

# Digital Ecosystems & Regional Development the Peardrop Toolkit

**iTEC 08**

**Hessen**

**6<sup>th</sup> November**

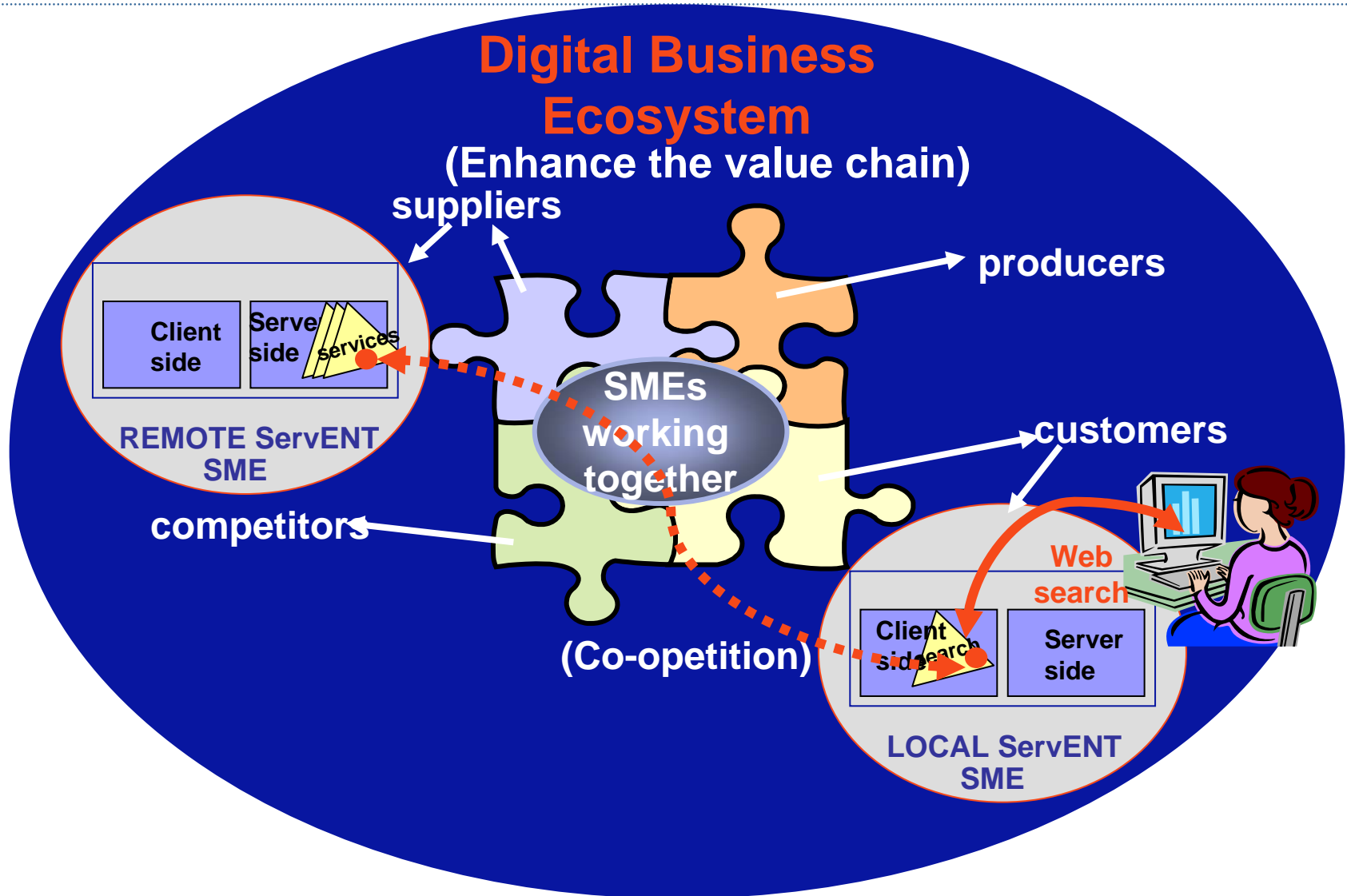
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# Agenda

