

Core of the report for the period: Project objectives, work progress and achievements, project management

1. Project objectives for the period

General objectives of the ICT Wielkopolska project are as follows:

- work out an effective scheme to prepare a group of brand new original technologies and final products promoted as “regional specialty”,
- work out some kind of a business (written) code allowing for transparent and honest transactions and efficient management of the cluster,
- work out the scope of close cooperation between science and industry engaging and meeting requirements and needs of the business partners,
- preparing a support data centre with the current and targeted advisory and consultancy information available for the cluster members,
- create an efficient mechanism for the absorption of ICT innovations and the cluster products via its wide dissemination and promotion.

Those goals will be achieved through accomplishment of project tasks (work packages) mentioned below:

- Cluster research potential diagnosis,
- Competence map preparation,
- Commercialisation paths preparation,
- Cluster promotion and project results dissemination.

The general expected result of the project is to create an efficient platform of the cluster integrating the ICT community in Wielkopolska province within common research and its results exploitation promoting Polish and European ICT solutions.

Detailed goals planned for the second project’s period are as follow:

Work Package	WP2: Cluster research potential diagnosis
Subject responsible	PUT + PSNC

<p>General objectives for Work Package</p>	<p>Maximizing the benefits of research infrastructures for regional economic development. The research activity will be focused on the following:</p> <ul style="list-style-type: none"> • new generation networking due to operating PIONIER-Polish Optical Internet using modern own fibre infrastructure and direct connections to Pan-European GEANT2, • supercomputing and virtual systems based on the grid technologies deployment, • portal environment new solutions for communication and Web 2.0 semantics commercialization, • secure IT infrastructure, • mobile systems and IT solutions exploitation, • designing a flexible system for dedicated education and training courses.
<p>Tasks and detailed objectives for tasks in period 2</p>	<p>T2.1 Planning new research and development projects according to the business requirements</p> <p>Taking the areas of the present research as well as feedback received from the companies, the research partners will actively plan the new infrastructure. The Wielkopolska Centre of Advanced Information Technologies and its laboratories construction may take all the current requirements into account. The flexible approach to the infrastructure modernization is a must.</p> <p>T2.2 Data base of ICT projects under development</p> <p>Such a common data base is necessary and constitutes a precious added value of the project because of several reasons. First of all, some of the performance is dedicated to a so called frontier research which is extremely difficult to exploit by the industrial companies; secondly, the data base will be collecting data on all the ICT project in the province, not only the projects of the two partners taking part in the project and, last but not least, several existing bases are not up-to-date during all the project duration which may not cover several interesting issues and technologies.</p> <p>T2.3 Technology match-making between science and industry</p> <p>The current information from the other two work packages, especially dedicated to the competence map and</p>

	<p>commercialisation scenarios will allow for two sides of demanding cooperation: research and business community. The collection of the necessary data and a comparison of the two sides may give a lot of interesting results. The biggest advantage of the approach is strong and direct interaction between science and industry – in similar projects there was always one side point of view.</p> <p>Detailed objectives for task T2.1;T2.2;T2.3 in period 2:</p> <ul style="list-style-type: none"> • Examination of 100% of R&D units of the ICT sector (around 20) • Obtaining answers from 80% of examined R&D units (around 16) <p>T2.4 Advanced dedicated education and training programme</p> <p>Part of the work package is the IT highly specialized education and training. It is due to the need of employing highly qualified staff by the cluster members and dedicated courses on a given subject according to the companies request. The task is supervised by Poznań University of Technology.</p> <p>Detailed objectives for task in period 2:</p> <ul style="list-style-type: none"> • Preparing two postgraduate studies programs • Preparing five training programs
Expected results and delivery date	<p>D2.1 Report on new technologies planning (month 18)</p> <p>D2.2 Report and delivery of data base of the ICT projects in Wielkopolska (month 24)</p> <p>D2.3 Report on technology match-making possibilities (month 24)</p> <p>D2.4 Report on ICT cluster education and training programme (month 24)</p>
Work Package	WP3: The competence map preparation
Subject responsible	VERAX
General objectives for Work Package	<ul style="list-style-type: none"> • diagnosis of the cluster potential, • creation of main groups of competences,

	<ul style="list-style-type: none"> • choosing the priorities for the region , • current monitoring of the new technologies market dynamics. • rating of innovation absorption readiness.
Tasks and detailed objectives for tasks in period 2	<p>T3.3 Dynamic SWOT analysis for the cluster</p> <p>SWOT analysis will allow for comparison of the cluster portfolio with the other regional clusters in Poland and some leading clusters in Europe and outside. The classic strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or business ventures. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favourable and unfavourable to achieve that objective.</p> <p>The new approach of the analysis will require some dynamic factors which may be used to display different scenarios in the changing environment. The algorithm and the factors will be verified twice a year.</p> <p>Detailed objectives for task in period 2:</p> <ul style="list-style-type: none"> • Examination of 100% of R&D units from the ICT cluster (around 20) as well as 100% of ICT enterprises from the ICT cluster (around 100) • Obtaining full answers from 80% of examined R&D units (around 16) and 50% of answers from ICT enterprises (around 50)
Expected results and delivery date	D3.3 ICT Wielkopolska cluster SWOT analysis (Month 24)
Work Package	WP4: The commercialization paths preparation
Subject responsible	ALMA

