

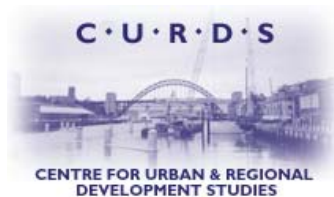
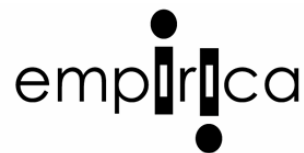
Karsten Gareis

Empirica mBH



Llywodraeth Cynullad Cymru
Welsh Assembly Government

Benchmarking and Fostering Transformational Use of ICTs in Europe's Regions – Introduction –



*eris@ Annual Conference, Newport,
11-13 June 2008*

Karsten Gareis
empirica
Bonn, Germany

Key Questions



- Why do some regions seem to be able to generate [more] transformation through ICT than others?
- What are the characteristics of regional innovation cultures that promote the transformative use of ICTs?
- How can transformative use of ICTs be measured?
- How can progress be made towards establishment of a “benchmarking culture” on ICT related developments in Europe’s regions?

Policy relevance

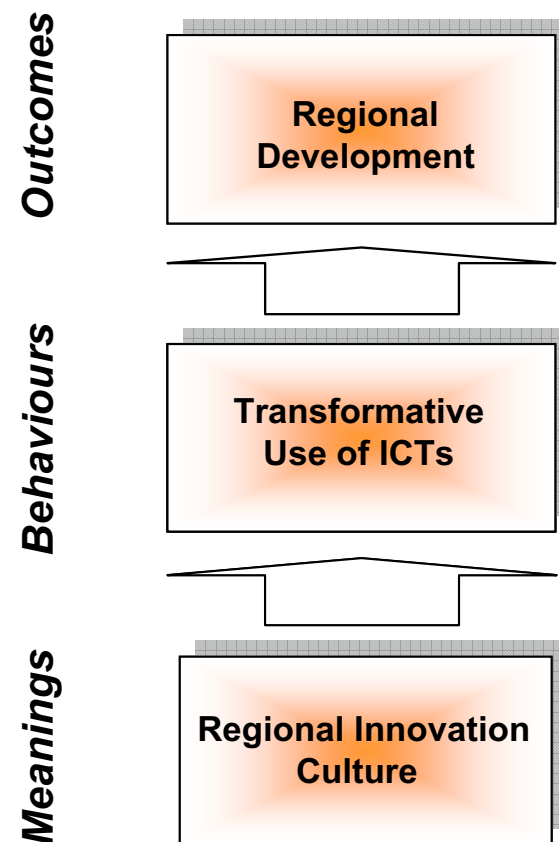


“Europe’s regions need tailored and territory based growth strategies”

