



Forthnet

Innovation Department

Innovative Services to Support and Accelerate
Regional Priorities in Crete

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Forthnet Group is the largest broadband, voice, and TV provider in Greece.

The major companies of the Group are:

- Forthnet S.A (Telecommunications)
- Nova (the first digital and satellite TV platform provider in Greece)
- ForthCRS (Intermodal transport and Reservation Management System)
- Telemedicine Technologies (Online Information Systems for Healthcare Professionals)

Forthnet: a regional spin-off company

Forthnet starts its activities during 1994 within FORTH, when it created the first network node in Greece, providing selected users (Universities, Research and Academia) connection to UUCP and EARN/BITNET networks

In 1997 it is established as a private company and the years following a race starts for attracting funds and new shareholders. In parallel the company starts expansion and introduces one innovation after the other, reaching today the long-desired status of a prominent 3-play, convergent telecom provider

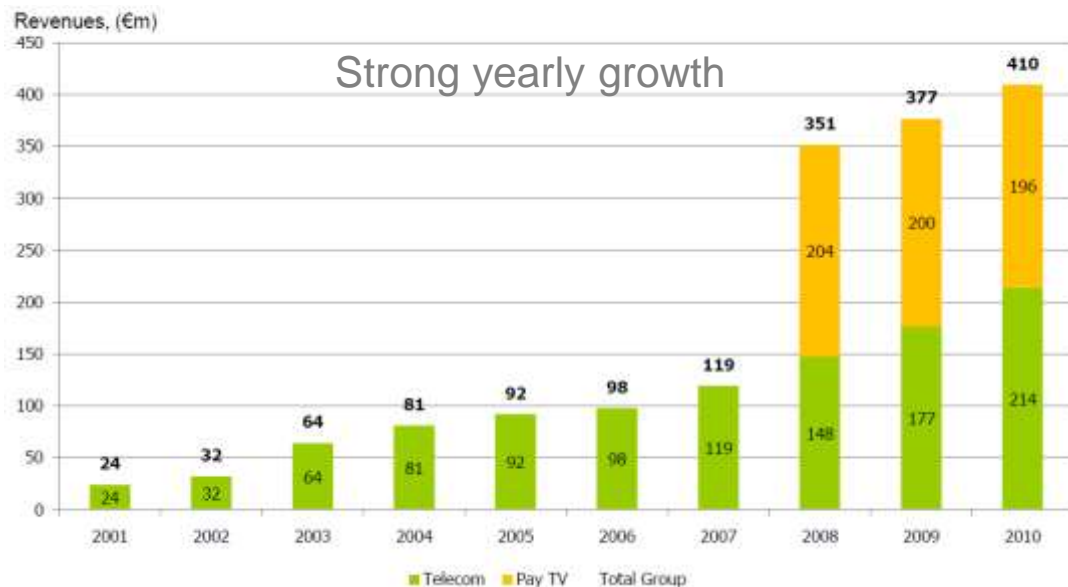
Forthnet was the result of the **effective implementation** of an **innovative idea**. In fact, it is the first successful example of a “spin off” company in Greece, and one of the most successful in Europe

Remains an active member of the local community with it's Research and Innovation department based in the Scientific & Technology Park of Crete for the past 15 years





Forthnet Group offers a wide range of fixed telephony, broadband internet (including FTTH pilot sites) and TV-content services to individuals, enterprises and public bodies in Greece



Focused on the provision of innovative communication and entertainment services to the greek families

How ?

R&I Experience

More than **250 innovative projects** / ideas funded during the past 15 years

Key-partnerships and synergies with all major industry / academic / research institutes in Greece, Europe and worldwide

Expertise on Internet, **web-based technologies**, satellite TV

Strong sales department able to merchandise and **promote new services**

keypoints

Forthnet group brought internet and digital satellite TV in Greece

Has established a chain of 150 retail shops in more than 60 cities and towns all over the country



Forthnet and its contribution to the ICT innovation in Crete

Why ?