<p>General objectives for Work Package</p>	<ul style="list-style-type: none"> • monitoring of the ICT-intensive sectors, • diagnosis of some potential linkages between science and industry, • creation of some flexible models of the cooperation and commercialisation paths.
<p>Tasks and detailed objectives for tasks in period 2</p>	<p>Tasks in period 2:</p> <p>T4.1 Emerging technologies market monitoring</p> <p>The task is closely co-related with T3.2, however the approach is more focused on the ways of commercialization. New technologies are appearing in many ICT-intensive sectors and the key issue here is to compare the general data with the cluster portfolio and its strengths.</p> <p>The basic objective of the task aims at fostering a multidisciplinary approach to the research and development work deployments and a variety of disciplines required such as business economics, public administration or science and technology management.</p> <p>T4.2 Business requirements and ICT-intensive sectors development diagnosis</p> <p>There are ICT-intensive sectors like manufacturing, automotive, aerospace, pharmaceuticals, medical equipment and agro-food, as well as financial services, media and retail. Benefits reported by firms, as a result of increased use of ICT' s, include faster product development, cost and overhead reductions, faster and more reliable transactions, better relationships with customers and suppliers, improved levels of customer service and support, and enhanced collaboration opportunities.</p> <p>All these incentives are important for the new designing new products and targeting the research and development activities. Such issues like ergonomics or usability testing are involved in the task as well.</p> <p>T4.3 Intellectual property rights and its scenarios</p> <p>The WP leader is an experienced entity in the R&D work results exploitation and is ready to conduct the review</p>

	<p>to highlight the opportunities for business-research collaboration, identify successful case studies and stimulate the debate on the issue within the cluster community.</p> <p>The knowledge transfer to the business area always is a difficult issue because of the intellectual property rights. There are a lot of borders to overcome. It seems that a very close relationship with WP2 may be essential here. The result of the activity will be the setting of model collaborative scenarios and range of approaches to the ownership and exploitation of IP including, for example, ownership of IP by the university with exclusive or non-exclusive licensing to the business.</p> <p>Detailed objectives for task in period 2:</p> <ul style="list-style-type: none"> • Examination of group 300 leading ICT enterprises in Wielkopolska (including ICT cluster members) • Obtaining answers from 50% of examined ICT enterprises (around 150)
Expected results and delivery date	<p>D4.1 ICT-intensive sectors development diagnosis and the report on emerging technologies market (month 24)</p> <p>D4.2 IP rights and scenarios (month 24)</p>
Work Package	WP5: The cluster promotion and project results dissemination
Subject responsible	TALEX
General objectives for Work Package	The general objective of the work package is to build a matter of the cluster brand which will allow for expansion of the ICT business in Wielkopolska.
Tasks and detailed objectives for tasks in period 2	<p>T5.2 New technologies marketing approach dynamic analysis</p> <p>This task is strongly co-related with WP3 and WP4. Close collaboration with the research leaders is not only important for the new technologies deployment but to the improvements of the existing products as well. So on the one hand it will require some new and innovative approach, and on the other it will need some already known tools.</p>

	<p>The best example here may be a product life cycle model. The Levitt's idea of a sequence of product stages from introduction to growth, maturity and decline, is a practical instrument for the effective fight with the market competitors. Since then the model has been impacting the marketing strategies and marketing mix. However, in a more and more competitive environment the model is currently seen as a rather narrow perspective, and one of the ideas is positioning the products in an unexpected way. There may be several possible strategies to win the market, like Moon's triple: reverse positioning, breakaway positioning and stealth positioning.</p> <p>T5.3 Targeting the cluster audiences dynamic scenarios</p> <p>The basic issue here is to make efficient branding on the international level. It may seem a bit easier in the research community which is more globalised so the academic channels will be used as well. It will be achieved by:</p> <ul style="list-style-type: none"> • international exhibition enhancements, • contact with foreign journalists, • production of packet of promotional materials, • contextual marketing approach. <p>Detailed objectives for task in period 2:</p> <ul style="list-style-type: none"> • Accomplishing reports concerning new ICT technologies marketing approaches and targeting the cluster audiences
Expected results and delivery date	D5.3 New technologies marketing approaches and targeting the cluster audience scenarios (Month 24)

2. Work progress and achievements during the period

- All surveys necessary for preparing the reports were carried out accordingly to the Description of Work.
- Reports on surveys were prepared accordingly to the Description of Work and submitted to project's coordinator on time.
- Dissemination of the reports have started from the moment of delivery date.

Work Packages - Tasks	Progress towards objectives during reporting period 2 - significant results achieved	Deviations/ failures
<p>WP2 Cluster research potential diagnosis</p> <p>T2.1 Planning new research and development projects according to the business requirements</p> <p>Partner responsible: PUT PSNC</p>	<p>Survey:</p> <ul style="list-style-type: none"> • The general purpose of the report was the detailed review of the New ICT technologies, which were recently or will be implemented soon in leading ICT companies of Wielkopolska region. Report is based on the results of questionnaire surveys carried out by PSNC and PUT among 24 R&D units as well as 233 ICT companies examined by VERAX (those data were taken from the report D.3.1 prepared by VERAX). <p>Report:</p> <ul style="list-style-type: none"> • D2.1 Report on new technologies planning (delivery date - month 18) 	no
<p>WP2 Cluster research potential diagnosis</p>	<p>Survey:</p> <ul style="list-style-type: none"> • The aim of the surveys carried out by PUT and PSNC was to collect detailed information about the research projects in ICT branch led by R&D units located in 	no

<p>T2.2 Data base of ICT projects under development</p> <p>Partner responsible: PUT PSNC</p>	<p>Wielkopolska Region</p> <ul style="list-style-type: none"> • The number of 95 R&D units were primary questioned in order to select only those tightly tied to the ICT projects • Subsequently 24 R&D units were selected and examined in details during the second period • Between them 13 units confirmed their current lack of involvement in important research projects • 10 R&D units provided very detailed information concerning research projects in ICT branch carried on between 2007 and 2010 • Detailed list of 182 research projects accomplished or being underway is presented in the report as well as the data base on www.wklaster.pl <p>Report:</p> <ul style="list-style-type: none"> • D2.2 Report and delivery of data base of the ICT projects in Wielkopolska (delivery date - month 24) 	
<p>WP2 Cluster research potential diagnosis</p> <p>T2.3 Technology match-making between science and industry</p> <p>Partner responsible: PUT PSNC</p>	<p>Survey:</p> <ul style="list-style-type: none"> • The general purpose of the report was to complete and present the list of subject being common point of concern of the ICT companies from one side and R&D units from the other side. Those subject could become in future the solid basis of closer cooperation between science and business sectors in ICT branch oriented on wide use of research results in local economy • Report is based on the results of questionnaire surveys carried out by PSNC and PUT among 24 R&D units as well as 233 ICT companies examined by VERAX (those data were taken from the report D.3.1 prepared by VERAX). <p>Report:</p> <ul style="list-style-type: none"> • D2.3 Report on technology match-making possibilities (delivery date - month 24) 	no