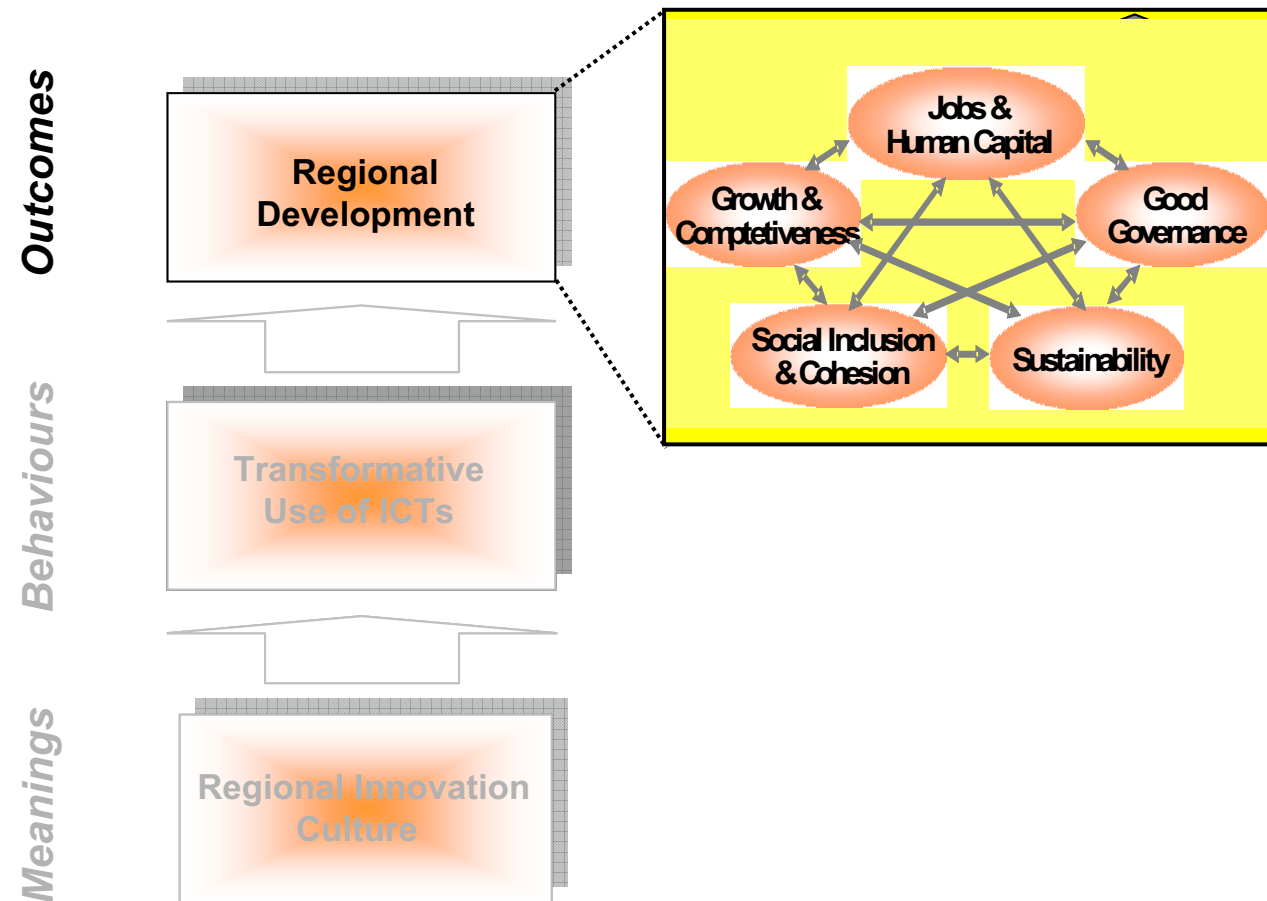
“For 2007-2013 an effort needs to be made to improve the capacity of the regions to reinforce a regional benchmarking culture namely by the development and use of regional ICT indicators”

European Commission: ‘Regions Delivering
Innovation Through Cohesion Policy’,
SEC(2007)1547

