

Final report to the work package 3 (WP3), VBN InnoReg

Innovation and Trendcenter Bentwisch (ITC) -

Pilot project:

Teams of success / ITC working group: connecting geographic information systems with economic targets

The content of WP3 was:

- Organizing trade-specific cooperation of SMEs in the ITC,
- Building up confidence with the aim that the companies get to know each other better,
- Exchanging information and experiences,
- The knowledge and abilities of the individual SMEs improved to be able to execute more demanding projects,
- Working out a common project, supporting of VBN InnoReg pilot project,
- Use contacts of the international network in the VBN InnoReg project to extend network,
- Create long run added value for the enterprises in the network.

A network with the following protagonists was founded:

- Cis GmbH
- Tangram company
- IWR company
- Medeocom company
- ITC TC
- Association for Geographic Information Systems "GeoMV"

Meetings of the network were carried out every 4 to 6 weeks, altogether 12 meetings in which the following contents were discussed:

A: VBN InnoReg project related issues: presentation of the

- Idea of the project
- Idea of the project partners (PPs)
- Idea of the technology centres (TCs) involved, company structure
- Information about VBN InnoReg project results
- Information about other pilot projects e.g. IPS of Seinäjoki Technology Centre Ltd., seed fund "Hermia Ventures Ltd." of Hermia Business Development Ltd.

B: Ideas of the working group partners: presentation of

- Contents and activity, main emphases of the companies

- Projects in which the companies are involved, participation in classes, lectures

C: Finding a common aim and common projects:

- Summary of the services offered
- Creating a common internet web page
- A common project idea capable of promoting the pilot project was found:
Development of uniform standards for the economic use of Geographical dates in the tourism

Tourism is considered as one of the most important economic sectors in Mecklenburg and inseparable for the movement in the room. Commercial information and communication systems for tourists therefore need applications of the Geo- information systems. To be able to connect the variety of information of the hotels, tourist centres, national parks, museums, towns, restaurants, maritime traffic, standardized interfaces and a general acceptance of the standards are required. As many users as possible have to be informed, sensitised and trained. Utilization is possible supraregionally, nationally and European-wide.

- Common project application for an innovation forum (project sponsored nationally); for a TACIS - project (BSR), one for the Ministry of Trade and Commerce Mecklenburg were prepared

Results:

- The enterprises in the ITC have got to know each other better (information, regular meetings, bilateral cooperation)
- Experience in preparing project applications was gained
- A regional perception of the ITC as a network organizer for questions concerning Geographical Information Systems was strengthened
- New founders and companies could be won with the pilot
- New network partners were found: e.g. Fietz on the field of GIS
- Contact to the department for economy was achieved
- Contact to other protagonists of the regional innovation system was achieved

Outputs:

- Internet portal
- Project application for innovation forum: economic use of standardized Geo dates in the tourism of Mecklenburg-Vorpommern
- Project application for a TACIS project,
- Project application for national funding,
- Participation of single companies in different projects,
- CIS GmbH is Lead partner of the project: from 2007 to 2009 " port – GIS - system for the Management of cargo handling in RORO and ferries traffic" for

- the automatic parking space optimisation for truck, trailer in Baltic Sea ports and on Baltic Sea ferries, all about the use of Geo data,
- IWR: recording and assessment of streets using aerial pictures for Administration in communes in Mecklenburg.

Assessment:

Networking in TC is a long-term process. Young, medium-sized enterprises are focused on daily process organization and operative business and not very much on long-term project work without concrete economic result expectations. An external coordinator is required to organize the cooperation and design the activities outcome-oriented.

Without external means from promoting funds it is not possible to organize a long-term network with SMEs because they have a lack of their own means and they must work on commercial orders at the time or operative.

To establish international contacts it is necessary to have a certain financial frame for mutual visits, study visits etc. There were no funds available in this project for such.

Regular meetings, mutual ideas and presentations, have taken place with the common aim of carrying out a project together. The first level of cooperation was organised this way.

The cooperation was reached by giving a mission and concrete tasks to the network partners, working on the orders and by control of the network coordinator. The results were disseminated (newsletter, Internet portal, internet page of the ITC), and used for the marketing of the ITC.

The networking is further continued. In the future networking will require financial resources: person-hours for the project, organization of events, strengthening of international contacts. This ought to be budgeted into the costs of the ITC in the future projects.

The network partners have prepared several project applications and used the existing experiences of single partners for the benefit of all partners in the context of the project. Therefore, the competences of partners were strengthened in the field and the SMEs could successfully prepare project applications on their own. The aim of supporting the SMEs economically was therefore accomplished.

The development of general standards in the economic application of Geo- data has overtaken itself since respectively project-specific standards were developed. The combination and accessibility "1 x of recorded data" is still a problem.