*e*TEN

Deploying Trans-European

e-Services for all

A Community funding Programme across the European Union

National Information Day
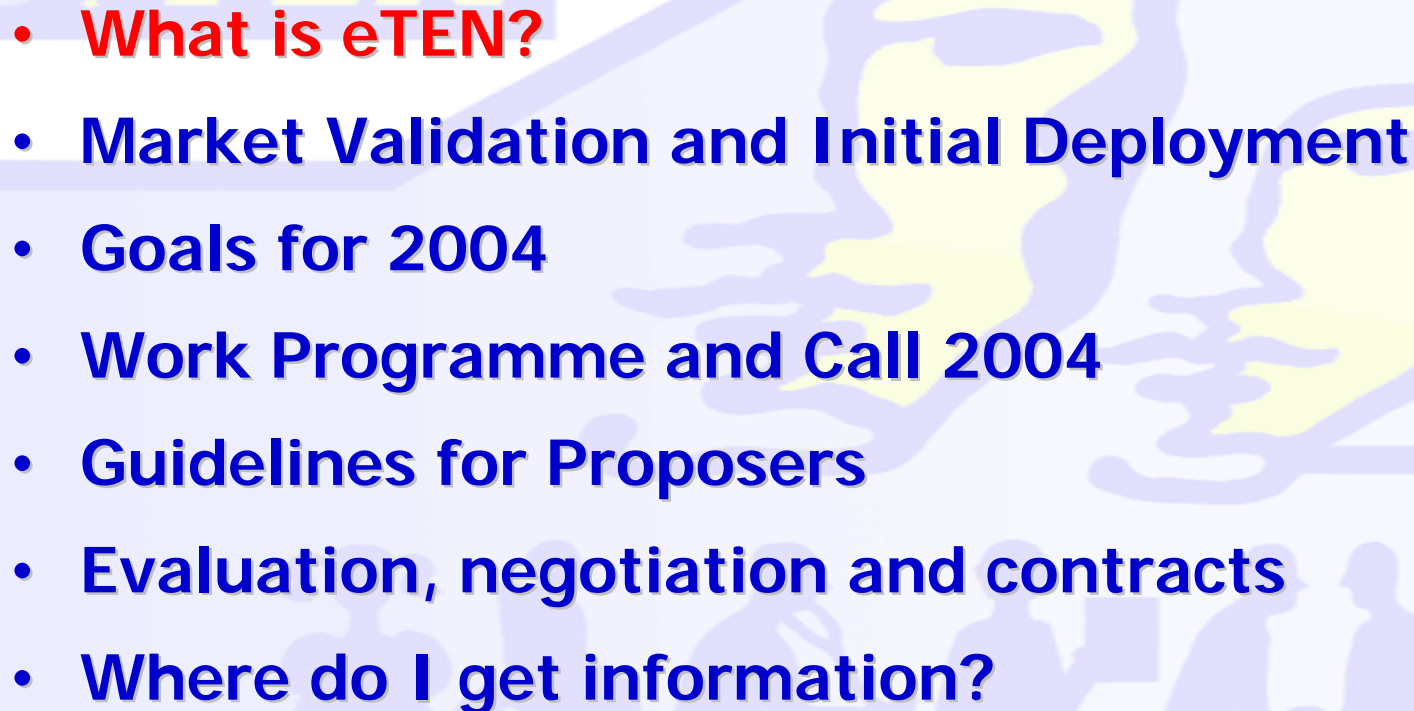
Lisbon, 9 March 2004

Mário Romão

mario.romao@cec.eu.int

eTEN Project Officer

Overview of Presentation

- **What is eTEN?**

- **Market Validation and Initial Deployment**

- **Goals for 2004**

- **Work Programme and Call 2004**

- **Guidelines for Proposers**

- **Evaluation, negotiation and contracts**

- **Where do I get information?**

What is eTEN

Strategy = Deploying public e-services

"for the benefit of all Europeans"

Focus =   *e*Europe 2005

"eTEN supports the implementation"

Procedure = Calls for proposals

At the heart of eEurope

Exploitation

R&D

*e***Europe 2005**

*e*Content

e-TEN → iDA

Member State Activities

Business & Enterprise

Information Society Technologies

Focus: eEurope 2005
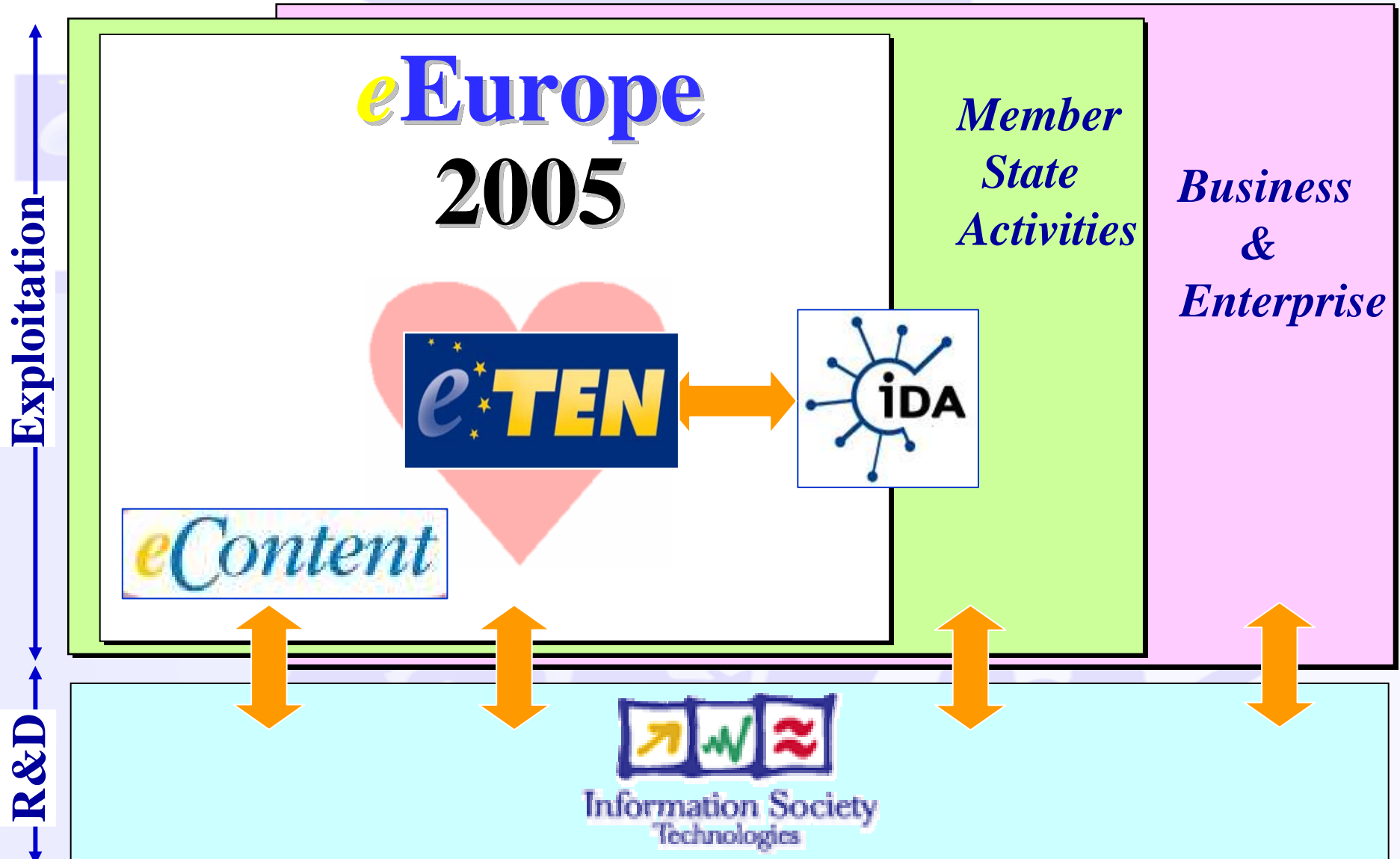
"Information society for all"

- ## General goals
  - **Growth, employment, productivity**
  - **Modernising public services**

