

ANNEXE
of
THE LETTER OF INTENT
(BETA/Céreq Alsace)

1. Common Sub-project

The main research axis “BETA/Céreq Alsace” can propose in co-operation with its RIG partners within the framework of “MENTAL CHANGE” integrated project is centred around the following basic theme:

**“Towards a learning regional community network for ‘ERA’ strengthening
in the knowledge-based society ”**

The concept of “Learning regional community network” provides a coherent and comprehensive approach to face the ever-changing challenges of the knowledge-based economy of the new millennium. It has the following basic characteristics:

- First, it is an all-inclusive community network open to proactive partners, where:
 - Learning is placed at the heart of the community development by considering it as a cumulative investment within a social process that provides a comparative advantage for the overall socio-economic development;
 - Both formal and non-formal learning resources are inter-linked and equally appreciated and recognised;
 - Economic and education partners interact, co-operate and share their learning and knowledge resources within the community’s space with openness and interactivity within larger spaces;
 - Innovations are supported by interactive learning among learning organisations and individuals within the regional community network and other regional community networking within the “ERA”.
- Secondly, the use of “learning technologies” as means to reduce digital and social divide by: allowing for all the possibilities of acquiring a full range of literacy and learning, and establishing intra and inter community networks to share common concerns and best practices as an integral part of the preparation process for the emerging knowledge-based society.

Its overall basic goal steps:

- *Step 1:* Assessment of the current state-of- the art, including the literature review and identification of samples of existing “effective practices”.
- *Step 2:* Contribution to the conceptualisation and construction of an overall methodological framework (approach) for the project “Mental Change – Accelerating into the European future of e-government of knowledge economy”.
- *Step3:* Conceptualising and conducting (at regional networking level) a field investigation into the perception, role and effective practices of a sample of ICT service providers and users on the basis of in-depth semi-directive interviews in order to construct the necessary interpretive/illustrative case studies.
- *Step 4:* Evaluation and interpretation of the results, formulation of policy recommendations, reporting and dissemination activities (workshops, conferences and forums and publications) at regional, national and European levels.

2. BETA/ Céreq Alsace, Université Louis Pasteur, Strasbourg I (France)

Founded in 1972 within the University Louis Pasteur of Strasbourg, **BETA** is a research laboratory associated to the French National Centre for Scientific Research (CNRS) since 1985. It is one of the major French academic team in economics (micro, macro and industrial organisation), management, innovation studies, science policy evaluation, technology foresight, VET and labour economics. It includes, on the average, 45 researchers and 55 PhD students and post-doctoral researchers. Many methodological methods are used: micro and macro-economic analysis, history of economic thought, modelling methods and field work.

BETA has a considerable experience in European research programmes. In the past decades, it performed the evaluation of the national and international space programmes (i.e. spinoffs study of the European space policy for ESA, as well as some national policies in the field). For the European Community, BETA has, then, participated in the FAST-MUST programme and evaluated BRITE-EURAM. Recently, it has been working on several research and networking programmes: among others, Advanced Science and Technology Policy Planning (ASTPP), Strategies and Policies for Systemic Innovation and Convergence in Europe (CONVERGE), Technology and Infrastructures Policy in the Knowledge Based Economy (TIPIK), Socrates “LifeQual Project - Effective Process for Acquisition of Qualification for Lifelong Learning”, “FAME – Vocational Identity, Flexibility and Mobility in the European Labour Market” and “EURONE&T: Towards the European Society – Challenges for Education and Training Policies and Research arising from the European Integration and Enlargement”.

One of BETA’s teams, specialised in the study of relations between education, VET, skills, employment and social inclusion, is the **Céreq Alsace**. This team which includes 14 members from various disciplines (educational sciences, economics, sociology, philosophy,...) belongs to the French network of research centres associated to Céreq: The French Centre for Research on Employment and Qualifications. Besides these academic and scientific activities, BETA/Céreq Alsace has to fulfil a regional mission of assistance to the social partners and State administration in the field of training and employment.