- DBE as a model for local & regional development
- Regional roles & responsibilities
- Approaching the planning of a regional DBE
- Tools & guidance available to support regional planning

## DBE as a model for local & regional development

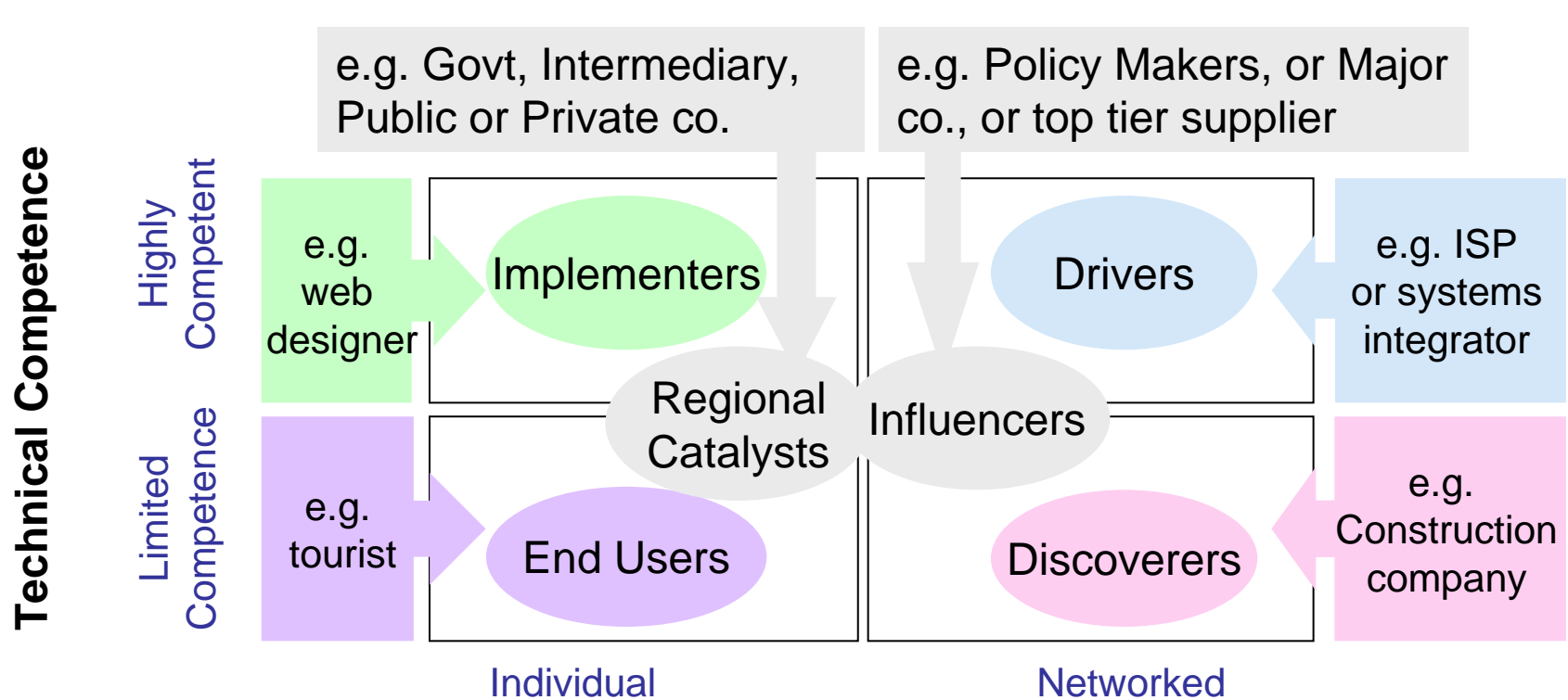
- DBE is a virtual environment where the growth of networking among regional actors is facilitated and made more efficient & effective through ICT
- The key benefits afforded by the implementation of a DBE is to facilitate:
  - knowledge sharing;
  - creation of collaboration processes;
  - increased entrepreneurship;
  - increased globalisation & integration of markets



