

# ECOLEAD Collaborative Networked Organisations

**Workshop 6e: 11:00 Thursday 20 October 2005**

## **Abstract**

The innovation of industry is of crucial importance for European competitiveness. As evidenced in major European Programmes, Collaborative Networked Organisations (CNOs) is increasingly playing the role of reference approach to the achievement of enhanced performances in cost/time reduction and quality improvement in industrial collaboration.

The fundamental assumption in ECOLEAD is that a substantial impact in materializing networked collaborative business ecosystems requires a comprehensive holistic approach. Given the complexity of the area substantial breakthroughs cannot be achieved with the incremental innovation in isolated areas. Therefore ECOLEAD, and the workshop, addresses three most fundamental and inter-related focus areas as the basis for dynamic and sustainable networked organizations:

**VO Breeding Environment** (VBE) represents an association or pool of organizations and their related supporting institutions that have both the potential and the interest to cooperate with each other, through the establishment of a "base" long-term cooperation agreement. **Dynamic Virtual Organization** (DVO) are temporary alliances of organizations that come together to share skills or core competencies and resources in order to better respond to business opportunities. **Professional Virtual Community** (PVC) represents the combination of concepts of virtual community and professional community. Virtual communities are defined as social systems of networks of individuals, who use computer technologies to mediate their relationships.

The collaboration necessitates a strong **theoretical foundation**. Sustainable development of collaborative-networked organizations needs to be supported by strong fundamental research. The **horizontal ICT infrastructure** supports Implantation of collaborative networks. Ecolead covers also these important areas.

The workshop concentrates on industrial practices, challenges, and ECOLEAD results in terms of reference models and concepts. The workshop event is organised by VTT, project coordinator, who is supported by the overall ECOLEAD team (see <http://www.ecolead.org>).

## **Objectives**

The ECOLEAD workshop is aimed at offering an opportunity to Industrial Enterprises from different market sectors to confront own challenges, strategies and experiences, and to discuss emerging issues and best opportunities of competitiveness and potential of CNOs. Objectives:

1. to present the ECOLEAD holistic approach, and relevant industrial challenges, to industry and gain feedback from them;
2. to involve additional multipliers and industrial end users in the process of taking up the ECOLEAD methodologies and technologies;
3. identify new initial initiatives.

## **Target Audience**

The workshop is one step of a wider ECOLEAD roadmap for impact creation. Such a roadmap is based on the concept of multipliers, i.e. entities capable of effectively taking up and implement ECOLEAD solutions. The workshop is targeted to all who are interested in CNOs, e.g.: Industry, VBEs, DVOs, PVCs, regional and development centres, industrial associations, chambers of commerce, researchers

## **Programme**

### **A holistic approach towards Collaborative Networked Organizations**

*Martin Ollus, VTT-Technical Research Centre of Finland, Finland*

This paper is an introduction to other, more concrete presentations of the first results of the project. It introduces the basic approach and a general overview of the results.

### **A pragmatic approach to increase the economic impact of Collaborative Networked Organisations (CNO)**

*Stefan Bollhalter, Virtuelle Fabrik, Switzerland*

This paper shows that one of the main weaknesses of this innovative organisation is the still low efficiency in economical terms. The paper will describe the VBE and show a practical point of view of the expected results of the challenging research on collaborative networking. The paper describes the main VBE functions over the VBE life-cycle phase. The paper concludes with a presentation of potential and innovative approaches for services to be used for the support of the VBE operations and their industrial realization.

### **Real Time Virtual Organisations Management**

*Kim Jansson, VTT-Technical Research Centre of Finland, Finland*

A virtual organization is usually considered to be a set of co-operating independent entities, which to the outside world provide a set of services and functionality as if they were one organization. This paper deals with the requirement of modern VOs and shows that a VO calls for a more proactive, event-based management, envisioned in the recently introduced Real-Time Enterprise model.

### **Motivations and Requirements for “Professional Virtual Communities”**

*Andrea Bifulco, ESoCE-Net, Italy*

This paper, starting from the general motivations that are actually driving the emergence of such an organisational form, is aimed at identifying a collection of PVC requirements.