Contact person:

Dr M'Hamed DIF

BETA/Céreq Alsace,

University Louis Pasteur of Strasbourg,

The European Pole (P.E.G.E.),

61, avenue de la Forêt Noire,

67000 Strasbourg (France),

E-Mail: mdif@cournot.u-strasbg.fr

Tel: 33 (0)3 90 24 21 67 (DL-Office)

Tel & Fax: +33 (0)3 88 22 33 47 (DL-Private)

Tel: 33 (0)3 90 24 20 69 (Secretariat BETA)

Fax: 33 (0)3 90 24 20 70/71 (BETA)

3. RIG partners

3.1. “CRCI-Alsace” :

“CRCI-Alsace” (Chambre Régionale de Commerce et d’Industrie d’Alsace: Regional Chamber for Commerce and Industry) is a public establishment which represents regional interests in the main industrial and commercial sectors and co-ordinates the resources of the CCIs (Chambres de Commerce et d’Industrie) in Alsace region where there are over 45,000 SMEs. Its network has four main activities: to contribute to the creation of innovative activities, to succeed in export markets, to develop new technologies of information and communication and to save the environment.

CRCI-Alsace has a long experience in the domain related to the “Mental Change” proposal through its effective participation in several regional, national and European projects and/or networks, such as:

- COGITO: a regional programme in partnership with the Regional Council of Alsace and the Regional Office for Industry, Research and Environment (DRIRE Alsace) with the aim of developing effective practice of economic intelligence within Alsatian firms and helping them to become more innovative, proactive and efficient.
- E-LIVE: A European Programme for the development of a learning and innovation network for SMEs (based on adult learning and knowledge management principles and processes) with the aim of enabling them to cross the digital divide, to learn and share knowledge within and between several regions in the European space;
- IRC (Innovation Relay Centres): A European network to support innovation and the development of technological co-operation and partnership between providers and users of technology;
- Car industry pole for Alsace-Franche-Comte regions, which groups all actors active in this field of the industry in order to reinforce its development within the two regions.

In connection with the proposal, the CRCI will contribute to the “learning regional community network” within the overall move towards a learning and knowledge-based society, basically via its:

- Work on the development of inter-firm relations and co-operative activities with a high value added to concerned firms.
- Action as a regional catalyst in recruiting SMEs to the network, identifying their needs regarding the initiative in Knowledge management and training, supplying them with concrete and applicable methods and supporting them with technological infrastructure

Contact person:

Maryse Demissy

CRCI ALSACE

3 quai Kléber

Le Sébastopol

67000 STRASBOURG

E-MAIL : m.demissy@alsace.cci.fr

Tel: + (33)3 88 76 45 18 (DL-Office)

Fax : +(33)3 88 76 45 01 (Office)

3.2. Alsace Development Agency (ADA):

ADA is a regional development and economic promotion agency of Alsace region with an increasing European and international networking development role. Its usual missions are basically to:

- facilitate the access of regional actors to international procurement contracts, and support their international development, co-operation and partnership;
- accompany investment and development projects in the region, and promote cross-border co-operation, technological innovation and new technologies.

In connection with the domain of our proposal “Mental Change”, ADA possess a long standing experience in effectively contributing to the emerging “learning regional community network” in Alsace through its actions as:

- contributor to the creation of technology clusters at regional, cross-border and international levels, notably in the domains of: biotechnology and life sciences (BioValley), optoelectronics (RHENAPHOTONICS), information technologies (e-Alsace, Teleregion) and of environmental technologies (ECORHENA).
- member of the Alsace Technology Network, and consequently acts as a facilitator for companies and project developers looking to finance their innovative projects and technology development.
- monitor in the European and international public tender calls regarding technology issues by circulating the information to interested bodies, firms, research laboratories and experts, and providing project management assistance once they are accepted.

Contact person:

Brian Martin
5, rue Turenne,
67000 Strasbourg,
Tel : (33)3 88 77 67
Fax : (33)3 88 24 77 77

3.3. APR (Association de Prospective Rhénane) :

APR (the Rhine Valley Foresight Association) is a non-profit association in the field of regional studies and foresight. It is an interdisciplinary team of academicians and professionals involved in the domain of:

- Territorial foresight and development policies;
- Urban and local management and development;
- Socio-economic analysis of inter-regional and cross-border relationships.

It has recently taken in charge for national and regional institutions (agencies, ministries) the realisation of research contracts and/or workshops and forums for assessing ICT development at regional level, the importance of the associative and co-operative organisations (économie sociale et solidaire) in the regional economy, and the dynamics of territorial organisation.

Within the framework of the present proposal (Mental Change), APR will contribute to the study of the regional aspects of the ICT development and its role in the creation of a culture of

co-operation, mutual learning, knowledge sharing and entrepreneurship in the context of the emerging knowledge society/economy.

Contact person:

Pr. Vincent Claustre,
The European Pole (P.E.G.E.),
61, avenue de la Forêt Noire,
67000 Strasbourg (France),
Tel : (33)3 24 21 62