

Valuing Digital Communities in Europe:

Co-creating smart digital eco-systems and territories and evaluating socio-economic and environmental impact.



The Background: Optimising the potential and added value of New HSB Infrastructure



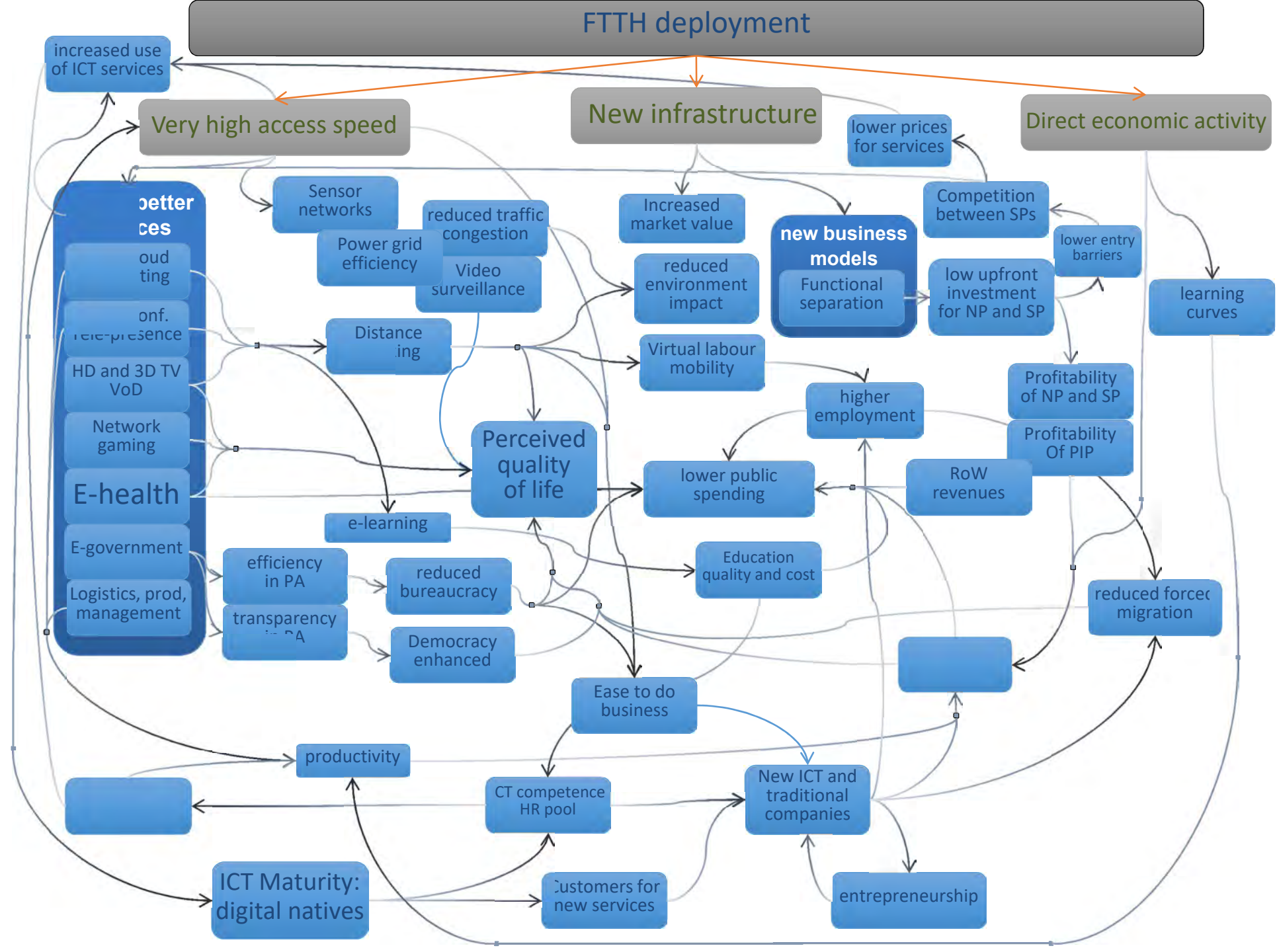
ENGAGE : Enhancing Next Generation Access Growth in Europe

The objective of the ENGAGE project was to help its 12 public partners define the best economic model for developing Very High Speed Broadband Infrastructures in less populated regions.