Critical role on leveraging **innovative thinking** in the Prefecture of Crete

Retain strong links and synergies with the two leading sectors of Cretan economy: **tourism** and **agriculture**

Help increase **competitiveness** through close-to-market innovative products

Contribute towards the creation of **critical skills** through participation on social-oriented projects

Promote **employment** and invest in **education, skills** and **lifelong learning**

Promote **social inclusion** and **combat poverty** with projects like *Ypaithros* and *Rural Wings*

keypoints



Forthnet Group is the largest privately owned telecom group that provides bundled broadband and TV services in Greece.

Forthnet, in the region of Crete
aims to foster innovation via:

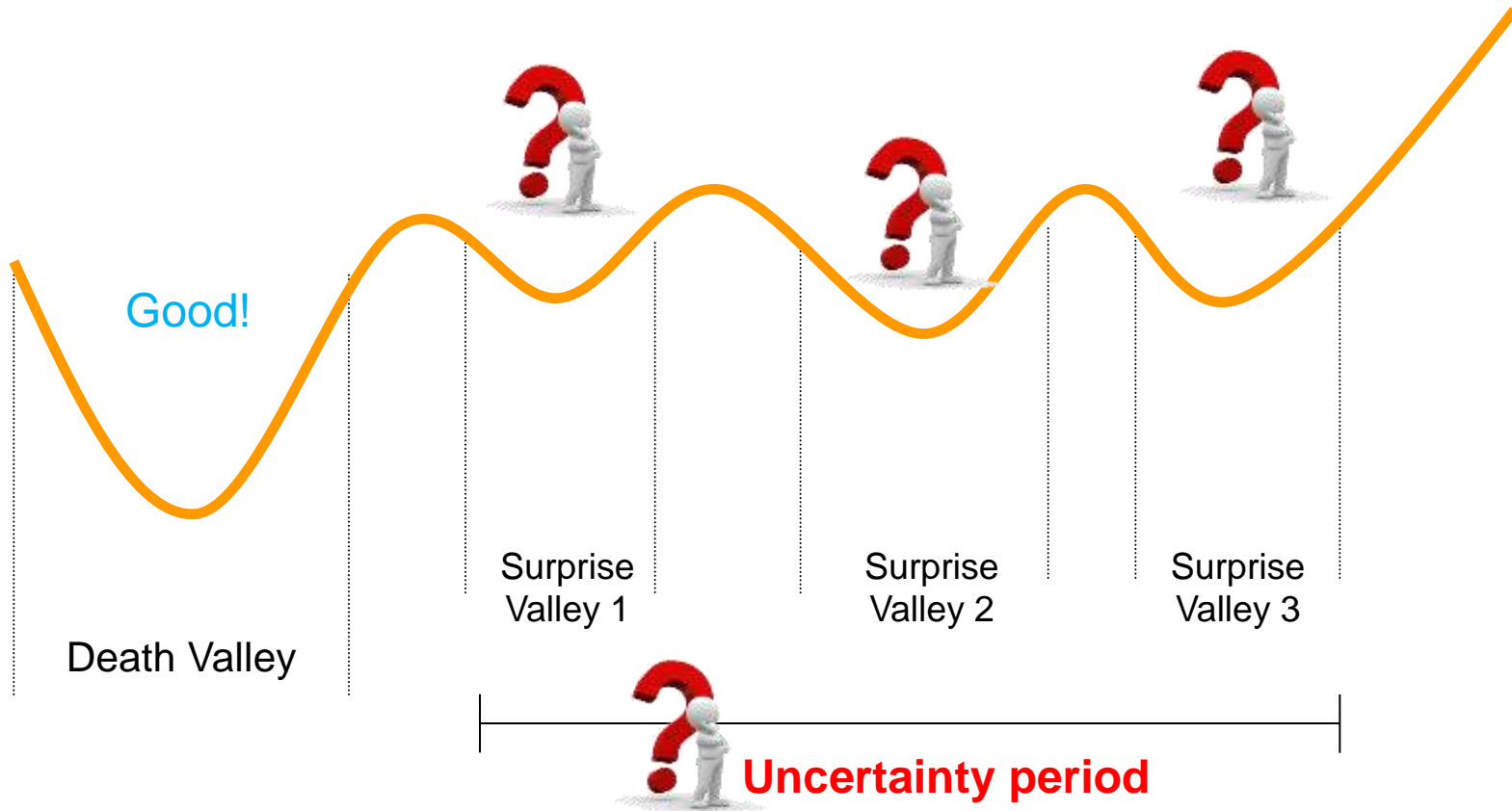
- Putting risk and effort on ideas
- Adopting new technologies on existing practices
- Introducing new governance methods and models, suitable to remote and disadvantaged areas

