



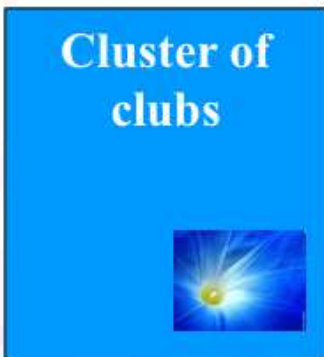
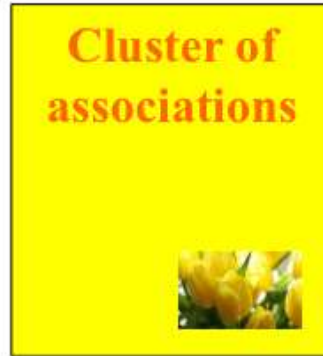
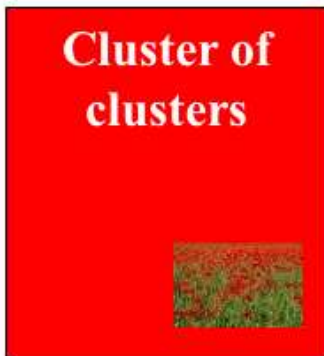
How to foster international cooperation between NEM and the EECA countries?

Hadmut Holken, Holken Consultants & Partners (France)
International Cooperation for NEM
EECA Cluster Final Conference, Chisinau, 13-14 June 2016





- Involved in the digital economy: R & D & I, societal challenges, industry led (!)
 - ▶ media and creative clusters
 - ▶ professional associations/federations/platforms



*dealing with
Connected,
Converging
and Interactive
Media &
Creative
Industries*





Who is concerned?

Interested stakeholders
SME +
Research Institutes
Academia
Big Companies
Non profit organisations
Clusters
Consulting



Extra-European
TP set-up
SRIA
Industry led and perspectives





- Foster excellence of research:
 - ▶ Attract the best researchers around the world to cooperate with European researchers in the field of NEM technologies,
- Promote NEM projects and results
 - ▶ Widen applicability,
 - ▶ Disseminate project outcomes,
 - ▶ Favour exploitation and go to the market.
- Share the NEM vision and SRIA www.nem-initiative.org,
- Take into account specific needs from other worldwide regions
 - ▶ Foster international projects with mutual interests,
- Help the European industry to develop products/services outside Europe,
- Establish strong links with non-European stakeholders (addressing NEM activities)
 - ▶ **Local clusters and platforms:** to reach out easily all stakeholders including SMEs and web entrepreneurs.
 - ▶ Industry representatives (with R&D departments)
 - ▶ Academia



In order to further assist collaboration and create common ground for business development the EECA Cluster performed a survey in order to examine which priorities under Horizon 2020 are common between NEM ETP and EECA countries.

Preparation of two questionnaires (one-NEM, one NESSI related) & distribution to EECA partners/experts

Collection and import of data in a specific Data Repository

**Processing of data collected
Consolidation of the results**



NESSI and NEM Priorities surveyed in:

- ▶ Armenia
- ▶ Azerbaijan
- ▶ Belarus
- ▶ Kazakhstan
- ▶ Moldova
- ▶ Ukraine
- ▶ Uzbekistan



H2020 Priorities surveyed in:

- Armenia
- Azerbaijan
- Belarus
- Kazakhstan
- Moldova
- Ukraine
- Uzbekistan
- Russia
- Georgia



Content search	72%
Content processing	67%
Data analytics	61%
Storage, cloud	56%
User interaction	53%
Big & Open Data	50%
New formats (UHD, 3D video & sound, holographic), virtual & augmented reality	50%
Metadata	50 %
Visualization end points	50%
Accessibility	44%
Brokering, aggregation	39%
Publishing, Books and Text-based Digital Media	39%
Emotional monitoring, user behaviour	39%
Rights management	



- Feedback from other clusters:
 - ▶ Awareness creation among the stakeholders about what a cluster/TP is needs time.
- There are major issues to bring over an abstract concept
 - ▶ and become operational locally,
 - ▶ Individual investments are necessary to get concrete results,
 - ▶ = common experiences for all CSA related EU projects.
- **The message to repeat is all about being “strong together”:**
 - ▶ NETWORKING,
 - ▶ SRIA set-up,
 - ▶ LOBBYING,
 - ▶ Contribution to public calls and societal challenges,
 - ▶ COLLABORATIVE work to prepare the future and get collaborative PROJECTS,
 - ▶ Industry led.
- **Get involved and create the society you want to live in!**
 - ▶ Come and visit the next NEM Summit 2016
- **NEM identify and support local clusters and communities to facilitate cooperation**
 - ▶ Clusters are a strong vector for sustainability of international cooperation (after INCO project times)



