

## Minutes – Working Group Meeting



**E-Government  
Association in MV**



**Seinäjoki University  
of Applied Sciences**



**PLANCO Consulting  
GmbH**

### **Baltic Sea Region 2007- 2013 Project**

E-Government solutions as instruments to qualify the public sector for the specific needs of small and medium-sized enterprises in the rural BSR - egoprise

1<sup>st</sup> Working Group Meeting (WP 3-5), 23<sup>rd</sup> – 25<sup>th</sup> of March 2010,  
Hotel Alma, Ruukintie 4, Seinäjoki, Finland

### **-FINAL AGENDA-**

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#### **Tuesday 23<sup>rd</sup> March**

19:00 -23:00 Get-together at Alma's Lobby Bar with supper, sauna and singing, sponsored by Regional Council South Ostrobothnia

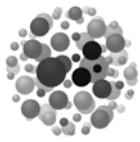
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#### **Wednesday 24<sup>th</sup> March (DAY 1)**

08:40 Registration and start of official part of meeting

**09:00 Opening Remarks of the Host**

Outi Aaltonen, SeAMK, Presentation of the conference programme and the goals



## Wednesday 24<sup>th</sup> March (DAY 1)

### 09:10 Opening Remarks of the Lead Partner

Nicole Kuprat & Bernd Anders (e-government Association MV)

### 09:20 Working Group Session 1

Working Package 3: Gunnar Prause, Anatoli Beifert (Uni Wismar)

Presentation of Homework Results, Draft Questionnaire

10:20 Coffee Break

### 10:40 Working Group Session 2

Working Package 3: Gunnar Prause, Anatoli Beifert, Discussion, Next steps

11:40 Lunch Break

### 12:30 Working Group Session 3

Working Package 4: Outi Aaltonen (SeAMK)

Presentation of Homework Results, Draft Questionnaire, Discussion, Next Steps

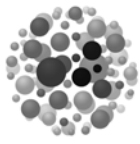
14:30 Coffee Break

### 14:45 Working Group Session 4

Working Package 5: Tove Ingerslev (CV2)

Presentation of Homework Results, Draft Questionnaire, Discussion, Next Steps

16:45 Excursion



## Thursday 25<sup>th</sup> March (DAY 2)

**09:00 Sum-up of Day 1 by WG Leaders**

Anatoli Beifert, Gunnar Prause (WP3), Outi Aaltonen (WP4), Tove Ingerslev (WP5)

**09:45 Presentation and Discussion on the Communication Plan**

Björn Gabler & Gunnar Platz, PLANCO

10:30 Coffee Break

**10:50 A Round of Questions and Answers - Reporting & other technical Matters**

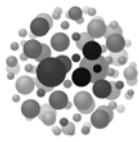
Björn Gabler & Gunnar Platz, PLANCO

**11:20 Next Meeting**

**11:30 Steering Group Meeting**

12:00 Lunch

13:00 End of the meeting and official part



## LIST OF PARTICIPANTS:

1st Working group meeting, 23rd -25th March 2010, Seinäjoki, List of Participants



Participant No.	MS. / MR.	Surname	First name	Organisation (english)	Country	Phone number	E-mail address	Signature
1	Ms.	Aaltonen	Otti	Seinäjoki University of Applied Sciences, Business School	FI	+358 40 868 0140	Otti.Aaltonen@seamk.fi	
2	Ms.	Åkerhielm	Dr. Renate	Södertörn University College	SE	+46 70 4066145	renate.akerhielm@sh.se	
3	Mr.	Anders	Bernd	egovernment Association in Mecklenburg-Vorpommern	DE	+49 385 773 347 12	bernd.anders@ego-mv.de	
4	Mr.	Beiferl	Anatoli	University of Applied Science, Business and Design Wismar	DE	+49 3841 753 634	anatoli.beiferl@hs-wismar.de	
5	Mr.	Bekers	Rokas	International Business School at Vilnius University	LT	+37 066266404	rbekers@gmail.com	
6	Mr.	Belyakov	Valery	North-West Academy of Public Administration, St. Petersburg	RU		valery.belyakov@gmail.com	
7	Mr.	Bryce	Robert	Interpreter/ "Quintessenz Konferenzdolmetschen GbR"	DE	+49 179 213 3325	robert.bryce@q-td.de	
8	Ms.	Ciganska	Iize	Latvian Association of Local & Regional Governments	LV	+37 167508534	iize.ciganska@lps.lv	
9	Mr.	Gabler	Björn	PLANCO Consulting GmbH	DE	+49 385 3993723	bg@planco.de	
10	Mr.	Hallila	Jaakko	Regional Council of South Ostrobothnia	FI	+35 840 356 30	jaakko.hallila@etela-pohjanmaa.fi	
11	Ms.	Ingerslev	Tove	CV 2	DK	+45 87 58 04 12	ti@cv2.dk	
12	Mr.	Jansen	Matthias	Interpreter/ "Quintessenz Konferenzdolmetschen GbR"	DE	+49 177 436 7585	matthias.jansen@q-td.de	
13	Mr.	Kinnunen	Pertti	South Ostrobothnian Chamber of Commerce	FI	+358 40 5340875	pertti.kinnunen@chamber.fi	
14	Mr.	Kohtanen	Tomi	South Ostrobothnian Chamber of Commerce	FI	+358 5122586	tomi.kohtanen@chamber.fi	
15	Mr.	Krasovska	Guntars	Latvian Association of Local & Regional Governments	LV	+37 1 67508560	guntars@lps.lv	

