



Relevance of the Cross-border eCollaboration in the Danube eRegion

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<http://eLivingLab.org/CrossBordereRegion/InterMunicipality>

ICT-Powered eRegion



eRegion

In the eRegion
business & government
organizations,
as well as individuals,
extensively use
eTechnologies
in order to support
their work

eRegion - various perspectives

- From a small business perspective, eRegion is an area of about 100 kilometers around the company's location.

From a large company's perspective, eRegion is an area of some 200-500 kilometers around the company's location.

From the Knowledge Village perspective, eRegion is the area of about 5 hours air-flight to/from Dubai, Arab Emirates.

The Danube Region

Territorial coverage of the Danube region
for the Danube region strategy



EU Danube Region Strategy

Coordinators of 11 priority areas

- Mobility and intermodality - Inland waterways (Slovenia, Serbia)
- Institutional capacity and cooperation (Austria, Slovenia)
- Sustainable energy (Hungary, Czech Republic)
- Culture and tourism, people to people contacts (Bulgaria, Romania)
- Restore and maintain the quality of waters (Hungary, Slovakia)
- Manage environmental risks (Hungary, Romania)
- Preserve biodiversity, landscapes and the quality of air and soils (Germany Bavaria, Croatia)
- The knowledge society (research, education and ICT) (Slovakia, Serbia)
- Competitiveness of enterprises (Germany Baden-Württemberg, Croatia)
- People and skills (Austria, Moldova)
- Institutional capacity and cooperation (Austria Vienna, Slovenia)
- Security and organised crime (Germany, Bulgaria)

Slovenia's competitive advantage: Location Location Location



Inter-Municipality Initiative in Slovenia: Cross-border eCollaboration in the Danube eRegion

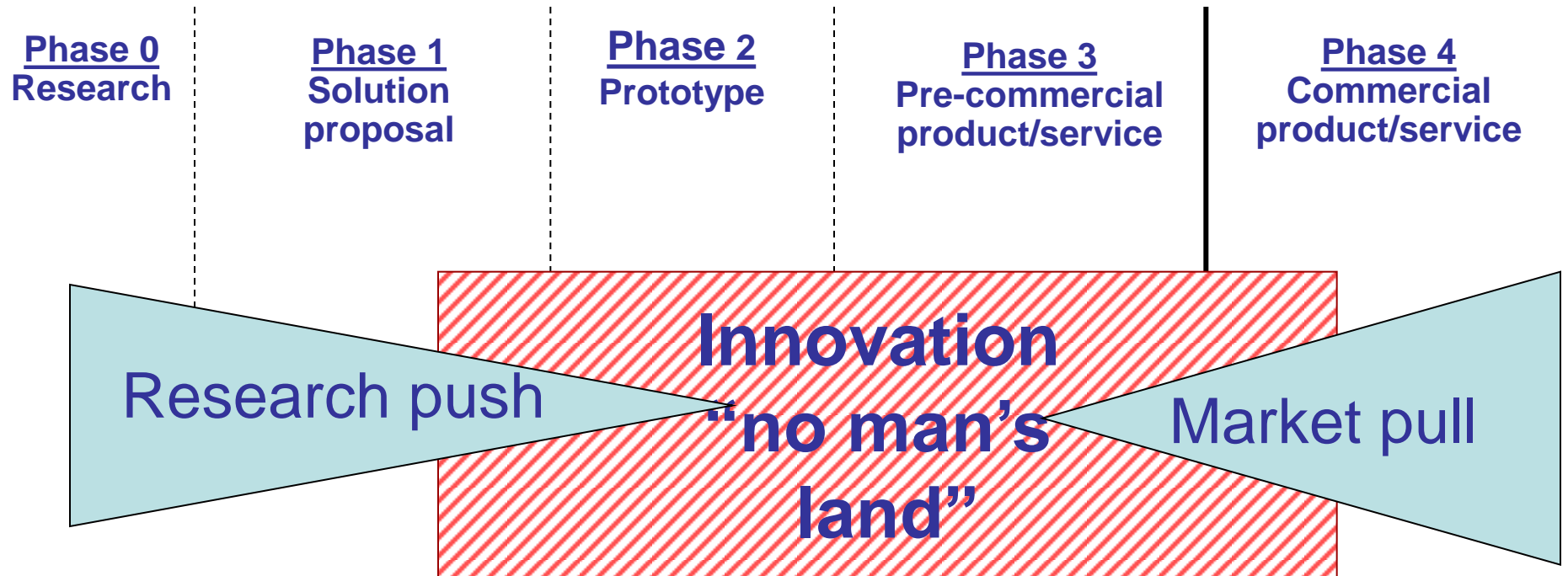
<http://elivinglab.org/CrossBorderereRegion/InterMunicipality%20./#Participants>
(as per October 2013)

