

Leveraging the collaboration between technology SMEs and Museums: Towards win-win scenarios

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EMF-The Forum of e-Excellence

- The European association of the champions of the digital economy (*1994)
- European Seal of e-Excellence (*2003) => e-Champions => The Club of e-Excellence (winners of the last 3 years)
- Integrated portfolio of platforms, programmes, projects and services
- Events, social networks, Galaxy of e-Excellence and Brain Trust
- 15.000+ stakeholders in Europe and the world: an aggregate turnover of EUR 25bn and 500,000 jobs

EMF activities in the cultural sector

- Europe-wide one-stop-shop for digital rights management
- Europe in Music: Nokia, BT, France Télécom, Telia, Netbeat, FIPI...
- Europe inMotion: INA, Cinemathèque Royale, Belgacom, INNA, ORF, RTBF...
- Europe inFormation: news clipping
- Partnerships between content & technology (events)
- Innovation brokerage in eCulture
- e-Skills profiles for eCulture jobs

Innovation Acceleration / Brokerage

Improve framework conditions

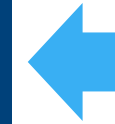
Facilitate
technology
transfer

Help vendors
collaborate

Help vendors
increase their
market

Help buyers
increase their
market

Researchers



Procure
applied
research

Help buyers
define their
needs

Survey the
market

Innovation Brokerage

Technology brokerage for eCulture (eCultValue)

**Help providers
collaborate**

**Help providers
increase their
market**



**Help museums
define their
needs**

**Help museums
collaborate**



Methodology for an ongoing dialogue

- Identify Technology offer: fact sheets -> Directory
- Identify technologies most sought by Museums: technology maturity model?
- Identify research results available for exploitation (EU projects) -> Directory
- Organise Dialogue Days in Tallinn and Dubrovnik: confront offer and demand and initiate innovation brokerage
- Identify specific needs of individual Museums (define use cases)
- Organise meetings with individual Museums
- Coordinate collaborative solutions where appropriate

Challenges

- Define needs of museums
- Make museums aware of technologies available
- Improve technological offer: tailoring of solutions, productisation, collaborative development / combined marketing...
- Improve negotiating position of museums: collaborative sourcing / joint procurement?
- Elaborate simple / standard licensing models
- Broaden exploitation of digital libraries through digital assets market(s)
- Implement long tail model (high margin first; low margin second)

Many thanks!

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