

META-FORESIGHT

Integrating Regional Intelligence

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www.urenio.org

4th IRE Plenary Conference
Ljubljana, 7-8 June 2005

Three issues:

I. Regional intelligence

II. Information integration

III. Integration platform and tools

Regional intelligence: First discussions within the thematic network VERITE



Exchange of Experience

VERITE is a trans-regional network for the diffusion of Innovation Management Technologies. Members of VERITE are universities, technology intermediary organizations and regional authorities from 13 EU and Newly Associated countries. [↗](#)

Overview

Members

Activities

Services & Tools

Documentation

Discussion Forum



Overview

The main concept of VERITE is to serve communication between regions in the area of innovation management techniques and technologies.

The network will concentrate on the IMTs, which could be better implemented with online interaction/cooperation between the partners.

The virtual IMT applications will enhance the workshops and continue through the project on an Internet based discussion group.

[More ↗](#)

Activities

Network events

- **Kick-off**
November 2001, Thessaloniki
- **Design of IT platforms**
February 2002, Berlin

Conferences

- **Benchmarking**
6-7/6/2002, Stuttgart
[Conference web site \(STEINBEIS\)](#)
- **IMTs and Product development**
17-18 October 2002, Mantova
[Conference web site \(Mantova\)](#)
- **Supply Chain Management**
20-21 February 2003, Cardiff
[Conference web site \(CMI\)](#)
- **Technology Clinics, Technology Transfer**
8-9 May 2003, Helsinki
[Conference web site \(TEKES\)](#)
- **Business Intelligence**
16-17 October 2003, Vitoria
[Conference web site \(LEIA\)](#)

A virtual community on regional intelligence



Virtual Innovation Community

- **Services & Tools section**
- **Knowledge base**
- **Discussion Forum**

Contact

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e-innovation.org

Regional intelligence belongs to a new family of concepts, such as business intelligence, territorial competitive intelligence, strategic economic intelligence, distributed intelligence, social or collective intelligence, emphasizing the organized and systemic collection, analysis, and dissemination of information for business and development purposes.

Business Intelligence

- It is defined as an activity to overview the internal and external environment of a company, with the intention of finding information that can be incorporated into management processes.
- Business intelligence is mainly a company activity. It has evolved out of traditional decision-support systems which gradually incorporated in-house databases (~ 1985), data warehousing (~1995), customer relationship management (~2000), and integrated business intelligence applications (~ 2003).

Territorial Intelligence

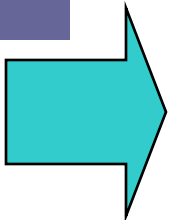
- At the other side of business intelligence is regional or territorial intelligence. This may be defined as an informational nexus linking the actors of a locality.
- It is a network allowing ‘an observation strategy towards the competitors, the markets, and the environment.
- These practices lead to an economic intelligence approach, which, when applied to the territory, is called territorial intelligence’.

Business vs. regional intelligence

	Internal company Information	External company Information
<p>Business Intelligence developed by the company</p>	<ul style="list-style-type: none"> • Company audit • ERP, CRM • Relational databases • Data mining • Balance scorecard • Modeling • Optimization 	<ul style="list-style-type: none"> • Markets and products watch • Technology watch • Competition watch • Materials prices watch • Consumer trends
<p>Regional Intelligence developed by third party organizations</p>	<ul style="list-style-type: none"> • Company benchmarking • Business excellence models 	<ul style="list-style-type: none"> • Business statistics • Regional indicators • Regional benchmarking • R&D results • Patents • Regional foresight

1. It is a *localized network* of distributed informational modules;
2. It is developed by *third party organizations* for the welfare of a territory, locality or region;
3. It uses *human and artificial intelligence* in the collection, processing, and dissemination of information;
4. It communicates via the *Internet*; and
5. The constituting modules are *integrated* so effectively that become indistinguishable for the external user.

Various directions



1. Regional observatories

The screenshot shows the homepage of the East of England Observatory. It features a navigation menu with categories like 'Agriculture, environment and natural resources', 'Business and industry', and 'Education, careers and employment'. A central map highlights the East of England region, including counties like Norfolk, Suffolk, Essex, and Hertfordshire. A 'welcome to the east of england observatory' message is displayed, along with a 'Recently Added Resources' section featuring 'Dickens Micawber Ltd' and 'Employer Perspectives on Recruitment, Retention and Advancement of Low Pay, Low Status Employees'.

The screenshot displays the URENIO website's page for 'Δείκτες Καινοτομίας Περιφέρειας Θεσσαλίας - 2002'. The page is in Greek and includes a navigation bar with 'ΚΕΝΤΡΟ ΤΕΧΝΗΡΩΣΗΣ' and 'ΜΕΤΡΗΣΗ ΚΑΙΝΟΤΟΜΙΑΣ'. The main content area features a large heading and a list of indicators: 'Παραγωγική Συστήματα', 'Ανθρώπινο Δυναμικό', 'Δημοκρατία Γνώσης', and 'Ανάπτυξη Καινοτομίας'. A 'Εισαγωγή' section provides an overview of the indicators for the 2002 regional innovation survey in Thessaly.

The screenshot shows the Yorkshire Futures website, which is part of the 'regional intelligence network'. It features a navigation menu with sections like 'Latest News', 'Strategies and Policies', and 'Monthly Briefings'. The main content area includes a 'Yorkshire Futures Home' section with a description of the network's role in providing intelligence for decision-making. It also features a 'What do you think about our new site design?' poll and a 'GIS' logo.

The screenshot displays the RIPE website, titled 'Ολοκληρωμένο Πληροφοριακό Σύστημα Περιφερειακής Ανάπτυξης'. The page is in Greek and features a navigation bar with 'ΠΑΡΑΚΟΛΟΥΘΗΣΗ ΑΓΟΡΑΣ & ΠΡΟΤΥΠΩΝ' and 'ΜΕΤΡΗΣΗ ΕΠΙΔΟΣΕΩΝ ΠΕΡΙΦΕΡΕΙΑΣ'. The main content area includes a 'RIPE' logo and a description of the system as a 'one-stop shop' for regional development indicators. It features several sections: 'συνεχής ενημέρωση...', 'οδηγός νέων επενδύσεων', 'benchmarking', and 'μέτρηση επιδόσεων περιφέρειας'.

