

# MOSIPS Experts Group Periodic Report

Deliverable 8.1.1

Anova IT Consulting





Modeling and Simulation of the Impact of public Policies on SMEs

*ICT-2011.5.6 - ICT Solutions for governance and policy modeling*

## D8.1.1– MOSIPS Experts Group Periodic Report

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The project consortium is composed by: Anova IT Consulting (ANOVA), Universidad de Alcalá (UAH), Research Studio Austria Forschungsgesellschaft (RSA), University of Reading (UoR), Opera 21 (Opera21), University of Konstanz (Konstanz), European Institute of Interdisciplinary Research (EIIR), Ayuntamiento de Madrid (MUNIMADRID) and Comune di Verona (VERONA)

## More Information

Public MOSIPS reports and other information pertaining to the project are available through MOSIPS public website under [www.mosips.eu](http://www.mosips.eu)

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## 1. Introduction

In the MOSIPS Description of Work, the consortium planned to create an Experts Group, mainly constituted by policy makers at different levels of governance, representing the key end-users of the MOSIPS system, in order to obtain expert assistance for guiding MOSIPS developments as well as solutions validation criteria and assessment.

This Group is acting as an external consulting board on public policies and its role is to provide input/feedback on the MOSIPS activities with the aim of facilitating the exploitation of the results and of improving the impact of the project. This board will support the MOSIPS consortium in the following tasks:

- To facilitate the engagement of relevant stakeholders for the MOSIPS project.
- To participate in the definition of the user requirements.
- To collaborate in the test and validation of the MOSIPS results.
- To raise recommendations in relation to the scalability of MOSIPS system, its usability and its transferability to different geographic locations and scopes
- To contribute to the dissemination of the project results.

The MOSIPS project organized the **“1st Experts Group Meeting” as a workshop focused on the “Impact of Public Policies on SMEs”**. The meeting was held at **University of Alcalá in Spain on 28<sup>th</sup> November 2012**. Six international experts with experience in the field of policy simulating and impact assessment were invited by ANOVA, in close collaboration with all the MOSIPS Consortium. Some MOSIPS partners also participated as contributors and observers.

The objective of the meeting was to share the latest research and knowledge related to ICT for policy modelling and impact analysis and to identify the entry points for the MOSIPS inclusion in the policy-making procedures. In this meeting, organized around 3 roundtables, the MOSIPS consortium presented the latest intermediate outcomes generated in the project in order to obtain the input/feedback on both past and future works from the experts.

It is expected that the following key outcome and recommendations of the meeting would serve as input to consultations among the rest of involved stakeholders and that the results be integrated into the current MOSIPS design.

The present report is a description of the activities and results obtained in that workshop.

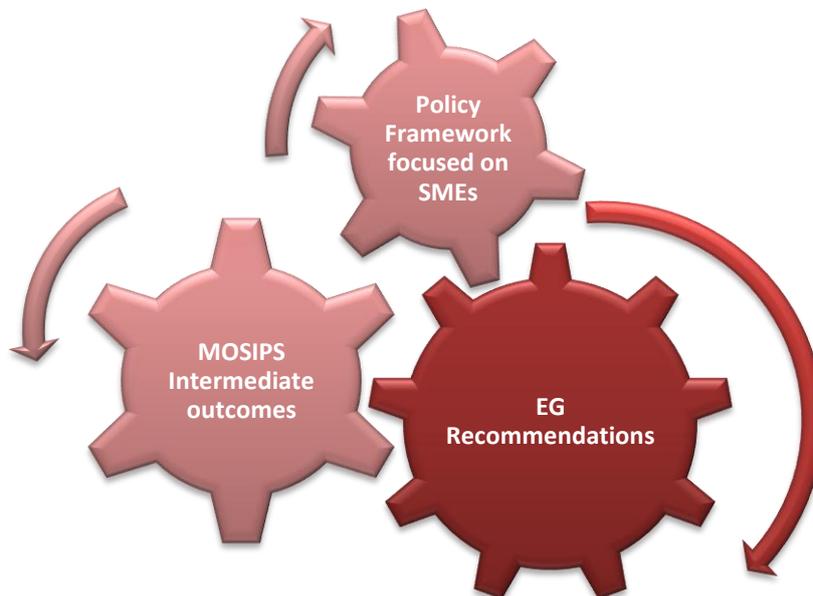
## 2. Methodology

The face-to-face meeting consisted of an introductory part that lasted approximately until 12:00, when the technical agenda started, which lasted the rest of the day until 18:00h. The activities carried out were grouped in 3 roundtables:

