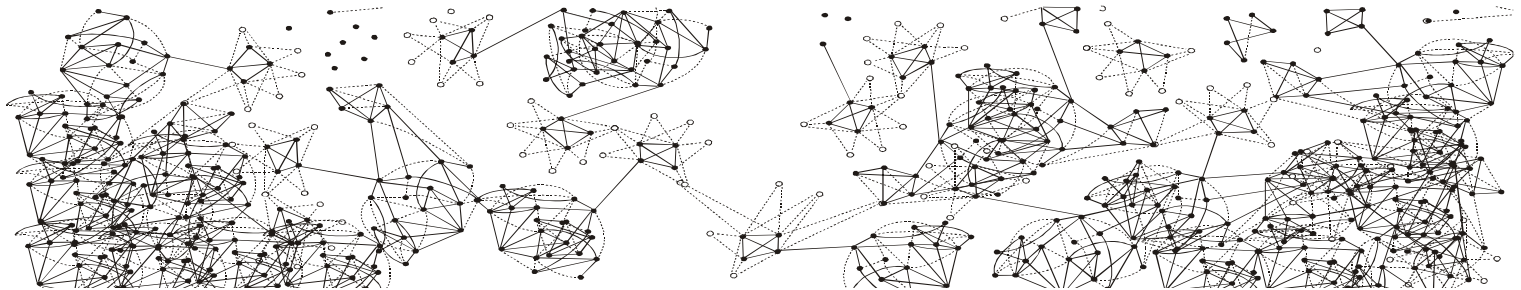
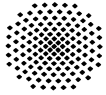


The implementation of Telework- und Teleservice-Centre (TTC) in rural regions

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A View on the Network Structure





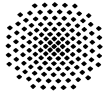
The main questions of the investigation:

Which network structures mark the implementation-network of a public supported TTC in rural regions which were implemented successful?

Who was important for the implementation process?

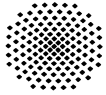
Why was the actor important?

How did the contacts evolve?



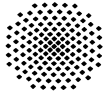
The construction of the lecture:

- The services of TTC
- About the examination method
- Objectives of the researched TTC in rural areas
- The main dependent variable
- Dynamic Model of the TTC-Implementation
based on the network
 - The actors in the stage of idea-exchange and financing
 - The actors in the operational phase
- Conclusion



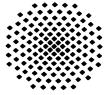
The services of the TTC:

- Training with contents of the New Media
- Call-Center-Service
- Services around New Media (CAD, Web-Services...)
- Clerical work and clerical activities, accounting activities...
- ...



About the examination method

- Qualitative Study
- 7 Cases in Germany, implemented between 1998-2003
Common criteria of the seven cases:
 - TTC in rural regions
 - Common political objectives
 - Supported from public side
 - Young TTC in the phase of the implementation or shortly after the implementation
- One Panel (over 2,5 years) and six Ex-Post-Inquiries
- 98 Interviews with representatives of the different groups in the network (5 groups)



Objectives of the researched TTC

Superior objective:

- Achievement of the economic independence from public funds during or after the implementation phase

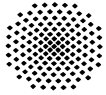
Political objectives:

Reaction on the lack of job offer in rural areas:

- **Job creation for employees in the TTC**
- **Incubating of setting up businesses**

Reaction on the digital gap between urban and rural areas in terms of the new media:

- **Improvement of the diffusion of the new media in rural areas**
(via) easing the access to the I&C-technologies for the local economy and population
- **Provide an access to the job market for job-seeking persons via**
 - a) Job creation near the place of residence and
 - b) Training in terms of job-related matters (e.g. computing)



The main dependent variable: Success

A successful implementation is indicated by:

... achieved political aims.

... achieved economic independence.

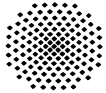
... the interviewees evaluate the TTC as successful.

7 investigated TTC:

⇒ 2 successful

⇒ 2 not successful

⇒ 3 in parts successful



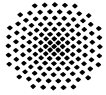
Dynamic Model of the TTC-Implementation on the basis of the network