2. Market and technology watch

Collection and analysis of information on markets, industries, prices, offers, demands

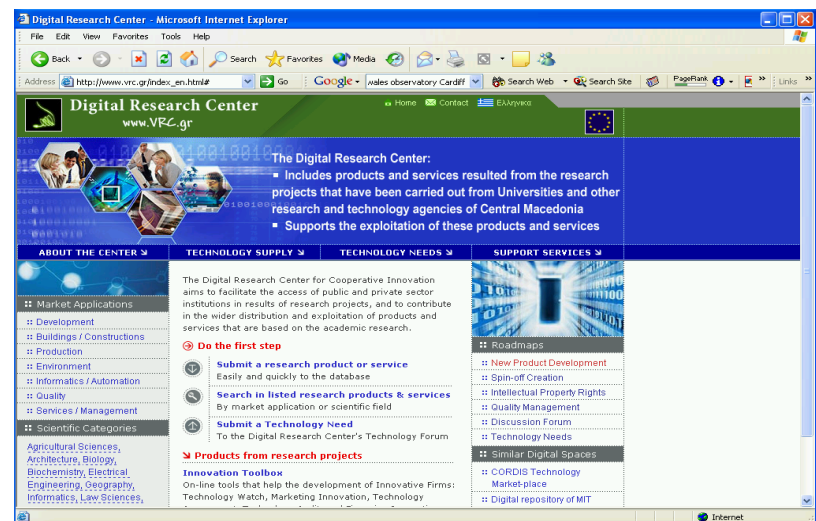
The screenshot shows the homepage of Textile Intelligence. At the top, there is a navigation bar with 'MyTI', 'Market Intelligence', 'Business Floor', 'Products & Services', 'Trade Resources', and 'Corporate'. Below this is a secondary navigation bar with 'News', 'Market Intelligence Report', 'Buy', 'Sell', 'Market Development', and 'TextileExcellence'. The main content area is divided into several sections: 'Subscription' (Industry Reports, 25th Mar 2005-07:54:04), 'MEMBER LOGIN' (with fields for User Name and Password), 'Market Intelligence' (Mkt. Intelligence Home, Latest MIR, Archive MIR), 'MAKE POSTING' (Spun Yarn, Staple Fiber, Filament Yarn), 'BUSINESS FLOOR' (Business Home, View Sell Offer, View Buy Enquiry, Make Sell Offer, Make Buy Enquiry, Make Sample Request, Manage My Business), and 'NEWS CATEGORIES'. The 'Latest 5 Articles' section is highlighted, featuring three articles: 'FLAME RETARDANTS IN TEXTILES', 'Russian Textile: Redemption post Redemption post disintegration', and 'NanoTechnology : A closer look and its uses in textiles'. Each article includes a brief description, a date, and a 'Login to View or ORDER NOW' button. The 'PUBLICATION' section shows a 'textile Excellence' magazine cover with a 'See all issues' link. The 'MARKET DISCOVERY' section features a 'Details' link next to an image of a person in a suit.

The screenshot shows the homepage of Yarns and Fibers. The header includes the site name 'Yarns and Fibers' and the tagline 'Garden - Country's premier fabric engineer'. Below the header is a navigation bar with 'Home', 'Helpdesk', and 'Search'. The main content area is divided into several sections: 'Quick Connect' (with dropdown menus for 'TRADING ZONE', 'PRICEWATCH', 'INDUSTRY NEWS', 'REPORTS', 'RESOURCES'), 'INTELLIGENCE' (with links for 'Industry Statistics', 'Events', 'Glossary', 'Trade Associations', 'Discussion Forums', 'About YnF'), and 'TOOLS' (with links for 'Search', 'Organizer', 'Dealer Converter', 'My YnF'). A login section is present with fields for 'Login' and 'Password', and a 'REGISTER!' button. A 'Keyword Search' box is also available. The 'Nylon Chain Report' section features a 'Global Market Review of Nylon Chain products with forecasts till 2008' and a 'PriceWatch' section with a line graph titled 'Price Trends - ETHYLENE'. The 'SERVICES' section offers 'plans we have to offer' and a 'Download Registration Form' button. A 'SUBSCRIBE TO NEWSLETTER' section includes fields for 'Name', 'Email', and 'Country'. The footer shows a download progress bar for a picture.

The screenshot shows the homepage of EPINETTE. The header includes the site name 'EPINETTE.ORG' and the tagline 'Veille Technologique'. Below the header is a navigation bar with 'PRESENTATION', 'CONDITIONS GENERALES', and 'CONTACT'. The main content area is divided into several sections: 'VEILLE TECHNOLOGIQUE' (with links for 'RECHERCHE ENTREPRISES', 'RECHERCHE NORMES', 'RECHERCHE BREVETS', 'ARTICLES DE PRESSE', 'RECHERCHE LABORATOIRES', 'VEILLE AUTOMATIQUE'), 'ACTUALITES', 'DOSSIERS TECHNIQUES', 'OFFRES DE STAGES', 'ESPACE AFFAIRES', 'OUTILS EN LIGNE', 'SERVICES CARIIT BOIS', 'FOIRE AUX QUESTIONS', 'LIENS UTILES', and 'CENTRE DE DOCUMENTATION'. A 'Veille Technologique' section features a search bar and a list of search criteria: 'Chercher une entreprise', 'Chercher une norme', 'Chercher un brevet', 'Consulter la presse professionnelle', and 'Etre informé des travaux de recherche en France'. A 'Recevez automatiquement les informations sur les sujets qui vous intéressent en établissant votre profil de veille.' section is also present. The footer shows a 'Done' button and an 'Internet' icon.

3. R&D dissemination

- Collection and analysis of R&D expertise, results, products, and services
- Browse by science categories, market applications, key-words
- Online guides for R&D exploitation: IPR, new product development, spin-offs
- Brokering events



4. Regional benchmarking applications

- Collection and analysis of data on companies, organisations, cities, regions
- Comparative analysis and assessment
- Improvement margins
- Consulting

BENCHMARKING

Home Overview Data Collection Application Example Reports Demo Links Ελληνικά

Data Collection

URENIO Questionnaire
URENIO research unit is developing a database which will include about 300 Greek companies. The questionnaire for this application follows "World Class Manufacturing" principles.

BenchmarkIndex Questionnaire
The British Department of Trade and Industry (DTI) is currently developing a database from 9 European countries. The questionnaire belongs to the Benchmarkindex and can be applied through URENIO research unit.

Application
URENIO research unit is [developing a database](#) for the Benchmarking which will include about 300 Greek companies.

Thematic network: Virtual Environment for Innovation Management Technologies - Act...