- Policy-making procedures
- Public policies for SMEs and entrepreneurs

- New ICT solutions for policy makers

The workshop was organised as a small group panel session in which the experts speak briefly on the topics previously prepared and exchange ideas and opinions on a guided and informal way. This methodology has been chosen since it allows presenting different perspectives on the same topics and gathering relevant experience and knowledge of each member. The policy frameworks focused on SMEs were presented by the experts and the MOSIPS partners and the members of the group provided their comments. The methodology of the session was based on a volunteering discussion, asking questions and stating opinions with respect for the contributions of other members. At the end of each roundtable, the Experts Group provided their input addressing the key issues identified for each roundtable. In a final stage, the chair reported the highlights of the meeting and distributed it to all the Experts Group members and to the entire MOSIPS consortium.



**Figure 1. Interweaved ideas discussed in the Experts Group meeting**

As support, the following documents were distributed to the attendances:

- Agenda
- 1st Newsletter
- Presentation about MOSIPS Overview
- Presentation with the key issues to be discussed in the roundtables



**Figure 2. General overview of the Experts Group meeting**

## 2.1. List of attendances

The MOSIPS Experts Group is currently composed by experts on public policies at different administration level. In the following table, the list of Experts Group members is shown.

**Table 1. List of the Experts Group members**

Name	Entity	Position	Country
María Carolina Hoyos	Ministry of Information and Communication Technologies	Viceminister of ICT	Colombia
Richard Tuffs	ERRIN (European Regions Research and Innovation Network )	Director	Europe
Giuseppe Tripoli	Ministry of Economic Development	Head of Department for Enterprise and Internationalisation	Italy
María Luisa Poncela	Ministry of Economy and Competitiveness	General Director for Innovation and Competitiveness	Spain
Juan Junquera	Ministry of Industry, Energy and Tourism	Former Secretary of State for Telecommunications	Spain
Ioannis Pavlou	Municipality of Thermi	Development and Planning Department	Greece
Roberto Ondarra	Municipality of Bilbao	Responsible of the Enterprise Area	Spain

However, given some availability constraints, some of the members did not attend the meeting. Thus, the list of attendances was:

- **Paolo Bulleri**, on behalf of Giuseppe Tripoli, Technical Secretary of the Department for Business and Internationalisation at the Ministry of Economic Development (Italy)
- **Romano Tiozzo**, on behalf of Giuseppe Tripoli, Technical Secretary of the SME Guarantee at the Ministry of Economic Development (Italy)
- **María Luisa Poncela**, Director General for Innovation and Competitiveness at the Ministry of Economic Development (Spain)
- **Manuela Turrión Nieves**, Support Unit of the Directorate General for Innovation and Competitiveness at the Ministry of Economic Development (Spain)
- **Juan Junquera**, Former Secretary of State for Telecommunications of the previous Ministry of Science and Innovation (Spain)
- **Roberto Ondarra**, Responsible of the Enterprise Area at Municipality of Bilbao (Spain)

Richard Tuffs and Ioannis Pavlou received all the presentations and they will provide their comments by written.

Moreover, the following MOSIPS partners attended the meeting:

- **Ayuntamiento de Madrid**: Javier Alonso, David Solla
- **Comune di Verona**: Arnaldo Vecchiatti
- **Anova IT Consulting. S.L.**: Ricardo Buendía, Neftis Atallah, Paolo D'arminio,
- **University of Alcalá**: Tomás Mancha, Antonio García Tabuena, Juan Luis Santos, Maite del Val,
- European Institute of Interdisciplinary Research: Anna Sadowska