keypoints

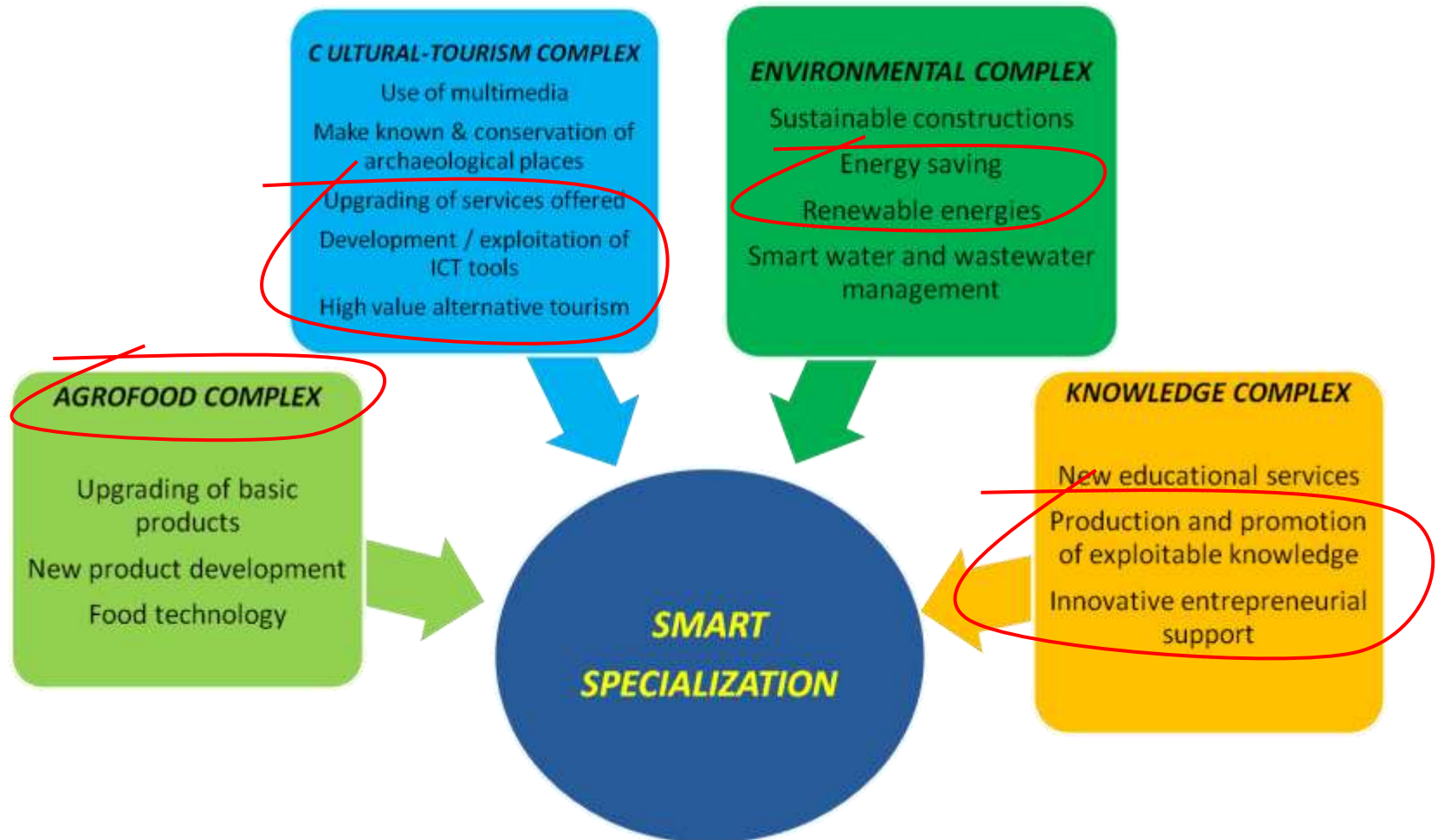
All stakeholders must put maximum effort in order to design and develop successful services and put them into operation. It is an “all or nothing” approach. The end-users hold one of the keys for success. They must be brought in at an early stage in the process and be kept continuously warm.

