

OPTIMIZING AND ADAPTING BUSINESS ECOSYSTEMS OF MOBILE AND MOBILITY SERVICES

RESULTS OF THE INTERACTIVE SESSION AT THE EMMIA PLP MEETING IN BRUSSELS,
NOVEMBER 20, 2013

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Innovationsmanufaktur GmbH, December, 2013

HIGHLIGHTS, INTERPRETATIONS, SUGGESTIONS

Before presenting the “raw” transcript later, I will start in the following paragraphs by summarizing and commenting upon the most important results of our interactive session in Brussels:

Regarding the **most important items** in the model, there appeared to be a head to head race between “access to finance” and “access to talent,” both having been mentioned by about half of the groups (6 out of 11). Whereas the finances item may have been expected, I was rather stunned by how often the issue of how to attract people, young people, people with entrepreneurial spirit etc. came up in all of the teamwork. It will be a challenge to better define what exactly is meant by “talent” in this context, and how urban and, as we will see later, rural areas can become attractive for people with such talent.

Second in line came “infrastructure”, being selected by five teams. Third, maybe also surprisingly, “culture” with four votes. Together with the talent issue this will give policy development some puzzles to solve. All other items were at most chosen twice, among them, academia beware, “knowledge”.

The question as to **what is missing** in the model will of course mainly help to improve the model for next year’s publication. However, we can also draw some conclusions here. The “market” obviously was missed the most, having been mentioned by five teams. It will need to be included much more prominent than just as part of “business environment”. “Networks” were mentioned four times, and collaborations with or between regions thrice.

Looking at the **expectations for support** from the EMMIA PLP project, hardly surprisingly, policy recommendations were by far on top (five groups). But it was not only that: A wish for policy recommendations that should be specific, hands-on, practical, and related to mobility and mobile services was clearly expressed. To my mind, on the one hand it must be made clear in the communication that policies need to be contextualized; there is no “one fits all”. On the other hand, the project team could produce examples, checklists and so on for orientation regarding how to apply the policy recommendations.

Another important point was the request for help especially for SMEs. While obviously the start-up policies today have much improved, SMEs still need support a couple of years after founding: While big enterprises have a good lobby and all sorts of support, SME support often rather seems to be a lip-service at best. As final items worth mentioning one may point again to rural area support, and to the question how to increase awareness of innovation potentials, e.g. from the tourism “market”.

As a final word here, let me phrase a big “thank you” to all of you for collaborating, to Caroline for helping to get the poster into its final shape and onto the tables, to the regional representatives and experts for taking over the moderation, and to all others for contributing in the discussions.