<p>WP2 Cluster research potential diagnosis</p> <p>T2.4 Advanced dedicated education and training programme</p> <p>Partner responsible: PUT PSNC</p>	<p>Survey:</p> <ul style="list-style-type: none"> • The program of postgraduated studies (2 courses) and specialized training courses (3 courses) presented in the report faces the current challenges and real needs of the ICT branch • It can be expected that implementing of this education and training program among the employees of the ICT companies being members of ICT Wielkopolska Cluster would result in upgrading the technological quality of their products as well as the level of the competitiveness of their companies. <p>Report:</p> <ul style="list-style-type: none"> • D2.4 Report on ICT cluster education and training programme (delivery date - month 24) 	<p>no</p>
<p>WP3 The Competence map preparation</p> <p>T3.1The regional portfolio preparation</p> <p>Partner responsible: VERAX</p>	<p>Survey:</p> <p>The present document includes analysis of 233 companies, including:</p> <ul style="list-style-type: none"> • 106 limited liability companies; • 17 joint stock companies; • 15 civil law partnerships; • 10 unlimited companies; • 1 limited joint stock companies; • 1 foundations; • 1 associations; • 38 other organisational entities not being artificial legal entities; • 44 companies – no information. <p>Carrying out the surveys of business portfolio ICT companies from Wielkopolska Region:</p> <ul style="list-style-type: none"> • 239 has been individually questioned (including 39 official cluster members) • Positive answers (which means fully and properly fulfilled questionnaires) were 	<p>no</p>


	<p>obtained from 53 ltd medium and bigger companies</p> <ul style="list-style-type: none"> • also 144 refusals were obtained <p>Sample - The research spans 272 ICT companies, including:</p> <ul style="list-style-type: none"> • 39 WICTC members; • 233 companies not belonging to the WICTC. <p>Questionnaires returned - 53 properly filled-in questionnaires were returned:</p> <ul style="list-style-type: none"> • By 27 WICTC members • By 26 non-members of the WICTC <p>180 companies were researched on the basis of publicly available information (data posted on the websites). 39 companies closed down or had their business profile changed beyond the sphere of ICT.</p> <p>Report:</p> <ul style="list-style-type: none"> • D3.1 Report on ICT Wielkopolska cluster business portfolio (delivery date - month 6) 	
<p>WP3 The Competence map preparation</p> <p>T3.2 New technologies exploitation potential analysis</p> <p>Partner responsible:</p> <p>VERAX</p>	<p>Survey:</p> <p>Carrying out the surveys of business portfolio ICT companies from Wielkopolska Region:</p> <ul style="list-style-type: none"> • 239 has been individually questioned (including 39 official cluster members) • Positive answers (which means fully and properly fulfilled questionnaires) were obtained from 53 ltd medium and bigger companies • also 144 refusals were obtained <p>Preparing and dissemination of ICT Wielkopolska cluster business portfolio final report</p> <p>The questionnaire was sent to 36 ICT companies from Wielkopolska which had answered the questions in the previous research on competence of the WICTC companies, including:</p>	<p>no</p>

	<ul style="list-style-type: none"> • 19 companies of the Wielkopolska ICT Cluster members; • 17 companies - non-members of WICTC <p>Properly filled-out questionnaires were returned by 18 companies, including:</p> <ul style="list-style-type: none"> • 11 members of the Wielkopolska ICT Cluster; and • 7 non-members of the Wielkopolska ICT Cluster <p>Report:</p> <ul style="list-style-type: none"> • D3.2 Report on The cluster potential analysis (delivery date - month 9) 	
<p>WP3 The Competence map preparation</p> <p>T3.3 Dynamic SWOT analysis for cluster</p> <p>Partner responsible:</p> <p>VERAX</p>	<p>Survey:</p> <ul style="list-style-type: none"> • Date used to prepare SWOT analysis were obtained from 233 companies as a result of questionnaire studies, website examinations (among luster members), reports of General Office of Statistics as well as European Commission's Joint Research Center - Institute for Prospective Technological Studies (IPTS). • All key factors of the SWOT were evaluated on the background of scale ranged from -10 to +10 points. Scope -10 meant maximum negative effect, scope +10 meant maximum positive effect <p>Report:</p> <ul style="list-style-type: none"> • D3.3 Report on ICT Wielkopolska cluster SWOT analysis (delivery date - month 24) 	no
<p>WP4 The commercialization paths preparation</p> <p>T4.1 Emerging technologies market monitoring</p> <p>Partner responsible:</p> <p>ALMA</p>	<p>Survey:</p> <ul style="list-style-type: none"> • The report was prepared on the basis of market research conducted among the 304 ICT companies functioning in the Wielkopolska region. In order to facilitate the compilation of the results, the survey was designed in an electronic form, (available at: http://ictankieta.alma.biz.pl). Some 23.4% of the surveys were submitted and filled in correctly, which represents 73 companies. • Considering their legal status, the companies that submitted the surveys may be qualified as: 	no

	<ul style="list-style-type: none"> • 33 limited liability companies, • 8 joint stock companies, • 5 civil companies, • 4 general partnerships • 2 limited partnerships <ul style="list-style-type: none"> • 21 units not being legal persons, but mainly natural persons running a business. • The aim of the survey was to diagnose the perception of using new trends in informational technologies. The starting point to the construction of the assumptions and research hypotheses were the research results acquired within the framework of the remaining working packages: working package No. 2 (WP2): the diagnosis of the research potential of the cluster; working package No. 3 (WP3): competence charts, and working package No. 5: the promotion of the cluster and dissemination of the results of the project. <p>Report:</p> <p>a) D4.1 Report on ICT intensive sectors development diagnosis and the report on emerging technologies market (delivery date - month 24)</p>	
<p>WP4 The commercialization paths preparation</p> <p>T4.2 Business requirements</p>	<p>Survey:</p> <ul style="list-style-type: none"> • The research was carried out on the sample of 304 enterprises (23.4% correctly filled in the questionnaire). These are all entities that may be potentially interested in collaboration within the Wielkopolska ICT Cluster. The efficient operation of each of 	no