## 2.2. Agenda

### WEDNESDAY, 28<sup>TH</sup> NOVEMBER 2012

**11:00 Opening session**

Welcome and Introduction Mr. Ricardo Buendía, ANOVA IT Consulting

**11:30 The framework of the workshop: The MOSIPS project**

Project Overview Ms. Neftis Atallah, ANOVA IT Consulting

**12:00 Roundtable discussion on policy-making procedures**

*Chair* Mr. Javier Alonso, Municipality of Madrid

How the local economic policies are designed Mr. Arnaldo Vecchiatti, Municipality of Verona

Valuable data for urban SMEs and entrepreneurship Mr. Roberto Ondarra, Municipality of Bilbao

The Economic Observatory as a valuable information source Mr. David Solla, Municipality of Madrid

Open discussion

**13:30 Lunch**

**15:00 Roundtable discussion on the public policies for SMEs and entrepreneurs**

*Chair* Ms. Neftis Atallah, Anova IT Consulting

SME innovation policies in Spain Ms. María Luisa Poncela, Director General for Innovation and Competitiveness.

Public policies for a creative entrepreneurship Mr. Antonio García Tabuena, University of Alcalá

ICT solutions for governance Mr. Juan Junquera, Former Secretary of State for Telecommunications

Open discussion

**16:30 Roundtable discussion on new ICT solutions for policy makers**

*Chair* Mr. Tomás Mancha, University of Alcalá

Needs identified in the MOSIPS project Ms. Anna Sadowska, European Institute of Interdisciplinary Research

Impact of government support initiatives to SMEs Mr. Paolo Bulleri, Ministry of Economic Development

The MOSIPS solution for supporting policy-makers Mr. Tomás Mancha, University of Alcalá

Open discussion

**18:00h Closure of the workshop**

### 3. Roundtables results

Mr. Ricardo Buendía, Managing partner of Anova IT Consulting, was in charge of the welcome words. After a brief presentation of Anova, coordinator of the MOSIPS project, he introduced the project and explained the workshop's objectives.

Ms. Neftis Atallah, Project Coordinator of the MOSIPS project, outlined the framework of the MOSIPS project and the current background. After, she explained what the MOSIPS simulator is and how it will work. An introduction of the first outcomes related to the MOSIPS repository was described and the next works to be developed on the simulation engine, visualization components and citizen-centric approach. Finally, the foreseen features of the MOSIPS user-friendly policy simulation system were explained.

After this introductory session, the roundtable discussions took place.

#### 3.1. Policy-making procedures

First of all, Mr. Arnaldo Vecchietti explained the local policy-making procedures at the Municipality of Verona. He highlighted the necessity of taking into account the constraints of each municipality so the tools fit in with their requirements. One issue to be solved is that each country has different concepts of the data to be aggregated in the MOSIPS database. Besides, he explained that the relationship between public administration and citizens is different in each office at municipal level. In some cases, citizens are considered as stakeholders or as experts to be consulted.



**Figure 3. Picture of the 1st roundtable**

Mr. Roberto Ondarra, belonging to the Municipality of Bilbao, highlighted that for their municipality there are 5 administrative levels involved in the policies development: municipality, province, Basque government, national government and European directives. It causes some difficulties and duplicities in the business promotion. Other important issue to be integrated in the policy models is the creation of interconnected urban clusters. In the Municipality of Bilbao, their public

policies focused on SMEs are designed to consolidate the current enterprises through training in order to increase their competitiveness.

Mr. David Solla explained the structure and aims of the Economic Observatory of the Municipality of Madrid. The observatory has two units, one more strategic and another one related to the economic analysis. They collect data in order to know the socio-economic situation of the city. This information is provided to upper levels to support the decisions. In summary, the Observatory is an important decision tool for policy makers, which offer them data, reports and studies to support decisions, and, in this point, they have similar goals than MOSIPS.

In the open discussion, Paolo Bulleri from the Italian Ministry of Economic Development recommended to use for the Italian scenario data from ISTAT, Italian bank and SMEs associations. Mr. Bulleri expressed that, in the policy-making process, from the legislators to the laws, several key actor must participate providing their ideas and position. The regional level is quite important and they share the responsibility with national level in the policy-making process. Besides, entrepreneurial associations must be involved in the process. The transparency must be applied in a correct way since a direct access to Ministries would be not manageable. If too much data from citizens is provided to the policy-makers, the process would be not manageable. Thus, when a policy is designed, only in the last steps, a public debate must be launched.