1st Working group meeting, 23rd -25th March 2010, Seinäjoki, List of Participants



Participant No.	MS. / MR.	Surname	First name	Organisation (english)	Country	Phone number	E-mail address	Signature
16	Ms.	Kuprat	Nicole	egovernment Association in Mecklenburg-Vorpommern	DE	+49 385 773 347 11	nicole.kuprat@ego-mv.de	
17	Ms.	Maltseva	Julija	Narva Bas Foundation	EE	+372 357 9397	nbas@nbas.ee	
18	Ms.	Männikkö	Kaisa	Regional Council of South Ostrobothnia	FI	+358 40 736 2043	kaisa.mannikko@etela-pohjanmaa.fi	
19	Ms.	Milūte	Aistė	International Business School at Vilnius University	LT	+370 686 04777	aiste.milute@akvavilia.lt	
20	Mr.	Pletz	Gunnar	PLANCO Consulting GmbH	DE	+49 385 3993722	gp@planco.de	
21	Mr.	Ponomarev	Mikhail	North-West Academy of Public Administration, St. Petersburg	RU		m.a.ponomarev@gmail.com	
22	Ms.	Ponomarjova	Jelena	Latvian Chamber of Commerce	LV	+37 1 67830811	jelena.ponomarjova@chamber.lv	
23	Mr	Prause	Gunnar	University of Applied Science, Business and Design Wismar	DE	+49 178 2804862	g.prause@w.hs-wismar.de	
24	Ms.	Reidolf	Merli	Tallinn University of Technology	EE	+372 620 39 57	merli.reidolf@ttu.ee	
25	Mr.	Ritso	Valter	Tallinn University of Technology	EE	+372 527 64 72	valter.ritso@mail.ee	
26	Mr.	Rocens	Vaklis	Foundation "Riga Business University"	LV	+371 29228921	Vaklis.Rocens@luriba.lv	
27	Mr.	Salmela	Mauno	Centre for Economic Development, Transport and the Environment for South Ostrobothnia	FI	+35 8 40 536 8065	mauno.salmela@ely-kesk.fi	
28	Ms.	Schiffner	Evelyn	Local Authority Rehna	DE	+49 36872 92939	bauamt.schiffner@rehna.de	
29	Mr.	Sergejev	Vitali	Narva Bas Foundation	EE	+372 357 9397	vitali@nbas.ee	
30	Mr.	Tõnnisson	Rene	Institute of Baltic Studies	EE	+372 5029 873	rene@iba.ee	

Participant No.	MS. / MR.	Surname	First name	Organisation (english)	Country	Phone number	E-mail address	Signature
31	Mr.	Truinev	Dmītrij	Centre for e-Government Development	RU	+7921 339 73 93	truinev@egov-expert.ru	
32	Ms.	Venesaar	Urve	Tallinn University of Technology	EE	+372 620 39 57	urve.venesaar@teba.ttu.ee	

## PRESENTATIONS & DECISIONS:

### 1. Welcome

Outi Aaltonen welcomed all participants on behalf of the Seinäjoki University of applied sciences. She also gave an overview about the conference programme and the evening events. Afterwards Bernd Anders from the LP organisation welcomed the participants and thanked Outi for hosting the meeting and for having arranged a nice evening programme the day before. Finally, also Gunnar and Björn from PLANCO welcomed the group.

