

# Background to the study: EU Policy Questions in the ICT Area to 2015

Introducing the methodology and process for the study, SCF Associates Ltd and the study team, on behalf of the Ministry of Enterprise, Energy and Communications, Division for Information Technology Policy

## The methodology for the study

This research was commissioned in the context of the framework initiative for a European information and media policy, i2010, which is drawing to a close. The focus is on moving the policy debate forward with a view to the next 5 years.

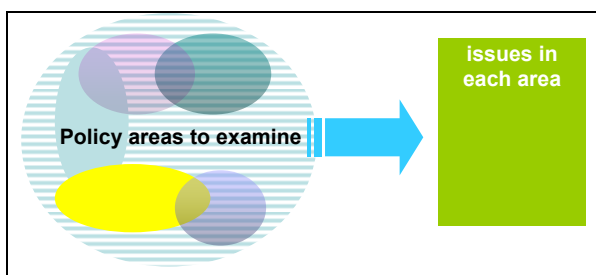
The study is designed to answer a key question–

### How to further the development of a common European Information Society?

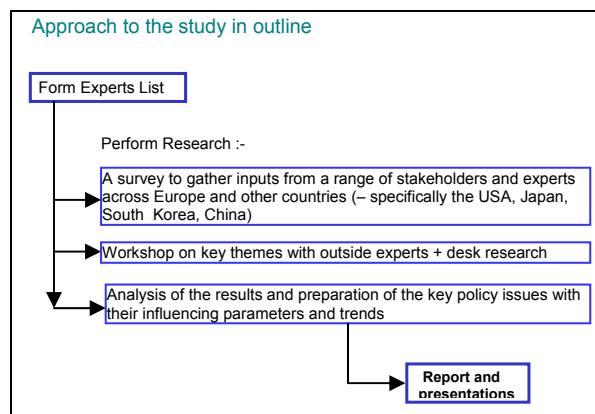
This was to be delivered during the Swedish presidency of the EU in the autumn of 2009 and demands a further debate before taking action.

This debate will be focused by a major conference, in November 2009, in Visby with the Member States, the Commission and the various stakeholders.

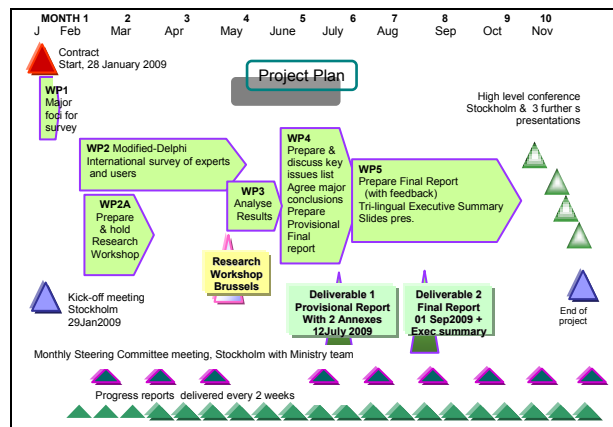
How do we approach such a study? The first task is to elucidate the main policy areas and then to understand the issues in each area:



To identify the major policy areas we carried out interviews with policy experts from governments, regulators, ICT industry, consumer groups as well as Members of the European Parliament, The European Commission, international bodies such as the OECD, the World Bank and the ITU, academics and thought leaders in the EU and overseas with over 30 interviews in the EU and also a major workshop. The overall approach is shown below:



From this data gathering phase we move into data analysis, looking at results from the interviews and workshops. The overall project plan for this is shown below:-



From the data gathering work we may then draw out the findings for a policy for Europe:

- What could a vision for the future of the EU be, as a basis to direct policy?
- What kind of policy framework is needed?
- What are the key policy areas to pursue, the benefits expected and what actions for implementation are necessary?

Our next task to answer these questions is to assemble the results as a summary report, refined to be suitable for a high level discussion by the Member States.

Our research must explore the situation both in the EU and further afield, as the future trajectory towards an Information Society is not clear and requires a global perspective. Thus we have gathered the views of many independent thinkers, well versed in these issues. Moreover we should be

thinking beyond 2015 as we are setting in place the stepping stones to a future knowledge society.

## Who is in the study team?

The study team comprises:

*Simon Forge:* Simon has managed international teams of various sizes to conduct a wide range of projects involving forecasting for ICTs from the perspectives of social implications, economic impacts, market developments and especially policy choices and recommendations. Currently he is also working on defining the Future Internet from needs analysis. Previous projects include : personal ICT impacts on sustainability and the quality of life; the social impacts of ICTs on the family, for the OECD; novel spectrum technologies for unlicensed bands; new organic display technologies and e-paper; valuation strategies for the digital dividend in spectrum; the death of universal service; EU mobile roaming charges, for the European Parliament; for the OECD: future mobile services to 2020 for the EC. For the World Bank he performed a study on the impacts of information technologies on the future global economy, its ability to reshape productivity, employment and the rules of economic growth, as new input factors are defined.

*Professor Erik Bohlin :* currently Head and Professor in Technology Assessment at the Division of Technology & Society, Department of Technology Management & Economics at Chalmers University of Technology. He has published in a number of areas relating to the information society - policy, strategy, and management. He is Chair of the International Telecommunications Society; Member of the Scientific Advisory Boards of Communications and Strategies, Info, International Journal of Management and Network Economics, Nordic and Baltic Journal of Information and Communication Technologies and Telecommunications Policy. He obtained his graduate degree in Business Administration and Economics at the Stockholm School of Economics (1987) and his Ph.D. at Chalmers University of Technology (1995).

*Colin Blackman:* is director of Camford Associates. He is an experienced consultant, editor and writer specialising in foresight and analysis of information age issues. Colin has acted as a consultant to a wide variety of public and private sector clients over the past 20 years including the European Commission, IPTS, European Parliament, Ofcom, UK Department of Trade & Industry, the OECD, the International Telecommunication Union and the World Bank. Over the past four years he has worked closely with SCF Associates on a number of forward looking techno-economic and market studies concerning the economic and social impacts of information and communications technologies.

*Professor Martin Cave:* Martin is Director of the Centre for Management under Regulation at Warwick Business School, University of Warwick, UK. He is a regulatory economist specialising in the communications sector. His recent work has been on the incentives for next generation access networks, the future of universal service obligations and market-based spectrum policy.

## Who are SCF Associates Ltd?

We are a specialised research firm focusing on strategy, technology, socio-economics and policy mainly in the telecommunications and information industries. Our main strength is in exploring the economic and social impacts of technological innovation over the medium to long term through both qualitative and quantitative methods. Based on work over the past two decades, SCF Associates Ltd has developed its own particular brand of scenario construction methodology – Scenario Construction for Forecasting. We frequently use this technique, combined with other novel economic modelling methods, to illustrate potential economic and social outcomes of technological change. In so doing, we help clients to formulate appropriate strategies and policies.