



Activity

“GlobalNEM – NEM beyond Europe”

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Overall context of Global NEM activities

The definition of a clear European strategy for international cooperation in the area of NEM is recognised to possess major relevance in the design of the NEM Technology Platform, in order to maximize its effectiveness and impact.

The first step should be to achieve the highest cooperation at the European level (Framework Programme, Eureka/Celtic, Eureka/Eurostar), in all the regions including coordination with national initiatives.

This overall goal has three main objectives:

1. The first one is to identify consistent strategic objectives at European level. This objective is to be achieved through higher cooperation among stakeholders in the EU and this will be implemented through NEM technology platform itself, its mirror group, the European Commission committees, the Eureka-Celtic programme and a number of supporting projects running under the Eureka and FP7 flags.
2. The second is to harmonize national programmes aiding R&D efforts, make them more efficient by exploiting synergies, with particular focus on those national R+D programmes specialized on the Media technologies: networked, audiovisual, electronics, etc.
3. The third one is to extend this European cooperation at worldwide level, aiming at enlarging the markets where R+D results could be exploited. In order to make this goal happen, it is fundamental that stakeholders and R+D communities from key areas around the world start cooperating with NEM community and relevant European projects.

The objectives 1 and 2 are considered as international cooperation within the European Union, while the objective 3 constitutes the main goals of this position paper of GlobalNEM, NEM beyond Europe. Although there will be targets of GlobalNEM to ensure NEM vision and NEM SRA fluids till the National corners of Member States (there are regional and local R+D incentives in addition to the Member States R+D programmes through goals 1 and 2 above, a specific goal is addressing the extension of the European Research Area beyond European territories (goal 3).

Further discussions and actions will be conducted in order to implement goals 1 and 2 above defined.

Active involvement of key players is being pursued: private industry, public authorities, research institutes, academic community, financial community, civil society, users and consumers from Member States including New Member States and Associate Candidate Countries.

Therefore, International Cooperation has to be pursued through specific activities in regular projects, through ad-hoc support actions raising adequate profiles in Europe and selected areas around the world and bringing the committed contribution from key national R+D programmes of cooperating countries.

Several projects are already working and others will be launched in the FP7 to strength the cooperation at different levels:

- disseminating the results of the European R+D activities,
- identification of the key stakeholders in the different regions of the world for promoting European technologies,
- promoting the cooperation of researchers from key areas around the world with relevant European projects, involving national projects, when appropriate,
- promoting roadmaps for technological cooperation between European and other areas of the world. Alignment of strategic research agendas and work programmes,
- identifying specific issues, like interoperability between European and non-European technologies,
- Promoting harmonized standards,
- Identification of the relation between policies, regulation and technologies, pushing for the development of technologies capable to supersede/remove regulatory barriers.

Initial focus is made on the following regions of the world: China, India, Russia, Latin America, South Korea, South Asia, Sub-Saharan Africa, Japan, Mediterranean area.

Expected results from GlobalNEM Activity.

Activities of NEM in Regions around the world may differ on goals, impact, outcome, schedule, etc., due to intrinsic starting point of the European cooperation in each region, but in general, goals of GlobalNEM can be defined as pursuing the following results:

- A contribution, on international cooperation activities, to be made to the on-line consultation of the EC, 18th January. This input may be separate one from other inputs or part of a comprehensive input from NEM to that consultation. NEM-SB has to approve that input.
- A general position paper stressing the relevance of international cooperation to meet the NEM Vision and as a part of implementing

the NEM SRA. Deadline: on time for input to the online consultation, 18-01-2008. If not achieved, this position paper should be completed for the first NEM SB meeting in 2008.

- Several country-specific or region-specific NEM recommendations. Example: NEM-India, NEM-Latin-American, NEM-Uruguay, etc. Goal: foster cooperation with those countries and regions.
 - Further inputs to update NEM Vision and NEM SRA, bringing the international cooperation as a high priority topic.
- In addition to the above short term activities, Global NEM aims at:
- Liaise with other specific projects, like SMART, Roadibrom, SALA, Euro-India, etc., in order to widely disseminate NEM vision and NEM Strategic Research Agenda.
 - Stimulate inputs from international perspective to the NEM SRA and NEM vision updating
 - Identification of activities, projects and initiatives running or launched elsewhere
 - Promotion of European cooperation in the RTD
 - Identification of international committees, fora, events of interest to NEM at a worldwide basis promoting the active presence of NEM participants

In summary, the outcome of the GlobalNEM Activity will be:

- Identification of critical worldwide areas and regions with which Europe should intensify its R+D efforts in the networked media field
- Identification of stakeholders, groups, projects who are the basis for the cooperation with each region.
- Identification of events, venues, opportunities to execute the recommendations made by the GlobalNEM position paper.

The following section addresses the above points for each relevant Region of the world.