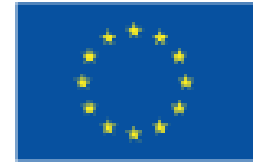




Interreg

Latvija-Lietuva

European Regional Development Fund



EUROPEAN UNION

Research





WP Implementation T1: Cross-border experience based research and concept

Outputs:

- Research
- SmartCity concept
- Best case experience exchanged



Objectives

To **gather information** about current use of cards

To **identify** needs and expectations of citizens

To **specify** target groups

To **specify** potential partners concerning e-cards

To **elaborate** Concept based on research results

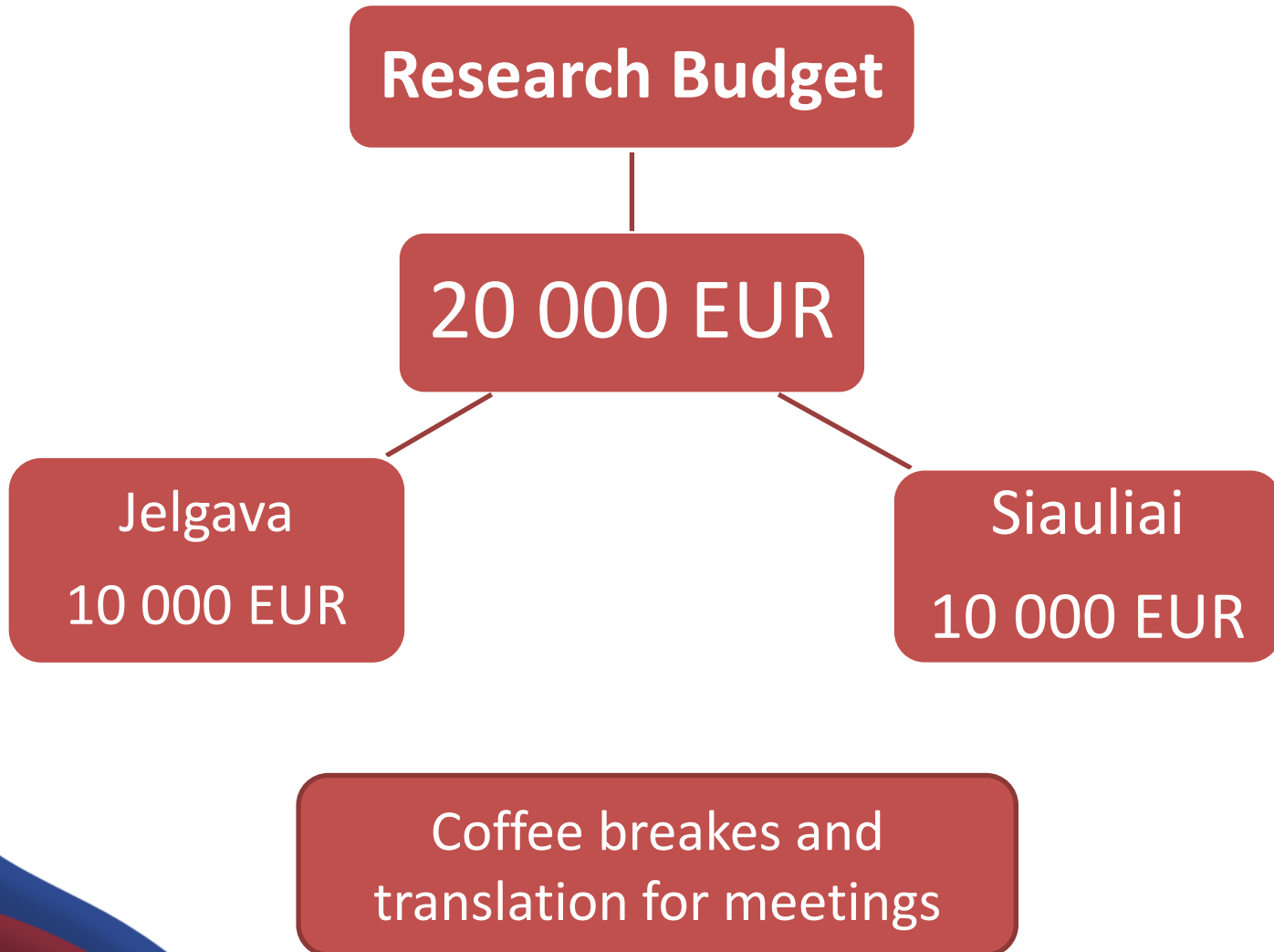


Activities

Activity	Time Schedule	Deliverable
T 1.1 Research: preparion	2 months (April – May)	Terms of reference
T. 1.2 Research: meetings	5 months (May – Sept)	Minutes of 5 meetings
T.1.3. Research	4 months (June - Sept)	Research
T 1.4. Concept: preparation	2 months (Aug – Sept)	Terms of reference
T 1.5. Concept: meetings	5 months (Aug – Dec)	Minutes of 5 meetings
T 1.6. Focus groups	6 months (Jun – Nov)	Minutes of 2 x 3 = 6 meetings
T 1.7. Concept	3 months (Oct – Dec)	Concept
T 1.8. Best case exchange	9 months (Apr – Dec)	2 visits with several meetings

