

***Eastern Europe and Central Asia Cluster
Position paper on***

***Enhancing collaboration among
the New European Media Initiative
and
research and industrial ICT actors
from the EECA countries***

July 2016



Rationale

The **EECA Cluster** (<http://www.eeca-ict.eu>) is comprised by EAST-HORIZON and EECA-2-HORIZON, two complementary projects funded by the European Commission under the FP7-ICT Programme, sharing a common goal: *to strengthen the links and boost cooperation among the research and industrial communities from the EU and the Eastern Europe and Central Asia (EECA) countries towards the development of long-term strategic and mutually beneficial R&I partnerships in the field of Information and Communication Technologies (ICT).*

Over the last 2,5 years (January 2014 – July 2016) the Cluster partners carried out a broad range of activities to bring together members of European Technology Platforms and EECA experts and build communities of people that will exchange ideas and share experiences and concerns on how to exploit emerging collaboration opportunities and address common societal challenges.

In this environment, the Cluster worked closely with **New European Media Initiative** through Engineering Ingegneria Informatica, a partner of the Cluster and a member of NEM ETP Steering Board. Through the course of the project and during various meetings, consultations, community building activities in the broader field of *"Interactive Content Media & Creative Industries"*:

- ✓ NEM strategic priorities, objectives and activities were presented
- ✓ Numerous NEM members as well members of the NEM Steering Board had the opportunity to interact with key research and industrial actors from the EECA region and investigate their collaboration potential; and
- ✓ The common R&I priorities between NEM and the EECA countries have been identified, discussed and validated

This document outlines our findings on how to enhance the collaboration between the New European Media Initiative and relevant structures from the Eastern Europe and Central Asia (EECA) countries in areas of mutual interest in the field of Information and Communication Technologies (ICT).

Common R&I priorities in the field of "Interactive Content Media & Creative Industries"

To create a common ground for long-term collaborations, the EECA Cluster performed a survey in order to examine which priorities under Horizon 2020 are common between NEM ETP and EECA countries. The survey was conducted with the use of questionnaires distributed through the Cluster partners to EECA experts. The information collected was analysed Engineering Ingegneria Informatica, a member of NEM Steering Board and the main priority areas were discussed, validated and updated during the 4 international events organised by the Cluster in the presence of the EU and EECA experts, among which several NEM representatives:

- ✓ 12 November 2015 in Baku, Azerbaijan
- ✓ 9 September 2015 in Tbilisi, Georgia
- ✓ 20 October 2015 in Lisbon, Portugal (within the context of the ICT2015 event)
- ✓ 13 June 2016 in Chisinau, Moldova

The table below presents the main R&I priorities (listed in order of relevance) in the EECA countries in the field of "Interactive Content Media & Creative Industries".

Priority No	Priority area
1	Content search
2	Content processing
3	Data analytics
4	Storage and Cloud
5	User interaction
6	Big & Open Data
7	New formats (UHD, 3D video & sound, holographic), virtual & augmented reality
8	Metadata
9	Visualization end points
10	Accessibility
11	Brokering, aggregation
12	Publishing, Books and Text-based Digital Media
13	Emotional monitoring, user behaviour
14	Rights management

Common Priorities of NEM and EECA Countries under H2020

Identified Courses of Action for more effective cooperation among NEM and EECA ICT actors

Towards the establishment of a feasible and dynamic NEM-EECA community, the creation of a cooperation ground among NEM and the research and industrial communities in the EECA region, the following set of actions are suggested:

- Rec #1: Set up a NEM internal committee to enhance the cooperation with EECA region. Such an instrument will allow monitoring of the region and its priorities and trends and facilitate input towards the formulation of NEM Strategic Research and Innovation Agenda.
- Rec #2: Appoint an expert from the EECA region to act as an *Observer* in the NEM Steering Board to give voice to the EECA region. Such person could be Dr. [Tatyana Lyadnova](#) Head of the International RTD Cooperation Department of the [Belarusian Institute of System Analysis and Information Support of Scientific and Technical Sphere](#) (BELISA) and National Contact Point for ICT and research infrastructures.
- Rec #3: Establish strategic contacts in all EECA countries in order to enhance cooperation initiatives and monitor developments in the region.
- Rec #4: Further promote NEM activities in EECA countries through H2020 projects in order to involve more EECA experts in the technology platform.
- Rec #5: Foster the importance of co-innovation: Converges of ideas, Collaborative arrangement, Co-creation of experience.
- Rec #6: Boost the presence of users and industry engagement in the fields of Media and Creative Industries.
- Rec #7: Foster the creation of a *business ecosystem* in the East Countries in the field of media and creative industries (**EAST-NEM**), while each EECA country will appoint a contact point who will act as a collaboration hub for the country.