What the International Benchmark Club (IBC) has to offer regions in Europe

Dr. rer. pol Christoph Koellreuter, Managing Director and Chief Economist of BAK Basel Economics Ltd., Switzerland

The IBC supports regional (national) governments in Europe in their efforts to improve the competitiveness of their economies by offering its members exclusive services such as

- Access to most recent updates of a vast and continuously expanding International Benchmark Database (IBD) on economic performance (220 regions by 60 industries) and its determinants (quantitative indicators of the quality of important location factors elaborated within the framework of IBR Modules)
- Platforms of contact and exchanges for representatives of regions in Europe and the United States at the annual International Benchmark Forum (IBF) and meetings of the IBC steering committee
- Annual International Benchmark Report (IBR), containing an overview of the presentations and discussions of the IBF held in June in Basel
- International Benchmark Presentations (IBP) focussed on a specific region and/or topic (upon special request)

5. Regional foresight

- Limousin (France)
- West Midlands (UK)
- North-East England (UK)
- The Basque region (Spain)
- C. Macedonia (Greece)



RF can be defined as a systematic, participatory process, involving gathering intelligence and building visions for the medium-to-long-term future, and aimed at informing present-day decisions and mobilizing joint actions.

RF involves thinking about emerging opportunities, challenges, trends and discontinuities; however, the aim is not to produce insights about the future, but to bring together key regional actors and regional sources of knowledge and develop strategic visions and anticipatory intelligence.

II. Information integration

Meta-Foresight is a project in the field of regional collective intelligence: the objective is to **create a system of RI.**

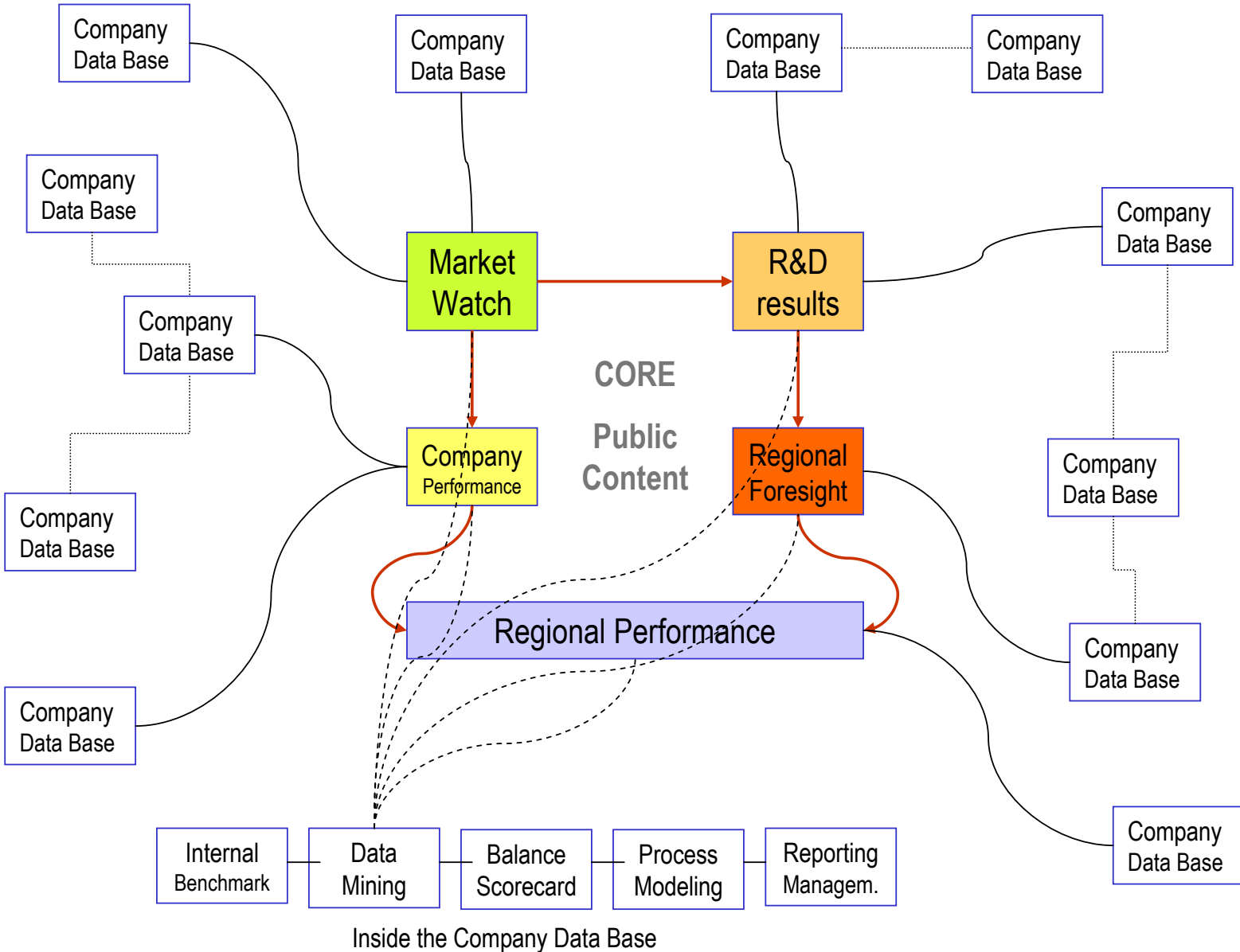
● The problem to solve is **integration** of information offered by providers located into a region.

Integration in the supply side: Bring independent information providers to work together.

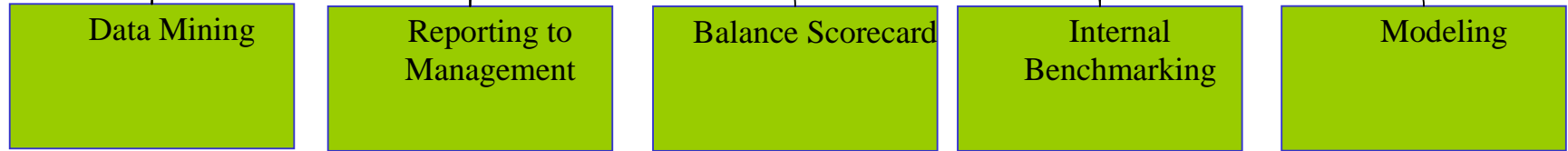
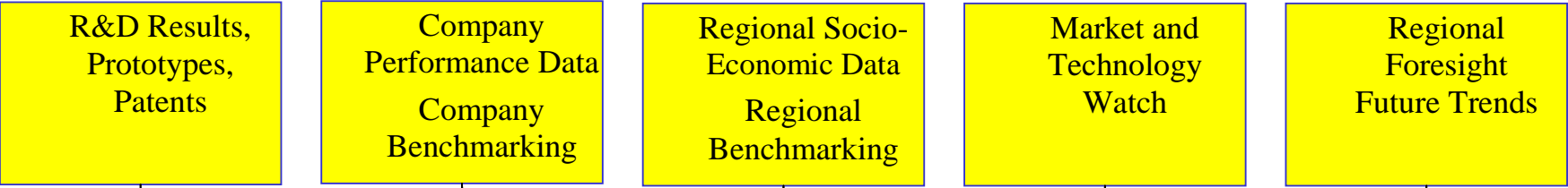
Integration in the demand side: Coherent information to the user supplied from different sources.

