



# BIRRA Results





# WP2 - Status of the study

- data has been collected from all 5 regions
- in average 20 interviews per region
- Iceland, Scotland and Sweden provided no originals, only summaries
- some regions made small changes in the questionnaire
- results will be presented in Saariskä on 15-17.3.





# Some first conclusions

- the situation of infra is better than expected
- different stakeholders are quite satisfied with the current state of infra, and with the national policies in building it
- given answers do not set any specific pressure on politicians





## First conclusions cont.

- an interesting point is, that even though different regions have different policies, all may still end into a happy ending with a useful infrastructure
- at the moment it is difficult to suggest any radical investments or international cooperation in building infra, but the next 3 years will show the need better



# First conclusions, cont.

• it has been very valuable to see the situation of infra in different regions, and the different development paths of it

- almost all wish to increase government involvement in infra, but according to answers, international harmonisation is not wanted in backbone networks
- international harmonisation is wanted only in mobile phone networks





# First conclusions, cont.

wp2 work within the Birra-project may be considered as a prestudy on the future forecasts of infra

- if additional work would be done on infra, it should be a different kind of a project, deeper, and separate from other work
- it is difficult to imagine an international project that would focus on the construction of infra – due to national policies and laws, that is domestic work





## First conclusions, cont.

- from now on, new work in Birra kind of international projects should focus on contents and services, and in increasing the usage of broadband services in sme's and other user groups
- however, international follow up of the development of infra is needed continuously





# WP3 – Survey, obstacles in using ICT in SME's

1. New knowledge about SME:s uptake of ICT. What are the enterprises attitudes to ICT-tools?
2. What are the barriers for a higher e-adoption? And what is the range of usage of e-services?





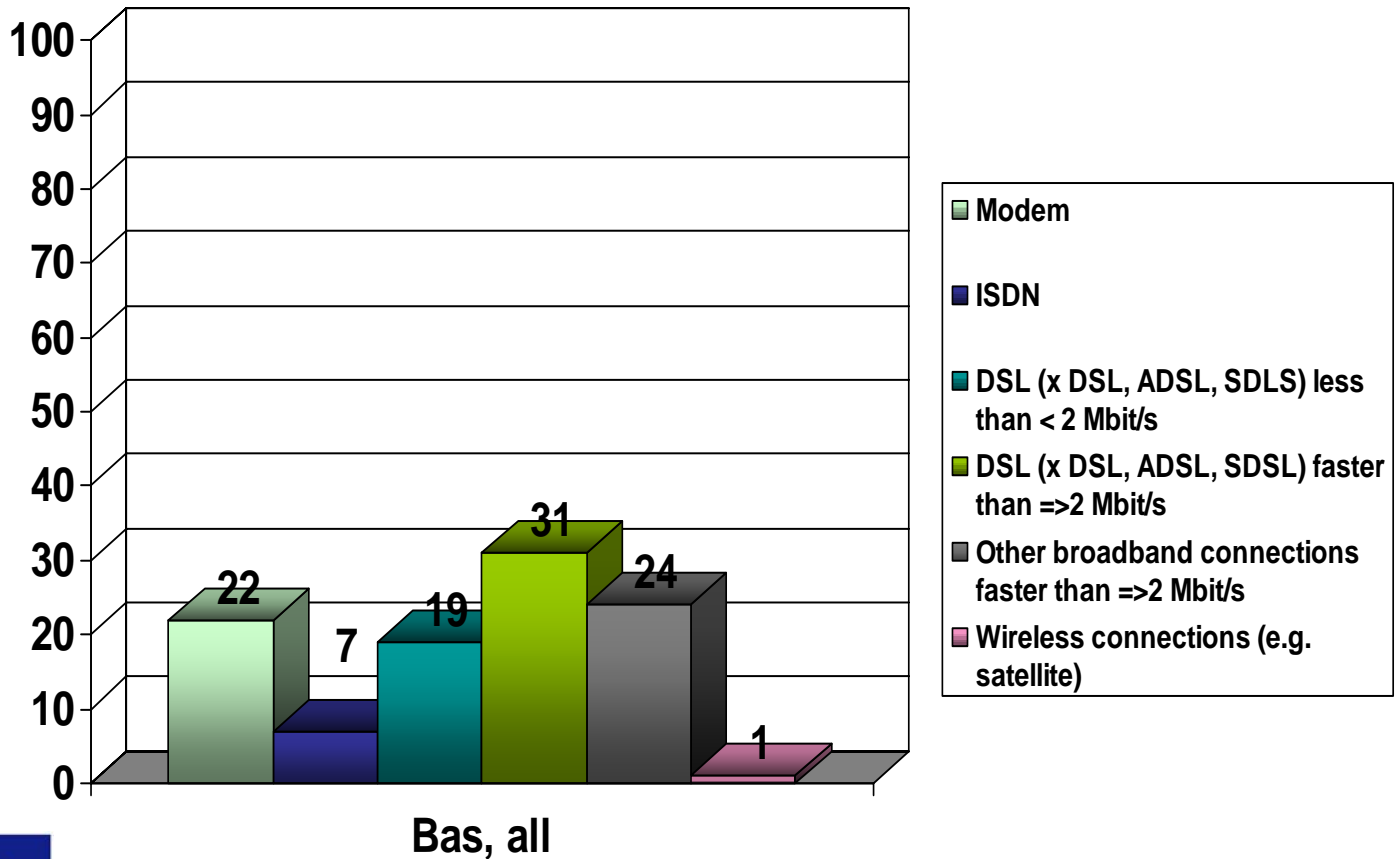
3. Knowledge about ICT-maturity in 5 different business sectors, tourism, transport, real estate, production and service companies.
4. Experience from one info- and training campaign for 500 SME:s.