- ## Specific goals
  - **Access to secure services, applications and content**
  - **Use of broadband and mobile infrastructure**
  - **Interoperability of services**

eTEN is one of the implementing programmes

Focus - eTEN

- Emphasis on service provision
- Meet identified needs of users
- Public Sector Involvement is vital
- Part of natural process of service roll-out
- Based on mature technology

eTEN does not fund RTD
eTEN does not fund infrastructures

eTEN – "Trans-European"

- **Satisfies needs in several Member States**

- **Can be relevant for cross-border issues**
  (But not exclusively)

- **Implies that any proposal must include entities from at least 2 Member States**
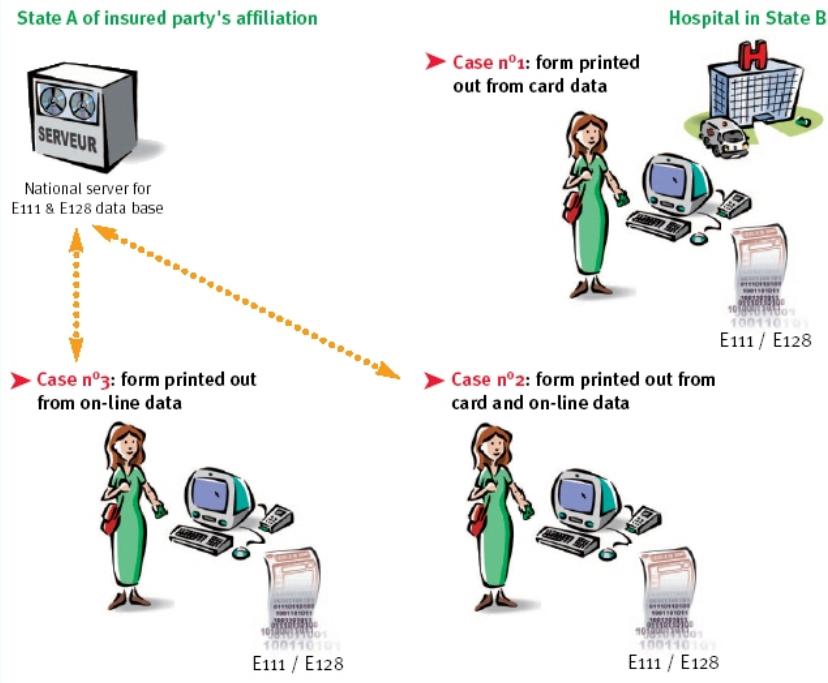
NETC@RDS

A Trans-European project that will provide access facilities to health care services within the European Union.

The European Netc@rds project was launched in September 2002 with the aim of studying dematerialising paper forms E111 and E128 which are currently required for admission to health care in foreign countries. Germany, Austria, Greece and France originated this project which is jointly financed by the European Commission.

FACTS

- **Validation, 2002-2003, 250K€funding**

- **Based on IST project NETLINK with Franco-German & Franco-Belgian pilot**

- **Commission Communication on Healthcards mentions NetC@rds (SAINCO, EMPLOY)**

- **Interest from other Member States, Accession & Third Countries (Canada)**
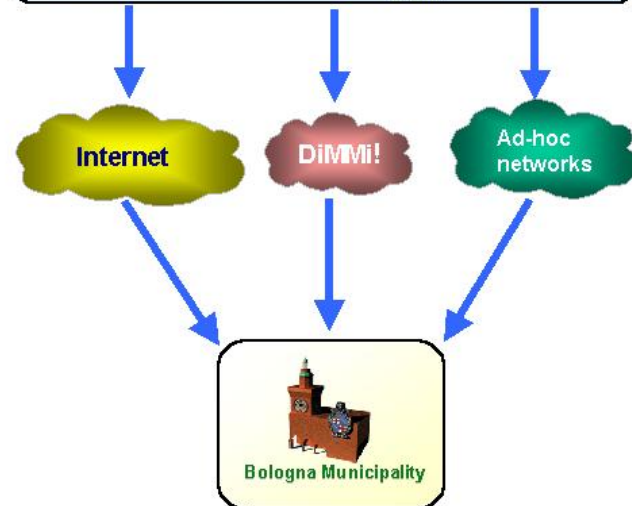

Netc@rds Scenario

State A of insured party's affiliation — Hospital in State B

Case n°1: form printed out from card data

National server for E111 & E128 data base

Case n°3: form printed out from on-line data

Case n°2: form printed out from card and on-line data

E111 / E128

FACTS

- **Deployment, 2002-2004, 1.1M€funding**

- **Based on TEN-Telecom project eGAP that validated a wider range of services**

- **SPES focuses on the single topic of digital signatures accelerating introduction into public administrations in five cities (Italy, UK, Denmark, Germany)**

- **Provides smart card multipoint access to citizens (births, deaths, marriages, building and land registry)**

- **Provides unified access to enterprise services**

- **Covers signatures for internal back-office admin**

- **More cities/countries want to replicate**

eTEN Portfolio example (3)

eurodonor — European Donor and Organ Registry

LINKS — HELP — E-MAIL — SEARCH

FACTS

- **Validation, 2003-2004, 1.6M€funding**

- **Brings together 8 donor & transplant centres from Italy, Netherlands, Spain, UK, Greece and Belgium**

- **Realisation of a *European Organ Data Exchange Portal* and *Data Base* to be used in the medical field of data organ exchange and transplantation**

- **Based upon common EU protocols for data acquisition and processing on organs donation**

- **Delivering of updated and official information to professional operators and institutions, accessible via internet in real-time**

What is Eurodonor?

Eurodonor is a project, funded by the European Commission, addressed to create a common repository dedicated to organs donation and transplant activity and to deliver updated and official information via internet ...
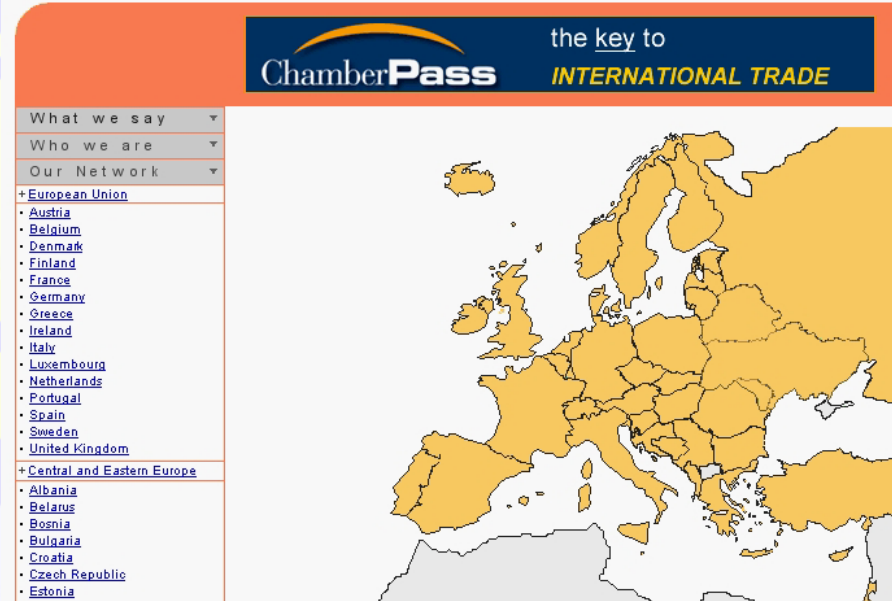
PARTNER COUNTRY
NON PARTNER COUNTRY

NETHERLAND
IRELAND
UNITED KINGDOM
BELGIUM
GERMANY
LUXEMBOURG
AUSTRIA
SLOVENIA
SPAIN
ITALY
GREECE

eTEN Portfolio example (4)

On-line Confidence
dispute solving, quick & easy handling

FACTS

- **Validation, 2001-2002, 2.4M€funding**

- **On-line dispute resolution giving buyers and sellers a transparent, independent, fair, out-of-court settlement process**

- **A pan-European counterpart to existing US dispute resolution systems**

- **Builds on an Association of European Chambers of Commerce:- tested in Italy, Germany UK, France and Spain**

