



# I-SPEED

Information Society Policies for European Economic Development

[www.ispeed.eu](http://www.ispeed.eu)



**European Union**  
European Regional Development Fund





# Overview

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- › I-SPEED overall objective
- › Partnership
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# Interreg IV C

Programme for:

- › 27 Member States
- › + Norway
- › + Switzerland

dedicated to public bodies  
or bodies governed by  
public law





## Interreg IV C

- › Improve the effectiveness of regional development policies
- › Contribute to economic modernisation and increased competitiveness of Europe

... by...

- › Enabling exchange of experiences and knowledge
- › Matching less experienced with more advanced regions
- › Ensuring transfer of identified good practice into mainstream programmes



# I-SPEED Project



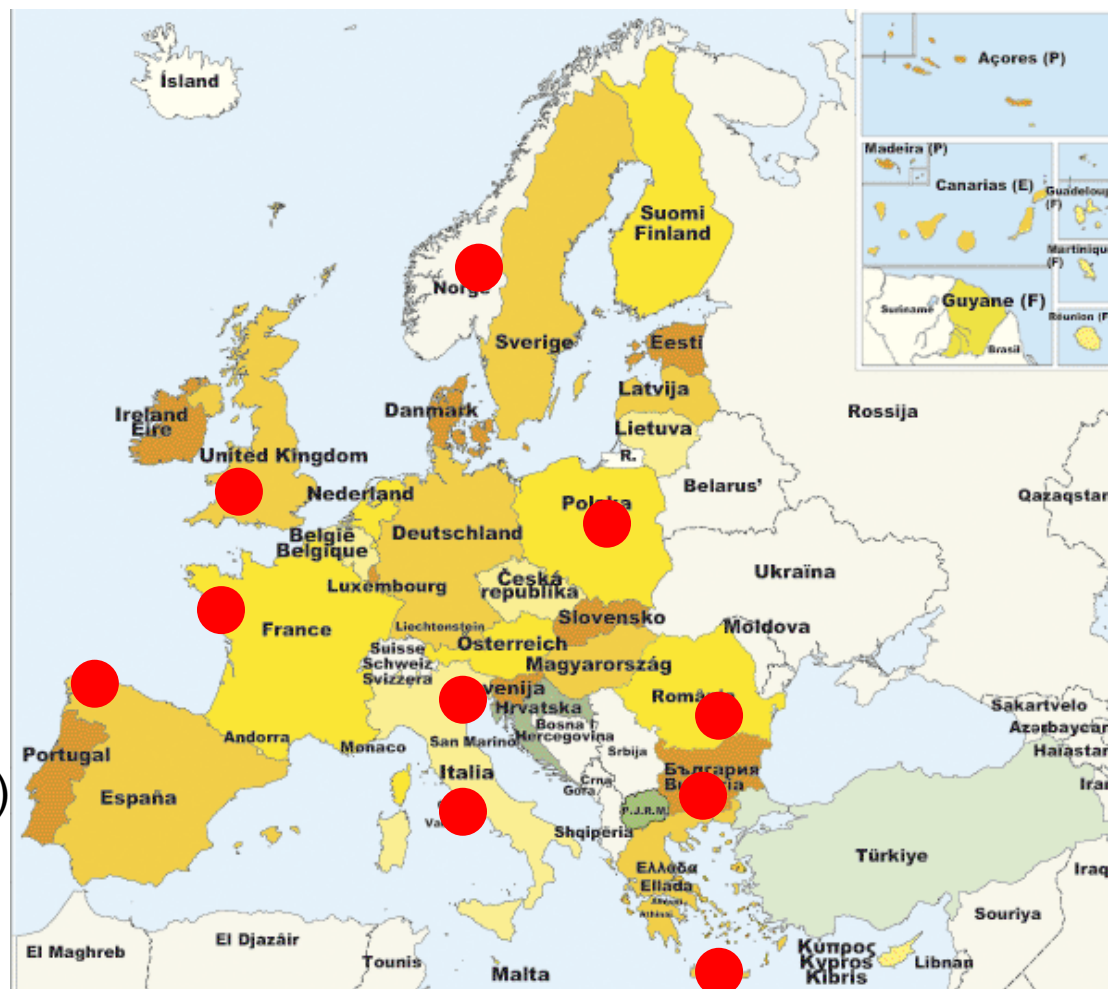
## overall objective

- › The main issues tackled by I-SPEED are the lack of awareness among policy makers about the Information Society potential to improve public services and foster growth and competitiveness of European Tourism Economy
- › I-SPEED aims at improving the effectiveness of local/regional Policies related to Information Society and Economic Development