Novelties in the vague greek entrepreneurial environment

Surprise Valley



Previous experience



RIS3: the real value

RIS3 policy has to face a major issue:

Citizens Involvement and
Local Communities Engagement

Creation of a stable framework to ensure Equal
Opportunities and support SMEs and family-run
Businesses

Raise new Policies to create and support new
Opportunities in Regions

keypoints

Real value for
innovative regions is
active communities
and citizens

RIS3: the real value

The goal

- Infuse **innovation culture** to Citizens & Family-run Businesses
- Expand the **knowledge pool** until it blends into the Real Economy
- Invite citizens and traditional businesses to meet with innovation strategies and **benefit** from the RIS3 funds
- Reveal the **benefits of synergies** and collaboration among all affected parties in the region of Crete
- Acquire detailed **feedback** from the end-users and all involved parties in order to improve
- Support **young entrepreneurship & reduce unemployment**

Today

Very strong Academia and Research

Strong business sector

Detached public sector with low QoG rate

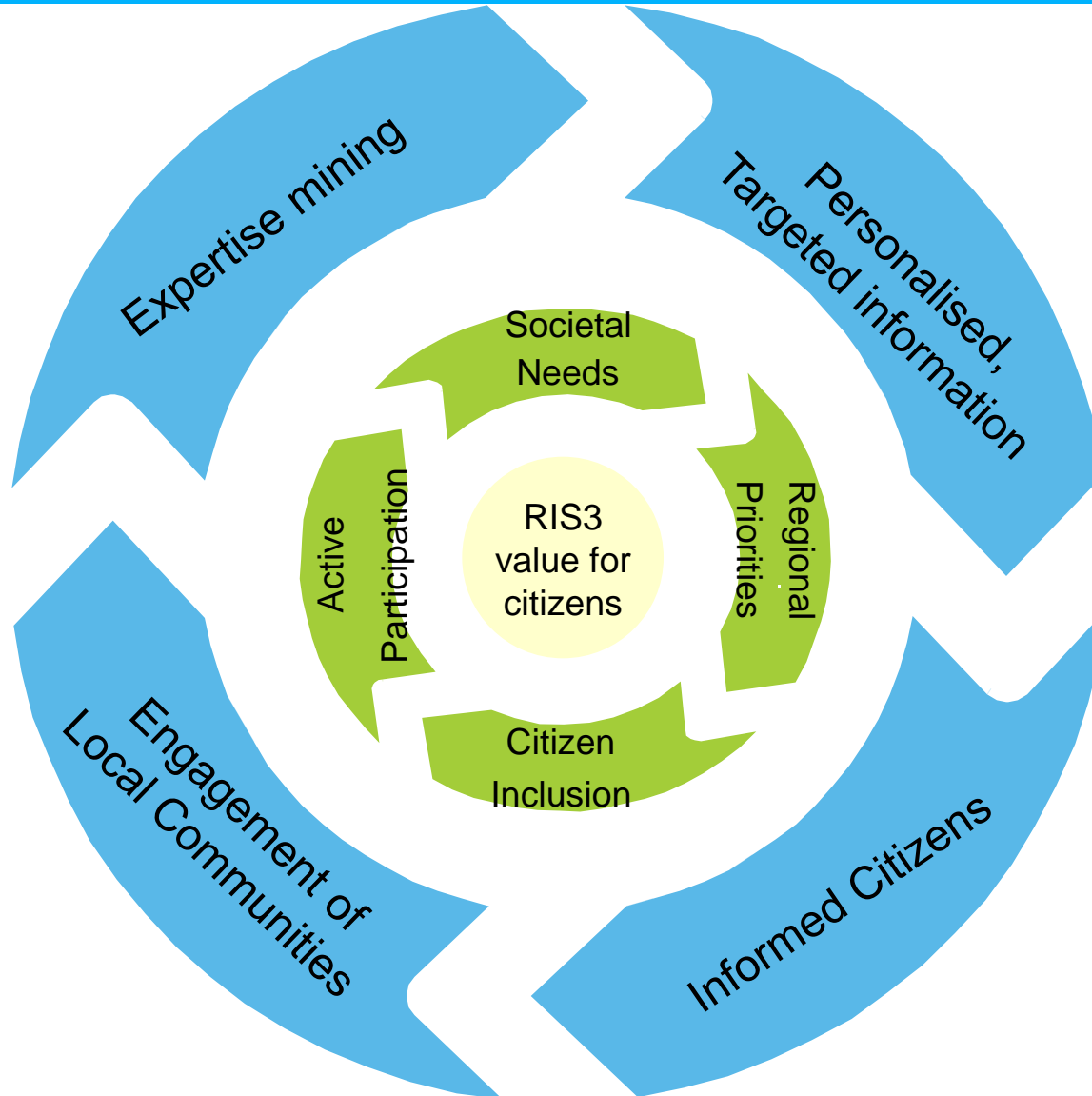
Fragmented SMEs

Unaware citizens

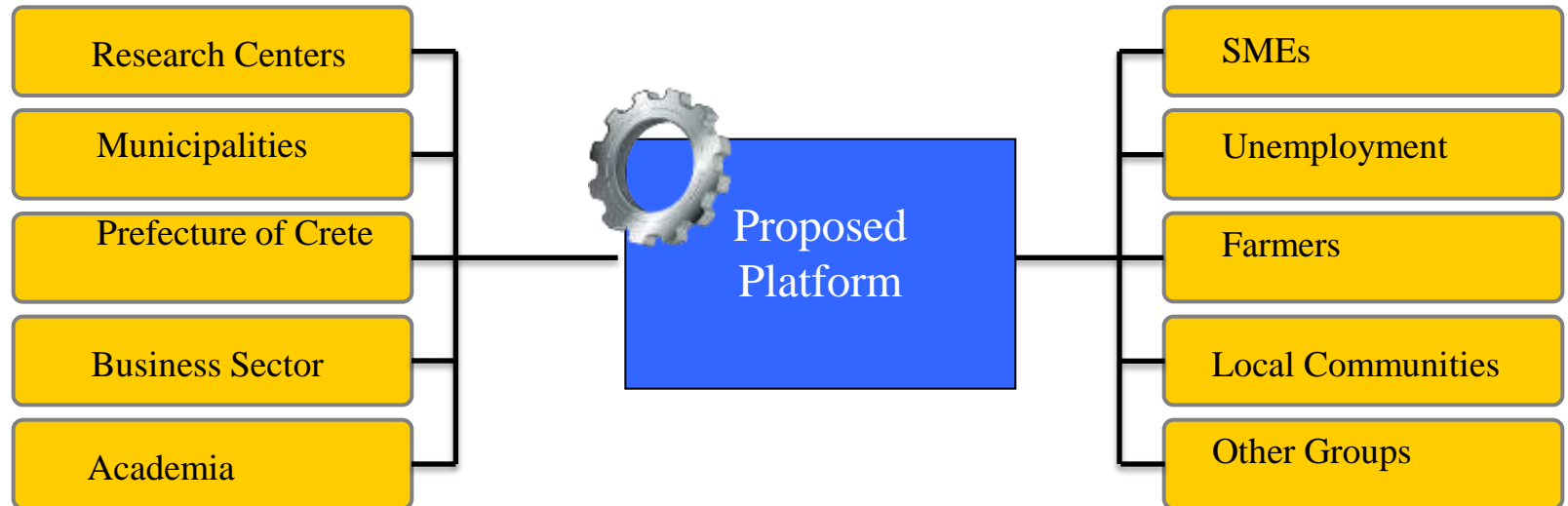
Centralization of funds and opportunities

The goal

Involving citizens



Simple but effective approach



Information submitted to the platform database is automatically filtered, evaluated and dispatched to the registered users.

Each recipient receives only the information which is strictly relevant to his/her particular interests.