### 2. Working Group Session 1 – Work Package 3

Gunnar Prause, leader of WG 3, gave an overview about the status of WP3 and his idea for an analytical framework for the whole project. His presentation will be distributed to all partners.

#### Next Steps in WP3:

As in the other WPs, the structure of the work foresees:

- a) Demand analysis: a survey and expert interviews to learn about the needs of the SMEs and to identify processes that have a need for improvement in the field of e-government.
- b) Workflow analysis: A survey and expert interviews to deeper analyse the identified processes in the administrations.
- c) Recommendations for improvement
- d) Implementation of selected improved processes in selected regions.

We are currently preparing step (a).

There was a long discussion whether expert interviews will be sufficient or a written survey among SMEs will be necessary. It seems that the procedures will be different in the different countries.

Gunnar Prause has prepared a draft interview guideline. Basing on this document PLANCO will prepare two draft guidelines, one for the expert interviews and one for the written survey.

#### It was agreed:

#### All partners were asked to:

- Decide whether to carry out expert interviews and a written survey or just expert interviews. At the end each partner must be able to name three processes that need to be improved.
- Identify experts in their regions, which are able to identify processes that need to be improved. An expert list should be sent to PLANCO for compilation and distribution among the partnership.

- Adopt the questionnaire and the interview guideline to their needs (if necessary) by keeping the general structure to allow comparison of results between countries.
- Those partners who have already identified processes which need to be improved, an overview about the processes and needs for improvement should be prepared for distribution among the partnership.
- Collect a sample of SMEs for the survey (300 per country)
- Prepare an overview about governmental services in their countries that already can be used by SMEs without media breaks.

The following national WP 3 leaders were appointed:

**National WP3 leader:**

- Germany: University of Wismar
- Denmark: CV2
- Sweden: Södertörn University
- Latvia: Latvian Chamber of Commerce
- Estonia: Technical University Tallinn
- Lithuania: Vilnius Business School
- Belarus: Belarus School of Business Administration
- Finland: Seinäjoki University
- (Russia: Centre for e-government St. Petersburg)

**Time schedule:**

Activity	Deadline	Responsible
Send draft questionnaire and interview guideline to partners	16.4.2010	PLANCO
Decide whether to carry out expert interviews and a written survey or just expert interviews	16.4.2010	All partners
Identify experts in their regions, that are able to identify processes that need to be improved	30.4.2010	All partners
Collect a sample of SMEs	15.5.2010	All partners
Adopt the questionnaire and the interview guideline	15.5.2010	All partners
Prepare an overview about governmental services in their countries that already can be used by SMEs without media breaks	15.5.2010	All partners
Harmonisation of interview guideline and questionnaire between WPs (during management team meeting)	27.5.2010	Management Team
Distribution of final questionnaire and interview guideline	31.5.2010	PLANCO
Distribution of questionnaire (in written) to SMEs	30.6.2010	National WP leader
Execution of expert interviews	31.7.2010	National WP

Activity	Deadline	Responsible
		leader
Evaluation of expert interviews and survey (and sent to PLANCO)	31.8.2010	National WP leader
Presentation of results	September meeting	National WP leader

### 3. Working Group Session 2 – Work Package 4

In preparation of the meeting in Seinäjoki, WP leader Outi Aaltonen has asked all partners to describe the process of recruiting foreign workforce in their countries. The results have been distributed among the partners before the Seinäjoki meeting.

During the workshop, Outi made a very detailed presentation about the situation in all countries. She also presented a draft questionnaire which will be the basis for further discussions.

It seems, that the situation is different in the participating countries and that at least in some countries portals (like e.g. [www.sweden.se](http://www.sweden.se)) or electronic services exist, that make the process easier for both sides.

However, even if there are some services already existing, it is nevertheless useful to make a survey among the companies to see, whether the services offered, are really useful for the companies.

