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Deliverable 1.2 (a)
First Release of the Methodological Guide

PILOT ACTION eHealth Territorial LAB

With the Technical and Scientific support of

TORINO METROPOLI
Città metropolitana di Torino

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INTRODUCTION

The methodological approach, which will be later proposed, stands as the result of the activities carried out by the release date of the present document.

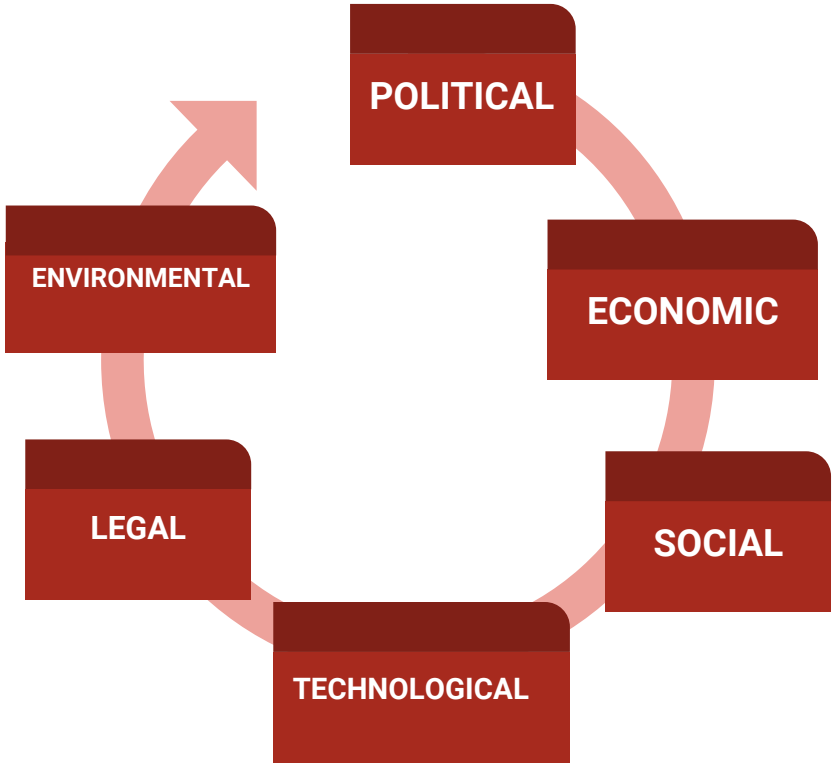
The current version of the methodological guide combines the comparative analysis of **Biodonostia Best Practice** with the specific features of the **local ecosystem**. Moreover, the analysis leverages the lessons learnt drawn by **TOP-IX** in its previous projects.

The current version of the methodological guide is a **Work In Progress** document which will be validated and refined along the pilot execution.

1

TERRITORIAL ANALYSIS

Before starting, it is relevant to conduct an analysis of the target ecosystem. It is essential to have a clear image of the social, economic, environmental and technological peculiarities that characterize the area of interest.



SUGGESTED ACTION

To manage a **PESTLE analysis** in order to scan Political, Economic, Social, Technological, Legal and Environmental factors.

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MULTI-STAKEHOLDER ENGAGEMENT

It is advisable to establish linkages at different levels:

- ➔ Public Administration
- ➔ Universities
- ➔ Startup incubators
- ➔ Private actors (SMEs and Start-ups)
- ➔ Professionals in the sector (e.g. health sector)
- ➔ Participants /Beneficiaries
- ➔ Other best practices

SUGGESTED ACTION

To improve collaboration between parties and to manage multi-stakeholder co-design sessions.

2

The Quadruple Helix Model must be considered the working operational model.