Open (not closed) innovation



FTTH deployment



EXAMPLE 1 OF SEROI OF DIGITAL SERVICES: E-HEALTH IN SWEDEN

- *Savings from four services*



Reduced transport <i>taking place for</i>	Reduced intervention time <i>taking place for</i>	Reduced need <i>taking place for</i>
20 %	30 %	45 %
85 %	10 %	35 %
85 %	10 %	35 %
95 %	30 %	0 %

ERUDITE: Social and Environmental Impacts of Digital Services: Why put a monetary value on them?

- 👉 To capture the value of all ‘material’ outcomes of the introduction of our services
- 👉 To have a common ‘measure’ to compare economic, social and environmental outcomes
- 👉 To be able to create a means of calculating the ‘global’ Return On Investment
- 👉 To provide a means of demonstrating scale of social and environmental impacts, whether negative or positive
- 👉 To help refine or re-design the services to add more value

SEROI+ process overview



Overview of Training Course Modules to Assist SME's Circular Profiling & Social/Economic/Environmental Return On Investment Process

Module 1:
Establish SME goals

Module 2: Identify and map
stakeholder impacts

Module 3:
Identify, Map and design for SME
circular transformation

Module 4: Identify outcomes,
indicators for SME circular
transformation

Module 5: Identify economic and
proxy values for indicators

Undertake Return on Investment
Analysis

Module 1: Policy goals

Details	Policy/Service goals
WHAT Problem / need / opportunity do we want to solve / meet	
WHO has the problem / need	
WHY should the Region solve it	
WHERE is the problem / need	
WHEN does the problem need to be solved / need be met	

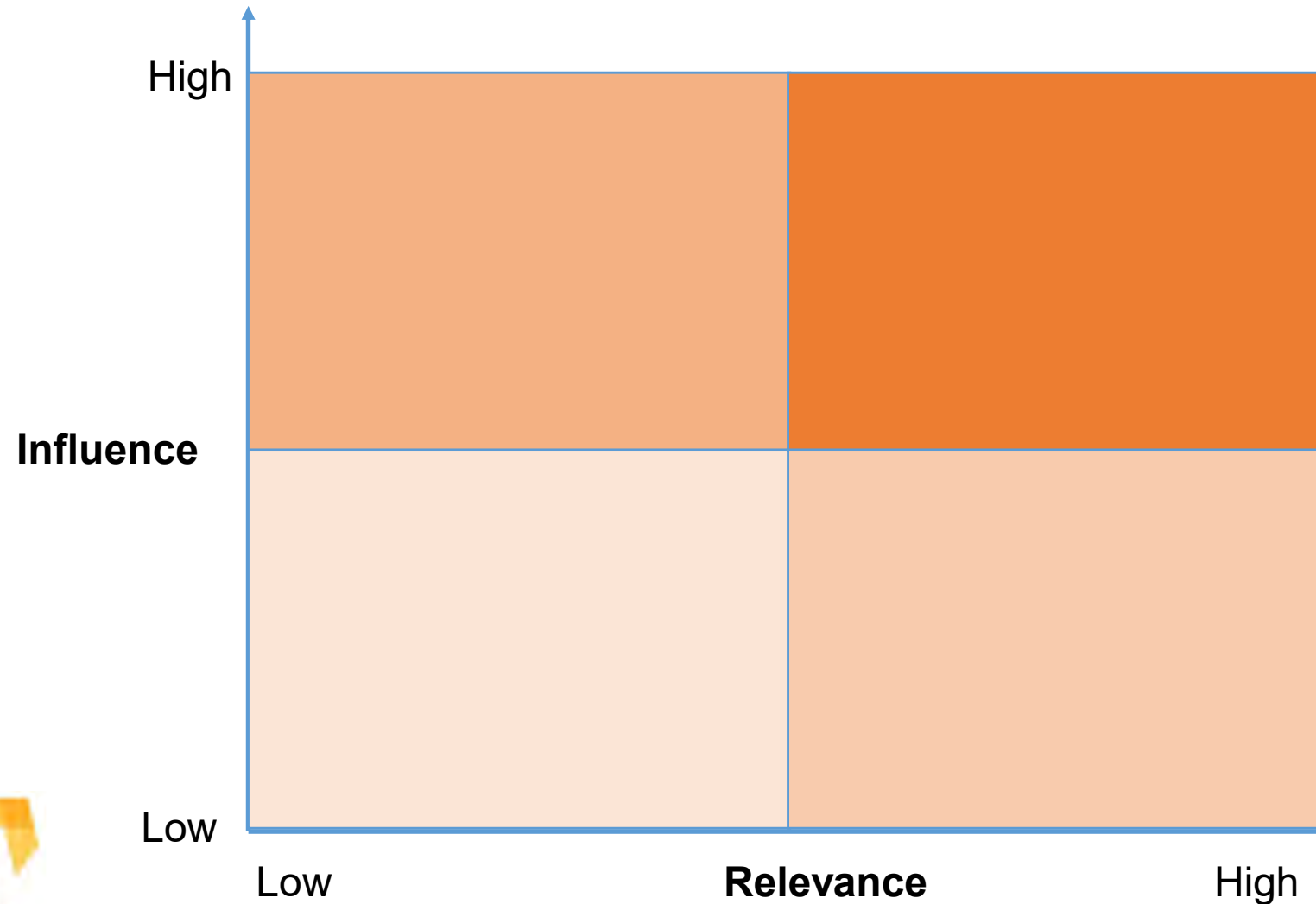
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Module 2: Stakeholders