In addition, Juan Junquera emphasized the necessity to know the different specialisations and sectors in the policy-making process. Javier Alonso, from the Municipality of Madrid, explained that some sectors are more sensitive to the different measures, so the MOSIPS model should have to take into account this issue.

Arnaldo Vecchietti expressed that people is able to evaluate and decide about the policies so it is needed that Italy shares their microdata.

In response to a question asked by Ms. Atallah, Mr. Bulleri explained the involvement of SMEs associations in the policy-making procedure. Both formal and informal contacts with SMEs associations are established. Official roundtables are opened so they can make suggestions to policy-makers. Then, policy-makers asses the policy impact and can carry out some changes in the text. Mr. David Solla added that SMEs associations can also recommend policies to the government.

It was clarified that the main user of the MOSIPS system is a policy-makers who test several experiments with different socio-economic design and analyse the results. Politicians will take a decision with the support of the scenarios results. Ms. Manuela Turrión specified that their interest is to have a tool in order to foresee the results and impact of the investments made by the government so they can decide where invest the budget. In each scenario, a main aim must be defined (maintain the number of enterprises, increase the number of jobs,...) and the involved parameters must be identified.

### **3.2. The public policies for SMEs and entrepreneurs**

In the afternoon Ms. María Luisa Poncela introduced the Spanish Innovation Policies on SMEs. After showing some statistics on innovative companies and the innovation viewpoint from companies, she showed the new Spanish Strategy for Science,

Technology and Innovation. The Spanish Strategy for Science Technology and Innovation is seen as an opportunity to achieve synergies between the regional RIS3-Strategies and the EU2020. A public call was launched in order to involve all the stakeholders in the elaboration of the new Strategy and more than 20.000 people accessed to the application contributing with more than 2000 comments. One of the basic objectives of the Spanish Strategy is to boost the innovation activities in enterprises, particularly in SMEs, as a key factor of competitiveness. SMEs associations have a very close relationship with local governments, both nationally and regionally, and in the Strategy the transfer and management knowledge is fostered through the collaboration in R&D and Innovation tasks, especially undertaken by SMEs. The knowledge transfer has to take place not only between university and companies, but also between different actors in distinct sectors. Ms. Poncela also recommended to take into account technology platforms in the process of increasing innovation activities in enterprises.



**Figure 4. Picture of the 2<sup>nd</sup> roundtable**

Ms. Anna Sadowska opened the discussion on the links between innovation and creativity and on the necessity to invest on creativity training.

Mr. Antonio García explained the theoretical process of creating entrepreneurs. The theory depends on the opportunities and on the barriers to entrepreneurship. Besides, it is very related to technological sectors. Finally, some suggestions were launched to strengthen entrepreneurship.

Mr. Juan Junquera talked about the challenge of the electronic administration. He explained that ICT can be applied inside public administration, in the interlocution of the Administration towards the social agents and outwards for industry promotion. Finally, Mr. Junquera highlighted that the new ICT tools for public administration must be: global solutions for different utilities, standardization solutions, using cloud computing, scalability and flexibility and multi-device.

### **3.3. New ICT solutions for policy makers**

In the last roundtable, more details on the MOSIPS results were presented. First of all, Ms. Sadowska explained the process carried out in the MOSIPS project in order

to collect the user requirements. The MOSIPS questionnaires will be sent to the experts so they can provide us new feedback. She presented the selected SBA (Small Business Act) priorities to be implemented in the MOSIPS models: responsive administration, state aid and public procurement, entrepreneurship, skills and innovation and environment. These dimensions will be the framework of the scenarios to be tested in the project.

Mr. Tomás Mancha, explained the MOSIPS models for supporting policy-makers. The model characterizes the main objects involved in the public policies focused on SMES: SMEs, Individuals, Environment and Policies. The general structure of the model was explained and an example related to the firm location process was shown. At the end, the 10 SBA policy domains were related to the MOSIPS domains and Mr. Mancha explained that public policies must influence the behaviour of the agents in the model. An example of the integration of the policies was shown.

