



Open Data and Public Service Advertising: A European cloud of opportunities

Introduction:

The SEED Consortium (Speeding Every European Digital) invites you to the workshop: “Open Data and Public Service Advertising: A European cloud of opportunities” to be held on 4 June 2014 at the Radisson Blu Daugava Hotel Riga, Riga (Latvia).

During the conference several aspects of the new programme Horizon2020 of the European Commission will be introduced as well as other European policies oriented to public administrations and citizens. The ERDF (European Regional Development Fund) will present its guidelines to strengthen economic and social cohesion in the European Union and its key priorities focus on Innovation, Research and ICT.

Members of the SEED project will show their best-practices on citizens engagement and innovation in public administrations through the use of digital advertising. Private and public organizations attending the workshop will be able to find out the benefits of implementing innovative projects in their organizations and getting involved in the international deployment of SEED as partners of the project in order to promote entrepreneurship initiatives based on cloud-computing technologies.

Target group:

- Public Administrations at National, Regional and Local level
- National and regional information services
- Suppliers of digital information
- Management consultants
- Professional associations serving any of the communities listed above
- Academia
- Interested stakeholders.

Venue:

Radisson Blu Daugava Hotel Riga
24 Kugu Street, Riga, Latvia

Registration:

<http://www.seed-project.eu>



www.seed-project.eu



Project co-financed by the European Commission



Open Data and Public Service Advertising: A European cloud of opportunities

June 4, Riga, Latvia

Agenda:

9.00 h. - 9.15 h.

Welcome

- Vita Vitola. EU Project Management. Ventspils Digital Centre (VDC)

Administrations and Entrepreneurs

- Interfusion and Pegeia Municipality (Cyprus)

9.15 h. - 9.45 h.

EU opportunities on ICT

- Horizon 2020 - The EU Framework Programme for Research and Innovation

- Dina Berzina (Ministry of Education and Science of Latvia)

- European Regional Development Fund (ERAF programme)

- Leva Brinke. Ministry of environmental protection and regional development

10.15 h. - 10.30 h.

Coffee Break

12.15h. - 12.50 h.

Round Table on Public Sector Advertising. SEED Pilots:

- Varna Municipality (Bulgaria)
- Rijeka (Croatia)
- Istria Region (Croatia)
- Pilsen Region (Czech Republic)
- Timisoara (Romania)

10.30h. - 11.30 h.

SEED Project and EU Policies

- European Commission (tbc)
- Miguel Alborg. CEO IDI Eikon. SEED Project Coordination
- Daniel Pop. EU Research Projects PhD. Institute e-Austria Timisoara (IEAT)

12.50h. - 13.00 h.

Closure

9.45 h. - 10.15 h.

Speeding Every European Digital in Latvia. Ventspils Experience

- Egons Spalans. Director of Ventspils Digital Centre (VDC)

11.30h. - 12.15 h.

SEED: an innovative service in the digital age

- Opportunities for Public

13.00 h.

Cocktail Lunch



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