

Priority 2: External and internal accessibility  
Measure 2.2 Improved access to the Information Society



Project Number: E091

## Regional Test-Beds Eindhoven, Netherlands

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## **Abstract**

Xxxx.

## **Document history**

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1.0	Initial draft	26-05-2005	Mhorrevoets
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## **Executive Summary**

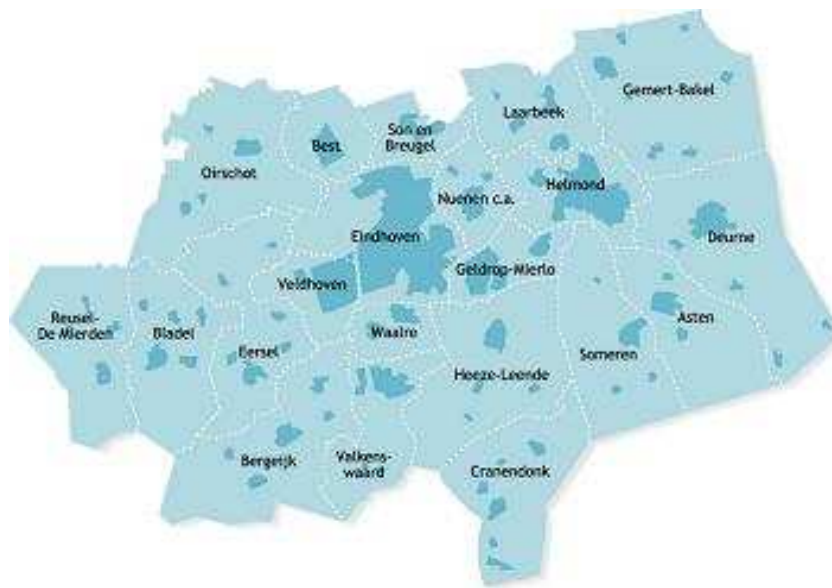
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## Introduction of the Eindhoven Region

### 1.1 Context of the Region

The Eindhoven Region covers an area of 1370 km<sup>2</sup>, representing 3,3% of the national land area. The Region's population is 700.000 and it comprises 21 local governments among which are the cities of Eindhoven and Helmond (as shown on the map below).

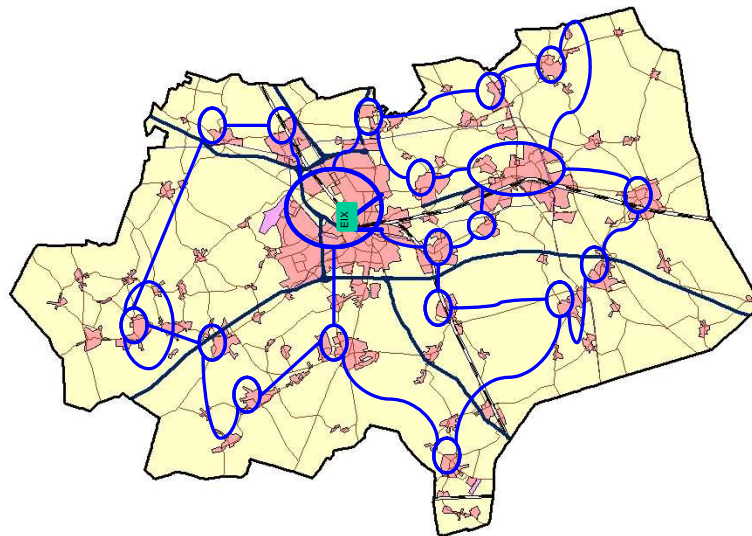


**Figure 1: The Eindhoven Region**

The Eindhoven Region is and will remain leading in technology, this ambition is also mentioned in the Brainport philosophy of the Eindhoven Region. High tech companies (a.o. Philips) and knowledge centres (a.o. Technological University Eindhoven and TNO-Industry) are located in the region and in the national policy the Eindhoven Region is acknowledged as the centre of research and development. In this role the urban area knows various ICT-experiments. For example: the national ICT-pilot Kenniswijk Eindhoven is situated in parts of Eindhoven and Helmond. National E-government pilots and social ICT-experiments (Digital Neighbourhoods) are in the urban area. Some domotics experiments, stimulated by the Province of North Brabant took place in rural centres in the region. The rural SRE-areas are residential areas for knowledge workers and locations of high tech SME's, but are also areas with the most intensive agriculture in the Netherlands.

General developments in de last decades resulted in decreasing level of services in more and more rural centres and urban neighbourhoods. Dutch national and regional policies stimulate the vitalization of these rural areas through innovation and ICT-application. Citizens, public-, semi-public and commercial parties show a growing readiness to use ICT technology / applications in service delivery. So there is a good seedbed for experiments, especially in the Eindhoven Region with a diversity of experience.

Dutch national policy stimulates Broadband; a National Broadband Platform has already been created. The Eindhoven Region participates in a Regional Broadband Condominium (RBC) that will realize 'managed dark fibre' (passive infrastructure) in the Eindhoven Region. The Central Broadband Ring is operational since 1 September 2005 in the city of Eindhoven. In 2010 all the (rural) communities in the Eindhoven Region will be linked by Broadband loops (as shown in the map below in figure 2). This ambition will be strongly stimulated by the Eindhoven Regional Government in the project "Regional Broadband Rings".



