



Brussels,
DG REGIO / D2/KR

Regions for Economic Change – Fast Track Networks

Theme 2.5: Bringing e-government to regions and businesses

PIKE - Promoting Innovation and the Knowledge Economy

2nd FAST TRACK COMMITTEE REPORT

MEETING REPORT: 2nd Fast Track Committee: Letterkenny, 26 November 2008

1. General issues regarding the PIKE project

The first fast track report from the kick-off meeting was adopted.

The fast track committee was informed about the correspondence with the Greek partner and the JTS in relation to Sterea Ellada's ability or willingness to nominate an appropriate person to work on the PIKE project. Three months after the kick-off meeting, the situation is still unclear. No Greek partner participated in the launch conference and meetings. Their absence in the fast track committee meeting was not justified or communicated in advance.

The JTS will be notified and the attention of the Greek country desk in REGIO drawn to this situation.

2. State of play with regard to active involvement of Managing Authorities

To be discussed at fast track committee meeting (April 2009)

3. Communication and dissemination tools

(a) Collaboration tool

The partners were given a short demonstration of the "Teamworker" tool for project-internal communication, showing how to access the most relevant sections.

(b) Web-site

The web-site is now on-line (<http://www.pike-project.eu>). All partners must do a page in their own websites about PIKE and insert a link to the PIKE website.

The public documents, such as the fast track reports and the conference conclusions, produced for PIKE will henceforth be published on the PIKE website.

Responsible partner: Charlie Wallin (ALAV, Västernorrland)

(c) Communication plan

In relation to the promotional materials, Charlie Wallin and Kirsi Allberg (ALAV, Västernorrland) explained the need exactly identify the target audience before developing dissemination materials, and that traditional brochures are seldom read and thus have a very low impact. In the case of PIKE, these are mainly local and regional policy decision-makers or implementers. In order to raise the desired interest in PIKE among them, it was concluded that only information material in the local language has any chance to reach that objective.

The presented samples of promotional materials were approved by the fast track committee, namely:

- a rolled up page with a description of the PIKE project instead of a traditional folded brochure. This shape would recall that of a baton passed for relay sprint competitions as a symbol for passing on good practices.
- a box with a USB stick inside to substitute the printed good practice handbook.
- a postcard will be sent after the baton and before the GP USB as a means to keep momentum with project targeted audience and raise the interest levels.

The material will be ready in January. The translations of the brochures will be organised by ALAV. Postcards and executive summaries of the handbook will be translated by each of the concerned project partners.

All the partners have to develop a mailing list including: staff of the ROP managing authorities; local/regional government staff; national authorities; EC; JTS and associations of local and regional authorities.

The translations of the full text of the handbook will be organised on the basis of offers for translations obtained by ALAV and by the relevant partners.

(d) Newsletter

For the newsletter, all partners are invited to contribute in turns to provide content for Olomouc (the partner in charge). The first 1-page newsletter will be issued in January and distributed electronically.

All partners have in the budget posts for press releases (or ads) in national/local press and printing services for the project brochure.

All partners must also help to disseminate the handbook, brochure and newsletter.

(e) Good practice handbook

The workshop that preceded the fast track committee on 26 November served to finalise the drafting of the standardised descriptions of the four good practices provided by EMCANTA, Donegal and DERRY that are to be transferred through PIKE. The

descriptions will be compiled in a good practice handbook that will be used by the partners that wish to adopt a good practice for promoting the adoption with all the relevant decision-makers, planners and Managing Authorities. A number of substantiated drafting suggestions were made that will be inserted in the good practice handbook.

The descriptions will be finalised in December. They will not be printed, as foreseen initially, but only made available in electronic form on USB-sticks and the web-site. With the saved budget, it is planned to translate the handbook into the languages of all the partners. This decision was taken based on the observation that regional and local actors are highly unlikely to take note of an English-only good practice description.

4. Study visits

The partners from Donegal, Derry and Cantabria presented their respective draft programmes for study visits by those partners that are interested in adopting their good practices. The visits will take 2-3 days and will include on the spot visits, practical presentations and meetings with users and policy-makers.

It was decided that it would be essential to:

- carefully study the Good Practices before going on the study visits,
- talk to the right people that were in charge of the development of the good practice as well as users and other beneficiaries,
- to bring the right people (i.e. Managing Authority representatives, potential local and regional users ...) along on the visit,
- include presentation of the tendering process in the study visit programmes.

Most partners felt that the budget-wise foreseen participation of 2 persons for each partner to each study visit was too restrictive and decreased the chances to convince all the relevant persons to take-up the good practice. Depending on the allocated budget, changes in the budget plan might be required.

Some partners felt that they had to wait for some political decisions and meetings to take place in February, before being able to usefully organise the study visits. For this reason, it was decided to postpone the study visits to March –April 2009.

