

# FINAL CONFERENCE

Representation of Baden-Württemberg to the EU  
Brussels, 29.09.2008

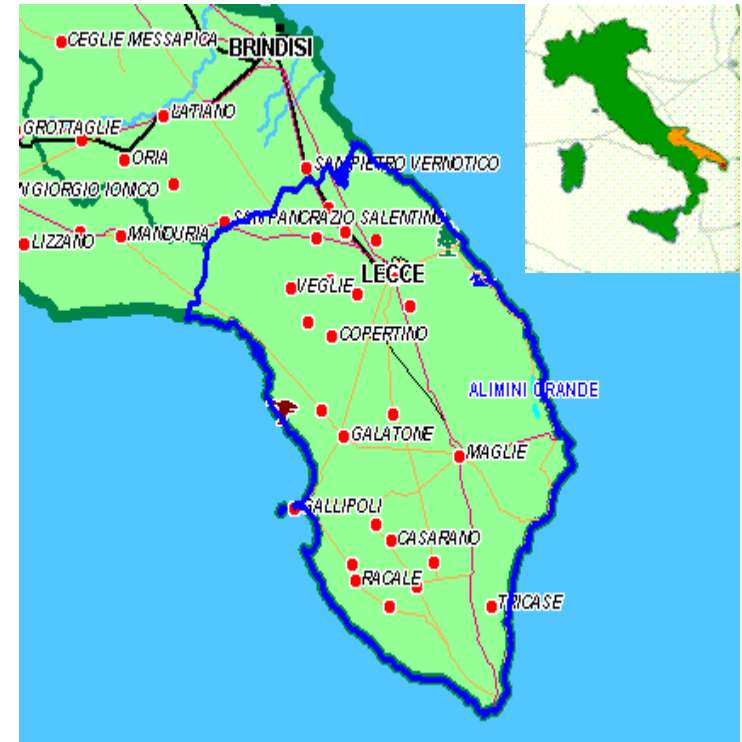
Results of the regional workshops  
Workshop in LECCE, Puglia (IT)

## SOME FACTS AND FIGURES

- Workshop hold in Sept, the 12th, 2008,
- in LECCE, in the local Chamber of Commerce premises
- co-organized by CSP and PIT9
- attendants were about 20

## SEMINARS GOALS

1. Promote outputs and results achieved by the FOCUS project
2. Share Piemonte and CSP's experience in public e-business initiatives development addressed to SMEs, in particular the TALEA project.



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## WHY PUGLIA AND SALENTO (1)?

**Puglia Region is a former “objective 1 area” and it is in the process of Information Society development. Main conditions for e-business spreading are there. For example:**

- **in the SF 2000-2006 period, the Regional Operational Programme (ROP) forecast several PIT (Progetti Integrati Territoriali), association between municipalities, in local districts with strong productive characterization. Each PIT forecast measures for Information Society promotion and Human Capital in the Information Society.**
- **2004: signed a Framework Program Agreement between Puglia Regional Government and national Innovation and Technology Ministry about Information Society and e-government. The program has three macro areas of intervention: *technical infrastructure; e-government federation integrated system; enterprise digital innovation*. More over, a large-scale pilot initiative for the textile sector enterprises was launched: DDTA (Distretti Digitali del Tessile Abbigliamento, Digital Districts in the Textile and Clothing Sector). Ending in 2008**
- **2008: agreement between the Province of Lecce and a local Internet Service Consortium for broadband internet diffusion, fighting Digital Divide, supplying innovative services for the digital and knowledge economy**

## WHY PUGLIA AND SALENTO (2)?

### FOCUS PROJECT

- could provide hints and tools for policy planning of smaller-scale and deeply local-rooted initiatives;
- could provide hints and tools useful for PIT9 goals
- could provide hints and tools to the step forward in the e-adoption ladder

**PIT9** stands for “**Ninth Integrated Territorial Project**”. It gathers **68 municipalities**, whose shared purpose is to favour the local development and to strengthen and innovate local production pattern (based on small and micro manufacturing enterprises), with particular attention to improve the “**high quality**” productions, the technological research and the **internationalization**.

PIT9 works in one of the more populous and most densely populated provinces in the South of the Puglia region, characterized by a modest urbanization level and a remarkable spread of small and very small manufacturing enterprises, with a lot of individual companies, in the textile, clothing and shoe district.