Strong need for awareness creation & industry engagement



- ≠ “me”, ≠ “you”, but “we”
- Get involved in collaborative projects, be(come) excellent and business oriented
- Contribute to the ICT Horizon 2020 programme and beyond

Constraints versus opportunities?

SMEs and big companies few
involved in R&D

Identify needs (SRIA)

Clusters → their relays

Few involved in collaborative
projects

Local businesses

Different “cultures”:
Short term business needs
versus
long term R&D opportunities





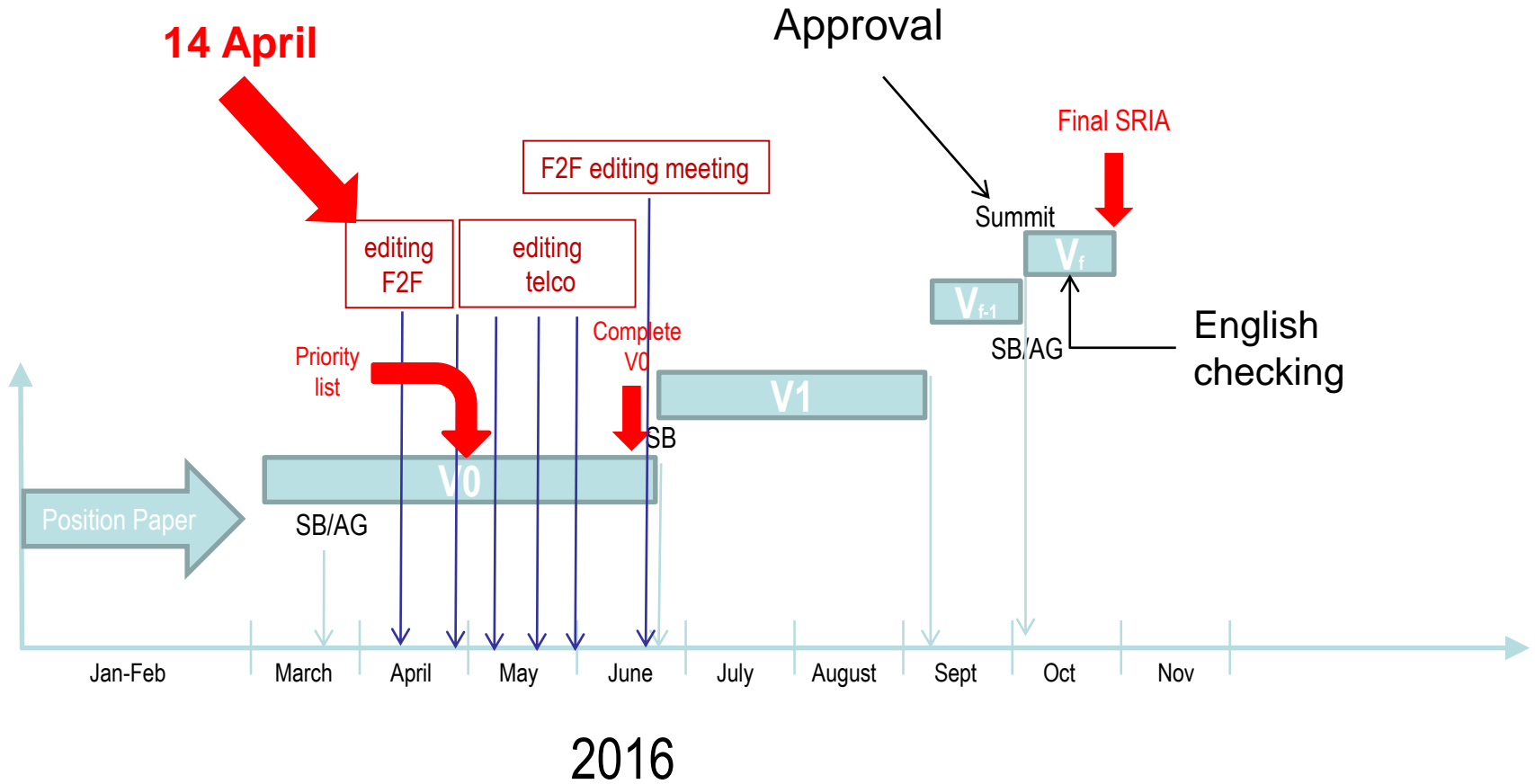
- Share relevant information and best practices in a specific domain and experience
- Participate to identify and promote intra/extra European activities
- Share international experience in given regions
- Supervise a publication
- Conduct workshops
- Integrate a NEM commission and be active
- Provide and facilitate contacts in different regions
- Matchmaking with content industries and SMEs (Dutch level)
- Attending networking events for NEM and preparing specific projects and calls
- Offering research results
- Organize seminars / symposia / WS, invite colleagues to WS and conferences
- Expanding the range of partners
- Establish collaboration agreements
- Enlarge the NEM community bringing CCIs and ICT incubators working in the cultural and creative sector coming from those countries