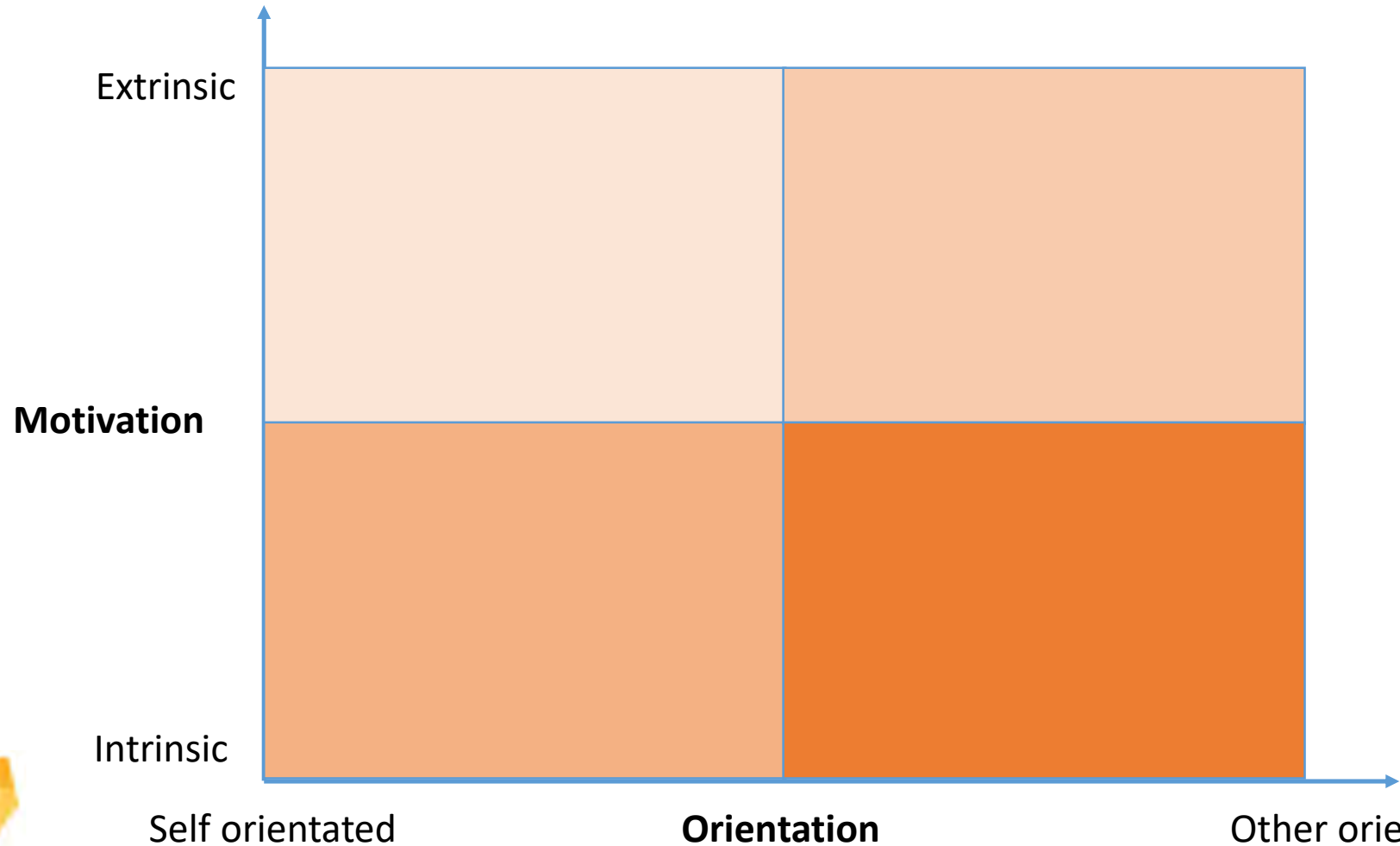
Stakeholder map

STAKEHOLDERS	Interests they have and benefits they can get from the project	Contributions and resources they can provide	Expectations and requirements of the project	Interests that can conflict with the project	Actions to address these conflicts of interests

