



**TISP**

**Kick off meeting**

**Milano, 19th june 2013**

## Aims of the meeting

What we should achieve today:

Long term approach

- A shared working methodology
- An overview of publishing and ICT sectors in relation to TISP objectives
- Defined role and contribution by partners

Short term operational outcomes:

- Selection of topics for 2013 and spring 2014
- List of events and outline and action plan for TISP events 2013/spring 2014
- Outline and planning for smart book
- Communication policy for TISP

These outcomes will feed the UPDATE OF OPERATIONAL WORKPLAN (by july2013) and are addressed by the agenda of the meeting

# A recap on the project (because we all already know!)

- **The issue**

Fill the gap between publishing and ICT industries, making available expertise and tools on innovation and technology to publishing industry

- **Key objectives**

- Fostering **business innovation** in publishing and ICT sector, through sharing knowledge and analysis of market trends and benchmarking with existing business cases
- Supporting **policy innovation** at national and EU level, through provision of policy recommendations elaborated jointly by the two communities

- **Activities and tools to achieve objectives**

(i.e. our duties according to the contract with the Commission)

- TISP events
- Smart book
- Policy recommendations

# Workplan

- **WP breakdown**

- WP1 Coordination and Management (AIE)
- WP2 Exploring new publishing models (FGSR)
- WP3 Publishing content in ICT services (IVSZ)
- WP4 Business cases and policy recommendations (FEP/DE)

- **An iterative model**

- Identification of Topics (WP1)
- Organisation of TISP events in Publishing (WP2) and ICT sector (WP3)
  - At least 4 events per year (2 in the publishing sector and 2 in the ICT sector)

- **A transversal line of activities**

- Launch and enrichment of the Smart Book (WP4)
- Elaboration of joint recommendations (WP4)

# Workplan & WG: Topics and events

- **Planning and implementation (as per the Operational Workplan)**
  - Two terms : spring/autumn
  - For each term identify:
    - o Topics (proposed by MB and validated by Consortium)
    - o Relevant events (official TISP meetings and other events)
    - o Build events/promotion of TISP in other events
    - o Report feedback
- **Activities 2013 (addressed today)**
  - Identification of key topics to be addressed in first events
  - Identify official TISP events for autumn 2013/spring 2014
  - Identify other relevant events where TISP can be active
  - *Contribute to shape the event*
  - *Share with partners experience on events you'll be attending*
  - *Think of possible additional TISP events in your country and own network*

Starting from:

- Survey on topics
- Mapping grids
- *Events report template*

# Workplan & WG: Smart Book and Recommendations

- **Smart Book (as per the Operational Workplan)**
  - Gathers materials and feedback from events
  - Make available to public relevant material
  - Collect business cases
  - Give value to dissemination and networking activities of partners
- **Recommendations**
  - Elaborate above inputs into policy recommendations
- **Smart Book & Recommendation activities 2013 (addressed today)**
  - *outline of smart book and its content*
  - *Design communication strategy*
  - *Implement communication strategy*

# TISP Deliverables

## Organisational

- WP1
    - Operative workplan
- D1.1 Year 1 (**to be updated by july 2013** ); D1.2 Year 2 (M12); D1.3 Year 3 (M24)

