

# DANS ON

## WP 2-3. Analysis and Mapping

### Analysis of the target groups on a NSR level and beyond

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## 1 Rationale

The DANS ON project aims at disseminating how the DANS Model stimulates innovation in the NSR<sup>1</sup> by demonstrating how the DANS Model has been applied and implemented in practice. The DANS Model is a Quadruple Helix model that is especially suitable to innovation processes where citizens' needs are central. The partnership will communicate the story of the DANS Model via a range of media channels and show how regions in the NSR can adapt the model to increase society's capacity for innovation. DANS ON consists of partners from Sweden, Germany, Norway, the United Kingdom and the Netherlands.

## 2 Project background review

Information technology has played an important role as a driver of innovation but is becoming more of an enabler of innovation. This has forced the traditional innovation processes which are research and expert driven, to open up for input and knowledge from other sources in order to stay competitive. New drivers for innovation, like user oriented innovation in the private sector and citizen oriented innovation within the public sector, have emerged and are becoming more widely used in the private sector in particular, where users and citizens' needs and demands are in focus.

The DANS ON project will build on and promote the DANS Model; one of the main results of the Digital Agenda for the North Sea (DANS) Cluster project. The DANS Model, as a Quadruple Helix model that stimulates innovation, has evolved from the results of the Triple Helix E-CLIC Model.

One of the DANS Model's abilities is to raise awareness and inspire the use and integration of user and citizen involvement, which produces better and more user-friendly products that citizens can relate to, accept and use. The DANS Model represents a shift towards systemic, open and user-centric innovation. The DANS Model is currently being implemented in the DANS ON partner regions of Värmland, Osterholz and Groningen. For example in Värmland, the DANS Model being used as a model to stimulate digital innovations in Open Data, through the nationally funded project Digital Baltic; four partners in the Baltic Sea Region are using the concept of the DANS Model to involve citizens in the process of digital innovation.

The aim of the DANS ON project is to disseminate how the DANS Model stimulates innovation in the North Sea Region by demonstrating how the DANS Model has been applied and implemented in practice. Through three Work Packages (WPs) the DANS ON project will communicate WHY the DANS Model should be used in practice in innovation processes and HOW the DANS Model can be applied. This will lead to wider communication of the DANS Model, dissemination of 'the story of the DANS Model', demonstration of how different partners can make use of the DANS Model in new contexts and declaration of the DANS Model's ability to contribute to European, national and regional policies. The DANS Model's adaptability and transferability will be a central theme of the project.

To ensure a transnational background and that the results of the DANS ON project will contribute to the intervention of program, the partnership has been carefully selected. Värmland County Administrative Board (SE), atene KOM (DE) and Hanze University (NL) were all beneficiaries in the DANS cluster project, hence have worked with the implementation of the DANS Model. Hedmark (NO) and Aberdeen (UK) are new partners and have showed interest in the DANS Model and the implementation of the Digital Agenda for Europe and wish to try it in practice in their regions. Groningen Internet Exchange (NL) is a new partner and a private company that can greatly contribute towards communi-

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<sup>1</sup> North Sea Region

cating the DANS Model in the private sector. Groningen Internet exchange will thereby by utilising and disseminating the DANS Model help to stimulate economic growth and innovation in the ICT sector. The DANS ON project will set up an Advisory Board consisting of experts from the North Sea Region. The experts on the advisory Board- Tillväxtverket (Swedish Agency for Economic and Regional Growth), Karlstad University, Intercommunale Leiedal and AMK innovate Network- are selected by the project because of their ability to communicate and transfer the result to new target groups and stakeholders within and beyond the North Sea Region. The Advisory Board will consist of representatives from the public sector, academia and the private sector.

### 3 Aims and Objective of the project<sup>2</sup>

Following are the main objectives of the project:

- To wider communicate the DANS Model
- Telling the stories of the DANS Model
- Demonstrate how the DANS Model can be transferred to other regions in the North Sea Region
- Policy Recommendations

### 4 Work Package 2-3. Analysis and mapping

The main objective of the WP 2 is to communicate how and why the DANS Model will be used in innovation processes and widen the target group of the results. WP 2 will make sure, through different activities, that the DANS ON project's objectives will be implemented.