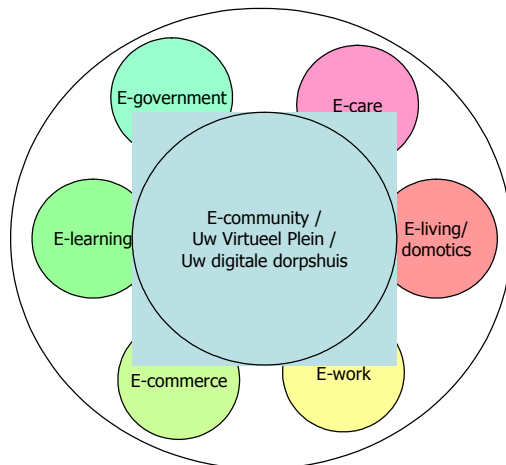
**Figure 2: Regional Broadband Rings by 2010 in the Eindhoven Region**

Besides this initiative the Technological University of Eindhoven will realize a node for service suppliers: the Eindhoven Internet Exchange. The rural municipalities are responsible for the broadband quality and spatial and social inclusiveness on their territory. Local initiatives will therefore be stimulated.

Against this background the pilots of the Virtueel Plein project are initiated, started by initiatives of inhabitants and of collaborating service deliverers (for instance housing associations, schools, home care organizations, welfare organizations, municipal agencies and commercial service deliverers). The pilots differ qua initiating parties. In all pilots citizens are engaged in the pilot process, based on so called Village Development Plans (Dorpsontwikkelingsplannen) where available. These Plans are instruments for engaging, or empowering citizens (new ways of active citizen participation). The Eindhoven Region stimulates and supports the development of Village Development Plans. The Eindhoven Regional Authority supports experiments in rural centers against that background.

The experiments (pilots) result in material for a blue print and script in which will be described how to create a (tailor made) citizen oriented virtual one stop shops (clusters of services) and service-networks, powered by 'Virtueel Plein' in rural (and urban) areas.

Therefore the SRE choose for a variety of pilots, making use of the driving forces in the pilot areas for clustering services and implementing network systems. Different varieties of e-activities are possible as shown in figure 3.



**Figure 3: Possible pilot themes**

Driving forces are the cluster- and collaboration strategies of welfare and care organizations, of libraries, retail and commercial service companies. Examples of clusters and networks have been described in the reports of WP 2.1. (Clusters and collaborative approaches) and WP 2.2. (Networks and economies of scale and scope). The citizen centric aspect will be piloted in the same rural centres by developing an ICT-model for a Continue Consumer Panel. Citizens participate in the development of this instrument for citizen reciprocity in processes and quality of service delivery.

## 1.2 Objectives of the Regional test-beds in the Eindhoven Region

The Virtueel Plein project will consist of three pilots, all on a different main theme. The objectives in the three pilots are the following:

- 1 Continu Consumer Panel (CCP)
  - 1.1 Realising a virtual reciprocal Continue Consumer Panel Instrument, based on experiences with developing CCP-instruments in 3 local pilots;
  - 1.2 Active citizen participation (through working groups, online inquiries and so on) in co-developing the local reciprocal CCP-instrument;
  - 1.3 Active participation of service deliverers in co-developing the local CCC-instrument;
  - 1.4 A local network of service deliverers and citizens working with the instrument;

The CCP functions as an instrument for Citizen centered Mediated Access, that can evolve into a local (tailor made) Virtueel Plein are based on the Peer-to-Peer-systematic. P2P systematic is developed for educational purposes and shall be applied in the CCP's.

The second objective is:

- 2 Empowering cluster- and networks of services
  - 2.1 Realizing elements of the Virtual Plein- concept with regard to the Content Management System (CMS) and E-service concepts for the end user and based on existing hardware infrastructures;
  - 2.2 Realizing virtual elements of different level (from a kiosk-level to a fully enabled service network) depending on the strategy of a public, semi public or commercial participant in the cluster or network. The virtual elements are forms of different mediated access for citizens.

The objectives will be made SMART (Specific, Measurable, Acceptable, Realistic and Time bounded) in the local pilots together with investors and other stakeholders.

### 1.3 Requirements of the citizens / communities

#### 1. Requirements identified from baseline reports

The requirements of the citizens / communities are reported in Dorps Ontwikkelings Plannen (Village Development Plans) and in surveys of public, semi public and commercial service organizations. Implementation of Village Development Plans is the responsibility of Dorpsraden (formal Citizen Councils). Implementation of One stop Shops depends on different collaborating service deliverers and readiness to implement (feasible) cluster concepts.

#### 2. Direct one to one consultations with citizens and service deliverers

The CCP will be developed in cooperation with citizen working groups. Citizens define their question patterns with regard to relevant needs for services. The CCP is developed in close interaction with citizens.

The virtual mediated access elements of different level will be developed by collaborating service deliverers. Collaborating public, semi public and/or commercial partners in cluster concepts will be contacted with citizen working groups in order to match the CCP with virtual elements of the collaborating service deliverers.

This methods directly addresses the main citizen-centric objective of the CitizenFirst project to empower NWE citizens.

### 1.4 Description of the pilots

At this time two pilots have been selected:

1. E-learning in Nuenen
2. E-care in Hoogeloon

Both pilots will be using the same kind of CCP and ICT-technology to build local communities.

## Timescales

January-August 2006:	Set up of Pilots at Nuenen and Hoogeloon.
September-October 2006:	Launch of 'Mediated Access solutions' CCP's and virtual elements in Nuenen and Hoogeloon;
October 2006:	Identification 1 further Pilot in the Eindhoven Region
December 2006/January 2007:	Three operational Community defined Mediated Access Solutions; Operational phase in close cooperation with citizen groups and collaborating service deliverers.
January-September 2007:	Contribution to Scripts and Blue prints providing Mediated Access Solutions experience of Citizen First Regions Eindhoven and Cambridgeshire.
September 2007:	Usage of Mediated Access solutions in 3 villages.