



LAURA

IST-2001-33251

Adaptive Zones for Interregional Electronic Commerce based on the concepts of Request-Based Virtual Organizations and sector-specific Service Level Agreements

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Project Presentation

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1. PROJECT IDENTIFICATION INFORMATION

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| Contract No: IST-2001-33251 | Project Acronym: LAURA |
| Project Title: Adaptive Zones for Interregional Electronic Commerce based on the concepts of Request-Based Virtual Organizations and sector-specific Service Level Agreements | |
| Key Action: Cross-Programme Themes/Actions | |
| Key Action Line: V.1.11 CPA11: Regional and sectoral pilot actions and demonstrations for the digital economy | |
| Project's Logo: | |
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2. PROJECT ABSTRACT

The LAURA project is an international, multi-sectorial attempt to design and develop adaptive electronic commerce zones (EC zones) in the less developed regions of Europe. These commerce zones aim to introduce the latest electronic commerce business practices to the participants of the LAURA project (local small – medium enterprises and local business organisations) improving companies' competitiveness, business efficiency and expanding their market in European countries. The whole attempt will be based on the powerful concepts of Request-Based Virtual Organizations (RBVOs) and sector-specific Service Level Agreements (SLAs).

The LAURA project will work on this purpose closely with organisations from multiple industrial sectors in four European regions (South Central Bulgaria, Saxony Anhalt – Germany, Epirus and Messinia – Greece).

3. OBJECTIVES

The overall LAURA goal is the development of regional and interregional electronic commerce zones with an emphasis in the interfacing with Associate States, thus safeguarding a smoother integration environment with the European Union. It achieves this goal by means of a shared project through the collaboration of local and regional authorities and administrations, and the exchange of experiences between different countries and regions.

The LAURA specific business and technology objectives are:

- To complement the national policies for regional development, e-commerce and deployment of the Information Society,
- To provide a common platform for cooperation among public, private sector and research organisations,
- To set up a structure which will allow for continuous transfer of experience between and among European regions,
- To provide a robust business case based on real expectations,
- To analyse technology and market related trends.

4. DESCRIPTION OF WORK

Work items of the LAURA project are:

- a) to specify interregional EC zones demonstrating best practice in them, by defining the needs, as well as the operational and functional requirements of all relevant actors including local/regional authorities, public/semipublic organisations and individual industry actors (especially SMEs);
- b) To analyse technology- and market-related trends, which will, either directly or indirectly, influence establishment of the intended interregional e-commerce zones.
- c) to design usage scenarios for the EC zones specified in point (a) and to implement and test them with end users (mainly SMEs), using the resource of value added services to be provided by Support Centres which will be established during the LAURA project lifetime;
- d) to evaluate the interregional EC zones developed by the project in terms of (i) validation of the Support Centres functionality and usability, and (ii) evaluation of the EC zones effectiveness for the SMEs concerned, by means of post-development work;
- e) to implement strategies for wide dissemination of the LAURA project results and the commercialisation of concepts, methodologies and prototypes developed in the project, especially for the benefit of other European regions. This will also imply particular attention being paid to Standardisation issues.

5. MILESTONES AND EXPECTED RESULTS

The Key milestones and results of LAURA are:

- Creation of a model for interregional E-Commerce based on the notions of RBVOs and SLAs
- LAURA prototype to be further validated within the project in four countries (Greece, Germany, U.K. and Bulgaria) and further deployed in post-project regional level initiatives
- Establishment of *Support Centres* in each of the selected areas of the participating countries, both for intra-regional electronic trading between SMEs (intra-regional electronic commerce) and for their external trade (interregional electronic commerce)

6. LIST OF PARTICIPANTS

Main Contractors:

- 01 Pliroforiki S.A. (GREECE)
- Centre for Research and Technology Hellas - Informatics and Telematics Institute (GREECE)
- Hellenic Association of Young Entrepreneurs (GREECE)
- Messinian Chamber of Commerce and Industry (GREECE)
- Unisoft Bulgaria S.A. (BULGARIA)
- Applied Research and Communications Fund (BULGARIA)
- Centre for Applied Research in Information Systems, Kingston University (UNITED KINGDOM)
- TREND GmbH (GERMANY)
- Gründungs- und Technologietransfer Zentrum Handwerk mbH (GERMANY)
- Otto von Guericke Universität Magdeburg, Institut für Arbeitswissenschaft, Fabrikautomatisierung und Fabrikbetrieb (GERMANY)

Subcontractors:

- Data Engineering Laboratory, Department of Informatics, Aristotle University Thessaloniki (GREECE)
- 01 KIS PLC, Consultancy Firm Computer Studies Corporation (GREECE)
- M-BIS Mobile Business and Innovative Solutions GmbH (GERMANY)

7. TOTAL COST AND COMMUNITY FUNDING

The total cost of the project is € 2.483.710 of which € 1.549.969 if funded by the European Union.

8. DURATION

LAURA project lasts for 24 months, and started on the 1st August 2002.

9. CO-ORDINATOR CONTACT INFORMATION

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