

## European Trend Chart on Innovation

### Conference on e-Business and Innovation 26 – 27 May 2005

The European Commission (DG Enterprise) has endorsed the decision to carry out a conference on the above theme. In order to prepare this exercise properly, we kindly ask you to fill in the following questionnaire. Your response will assist us in identifying the structures in your country and current developments within the theme, in addition it will provide input into identifying the policy practitioners that may benefit from participation in such a workshop. **Please read the attached scoping paper first**, which outlines the specific considerations for the topic and should act as a guide to what type of answers we are looking for from the questionnaire. As one of 33 country briefings we would appreciate your answers to be as concise as possible. If you have any questions please contact:

**Jan-Frens van Giessel**, Technopolis BV, Amsterdam, Netherlands  
Telephone +31 (0) 20 535 4422  
E-mail [jfvg@technopolis-group.com](mailto:jfvg@technopolis-group.com)

#### Your personal details

Country: Germany  
Surname: Rammer  
First name: Christian  
Institution: ZEW  
Telephone: +49 621 1235 184  
Email: rammer@zew.de

#### *Questions related to e-Business & Innovation instruments*

#### **1. Are there any policy instruments from the innovation policy field that are aimed at supporting e-business at companies?**

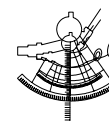
*Please select for each innovation policy field "yes", "no" "don't know"*

- A.  
**R&D funding**
- B.  
**Demon-stration and test centres**
- C. **Technology Transfer, Partnership, Networking**
- D. **Provision of data, market analysis, supporting studies**
- E.  
**Demand side initiatives**
- F.  
**Incubators and innovation clusters**

Yes  
Yes  
Yes  
Don't know  
Don't know  
Don't know

#### **2. Are there other examples of policy instruments interlinking innovation and e-business from other policy areas?**

*Please select "yes", "no" "don't know". If yes, please provide the policy field*



## European Trend Chart on Innovation

Yes

If yes:

A major policy activity is to design an appropriate legal frame for the use of E-business. Among others, the usability of digital signatures, and all legal questions associated with this issue (legal binding of such signatures, which types of contracts may be digitally signed, responsibilities in case of misuse, regulations in case of fraud etc.), is of utmost importance for the diffusion of E-business.

Another main policy area is designing standards and principles for secure data exchange in the Internet for various applications and questions of long-time archiving of digital documents.

Another critical issue in promoting innovation in E-business is to increase trust in Internet technology among the wider public in order to increase the use of this technology. This concerns, for example, data protection issues, such as who may read and store business related data transmitting through the Internet.

A further issue is competition in the market of Internet services, especially Internet providers and telecommunication services. High prices for consumers due to low competition will reduce the use of Internet, which will reduce the potential users of E-business offers by companies and may have negative effects on the demand for E-business offers, the profitability of E-business investment, and the incentives to innovate in this field. Opening up telecommunication markets, including the use of alternative technologies such as cable television or electrical lines for connecting households to the Internet, and increasing competition in telecommunication markets is therefore an important field of policy action aiming at promoting E-business.

German innovation policy strongly rests on these policy areas when attempting to promote E-business and innovation in this field.

### **3. If you have selected "yes" in question 1 and/or 2, provide maximum 3 examples of the most interesting instruments aimed to support both e-business and innovation**

*Please indicate the policy field, managing organisation and give a short description of the instrument (max 3 sentences).*

**Name**

**policy field**

**Organisation**

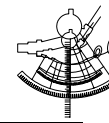
**Description**

A

if other; define

Thematic Research Programme "Information Technologies" (DE\_69): This large R&D programme is a multiannual programme, covering a large number of subprogrammes with multiannual, but differing time scales. In the period 2002-2006, three main programme lines are dealing with research themes that are relevant to E-business: software systems (annual budget of about m€55), basic technologies for communication (e.g. Hypernet, UMTSplus, MultiTeraNet, photonic communication systems, annual budget of about m€7), and Internet technologies (such as broadband technologies, secure internet technologies, internet-based learning in enterprises; annual budget of about m€30).

The programme is closely interlinked with the Action Programme "Information Society Germany 2006", published in 2003 by the Federal Government. The information technology R&D programme provides funding for R&D projects carried out by



## European Trend Chart on Innovation

companies and/or public research institutions. Collaborative projects are widespread. The ICT programme is managed by the German Space Center (DLR), the programme's budget is funded by the BMBF and the BMWA.

### B

if other; define

The initiative Mcert (see DE\_31) evolved out of a first initiative by the BMWA, called competence centres for E-Commerce. Mcert's goal is to provide reliable and easy to use practices related to Internet security and the use of E-business in SMEs. This includes warning messages on damaged programmes and notes on security vulnerability. Mcert provides a preventive protection against security threats in IT systems.