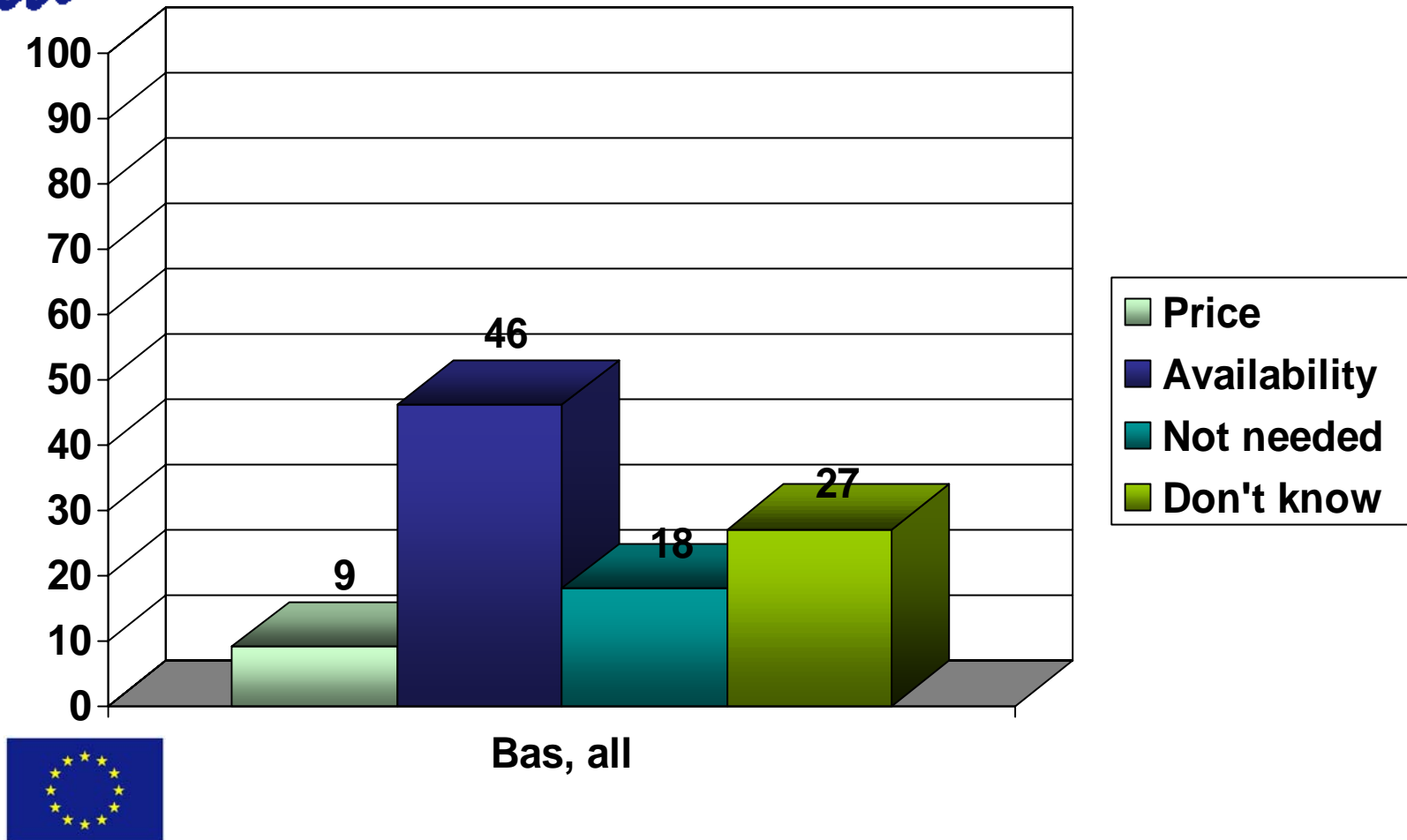
# Some preliminary results from Sweden ICT take-up