1. stage: Network of the idea-exchange and financing

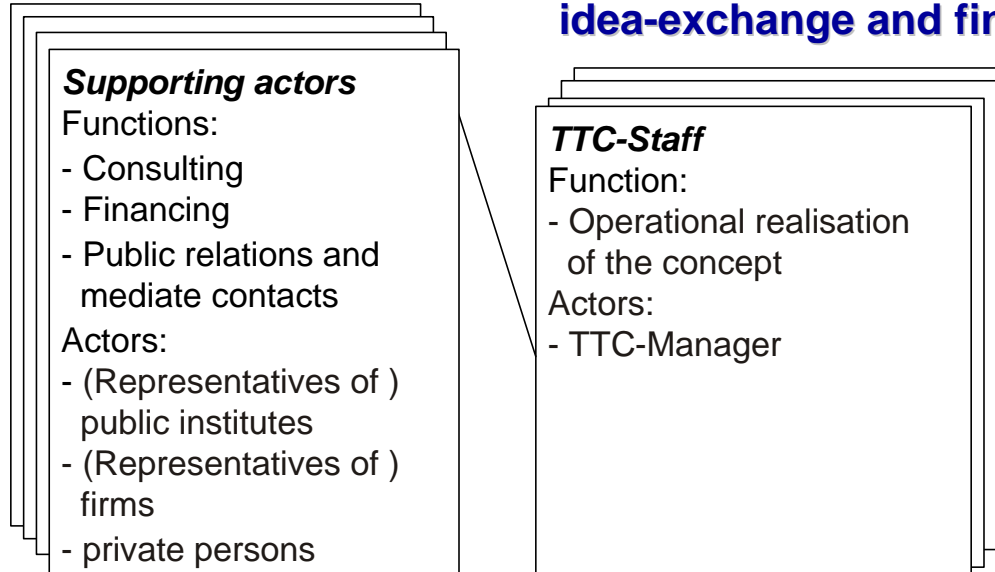
⇒ Which functions are important?

⇒ Which relations are important?

People with ideas and financing

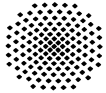


The groups of actors in the stage of the idea-exchange and financing



- Exchange of ideas to elaborate the concept (activities of consulting, value the market potential...)
- Financing has to be planed and locked
- TTC-Manager and mayor has to be involved in this phase
=> actors in agreement with the concept to realise the concept

=> Social capital (trust)



Dynamic Model of the TTC-Implementation on the basis of the network

1. stage: Network of the idea-exchange and financing

⇒ Which functions are important?

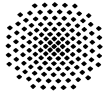
⇒ Which relations are important?

People with ideas and financing

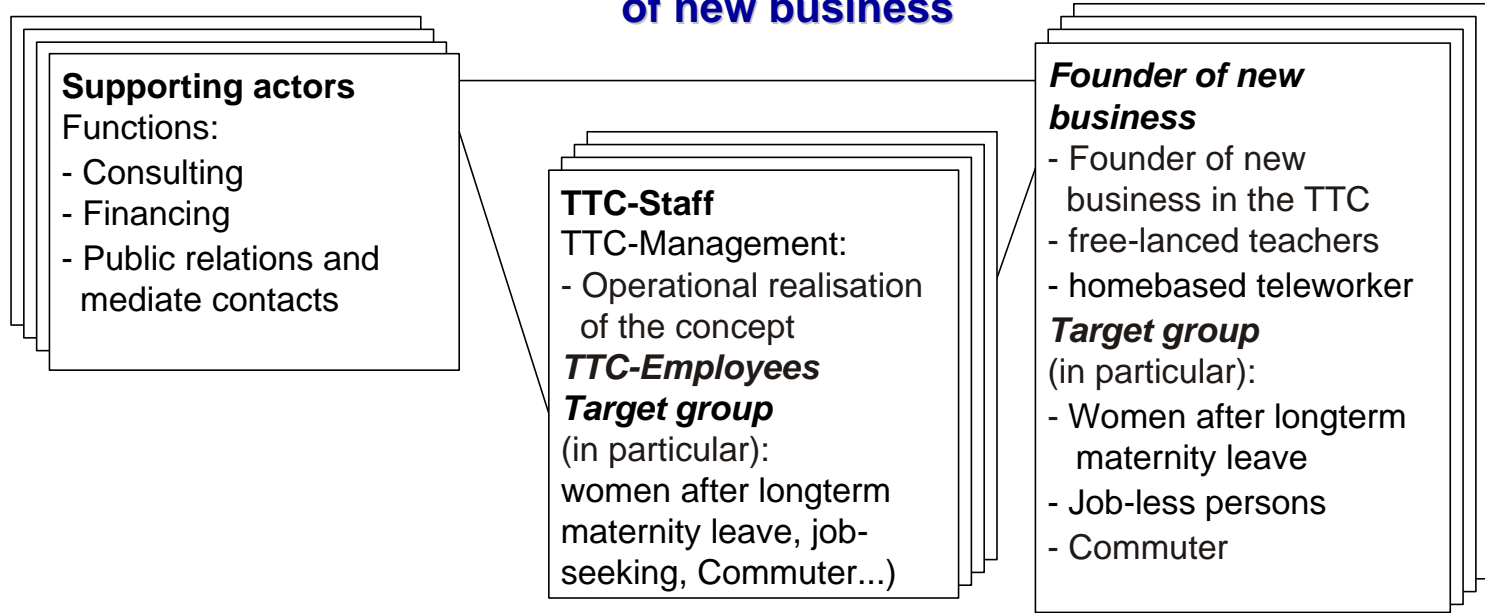
The decision for the TTC comes to.