“One-click” information in Crete

An **internetworking information platform** for citizens who live and work in the countryside and agricultural areas in the region of Crete

Collect and manage **all available information** from governmental and private organizations and distribute them to all related SMEs and individuals in the field of agriculture, mainly via SMS, but also email, fax and voice

Objectives:

- **Communicate** with people who are mobile workers
- Develop a communication tool based on **simple technologies** for people who are not familiar with ICT
- **Shrink the Digital Divide** between rural and urban areas
- Establish a framework where businessmen in rural areas have **equal opportunities** to participate in the information society

The benefits

Selected by DG-Regio as “Best Practice” scenario for rural areas:

http://ec.europa.eu/regional_policy/cooperation/interregional/ecochange/index_en.cfm



The YPAITHROS project outcomes

YPAITHROS is an **innovative information service**, aimed at **informing and assisting citizens** who live and work in the rural areas of Crete.

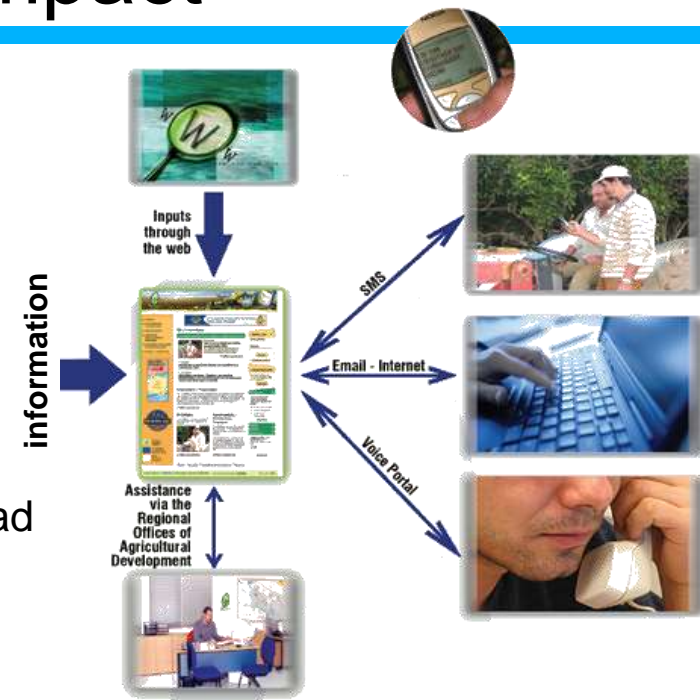
informing and assisting citizens

The **information delivered through “YPAITHROS”** is **highly personalized** according to user’s needs and **covers a wide range of topics**, related to business opportunities, important news, national and european programmes, etc.