<p>and ICT-intensive sectors development diagnosis</p> <p>Partner responsible: ALMA</p>	<p>them, even if they are competitors, requires them to demonstrate openness to cooperate with external entities by means of maintaining bilateral relations or operating as part of the same consortium. One of the hypotheses formulated before the research was conducted was that of entrepreneurs' mistrust and lack of openness to work jointly as part of a group. During the research, this hypothesis proved to be false – nearly two thirds of the respondents claimed that they were willing to collaborate in the course of the realisation of a specific project, while one third of them were not willing to do that (see chart 1). A considerable number of the entrepreneurs demonstrated such a great openness to cooperate that they were even ready to agree on that their products/services be marketed under a different brand name (the so-called re-branding) – as much as 58.9% of the surveyed. The number of those who strongly objected to this idea was much lower than in the case of collaboration (24.66%) – subcontracting under a different entity is a fair business bringing about far more notable effects than in the case of collaboration between project members. Special attention should be paid to the substantial percentage of the respondents who answered: "I don't have an opinion on this issue"</p> <p>Report:</p> <ul style="list-style-type: none"> • D4.1 Report on ICT intensive sectors development diagnosis and the report on emerging technologies market (delivery date - month 24) 	
<p>WP4 The commercialization paths preparation</p> <p>T4.3 Individual property rights and its scenarios</p> <p>Partner responsible: ALMA</p>	<p>Survey:</p> <ul style="list-style-type: none"> • This Report was compiled on the basis of a research into the tendency to cooperate displayed by the companies belonging to the ICT Wielkopolska Cluster, as well as into the perception of collaboration models regarding both typically business collaboration without the participation of research units and collaboration between the science and business sectors. • From the point of view of the development of cluster collaboration between companies and sectors on advanced markets, as well as of the establishment of collaboration paths, of particular importance was also to conduct a research into the tendency to cooperate 	no

	<p>within a group. Indeed, it made it possible to emphasize the research's relation to practical applications, rather than solely provide a model-based representation of collaboration between the scientific and business sectors.</p> <ul style="list-style-type: none"> • What always inspires great confidence on the part of commercial companies is the opportunity to be engaged in a business supply chain or/and consortiums geared towards the execution of big orders. Emphasis was placed on this form of mutual business collaboration within areas that are neutral in terms of companies' core businesses or supplementary to their major activities. Given this premise, the following elements were analysed: • The tendency to <i>re-branding</i>, • Willingness to confer part of a company's decision rights on a partner, • Willingness to grant copyrights to other entities (in conformity with market regulations), • Readiness to assume responsibility for preparing and fulfilling a given order – to be the leader of the partnership, • A formula of the collaboration with research units. <p>Report:</p> <ul style="list-style-type: none"> • D4.2 Report on IP rights and scenarios (delivery date - month 24) 	
<p>WP5 The cluster promotion and project results dissemination</p> <p>T5.1 Cluster branding strategy preparation</p> <p>Partner responsible: TALEX</p>	<p>Survey:</p> <ul style="list-style-type: none"> • Preparing and launching the official project's web – site address: www.wklaster.pl/ict, also available in English, including short description of ICT Wielkopolska project. • Preparing and implementing the Wielkopolska ICT Cluster corporate identity book as the general element of cluster branding strategy. It includes complete graphic projects of layout, which is officially used in cluster promotion. <p>Report:</p>	no

	<p>a) D5.1 Cluster and project web site – www.wklaster.pl/ict (Month 3)</p> <p>b) D5.2 Report on Cluster Identity design proposal (Month 12)</p> 	
<p>WP5 The cluster promotion and project results dissemination</p> <p>T5.2 New technologies marketing approach dynamic analysis</p> <p>Partner responsible: TALEX</p>	<p>Survey:</p> <ul style="list-style-type: none"> • This document is a response to D5.3 task defined on the list of works' obligatory results within the framework of ICT Wielkopolska project. The report concerns the tasks defined in the fifth working set of the Project, and the Talex Company is responsible for its implementation. • The aim of the report is to indicate areas of marketing activity that should be particularly intensely explored by the Wielkopolska Tele-information Cluster in order to gain strong market position and increase awareness of Wielkopolska Tele-information Cluster, both in Poland and abroad. • Conclusions and guidelines formulated in this report are based mainly on research and reports prepared within the framework of other working sets of ICT Wielkopolska project including especially those from WP3 and WP4 sets. <p>Report:</p> <ul style="list-style-type: none"> • D5.3 Report on New technologies marketing approaches and targeting the cluster audience scenarios (delivery date - month 24) 	no
<p>WP5 The cluster promotion and project results dissemination</p>	<p>Survey:</p> <ul style="list-style-type: none"> • This document is a response to D5.3 task defined on the list of works' obligatory results within the framework of ICT Wielkopolska project. The report concerns the 	no

<p>T5.3 Targeting the cluster audiences dynamic scenarios</p> <p>Partner responsible: TALEX</p>	<p>tasks defined in the fifth working set of the Project, and the Talex Company is responsible for its implementation.</p> <ul style="list-style-type: none"> • The aim of the report is to indicate areas of marketing activity that should be particularly intensely explored by the Wielkopolska Tele-information Cluster in order to gain strong market position and increase awareness of Wielkopolska Tele-information Cluster, both in Poland and abroad. • Conclusions and guidelines formulated in this report are based mainly on research and reports prepared within the framework of other working sets of ICT Wielkopolska project including especially those from WP3 and WP4 sets. <p>Report:</p> <ul style="list-style-type: none"> • D5.3 Report on New technologies marketing approaches and targeting the cluster audience scenarios (delivery date - Month 24) 	
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3. Project results:

The main expected impact of the project is establishing well-integrated ICT Cluster being active business community focused on the new research driven technologies development. The strong collaborative work will enable maximizing the benefits of research infrastructures for regional economic development via:

- knowledge transfer and efficient match-making between scientific and business world,
- dedicated advanced education and staff training,
- cluster brand perceived as research driven business community.