- **Overcame legal, technical and other obstacles for deployment of the system**

- **First phase deployment taking place <u>without additional funding</u>**
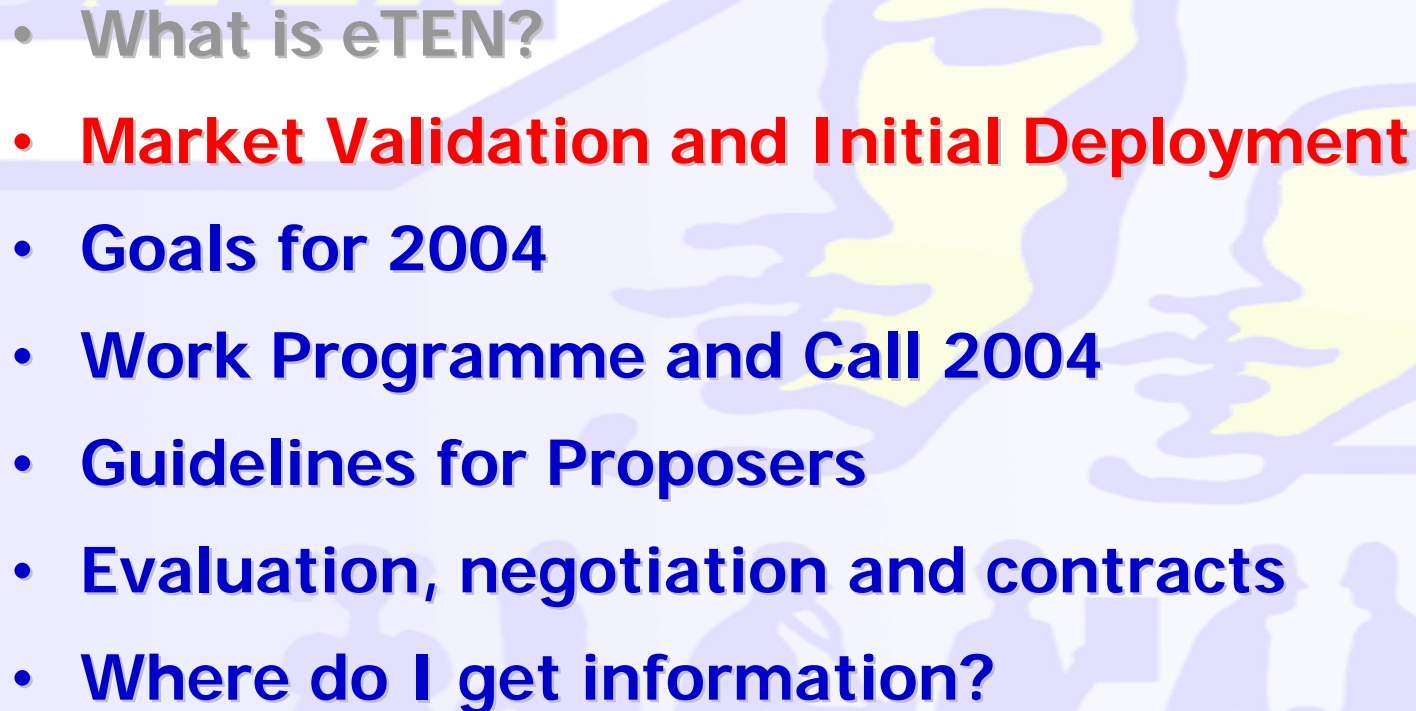

Introduced [OC✓] **Trust mark**
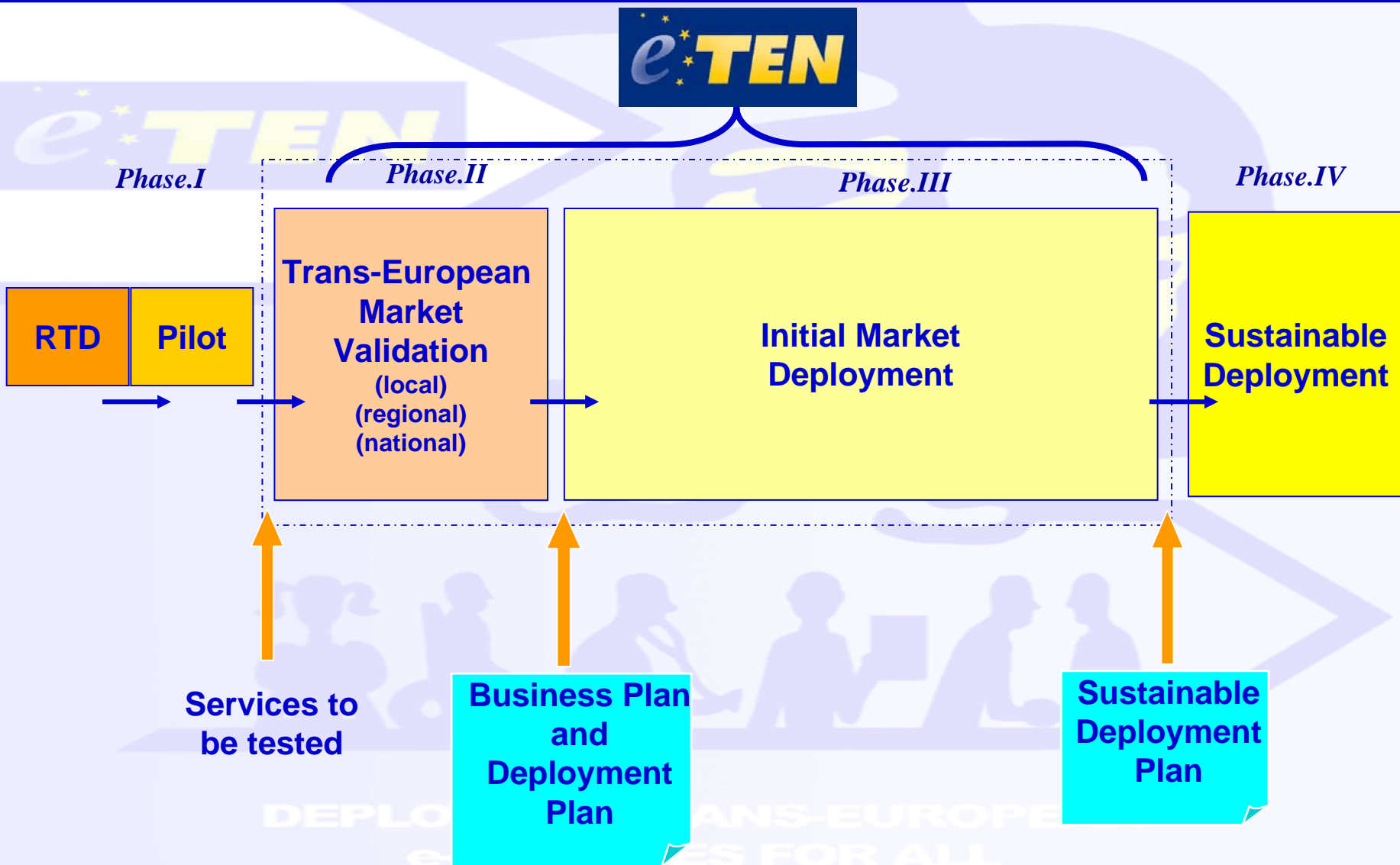
What happened in 2003

- **2003 budget was 37,5 M €**

- **One call published in May, closed in September**

- **150 proposals received**

- **36 Negotiations currently being finalised**

  (Plus 4 projects on waiting list)

- **Projects expected to start in March 2004**

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Project phases

e-TEN

Phase.I　　*Phase.II*　　　　*Phase.III*　　　　*Phase.IV*

RTD	Pilot

Trans-European Market Validation
(local)
(regional)
(national)

