

### 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





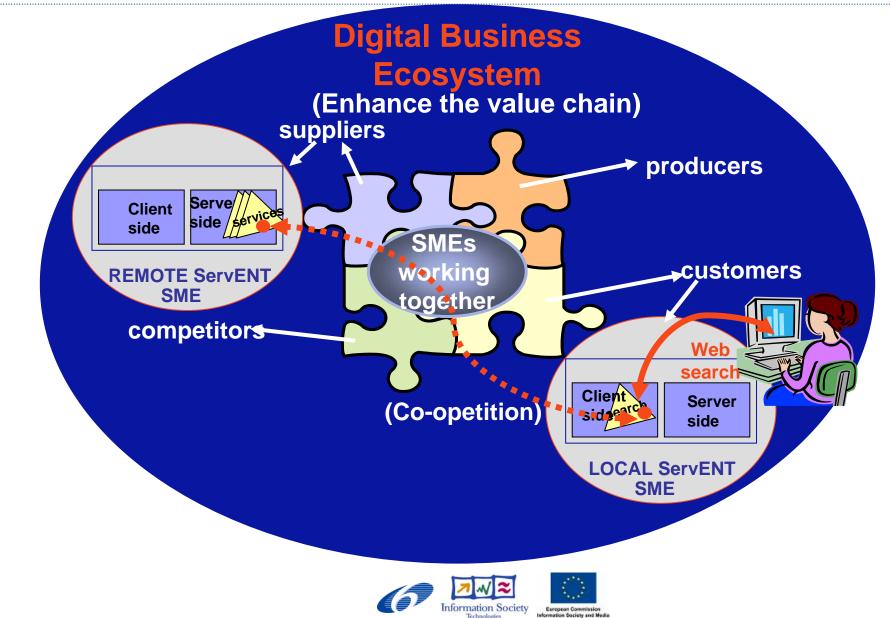
### DBE as a model for local & regional development

- 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:
  - o knowledge sharing;
  - o creation of collaboration processes;
  - o increased entrepreneurship;
  - o increased globalisation & integration of markets



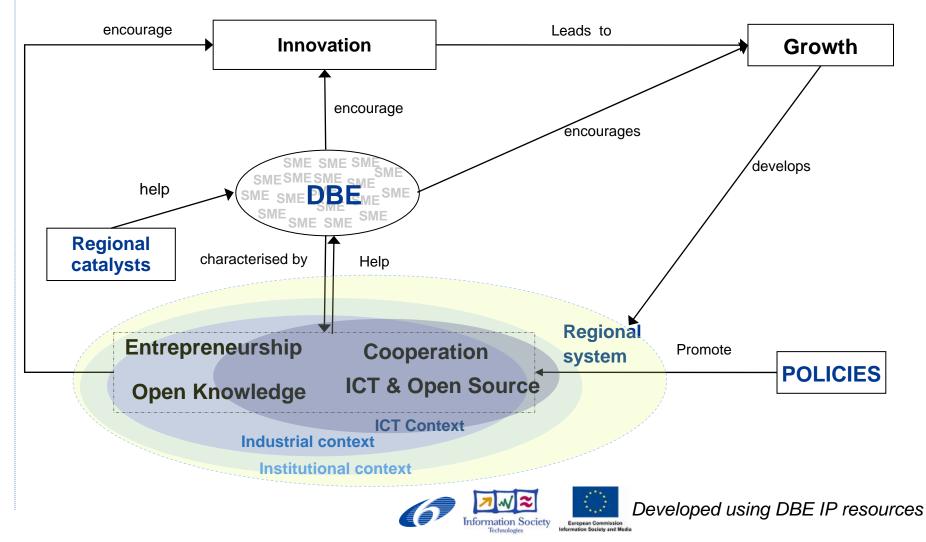


Promoting Ecosystems and Regional Development in support of Regional Operational Programming



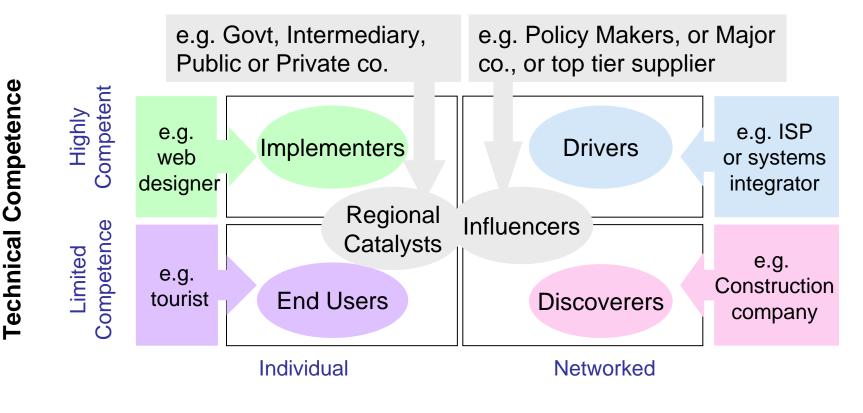


### DBE as model for local development cont.





### **Regional roles & responsibilities within a DBE**



**Collaboration Perspective** 





#### **Regional Operational Programming**

#### **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

#### **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

#### **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

#### **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

#### **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

#### **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 interorganisational group working
- Can facilitate a multi-agency approach to regional development



DBE

**Benefits** 



### Approaching the planning of a DBE

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





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**Regional Operational Programming** 