## iTEC 08 Digital Ecosystems & Regional Development



## Regional roles & responsibilities within a DBE



### Collaboration Perspective

### Influencer Benefits

- Access to a new, innovative solution
- Can position the company or region as a leader in the exploitation of innovative solutions
- Can address a company or regional challenge in a new and dynamic way

### Driver Benefits

- Can integrate applications & services with existing & new partners
- Can broaden market reach, increase B2C competitiveness & B2B competitive edge
- Shared development costs, shared tools & standards, shared access to research

### Discoverer Benefits

- Small scale solution for integration with partners leading to reduced costs & greater profitability
- Easy to implement solutions, open access
- Easily integrated with legacy systems

### Implementer Benefits

- Can develop services that add value & deliver profitability
- Can greatly increase speed to market
- Shared development costs, shared tools & standards, shared access to research

## DBE Benefits



### End User Benefits

- End users can easily access and use applications that normally would be reserved for larger companies
- End users will have access to more streamlined and integrated services
- The time required to find services to address their needs will be greatly reduced

### Regional Catalyst Benefits

- Can engage with regional players from both public and private sector to facilitate collaboration to achieve a common goal
- Can achieve a more powerful result through inter-organisational group working
- Can facilitate a multi-agency approach to regional development

## Approaching the planning of a DBE

- ① Engage, raise awareness and understanding, agree the local/regional priorities and needs
- ② Map out the business ecosystem
- ③ Roles & responsibilities
- ④ Technology, infrastructure and services
- ⑤ Governance model
- ⑥ Finance



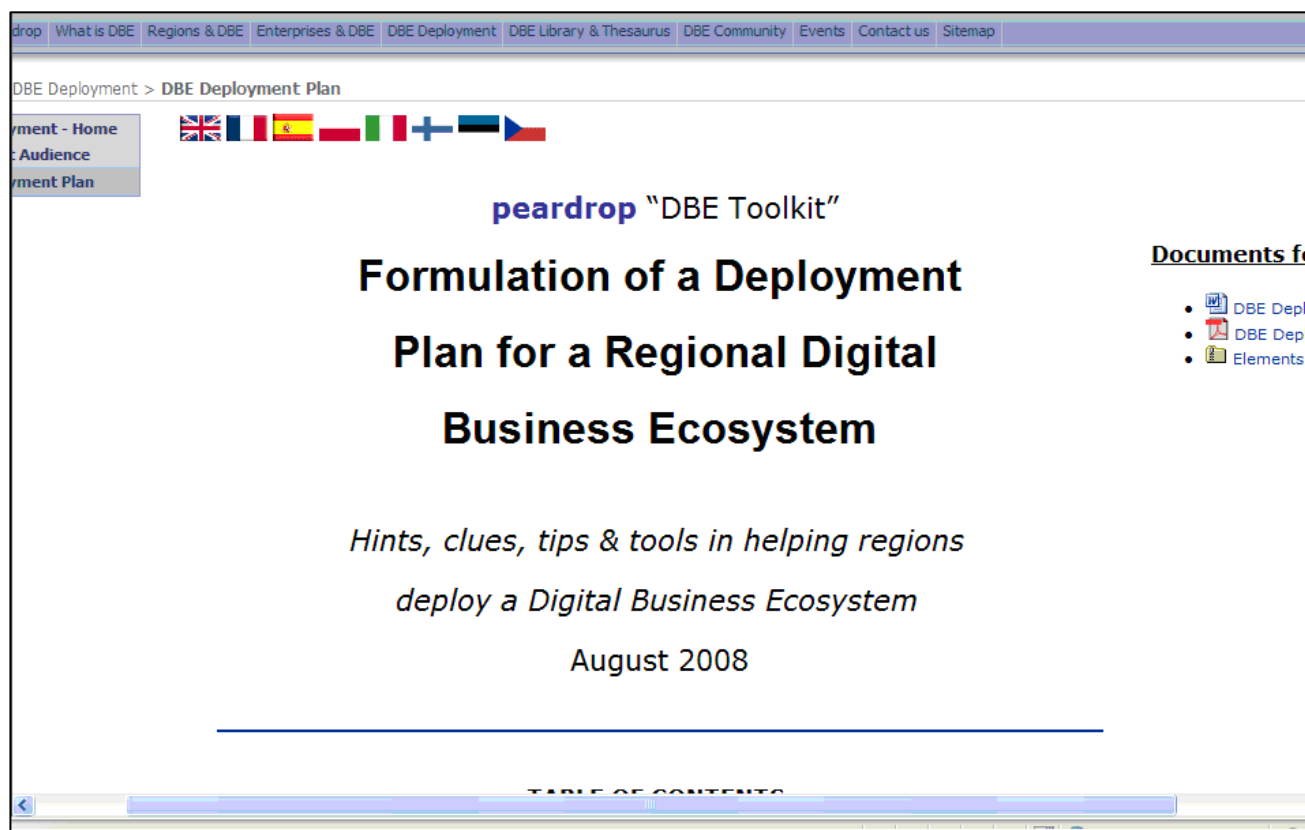
# Tools & guidance to support regional planning (1)