2. stage: Operational Phase = Network-Expansion

⇒ How does the expansion of the network work?

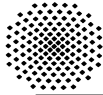


The Network-Exchange towards the founders of new business

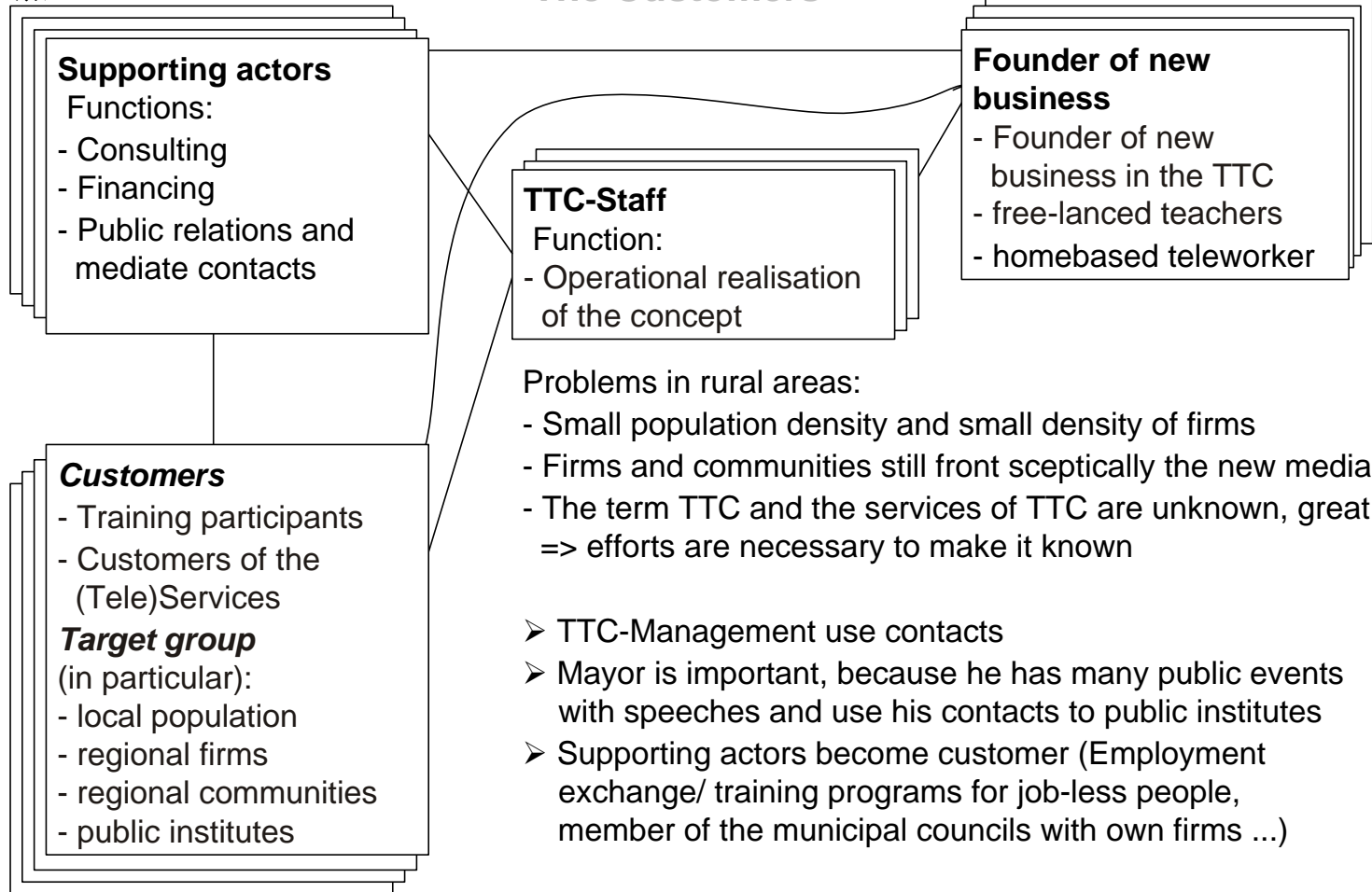


- Inquiries of the local population and an open council were the most productive instrument to achieve the TTC-Employees and the founders of new business
- TTC-Management acquires and mobilizes founders
- Supporting actors use and mediate contacts (local government and job centre)