### **Tools & guidance to support regional planning (1)**

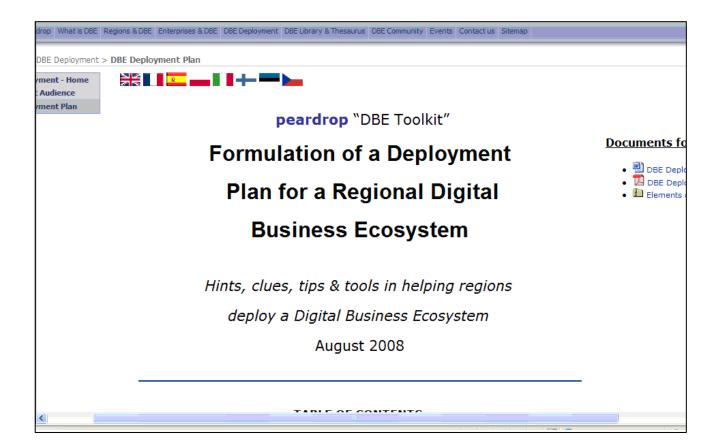
• 5 Initial Guides (in 8 languages)





### Tools & guidance to support regional planning (2)

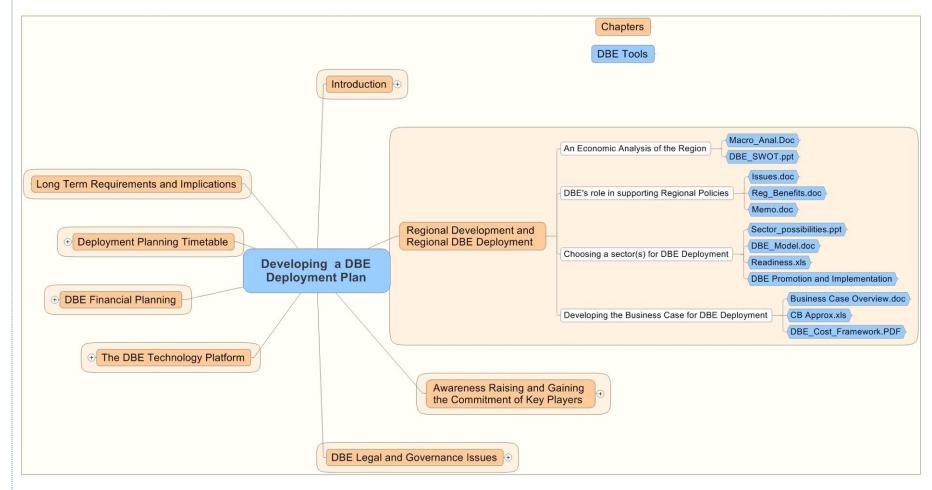
#### Peardrop Deployment Planning Toolkit







#### **Peardrop Deployment Planning Toolkit – an extract**



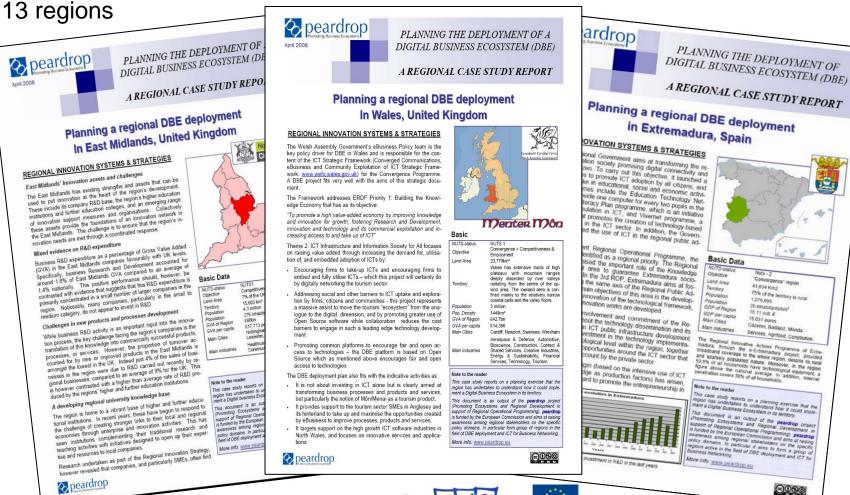




#### **Regional Operational Programming**

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

Peardrop Regional Case Studies outlining the deployment planning experience in

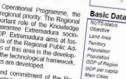


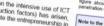
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European Commissi rformation Society and Media

in Extremadura, Spain





More into: www.peardrop.eu



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	"Convergence" région	
	41,634 Km2	
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- Luc	15.031 euros	- 1
eg.	Cáceres, Badajoz, Mérida	- 1
	Services, Agrifood, Constrution	1

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Note to the reader

This case study reports on a planning exercise that the region has undertaken to undertaked how it could imple-ment a Digital Business Ecosystem in its territory. This document is an output of the

Ecosystems and Regional Developer the of Report of the European Commission and arms at raising the European Commission and arms at raising Need by the European Commission and amis at raising eness among replonal stakeholders on the specific in particular it amis to form a proup of his active in the field of DBE deployment and ICT for nase Naturation.

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Promoting Ecosystems and Regional Development in support of Regional Operational Programming

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

#### Peardrop Synthesis Guide

# Peardrop Synthesis Guide

Planning the Deployment of Digital Business Ecosystem (DBE) at regional level

ublished by the peardrop consortiun August 2008

Practice is a Specific Support Action franced by the European Communice





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

#### www.peardrop.eu

Thank you for your attention

Any questions?

