SEQUOIA Final Conference and Workshop

13 March 2012
European Commission Premises
Avenue de Beaulieu 25, Bruxelles

Agenda

09:00	Registration and welcome coffee
09:30	Welcome by Head of Unit Mr Rainer Zimmermann
09:40	Introduction (Paolo Dini, LSE, SEQUOIA project coordinator)
First session	**Socio-Economic Impact Assessment: Methodologies and Open Issues**
10:00	Erik Bohlin ***Measuring Direct and Indirect Impacts of ICT investments: Applying Several Methodologies for the ICT, Media and IPTV Sectors*** *(Please see next pages for abstract & vita)* Q&A
10:40	Jordi Molas-Gallart ***Impact Blues: Symptoms and Treatment*** *(Please see next pages for abstract & vita)* Q&A
11:20	Coffee break
Second Session	**SEQUOIA Best Practices: Presentation by Projects Assessed**
11:40	**S-CUBE** – Klaus Pohl
12:00	**MOSAIC** – Beniamino Di Martino
12:20	**I2WEB** – John O'Flaherty
12:40	Lunch
14:00	**CumuloNimbo** – Ricardo Jimenez-Peris
14:20	**SocioS** – Konstantinos Tserpes
14:40	Panel discussion with Q&A about the projects (including the keynote speakers)
15:20	Coffee break
Third Session	**Parallel Round Tables**
15:40	SEQUOIA's Methodology Transfer and Support for Personalisation
16:20	Reporting back to the plenary
16:40	Conclusions and close

European Commission
Information Society and Media

SEVENTH FRAMEWORK PROGRAMME

Professor Erik Bohlin's talk is entitled:

Measuring Direct and Indirect Impacts of ICT investments: Applying Several Methodologies for the ICT, Media and IPTV Sectors

To enable the analysis on what is going on in the ICT sectors, the Input-Output (IO) methodology is employed. Following the framework of ICT methodology, the matrix depicts the transaction flow across sectors, where each sector produces a certain output and, at the same time, consumes the inputs from another sectors. The methodology is capable of capturing both direct and indirect impacts of the sectors due to the inter-relatedness between the industries (Yan, 1968; the United Nations, 1999; Miller & Blair, 2009). Mahajan (2007) argues that the strength of IO method is its ability of reconcile the three different approaches to measuring the GDP (income, value added and expenditure approach) which is suitable when making the judgement on public policy issues. This presentation will give the example on how the IO method can be used at three level of investigation: sectoral (ICT), sub-sector (media and content) and product (IPTV). The sample in the analysis consists of 11 countries in the European region that are seen as having similar characteristics to those of the "information economies" (Eichengreen, 2008), while the time series of the investigation covers the period 1995-2005.

The first study on ICT sector concludes that: (1) growth in the output of the ICT sectors declined significantly in the period 2000-2005 compared with 1995-2000; (2) the decomposition analysis found that the decline in the output of the ICT sectors can be attributed to loss of export advantage and technical change gain in the sectors; and (3) the decline in technical change effect is explained by a lack of connection between ICT sectors and the rest of the economy.

The study on sub-sector (media and content) summarizes that during the second half of the observation (2000-2005), the change in the media and content sectors was mainly driven by the technological change effect, especially in Germany, France, Italy, the Netherlands, and Spain. The most interesting result during this period is the evidence that the export effect decreased, with the media and content sectors in Germany showing substantial negative impacts. This means that, in general, the comparative advantage of the German media and content products exported to the rest of the world has been reduced.

The analysis on a particular product (IPTV deployment) was conducted by looking at two main sources of impact: the production phase, when the deployment is implemented by installing fiber and network to the households, and the diffusion phase, where the consumption of IPTV services increases after the completion of the investment project. Among fourteen European countries investigated, the study reveals that Sweden is the country which enjoys the highest level of impact due to the construction activities, while Austria gets the larger portion of the multiplier from the diffusion side.

Erik Bohlin (erik.bohlin@chalmers.se) is Professor and Head of the Division of Technology & Society, Department of Technology Management & Economics at Chalmers University of Technology, Gothenburg. He has published in a number of areas relating to the information society - policy, strategy and management. He is Chief Editor of Telecommunications Policy; Chair of the International Telecommunications Society; Member of the Scientific Advisory Boards of Communications and Strategies, the International Journal of Management and Network Economics, the Nordic and Baltic Journal of Information and Communication Technologies, and Info - the Journal of Policy, Regulation and Strategy for Telecommunications, Information and Media; Member of the Scientific Committee of the Florence School of Regulation (Communications & Media); Research Fellow of the Institute of Management, Innovation and Technology (IMIT) and Member of the Royal Academy of Engineering Sciences. Erik Bohlin obtained his graduate degree in Business Administration and Economics at the Stockholm School of Economics (1987) and his Ph.D. at Chalmers University of Technology (1995).