## 5 Initial Guides (in 8 languages)

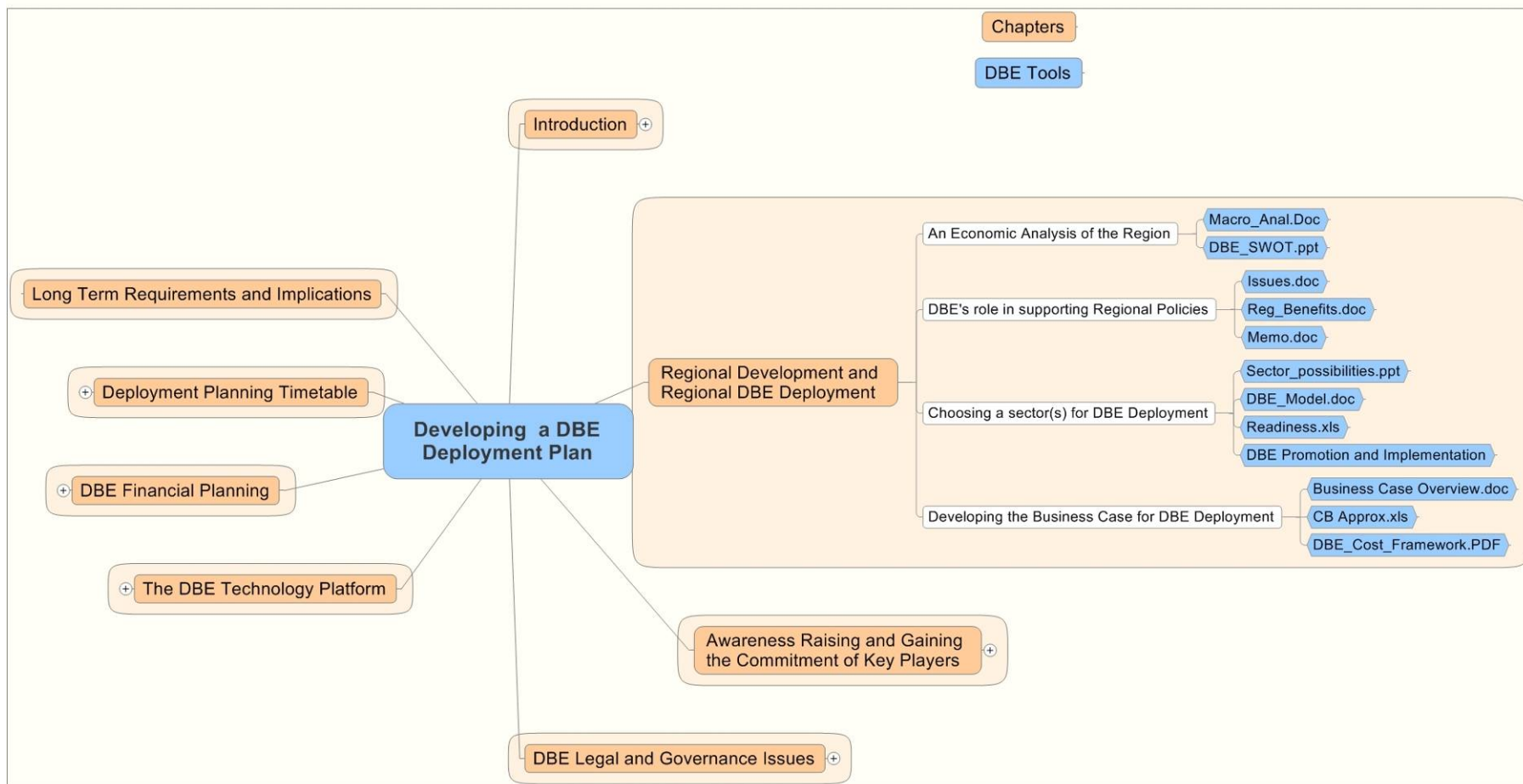


# Tools & guidance to support regional planning (2)

## ■ Peardrop Deployment Planning Toolkit



# Peardrop Deployment Planning Toolkit – an extract



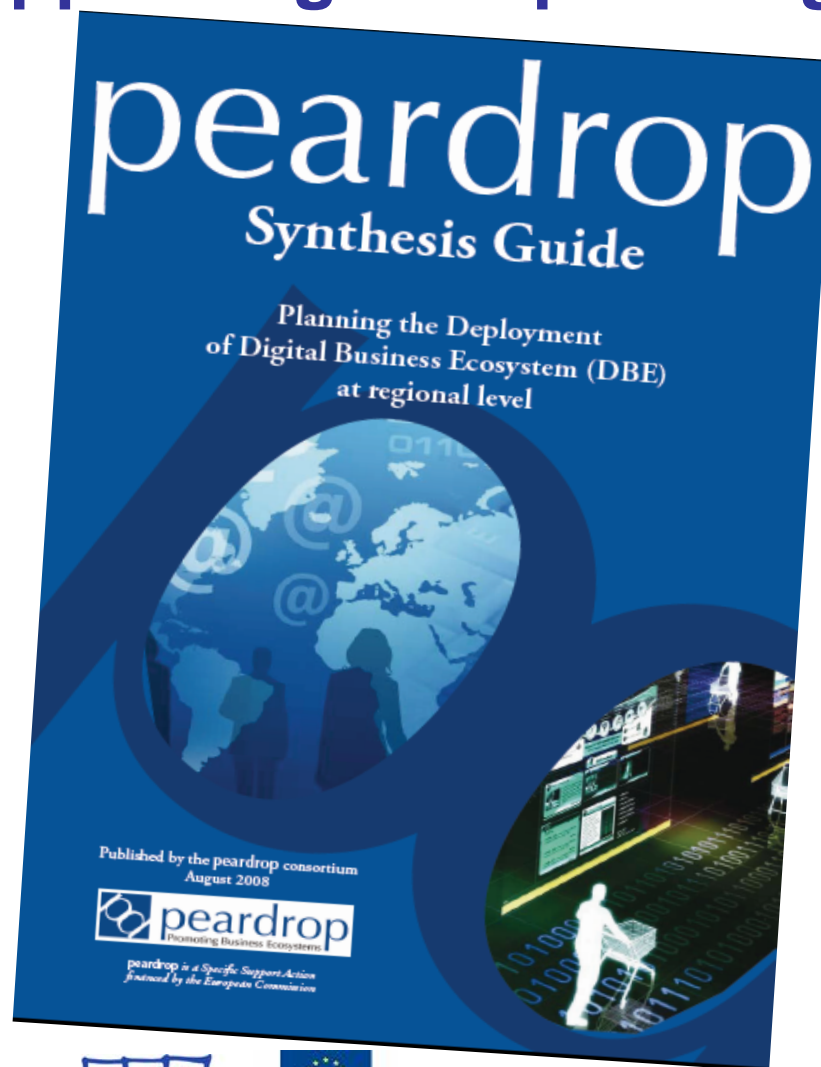


- **Peardrop Regional Case Studies** outlining the deployment planning experience in 13 regions



## Tools & guidance to support regional planning (3)

- Peardrop Synthesis Guide



**All deliverables & further project information  
can be accessed at:**

**[www.peardrop.eu](http://www.peardrop.eu)**

**Thank you for your attention**

**Any questions?**