Digital and social media will be important tools in widening the communication of the DANS Model. By creating a project blog, where the potential target groups can follow the story of the DANS Model and how it can be implemented to spur innovation, the partnership hopes to reach its result further and beyond the North Sea Region.

The main expected results of the WP 2.3 are to develop a target group analysis and mapping, including a shortlist consisting of key stakeholders. The results of this work package will increase and extend target groups that will take on and potentially implement the results of the DANS Model.

In order to achieve the expected outcomes in the frame of the WP 2.3 analysis and studies are carried out, aiming at developing the followings:

- A short overview of the target groups based on QH Model
- Target groups in DANS Cluster best practices
- Stakeholders analysis (focusing on the DANS Cluster project)
- Analysis and mapping (Country profiles)

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<sup>2</sup> MEECE Knowledge Transfer Strategy 2009

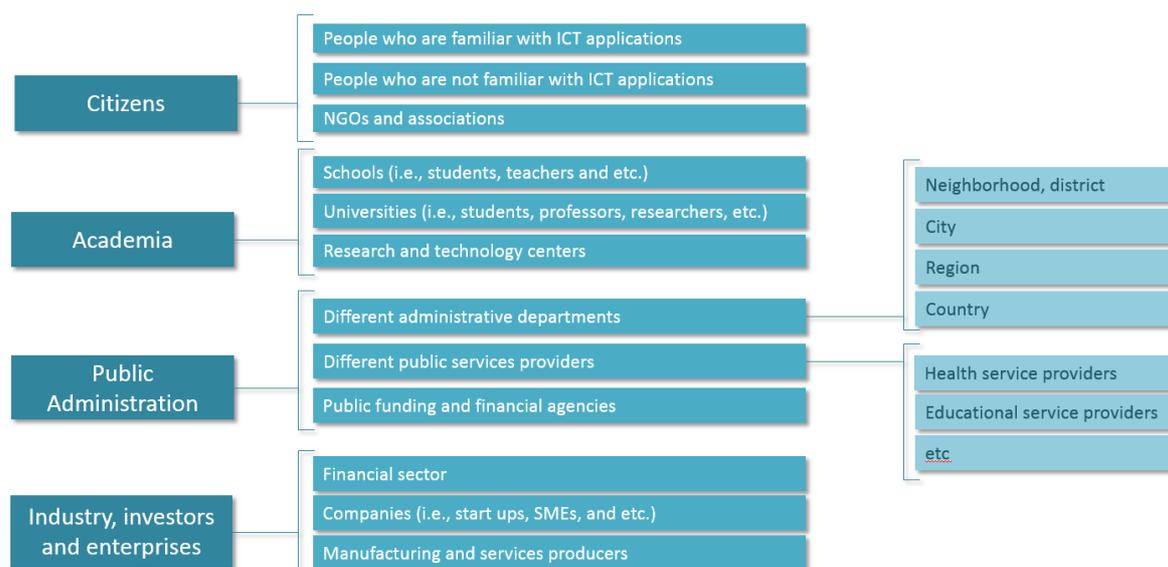
## 5 QH Model and DANS ON target groups

Target groups are considered to be a core component of any dissemination process which play an important role in line with stakeholders. Having different characteristics, capacities, abilities, aims, requirements and values, makes it difficult to achieve all target groups and fulfil their requirements, but is a key element of a good dissemination practice.

Based on the QH Model, the main influential target groups are citizens, academia, public sector and industry. This classification of target groups is required to be further developed according to project characteristics. For this aim the following criteria were integrated aiming at developing an appropriate classification of sub-target groups. These criteria are:

- the experiences of previous similar studies,
- evaluation of the ability to communicate through digital media,
- implementation of the transfer process, and
- Availability of data for sub-target group categories.

According to the aforementioned criteria, the following classification of the target groups is applied for the dissemination of DANS Model.