## Access to Internet



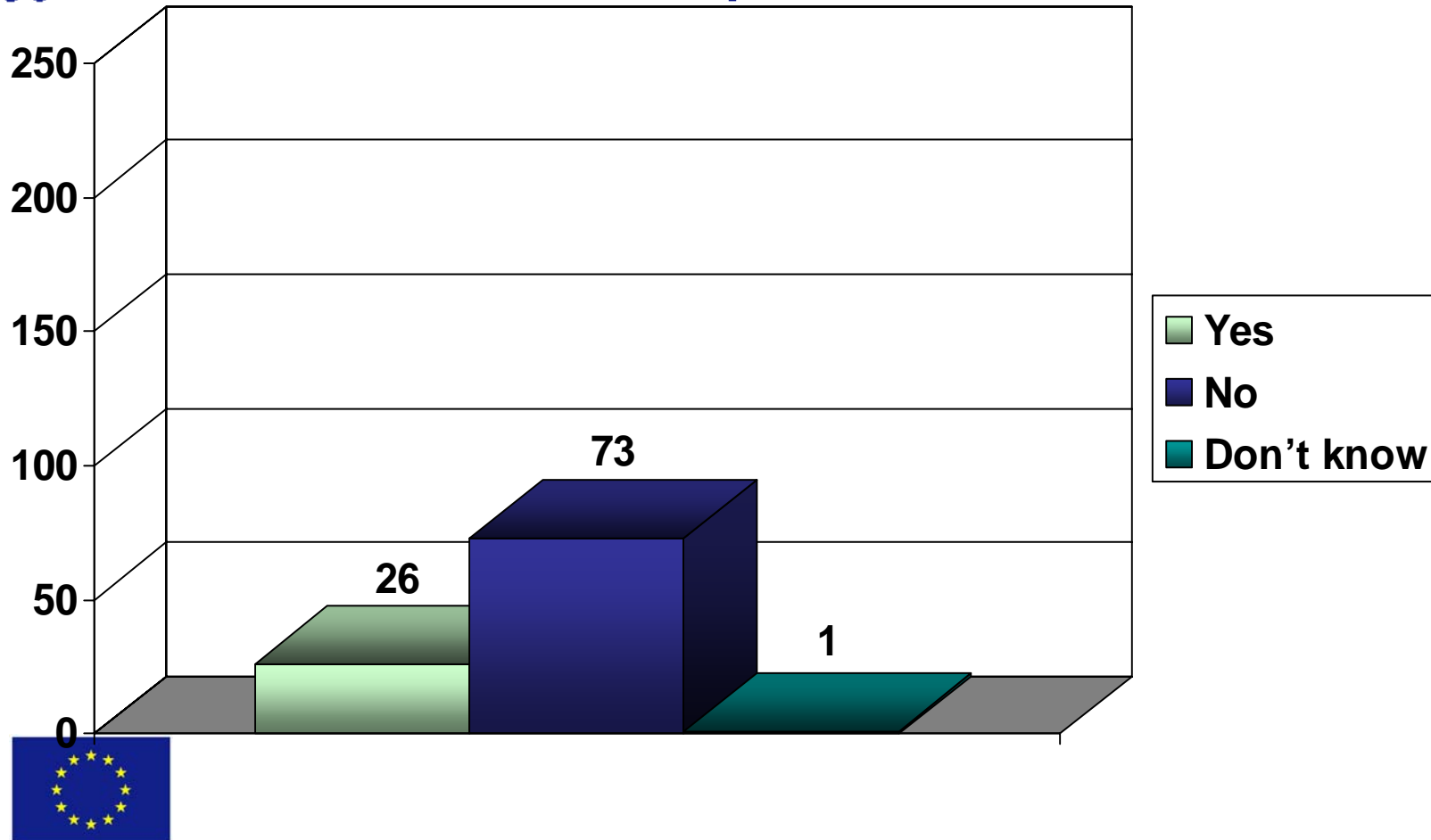


# Why don't they use broadband?