Initial Market Deployment

Sustainable Deployment

Services to be tested

Business Plan and Deployment Plan

Sustainable Deployment Plan

Funding

Market Validation

Initial Deployment

Partner funding: 50%
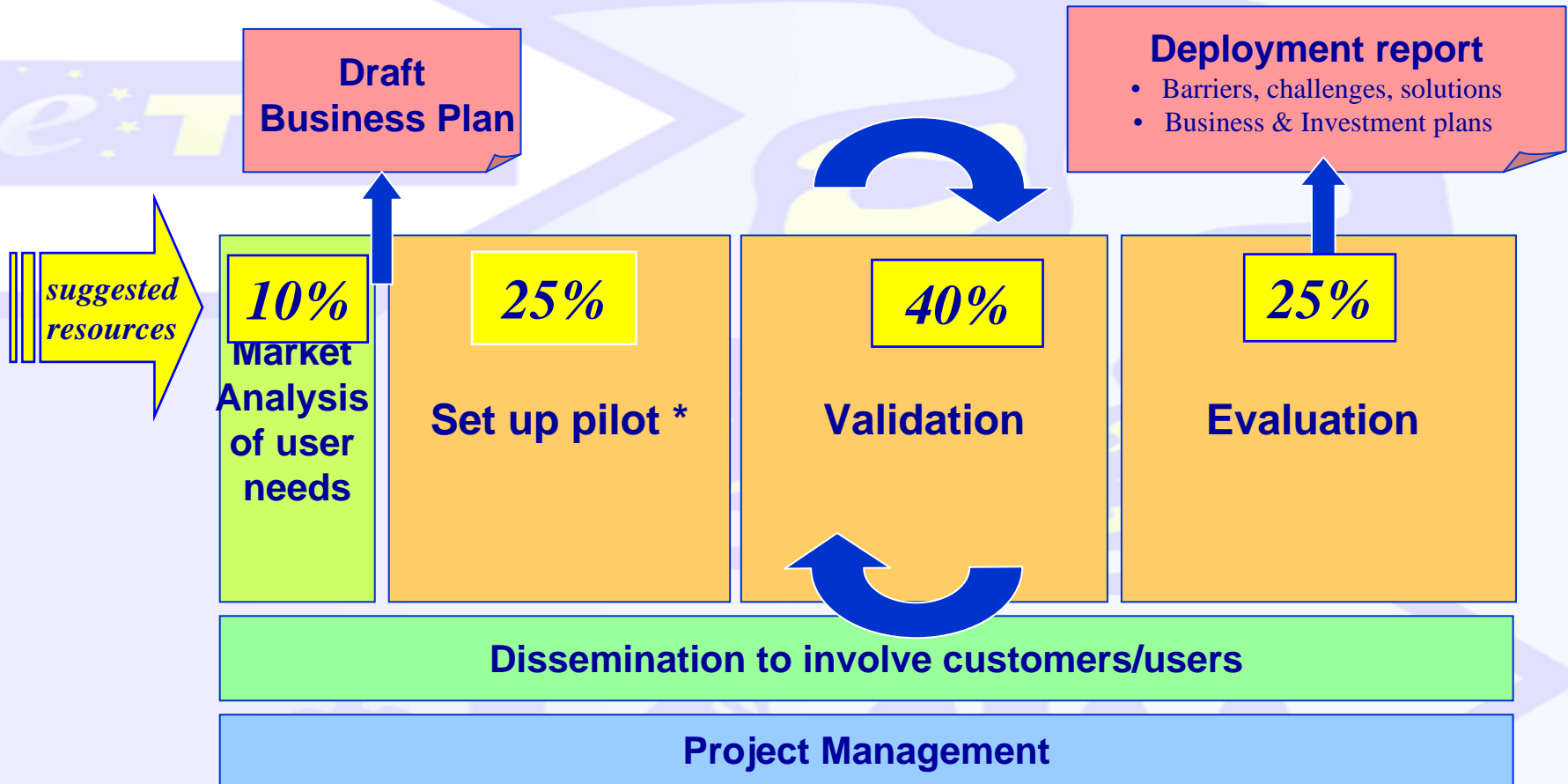
EC funding: 50%

Partner funding: 90%

EC funding: 10%

The total EC funding for the two phases can currently not exceed 10% of the total investment cost for the two phases

Market Validation Projects

- **Starting point : Existing service pilot**

- **Feasibility via practical demonstrations**

- **Typical duration 12-18 months**

- **End point : Deployment plan**
  - **Who uses the service**
  - **Why**
  - **Where**
  - **How to deploy**
  - **Financing requirements**
    (including need for Community aid)

The purpose of market validation

- answer <u>last remaining questions</u> before deployment

- run pilot installations in the <u>real world</u>

- <u>integration</u> in the existing operational/legacy systems

- <u>feedback</u> from users and peers

- finalise the initial <u>deployment</u> strategy

Example Market Validation Project Profile

Information Society

e-TEN

Draft Business Plan

Deployment report
- Barriers, challenges, solutions
- Business & Investment plans

suggested resources

10%	**25%**	**40%**	**25%**
Market Analysis of user needs	Set up pilot *	Validation	Evaluation

Dissemination to involve customers/users

Project Management

* Initial set-up/customisation of pilot should be complete 3 months after the project starts.
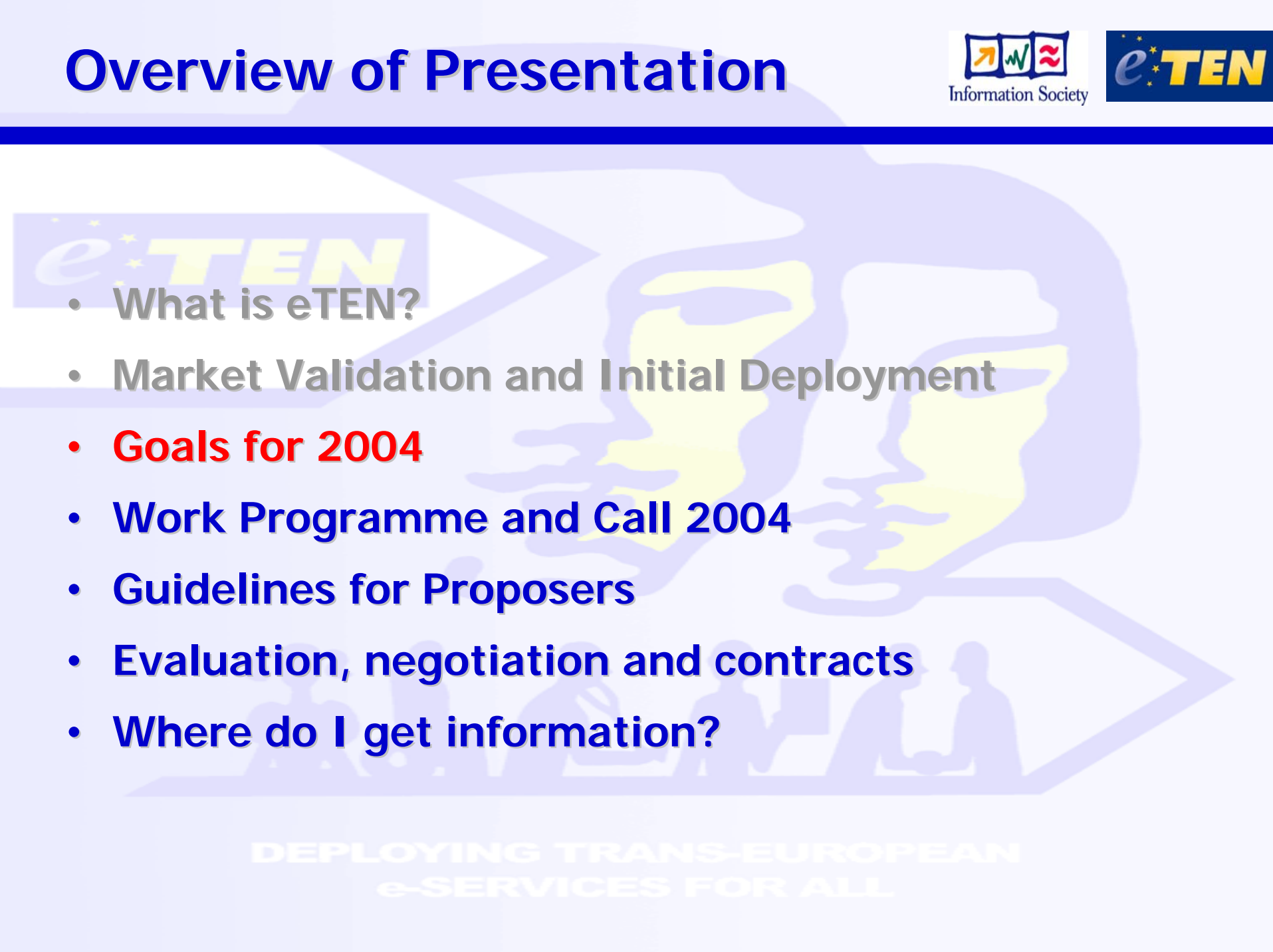
Initial Deployment Projects