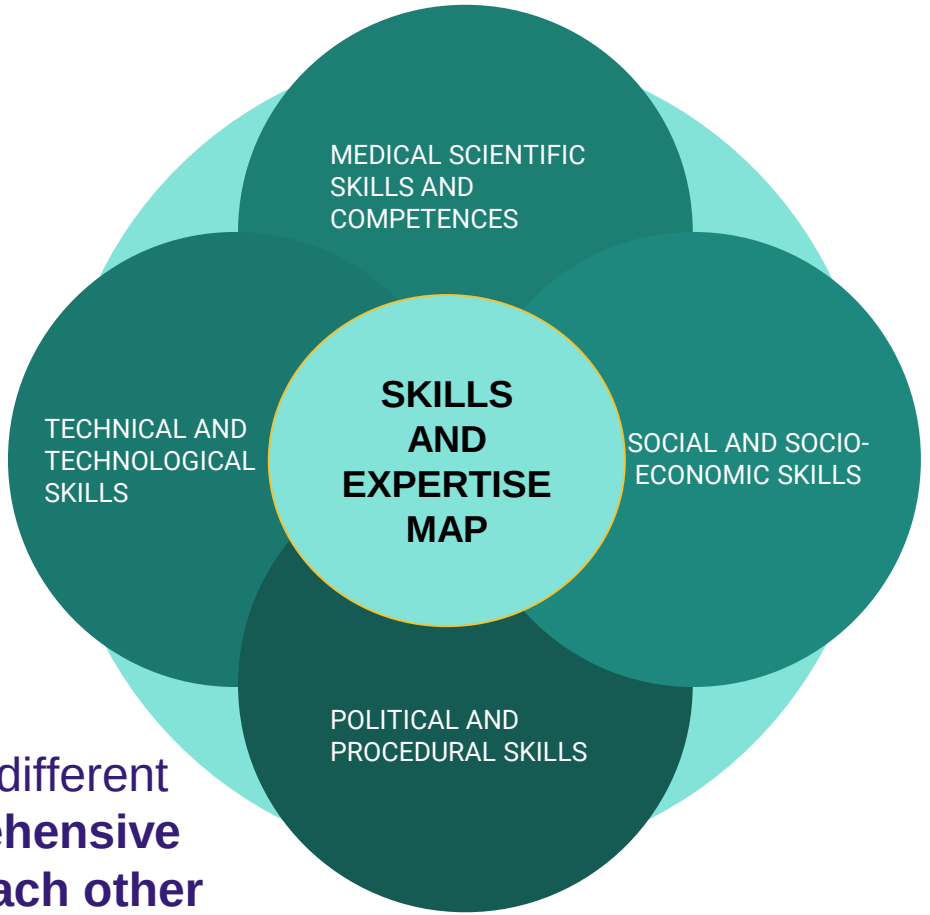
The setup and systematization of the stakeholders according to the 4 Helix Approach will provide the necessary guidelines for the framing of new products and services.

GOAL: to design services that adhere as closely as possible to the specificities of the local ecosystem.

3

SKILLS AND EXPERTISE

It is necessary to involve the interdisciplinary knowledge, skills and competences required by the domain to be tested.



SUGGESTED ACTIONS

To analyze the key competences of the different stakeholders in order to **build a comprehensive geometry of actors interacting with each other** and compensating for the lack of a single player centralizing all the core skills.

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POLITICAL CONSENSUS

It is appropriate to build and ensure from the beginning the **political consensus of local institutions.**

SUGGESTED ACTION

To involve local institutions and, particularly, municipalities as key players throughout the process. Their role assumes relevance in:

- THE DETECTION OF BENEFICIARY BASIS AND USERS
- THE IDENTIFICATION OF TERRITORIAL NEEDS
- SYSTEMATIZING PRIVATE AND PUBLIC ACTORS
- TARGETING BENEFICIARIES OF GOODS/SERVICES
- BUILDING UP TRUST AND CONFIDENCE AMONG CITIZENS

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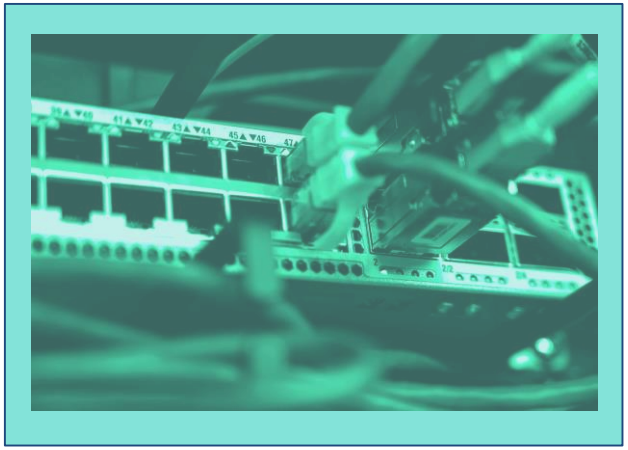
TECHNOLOGICAL COMPONENTS

When a pilot action is implemented in rural and peripheral areas, the technological aspects and particularly the Internet connectivity play a key role in the success or the failure of the initiative.

SUCCESS



FAILURE

SUGGESTED ACTIONS

To check existing infrastructure that can be leveraged.
To avoid technology as an end in itself.

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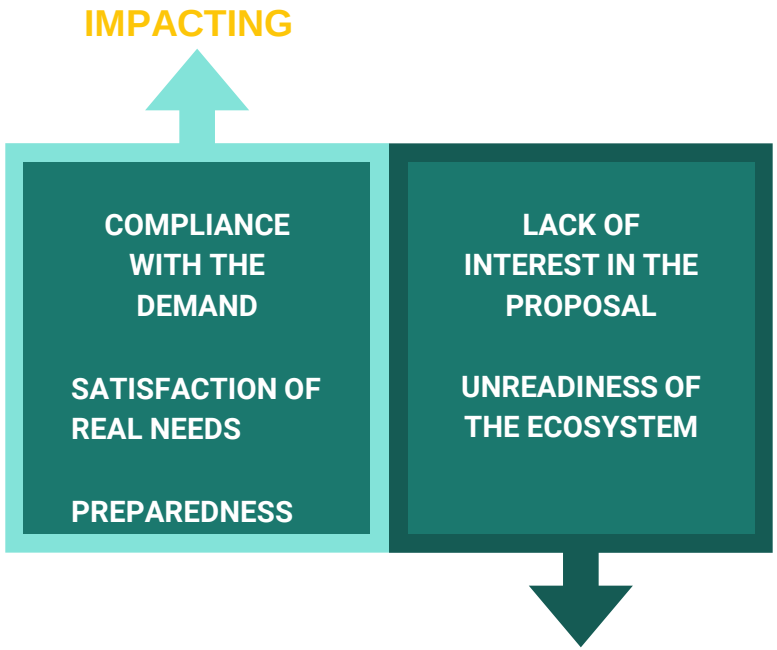
CONSISTENCY OF THE OFFER