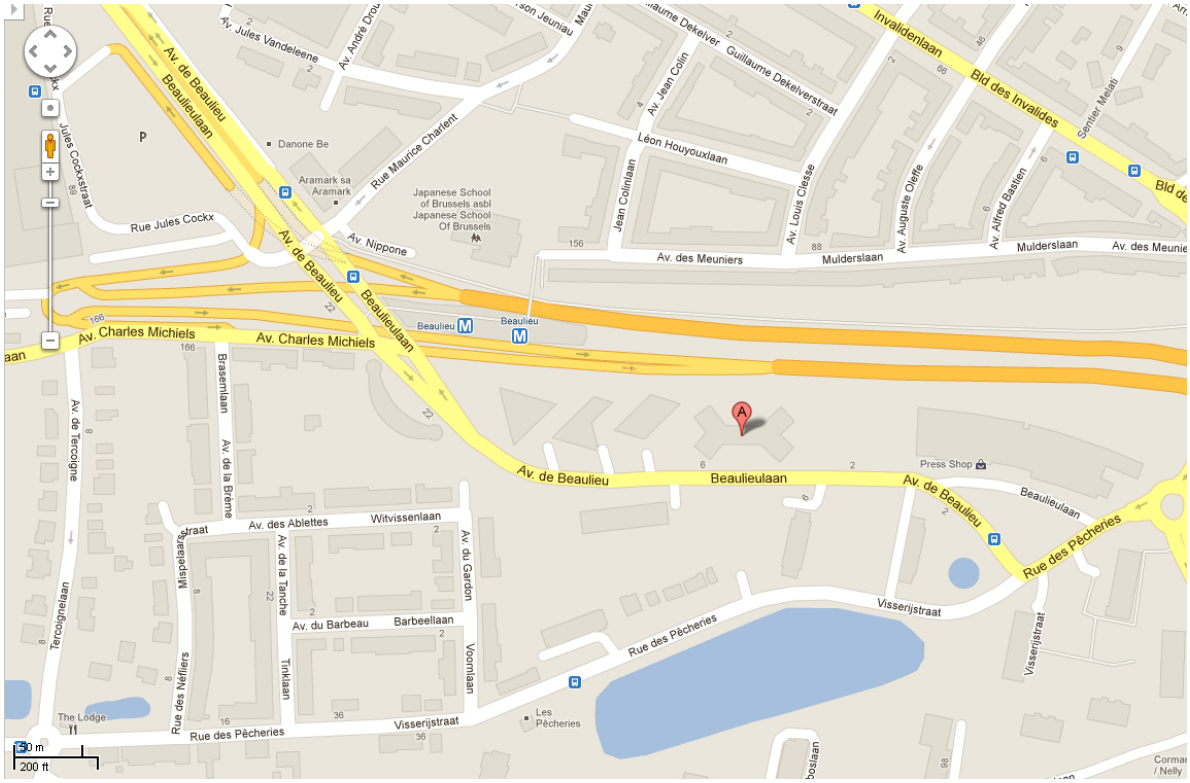
Professor Jordi Molas-Gallart's talk is entitled:

Impact Blues: Symptoms and Treatment

Over the last three decades there has been a substantial growth in the efforts to assess and measure the impact of research activities. Impact assessment is becoming a common element in the evaluation practices of many research funding organizations. Research policy is not alone in this trend: impact assessment is now a crucial building block of policy evaluation across countries, organizations and fields. One could assume that such popularity builds upon and contributes to the construction of a robust and accepted battery of assessment methodologies. This assumption would be wrong. A section of the professional evaluation community and many among the evaluation subjects remain vocal about the shortcomings of impact assessment methodologies and even about the same notion of "impact assessment". Although hundreds of impact assessment studies have been carried out during the last two decades, funding agencies and analysts continue to search for a new approach that will deliver the promise of robust impact measures. The "blues" to which the title of the presentation refers is the result of a combination of scepticism and a degree of exhaustion. The presentation will discuss the causes of the current situation, present the debates that frame it, and will place the SEQUOIA efforts against this framework.

Professor Jordi Molas-Gallart is an economist with more than twenty years' experience as an analyst of science, technology and innovation policies. He is a Research Professor at INGENIO, a research institute of the Spanish Council for Scientific Research (CSIC) and the Polytechnic University of Valencia. Before joining INGENIO, Jordi worked for 13 years at SPRU, University of Sussex, as Research Fellow and Senior Research Fellow. His research interests include science and technology policy evaluation and impact assessment, and university-industry relations. He has led and contributed to many evaluation studies for the UK Economic and Social Research Council, the European Commission, INSERM, CSIC, Queen Mary College, the Russell Group of Universities, and several Spanish regional governments among others, focusing mainly on the analysis of the non-academic impact of research programmes. He has been a member of the European Commission "Lisbon Expert Group" for the follow-up of the research aspects of the revised Lisbon strategy. He is the author of one book, and of more than 70 articles, book chapters, monographs and reports.

The SEQUOIA final conference is located in the EC premises, Avenue de Beaulieu 25, 1160 Brusselles



How to reach conference location:

- **By train**: The two main railway stations providing easy links to Beaulieu are:
    - Gare Central (Centraal Station): metro line 5 to Beaulieu station (direction Hermann-Debroux)
    - Gare du Midi (Zuidstation): metro line 2 or 6 to Arts-Loi station (direction Simonis Elisabeth), change to metro line 5 to Beaulieu station (direction Hermann-Debroux).

- **By plane**: Airport Brussels Zaventem.
    - Taxi: approximately €30
    - Train: every 20 minutes to Gare Central (20-minute journey), then metro to Beaulieu (direction Hermann-Debroux).

- **By metro**: Take the metro line 5 direction ' Herrmann-Debroux '. Get off at ' Beaulieu ' station and take the exit marked ' Avenue de Beaulieu '. When you have exited the metro, turn left and cross the road at the traffic lights, heading downhill. The building is on the left hand side.

- **By car**: Where possible you are recommended to use other means of transport as parking is limited.