● Main deliverables are: (1) a model of content integration based on combined information from Foresight, Benchmarking, R&D, Technological Watch, and Technological Skills, (2) a model for reporting, and (3) web-based platform and tools to assist reporting.

Integration of public information applications



EXTERNAL REGIONAL DATA-BASES



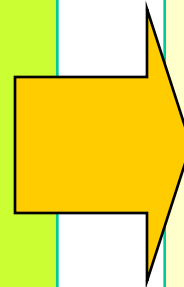
INTERNAL BUSINESS DATA-BASE

INTERNAL BUSINESS DATA-BASE

- ***Ex-ante integration*** is centralized integration and presupposes early stage co-ordination between the partners involved. The agreement starts from the design of the core informational modules in order to allow interoperability and common standards in data entry, data communication and exchange, and search functions.
- ***Meta-search integration*** is lower level integration, less centralized, but more open and expandable. Regional organizations develop the core information modules separately, but allow agents and integration servers to work on their internal / protected data.
- ***Targeted integration*** is a step forward. It is based on centralized or decentralized structuring of informational modules, but also includes an active information processing team which creates new content from the combination of distributed information.

What Regions have to offer to information integration ?

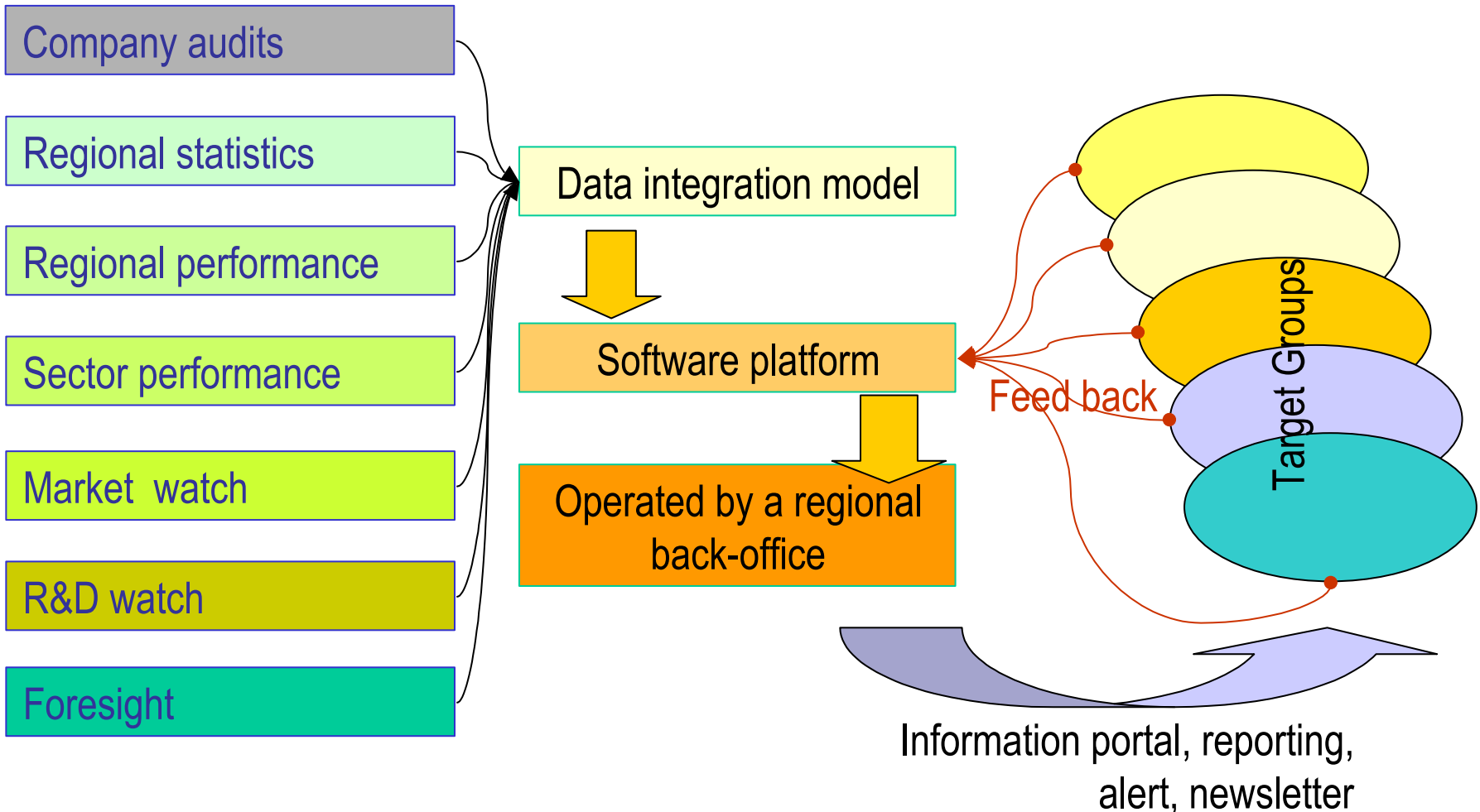
- Thematic compatibility of information systems
- Common cultural background
- Same Language
- Common target groups
- Trust, contact, direct communication



