

<b>Friday 1<sup>st</sup> of October, 2004</b>	<b>Issues on the agenda</b> (short breaks for coffee)	<b>Presenters</b>
09:15 – 09:45	Welcome to our netmaking and dealmaking party! <ul style="list-style-type: none"> <li>• • The objectives for the seminar and workshop</li> <li>• • Background and the big picture: 3rd mission in the 3rd industrial epoch</li> <li>• • European Conersity and the Swedish eCompete center in formation</li> <li>• • Short presentation round of participants, formation of groups</li> </ul>	<i>Erik Wallin,</i> Lund University (LU)
09:45– 10:00	Informatics and ICT applications in the 3rd industrial epoch	<i>Hans Lundin,</i> Dept of Informatics, L
10:00 – 10:30	The case of Bräkne-Hoby and its virtual village: <ul style="list-style-type: none"> <li>• • History and status of the Virtual Village for Bräkne-Hoby</li> <li>• • Local, social and business networking</li> <li>• • Experiences made and lessons learnt so far</li> <li>• • Is there a future for Virtual Villages?</li> </ul>	<i>Nils Tvermoes,</i> Byn på Nätet
10:30 - 11:00	Flyinge Village (Flyingebygden) as a real world laboratorium for 3 <sup>rd</sup> mission projects: <ul style="list-style-type: none"> <li>• • As a case in the CoLabs.eu project (Learning regions)</li> <li>• • As a case in the eCompete project (Innovation and SME)</li> <li>• • Flyinge Utveckling as a model for local development</li> <li>• • A limited company for longterm local welfare development?</li> </ul>	<i>Gunnar Petersson,</i> Flyinge utveckling
11:00 - 11:30	Glocalization and place-bounded “sticky” clusters <ul style="list-style-type: none"> <li>• • Clusters and the local social capital</li> <li>• • Local communities with and without a future – what’s the difference?</li> <li>• • How to create sustainable local welfare in the global context?</li> </ul>	<i>Björn-Anders Larsson,</i> Nordeg
11:30 – 12:00	Industrialization and commercialization of higher education <ul style="list-style-type: none"> <li>• • eLearning and the learning object industry</li> <li>• • Customization, personalization and eLearning on demand</li> <li>• • Is there a need for a new mindset to take advantage of eLearning?</li> </ul>	<i>Ola Badersten,</i> Lund University Education AB
12:00 – 12:30	Business models for eLearning <ul style="list-style-type: none"> <li>• • eLearning as eBusiness</li> <li>• • The growth of virtual campuses</li> <li>• • The brokerage model for eLearning</li> </ul>	<i>Dipak Khakhar,</i> Dept of Informatics, L
12:35 – 13:35	Lunch, Ideon restaurant	Only “whole-day” participants
13:40 – 14:00	EEIG – European Economic Interest Grouping <ul style="list-style-type: none"> <li>• • A new type of association supported by EU</li> <li>• • Typical EEIG-s</li> <li>• • Pro-s and Con-s for an EEIG on the European eLearning market</li> </ul>	<i>Anders Krantz,</i> KPMG, Sweden
14:00 – 14:20	A business model for European Conersity (in formation) <ul style="list-style-type: none"> <li>• • A Hegelian Aufhebung of eLearning, eBusiness and eGovernance</li> <li>• • Real world embedded place- and work-centric learning systems:</li> <li>• • The higher value chain of eLearning and regional clustering support</li> <li>• • Busy City as a template for a set of regional installations in Europe</li> </ul>	<i>Erik Wallin,</i> Lund University
14:20 – 15:40	Workshop to test and evaluate a business model for <i>European Conersity at Lund for Scania</i> by a deal-making party between some virtual companies along the eLearning value chain: eAuthor’s Club, CourseWare Factory, Education Provider, Evaluation Institute and eCompete Network.	<i>Erik Wallin,</i> Lund University <i>Joe Eagan,</i> COS Consulting

15:40 – 16:00	<p>Discussion and conclusions</p> <ul style="list-style-type: none"><li>• • Consequences for current EU-applications (ECLISS, ERA-NET,..)</li><li>• • Action plan for formation and establishment of European Conersity</li><li>• • Strategic intra- and inter-regional partnerships, networking support</li><li>• • Evaluation of seminar and workshop, access to proceedings etc.</li></ul>	<p><i>Erik Wallin</i> Lund University <i>All participants</i></p>
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