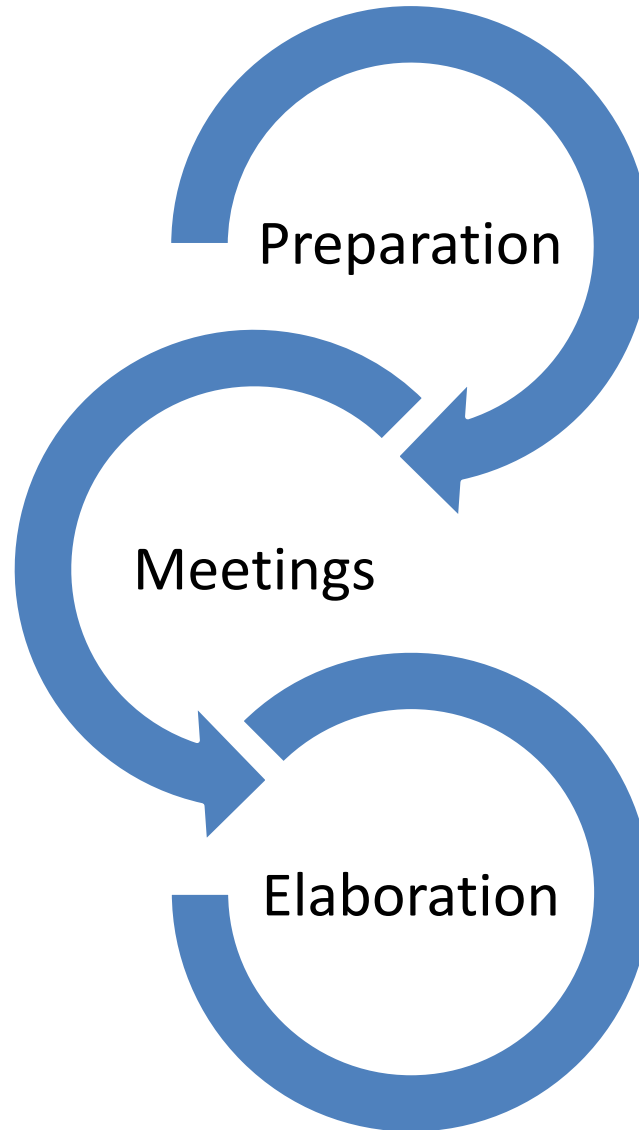


Budget





Research activities





Preparation

- To define:
 - terms of reference
 - structure, methodology, audience of research.
- Aim of research:
 - to get the data and analyses that would be useful in project context
 - material for procurement to attract subcontractors / experts responsible for research

The same methodology for both cities with local specifics



Meetings

- Work group of experts / representatives of structures interested in research
- 5 monthly meetings in Jelgava and Siauliai
- ~ 10 participants per meeting

May	June	July	August	September
Jelgava	Siauliai	Jelgava	Siauliai	Jelgava



Research

- before changes with city cards
- to know what residents want / expect from new e-card
- data about:
 - current use of cards,
 - potential development and improvements necessary for:
 - citizens,
 - staff / departments of municipalities,
 - other focus groups.



Focus groups

- **2 x 3 meetings** with
 - Residents,
 - NGO's and etc.
- to find out **evaluation** of existing solution, the **needs** and **expectations** will be organized in both cities
- during the stage or research and development of concept
- At least 10 participants foreseen



Assumptions to evaluate costs

- development of **methodology**
- work with **focus groups**, e.g., at least 4 focus groups with at 8-12 persons each
- **large audience surveys**, e.g., online, phone calls with 500-1000 persons involved
- **target audience surveys** through direct interviews for specific target groups in defined places (e.g. parents in schools, old people in ambulance or social department etc.) – 300 – 600 persons
- summarising results, preparation of **analytical report**.



Discussion

- Changes in time schedule
- Initial ideas concerning research
- Meeting of work group to define requirements for research
- ...