- **Initial deployment of validated service**

- **Max Duration 36 months**

- **Two types :**
  - **(1) Service replication**
    - **- Exploiting good/best practice**
  - **(2) New service**

- **Developing a roadmap to sustainable deployment**

Funding of initial deployment projects

1. **Currently 10% of total investment costs**

2. **EC has submitted proposal to Council and Parliament to increase to 30%**

   - **Parliament has agreed**

   - **Council to decide on ceiling up to 30%**

3. **Decision may be taken before summer 2004**

4. **Decision may be taken while 2004 call is open**

5. **Dedicated webpage on 30%:**

http://europa.eu.int/information_society/programmes/eten/news/30percent/index_en.htm

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Goals for 2004

- **Attract and support more deployment projects**

- **Expand programme to involve new Member States**

- **Single Call for Proposals / budget 42 M €**

- **Stimulate projects with committed Public Private Partnership (PPP) structure**

Enlargement of the EU 1 May 2004

Acceding Countries are eligible to participate in eTEN in 2004.

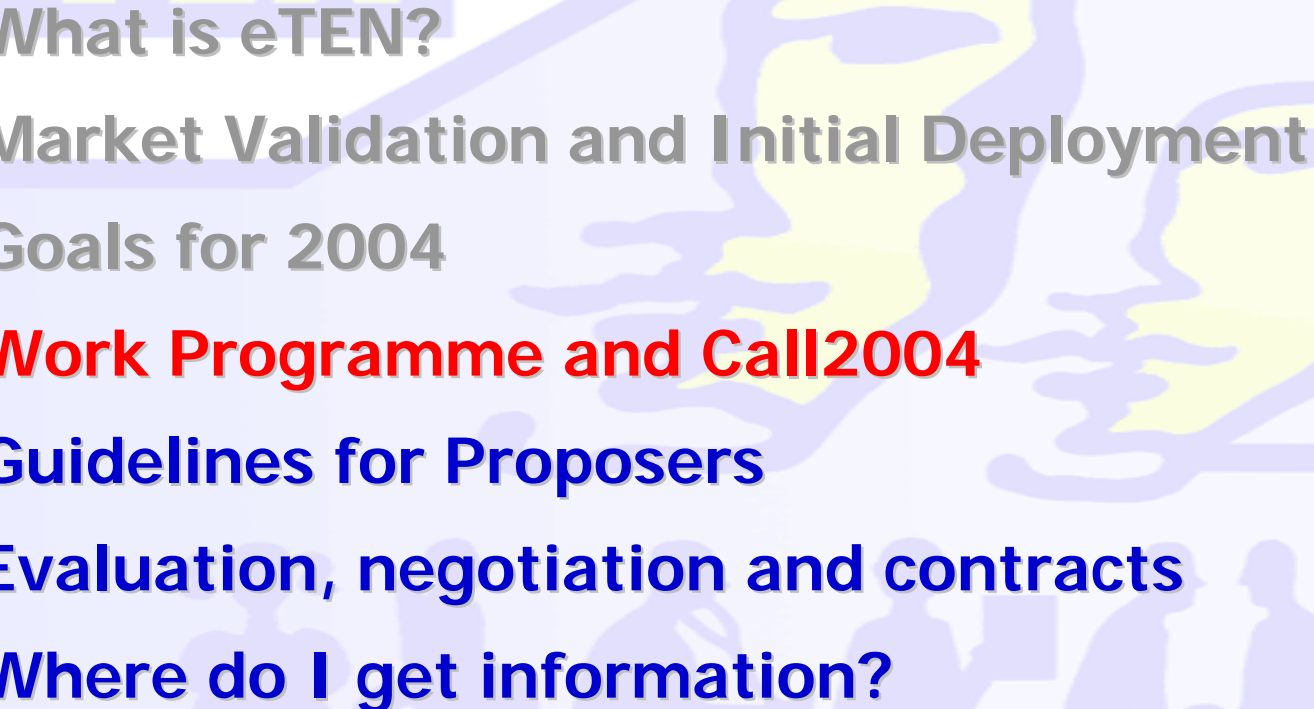**Candidate Countries remain outside EU funding scope (Association under discussion)**

ESTONIA
LATVIA
LITHUANIA
POLAND
CZECH REPUBLIC
SLOVAKIA
HUNGARY
SLOVENIA
ROMANIA
BULGARIA
TURKEY
MALTA
CYPRUS

KEY
■ - EU ■ - Joining soon ■ - Other candidates
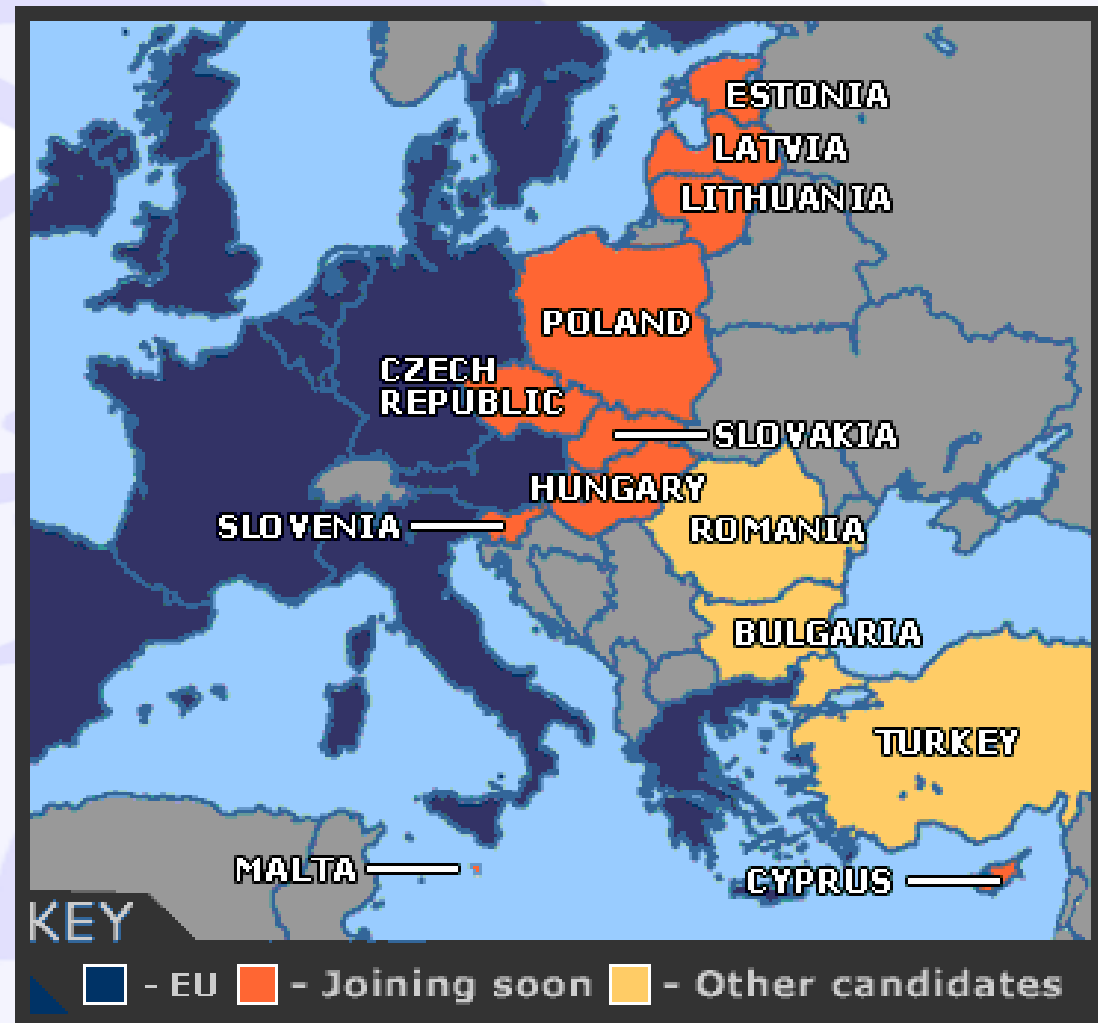
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e-SERVICES FOR ALL