5. Internal organisation and evaluation

(a) Calendar of activities & milestones

Action	Timing	Partners involved
Finalisation of Good Practices Handbook in EN	December 2008	Input: Donegal, EMCANTA, Derry
Translation of Good Practices Handbook Executive summary in CZ, BG, IT, ES, SW, GR	January 2009	Olomouc
Production of boxes with USB sticks		Design: ALAV

Finalisation of PIKE brochure text / "baton" and of the postcard in EN	January 2009	ALAV, Västernorrland
Translation of PIKE brochure and postcard Identification of target groups and establishment of mailing lists by each partner	January 2009	All partners
Production of a 1 page newsletter & electronic dissemination	February 2009	Olomouc
Create page about PIKE in web-sites of partners Provide input for the common PIKE web-site	December 2008	All partners
Dissemination of the brochure "baton" and post cards Dissemination of the Good Practices Handbook (USB stick in box)	January 2009	All partners
3 Study visits	March - April 2009	All partners
Fast track committee	3 April '09	All partners
Transfer roadmaps	July 2009	All partners
Presentation of good practices and roadmaps to Monitoring Committees	July – Nov. 2009	All partners
First draft of action plans	Sept. 2009	All partners
Final draft of action plans	Nov 2009	All partners
Interregional Closing Conference.	May'2010	Bulgaria South East Region
<i>Accomplished:</i>		
<i>Kick-off meeting</i>	<i>3-4/09/2008</i>	<i>All partners</i>
<i>Finalisation of template for good practice presentations</i>	<i>16/09/2008</i>	<i>Donegal</i>
<i>First draft of 4 good practice descriptions</i>	<i>3/11/2008</i> <i>Delayed to 14/11/08</i>	<i>Donegal, EMCANTA, Derry</i>
<i>Interregional Launch Conference.</i>	<i>25/11/2008</i>	<i>All partners (except Sterea Ellada)</i>
<i>Good practice transfer work shop: Peer review of good practice descriptions</i>	<i>26/11/2008</i>	<i>All partners (except Sterea Ellada)</i>
<i>Web-site launched</i>	<i>Nov'2008</i>	<i>Västernorrland County</i>

6. Content related support by the Commission

Katja Reppel (Commission) briefly announced the Regions for Economic Change conference on 16-17 February 2009 in Brussels at which the fast track networks in the ICT field (PIKE and B3Regions) will be presented (programme see: http://ec.europa.eu/regional_policy/conferences/networking/home_en.cfm?nmenu=1).

As during the discussions on the good practices a number of state aid related issues with regard to wireless internet solutions emerged, she drew the attention to the Broadband Portal (www.broadband-europe.eu) and the thematic workshop of the B3Regions network on such issues and invited to seize the occasion at the RfEC conference to take contact with the B3Region partners to discuss exchanges of information with them.

7. Issues of the next fast track committee meeting

The next fast track committee meeting will be held on April 3rd in Bologna.

In particular the **progress by each individual partner** with promoting the take-up of the PIKE practices in their region / country should be presented. In this context the experiences regarding the use and impact of the promotional material in each region should be shared.

Also the issue of **monitoring and evaluation** of the progress of the overall PIKE project needs to be discussed further.

Katja Reppel

REGIONS FOR ECONOMIC CHANGE

PIKE - PROMOTING INNOVATION AND THE KNOWLEDGE ECONOMY

LIST OF PRATICIPANTS IN 2ND FAST TRACK COMMITTEE

FAST TRACK TEAM/ EC REPRESENTATIVES: Katja REPPPEL katja.reppel@ec.europa.eu

Country	Region	Partner/ Institution	Representatives
IRL		<u>LEAD PARTNER:</u> ERNACT	<ul style="list-style-type: none"> ▪ Rocío Rubio (<i>main contact person</i>) rocio.rubio@ernact.net ▪ Colm McColgan colm.mccolgan@ernact.net ▪ Caitriona Strain caitrona.strain@ernact.net
	Galway	Galway County Council	<ul style="list-style-type: none"> ▪ Brian Barrett bbarrett@galwaycoco.ie
	Donegal	Donegal County Council	<ul style="list-style-type: none"> ▪ Geoffrey Browne gbrowne@donegalcoco.ie ▪ Brian Boyle ▪ Daragh McDonough
	Border, Midland and Western	BMW Regional Assembly	<ul style="list-style-type: none"> ▪ Michael O'Brien mobrien@bmwassembly.ie
ES	Cantabria	EMCANTA	<ul style="list-style-type: none"> ▪ Oscar Martín omartin@emcanta.es
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UK	Northern Ireland	Derry City Council Department of the Environment Northern Ireland	<ul style="list-style-type: none"> ▪ Matt Peachey matt.peachey@derrycity.gov.uk ▪ Louise Breslin

			<ul style="list-style-type: none"> ▪ Paul Jackson
GR	Stereia Ellada	Eastern Aegean GeoCultural Park University of Athens	<ul style="list-style-type: none"> ▪ absent
BG	Yugoiztochen	Agency for Regional Development and Innovations (ARDI)	<ul style="list-style-type: none"> ▪ Fani Semerdzhieva ▪ Sonya Enilova
SW	Västernorrland	Assoc. L.A. Västernorrland County of Västernorrland	<ul style="list-style-type: none"> ▪ Charlie Wallin Charlie.Wallin@y.komforb.se ▪ May Andersson ▪ Kirsi Allberg