**Figure 1** DANS ON target groups classification

### **Why?**

*To provide a basis for systematically classification and further communication with different sub-target groups according to the project aim and objectives.*

## 6 Which targets were integrated in the former DANS cluster project?

As a basis of the dissemination process, it is important to see which target groups were already integrated or were targeted in the former DANS Cluster projects, and which sort of added values were created through this integration. For this aim, the following matrix is established, demonstrating the former DANS Cluster targets and their added values.

Best Practices				DANS- Experiences								
				Projects main drivers and contributors				Integrated Target Groups				DANS Model adding value (potentials)
				Project	Former DANS Cluster projects	Location	The Public Sector (also: administration)	Industry (also: business, private economy)	Academia (also: research & development)	Citizens	The Public Sector (also: administration)	
1	The Studios	E-CLIC	BE									
2	Effects of Active Promotion on Web Traffic	E-CLIC	NL		X	X		X	X		<ul style="list-style-type: none"> <li>To enhance awareness of companies with websites (how advertising can increase their competitiveness.)</li> <li>Proving the relationship between the number of visits on a mobile website and the website related promotional activities performed.</li> </ul>	
3	Successful Online Business Models	E-CLIC	NL			X		X			<ul style="list-style-type: none"> <li>Pinpoint the qualities and characteristic that make successful online business in order to help both current and future businessmen and women to succeed.</li> </ul>	
4	IPv6 Implementation	E-CLIC	NL		X	X				X	<ul style="list-style-type: none"> <li>The aim was to ensure an unhindered transition between Internet protocol systems thus guaranteeing continuous service for internet users.</li> </ul>	
5	Barnsley Council	Smart Cities	UK	X				X	X		X	<ul style="list-style-type: none"> <li>Providing a website for the 21st Century Council, a website that would be more visually attractive, easier to search and up to date</li> </ul>
6	London Borough of Brent	Smart Cities	UK	X				X			X	<ul style="list-style-type: none"> <li>To increase effective use of the website in order to reduce costs</li> <li>To make the website easier for citizens to find what they are looking for and make data easier to maintain and surface</li> <li>To protect frontline services and ensuring resources are not wasted on in appropriate structures, out of date ways of working and inefficient business processes i.e. to cut our duplication of effort</li> </ul>
7	Municipal Web Portals	Smart Cities	DE, UK, SE, NO,	X				X			X	<ul style="list-style-type: none"> <li>Optimal delivery of information and services that citizens really want</li> <li>Keeping up with citizens' demands and technology</li> <li>Extension to and interaction with urban public domain</li> </ul>
8	User	E-CLIC	SE		X	X					X	<ul style="list-style-type: none"> <li>Proving evidence of better security system for smart phones</li> </ul>