# Partnership

- City of Venice (Italy)
- Hedmark County (Norway)
- City of Warsaw (Poland)
- City of Plovdiv (Bulgaria)
- Region of Crete (Greece)
- Powys County (UK)
- Galicia Region (Spain)
- City of Bucharest (Romania)
- Province of Rome (Italy)
- Nantes Urban Community (France)





## Scenario

- › Tourism Economy plays a fundamental role for the EU economy: it indirectly generates 10% of EU GDP and provides 12% of jobs
- › Arrivals are growing at a lower rate than the world average and by 2020, Europe's share of the total market is expected to fall from 54% to 46%
- › EC Communication "A renewed tourism EU policy: towards a stronger partnership for European Tourism" (2006)
- › EC Communication "Agenda for a sustainable and competitive European Tourism" (2007)



## Problems addressed

- › Lack of awareness among politicians and decision-makers about the opportunities offered by the Information Society to improve public services and to foster competitiveness towards Lisbon Agenda goals
- › Need to promote Innovation and ICT-based public services
- › Loss of competitiveness of European Tourism Economy
- › Need to foster sustainability towards Gothenburg Agenda strategy



# Project Objectives

- › To increase the awareness of policy makers regarding ICT potentials for growth, competitiveness, and sustainability
- › To support Innovation through sharing solutions at EU level
- › To facilitate the development and the adoption of ICT-based public services
- › To foster the cooperation between public and private sector in the frame of the Tourism Economy
- › To foster economic attractiveness of EU regions

# Methodology





# Methodology

- › EXCHANGE OF EXPERIENCES (Jan-Apr 2010). Partners will produce SWOT analyses of socio-economic situation in their territories. These analyses will form the starting point for exchanging and sharing experiences
- › IDENTIFICATION OF GOOD PRACTICES (May-Sept 2010). Partners will identify and describe the contribution to Lisbon and Gothenburg objectives of the most relevant ICT policies implemented in their territories to promote Tourism Economy. Benchlearning activity to learn from good practices outside the partnership



## Methodology

- › POLITICAL DEBATE ON IDENTIFIED GOOD PRACTICES (Sept-Dec 2010). The Political Steering Group (PSG) will analyse and validate the results of the first year of the project. Directions for the second year.
- › GOOD PRACTICES ANALYSES (Jan-Jun 2011). Good practices will be analysed in order to elaborate concrete transferability scenarios at a project level. Each partner, if needed supported by partners with more experience, will select good practises which could be concretely integrated into their regional and local policies.

## Methodology

- › POLICY RECOMMENDATIONS AND TRANSFERABILITY (Jul-Dec 2011). The PSG will discuss good policy practices most suitable to be transferred. EU politicians outside the project will be invited to offer the PSG the possibility of a wider exchange of experiences .
- › DEVELOPMENT OF STRATEGIC GUIDELINES (Jan-Jun 2012). Partners will evaluate and analyse project results in order to prepare the contents of the key deliverables
- › FINAL REPORTS AND DISSEMINATION OF PROJECT RESULTS (Jul-Dec 2012). Good practices Guide, Policy Recommendations Report and Transferability Report will be produced, uploaded in the web site and disseminated during the Final Conference and after the project closure



## Expected results

- › Increased policy makers' awareness on Information Society Policies related to Sustainable Tourism Economy
- › Improved regional/local policies for the developing of ICT-based public services to increase the productivity and competitiveness
- › Increased capacity of local/regional administrations across Europe to roll out ICT services and overcome obstacles
- › Increased and widespread know-how of partners regarding ICT-based solutions for Tourism Economy
- › Improved cooperation and dialogue between public sector and private actors in the frame of the Tourism Economy