Personalized messaging

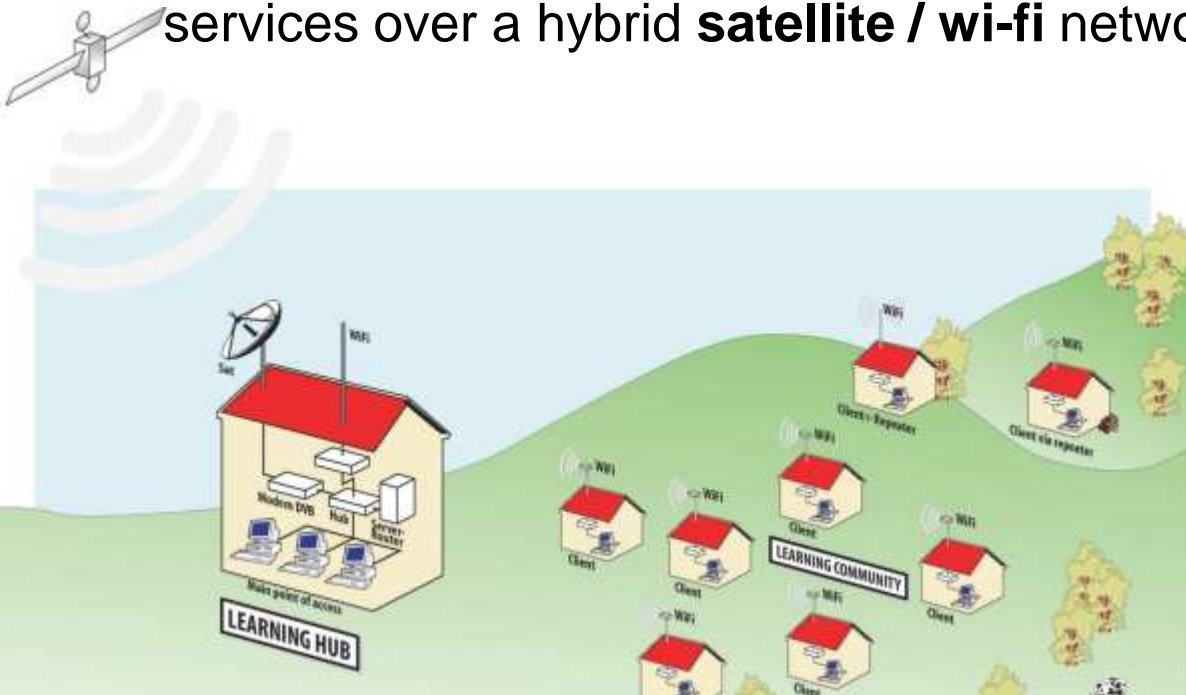
Project's impact

- More than 8,000 subscribers from Crete
- More than 230,000 “targeted information” messages within 5 years
- 5 prefectural “Points of Presence” with offices in Crete
- Strong influence in developing countries/markets abroad (IST4Africa, EuroIndia, Fiji islands)
- Pilot sites and dissemination events in several villages and municipalities all over Crete (eg. Geraki, Embaros, Anopolis, Fragokastelo)



Knowledge from the sky

Develop and support a **flexible communication platform** targeting mobile devices (laptops, tablets, mobile phones, PDAs) in order to provide efficient **anytime** and **anywhere** information, messaging and notification services over a hybrid **satellite / wi-fi** network



The benefits

Provides a set of innovative services dedicated to agriculturalists and small businesses and citizens.

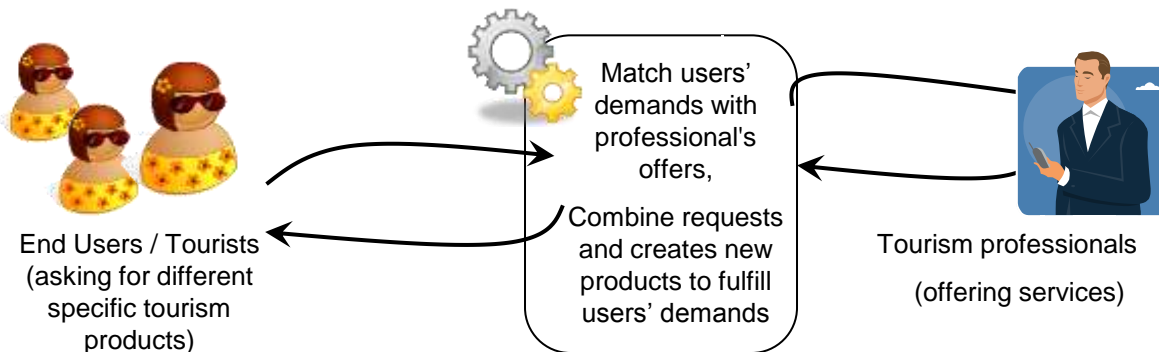
Ideal for **regions** with **limited access** to information resources



Creating tourism products on the fly

A “*Virtual Community of local Businesses*” that contributes to the local-scale electronic communities, for the provision of inter-corporate “virtual networking”

Support the technological infrastructure and the promotion of innovation (e.g. new products and services), through advanced ways of cooperation such as internet, SMS, IM, email etc.



The benefits

Introduces innovative one-stop-shop services

Involves less known, family-run businesses

Creates new services for the tourism industry



Building on the knowledge developed in the WISETRIP project, Enhanced WISETRIP creates innovative services that offer individual planning, booking and multimodal journeys. The system is designed to take into consideration all user needs, multiple-trip criteria, environmental impact and personal preferences

