
<i>Kortrijk:</i>	Industrial Product Design, Multimedia, Digital Arts and Entertainment
<i>Norfolk:</i>	Development of digital HD & IP TV content production
<i>Rogaland:</i>	Development, deployment and provisioning of broadband services and content, including gaming and e-learning.



E-CLIC Värmland, Sweden

Participating partners are:

- Karlstad University
- Compare Foundation (consists of 100 ICT companies)
- County Administrative Board



E-CLIC Värmland, Sweden

Areas of expertise/facilities:

Location 1:

(Karlstad University)

Broadband Wireless Networks
Transport and P2P Protocols
Cross-layer interactions
Privacy and Identity Management
Network Security
Usability Studies
Mesh Network Testbed
Wizard of Oz lab
Eye-tracking equipment
Network emulation software

Location 2:

(Compare Testlab)

Test and quality assurance
Usability research
Telecom consulting
Standardized computer system environments
in which new prototypes, services and
products can be tested and evaluated



Work Packages of E-CLIC

WP1: Project Management and Dissemination

WP2: Regional and Transnational Collaboration and Development

WP3: Services Development

WP4: Content Production

WP5: Broadband Access

WP6: Evaluation, Validation and Exploitation



Work Packages - Expected Output

- WP1: Steering Committee Meetings, Newsletters, E-CLIC Website
International conferences
- WP2: Set up of centres, Set up of LivingLabs, Programs for
student exchange, database of tasks/ideas/needs,
Regional workshops
- WP3: Case Studies, Prototypes for new services
- WP4: Case Studies, Content productions
- WP5: Case Studies, Report on broadband coverage
- WP6: Quality Assurance of new services, Evaluation and Validation
reports, Exploitation Plan for E-CLIC concept



Work Package Projects – WP3

eLearning Pedagogical possibilities and solutions by commonly available digital technology (PDF-media project)

Podcasting Podcasting as e-learning methodology, specifically on mobile devices

eGovernment Development of a web based portal to support eGovernment processes using the example of a university with several campuses

Health Care Implement video conferencing as a means to help people with several services

Health related broadband use of social media Investigation of the potential of social communities in health care in different European Countries

eReader Analysis of eReader software



E-CLIC for Students



- High quality education
- Assessment and assistance
- Participating in top projects
- Connection to Industry



E-CLIC for Institutions



- Extra benefit to attract students
- Keeping up to date
- Collaboration with public sector
- Public relations
- Transnational collaboration



E-CLIC for Companies



- Scouting employees
- Involvement in new developments
- Useful instrument for own developments
- Public relations
- Competence development
- Transnational contacts
- Private - public partnership





- E-CLIC Baltic will foster innovation and bridge the East-West division in innovation capacity through the transfer of knowledge and competence from the North Sea Region to the Baltic Sea Region.
- Transfer of transnational structures resulting in a ring of E-CLIC Baltic centres connected to the NSR cluster of E-CLIC centres.
- The cluster model of collaborative innovation centres in the NSR will be expanded to both highly developed and lesser developed regions in the BSR



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Baltic Sea Region
Programme 2007-2013

The Project's Focus

Fostering of innovations across the BSR: Providing support for innovation sources

- setting up of transnational structures (platforms, networks etc.) providing services to innovation sources in their international activities
- establishing of transnational structures for supporting generation of innovations towards the Region's leading technologies (e.g. environmental) and for SMEs
- stimulation of transnational interactions between enterprises, R&D institutions and public authorities towards commercialising the inventions and territorial expansion of clusters, notably in the EBSR
- creation and application of good practise in the public support to the innovation sources and their links to SMEs (as exemplified by provision and sharing of appropriate technical and social infrastructure or improvement and use of employees skills)
- marketing of BSR capacities and success stories in international activities of the innovation sources, e.g. in SME support



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