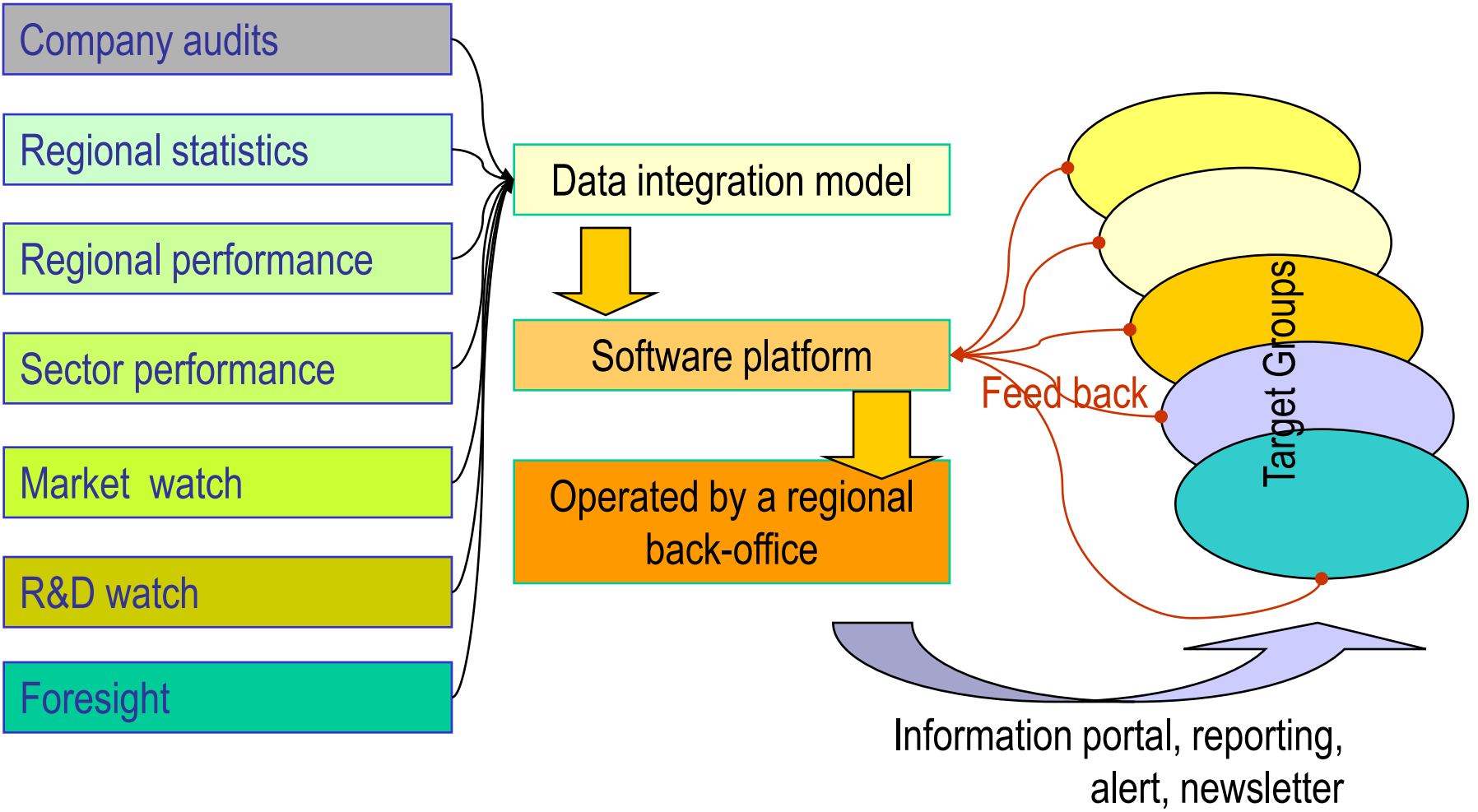
- **Institutional integration:** agreement between regional infosystem stakeholders
- **Content integration:** common categories; complementary information; common indicators; comparative news, etc.
- **Software integration:** common tools, databases, dissemination applications

Meta-Foresight as system of information integration

Authors ----- Integrator ----- Users -----



Authors Integrator Users



MetaForesight

Towards the knowledge-based economy

EUROPEAN RESEARCH AREA
Regions of Knowledge

Home

The Project

Partners

MetaForesight Platform

Library

Cooperation Space

Project Partners



URENIO Research Unit

Aristotle University of Thessaloniki
Central Macedonia, Greece



FUNDECYT

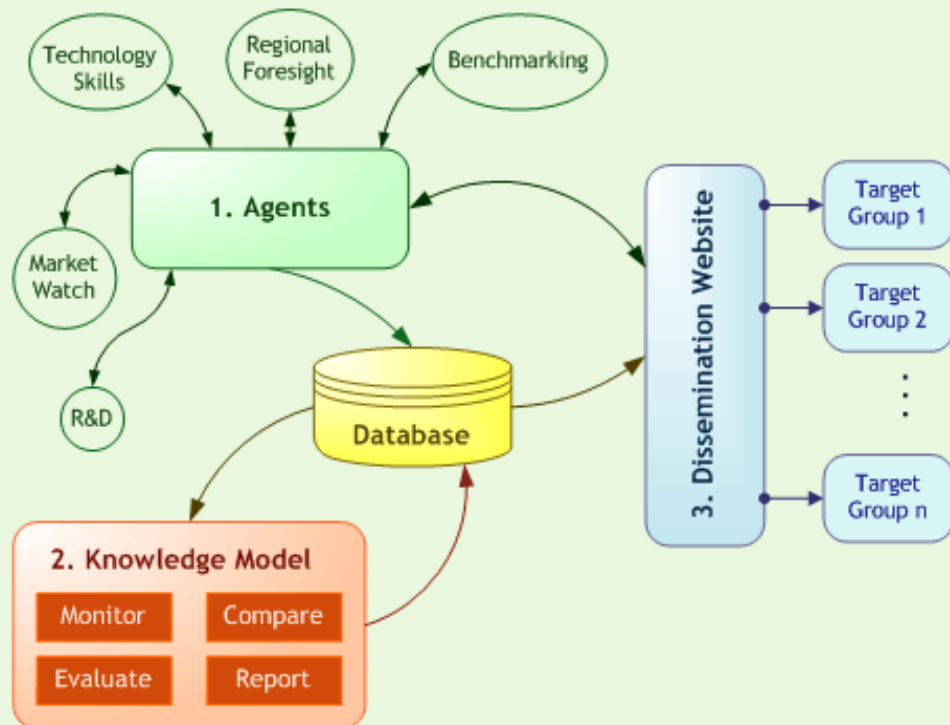
Foundation for the Development of Science and Technology
Extremadura, Spain



University of Wales, Cardiff

East Wales, United Kingdom

MetaForesight Model



MetaForesight aims to produce an integrated information application, fostering regional knowledge-based capacities and policies, and supporting regional business intelligence through learning process at the regional and interregional level.