	Friendly E-privacy																			
9	Secure Voice over Internet Protocol	E-CLIC	DE			X		X	X	X	X									<ul style="list-style-type: none"> <li>To provide users of instant communication applications with an option to conduct their interactions in a secure way</li> </ul>
10	Broad-band Access in Rural Areas - The Värmland Model	E-CLIC	SE	X	X			X	X	X	X									<ul style="list-style-type: none"> <li>To provide higher quality of life for citizens living in rural areas and to strengthen regional attractiveness.</li> <li>To promote social inclusion and competitiveness for all citizens independent on geographical area and social backgrounds</li> </ul>
11	A Model for supplying Broad-band Access to the Internet to Rural Areas in the Weser-Ems District	E-CLIC	DE	X	X	X		X	X	X	X									<ul style="list-style-type: none"> <li>To set-up and describe a useful, general model to supply broadband access to the internet in rural areas for the benefit of the population living there</li> </ul>
12	Business Process Innovation with QR Codes	E-CLIC	NL	X		X		X												<ul style="list-style-type: none"> <li>To investigate the potential use of new mobile augmented reality solutions in order to enhance visitor experience and attract more visitors at the museum</li> </ul>
13	Bury Council	Smart Cities	UK	X				X												<ul style="list-style-type: none"> <li>To organize and provide non-stop professional care service for those in need of it in an efficient, cost-effective way</li> </ul>
14	Durham Council	Smart Cities	UK	X				X												<ul style="list-style-type: none"> <li>To Increase take up of membership and usage</li> <li>More consistent usage i.e. be more appealing those who take out a membership then no longer attend</li> </ul>
15	CoDesign	Smart Cities	Pan-European	X	X	X	X	X												<ul style="list-style-type: none"> <li>Learning how to design better and user-entered services</li> <li>Learning how to collect ideas and move them into action</li> <li>Providing useful practical background information for municipalities and other public sector organisations that are considering incorporating aspects of co-design into their service development.</li> </ul>
16	INNOWIZ Platform	Creative Cities Challenge	BE			X		X	X	X	X									<ul style="list-style-type: none"> <li>The INNOWIZ methodology offers a ladder for innovation. The target demography is simple: it is open to everyone in the world</li> </ul>
17	PDF – A New Breed of E-learning	E-CLIC	NO			X														<ul style="list-style-type: none"> <li>To develop a digital learning tool that would digitally support and complement the part-time nursing bachelor degree course</li> </ul>
18	Usability and User Experience of www.seniorenberatung-hannover.de	E-CLIC	DE	X		X														<ul style="list-style-type: none"> <li>To gain information about how citizens use the website and to measure user satisfaction.</li> </ul>
19	Customer Contact Centres	Smart Cities	SE, NL, UK, BE,	X	X	X	X	X	X	X	X									<ul style="list-style-type: none"> <li>To develop a strategic and practical approach to service improvement: how services are delivered and how they can be made better, based mainly on an intelligent channel strategy, an organized back office and change management.</li> </ul>
20	Travelling Exhibition to present Best	Creative Cities Challenge	DE, NL, BE, UK, SE		X			X	X											<ul style="list-style-type: none"> <li>To exhibit a group of films, which will constitute the centerpiece of the CCC Travelling Exhibition. These films could highlight the new economic assets of the CCC partner cities/regions such as modern architecture, infrastructure and new public,</li> </ul>

21	Practice Instruments and Cooperation: Road Movie																			economic and cultural zones of interest. Particular emphasis will not only be given to the partners and the creative industries of the CCC Cities. The films produced will also present best practice instruments and cooperation developed during the project.
	Creative Boost	Creative Cities Challenge	UK			X					X	X								<ul style="list-style-type: none"> <li>The outcome of the project was expected to increase levels of practical and applicable knowledge in developing business enterprise skills amongst recent graduates from creative industries courses and new and aspirant SMEs in these sectors.</li> </ul>
22	E-power to the People – a Driver for Cross-sector Regional Development in Europe	E-CLIC	SE	X						X	X								X	<ul style="list-style-type: none"> <li>To create an adaptable and scalable comprehensive e-service model to ensure and heighten individual and organizational participation, e-service literacy, citizen-authority dialogue, activity and flexibility especially in SPAs.</li> </ul>
	Webcast Systems	E-CLIC	NO			X						X	X							<ul style="list-style-type: none"> <li>The installation of a webcast system – which makes the recording and publishing process automated – was expected to increase the number of recordings of e-learning materials due to their less expensive and time-consuming production.</li> </ul>
24	Royal Dutch Visio	E-CLIC	NL		X	X				X									X	<ul style="list-style-type: none"> <li>to improve the overall condition and stamina of the clients of Royal Dutch Visio, by motivating handicapped people through music and allowingagogues, i.e. leaders or trainers to assist more than one client at a time during physical training sessions with the help of an ICT-tool.</li> </ul>