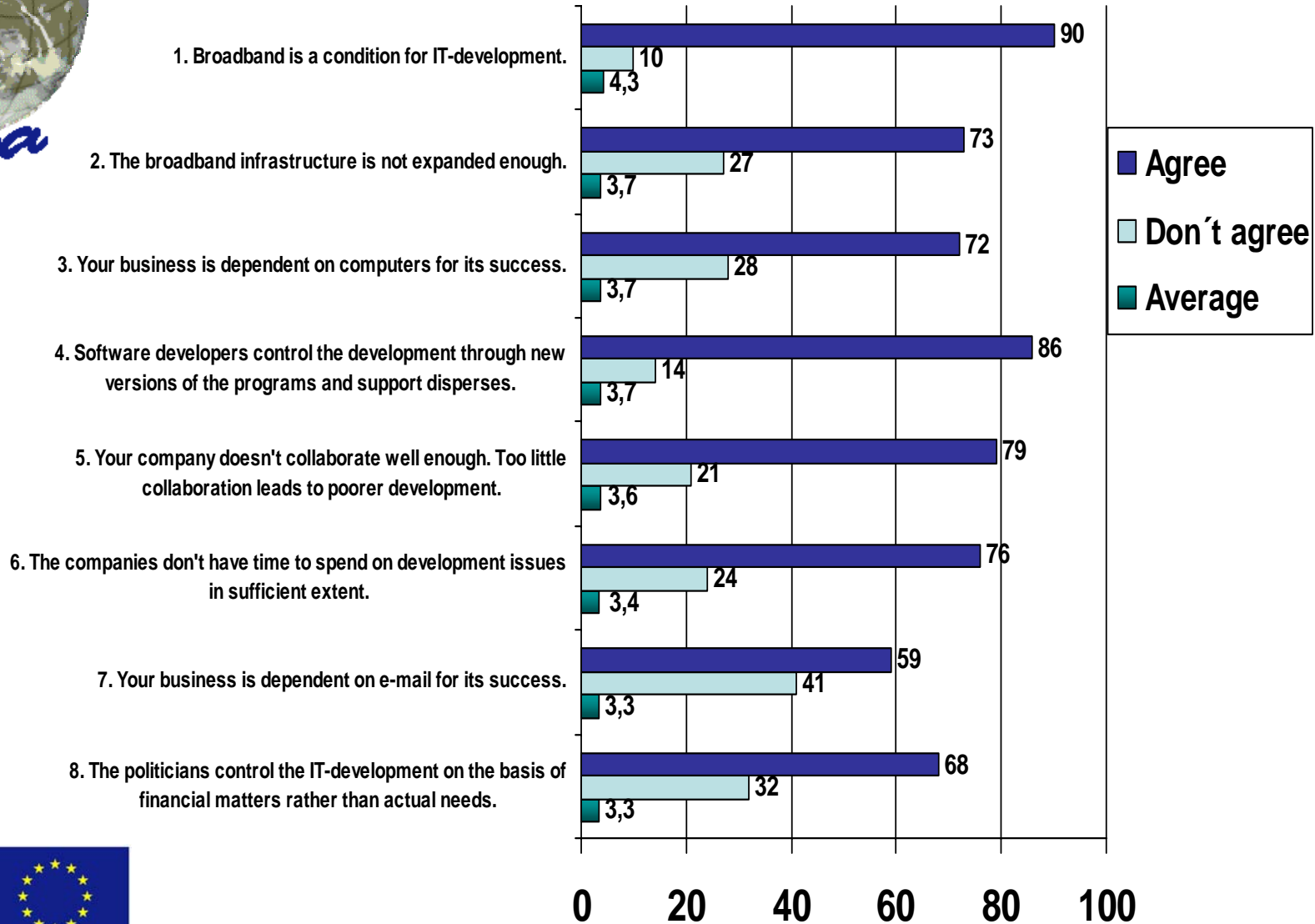


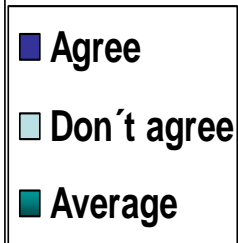
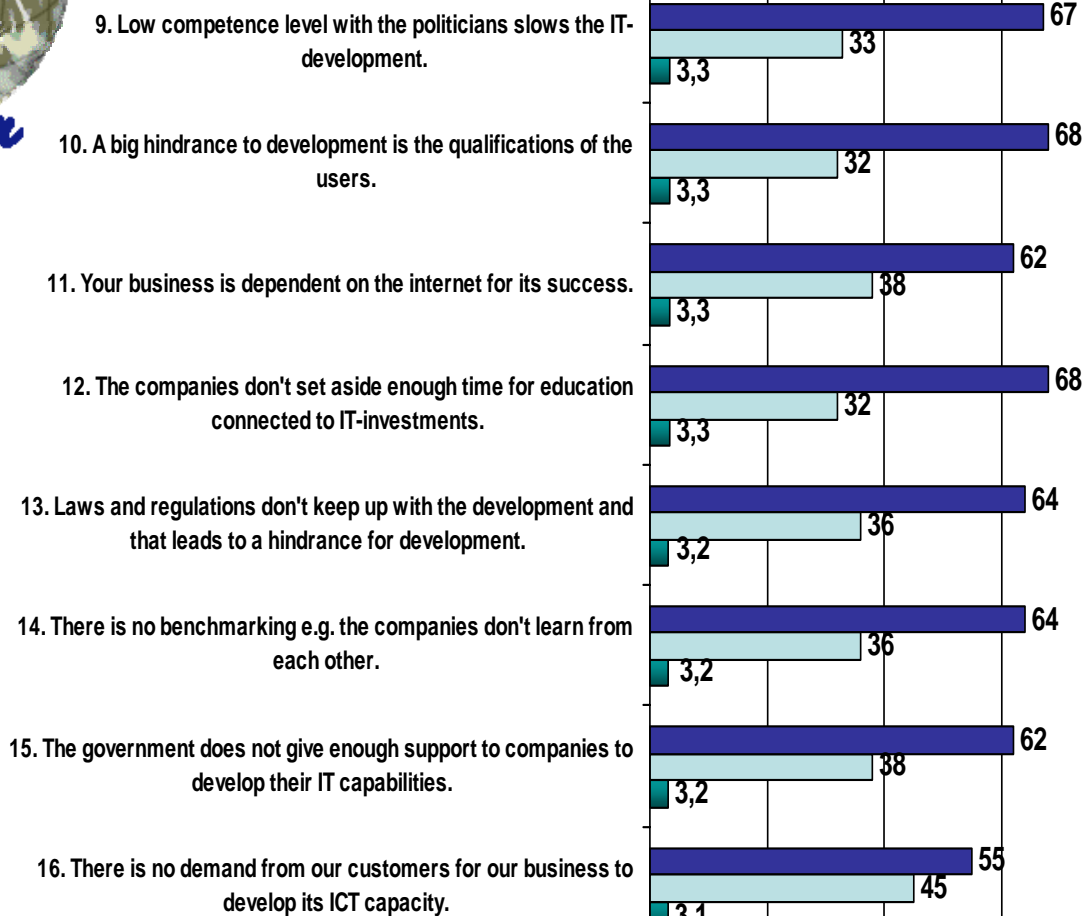