III. Integration platform and tools

MetaForesight

Towards the knowledge-based economy



Project Partners



URENIO Research Unit
Aristotle University of Thessaloniki
Central Macedonia, Greece



FUNDECYT
Foundation for the Development of Science and Technology
Extremadura, Spain

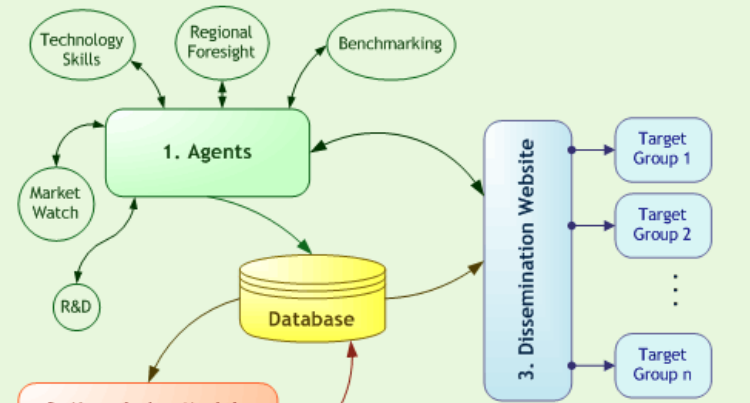


University of Wales, Cardiff
East Wales, United Kingdom

INFYDE S.L
Informacion y Desarrollo S.L.
Basque Country, Spain



MetaForesight Model



MetaForesight aims to produce an integrated info regional knowledge-based capacities and policies intelligence through learning process at the regi More »

About the Project

Objectives

The origin of the project is to embrace crucial issues for knowledge development in EU regions. Main goal is to develop an intelligent application

Latest files

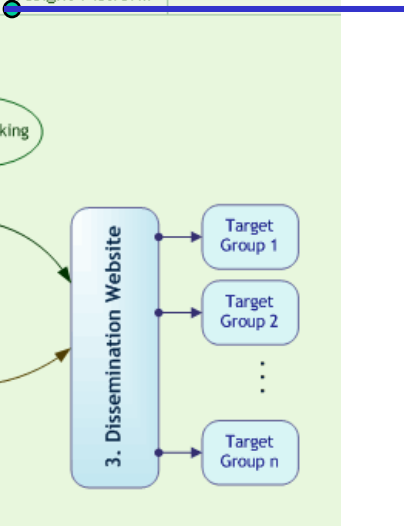
- Progress Check List
- 2nd Progress Report
- 1st Progress Report

Home Project Partners Library Links Conference Cooperation **MetaForesight Platform**

Platform Overview

Components

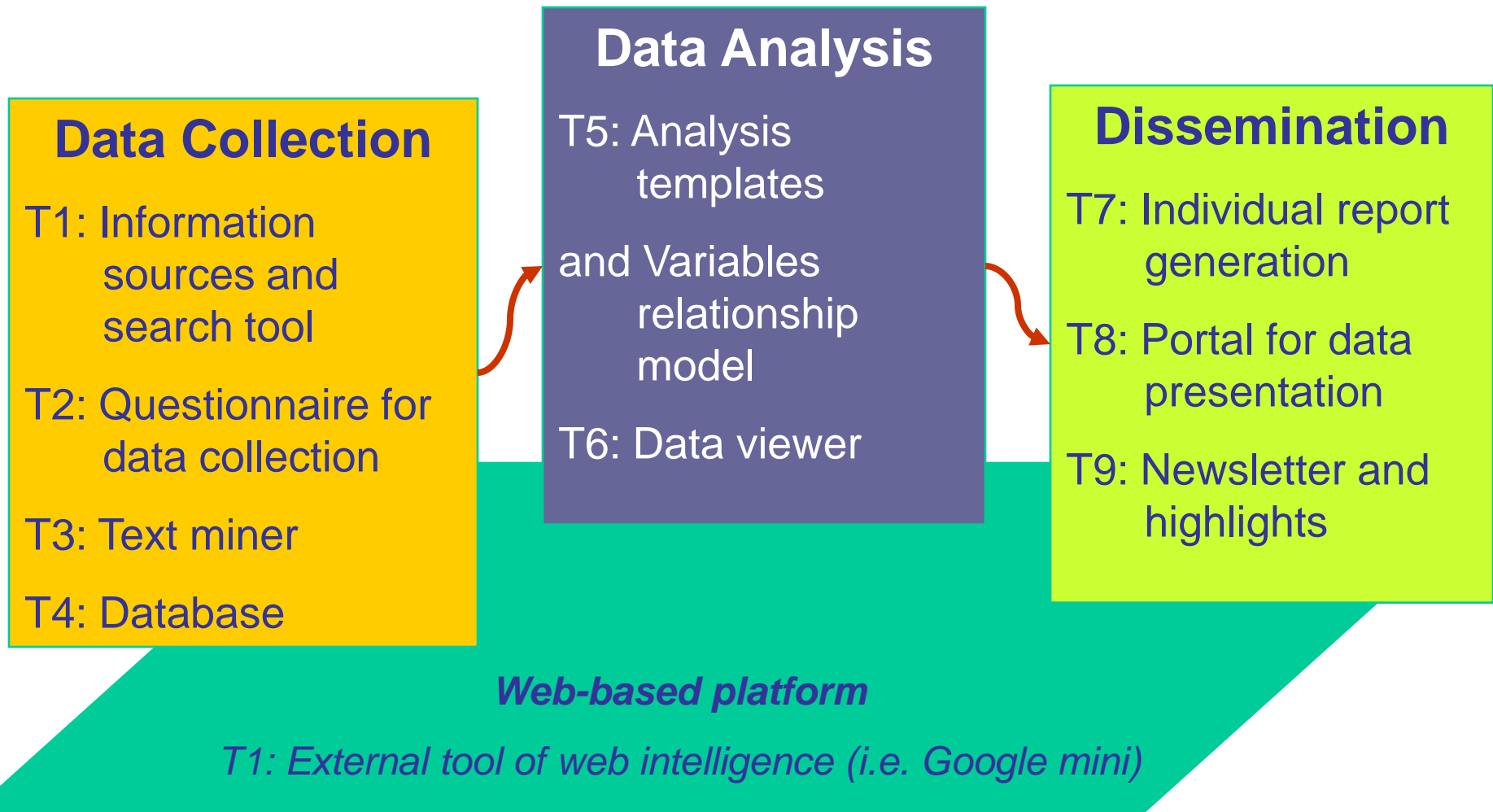
- Portal
- Toolbox
- Guide



Two components:

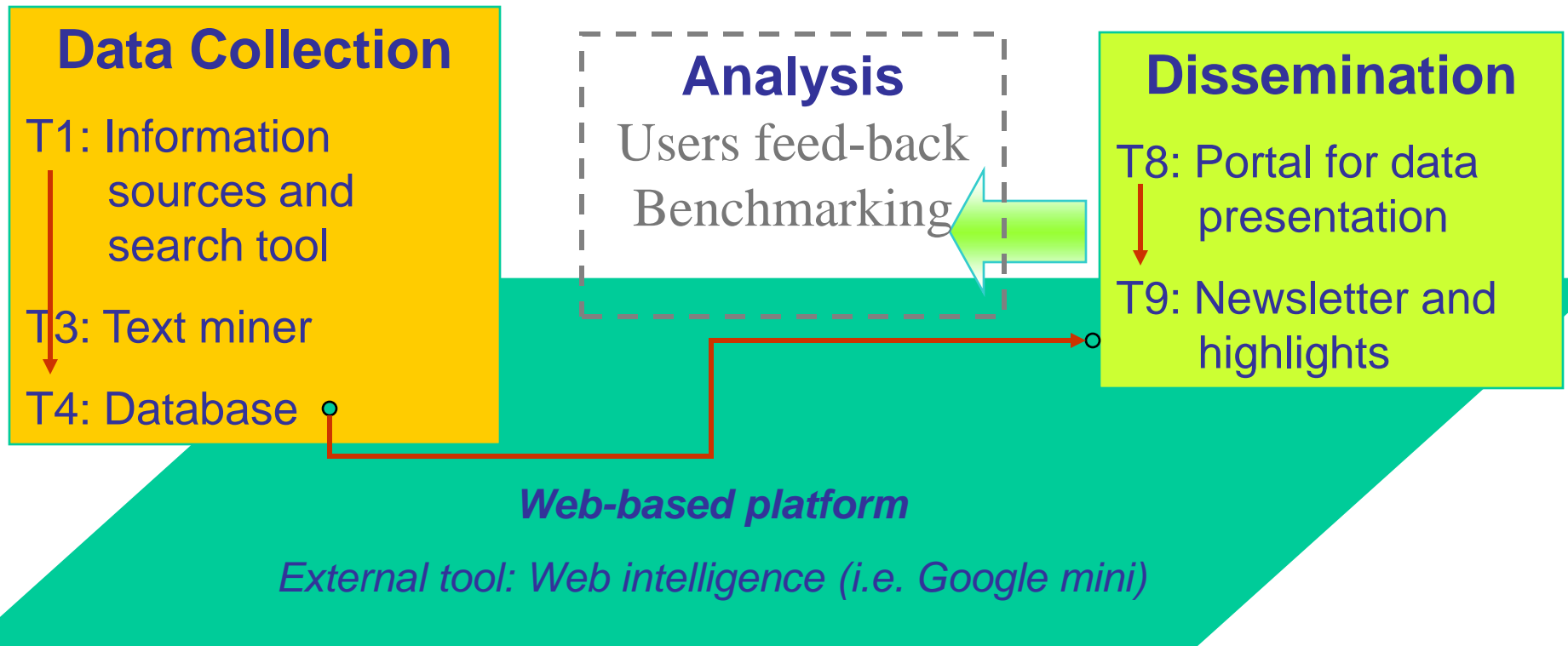
A. Focusing on sectors (open portal)

B. Confidential company report



A. Sectoral information: Portal and newsletter

T1-T3-T4-T8-T9



Industry 1

Industry 2

Industry 3

Industry 4

Industry 5

FORESIGHT

- Vision
- Key technologies
- Emerging industries
- Societal trends

R&D AND INNOVATION

- Current research
- Patent information
- New products**
- New processes / technologies
- Regulations and standards

MARKET WATCH

- News
- Market prices
- Market trends
- Market analysis / reports

BENCHMARKING

- Regional index
- Selected indicators
- Best practices
- Competitors practices

COMPETENCES

- Centres / Labs
- Experts (Offers)
- Suppliers (Offers)
- Partners (Offers)



A decade after launch, ERS-2's mission continues

21 April 2005 Ten years and 52 289 orbits on from its launch, the Earth Observation mission of ESA's ERS-2 satellite continues with all instruments functioning well. A growing global network of ground stations is receiving data from the veteran spacecraft.

[Full story ▶](#)



Thalys train to pilot high-speed Internet access to passengers

21 April 2005 Thanks to the support of the European Space Agency (ESA), broadband Internet access via satellite is being offered to passengers on the Thalys train running between Brussels and Paris.

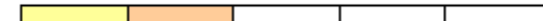
[Full story ▶](#)



Space technology on winners' podium

21 April 2005 Once again Henri Pescarolo chose advanced space technology to make his Le Mans racer lighter and faster, and once again his decision proved to be a winner. At last Sunday's race at Spa-Francorchamps in Belgium, the Pescarolo C60 Hybrid Judd racing car came in second.

[Full story ▶](#)



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Data entry template

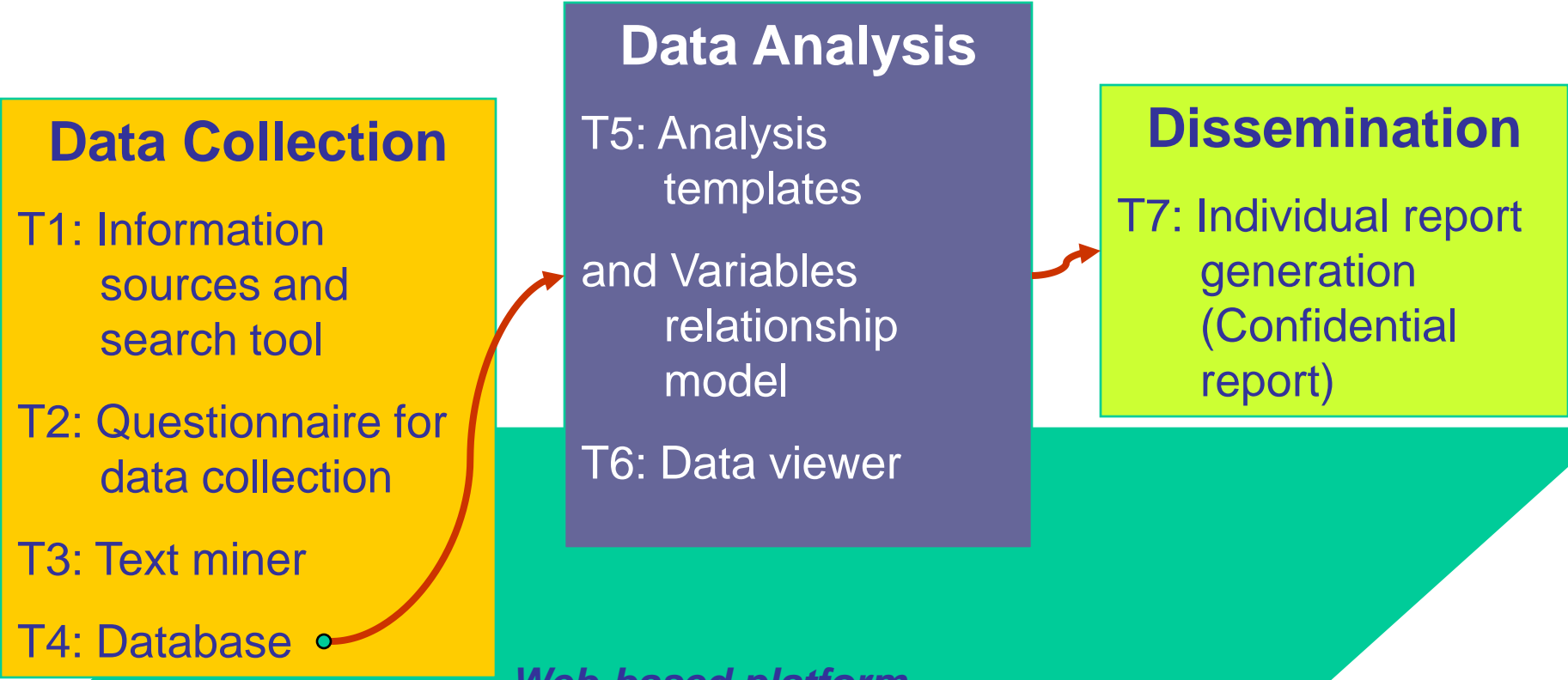
TITLE (Max 70 characters)	
AUTHOR	
DATE	
SUMMARY (max 50 words)	
FULL STORY or Link to document (http or PDF)	
FIGURES OR PHOTOS Position into summary Position into full text	
ATTACHMENT FILE	
METAFORESIGHT FIELD	(Select from List)
INDUSTRY	1, 2, 3, 4, 5
DIRECT LINK TO OTHER METAFORESIGHT FIELDS	(Tick from list) <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
KEY WORDS	Free key words
LEVEL OF IMPORTANCE	High / Medium / Low