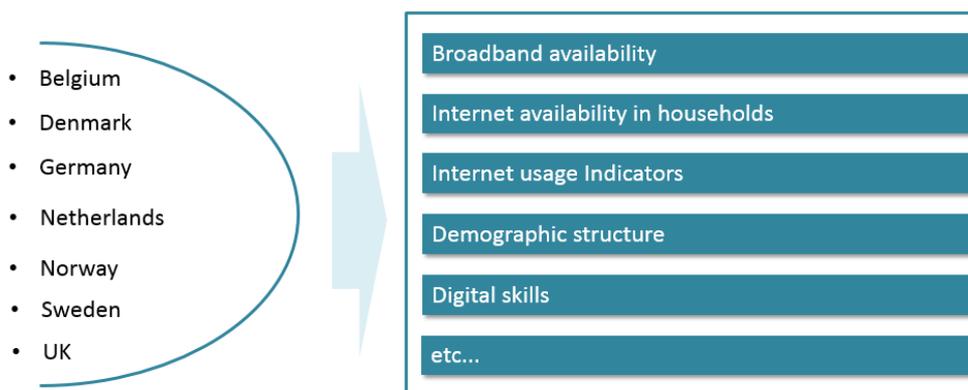
**Table 1 DANS Cluster best practices target group's classification**

### Why?

To develop an example of possible impacts of integration of target groups on project's outcomes.

## 7 Analysis and mapping

In line with target group survey, analysing the relevant criteria about the current ICT status in the project area has a high importance. For this aim, information according to the following criteria should be analysed. This provides a basis on the current status of ICT indicators as well as targets.



**Figure 2 Analysis and mapping information**

**Why?**

To provide basic required information on ICT status in the project area

## 8 Useful lessons

As one of the aims of the project is the dissemination of the DANS Model through Digital Media channels, the ICT status quo in the project area plays an important role to assess the possibility of reaching targets through online channels. Following the most relevant outcomes as the result of analysis and mapping are mentioned:

### A. Standard fixed broadband coverage/availability

According to statistics by European Commission from 2013, all North Sea Region countries are well covered by fixed broadband connection. It shows that almost 100 percent of households have the possibility to access fixed broadband connections, which means one step forward to use online/digital media channels for the dissemination process.<sup>3</sup>

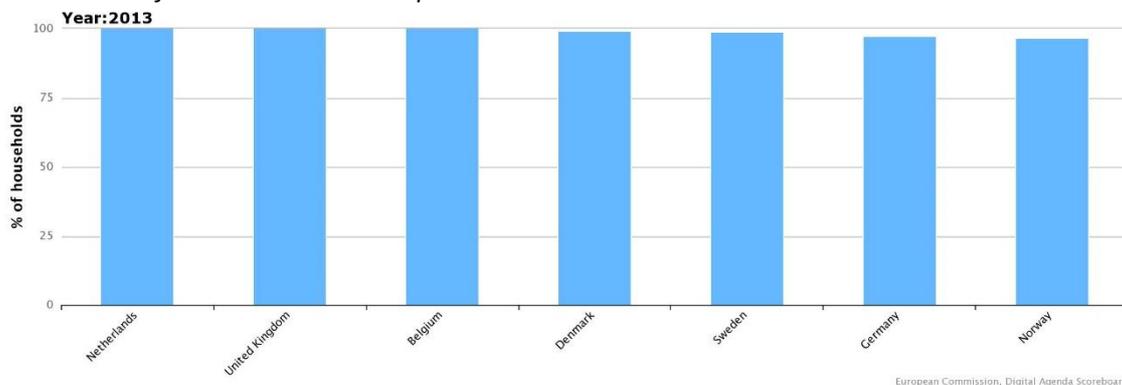
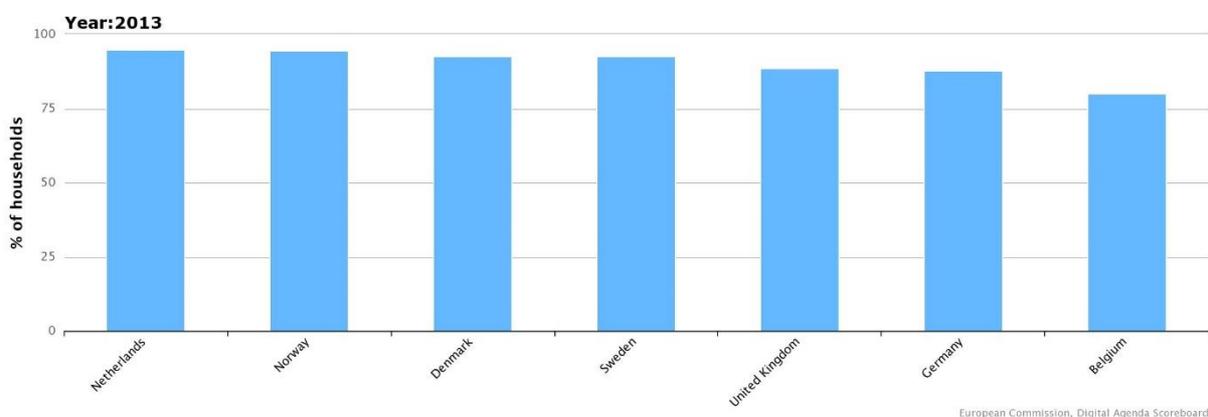