2004 Call

- **Total Budget 2004: 42M€**

(of which 1.5 M€ reserved for support actions)

- **Target calls for proposals open 10 March**

- **Target call closing date 10 June**

- **Evaluation June/July**

(assisted by independent experts)

- **Negotiations start in September**

- **First contracts by the end of the year**

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Call for proposals

- **Formal invitation for submission of proposals**

- **Contains information about rules for submission:**
  1. **Deadlines**
  2. **Format of proposal**
  3. **Address for submission**
  4. **Available budget**

- **Is available in 11 official languages (EU 15)**

Workprogramme

- **Legal basis for the call**

  (update annually)

- **Explains**
  - **Scope**
  - **Action lines**
  - **Project characteristics**
  - **Evaluation criteria (revised for 2004)**
  - **eTEN Terminology**

Work Programme Objectives

Proposed Service should:

- Be Trans-European (minimum 2 Member States)

- Interconnect and interoperate

- Conform with open standards

- Address relevant security and trust issues

Proposed Service should endeavour to:

- Utilise mobile and broadband infrastructures

- Accessible via multiple platforms

- **Attract participation from whole value chain**
  - **Emphasis on "services in the public interest"**
  - **Priority to roll-out and deployment of services**
  - **Encourage replication of good practice**

Replication

- **Re-use good/best practice tried and tested in another state/region…….**

- **Adapt to local culture/conditions**

- **Evaluate/initiate changes needed to "back office" processes**

- **Demonstrate cost effectiveness**

1. *e*Government
2. *e*Health
3. *e*Inclusion
4. *e*Learning
5. Trust and Confidence
6. Services for SMEs

Structure of themes

eTEN Workprogramme 2004

eGovernment →	**Market Validation project**
eHealth →	
eInclusion →	
eLearning →	*or*
Trust and confidence →	
Services for SMEs →	**Initial Deployment project**

Interoperability   Mobile   Broadband
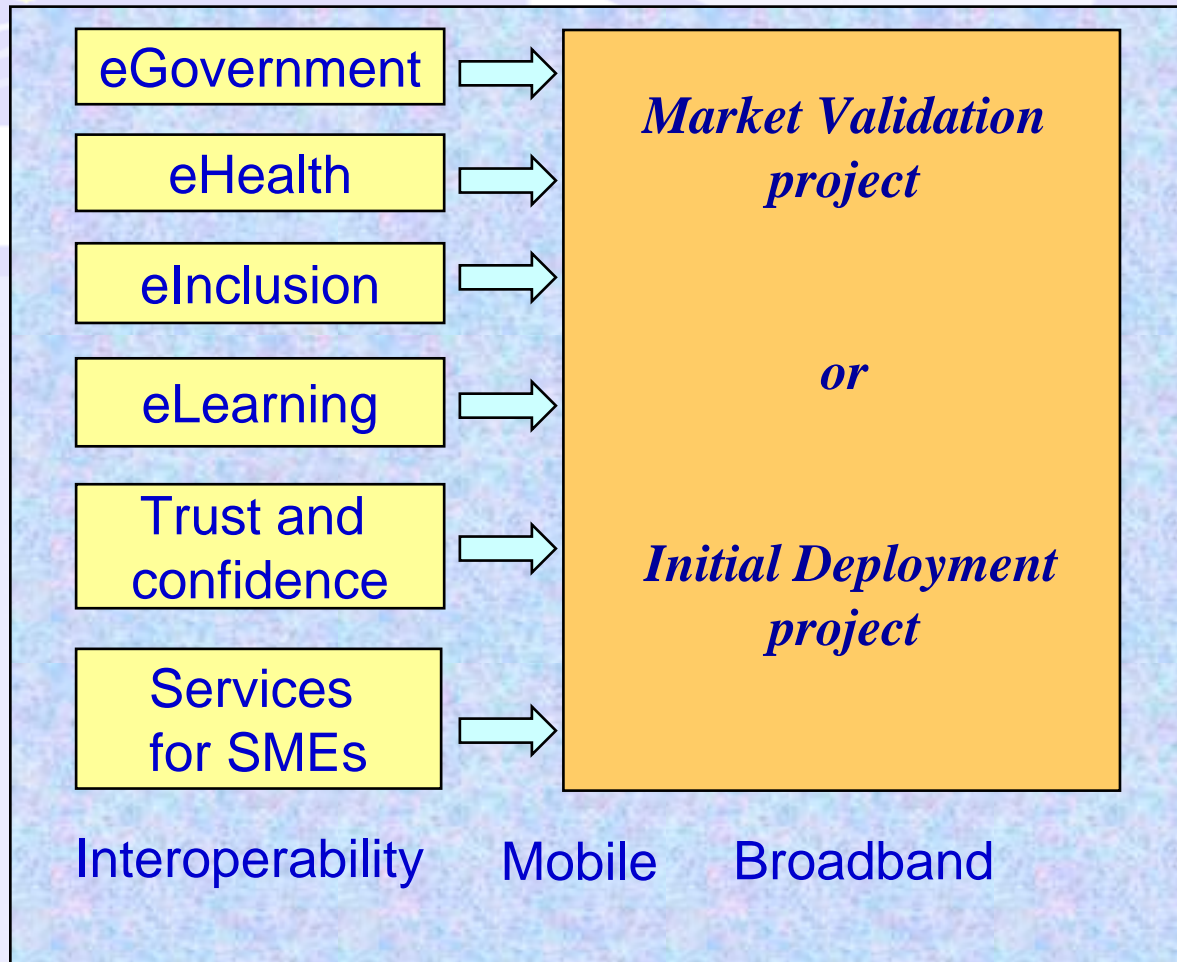
Theme 1: eGovernment

- **Goals**
  - efficiency and re-engineering of processes
  - openness
  - accessibility

- **Examples:**
  - Culture
  - Tourism
  - Transport & Mobility
  - Environment
  - eProcurement

Theme 2: eHealth

- Goals:
  - improve access and quality
  - cost-efficiency
  - handle medical advances and demographic change

- Examples:
  - health information networks
  - electronic healthcare
  - insurance card
  - preventative services

Theme 3: eInclusion

- **Goals**
  - **Overcome socio-economic, geographic & cultural barriers**
  - **prevent digital exclusion**

- **Examples**
  - **assist participation & independence of people with disabilities, the elderly and socially disadvantaged**

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Theme 4: eLearning

- **Goals**
  - **improve quality and access**
  - **promote lifelong learning**

- **Examples**
  - **virtual campuses (schools, universities)**
  - **digital literacy training for citizens**
  - **distance learning services**

Theme 5: Trust and Security

- **Goals**
  - **raising the level of trust & confidence among citizens and consumers**

- **Examples**
  - **Trust marks**
  - **Accreditation schemes**
  - **Risk and fraud management**
  - **authentication services**
  - **eCommerce best practices for SMEs**
  - **networking of CERT / CSIRT systems**

Theme 6: Services for SMEs

- **Goals**
  - **services that facilitate the full participation of SMEs in the e-economy.**

- **Examples**
  - **eBusiness solutions;**
  - **new forms of business and commerce from which they may otherwise be excluded because of their size.**
  - **cross-border e-services targeted for use by SMEs**

Support and coordination

- **to build further co-operation between stakeholders in the e-Services value chains;**

- **to promote and disseminate an increased awareness and appreciation of eTEN project results;**