During two year's period of ICT Wielkopolska project duration the significant development of the cluster organization as well as significant growth of its activity has taken place. Some most important facts of it are mentioned below:

- ICT Cluster is formally registered (in regional court register) business society, with 70 regular members representing most important regional ICT companies and R&D units,
- Since 2 years the number of cluster members has grown from 39 to 70

- Thanks to ICT Wielkopolska project, the strategic plan for ICT sector development was prepared and disseminated (deliverables from WP2, WP3. WP4. WP5)
- Cluster has it's own budget to cover the costs of maintaining the office
- There are also developed two very important instruments of promotion and communication: Cluster Brand Book and official web site
- Strong branch sections were established inside the Cluster's organizational structure in order to carry on some important common research project in near future
- An international activity and promotion of the Cluster have been successfully launched last year during International ICT Fair "CEBIT" in Hannover.

The detailed list of ICT Wielkopolska project's final results and impacts is showed in the table below:

Work package	Tasks	Deliverables = project's results	Product indicators – expected performance level	Product indicators – achieved performance level	Impact indicators – expected impact level	Impact indicators - achieved impact level so far (and planned beyond the project)
WP1: Project Management	T1.1 Coordination of the consortium activities	D1.1 Project's yearly reports	Accomplishment of two yearly reports, officially accepted by the EU	Periodic reports I and II accomplished and submitted co EC coordinator on time	2000 recipients in the SME sector 20 recipients in the R&D sector	Reports being presented to the ICT Cluster audience – 70 registered members (20.02.2011) Resume of I periodic report presented to the wide audience of I and II Project Conferences – totally 245 attendants

WP1: Project Management	T1.2 Financial and administrative coordination	D1.2 Project's final report	Accomplishment of the final report, officially accepted by the EU	Final report accomplished and submitted co EC coordinator on time	2000 recipients in the SME sector 20 recipients in the R&D sector	Reports being presented to the ICT Cluster audience – 70 registered members
WP2: Cluster research potential diagnosis	T2.1 Planning new R&D projects according to business requirements	D2.1 Report of new technologies planning	Examination of 100% of R&D units of the ICT sector (around 20) Obtaining answers from 80% of examined R&D units (around 16)	Report is based on surveys carried out by PSNC and PUT among 24 R&D units as well as 233 ICT companies - those data were taken from the report D.3.1 prepared by VERAX.	2000 recipients in the SME sector 20 recipients in the R&D sector	Dissemination of the report among cluster members (around 70 beneficiaries) and widespread open distribution through the cluster website (around 2000 beneficiaries from ICT branch).
WP2: Cluster research potential diagnosis	T2.2 Data base of ICT projects under development	D2.2 Data base of ICT projects in Wielkopolaska	Examination of 100% of R&D units of the ICT sector (around 20) Obtaining answers from 80% of examined R&D units (around 16)	95 R&D units were primary questioned in order to select tightly tied to the ICT projects. 24 R&D units were selected and examined in details. List of 182 research projects was completed as a result.	2000 recipients in the SME sector 20 recipients in the R&D sector	Dissemination of the report: Detailed list of 182 research projects accomplished or being underway is presented as the data base on www.wklaster.pl to cluster members (around 70 beneficiaries) as well as to other 2000 beneficiaries from ICT branch.

WP2: Cluster research potential diagnosis	T.2..3 Technolo gy match- making between science and industry	D.2..3 Report on technolo gy match- making possibiliti es	Examination of 100% of R&D units of the ICT sector (around 20) Obtaining answers from 80% of examined R&D units (around 16)	Report is based on questionnaire surveys carried out among 24 R&D units as well as 233 ICT companies.	2000 recipients in the SME sector 20 recipients in the R&D sector	Dissemination of the report among cluster members (around 70 beneficiaries) and widespread open distribution through the cluster website (around 2000 beneficiaries) including R&D (95 benficiaires).
WP2: Cluster research potential diagnosis	T2.4 Educatio n and training program	D2.4 Cluster educatio n and training program	Preparing two postgraduate studies programs Preparing five training programs	The program of postgraduate studies (2 different courses) and specialized training short courses (5 different courses) faces the real needs of the ICT branch	30 participants per year 60 participants per year	From 2011 promotion of the studies and training programs amongst cluster members (around 70 beneficiaries) and widespread open distribution through the cluster website (around 2000 beneficiaries) including R&D (95 benficiaires) as well as among other employers.

WP3: The competence map preparation	T3.1 The regional portfolio preparation	D3.1 The ICT Wielkopolska cluster business portfolio	Examination of 100% of ICT enterprises being the cluster members (around 100) Obtaining commercial ICT offers from around 50% of examined enterprises (around 50 units)	The research spans 272 ICT companies. Questionnaires returned - 53.180 companies were researched on the basis of publicly available information (data posted on the websites).	A numerous group of enterprises from the Wielkopolska Region (around 200 000 registered entities) including those from the ICT sector (around 2 000 entities) Other enterprises from the whole country as well as the EU	Dissemination of the portfolio: 1) limited distribution of the full versions, including detailed examined companies data base, among cluster members (around 40 beneficiaries), 2) widespread open distribution of short versions, including only statistic data and general conclusions, through the cluster website (around 2000 beneficiaries from ICT branch as well as other companies registered in region – 200 000).
WP3: The competence map preparation	T3.2 New technologies potential analysis	D3.2 The cluster potential analysis	Examination of 100% of cluster members (around 100 units) Obtaining full answers from 50% of ICT enterprises examined (around 50 units)	239 ICT companies has been individually questioned (including 39 official cluster members) Positive answers were obtained from 53, also 144 refusals were obtained	2000 recipients in the SME sector 20 recipients in the R&D sector	Report disseminated to 70 members of Cluster, 95 R&D units and 2000 receivers (via web site)