Figure 3 Standard fixed broadband coverage/availability (as a % of households)

### B. Households with access to the internet at home

In line with the coverage status, another important measure is the percentage of households with access to high speed internet at home. This criterion is even more important. Because in order to reach citizens through digital media, access to high speed broadband is a precondition. The status quo in NSR member states show lower connection rates in some cases. This means, some of the target groups are not reachable through online channels. Therefore, traditional channels (i.e. face to face or publications etc.) are the options to transfer the project idea.



<sup>3</sup> Source: <http://digital-agenda-data.eu/charts/>

Figure 4 Households with access to the Internet at home, all households

**C. Regular internet users**

Even more important than the two previous criteria is the status quo of the regular internet user. The higher number of regular internet users provide more potential to be targeted through digital media in the dissemination process.

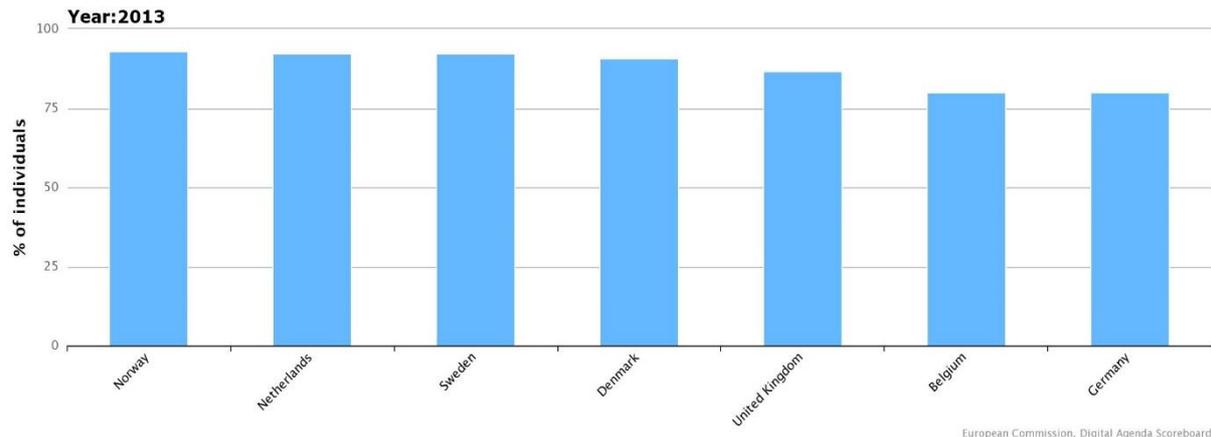


Figure 5 Individuals who are regular internet users (at least once a week), all individuals (aged 16-74)

**D. Individuals who have never used the Internet**

The most appropriate channels to reach this group of targets are oriented on not online channels. Therefore, alternative dissemination channels should be used and developed to achieve these target groups.