Influence/relevance grid



Motivation/Orientation grid



Module 3: Services

Personas

Demographics

Name:

Age:

Relationship status:

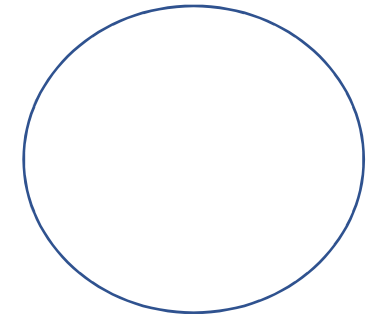
Job:

Gender: F M

Location:

Children:

Photo/Sketch



What do they enjoy?

What distinguishes them from others?

What are their goals?

What keeps them awake at night?

Unmet needs

1. Whose unmet need is it?

2. What is their unmet need? (in 10 words or less).

3. How is this unmet need currently overcome?

4. Why has this unmet need not been satisfied?

5. Why is it important to meet it?

Brainstorming

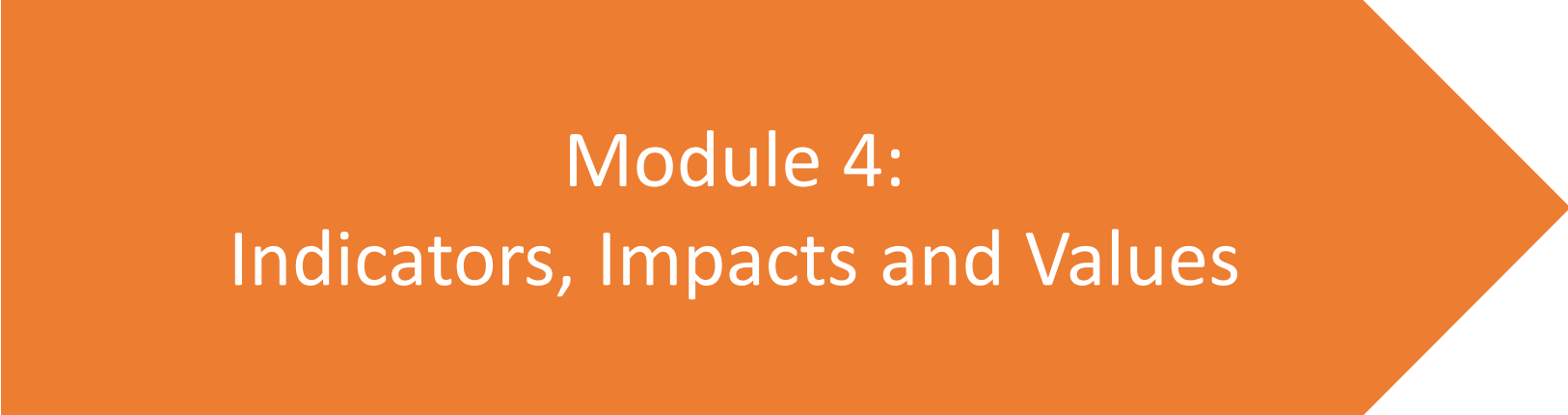
Idea title:

What is the idea in a nutshell? (in 1, max 2 sentences).

3. What and whose unmet need is our idea satisfying?

Idea prioritizing

Idea	Practical viability	Economic value	Environmental value	Social value	Total
	/10	/10	/10	/10	
	/10	/10	/10	/10	
	/10	/10	/10	/10	
	/10	/10	/10	/10	
	/10	/10	/10	/10	

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Module 4:
Indicators, Impacts and Values

Impacts

Prioritised goal (from Module 1)	Related Service	Stakeholder groups affected	Impact	Impact relevance rating

Indicators and Values

Service	Stakeholder (groups)	Impact	Indicator	Market or Proxy Value
	Yellow			
	Orange			
	Green			