WP3: The competence map preparation	T3.3 Dynamic SWOT analysis for the cluster	D3.3 The ICT Wielkopolska cluster SWOT analysis	Examination of 100% of R&D units from the ICT cluster (around 20) as well as 100% of ICT enterprises from the ICT cluster (around 100) Obtaining full answers from 80% of examined R&D units (around 16) and 50% of answers from ICT enterprises (around 50)	Data used to prepare SWOT analysis were obtained from 233 companies as a result of questionnaire studies, website examinations (among cluster members), public statistic reports.	2000 recipients in the SME sector 20 recipients in the R&D sector	Dissemination of the report 1) limited distribution of the full versions, including detailed examined companies data base, among cluster members (around 40 beneficiaries), 2) widespread open distribution of short versions, including only statistic data and general conclusions, through the cluster website (around 2000 beneficiaries).
WP4: The commercialisation paths preparation	T4.1 Emerging technologies market monitoring	D4.1 Report on emerging technologies market and ICT	Examination of group 300 leading ICT enterprises in Wielkopolska (including ICT cluster members) Obtaining	304 ICT companies were examined. Some 23.4% of the surveys were submitted and filled in correctly, which represents 73 companies.	2000 recipients in the SME sector 20 recipients in the R&D sector	Report disseminated to 70 members of Cluster, 95 R&D units and 2000 receivers (via web site)

WP4: The commercialisation paths preparation	T4.2 Business requirements and ICT – intensive sectors development diagnosis	intensive sectors development diagnosis	answers from 50% of examined ICT enterprises (around 150)			
WP4: The commercialisation paths preparation	T4.3 Intellectual property rights and its scenarios	D4.2 IP rights and scenarios	Accomplishing the implementable IP rights protection program for ICT cluster	This Report was compiled on the basis of a research of the companies belonging to the ICT Wielkopolska Cluster.	200 enterprises expected to be the ICT cluster members 20 R&D units expected to be the ICT cluster members	Report disseminated to 70 members of Cluster, 95 R&D units and 2000 receivers (via web site)

WP5: The cluster promotion and project results dissemination	T5.1 Cluster branding strategy preparation	D5.1 Cluster and project website	Accomplishing and launching the multilanguage Internet portal containing all the data bases and reports worked out as a result of the ICT Wielkopolska project	Since last 18 months (from launching until the end of the project the website has noted 5494 regular users, 9836 visits and 43 965 openings (the growing tendency is observed).	300 logins allocated to the regular website users at the end of the project	Preparing new version of ICT Wielkopolska Cluster and project website which will be also available in English – launching is planned until the end of February 2011. Logins will be offered to the registered cluster members as well as to the appointed cluster companies employees. Number of 300 logins distributed is expected to be reached until the end of 2011.
WP5: The cluster promotion and project results dissemination	T5.1 Cluster branding strategy preparation	D5.2 Report on Cluster Identity design proposal	Accomplishing the report concerning the ICT Cluster Identity and the cluster promotion strategy	CI book officially implemented and used by 70 Cluster members	200 enterprises expected ICT cluster members 20 R&D units expected to be the ICT cluster members	Report disseminated to 70 members of Cluster,

WP5: The cluster promotion and project results dissemination	T5.2 New technologies marketing approach dynamic analysis	D5.3 Report on new technologies marketing approach es and targeting the cluster audiences	Accomplishing reports concerning new ICT technologies marketing approaches and targeting the cluster audiences	Report based mainly on research and reports prepared within the framework of other working sets of ICT Wielkopolska project including those from WP3 and WP4 sets.	200 enterprises expected to be the ICT cluster members 20 R&D units expected to be the ICT cluster members	Dissemination of the report covering the new ICT technologies planning mentioned above: 1) limited distribution of the full versions, including detailed examined companies data base, among cluster members (around 70 beneficiaries), 2) widespread open distribution of short versions, including only statistic data and general conclusions, through the cluster website (around 2000 beneficiaries).
WP5: The cluster promotion and project results dissemination	T5.3 Targeting the cluster audiences dynamic scenarios	targeting the cluster audiences scenarios				

4. Consortium management tasks and achievements:

In order to assure effective collaboration inside the project's consortium between partners two organizational bodies were established: project's office and steering committee.

4.1 Objectives

The core objective of the work package is ensuring efficient and effective performance of all the stages of the project, including coordination and monitoring of progress in the project performance, taking into account received results, reports as well as watching proper performance of all the tasks by project partners.

Particular objectives may be defined as follows:

- establishing efficient project management procedures for ensuring effective and successful work of the project as a whole;
- provision of administrative support for the project;
- management of the consortium's financial resources including distribution of funding;
- monitoring overall project progress and quality of results
- organization of kick-off meeting and annual conferences
- interfacing with EU commission with respect to reporting, administrative issues and project control
- assuring an adequate integration of all activities
- project results and important information dissemination within the cluster
- relation with other clusters In Wielkopolska region.

WP1: Project Management - Work Package leader: UMP

This work package deals with both administrative and financial management as well as horizontal project management and supervising the quality assurance. Efficient management procedures and managerial bodies will be established (as described in chapter 2.1 of the project) for ensuring effective and successful work of the project as a whole. Other work package objectives include monitoring of overall project progress and quality of results, co-ordination of work- and information-flow between activities and organization of the kick-off meeting, periodical internal meetings and cooperation with the external.

4.2 Task description:

T1.1 Coordination of the consortium day-to-day activities

This task will be aimed at the direction and management of the activities of the project (as described in section 2.1). All the managerial structure involving the Project Coordinator, Steering Group, Collaboration Board and Activity Leaders will be

established. Task objectives include the coordination of work- and information-flow between activities, monitoring the overall progress of the project as well as establishing procedures for ensuring high quality of the project outcome. The project management will also be responsible for the organization of the kick-off meeting and annual conferences (project coordinator will be acting as an organising committee).