- **to promote the eTEN programme;**

- **to co-ordinate the activities undertaken under the programme with related Community and national Programmes.**
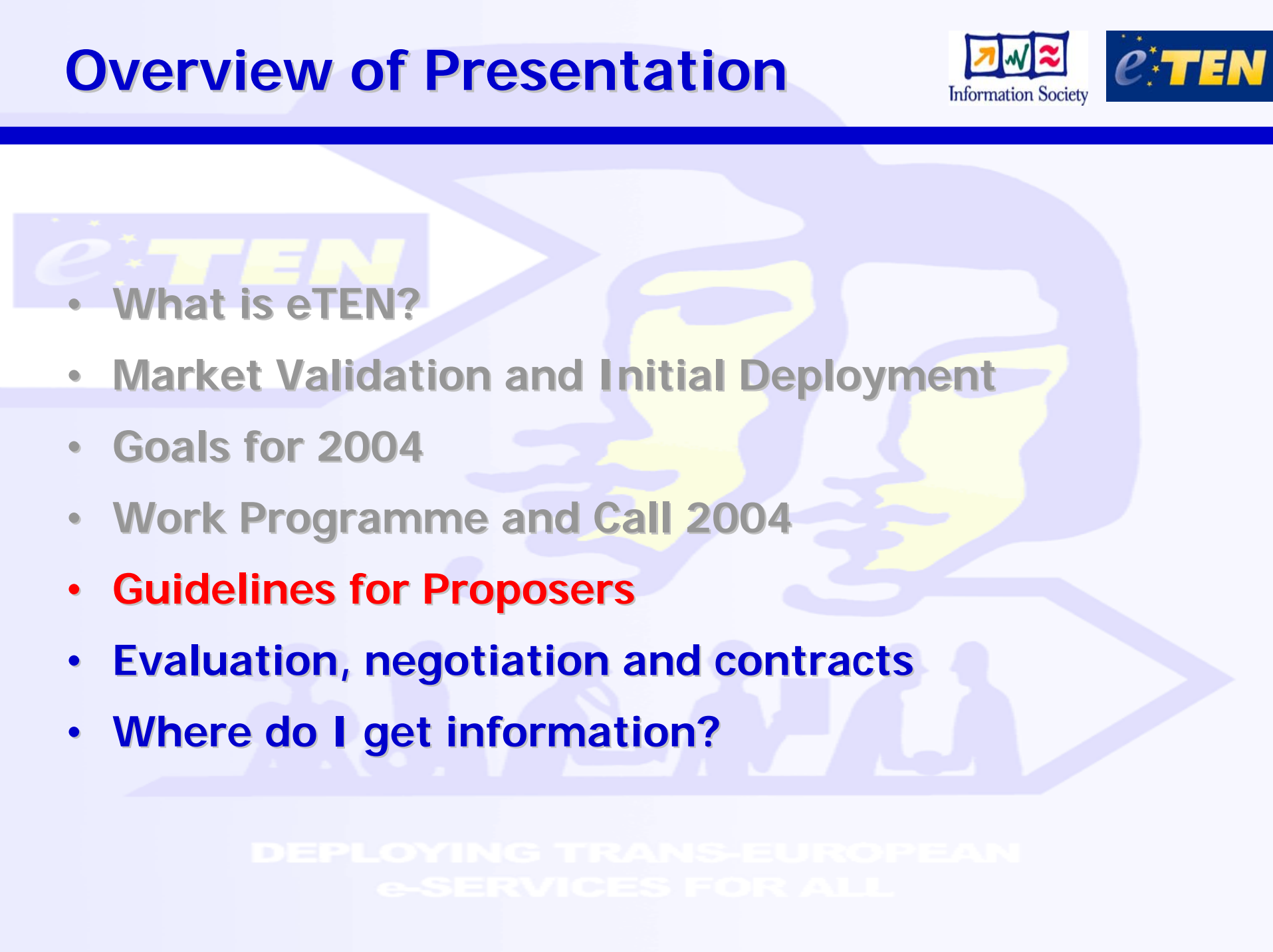
END PART I

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Guide for proposers

- **Explains different steps for submitting proposal**

- **Is a practical tool for consortia preparing a proposal**

- **Is supported by a number of on-line and off-line tools:**
  - **eTEN project dbase**
  - **Partner search dbase**
  - **Pre-registration of proposals**
  - **Administrative Form Assistance**
  - **Financial Viability test**

Proposers must decide:

- ✓ **who will be running the service**

- ✓ **what will your service offer to users**

- ✓ **who will be the service users**

- ✓ **how to finance the service operations**

- ✓ **how to implement the service**

- ✓ **which equivalent services already exist**

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The consortium behind a successful proposal

– comprises all players in the value chain necessary
for service set-up, deployment and operation

– comprises all necessary expertise - technology,
service domain, service operation, finance

– all participants have the financial means
to carry their co-financing share

– all participants have the staff to do their work

– has project managers able to manage
a project of this size !

The work plan

A complete and realistic work plan

- – describes all necessary tasks and
  their relationship to the project objectives

- – contains <u>only</u> necessary tasks

- – documents the method to estimate the task efforts

- – provides a realistic time table

- – has a clear distribution of tasks
  and responsibilities between partners

- – assigns a clear role to each participant

The validation methodology

When you write a market validation proposal

- **explain your starting hypothesis**
  - a set of assumptions on technical feasibility, organisation, customer or user groups, investments, costs, benefits and revenues

- **define the issues to be investigated**

- **describe your decision criteria**

- **select your validation methods**
  - friendly user operation, surveys, peer reviews, etc.

- **plan, how to address the validation "population"**
  - workshops, conferences, mailings, etc.

The deployment strategy

When you write a deployment proposal :

– **Describe the technical solution**
  - platform
  - interfaces (ERP, CRM, ...)
  - operational (billing, provisioning, maintenance)

– **Describe the organisational set-up**
  - staff
  - structure
  - processes

– **Explain the financial calculations**
  - investments,
  - cost & revenues
  - financial sources

A good proposal

☺ **describes the service clearly & understandably**

☺ **defines the deployment strategy**

☺ **is backed by strong, stable, committed consortium**

☺ **has a complete and realistic work plan**

☺ **has a well defined validation methodology**
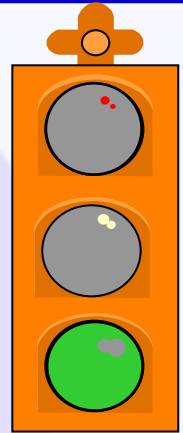
How to ensure your proposal is rejected

- ☹ **cloudy description of the service**
- ☹ **no deployment strategy**
- ☹ **incomplete or unrealistic work plan**
- ☹ **incomplete consortium**
- ☹ **"passenger" participants without clear role**
- ☹ **excessive efforts for tasks**
- ☹ **high development efforts**
- ☹ **technology-driven approach**
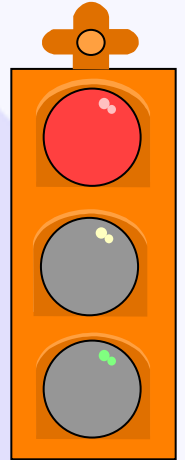
How to ensure long & painful negotiations

☹ **inconsistencies in the proposal**

☹ **overestimated cost**

☹ **beyond your financial capacity**

☹ **depend on subcontracts for key competence**

☹ **unrealistic labour cost**

☹ **evasive responses to clear recommendations**

STOP
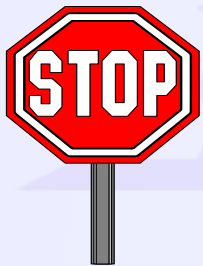
➔ **no more long negotiations**
➔ **such proposals will be rejected**

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Proposal submission

- **Submission on paper**

- **Pre-registration**   **(PLEASE !)**

- **Proposal acknowledgement form must be signed by legal representative of coordinator**

- **Proposal co-ordinator must obtain National Agreement**

- **All proposals must arrive before the deadline!**

- **Late proposals will be returned to sender unopened**

National Agreement

- **Form A4 (National Authority) certifies that the National Authority of the coordinator confirms that the project is of <u>common interest</u>***

<div style="border: 2px solid blue;">

National Agreement is <u>not</u> an assessment of the proposal quality

</div>

* Common interest = serves the needs of European citizens

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Evaluation criteria

- **Eligibility (E)**

- **Award Criteria (A)**
  - **Quality and relevance of proposed service**
  - **Contribution to EC Policies**
  - **Quality of Project Plan**
  - **Soundness of the use of resources**

- **Selection Criteria (S)**
  - **Legal and Financial Viability Check**

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Eligibility Checks

- **All partners must declare sound business (no bankruptcy/jail/misconduct/crime; pay taxes)**

- **Timely arrival of proposal**

- **Acceptable composition of consortium**

- **Complete and signed proposal**

- **Agreement by National Authority**

Award Scoring

Four Criteria Thresholds

Threshold

1) **Quality & relevance**   3

2) **EU policies**   3
   (new score)

