



MINISTRY OF ECONOMY AND FINANCE
MINISTRY OF THE INTERIOR, PUBLIC ADMINISTRATION &
DECENTRALIZATION

OPERATIONAL PROGRAM
FOR THE INFORMATION SOCIETY



Work cycle B

Task Force TF B4

“Development of Greek Digital Content - Actions for accelerating it”

Executive Summary of Deliverable

Coordinators: *Evangelos Bouboukas (ESF)*
Giannis Giannarakis (In.gr)

Rapporteur: *Giorgos Neofotistos (University of Crete & Lambrakis Research Foundation)*

Athens, July 2002

EXECUTIVE SUMMARY OF THE DELIVERABLE

The results of the works of Task Force B4 (TF B4) about the “Development of Greek Digital Content – Actions for accelerating it”, determine actions for the development of Greek digital content that shall provide both to citizens-consumers and to the wider sector of businesses and digital markets high level digital content products and services in modern online environments.

Within the framework of the consultation procedure, TF B4 proceeded to a survey in businesses and organizations related to the production and distribution of digital content. In addition, nine representatives of public and private organizations contributed their experience and their proposals during the TF meetings (as visitors – speakers).

The main lines of the TF B4 suggestions are formulated into **proposals** and are included in an **Action Plan**. Moreover, TF B4, elaborated a wider objectives framework for the creation of a strategy for the development e-business in Greece, delimited by *proposals to the government*.

	TF B4 Proposals
Strengthening of the development of digital content	
Improvement of access to and extension of use in terms of the public and private sectors content	Implementation of projects that bring up (and point out) the use of the public and private sector content for the development of digital products and services.
Reinforcement of content development in multilingual environments	Implementation of projects encouraging new partnerships, promoting e-business, and adopting strategies in multilingual environments.
Horizontal actions for the development of the digital content market	
Collaboration of authorities	<p>Improvement of cooperation among digital content businesses and public organizations - content owners.</p> <p>Setup of an Experts Group (high level) as a permanent consultation mechanism for coordinating actions and promoting related issues.</p> <p>Setup and operation of a Digital Content Register Office and “e-Rights” portal.</p> <p>Improvement of rights management procedures (pricing, IPR management, rights trading).</p> <p>Harmonization of the regulatory framework, in cooperation with European authorities and in accordance with Community Law, regarding the public-private sector relations within the scope of implementation of digital content development projects.</p>
Reinforcement of digital economy monitoring and analysis mechanisms (Observatory)	<p>Recording of digital content organizations – owners.</p> <p>Recording of digital economy monitoring and analysis mechanisms/ authorities.</p> <p>Establishment of an indicators system for measuring “digital economy”,</p>

	<p>recording of developments and interventions.</p> <p>Detailed mapping of the current situation.</p> <p>Study of the statistics concerning transaction and network security violations.</p>
Operation of an Information Bureau	<p>Setup and operation of an Information Bureau for informing businesses on e-business related matters.</p> <p>Development of services for minimizing legal risk for transactions (e.g. what can be the object of transactions and what not)</p> <p>Detailed reference to the legal framework for the operation of digital economy businesses.</p>
Encouraging trust relationships in the market	
Information and training delivered to citizens - consumers	<p>Updating (through the inclusion of new institutional and technological developments) of the "Ten rules for Citizens - Consumers in Digital Economy".</p> <p>Drafting of "Ten rules for the protection of special citizen groups in e-commerce".</p>
Protection of privacy: Personal data and "digital traces"	<p>Establishment of the "serious consent terms" concept (granted by Citizens – Consumers) for the processing of their personal data.</p> <p>Establishment of the minimum content for Privacy Statements of e-stores.</p>
Protection against fraud in digital economy	<p>Creation of a Conduct Code.</p> <p>Measures against digital fraud.</p>
Extra-Judicial resolution of conflicts	<p>Detailed reference to the institutional framework.</p> <p>Investigation of EEJNET (European Extra-Judicial Network for the resolution of conflicts in other countries).</p>
Publicity	
Reinforcement of the promotion of the aforementioned actions	<p>Awareness raising among the mass media (press, Internet, radio, TV) in a pan-Hellenic "campaign".</p> <p>Promotion and communication actions among investors/ funding bodies and</p>

	digital content businesses. Promotion and communication actions among international distribution networks and digital content businesses.
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Moreover, TF B4, elaborated a wider objectives framework for the creation of a strategy for both the development e-content and e-business in Greece, delimited by the following proposals to the government:

- 1) keeping the adoption of new legislative frameworks to a minimum (namely, the introduction of additional potential limitations) when not absolutely necessary; approach to e-business on an equal basis to the approach to conventional business; clarification of unclear points in the legislative framework;
- 2) systematic collaboration among public authorities with private entities, consumers associations, welfare organizations and professional associations for the adoption of common practices and strategies for "promoting" digital content; systematic collaboration with international bodies in establishing and adopting a common framework for the application and development of digital content and e-business;
- 3) establishment of a public sector digital content which, in cooperation with businesses, may be provided as a product or service over the Internet, and making it immediately available to citizens and businesses; training and education delivered to public servants dealing with businesses and citizens in issues related to e-business and the Internet;
- 4) strengthening of mechanisms for the cooperation among entities (such as, for instance, the creation of the Digital Content Forum in cooperation with public and private entities), self-regulation (such as the strengthening of the development and application of codes of conduct), and uninterrupted implementation of existing laws (such as strict judicial action against cases of malice, misleading advertising, etc.); awareness raising in the justice mechanism in issues pertaining to protection against fraud;
- 5) promotion of policies boosting competition aiming at attaining the widest and most rapid spreading of e-services and Internet infrastructures (reduction of telecommunications

costs and high interconnection speeds), with the goal of them being used both by SMEs and families (use at home);

- 6) strict implementation of the institutional framework for the protection of certain categories of sensitive personal data of citizens and groups (as an indication we mention medical data, financial data, protection of children);
- 7) promotion and dissemination of the results of individual actions and those of the e-Business Forum in general to European and Southeastern European States for the development of e-commerce in the wider area;

The suggested actions and activities are in line with the strategic planning proposals that promote active policies aiming at:

- reinforcing the executive and regulatory part of the government in the development of e-commerce in general (and digital content in particular);
- supporting the representatives of both the public sector and the business world so that they get involved in the registration and overcoming of obstacles, the adoption of best practices, and in consultations with other entities, so that they assume the main part in the systematic following of developments;
- strengthening the initiatives undertaken by social partners - businesses, citizens, employer and professional associations, and the academic and research community, and presenting to them the challenges that arise in e-commerce – for the promotion of trust relations, the protection of privacy, security, the implementation of rules of conduct, etc.;

SPECIALIZED ACTION PLAN

The proposals of TF B4 aim at supporting the production, use and commercial and business exploitation of Greek digital content, within the framework of the promotion of e-business in Greece, in European (including the Southeastern European States) and world networks. The attainment of the objective shall be supported, within the scope of the Operational Program for the Information Society of the Ministry of Development (Intervention 3: Promotion of Actions for Digital Economy, Action Plan: Digital Entrepreneurship and Content Development), through actions for developing healthy and competitive Greek business activities in digital content, appropriate for making use of the opportunities offered by new technologies.

These proposals are for the largest part in line with the guidelines of the European Program eContent, which is part of the eEurope Action Plan, while taking, however, into consideration the characteristics of the Greek business environment that had been pointed out during the works of the TF (included in the Deliverable).

Proposed guidelines - Focusing of activities

The TF works focused on the need of businesses and markets in general for access to and use of high quality eContent, tailored to their requirements/ needs. To meet this need:

- (a) a large scale effort is needed;
- (b) Greek content businesses must compete at both national and international level;
- (c) meeting this need shall boost economic growth; and
- (d) it shall contribute to the creation of jobs,

ensuring at the same time the balanced social and cultural development of the countries citizens.

The following lines of action are suggested for the focusing of actions:

- ✓ improvement of access to and extension of use in terms of the public and private sectors content;
- ✓ reinforcement of content development in multilingual environments;
- ✓ development of the digital content market.

Such actions shall be supported through targeted actions (projects) and accompanying measures, in sectors such as the promotion of digital content to international markets, the provision of information about market developments, the tackling of problems related to intellectual property rights and use rights, the adoption of common standards and the tackling of the difficulties of access to commercially useable public content.

Proposals are oriented towards strengthening the market (both supply and demand) aiming at supporting access to and the development and use of high quality eContent products and services.

The dynamic nature of the eContent market and the rapidly evolving socioeconomic framework imply focusing on projects with a relatively short market creation cycle (which in most cases does not exceed 36 months), developing solutions based on available technology and pursuing the adoption and implementation of new business models.

Research projects and projects with an anticipated market creation time horizon over three years do not fall within the context of the suggested implementation program.

All actions undertaken within the scope of such program, shall comply with the principles stipulated in Directive 95/46/EC on the protection of individuals with regard to the processing of personal data. The context of such principles in Greece is created by Law 2472/97 (on the protection of individuals with regard to the processing of personal data) and Law 2774/99 (on the protection of personal data in telecommunications). In additions, actions shall comply with the Community Directive on the relation between the private and public sectors (currently in the preparatory stage of law drafting).

Implementation strategy

It is suggested that projects be distinguished in *demonstration projects*, *definition phase projects*, and *horizontal actions* including *accompanying measures*, *financing and study and services contracts*. *Demonstration projects* shall be submitted in the context of calls for proposals with fixed deadlines. It is suggested that proposals for *definition phase projects* be submitted continuously (plan for the continuous submission of proposals). This type offers easier access to new entrants, especially innovative SMEs that need to define a viable digital entrepreneurship model and find appropriate partners and investors. Upon their successful completion, *definition phase projects* may be submitted as proposals to the fixed deadlines for call for proposals pertaining to *demonstration projects*.

Demonstration projects shall use existing valid technologies and shall be oriented towards professional and socioeconomic innovation – in contrast to the purely technological one. Taking into account the dynamic nature of the eContent market, the duration of *demonstration projects* shall not be over 30 months. With regard to these projects, the call for proposals procedure is suggested.