- **Town Municipalities**
- **Neighboring Municipalities**
- **Tourist Organizations**
- **Regional Chambers of Commerce & Craft and Small Business**
- **Development Centres**
- **Companies**
- **Health Institutions**
- **Prehospital Emergency Medical Services**
- **Insurance**
- **Organizers of major international events**
- **IT providers**
- **Supporters – National Administrations**
- **National Assembly Deputies**
- **Organizations of Slovenes Abroad**
- **National Self-governing Communities**
- **Diplomats**
- **Institutes**
- **Universities**

Objectives of eSolutions and eServices for a Cross-border eCollaboration

- Innovativeness
- User-centricity
- Open innovation
- Simplicity
- Low-cost accessibility
- Web sites connectivity
- Multi lingual eSolutions & eServices
- Openness to the organizations in Slovenia and other countries
- eServices engagement (cloud computing)
- Prototyping - Experimenting in the Living Lab Environment

A missing link in innovation



Prototype

A prototype is
an early sample or model
built to test a concept or process
or to act as a thing to be replicated
or learned from.

Wikipedia

A prototype is a basis for a development
of a **pilot**.

Prototype Types

- **Technology prototype** – a new operational eSolution or eService.
- **Organizational prototype** – a **new** operational eSolution or eService in an organizational setting, or an **already proven** eSolution or eService in a **new organizational setting**.

A basis of a prototype development
is a **problem**
for which the stakeholders
have interest in solving it.

Open Innovation

Open innovation is a paradigm that assumes that firms can and should use external ideas as well as internal ideas, and internal and external paths to market, as the firms look to advance their technology.

The boundaries between a firm and its environment have become more permeable; innovations can easily transfer inward and outward.

The central idea behind open innovation is that in a world of widely distributed knowledge, companies cannot afford to rely entirely on their own research, but should instead buy or license processes or inventions (i.e. patents) from other companies.

Living Lab

A Living Lab is an environment in which researchers, developers and users cooperate with the common objective of delivering a tested product, solution or service respecting the users' requirements in a shortest time possible.

The environment may be a city, a region within a country, an industry, a supply chain or a whole country.

Related Conferences in the Danube Region

3rd Danube eRegion Conference – DeRC 2013:

Cross-border eSolutions & eServices Prototypes Development

Chamber of Commerce and Industry, Ljubljana, September 23-24, 2013

<http://eLivingLab.org/CrossBordereRegion/DeRC2013>

Danube Region Business Forum 2013:

ICT – New Developments in Information and Communication Technology

Austrian Federal Economic Chamber, Vienna, November 14 & 15

<http://b2match.eu/danuberegionbusinessforum2013>

The Ambassadors of Austria, Hungary, Serbia and Slovakia Sharing Interest in a Cross-border eCollaboration in the Danube eRegion

3rd Danube eRegion Conference – DeRC 2013, September 23

<http://elivinglab.org/CrossBordereRegion/DeRC2013/DeRC2013%20Ambassadors%20Panel.pdf>

- The EU Strategy for the Danube Region (<http://Danube-Region.eu>) has opened many interesting opportunities for the intensified cooperation of the countries in the region.
- The e-government development has provided a solid basis for numerous services to the administration and to the citizens.
- Awareness creation and preconditions provision of eCollaboration by building bridges between academia and the government are needed for in-time EU project proposals submission.
- The municipalities have major interest in a cross-border collaboration, for example in the areas of tourism and culture.

The Ambassadors of Austria, Hungary, Serbia and Slovakia Sharing Interest in a Cross-border eCollaboration in the Danube eRegion

*3rd Danube eRegion Conference – DeRC 2013, September 23
cont.*

- The eGovernment efforts have to re-focus from being administration oriented to being population oriented (user-demand driven systems).
- Regions development (B2B, G2C, G2G) has to be accelerated.
- The digital divide, although still noticeable, is not an obstacle.
- There are too many protocols not “talking” to each other (single-window approach needed).
- Numerous websites accessible are in national language only (various language requirements have to be accommodated based on a common basis in English).

Opportunities in Open Innovation

Experience Sharing in the eRegions

- Which components, solutions, or operations successful in one eRegion could be **copied**, which could be **followed**, and which are **not applicable at all** in another eRegion?
- Can some **guidelines for successful copying** be defined and generalized for better understanding of the potential of the open innovation as a concept and as a practice in an eRegion?
- How relevant are the **outstanding business, government, and academic leaders** to the eRegions awareness creation, policy making, or solutions implementation?

ICT-Powered eRegion



Invitation to a Cross-border eCollaboration

- eMunicipalities without borders eCollaboration
- Inter-eRegions eCollaboration
- eMobility
- eBusiness for SMEs
- Cross-border supply chains
- eInvoicing & eProcurement
- eHealth & eInclusion
- eTourism & eHeritage
- eParticipation & eDemocracy
- eResponse in Disaster
- eGeographic Applications
- eCrime