The benefits

Promote Crete as a **tourist destination**

Provide an **one-stop shop** solution for people who want to travel in Crete

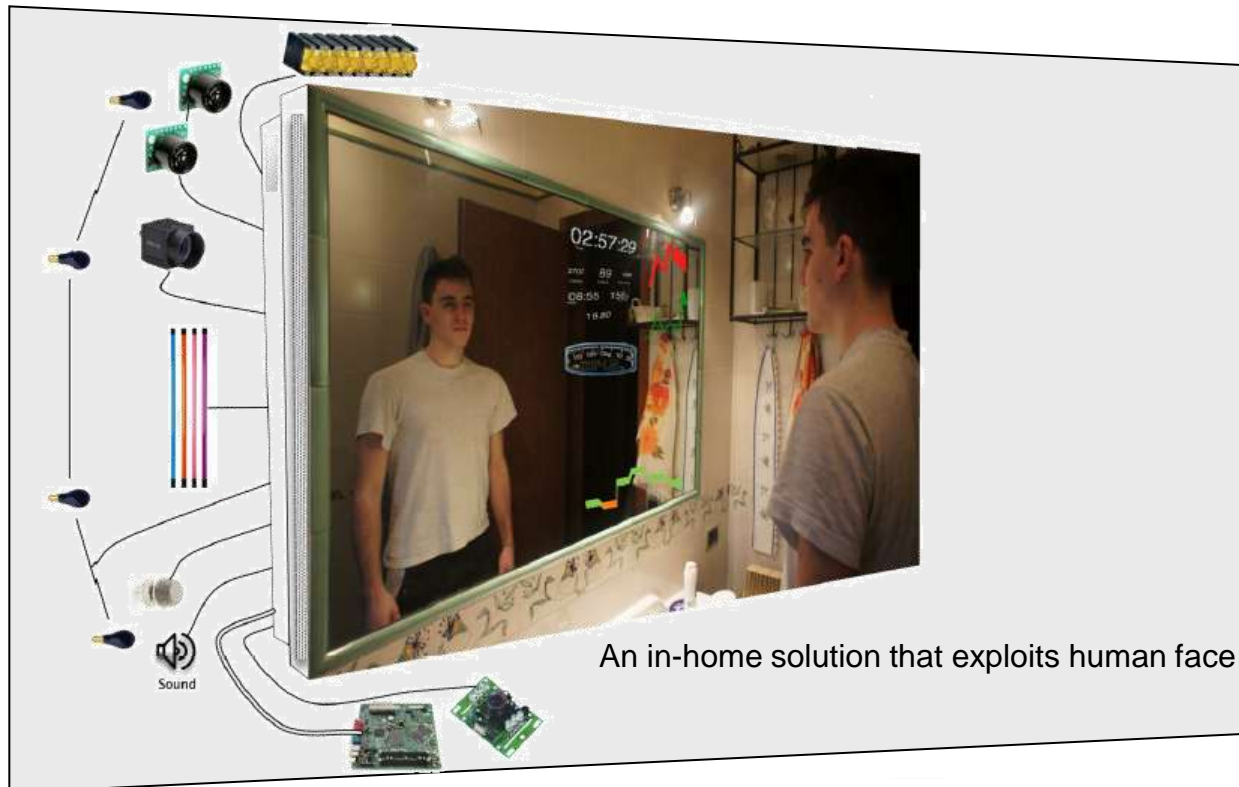


The screenshot displays the eWiseTrip website interface. At the top, there is a navigation bar with links for "new search", "my trips", and "f.a.q.". A "Choose Language" dropdown menu is set to "English". To the right, there are links for "Login", "New?", and "Create". Below the navigation bar, the main content area is divided into two sections. On the left, a sidebar titled "What is WiseTrip?" features a 3D character holding a sign that reads "An innovative multi-modal travel service platform". The sidebar also includes buttons for "Find your trip", "Save your profile", and "Get real time notifications & reschedules". On the right, the "Find your trip" section contains a search form with fields for "Origin" (Country and City/Area/Address) and "Destination" (Country and City/Area/Address). It also includes a "Date" field with a dropdown menu for "depart after" or "arrive by". A note at the bottom of the form states: "Do the fields you submitted on".



Near future - Ageing well

The concept of a “**magic mirror**” that exploits the human face information as an indicator of the individual’s **health status** and translates the **semeiotic** code of the face into a measurement automatically evaluated by a computerized application.



What is “ageing well”

ICT and innovative services helping & supporting people to live longer and **enjoy an improved quality of life.**



SmartLiving
by Forthnet



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