T1.2 Financial and administrative coordination

This task provides administrative support for the project and will encompass management of the consortium's financial resources including distribution of funding, co-operation with the EC on contractual and financial matters, monitoring resource usage and contractual terms and other strictly administrative tasks. Activity and managerial reports are part of the task. Urząd Miasta Poznania (City Council) experience seems to match the demanding task.

4.3 General responsibilities

Project coordinator will be responsible for watching proper performance of all administrative activities in the project, providing the partners with necessary information, transfer of relevant documents concerning all partners in the project (e.g. agreements, reports etc.) and support in performance of administrative works of partners in order to deliver the report to the EC on time.

Project partners will be responsible for proper performance of entrusted tasks within the project and achieving targeted deliverables. Partner will be represented by a contact person that is responsible for proper performance of tasks at a given partner's. Project partners are obliged to deliver all the necessary data for the reporting to the EC and project deliverables preparation within the work package.

4.4 Deliverables (brief description and month of delivery)

D1.1 Yearly report (month 12)

D1.2 ICT Wielkopolska project final report (month 24)

4.5 Project's office:

No	Office member name	Employment status	Responsibility
1	Jarosław Maciej Dohnal	17% of full time (employed from 1 April 2009 till now)	Coordination of the consortium day-to-day activities - project's office and steering committee activity supervising proper performance of all administrative activities in the project, providing the partners with necessary information, transfer of relevant documents concerning all partners in the project and support in performance of administrative works of partners
2	Danuta Krysińska	13% of full time (employed from 1 April 2009 till now)	Coordination of the consortium day-to-day activities – project's office and steering committee activity supervising proper performance of all administrative activities in the project, providing the partners with necessary information, transfer of relevant documents concerning all partners in the project and support in performance of administrative works of partners
3	Krystyna Szaterska	13% of full time (employed from 1 April 2009 till now)	Financial and administrative coordination administrative support, management of the consortium's financial resources including distribution of funding, co-operation with the EC on contractual and financial matters, monitoring resource usage and contractual terms, other strictly administrative tasks
4	Alicja Rosikiewicz	7% of full time (employed from 1 April 2009 till now)	Financial and administrative coordination administrative support, management of the consortium's financial resources including distribution of funding, co-operation with the EC on contractual and financial matters, monitoring resource usage and contractual terms, other strictly administrative tasks
5	Iwona Kaczmarek	50% of full time (employed from 1 April till 30 July 2009)	Coordination of the consortium day-to-day activities - assistance and support for Wielkopolska ICT Cluster activities watching proper performance of all administrative activities in the project, providing the partners with necessary information, transfer of relevant

			documents concerning all partners in the project and support in performance of administrative works of partners
6	Adam Olszewski	50% of full time (employed from 1 August 2009 till now)	Coordination of the consortium day-to-day activities – assistance and support for Wielkopolska ICT Cluster activities watching proper performance of all administrative activities in the project, providing the partners with necessary information, transfer of relevant documents concerning all partners in the project and support in performance of administrative works of partners

4.6 Steering Committee

Members:

- Jarosław Maciej Dohnal - UMP
- Szymon Górecki – TALEX
- Hanna Jeske – ALMA
- Jan Kniat – PUT
- Danuta Krysińska - UMP
- Artur Nowakowski – VERAX
- Rafał Sowiński – PSNC

Goals:

The key body for technical and scientific regular management will be the **Steering Committee (SC)**, a board chaired by the Project Coordinator. Steering Committee consists of each WP leader, but there is one exception – WP2 is represented in the Committee by Professor Jan Węglarz who is President of WCZTI Consortium Board and is representing Poznań University of Technology (Politechnika Poznańska – Instytut Informatyki) in the consortium. The Steering Group will meet once a month making use of advanced collaborative tools like tele- or videoconference, or face-to-face meetings when possible (at least every quarter).

5. **Problems which have occurred and how they were solved or envisaged solutions;**

NO.

6. **Changes in the consortium:**

NO

List of project meetings, dates and venues;

Meeting date	Venue	Subject
09.01.09	UMP	Steering Committee (SM) meeting: official project launching, presentation of the year working plan for consortium partners.
29.01.09	UMP	SC: current project developments review, 7-th FP procedures training,
11.03.09	PSNC	SC: current project developments review, preparing of primal version of cluster & project common web site (WP5), starting of cluster competence map preparation surveys (WP3)
29.04.09	VERAX	SC: current project developments review, web site launching, starting of ICT research projects review (WP2)
26.05.09	PSNC	Wielkopolska ICT Cluster general gathering: official presentation of current ICT project developments to cluster members
27.05.09	TALEX	SC: current project developments review, discussion about business – science common projects & cooperation opportunities and possibilities
26.06.09	ALMA	SC: current project developments review, discussion about planned time, place, program and list of guests of project annual review conference
17.09.09	PUT	SC: current project developments review, discussion about project and cluster promotion in local media and web sites, Verax information about cluster surveys underway
29.10.09	UMP	SC: current project developments review,
10.11.09	UMP	SC: current project developments review, new layout of cluster web site, discussion about program, list of participants, promotion and technical details of annual review conference
01.12.09	UMP	SC: current project developments review, final resolutions concerning organization and agenda