# Could their enterprise do without computers in the occupation?



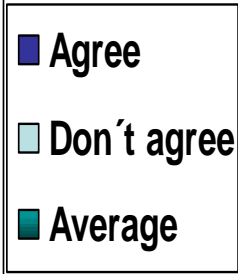
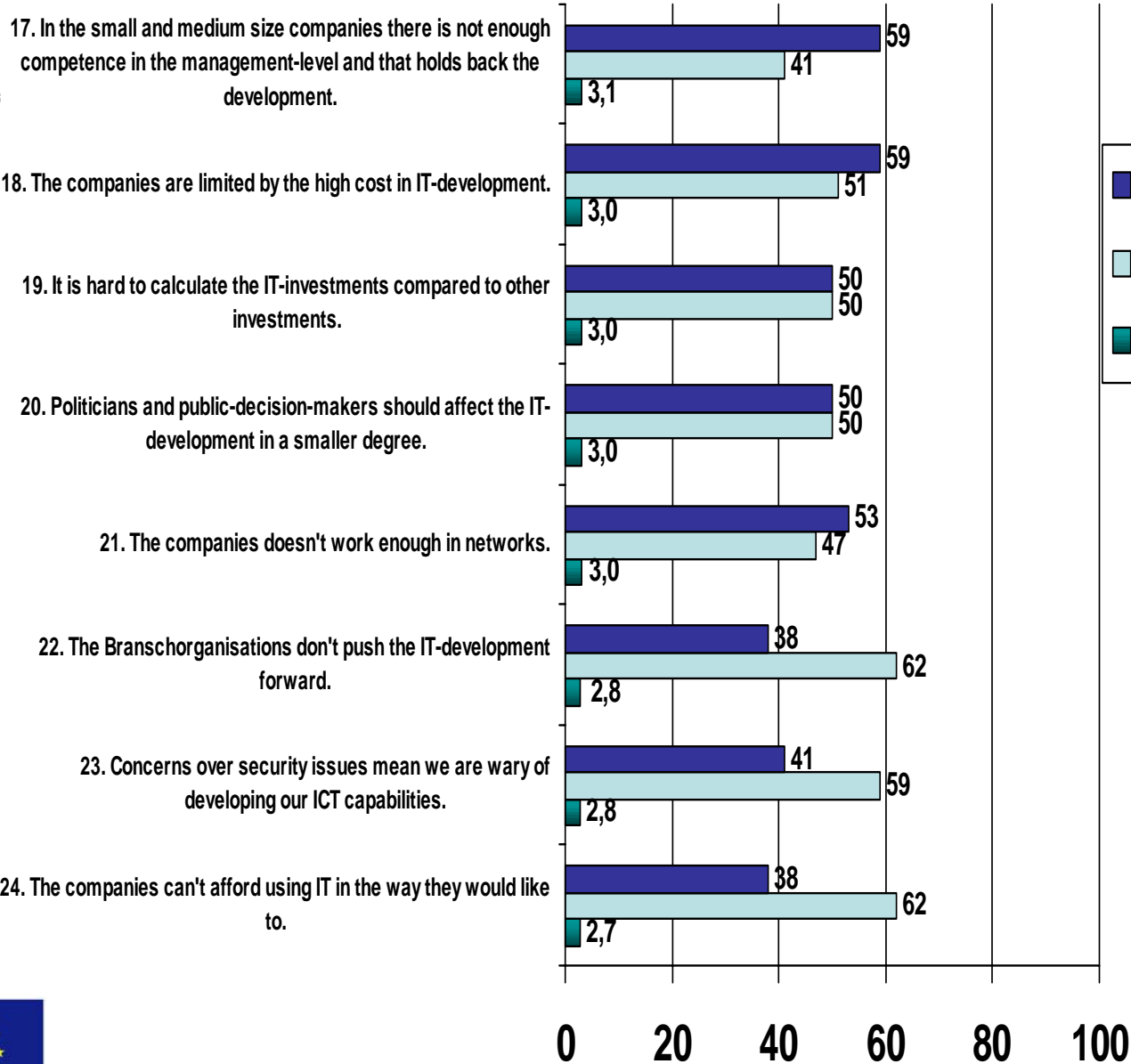
# Attitude to ICT





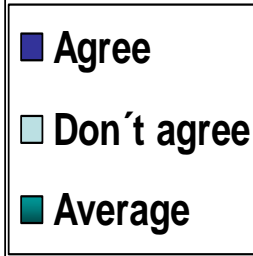
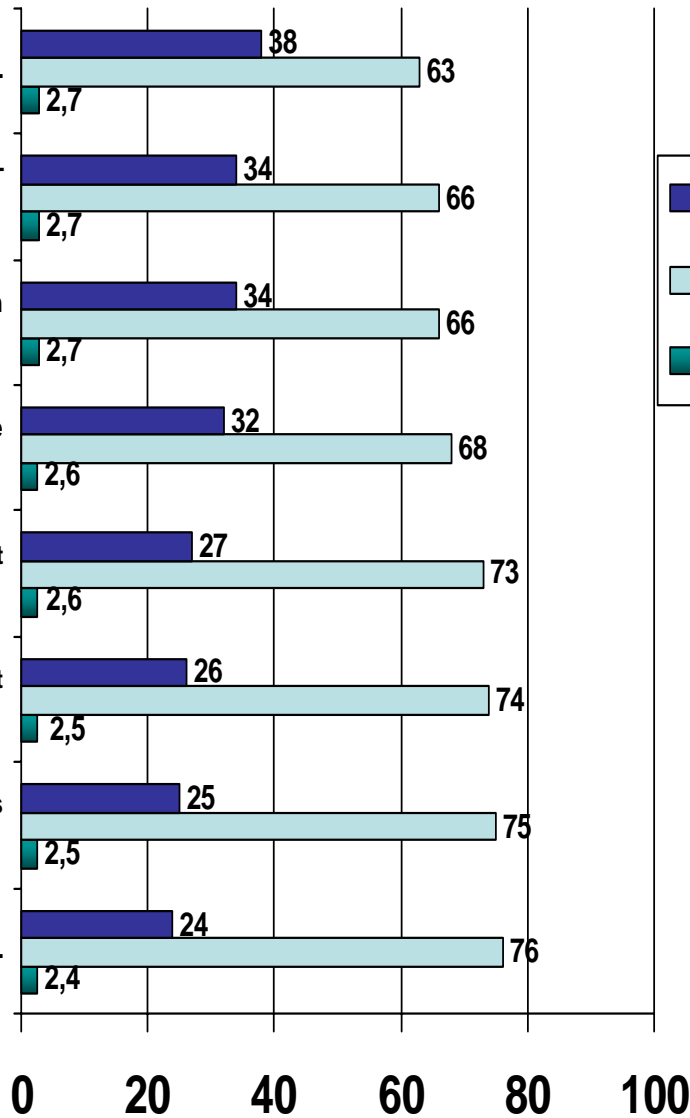
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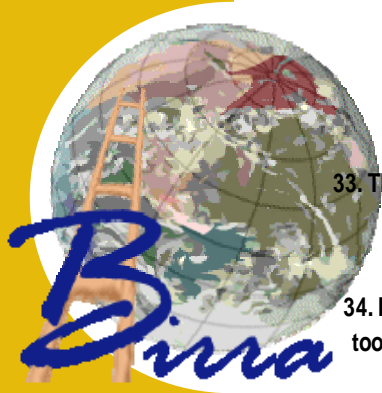