Last of all, Mr. Paolo Bulleri explained their practical experience on assessing the impact of public policies on SMEs and some ways for improving it. He presented the Italian policies focused on SMEs: the creation of networking and new relationships among enterprises, the boosting of the birth of innovative start-up,... Finally, Mr. Bulleri proposed some recommendations for the MOSIPS system: flexible, use different data bases, involve stakeholders, combine qualitative and quantitative information and use social tools but only for the final validation of the public policies.

## 4. List of recommendations

This section compiles a comprehensive list of recommendations derived from the Experts Group meeting.

1. To take into account the requirements at municipality level, but to involve the upper administrative levels.
2. To analyse the data available in each country in order to assess the MOSIPS scalability.
3. To clearly analyse the role of citizens in the MOSIPS system.
4. To include in the MOSIPS models the urban clusters focused on the different specialisation sectors.
5. To define in each scenario what is the main goal of the municipal policy.
6. To visualize thanks to the MOSIPS system the impact of the investments carried out by the public administrations.
7. To involve SMEs and entrepreneurial associations as a key stakeholder for the MOSIPS project.
8. To analyse the necessity of using cloud computing.
9. To assess the possibility of standardizing the MOSIPS models.

## 5. Steps to follow

The MOSIPS consortium will take into account the feedback, suggestions and recommendations of the Experts Group in the following way:

**Table 2. Roadmap to follow**

Activity	Lead beneficiary	Date
To revise the user requirements (D1.1) in order to take into account the experts recommendations	EIIR	January 2013
To revise the MOSIPS models in order to consider the issues highlighted by the experts	UAH	January 2013
To identify the MOSIPS scenarios taking into account the needs identified	EIIR	March 2013
To involve SMEs associations in the Experts Group	EIIR, ANOVA	February 2013
To organise a new meeting of the Experts Group on May-June 2013. To be confirmed the place and definitive date.	ANOVA	April 2013

## 6. Dissemination activities related to the Workshop

### 6.1. Press release

Before the meeting, a press release (Annex 1) was sent to more than 40 communication media, mainly digital newspapers. Besides, a news was published in the [MOSIPS website](#) and several comments were published in the MOSIPS social networks profiles.

Next table contains a list of all the press releases that have appeared related to the Experts Group meeting.

PRESS RELEASES			
Date of appearance	Newspaper, Magazine or Gazette's name	Participant Partner	Language
26 <sup>th</sup> November 2012	<a href="#">UAH Digital news</a>	ANOVA, UAH	Spanish
27 <sup>th</sup> November 2012	<a href="#">Portal Local</a>	ANOVA	Spanish
27 <sup>th</sup> November 2012	<a href="#">Online ABC</a>	ANOVA	Spanish
28 <sup>th</sup> November 2012	<a href="#">La Catedral Online</a>	ANOVA, MADRID	Spanish
28 <sup>th</sup> November 2012	<a href="#">El Digital Complutense</a>	ANOVA	Spanish

28 <sup>th</sup> November 2012	<a href="#">Comune di Verona</a>	VERONA	Italian
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In parallel of this deliverable, a new press release will be distributed in order to promote the results of the meeting.

## 6.2. Poster

A poster has been specifically elaborated for the Experts Group meeting, although it can be used in further events.