		of annual project's review conference,
07.01.10	PSNC	C (coordinator): meeting with ICT Cluster Executive Board concerning I Annual Project's Conference program as well as ICT Cluster promotion during CEBIT Int. Fair on March 2010
08.01.10	UMP	SC:prepare to organization and hosting of I Annual Project's Conference
14.01.10	UMP	SC:hosting of I Annual Project's Conference (133 participants)
21.01.10	UMP	SC: review of I Annual Project's Conference results and spendings
01.02- 26.02.10	UMP	C: preparing and delivery to EC I annual project's report
17.03.10	PUT	SC: current project's development reviews (annual report, WP)
26.03.10	UMP	SC: current project's development reviews – WP4 reports
30.03.10	PSNC	C: meeting with ICT Wielkopolska Executive Board – presentation of I Annual Report – project's results achieved so far
26.04.10	Poznan International Fair	SC: meeting with Poznan International Fair staff concerning preparation of ICT Cluster conference : "IT solution for energetic sector"
20.05.10	Poznan International Fair	SC: organization and hosting of ICT Cluster conference : "IT solution for energetic sector" – promotion of ICT Wielkopolska project's achievements
26.05.10	UMP	SC: review of current developments in WP2, WP3, WP4, WP5.
21.06.10	PSNC	C: participation in ICT Wielkopolska Cluster General Gathering – presentation of I Annual Report and project's results achieved so far
30.06.10	Poznan Adam Mickiewicz University	C: presentation of ICT Wielkopolska project goals and results to University authorities
21.07.10	Poznan Techological & Industrial Park	C: discussion with Park's management concerning new ICT incubator being under construction as well as the possibilities of cooperation with ICT Wielkopolska Cluster in creating new ICT start – up SME's
30.07.10	Poznan Techological & Industrial Park	C: joined meeting of Park's management and ICT Wielkopolska Executive Board concerning the opportunities of cooperation
10.08.10	ALMA	SC: preparations and arrangements of II Annual Project's Conference planned on October
07.09.10	PSNC	SC: preparations and arrangements of II Annual Project's Conference planned on October (agenda, promotion, etc.), review of current developments and spendings in WP2, WP3, WP4,

		WP5.
22.09.10	PSNC	C: meeting with EC project's officer, Mr Lucas Janssen, presentation and discussion of preparations and arrangements of II Annual Project's Conference planned on October (agenda, promotion, etc.), review of current developments and spendings in WP2, WP3, WP4, WP5.
26.10.10	UMP	SC: final preparations and arrangements of II Annual Project's Conference
27.10.10	PSNC	SC: hosting of II Annual Project's Conference (112 participants) with participation of EC project's officer, Mr Lucas Janssen as well as the management and members of ICT Wielkopolska Cluster
15.11.10	VERAX	SC: review of final developments and spendings in WP1, WP2, WP3, WP4, WP5; review of the organization and results of II Annual Project's Conference
22.11.10	Poznan Technological & Industrial Park	C: promotion of ICT Wielkopolska project results during conference with business supporting organizations as well Barcelona Activa company
24.11.10	Poznan University Science and Technology Park – Regional 7 FP Contact Point office	C: training session – how to prepare final report of ICT Wielkopolska project,
10.12.10	UMP – Dorrian Hotel Conference Room (close to UMP)	SC: final preparation to official closing of ICT Wielkopolska project - review of final developments and spendings in WP1, WP2, WP3, WP4, WP5, preparing of final reports
09.02.11	PSNC	SC: last official meeting of SC – after official closing of the project – preparing final report.

Additionally in October, November and December 2009 as well as in July, August and September 2010 took place few informal working meetings of some SC members and external experts concerning planning and organizing yearly project's conferences held in January 2010 and October 2010 (eg. detailed agenda, list of participants, invitations delivery, presentations, conference materials, TV promotion, press conference).

7. Project planning and status;

All work packages planned to be performed in 2010 were at the end of 2010 completed (all tasks from WP2, task 3.3. from WP3, WP4 as a whole and task 5.2. from WP5).

8. Impact of possible deviations from the planned milestones and deliverables, if any;

NO

9. Any changes to the legal status of any of the beneficiaries, in particular non-profit public bodies, secondary and higher education establishments, research organisations and SMEs;

NO

10. Development of the Project website:

Project's website www.wklaster.pl/ict was launched at June 2009 and it is under permanent development. Currently renovated Polish as well as the English version are ready to be launched till the end of February 2011, just after ICT Wielkopolska Cluster authorities . It connects brief information about ICT Wielkopolska project, steering committee, current activities and events. All reports and presentations produced as the project's deliverables are also presented at the website. The project's website is strictly connected to official website of Wielkopolska ICT Cluster –

www.wklaster.pl.

11. Use of foreground and dissemination activities during this period:

All informations about the project as well as its activities were disseminated via project web – site, including all the results of ICT sector surveys excluding D.3.3 and D.5.3 reports which are not public (dedicated only to formal cluster members). Press conferences as well local TV promotion spots were also used (attached to the report).

12. The ways of project's dissemination results used in practice were subsequently as follow:

Main target groups of project beneficiarries potentially interested in use of project results were as follow:

- cluster participants – 70 companies officially registered as formal cluster members
- cluster potential participants – around 2000 ICT companies active in Wielkopolska region
- ICT researchers from 95 R&D units (universities, institutes, research centers) from the region, including 24 units deeply specialized in ICT subjects,
- General audience of 200 000 regional companies of other branches.

The main ways of project promotion as well as dissemination of it's results were:

- ICT Wielkopolska Cluster members mailing list,
- project and cluster web site,
- frequent newsletter,
- 2 annual cluster conferences held in 2010, with total audience around 250 attendants from ICT companies, R&D, public administration and media,
- other conferences and meetings initiated by Cluster)during Poznań International Fair)
- international exhibitions and conferences – eg. CEBIT 2011 in Hannover (Germany) where Cluster has official exhibition post
- Cluster members regular meetings where progress in project's realization and achieved results were regular presented by Coordinator,
- Informations, articles and presentation in local and national media like:
 - Telewizja Polska (Polish Television) – influential,
 - Telewizja WTK – the most popular local TV channel,
 - Polskie Radio – Radio Merkury (Polish Radio) – influential,
 - Radio TOK FM – national, influential,
 - Radio ESKA – influential – the most popular in Poznan,
 - Radio RMI – local,
 - Radio Emaus – local,
 - Radio AFERA – very popular student's radio station,
 - Gazeta Wyborcza – regional press from the national news, influential,
 - Glos Wielkopolski – very popular regional paper – influential,

13. Project website:

www.wklaster.pl/ict