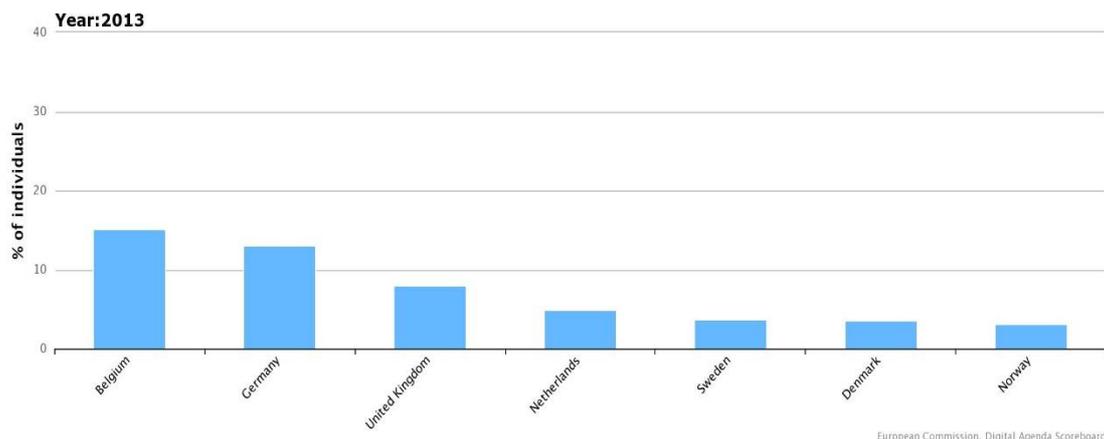


Figure 6 Individuals who have never used the internet, all individuals (aged 16-74)

## 9 Stakeholders analysis

### A. NSR Level stakeholder analysis

In order to communicate the idea of DANS ON, important target groups are the former DANS Cluster partners. Re-communicating them as the former projects influential stakeholders in the region can impact directly on the aim of the project to enhance the dissemination of the DANS Model. For this aim, possible stakeholders in the North Sea Region and beyond are listed to be further communicated.

✓ Howest University	✓ Osterholz-Scharmbeck	✓ Karlstad University
✓ Belgian Chamber of Commerce	✓ Jade Hochschule	✓ Sunne Municipality
✓ West Flanders Local Government	✓ Wilhelmshaven University of Applied Science	✓ VINNOVA (the Swedish Governmental Agency for Innovation Systems)
✓ Kortrijk Municipality	✓ Weser-Ems Municipalities and Governments	✓ The County Administrative Board of Västernorrland
✓ Intercommunale Leiedal	✓ University of Applied Sciences, Hannover	✓ Karlstad University
✓ Howest Industrial Design Centre	✓ Municipal Service Senior Citizens of Hannover (KSH)	✓ Tillväxtverket, Vinnova, Post-och telestyrelsen
✓ Ghent University	✓ WFB Bremen Economic Development Corp	✓ Barnsley Council
✓ Hanze University of Applied Sciences, Groningen,	✓ Royal Dutch Visio	✓ Brent Council
✓ GN-IX Company	✓ The University of Stavanger	✓ Edinburgh Council
✓ Bytesnet Company	✓ Kristiansand Municipality	✓ Burry Council
✓ R-iX Company	✓ Lillesand Municipality	✓ Durham Council
✓ Gemalto Company	✓ Vermländ County	✓ Edinburgh Napier University
✓ Groningen University	✓ Karlstad Municipality	✓ Norfolk County
✓ Groningen Municipality	✓ The Swedish Knowledge Foundation	✓ Dundee College
		✓ Cultural Enterprise Office

Figure 7 List of the former DANS Cluster project partners

#### Why?

To use synergies of previous project partners to ease the process of dissemination.

### B. An example of local stakeholders in Värmland

In line with the main general stakeholders on the NSR level, local stakeholders in the project regions play an important role in the process of dissemination of the DANS model. Therefore knowing these stakeholders and communicating them from different suitable channels has a high priority in the project and is carried out by the project partners. An example of identification of the most relevant stakeholders is the Värmland County.