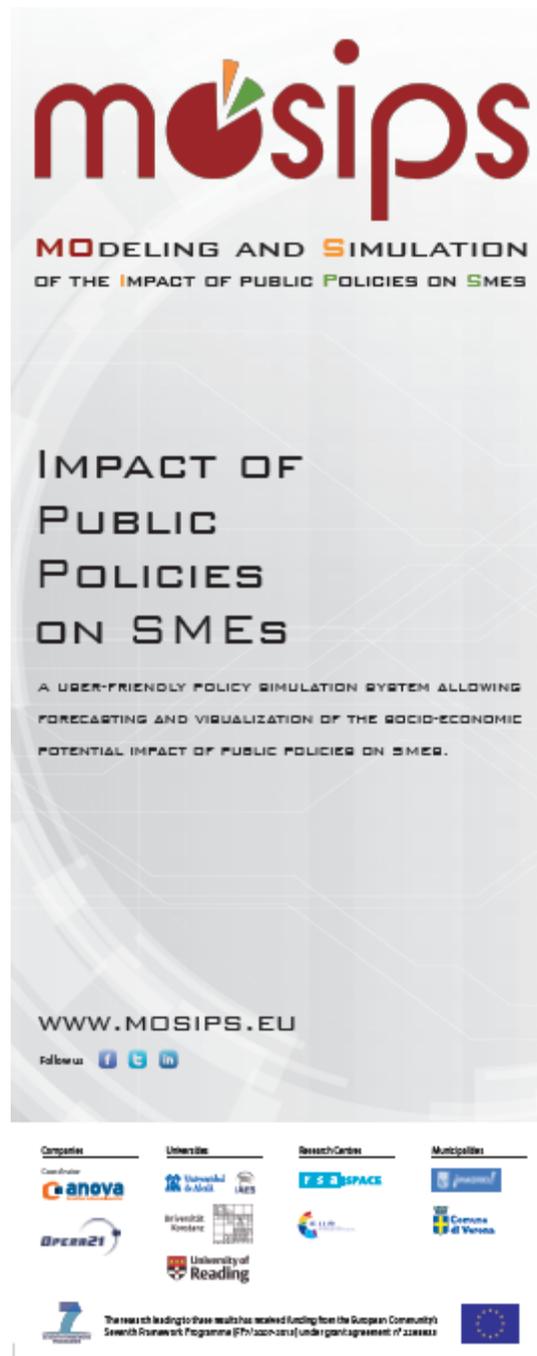


Figure 5. MOSIPS Poster

### 6.3. Video

Since a [YouTube channel dedicated to the MOSIPS project](#) has been recently created, a video summarizing the meeting has been developed and made available in this channel.

## 7. Conclusions

The main conclusions of the meeting are:

- The Experts Group members were the first to be informed about the latest achievements and breakthroughs of MOSIPS.
- The Experts Group advised the project on policy trends that the developed work in MOSIPS should take into account.
- The Experts Group members interacted with the MOSIPS consortium partners and expressed their needs in terms of specifications that they require for their policy-making procedures.
- The Experts Group made recommendations to improve the potential impact of MOSIPS on strengthening the position of the European industry.

## **Annex 1. Press Release**

28<sup>th</sup> November 2012

**Anova IT Consulting, in collaboration with the University of Alcalá, organizes a workshop on the impact of public policies on SMEs**



*On 28th November, 2012, in the framework of the European project MOSIPS ([www.mosips.eu](http://www.mosips.eu)), an expert meeting to discuss public policies focused on SMEs will be held at the University of Alcalá*

Spanish and Italian politician along with expert researchers of the MOSIPS project will discuss possible initiatives to improve the impact of public policy on small and medium enterprises. Aligned with the transparency policies and citizen participation encouraged from all European governments, the MOSIPS project will provide politicians and citizens a simulator that let know ex-ante the impact of public policies on SMEs. Moreover, with the proliferation of social networks, citizens and entrepreneurs will be able to actively participate in the design and development of the policies that will affect them directly. The City Hall of Madrid, together with the City Hall of Verona will be the first in testing the MOSIPS simulator.

It must be highlighted the participation of Mrs María Luisa Poncela, General Director of Innovation and Competitiveness at the Economy and Competitiveness Ministry, in the Workshop, who will present the innovation policies of the Ministry to promote the private investment in R&D&i, and in particular, the measures aimed at SMEs. Representatives of various associations of SMEs will also attend to the workshop.

Anova IT Consulting, through their involvement in the MOSIPS project, is consolidated as a leading company in European projects related to the development of advanced ICT solutions for eGovernance.

**Acronym:** MOSIPS

**Title:** Modeling and Simulation of the Impact of Public Policies on SMEs

**Start date:** 1st September 2011

**Duration:** 36 months

**Budget:** 3,49 M€

**Web:** <http://www.mosips.eu>

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