Interest in int'l cooperation	# responses (multiple answers)	% of total resp.
1/ Business development / Market diversification / Global take-up of products and services	20	47,6 %
2/ Knowledge transfer / Knowledge sharing	13	30,6%
3/ Networking and partnership building	7	16,6%
4/ Cooperation for Trustworthy ITC	2	4,7 %



- Executive summary
- I- Foreword
- II- NEM Vision
- II-1 User trends
 - ▶ II-1-1 Book Publishing/ Creative & Cultural Industries (CCI)
 - ▶ II-1-2 Audio/visual
 - ▶ II-1-3 Music
 - ▶ II-1-4 Multimedia
 - ▶ II-1-5 Avertising
 - ▶ II-1-6 Gaming
 - ▶ II-1-7 Fashion
 - ▶ II-1-8 Cultural heritage
 - ▶ II-1-9 Design
 - ▶ II-1-10 Education and training
- II-2 Technology trends
 - ▶ II-2-1 Security and privacy
 - ▶ II-2-2 Service provision
 - ▶ II-2-3 User Interaction
 - ▶ II-2-4 Immersive technologies
 - ▶ II-2-5 Content generation
 - ▶ II-2-6 Content distribution
 - ▶ II-2-7 Device & display
 - ▶ II-2-8 Content processing
 - ▶ II-2-9 Capture / rendering
- II-3 Business and market trends
 - ▶ II-3-1 Book Publishing/ Creative & Cultural Industries (CCI)
 - ▶ II-3-2 Audio/visual
 - ▶ II-3-3 Music
 - ▶ II-3-4 Multimedia
 - ▶ II-3-5 Avertising
 - ▶ II-3-6 Gaming
 - ▶ II-3-7 Fashion
 - ▶ II-3-8 Cultural heritage
 - ▶ II-3-9 Design
 - ▶ II-3-10 Education and training
- II-4 How the sector will look like beyond 2020
 - ▶ II-4-1 Book Publishing/ Creative & Cultural Industries (CCI)
 - ▶ II-4-2 Audio/visual
 - ▶ II-4-3 Music
 - ▶ II-4-4 Multimedia
 - ▶ II-4-5 Avertising
 - ▶ II-4-6 Gaming
 - ▶ II-4-7 Fashion
 - ▶ II-4-8 Cultural heritage
 - ▶ II-4-9 Design
 - ▶ II-4-10 Education and training
- III- Research topics
 - ▶ III-1 Priority research topics
 - ▶ III-2 New research topics





● Your objectives

- ▶ What are **your research & innovation priorities**?
- ▶ How do you intend to participate to the EECA and/or NEM activities?
- ▶ How could **NEM** support your international strategy?
- ▶ How could **you** contribute to the NEM int'l strategy?

● Next steps

- ▶ EECA/East Horizon perspective:
 - set concrete steps with community (to be part of the SRIA for example)
- ▶ NEM perspective:
 - Involve International cooperation clusters in order to capture their priorities : Maghreb (MOSAIC), Africa (African Media Initiative), Latin America (Connecta2020), East Europe (EECA Horizon), India (FI-MEDIA), ASEAN (Connect2SEA)
- ▶ Timeline



You are welcome to join.

Membership is free:

www.nem-initiative.org

Thank you !

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