#### National WP4 leader will be:

- Finland: Seinäjoki University
- Germany: University of Wismar
- Denmark: CV2
- Sweden: Södertörn University
- Latvia: Foundation Riga Business University
- Estonia: Technical University Tallinn
- Lithuania: Vilnius Business school
- Belarus: Belarus school of Business administration
- (Russia: Centre for e-government St. Petersburg)

**Time Schedule:**

<b>Activity</b>	<b>Deadline</b>	<b>Responsible</b>
Send draft questionnaire and interview guideline to partners	16.4.2010	WP Leader (Outi Aaltonen)
Decide whether to carry out expert interviews and a written survey or just expert interviews	16.4.2010	All partners
Identify experts in their regions, who have a detailed knowledge about the employment process	30.4.2010	All partners
Collect a sample of SMEs	15.5.2010	All partners
Adopt the questionnaire and the interview guideline to the national situation (and involved institutions in the countries)	15.5.2010	All partners
Prepare a list of portals, services in the field of e-government (like e.g. Sweden.se)	15.5.2010	All partners
Harmonisation of interview guideline and questionnaire between WPs during management team meeting	27.5.2010	Management Team
Distribution of final questionnaire and interview guideline to partners	31.5.2010	PLANCO
Distribution of questionnaire (in written) to SMEs	30.6.2010	National WP leader
Execution of expert interviews	31.7.2010	National WP leader
Evaluation of expert interviews and survey (and sent to PLANCO)	31.8.2010	National WP leader
Presentation of results	September meeting	National WP leader

**4. Working Group Session 3 – Work Package 5**

Tove Ingerslev from CV 2 Denmark has prepared a “Game plan process”. All partners were split in groups of 4 to 5 persons. The groups were asked to write down

- Their starting point
- Stages and actions
- Challenges
- Critical Success Factors
- Goals

of the Digital Greenhouses.

The results were posted on the wall and presented by one member of each group. A wide range of ideas, suggestions and expectations came up.

**It was agreed:**

- For WP5, 2-3 questions will be integrated into the SME-questionnaire that will be sent out for WP3 and 4.
- In addition Tove suggested discussing the issue in local workshops with so called “front runner companies”. Tove will carry out such workshops in Denmark.
- The digital greenhouses will be part of existing websites (chambers or other administrations). However, a kind of “Egoprise umbrella” might be useful.

**National WP5 leader will be:**

Denmark: CV2

Germany: University of Wismar

Sweden: Södertörn University

Lithuania: Vilnius Business School

Belarus: Belarus School of Business Administration

Latvia: The Latvian Association of Local and Regional Governments

Estonia: Tallinn University of Technology and Narva Business Centre

Finland: Seamk, Seinäjoki University of Applied Sciences

**Time Schedule:**

Activity	Deadline	Responsible
Decide whether to carry out expert interviews and a written survey or just expert interviews	16-04-10	All partners
Collect a sample of SMEs	15-05-10	All partners
Make a draft questionnaire for expert/focus group interviews for WP5	15-05-10	WP 5 leader
Adopt the questionnaire for focus group interviews	20-05-10	All partners
Harmonisation of interview guideline and questionnaire between WPs (during management team meeting)	27-05-10	Management team
Distribution of questionnaire (in writing) to SMEs	30-06-10	National WP leader
Execution of focus group/expert interviews	31-07-10 –	National WP leader
Evaluation of expert/focus group interviews – summary sent to Planco	31-08-10	National WP leader
Presentation of results	September meeting	National WP leader

## 5. Communication

Björn Gabler presented the status of the communication plan.

### It was agreed:

- A draft version will be sent to the JTS and all partners in the beginning of April. Partners should comment the draft plan within two weeks.
- All partners agreed to send press articles and press releases to PLANCO for documentation purposes.
- It was agreed that an Intranet will be included in the project website using an open source tool like Moodle. Extra cost for this will be financed from the common budget.
- All partners were reminded to send a list of contact persons for promotion activities (e.g. newsletters) to PLANCO within two weeks.

## 6. Next Meetings

The next consortium meeting will take place in **Tallinn**. Two possible dates were discussed:

- 9. /10. September 2010
- 16. /17. September 2010

Partner should indicate which date suits better and if one of these dates is impossible until **16<sup>th</sup> of April** to PLANCO. After that the LP will decide about the date.

A suggestion for the place for the consortium meeting after the next consortium meeting is **Riga** (comments are welcome).

Possible dates are:

- 9<sup>th</sup>/10<sup>th</sup> of December 2010 or
- 14<sup>th</sup>/15<sup>th</sup> of December 2010.

Partner should indicate which date suits better and if one of these dates is impossible until **16<sup>th</sup> of April** to PLANCO. After that the LP will decide about the date and the place.

- The next Management Team meeting will take place in **Berlin at the 27<sup>th</sup> of May**.

PLANCO will make a suggestion on the venue and the agenda prior to the meeting.