- 25. The IT-development leads to more unemployment.
- 26. There are no good role models for your company in terms of IT usage.
- 27. There is too much bureaucracy even in the small and medium size companies witch is a hindrance for IT-development.
- 28. The decision-makers who decide about the investments are too old.
- 29. Manufacturers of hardware are holding back the development deliberately.
- 30. There is no need for a regional IT-strategy for the development of the community.
- 31. Alternation of generations in companies signifies problems with new IT technique.
- 32. The users are too old to care about development.





33. The Unions are a hindrance for IT-development.

34. IT issues are proving to be too time-consuming for your staff.

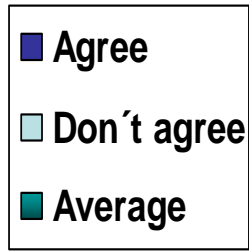
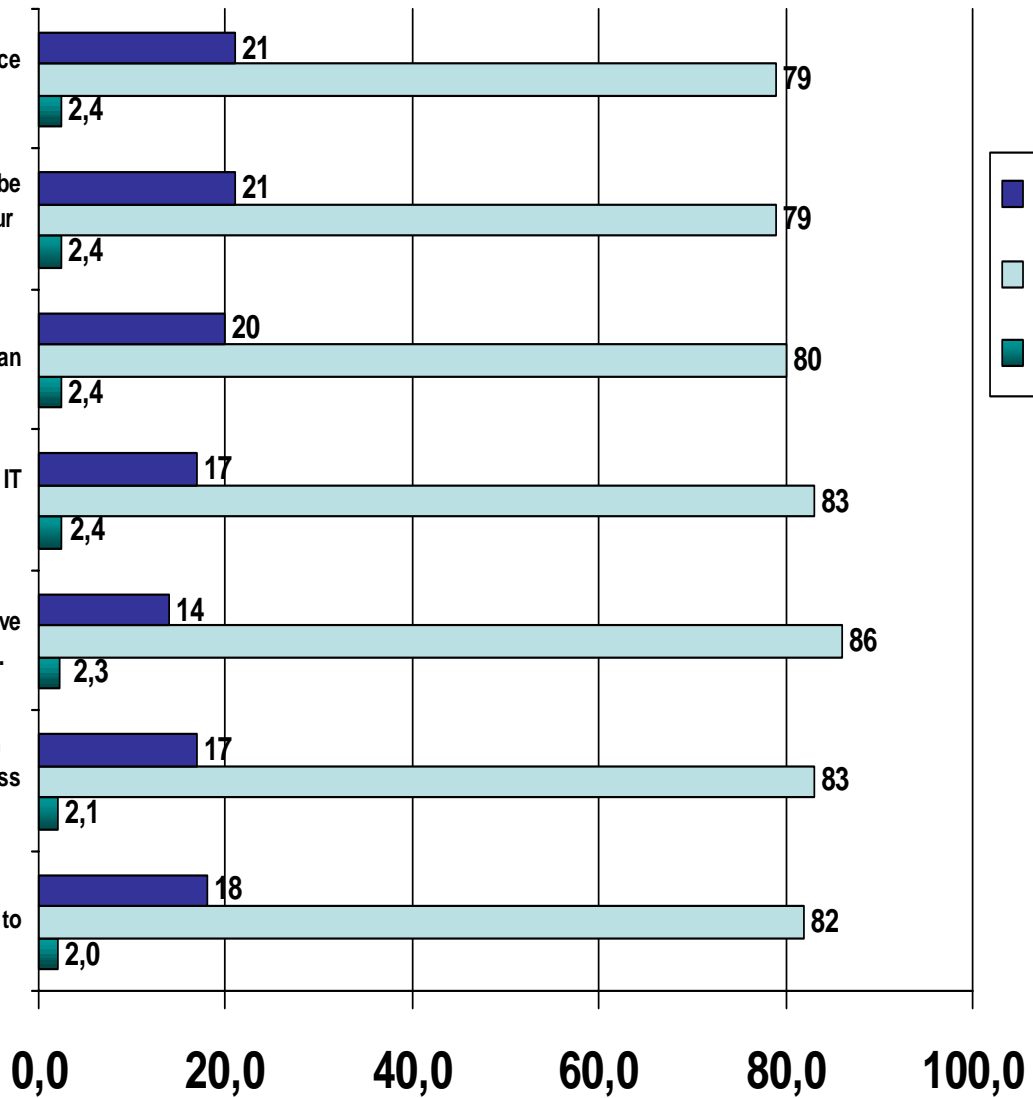
35. In your company IT-development is more technician driven than user-friendly.

