Best Practice in Digital Ecosystem Dissemination

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Cefriel has been creating Digital Ecosystems for several years…
Main ongoing Digital Ecosystems by Cefriel

- Public Administration (E015)
- Air Cargo Supply Chains
- Utilities
- Airports
5 suggestions on Digital Ecosystem Dissemination

with real examples from E015 experience
“What is a Digital Ecosystem?”

Do not show a technical framework or architecture; explain why it is useful for an adopter with a real and very simple example.
HOW E015 WORKS: AN EXAMPLE
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Digital Relationship
“Is the Digital Ecosystem successful?”

Find a very simple way to measure KPIs that everyone can understand.
E015 Apps:
End-user digital solutions enriched with E015 APIs

E015 Digital Relationships:
Win-win scenarios between two different partners enabled by E015 Digital Ecosystem

E015 APIs:
«Building blocks» players can ask for in order to enrich their own end-user digital solutions
“How can I take part to a Digital Ecosystem?”

The right answer is not a technical tutorial; it will come later, when the adopter will have found a great scenario of adoption… just show a gallery of success stories explaining how the Digital Ecosystem has enabled the scenarios: the adopter will find his own way of adoption.
E015 SUCCESS STORY
Smartcity app with information about where the public access defibrillators are
Italian tourism webportal with information about **museums and itineraries**
Printing **events** on the receipt
Comprehensive **calendar of all local events**

https://www.in-lombardia.it/
Pagnona dam monitoring thanks to real time weather data
… then the technical and process details come on the dedicated website.

But the website should be as “live” as the Ecosystem: continuously update the website with new success stories.
E015 WEBSITE

https://www.e015.regione.lombardia.it/

Nuova API E015 Porti e rotte della navigazione in Lombardia

Scopri di più
Digital Ecosystem Dissemination is a hard work: never stop trying to explain your vision in public events, dedicated lessons, workshops...
E015 DISSEMINATION

Ecosistema Digitale E015: condividere l’accesso regolamentato ai dati per costruire relazioni.

Governing Interoperability through Digital Ecosystems: the E015 Experience

Sbloccare valore dai propri asset digitali grazie a E015
THANK YOU FOR YOUR ATTENTION!!!

My contacts

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