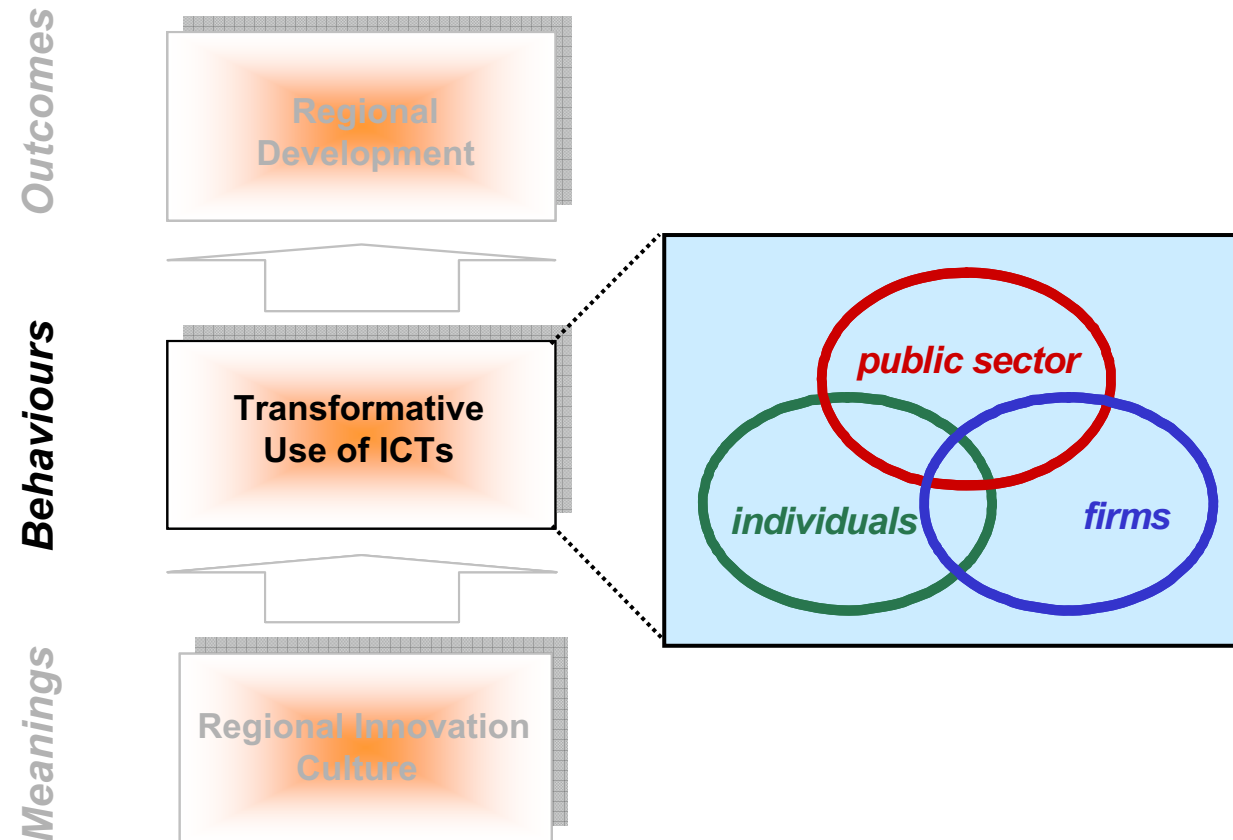
TRANSFORM's approach



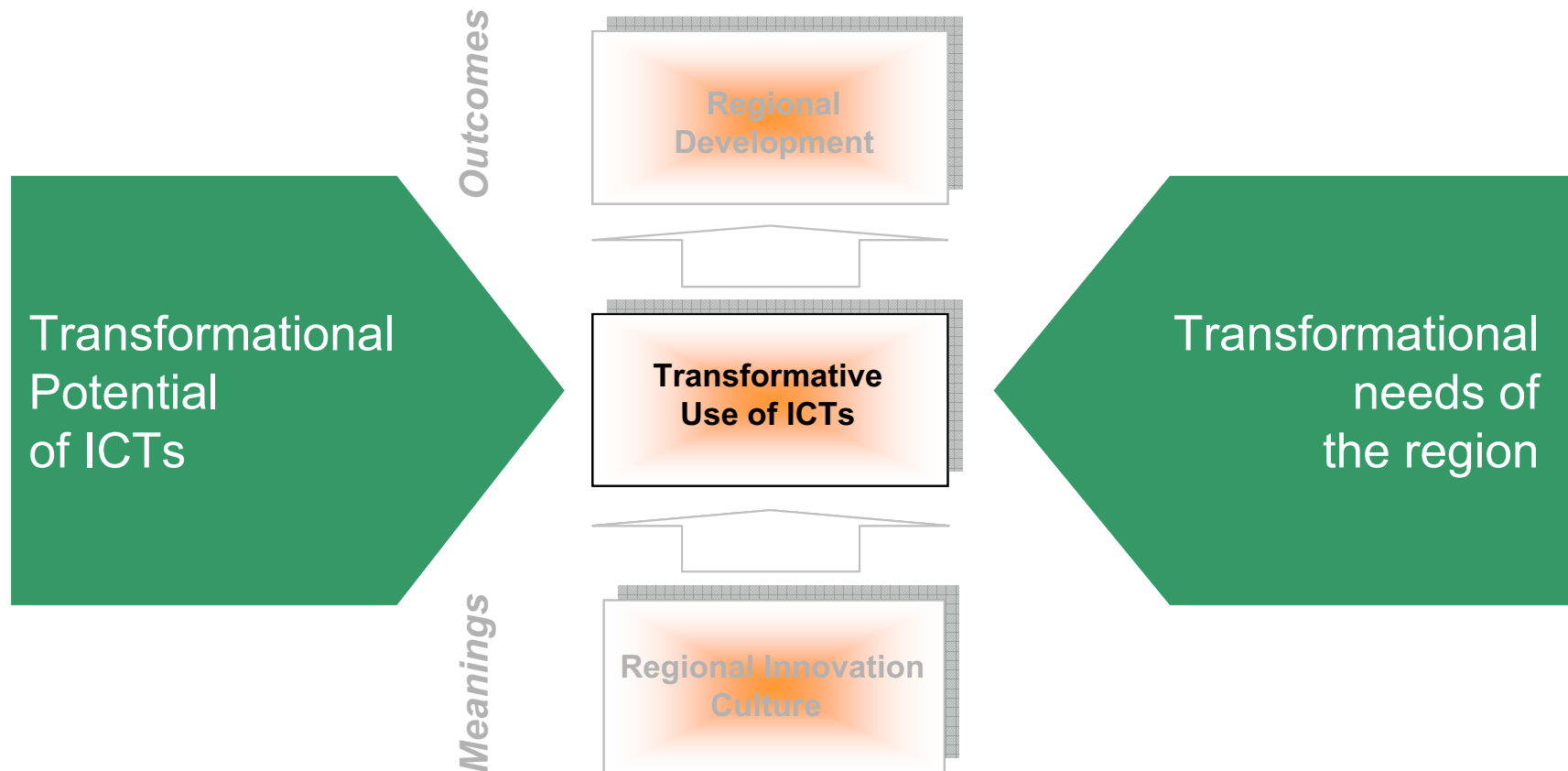
TRANSFORM's approach



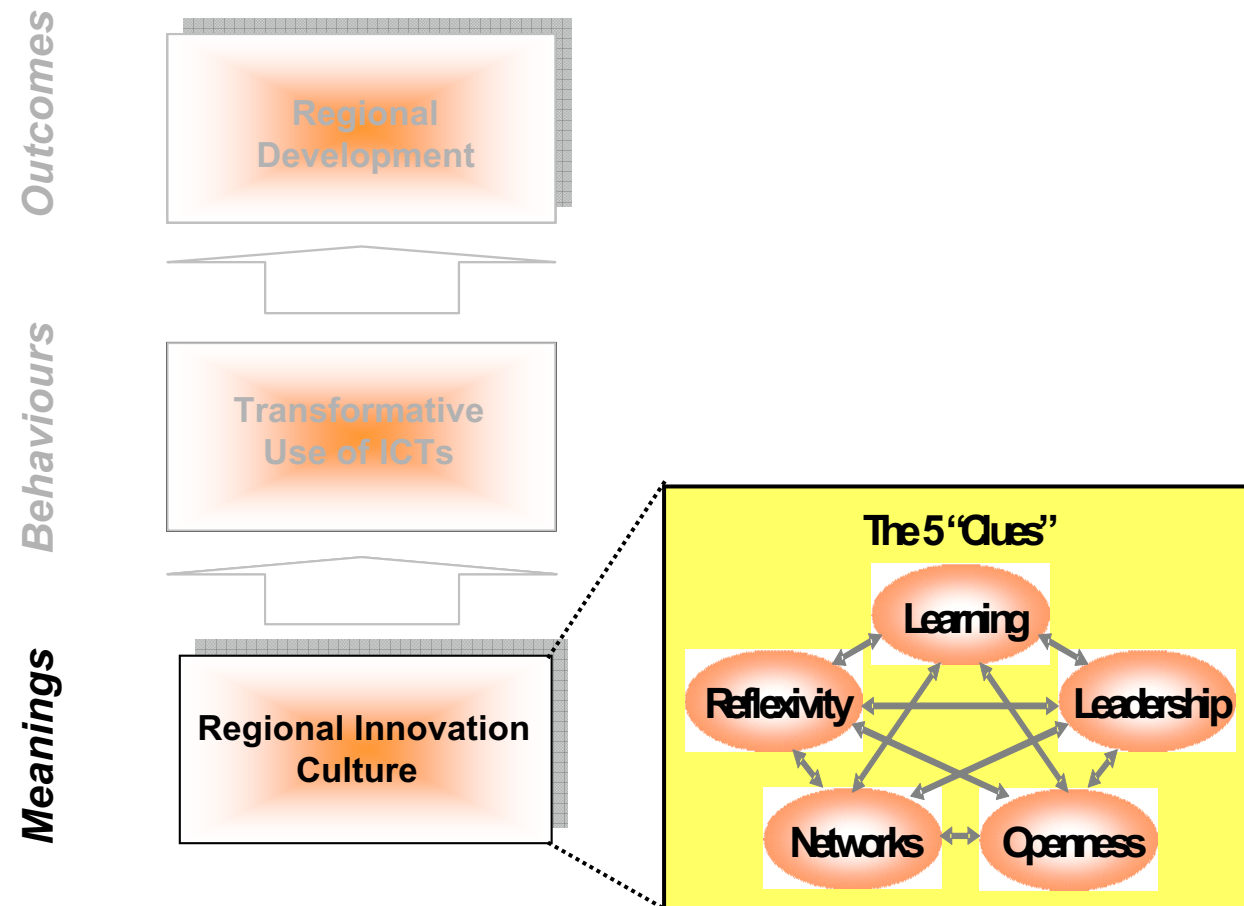
TRANSFORM's approach



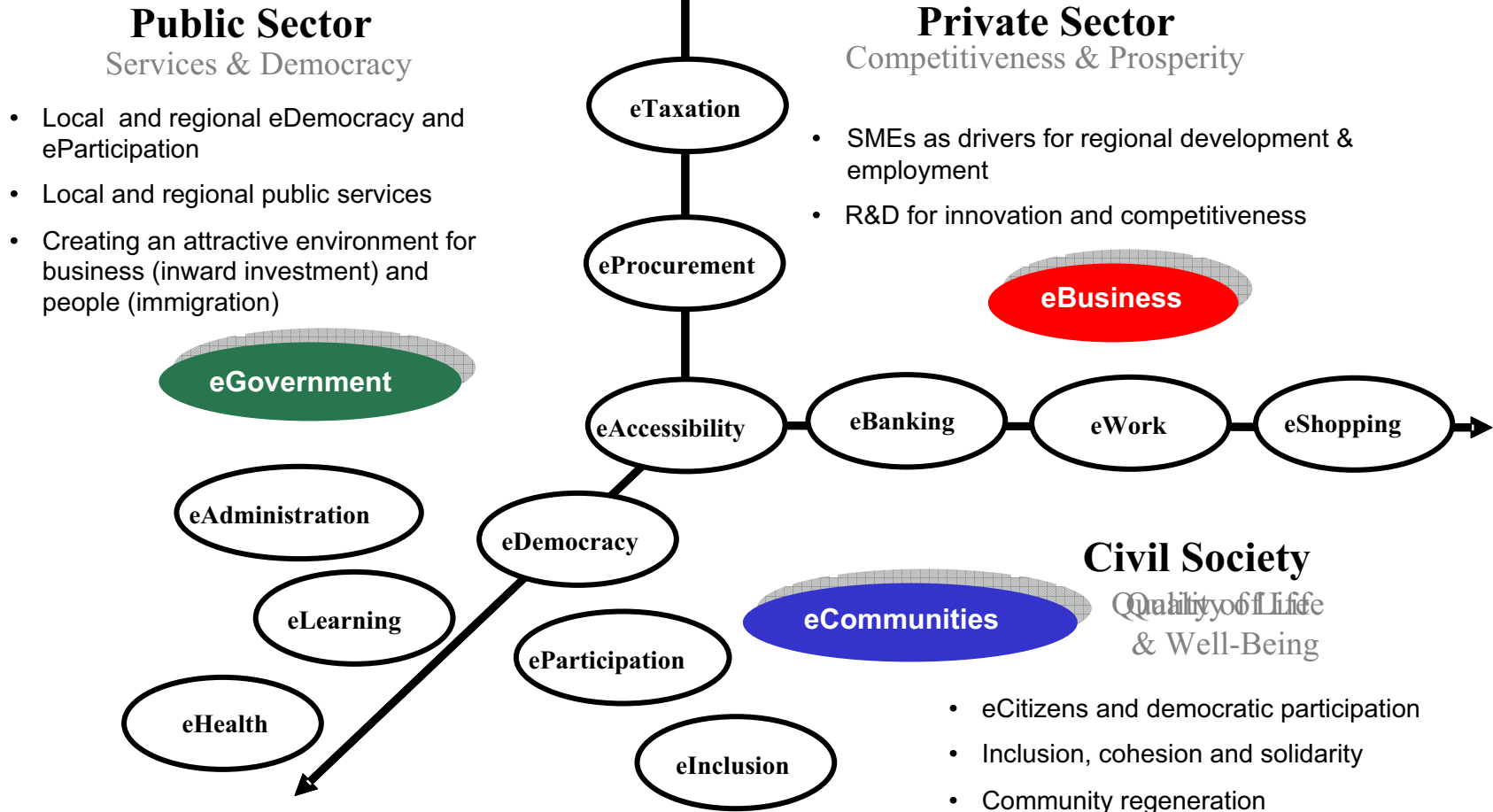
TRANSFORM's approach



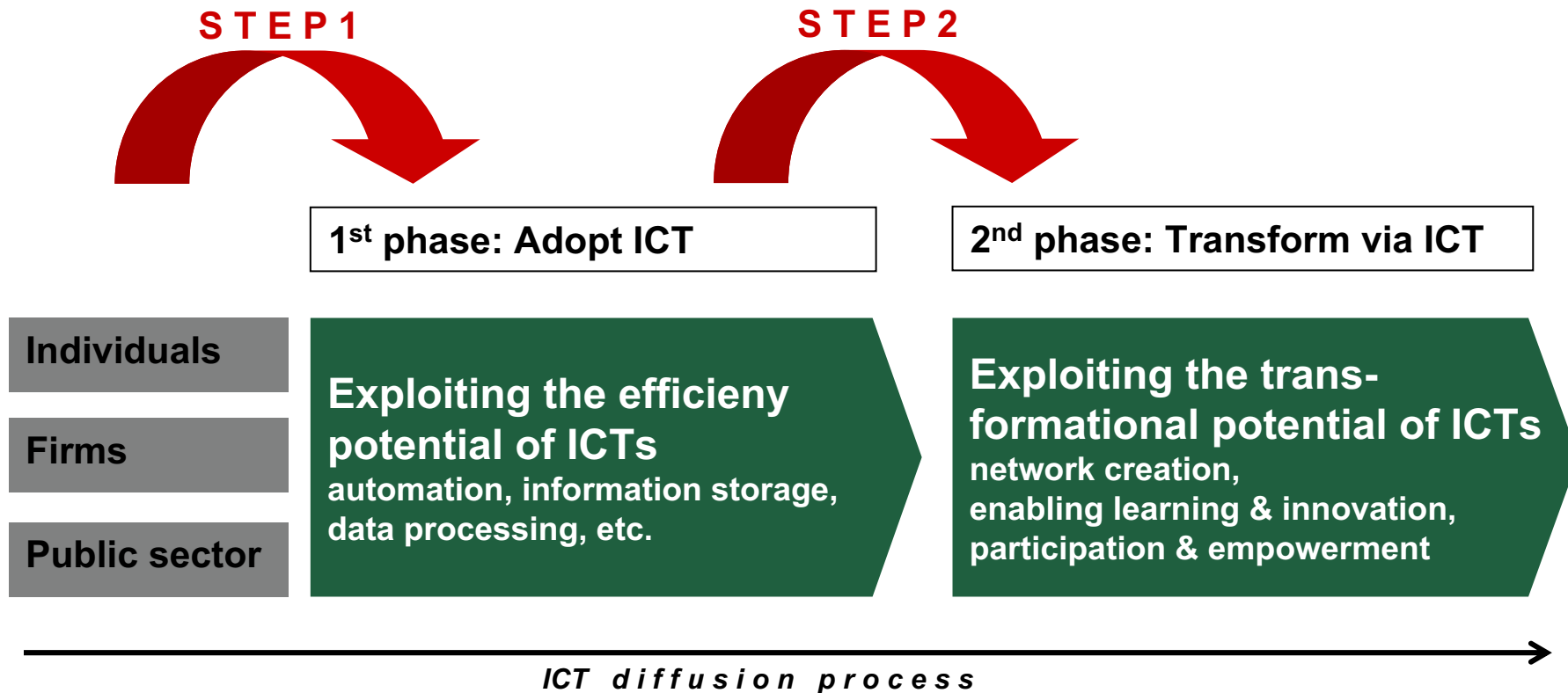
TRANSFORM's approach



What is "transformative"?



What is "transformative"?



What is “transformative”?



The Adoption Question: What have you got?

- Technology as asset (something that you have)
- Technology Adoption Model (technological determinism)
- Lots of quantitative research
- Uneven take up

The Behavioural Question: What do you do with it?

- Technology as process (something that you do)
- Business Process Engineering (sociotechnical models)
- Some Quantitative research (some at regional level)
- Problems of execution in less favoured regions

The Innovation Culture Question: What does it mean?

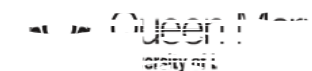
- Social Shaping/Construction of Technology
- Very little quantitative research (very little geography)



The TRANSFORM Project



- Specific Support Action in FP6
- 30 months (January 2006 – June 2008)
- Participants
 - empirica, Germany (coordinator)
 - Centre for Urban and Regional Development Studies, Newcastle University, UK
 - European Regional Information Society Association (eris@)
 - Queen Mary and Westfield College, University of London, UK
- Subcontractors
 - Prof. Gareth Hughes (IRISI), England
 - Survey organisation(s) – Ipsos, Hamburg