The offer must comply with the demand and satisfy needs effectively perceived by the population and institutions.
An action cannot be imposed in a context that is not prepared to implement it: in such a case, the final impact would be weak, distorted or void.



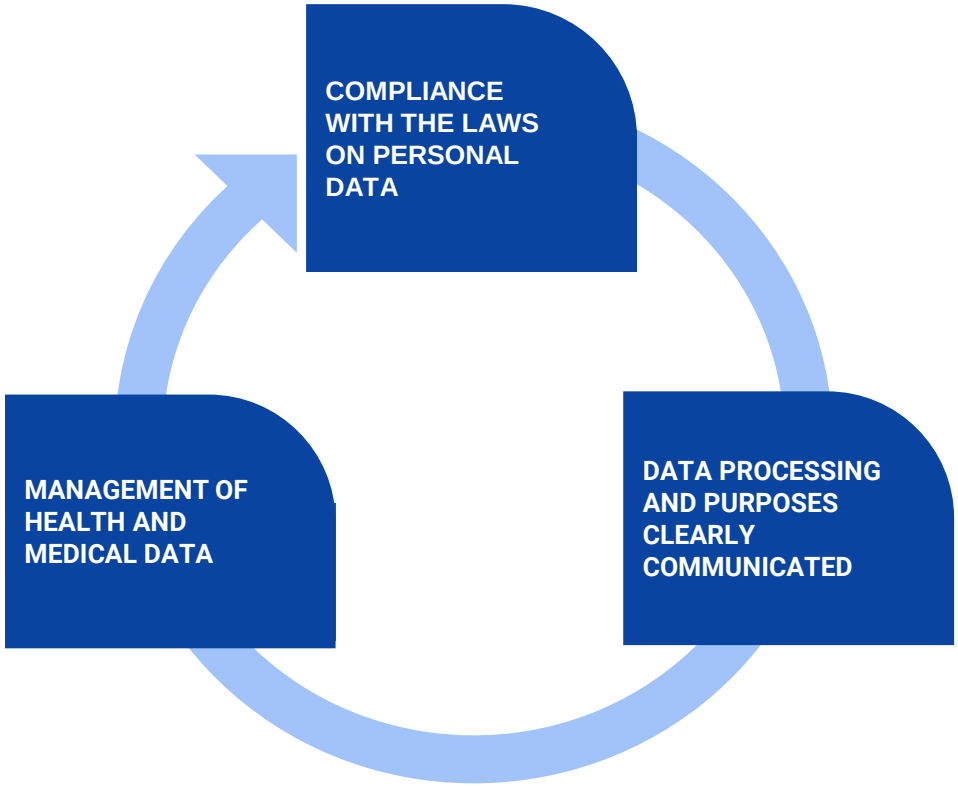
SUGGESTED ACTION

To **validate value proposition** with potential users and beneficiaries through direct and indirect investigations.

7

TRANSPARENCY

Transparency in the use of data and technologies must be ensured.
Since this data are related to the health and medical sector, their management is a focal point in the project.



SUGGESTED ACTIONS

To check legal compliance.
To communicate clearly objectives and processes.

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FLEXIBLE APPROACH

The success of the initiative, in a highly innovative and unknown context, requires an iterative approach and a constant tuning of the implementation roadmap and initial hypotheses.

1	**Quick and continuous validation of operational hypothesis**
2	**A highly innovative context requires an iterative approach**
3	**The process must be open to the possibility of making mistakes in the implementation**

SUGGESTED ACTION

To adopt a LEAN, AGILE and LEARNING-BY-DOING approach.

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SCALABILITY

It is desirable to design scalable and replicable initiatives.
In this sense the Pilot Action must be considered a Minimum Viable Product aimed at validating the core adoption and the implementation hypothesis.

SUGGESTED ACTION

To **identify stable interlocutors** (in particular intermediaries or intermediate bodies) to allow the replication of the experiment in areas with similar but not identical characteristics.

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DESARROLLO ECONÓMICO DE SAN SEBASTIÁN
DONOSTIA KO GARAPEN EKONOMIKOA
SAN SEBASTIAN ECONOMIC DEVELOPMENT

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