Three levels of administration:

- 1) **Administrator** (Metaforesight back office): Assigns authors
- 2) **Authors**
- 3) **Users**

B. Confidential company report

T1-T2-T3-T4-T5-T6-T7



Web-based platform

External tool: Web intelligence (i.e. Google mini)

Questions and Sources

	Company	Region	Sector	Market watch	R&D watch	Foresight	Competences	
FINANCIAL	12	9	12	6		8		47
STRATEGY/ MANAGEMENT	21	5	21	3			1	51
PRODUCTS	8	11	6	2	3	3	4	37
MARKETS / COMPETITION	15	3	15	6		2	3	44
R&D / INNOVATION	15	14	10	3	3	5	4	54
PRODUCTION PROCESSES	27	8	18	4	3	2	4	66
SUPPLY CHAIN	16	3	16	2	3	2	4	46
QUALITY / STANDARDS	10		10	2		2	4	28
	124	53	108	28	12	24	24	373

Data focus

	Target area	Source	Type of data	Data focus
	Company	Company audit	I: Quantitative and C: Qualitative	Company practices: Financial, Management, Products, Markets, Innovation, Production, SC, Quality
	Region	Regional statistics and development programmes	I: Quantitative and C: Qualitative	The company within the region: Regional statistics or Regional practice
	Sector	Benchmarking applications	I: Quantitative	The company within the sector: Benchmarking with respect to max number of companies of the same sector
	Market watch	Market intelligence applications	I: Quantitative and C: Qualitative	Most important facts related to the company practices from <ul style="list-style-type: none"> • The sector • The region • Globally
	R&D watch	R&D dissemination applications	C: Qualitative	Most important R&D related to the company practices from <ul style="list-style-type: none"> • Regional R&D • EU R&D • EPO patents
	Foresight	Regional / national foresight exercises	C: Qualitative	Future or emerging trends related <ul style="list-style-type: none"> • The region • The sector • The practices of the company
	Competence centres in the region and the sector	Regional survey, web, associations, clusters,	C: Qualitative	Competences , skills and services related to the company practices

FINANCIAL	
STRATEGY/ MANAGEMENT	
PRODUCTS	
MARKETS / COMPETITION	
R&D / INNOVATION	
PRODUCTION PROCESSES	
SUPPLY CHAIN	
QUALITY / STANDARDS	

Template of analysis (1-8)

5. R&D and INNOVATION

5.1. Introduction

- Describe in the yellow frame (free text) the purpose of this section, i.e. 'This section of the report looks at the company R&D and innovation activity and performance; it places the company within its sectoral and regional context, comparing critical indicators innovation; it looks at future technologies and trends, and suggests ways to improve the company's capability for innovation

Free text

5.2. Innovation performance

5.2.1. The concept of innovation for the company

- Describe, in the yellow frame, the concept of innovation introducing the distinction of product, process, and organisational innovation; radical and incremental innovation

Free text

5.2.2 Innovation performance of the company

- Make a Table showing the innovation performance of the company, using the variables: [E1-i1 to E1-i9](#)

Table	

- Comment the qualitative aspects of the company innovation activity, using the variables: [E1-c1 to E1-c6](#).

Free text

- Give your assessment on the above performance

Free text

5.3. The company within the regional innovation environment

- Describe within the yellow frame the position of the company within the region. Start from simple facts, location, size, etc, using the variables in [A1 and A2](#).

Free text

- Make a Table comparing the position of the region with the EU averages, using the variables [E2-i1 to E2-i14](#).

Table	

- Comment the above Table highlighting the strong and weak elements of the regional innovation environment.

Free text

- Comment the company innovation performance with respect to the regional strong and weak points. Place variables [E1-i1 to E1-i9](#) within the regional context described in 5.3.3.

Free text

5.4. The company within the sector

- Describe within the yellow frame the position of the company within the sector. Start from simple facts, size of the sector, position of the company within the sector (leader, follower, SME)

Free text

Activities	Deliverables
1. Review of existing information systems	D1. 1 st Sc meeting – Kick-off D2. Survey on existing information systems
2. Analysis of selected case studies	D3. Report on the analysis of 5 case studies in the fields of Foresight, R&D, Watch, Benchmarking, Skills
3. Development of Knowledge model	D4. Design of a model for knowledge / information integration in the 5 fields of F-B-R&D-W-S D5. 2 nd SC meeting
4. Development of software application	D6. Software application and content management tools: Collection, Analysis, Dissemination
5. Testing and Evaluation	D7. On-going evaluation report D8. Testing of the software application D9. 3 rd SC meeting
6. Promotion/ dissemination	D10. Web site D11. 5 promotion leaflets (1 per partner) D12. Publication of application guide D13. Final conference
7. Management	D14. Interim report D15. Final report

Partners:

- URENIO, Urban and Regional Innovation Research Unit, Aristotle University of Thessaloniki, GR
- FUNDECYT, Foundation for the Development of Science and Technology in Extremadura, ES
- CADRIFF BUSINESS SCHOOL, University of Wales, Cardiff, Wales, UK
- INFYDE S.L, Informacion y Desarrollo, Bilbao, ES
- JULES-DESTREE Institute, Brussels, BE