



ECOLEAD
European Collaborative networked
Organizations LEADership initiative

**1ST INDUSTRIAL DAY ON COLLABORATIVE NETWORKED ORGANISATIONS
(CNOS)**

“BUSINESS SUSTAINABILITY IN CNOS’ DEPLOYMENT”

21st APRIL 2006

**CONFERENCE CENTRE
JOLLY HOTEL LEONARDO DA VINCI
VIA DEI GRACCHI, 324 - ROME**

Supported by



European Society of Concurrent Engineering Net



AMI@Work Communities
Stimulating the participation of NMS
and ACC organisations in eWork and
eBusiness Related IST Activities



1ST INDUSTRIAL DAY ON COLLABORATIVE NETWORKED ORGANISATIONS (CNOS)

Scenario

In the evolving international business scenario, the need of new, collaborative working models and practices is emerging as an important and strategic factor for EU firms, struggling to cope with global competition and internationalization challenges.

In this context, it is fundamental to enhance relationships / partnerships among organizations in a fully collaborative way. This condition is particularly felt by SMEs, due to their limited financial capacity and limited ability to manage innovation processes and to deploy adequate resources.

The development of collaborative networks and clusters could allow firms and professionals to improve their flexibility, innovation capabilities and performances in the global market. Collaborative Networks include Firms' Networks, Virtual Organizations and Professional Virtual Communities (generally referred to as CNOs). The challenge, essentially, is how to re-design and to integrate business processes across enterprise boundaries, so that SMEs can co-operate closely among themselves and with professionals to achieve shared business objectives.

Currently, an implementation mechanism for CNOs, based on the establishment of advanced industrial clusters managed by intermediaries, is now taking place all over Europe. A number of established initiatives, generally promoted by central or local governmental authorities, are emerging, aimed at providing SMEs with the servicing needed to set up collaborative networks.

As a matter of fact, such cluster initiatives are originating intermediary / brokering entities, which are currently performing a catalyst function for the aggregating of companies and professionals in Collaborative Networks.

Event's objectives and organization

The 1st Industrial Day on Collaborative Networked Organizations (CNOs), to be held in Rome on the 21st of April 2006, is the first of a series of events aimed at providing practical solutions and advices to organizations interested in establishing advanced collaborative approaches within their business contexts.

The event is supported by **ECOLEAD** (<http://www.ecolead.org>), an integrated project funded by the EC IST-FP6 Programme, which is aimed at developing technologies for networks of collaborative enterprises. ECOLEAD foresees that in ten years' time, most enterprises will be part of one or more sustainable collaborative networks and aims at enhancing the added-value to businesses operating within these dynamic collaborative networks. The project is working closely with regional and international initiatives who act as multipliers for supporting the large deployment of the emerging CNO paradigms.

The workshop is also sponsored by **COMIST** (<http://www.mosaic-network.org/comist/index.html>), a SSA project, which is aimed at increasing the participation of New Member States-Associated Candidate Countries (NMA) Organisations in eWork and eBusiness related IST Activities according to a systematic innovation approach.

This workshop aims at offering to the participants the opportunity of exchanging their knowledge, strategies and experiences and of discussing effective ways to overcome legal, organizational and financial barriers when launching collaborative initiatives.

The workshop will be focused on illustrating "CNO Best Practices" at EU level, as well as on giving practical advice for building-up collaborative networks, with special attention to the business sustainability issue.

The first CNOs Day is structured as a one-day workshop, with two sessions:



- A morning session, where a number of on-going business cases relevant to the establishment of Collaborative Network Organizations will be presented
- An afternoon interactive session, based on interactive thematic discussions led by an industrial panel, devoted to identify and characterise sensible ways forward for CNOs implementation and self sustainability, in particular from the legal, organisational and financial points of view.

This workshop is specifically targeted to:

- Regional Development Agencies;
- Industrial Clusters and District representatives;
- Organizations and professionals involved in development and implementations of Collaborative Business approaches;
- SMEs interested in taking part in Virtual Networks.

1st CNOs DAY
Rome, 21st April 2006

DRAFT Programme

Schedule	Items
10:00 – 10:30	Welcome Coffee and Participant Registration
10:30 – 11:00	Workshop Introduction and Objectives
11:00 – 13:00	Session 1 CNOs Scenario: Best Practices Summary <ul style="list-style-type: none"> • Multisector cluster initiative in U.K. • Establishment of an Aeronautical Cluster in Spain; • Professional Virtual Community: the ESoCE-Net case (Italy)
<i>13:00 – 14:00</i>	<i>Lunch</i>
14:00 – 16:00	Session 2 Business Sustainability
	Industrial Panel Over the barriers: Practical Solutions to establish self-sustainable CNOs <ul style="list-style-type: none"> • Mobilisation of resources at local/regional level; • Legal and organisational models for self-sustainability; • CNOs as a development strategy for Regions; • Financial Engineering: establishing a financial support to clusters
16:00 – 16:30	Closure



Registration Form

1st CNOs DAY
Rome, 21st April 2006

Leonardo da Vinci Jolly Hotel
Via dei Gracchi, 324
00192 – Rome (Italy)

To Register Please provide the following information (* mandatory registration fields):

First Name *	<input type="text"/>
Name *	<input type="text"/>
Organisation	<input type="text"/>
Industrial Sector	<input type="text"/>
Organisation Type (e.g Cluster, RDA, SMEs etc.)	<input type="text"/>
Address *	<input type="text"/>
City *	<input type="text"/>
ZIP / Postal Code *	<input type="text"/>
Country *	<input type="text"/>
e-Mail *	<input type="text"/>
Phone *	<input type="text"/>
Fax	<input type="text"/>

The participation to the workshop is free.
Participant number is limited and is managed on a "first come, first served" basis.
To attend to the workshop, it is requested to return the registration form by fax to
+39.06.2280739 or by e-mail to info@esoce.net