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## LECCE SEMINAR KEY MESSAGES (1)

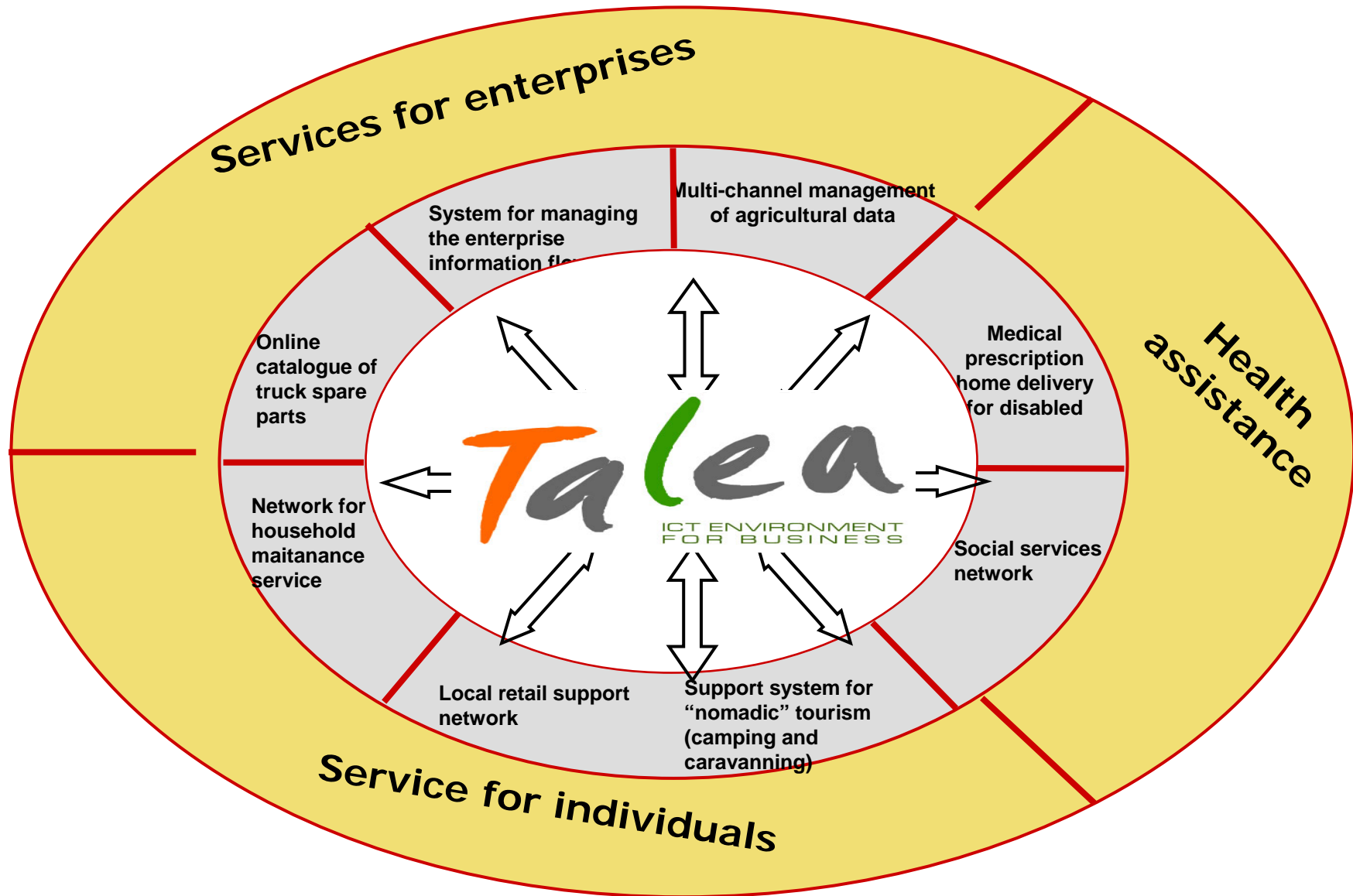
### FOCUS OUTPUTS

- Overview about **FOCUS project** and its outputs: training concept, handbook, multimedia tutorial, checklists, quizzes, good practices, website, face-to-face-seminars, second life sessions.
- Remind of general context elements (mainly e-adoption ladder, barriers to e-business for SMEs, role of e-business public policies)
- Detailed description of some tools, extracted from the “policy design flow”
- Three “**keys**” or **approaches** were suggested to use FOCUS outputs:
  1. as a **path** for a “**guided tour**” in a planning exercise or in real process of policy planning
  2. as a **to-do-list** to be used **before** planning
  3. as a **check list** to be used **after** the planning exercise
- Participants have been invited to go in deep on their own, by exploring complete tools in project website, attend Second Life Session (Sept, 23th) and Final conference (Brx, Sept, 29th)

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## LECCE SEMINAR KEY MESSAGES (5)

### The TALEA initiative

#### IMPACT:

- 18 IT SMEs, involved into service design and development, providing specific skills
- 72 non-IT enterprises
- 3 organization in the health sector and several professionals in home – assistance
- 4 local enterprises association
- over 60 end users

#### OUTPUTS:

- 8 services, to be customized and marketed
- increased knowledge, competences and cooperation dynamics in the involved SMEs
- a model to be transferred

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**THANK YOU FOR YOUR KIND ATTENTION.**

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