Mcert is a private public partnership headed by BITKOM, the association of IT companies. On the public side, the BMWA and the Federal Ministry of the Interior participate. Business partners are Aladdin, Computer Associates, Datev, Deutsche Telekom, Fujitsu Siemens Computers, Giesecke & Devrient, Microsoft, PSINet, SAP and Symantec. Mcert is a neutral and producer-independent competence centre for IT security. Its offers are specially targeted towards SMEs.

### C

if other; define

In 1999, the public-private initiative D21 has been founded in order to facilitate Germany's way into a knowledge society, putting strong emphasis on the rapid use on new information and communication technologies, including the Internet and E-business.

The Initiative D21 is Germany's largest public private partnership. More than 400 representatives of enterprises, associations, parties, political institutions and other organizations are currently involved, including board members from companies such as Alcatel, AOL, Cisco Systems, debitel, IBM, Microsoft, Siemens and TNS Emnid. They are assisted by an Advisory Council chaired by German Chancellor Gerhard Schröder.

The shared goal of all those involved is to improve the general conditions necessary to move successfully into the information and knowledge society and to make Germany more internationally competitive and ready for the future. Their commitment is channeled toward promoting skills in the use of information and communications technologies among all social groups, as well as in schools, government agencies, associations and enterprises.

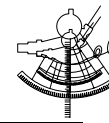
The Initiative D21 is pursuing these objectives in some 50 practical projects, each headed by a representative of business and politics. The most well-known projects include the annual "Girl's Day," in which so far more than 259,000 girls have been able to learn more about specific occupational opportunities in the IT sector. The annual "(N)Onliner Atlas" also meets with a huge response in the media and is the largest study on the use of the Internet in Germany.

The Initiative D21 is organized into four subject areas ("steering groups"):

- \* Education, Qualification and Equality of Opportunity
- \* eGovernment/ Security and Trust in the Internet
- \* Information and Communications Technologies in Healthcare
- \* Growth and Competitiveness, with the focal issues of broadband and the mobile society

Membership in the Initiative D21 offers enterprises and institutions numerous advantages. For example, members demonstrate social responsibility through their involvement. They obtain direct access to decision-makers from business and politics and can help shape political and social processes. They are also given support by the D21 press office.

Launched in 1999, the Initiative D21 is a registered non-profit association with no commercial



## European Trend Chart on Innovation

interests. It is funded from membership fees and donations and has its head office in Berlin. Its Managing Board consists of 25 members and is chaired by Thomas Ganswindt, a member of Siemens AG's Corporate Executive Committee. For more information see [www.initiatives21.de](http://www.initiatives21.de).

### *Question related to e-Business & Innovation policies*

**4. Are the organisations in charge of innovation policy the same as the organisations in charge of e-business policy?**

*Please select "yes", "no" "don't know"*

Yes

**5. Are there any policies addressing e-Business & innovation in parallel?**

*Please select "yes", "no" "don't know" and if selected "yes" give an example (max 3)*

Yes

See the Information Technology Research Programme

**6. Which organisation(s) is/are responsible for interlink between e-Business & Innovation in your country?**

*Please provide name of organisation and indicate the level (e.g. national, regional, local)*

**Name organisation**

**Level**

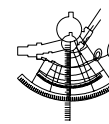
BMBF with respect to new technologies for E-business  
National government

BMWA with respect to Internet technologies and multimedia as well as competition issues in telecommunication  
National government

National government

National government

**7. Please indicate a possible policy maker(s) from your country who is (are) pro-active, and who you think will be able to contribute/or learn from a workshop in this area, please**



## European Trend Chart on Innovation

### provide:

Name and Position: Mr Hans-Jürgen Herrmann

Organisation: DLR, PT-IT

Role/Experience with workshop theme Programme manager in the field of R&D on IT applications and IT security within the thematic research programme "Information Technology"

Telephone: +49 6151 869 726

Email: Hans-Juergen.Herrmann@dlr.de

Postal address: DLR, PT-IT, Bereich IT-Anwendungen/IT-Sicherheit, Dolivostraße 15, D-64293 Darmstadt

Name and Position: Dr Friedhelm Gillessen

Organisation: DLR, PT-IT

Role/Experience with workshop theme National Co-ordination for the IST programme in the 6<sup>th</sup> EU FP

Telephone: +49 2203 601 3403

Email: friedhelm.gillessen@dlr.de

Postal address: DLR, PT-IT, Linder Höhe, D-51147 Köln

Name and Position: Mrs Barbara Giese

Organisation: DLR, PT-IT

Role/Experience with workshop theme International issues in ICT related policies

Telephone: +49 2203 601 3533

Email: barbara.giese@dlr.de

Postal address: DLR, PT-IT, Linder Höhe, D-51147 Köln

Name and Position: Oliver Sass

Organisation: Mcert

Role/Experience with workshop theme: Management of the Mcert initiative

Telephone: +49 30 308743 72

Email: o.sass@mcert.de

Postal address: Mcert - Deutsche Gesellschaft für IT-Sicherheit mbH, Albrechtstraße 10, D-10117 Berlin