36. Our customer don't use IT due to their skills.

37. Our customers don't have access to ICT due to cost.

38. We do not have enough information about the business benefits of Broadband.

39. We do not believe that Broadband will bring benefits to our business.





# WP4 - Collection of Best-practise stories in 5 domains

- Timing of story
- Geographic setting
- Type and use of ICT
- Main contributors
- Main beneficiaries
- Background
- Objectives
- Resources (apart from ICT)
- Activities
- Outputs/results
- Lessons and conclusions
- Associated content





# BIRRA-Platform



<http://frodi.rds.is>



EducaNext - Global connection - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Mail Print Mailbox Search PageRank 39 blocked Check AutoLink AutoFill Options

Address http://frodi.rds.is/ubp/PUSH/search@srchDetailsLR?lrID=lr-wie-donnie-1121111846717 Go Links

Google Search PageRank 39 blocked Check AutoLink AutoFill Options

### Learning Resource Details

The information below provides more details about the Learning Resource you have selected.

Title:	<b>Global connection</b>
Author:	<b>Donnie Morrison</b>
Average User Review:	★★★★★ Based on 1 review. <a href="#">Write your own review</a>

#### General Information

Provider:	Donnie Morrison
Learning Resource Language:	English
Description Language:	English
Description:	The outer hebrides Contact centers-back office processing- Telework-Internet-Outsourcing-Media production and distribution
Classification:	Communication
Learning Resource Category:	Educational Material, Case Study

[Access Learning Resource](#) [Cancel](#)

#### User Reviews

★★★★★ **Moving to the Outer Hebrides**

Review by *sigrun*, 2005-07-11 20:25:50.994

This info-mercial really made me look forward to go to the Hebrides. Be careful...I might move there someday:-)

Was this review helpful to you?

Done Internet

start Sigrún Gun... WP4 Microsoft ... Microsoft P... EducaNext ... IS 100% 13:57





# eWork

- To improve skills and competencies
- To improve ICT training
- To improve work structures and processes
- To improve the quality of working life and working environment
- To support networking
- To improve the effectiveness of human and knowledge resources
- To improve the effectiveness of B2B and B2C tools





# eBusiness

- To improve access to information for all
- To improve innovation within an organization
- To improve awareness raising
- To improve territorial identity and structure
- To improve regional economic development
- To improve regional social cohesion





# eGovernment

- To improve access to information for all
- To support innovation within an organization
- To raise awareness
- To improve territorial identity and structure
- To improve regional economic development
- To improve regional social cohesion





# eLearning

- To improve skills and competencies
- To improve access to learning opportunities





# eCare

- To improve access to information for all
- To improve the quality of life for vulnerable groups
- To improve access to nursing care for ALL citizen
- To increase the flexibility of the health care system





# Results

- Minimum 4 best practise stories from each contry i.e. 16 best practise stories
  - Examples:
    - Iceland
      - eBusiness – WorldFengur
    - Scotland
      - eWork – Wstern Isles -Bringing jobs to a skilled workforce in a remote area





# WP5 - eLadder model

- **The E-Ladder model is based on the EFQM model** which is widely used for evaluating different types of organisations in different countries.





# eLadder

- We recommend to use following from the EFQM model:
  - The evaluation process, which is systematic, scalable and generates improvements.
  - The Enablers versus Results
  - The RADAR scoring model with modifications
- From the RADAR scoring model following is used:
- Enablers (What an organisation does):
  - Approach
  - Deployment
  - Assessment
- Results (What an organisation achieves):
  - Trend and targets
  - Comparisons