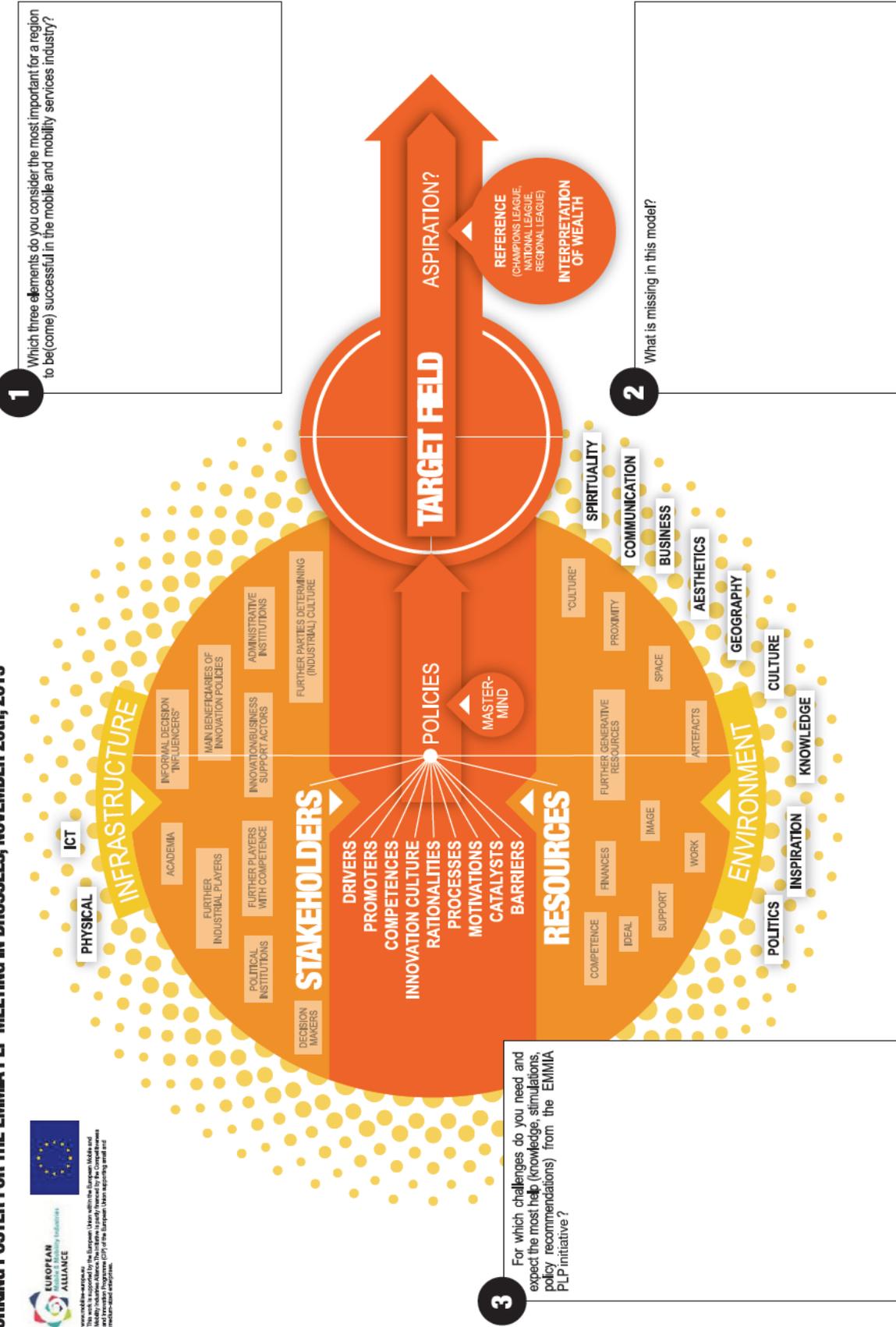
THE WORKING POSTER

Optimizing and adapting business ecosystems of mobile & mobility services

WORKING POSTER FOR THE EMMIA PLP MEETING IN BRUSSELS, NOVEMBER 20th, 2013



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Which three elements do you consider the most important for a region to be (come) successful in the mobile and mobility services industry?

2

What is missing in this model?

3

For which challenges do you need and expect the most help (knowledge, stimulations, policy recommendations) from the EMMIA PLP initiative?

REFERENCE
(CHAMPIONS LEAGUE,
NATIONAL LEAGUE,
REGIONAL LEAGUE)
INTERPRETATION
OF WEALTH

RESULTS UNCUT

In the below table the results of all groups are transcribed:

What three elements do you consider the most important for a region to be(come) successful in the mobile and mobility services industry?	What is missing in the model?	For which challenges do you need and expect the most help (knowledge, stimulations, policy recommendations) from the EMMIA PLP initiative?
ICT Infrastructure Knowledge Finances	Demand driven innovation Expertise	Policy recommendations
Finance (A2F) Access to / attracting talent (creating a culture of welcome) Communication	International strategy Mentors and success stories Networks: - Matchmaking between mature companies and start-ups - Cross-fertilization between industries	One-Stop-Shop (i.e. user-friendly access to innovation) More input from policy makers into the report
Talent knowledge Culture "Space" for innovation, for new things to happen	Policies for framework conditions Professionally managed networks How to create instruments for policies/recommendations	How to bring mobile services industries into rural areas Other financing instruments for SMEs Change Basel Criteria Explain how recommendations could be put into practice Start making recommendations more concrete This is EMMIA: Focus more on specifics of mobile services
Resources: - Finances - Image - Culture - Inspiration Infrastructures: - ICT - Traffic Infrastructure Environment: - Inspiration - Culture - Geography	As this is a model, other dimensions have to be added, e.g.: - Macro level - Systemic level - Market level	Raise awareness on the strength of the potential to be unlocked in the tourism sector by decreasing barriers and failures Focus on tourism services and establish traffic and ICT infrastructure Access to finance and industrial players
Access to finance "Right people" – skills, entrepreneurial spirit Market demand	Market and Demand Competition and Rivalry	Greece: - Be more open and attractive - Role of public sector Estonia:

		<ul style="list-style-type: none"> - Better access to global networks and international sector - Access to skilled people
<p>Capital</p> <p>Talent</p> <p>Infrastructure</p>	<p>Market</p> <p>Internationalization</p> <p>Network</p> <p>Inter-regional relationships</p>	<p>Hands-on advice</p> <p>Broker</p> <p>Strategies for rural areas</p>
<p>People experienced in industry / entrepreneurs</p> <p>Safe access to large business</p> <p>Acceptance of failure and allowing for learning processes</p>	<p>Competition at an inter-regional level (and complementarity)</p> <p>Hardware devices ownership and manufacturing control</p>	<p>Training curriculum</p> <p>Broker services</p> <p>Definition of terminology used (e.g. catalyst, rationalities etc.) to arrive at a common language</p>
<p>Cultural life and surroundings for youngsters</p> <p>Knowledge / skill base</p> <p>Trigger for cluster development</p>	<p>Long-term incentives</p> <p>Finding investors</p> <p>Cost to capital</p>	<p>How to attract young people to urban areas</p>
<p>Open infrastructure</p> <p>Access to infrastructure</p> <p>Data sharing</p>	<p>Interest representation (on a regional level)</p>	<p>Awareness raising</p> <p>Create platforms</p> <p>Provide expertise on how to survive as start-up</p>
<p>Infrastructure</p> <p>Access to capital communication</p>	<p>Connection of cities and rural areas</p> <p>Reaching a critical mass</p> <p>Network</p> <p>Education</p>	<p>Internationalization</p>
<p>Image: Draw the attention of the world to what your region offers</p> <p>Innovation culture: Focus on "further players with competence" and support in knowledge and business</p> <p>Finances</p>	<p>Transparency – region and private sector</p> <p>Market (and market demand)</p>	<p>Hands-on recommendations</p>