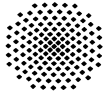
=> Inquiries, open councils and supporting actors



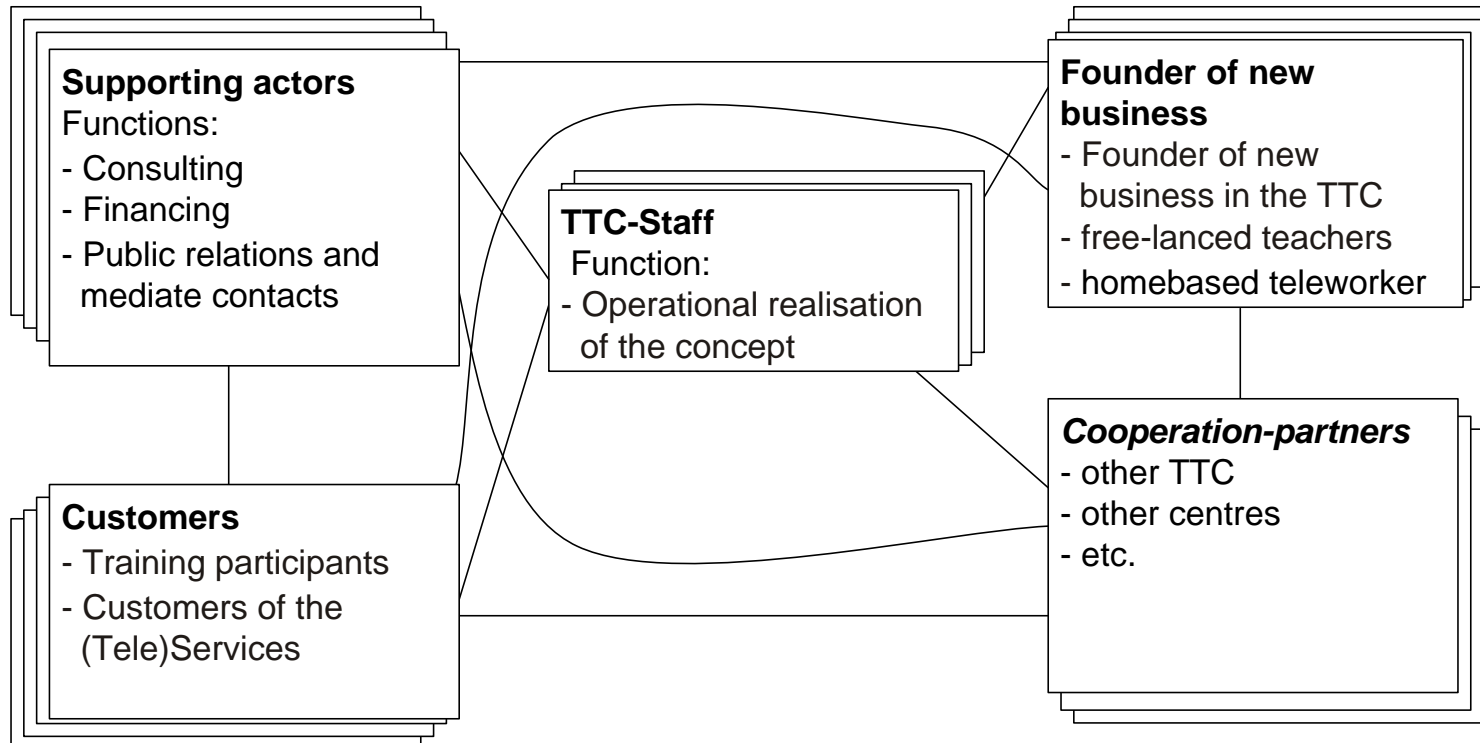
The Customers



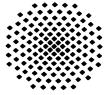
=> **Social capital**



Cooperation-partners

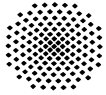


- The supporting actors act like cooperation-partners, and adopt the functions of cooperation-partners like transfer of know-how and getting more known
- The cooperation with other centres is of minor importance in the implementation process



Conclusions:

- TTC-Management has to be involved in the first stage, because it has the function of the operational realisation of the concept.
- TTC-Management possesses relationships with the local population and local/regional firms and institutes, which can be used for the implementation process.
- Supporting actors play big parts during the implementation-process
 - Use their contacts
 - Customers
- Mayor is important, because ...
 - he has many public events with speeches and has the possibility to advertise
 - he has the most contacts to other public institutes (public funds, customers)
- Inquiries to achieve employees and founder of new business
- Social Capital: Use of occupational and informal (local clubs) relations and private relations inside families to mediate contacts



Thank you for your attention !