# Service levels

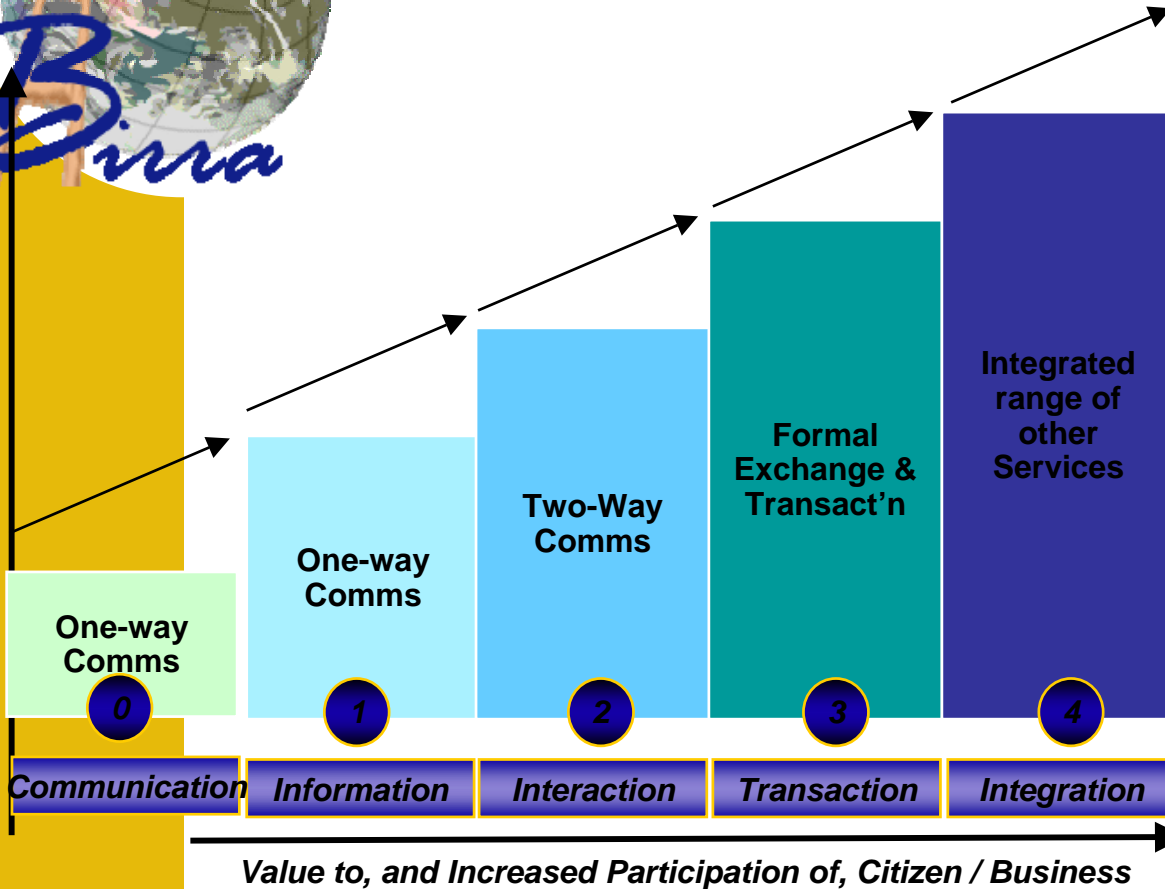
- Our recommendation is to use one model for all services and treat them in similar manner. The eBusiness adoption ladder can be used with modifications if necessary.
- Use the five stage as “Service Levels” for the services offered in the community:
  - Level 0: Simple communication
  - Level 1: Information : Website (window to services)
  - Level 2: Interaction :Two way interaction (front–end processes but not back end processes)
  - Level 3: Transaction: Full electronic case handling (front-end processes and back-end processes)
  - Level 4: Integration: Transformed organisation (open system information for customers, citizens and other stakeholders)



# A five stage e-model...

Cost/  
Complexity  
Risk

*Birra*



- **Communication:** Process is available and can be communicated to the public. Acceptance of simple written forms or by email.
- **Information:** Information concerning the public service and the delivery process is available on the official website of the service provider. (e.g. information concerning a social service, the conditions, the delivery process etc. are available)
- **Interaction:** the service provider offers the possibility of an electronic transaction concerning the service. (e.g. the procedure to obtain the social service can be started on via an e-transaction)
- **Transaction:** the service provider offers the possibility to completely treat the public service online. (e.g. the demand and delivery of the social allowance can be treated completely online).
- **Integration:** the service delivery of the public service is interconnected and proactive with other public services. (e.g. The delivery of the social services is linked to other social rights, the allowance is automatically renewed).



## Service to evaluate: facilitation service for (local) e-workers

Question	Criteria	Score	0%	0%	25%	50%	75%	100%
1. What is the level of e-sophistication of the service ?	<b>Sophistication</b>			Level 0	Level 1: Information	Level 2: Interaction	Level 3: Transaction	Level 4: Integration
	Level of sophistication of service		The service does not exist as a public e-service in the region	A public service provider manages a publicly accessible website containing information to facilitate eWork in the region	The website managed by the public service provider contains the possibility to interact: download forms for Skills Register registration; profile assessment tools, consultation of databases	The website managed by the public service provider gives the possibility to apply electronically, via a secured, protected, personalized e-channel, for a e-vacancy	The public service provider offers associated services to facilitate e-workers, via different channels (not necessarily electronic): legal assistance, training etc.	
		Score	0%	0%	25%	50%	75%	100%
2. To what extend is the service implemented ?	<b>Deployment</b>			The service does not exist or is in a pilot phase	The service is implemented/covers 1/4 of relevant areas	The service is implemented/covers 1/2 of relevant areas	The service is implemented/covers 3/4 of relevant areas	The services is implemented / covers all relevant areas
	Implementation and coverage							
		Score	0%	0%	25%	50%	75%	100%
3. To what extend is the service used?	<b>Take up</b>			No evidence - no measurement of use	The service is used by less than 1/4 of the potential target group	The service is used by between 1/4 and 1/2 of the potential target group	The service is used by between 1/2 and 3/4 of the potential target group	The service is used by between 3/4 and 100% of the potential target group
	Use of the service							
		Score	0%	0%	25%	50%	75%	100%
4. To what extend is there an evaluation system of the service in place?	<b>Performance indicators</b>			Performance indicators are not defined (input, process, output, outcome)	Performance indicators are defined but there is no evidence on measurement	Performance indicators are defined and measured	Performance indicators are measured and communicated	The measurements encourage change
	Input, process, output, outcome							
		Score	0%	0%	25%	50%	75%	100%
5. To what extend are the objectives attained ?	<b>Benefits</b>			The attainment of the objectives is not measured or is nil	The attainment of the objectives is very low (less than 25%)	The attainment of the objectives is rather low (25% - 50%)	The attainment of the objectives is rather high (50% - 75%)	The attainment of the objectives is high (75% - 100%)
	Objectives / outcomes							
<b>Total score</b>			<b>0%</b>	<b>0%</b>	<b>25%</b>	<b>50%</b>	<b>75%</b>	<b>100%</b>

### Potential Improvement points

PIP no.	Name/description