Given that the goal of *demonstration projects* is to provide the possibility for responding to new requirements with innovative ideas, it is suggested that no restrictions are placed with regard to

the user target groups, the market sectors, and underlying technologies ¹. However, in order to avoid overlapping, it is suggested to exclude proposals for the implementation of demonstration projects focusing on user target groups, market sectors, and subject to technologies to be supported by the Operational Programs for the Information Society of the other ministries, as well as projects already under way with the financial support of the European Program eContent.

With regard to *definition phase projects*, the continuous submission of proposals is suggested. Such projects are of a lesser scale, and the continuous submission process shall assist in the maturity of new ideas, shall allow the performance of smooth feasibility and planning tasks, and shall be the framework for early experimentation and evaluation. It is suggested that the continuous submission plan, in which project proposals may be submitted at any time during the program term, commence concurrently with the first call on fixed deadlines. It is suggested that proposals be evaluated on a quarterly basis.

Given that the goal of *definition phase projects* is to provide the possibility for responding to new requirements with innovative ideas, no restrictions are to be placed with regard to the user target groups, the market sectors, and underlying technologies. However, as is also the case with demonstration projects, in order to avoid overlapping, it is suggested to exclude proposals focusing on user target groups, market sectors, and subject to technologies to be supported by the Operational Programs for the Information Society of the other ministries, as well as projects already under way with the financial support of the European Program eContent.

The final deliverable of the selected *definition phase projects* proposals shall comprise of the concept demonstration and in the delivery of a business plan.

¹ For the successful focusing of activities, main thematic areas are suggested, such as:

- legal/ administrative/ institutional data;
- financial and economic data;
- information and entertainment related material;
- geographical data (including environmental data, meteorological and oceanographic data, land and property data);
- information about traffic and tourism;
- education and training, local services;
- data relating to health, safety and protection of consumers, Including supranational emergency services;
- scientific and technical information, standards;
- the arts, cultural content;
- archives.
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The selection of the submitted *demonstration project* proposals shall be effected on the basis of *a full business plan* concerning their actions related to the development of digital content, which candidates should prepare and submit. The criteria on the basis of which business plans shall be evaluated, must include, but not be limited to, the following:

- the type of digital content;
- the documentation of added value;
- the presentation of the ways of use of digital content and documentation of its benefits to the wide public (businesses, private and/or public entities, citizens, etc.);
- the documentation of the viability of the whole enterprise.

It is suggested that the expenses eligible for funding concerning *demonstration projects* include:

- digital content development and marketing/ promotion expenses, staff remuneration, subcontractor fees;
- equipment expenses (hardware, software, network infrastructure);
- supporting services expenses (financial, legal advisors);
- expenses for the acquisition of use rights, as well as of rights for the localization into Greek or foreign titles.

While *demonstration projects* and *definition phase projects* tend to focus on specific applications, *horizontal actions* focus on the wider intersection of the digital content market, the economy and society in general. *Horizontal actions* usually focus on information and dissemination activities, coordination actions, activities for the promotion of digital content to international markets, the exchange/ updating of good practices, the monitoring of international developments (observatory), the operation of websites, etc.

It is suggested that up to 85% of the available budget be destined to *projects* (up to 65% to *demonstration projects*, 20% to *definition phase projects*), while the remaining percentage (15%) shall be destined to *horizontal actions*. The average value of *demonstration projects* is estimated to one (1) million euro, while the average value of *definition phase projects* is estimated to 60 thousand euro. It is estimated that the contribution of the Ministry of Development must represent up to 50% of such amounts.

In this way it is anticipated that digital entrepreneurship shall be reinforced for (a) ~100 proposals through the submission of *definition phase projects* proposals [with an average total budget per proposal up to ~60,000 euro]; and (b) >~20 company/ organization groupings aiming to develop and provide an equal amount of digital services/ products [with an average total budget per proposal up to <~1,000,000 euro].

The table that follows summarizes the main features of the various types of projects the implementation of which is being suggested.

	Type of action	Manner of proposal submission	Indicative duration	Indicative number of partners	Indicative contribution of the Ministry of Development
Shared cost projects					
	Demonstration projects	Fixed deadlines	Up to 24 months	2-4	Up to 500 thousand euro (50% financed)
	Phase definition projects	Continuous submission	Up to 9 months	1-3	Up to 30 thousand euro (50% financed)
Horizontal actions					
	Digital Content Forum, observatory and developments, marketing and promotion to foreign markets, guidelines and standards, good practice, IPR management, etc.	Continuous submission	Up to 36 months	1-4	Up to 1 million euro up to 100% financed
Financing					
	Congresses, exhibitions etc.	Continuous submission	Up to 6 months	1	Up to 100 thousand euro up to 30% of total expenditure
Studies and services contracts					
	Studies, research, project coordination, etc	Call for proposals	Up to 24 months	1-2	100% financed
	Information, dissemination at program level		Up to 36 months	1-2	100% financed