



## Trend Chart on Innovation in Europe

UK 32

### General presentation of the measure/scheme/action/regulation

#### Country

United Kingdom

#### Geographical coverage, national or regional (state region)

(National)

#### Title of the measure

The Information Society Initiative Programme for Business

#### Information Source/Reference

<http://www.isi.gov.uk/>

#### Overview (nature, main goals)

To help UK businesses, especially smaller firms, to use ICTs more effectively. A A partnership between industry and Government. Includes R&D projects, through to advice and guidance.

#### Action Plan objective addressed by measure

I.3. Raising Public Awareness

I.4. Innovation & Management

I.6 Promotion of clustering and co-operation for innovation

#### Administering agency

[DTI - Department of Trade and Industry](#)

151 Buckingham Palace Road, United Kingdom

Web Site: [www.dti.gov.uk](http://www.dti.gov.uk)

ISI

, United Kingdom

#### Name of the manager(s) responsible for the implementation of this measure with address, fax, phone

[No specific contact](#)

DTI - Department of Trade and Industry

151 Buckingham Palace Road, United Kingdom

### Description of Scheme

#### General Information

#### Reference to legal basis (e.g. act, public document, ...)

The House of Lords Select Committee on Science and Technology published its fifth report in the 1995-6 session, on the Information Society, on 23 July 1996. The report, subtitled "Agenda for Action in the UK", contained forty recommendations for action to promote the development of the Information Society. The Information Society Initiative is currently part of the wider UK government agenda to improve UK Competitiveness, as articulated in the White Paper "Our Competitive Future: Building the Knowledge Driven Economy."

#### Does the measure receive central funding or regional funding?

Central

#### Start date

1999

#### Expected date of completion

2000

#### Previous measure (name, date, links with the current measure)

None

#### Reasons for launching/modifying the new measure

:The original stated aim of the initiative was to place the UK among the leading nations the world in the development of the Information Society. Together with contemporary initiatives, the aim was to enhance the skills base of the UK, increase the competitiveness of UK firms, and improve the quality of life for all in the UK

#### Have any of the main features of the measure/scheme/action/regulation changed during its implementation

With the launch of the White Paper "Our Competitive Future: Building the Knowledge Driven Economy," the initiative has gained additional relevance, particularly in support c

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the government's goal of creating in the UK "the best environment in the world for electronic trading and to triple the number of UK small businesses which are wired up to the digital marketplace to 1 million by 2002."

**What is the predominant role of the government?**

To implement the programme at strategic and day-to-day levels.

**Target Group**

**Who are the target groups of the measure?**

Large Companies/Large Industrial Companies  
SMEs/Industrial SMEs  
Managers

**Organisation and Implementation**

**Organisation and Structure**

The core of the ISI is a national network of Local Support Centres. These allow firms - particularly small ones - to try out, first hand, new information and communication technologies such as the Internet, e-mail, videoconferencing and the World Wide Web, and to Obtain expert guidance tailored to their individual business needs.

**What are the criteria for eligibility?**

Non specified, although primary audience is Small and Medium sized businesses.

**What is the mode of delivery of the measure?**

Via Local Support Centres. These are the primary point of contact and source of advice and expertise. These centres build on existing local activities -notably the Business Link partnerships in England and the similar business support structures in Scotland, Wales and Northern Ireland. Each centre offers services tailored to local needs. The emphasis every case is on applications that can be put into immediate and effective use. There is also an internet website

**Financing : Overall budget allocated to the measure**

Not defined

**Financing : expenditure per year**

Not defined

**Financing : other budgetary sources (additional financing)**

None known

**Results**

**Result Measurement**

**What are the main indicators for the measurement of the results ?**

Not known

**Where an evaluation has taken place, what were the main results achieved?**

The DTI is currently in the process of evaluating the initiative to assess the value of this activity and inform future DTI policy. The evaluation will consist of a strategic review of the initiative and an in-depth look at some of the component activities to identify the impacts and benefits produced.

**If no official evaluation has been undertaken, have there been any indicators of success?**

More generally, the DTI is undertaking a research project to benchmark the progress of the UK towards the information age in comparison to our major competitors. This aims to establish a systematic assessment of the levels of ownership, usage and understanding information and communication technologies (ICTs) by companies of all sizes and sectors in the benchmarked countries. The following reports are also available on the initiative website: Moving into the Information Age - An International Benchmarking Study 1999, Moving into the Information Age - A Sectoral Benchmarking Study 1999, Moving into the Information Age - A Regional Benchmarking Study 1999, Development of the Information Society - An International Analysis

**Observations**

**Which mechanisms seem to function well in the measure?**

Not known

**Which mechanisms seem to be less successful in the measure?**

Not known

**Are there any other measures planned or in operation as a follow up to this measure? Direction of the planned measures? Objectives? Target groups?**

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