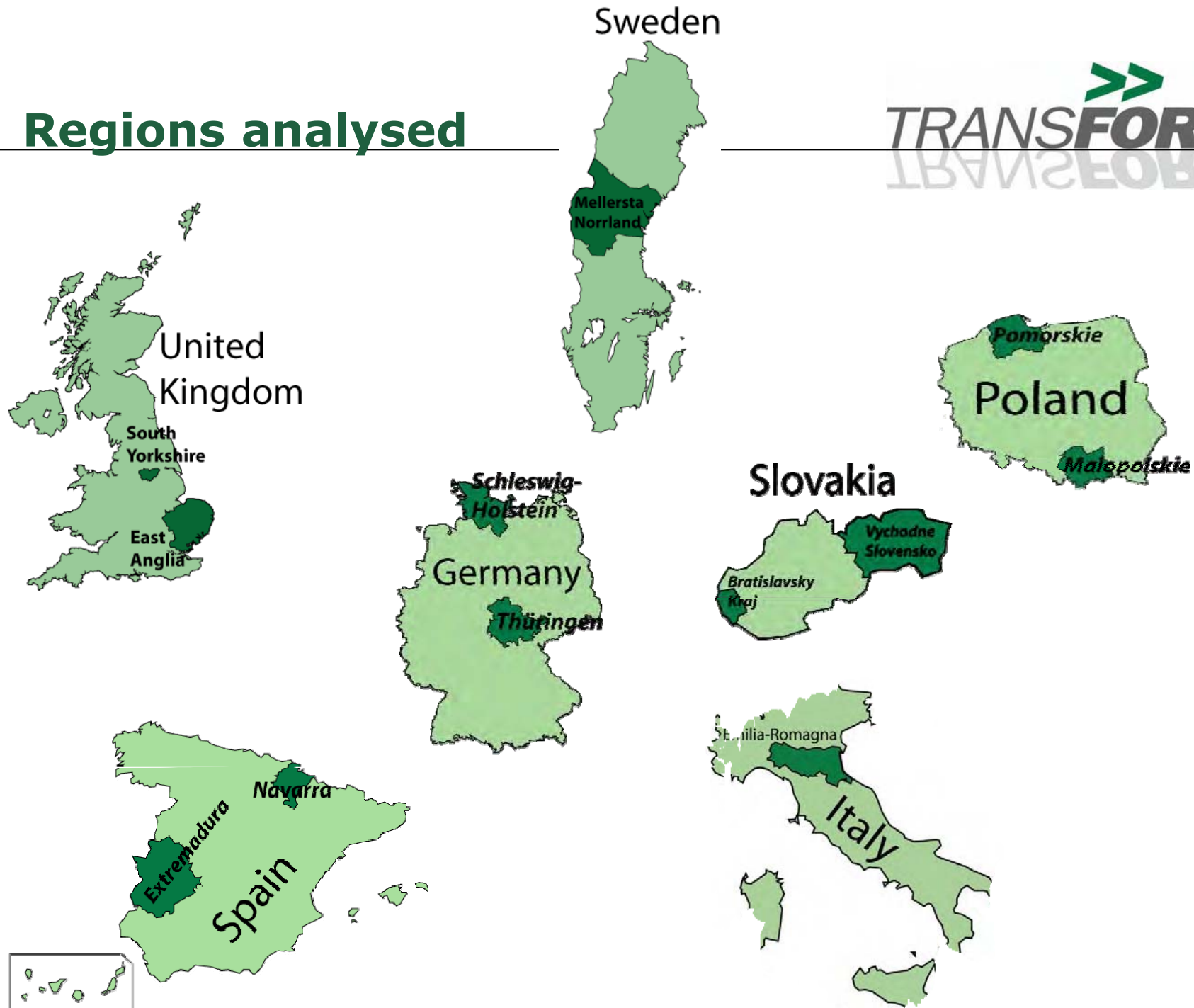


Key Elements of TRANSFORM



- **Exploring the State of the Art**
 - Research on the significance of regional cultures, innovation cultures, soft infrastructure, social capital, etc.
 - Research on “transformative” uses of ICT
 - Desk research into academic and practitioner sources
- **Case Study Research**
 - 12 case study regions across 7 EU Member States
 - Representing diversity of regions across Europe
- **Survey Research and Indicator Development**
 - Internet user survey in same 12 regions
 - Transformative uses of ICT by individuals
 - Advancing existing indicators and benchmarking approaches

Regions analysed



The morning session



- Regional Innovation Culture and Transformative Use of ICT (James Cornford / CURDS)
 - What does transformative change mean for regions?
 - Which are the factors that make up a region's capability to achieve transformative change?
- Measuring & Benchmarking Transformative Use of ICT (Karsten Gareis / empirica)
 - Quantitative evidence of transformational use of ICTs by individuals
 - Implementing regional benchmarking and indicators on the IS
- Policy Recommendations based on TRANSFORM findings (Gareth Hughes / IRISI)
 - Fostering transformative change at level of regions
 - Measurement & benchmarking