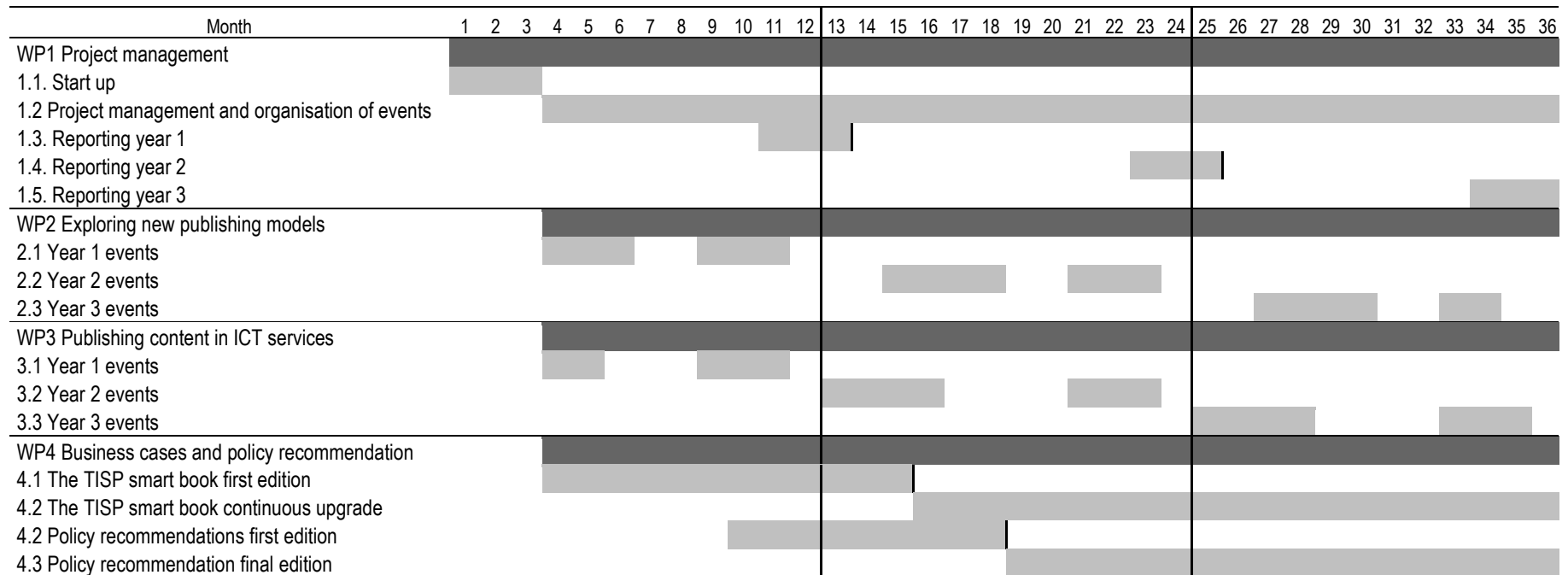
## Networking and benchmarking

- WP2
    - Summary of TISP meetings in book trade events
- D2.1 Year 1 (**M12**); D2.2 Year 2 (M24); D2.3 Year 3 (M36)
- WP3
    - Summary of TISP meetings in ICT trade events
- D3.1 Year 1 (**M12**); D3.2 Year 2 (M24); D3.3 Year 3 (M36)
- WP4
    - SMART Book
- First edition (**M15**); Final edition (M36)

## Policy innovation

- WP4
  - Policy recommendation first edition (**M18**); final edition (M36)

# The GANNT





## Speaking about the partners

- **25 partners:**
  - 2 umbrella organisations (FEP, DE)
  - 3 Book Fairs (London and Frankfurt Book Fairs, Childrens' Book Fair)
  - 4 Academic and cultural institutions (iMinds, JGU-BSM, HKU, FGSR)
  - 10 Publishing industry representatives (AIE, MVB, LLA, FGEE, BUBOK, ABK, CCIS-SPA, PIK, Boek, PA)
  - 6 ICT industry representatives (ANITEC, IVSZ, MEDRA, APDETIC, INFOBALT, AMETIC)
- 12 countries covered
  - Italy, Belgium, UK, Spain, German, The Netherlands
  - Hungary, Lithuania, Slovenia, Poland, Bulgaria, Romania

# Speaking about the partners

## Basic assumptions

- **The consortium is the key asset**
  - coverage by country, domain, expertise
- **TISP should serve the interest of partners' organisation**
  - To serve their member's interest (membership organisations)
  - To involve new participants/exhibitors in trade events (bookfair organisers)
  - To promote and engage in new studies and analysis of ICT and Books (research centers and cultural institutions)

## Tasks of a TISP partner

- Participate to TISP meetings and events
  - Participate in the discussion about topics (also involving its members to detect their needs)
  - Contribute in building the event (before and during the event itself)
  - Create synergies locally with national events or other relevant venues where TISP could be present
- Contribute to project deliverables
  - Provide feedback on events attended
  - Identify business cases that can feed the smart book
  - Share relevant material (studies, market analysis etc)
- Disseminate results of discussions and deliverables within their members and networks
  - Make TISP visible in your organisation
- Involve external stakeholders in the network
  - bring TISP in discussions with external stakeholders
  - Involve professionals and policy makers

## Tools for participating

- Mailing list
  - Use the mailing list to circulate news and share information with the whole consortium
- Institutional website
  - Serve as project website ! (we won't have one)
  - Provide a space in your website to inform about TISP network and make available news/materials/information circulated through the mailing list
  - Should be a bridge to the smart book once launched
- Report activities
  - Describe your engagement and activities done
- Report events
  - Report on events attended
- LinkedIn group
  - Join the linkedin group of TISP
- Working groups
  - Engage actively in WG on specific issues (coordinated by WP leaders)

## Do not forget what we promised: performance indicators

Indicator No.	Relating to which project objective / expected result?	Indicator	Method of measurement	Expected Progress		
				Year 1	Year 2	Year 3
1	Stimulating business innovation	TISP events	No. of events	4	4	4
2	Stimulating business innovation	Audience to TISP events	No. participants	150	200	200
3	Stimulating business innovation	Quantity of information provided	N. of business cases described	15	30	45
4	Stimulating business innovation	Audience of the smart book	N. of unique visits	n.a	2.000	3.000
5	Stimulating business innovation	External stakeholders' Participation to TISP events	N. of external stakeholders participants	10	15	20
6	Stimulating policy innovation	Policy makers involved	N. of policy makers reached	n.a.	50	100

## Checking achievements: milestones

- 1.Full implementation of planned activities (M12, M24, M36)
- 2.Release of smart book (M15, M36)
- 3.Release of policy recommendations (M18, M36)

### Key points for attention

- 1.Accurate and realistic planning.
- 2.A clear design of the smart book, definition of content and clear strategy to feed it with interesting content.
- 3.Identification of consensus around specific issues to translate into recommendation

## Once back home

- Complete mapping grids
- Give visibility to the project through your website
- Join LinkedIn group
- Contribute to update of Operational Workplan
  - Results of WGs of today will be integrated in an updated draft
- Plan attendance to the events selected and coordinate participation according indication of WP leaders

# Administration and reporting towards European Commission

- Technical reporting
- Annual Periodic reports (M12, M24, M36)
- For each WPs:
  - Activities done
  - Key results/achievements
  - Outputs/deliverables
  - Deviation from original plan/corrective measure
- Financial Reporting
  - Simplified
- **Project Reviews**
  - 3 scheduled in correspondence to annual reporting (M13, M25, M37)

Project will be evaluated according to results obtained measured through milestones and indicators stated in the DoW.

**Important to take records of activities carried out accordingly**



# Formal duties and our organisations' objectives

Two levels of performance for TISP:

- As EC funded project
  - Provide deliverables according format agreed
  - Carry out promised activities
  - Stay on schedule
- As strategic initiative for long term results and new cooperation
  - Find committed stakeholders
  - Identify paths for real cooperation
  - Stimulate real exchange
  - Build mutual knowledge



Thank you!

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