3) **Project plan**   3

4) **Resources**   3

Scoring for each criterion is

- 0   not addressed/incomplete
- 1   poor
- 2   fair
- 3   good
- 4   very good
- 5   excellent

- **All criteria must be scored equal or greater than threshold**
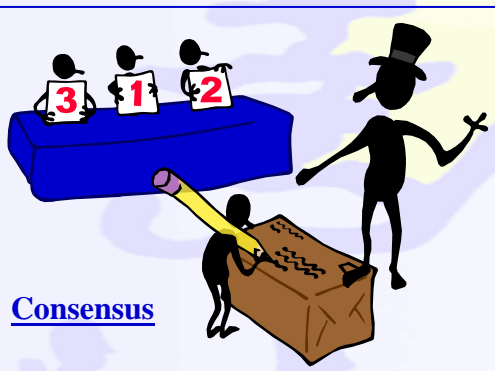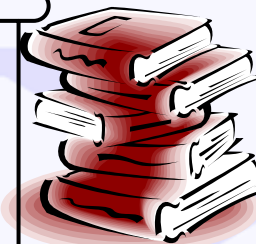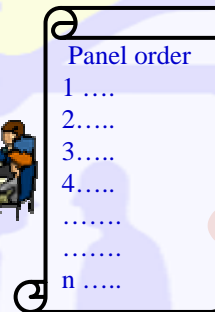- **Overall proposal score is sum of criteria scores**

Evaluation sequence

Panel n

Individual reading

Consensus

Panel Ordering

Panel order
1 ….
2…..
3…..
4…..
…….
…….
n …..

Evaluation outcome

Selected for negotiations

Reserves

Rejected : insufficient budget or threshold failure

Deployment

Validation

Support

1
2
3
4
5
..
..
n

1
2
3
4
5
..
..
n
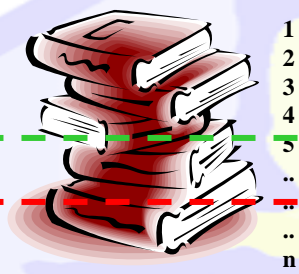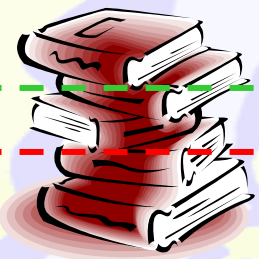
1
2
3
4
5
..
..
n

Threshold Failures

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Financial Viability Tests

- **The Financial tests look at the participants:**

  - **financing capability (5 accounting ratios)**

  and

  - **co-financing capability (2 accounting ratios)**

- **LFV – Informal Test Tool on eTEN website**
(http://europa.eu.int/information_society/programmes/eten/participate/index_en.htm)

Methodology developed by the Commission in consultation with Member States

Negotiation and Contracts

- **EC will request consolidated:**
  - Technical annex
  - Contract preparation forms
  - Legal & financial documents
    (2 years balance sheets and
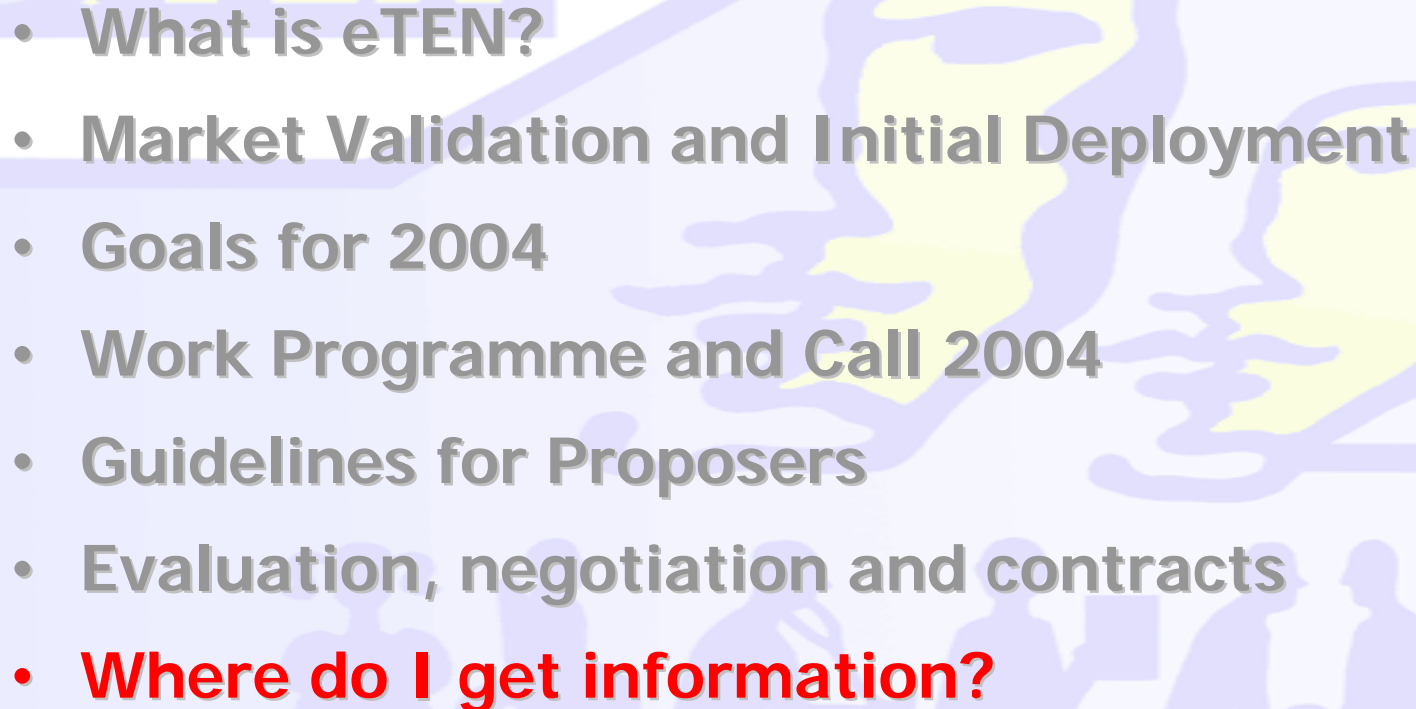   official proof of legal status)
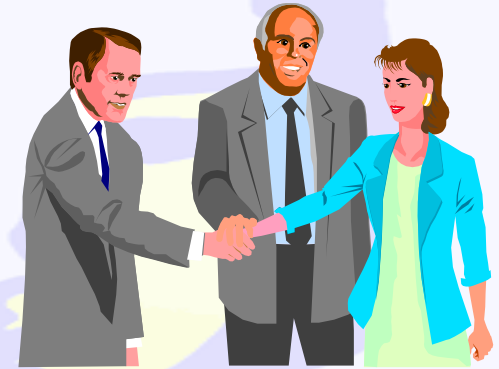
- **Fixed negotiation period allowed**

Guide for Negotiation and Model Contracts see:

http://europa.eu.int/information_society/programmes/eten/participate/index_en.htm

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Information on the web

- **Call for Proposals**

- **Work Programme 2004**

- **Guide for Proposers**

- **Evaluation Manual**

- **Model Contracts**

- **eTEN Proposers' Helpdesk info / FAQ**

- **List of eTEN Committee Members**

- **National Contact Points/Helpdesks**

http://europa.eu.int/eten

Tools on the web

1. Pre-registration of proposals
2. Administrative Tool
3. Partner Search
4. Financial Viability Tool
5. Projects database
6. Guest Book

http://europa.eu.int/eten

Who's Who?

- **eTEN Management Committee Representative**
  - Formal government representative to Management Committee of eTEN (1 per member State)
  - Carries national vote in decision making
  - Contact for National Authority agreement

- **National Contact Point**
  - First point of contact for questions
  - Has direct access to information from the EC
  - Provides feedback to the EC

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Contact Information

- **The NCP in your Member State**

  Dra Paula Rosado
  ANACOM - Autoridade Nacional de Comunicações
  paula.rosado@anacom.pt

- **the Project Officer responsible for your theme**
  http://europa.eu.int/information_society/programmes/eten/contacts/index_en.htm

- **Questions of general nature can be sent to: infso-eten@cec.eu.int**