QH target categories	Sub categories	Local target groups
Academia	Schools (i.e. students, teachers and etc.)	Students
	Universities (i.e. students, professors, researchers and etc.)	Karlstad University

	Research and technology centres (i.e. researchers and etc.)	Karlstad University
Public administration (including different Governmental departments and organizations)	Neighbourhood and district level	Local broadband associations
	City level/Municipalities	Värmland's 16 municipalities
	Regional development agencies	Värmland Regional Development Council
	Country development agencies	Tillväxtverket, Vinnova, Post- och telestyrelsen
	EU development agencies	DG Connect, DG Regio
Industry, investors and enterprises	Financial sector	
	Companies (i.e. start-ups, SMEs and etc.)	Compare ICT cluster
	Manufacturing and services producers	Compare ICT Cluster, The Paper Province cluster

**Table 2 The main stakeholders in the Värmland County**

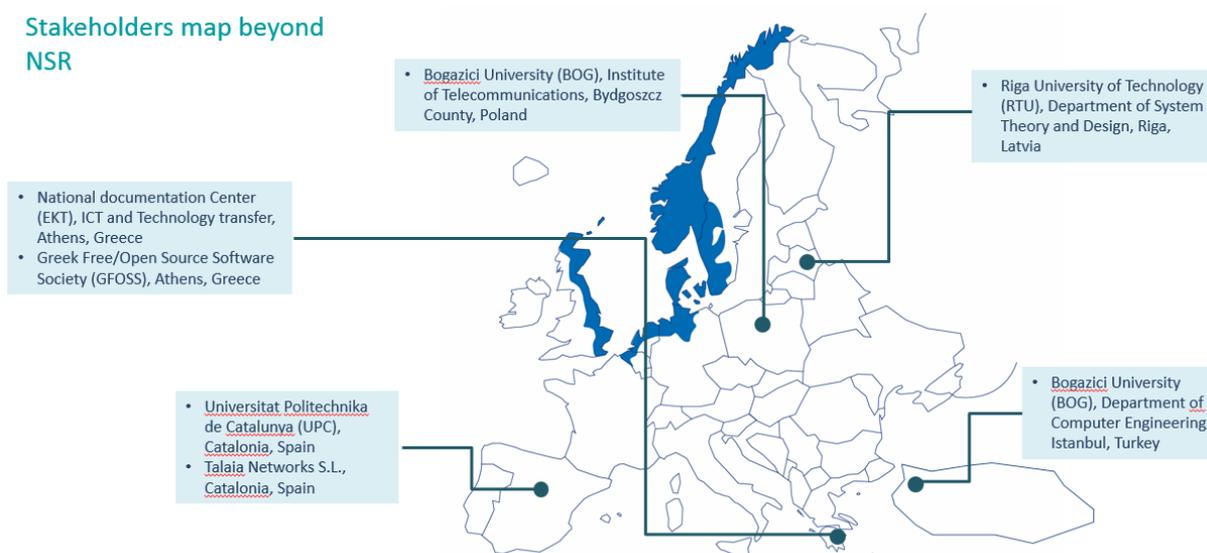
**Why?**

*The aim is to disseminate the project idea (DANS Model) to local authorities and stakeholders as well as project partners.*

**C. Possible stakeholders beyond the NSR region**

As one of the main aims of the project is to transfer the DANS Model also beyond the NSR region, recognizing the possible stakeholders beyond the NSR plays an important role. This includes dissemination of the project idea in different international events and informing different target groups about the DANS Model. An example is developed by atene KOM, showing the further possible stakeholders beyond the NSR region.

**Stakeholders map beyond NSR**



**Figure 8 Possible stakeholders beyond the NSR**

**Why?**

*To develop an example on possibilities to disseminate the DANS Model to stakeholders beyond the North Sea Region.*

## 10 Useful results

Following are some of the results achieved within the frame of the target group analysis:

- Internet is available almost for all individuals in the region, therefore application of online communication channels for the dissemination and transferring process is highly feasible.
- A considerable share of individuals use regularly internet in the region. This will increase the possibility of being observed through online channels.
- In order to achieve a wider range of target groups (especially those who have never used the internet or are not connected), other traditional communication channels and methods can be developed.
- A wide range of stakeholders already exist in the frame of the DANS Cluster projects. These could be considered as a valuable potential for further dissemination of DANS Model.