

Socio-Economic Services for European Research Projects (SESERV)



Coordination and Support Action

Contract Number:
INFSO-ICT-258138



Overview

The SESERV Coordination and Support Action fills the gap between socio-economic (SE) priorities and the Future Internet (FI) research community by offering selected SE services to FP7 projects in Challenge 1. SESERV provides access to SE experts investigating the relationship between FI technology, society, and the economy through white papers, workshops, and research consultancy.

Key Objectives

In support of the overall aim of advancing technology and socio-economic understanding, SESERV shows the following major objectives:

1. SESERV will lead **discussions** with the community about SE challenges and perspectives of the FI, facilitating the support and collaboration of FI-related economic facets and social issues.
2. SESERV will organize two **scientific workshops**, contribute to the organization of four **FIA sessions**, and run work-package-driven working groups in support of those SE facets.
3. SESERV will disseminate and **publish** results that address the key interfaces between ICT and SE areas of research, namely by applying the developed methodology for tussles.
4. SESERV will exploit those results and **show impact** by identifying paths and guiding respective activities for the integration of SE aspects into the FI.

Technical and Socio-economic Aspects — The Path to Tussles

SESERV addresses the field of Information and Communication Technology (ICT). ICT can provide solutions to sustainability questions by measuring impact and benefits of various technological and SE aspects. Those include:

- Economic activity (integrated environmental monitoring and modeling),
- Managing consequences by reducing negative environmental impact of existing economic processes (such as in food production, energy production and distribution, and ICT), and
- Enabling novel low-impact economic activities, *e.g.*, using virtual industries or digital assets.

All this may result in a **digital Europe** for which ICT helps underpinning approaches encouraging SE values to support 'zero growth' models of well-being.

European economies rely on the addition of (financial) value, *i.e.*, growth, but other values see an increasing need to be considered in the future, such as safety, privacy, health, happiness, personal development, individual control over personal and environmental circumstances. ICT will play a role in enhancing these values and in investigating selected **incentives**, although how these models are related to free-market economics will largely be up to governments and regulators.

SESERV sees that faster networks have made it easier to connect businesses throughout the world, and better IT solu-

tions have improved automation, management costs, and operator skills. However, faster networks need **high-speed accounting** to ensure that data are accounted for.

Europe will need to consider how ICT technologies can enforce viable, feasible, and sensible regulation, e.g., for globalization versus co-operation versus protectionism across different economic sectors, thus, identifying risks and respective mechanisms for **risk management**.

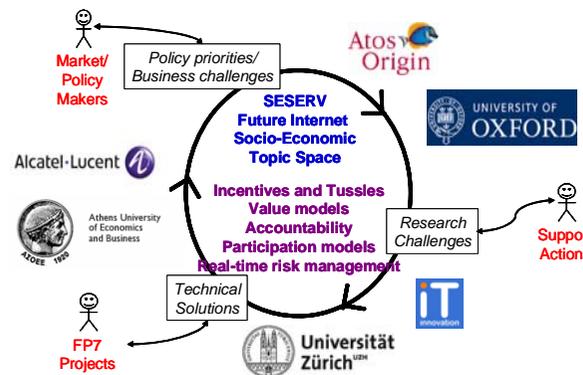
In turn, SESERV will deal with specifics of ICT, especially the SE and technology interplay between providers and users, termed players. Such interplays lead to **tussles**, which are investigated within SESERV. Thus, the main coordination, support, and research focus of SESERV addresses tussles is on those areas of digital Europe, incentives, high-speed accounting, and risk management.

Tussles

Tussles are among the main SESERV topics, they determine the areas of potential conflict among players in the Internet ecosystem, and they require an investigation of technical and SE aspects under a joint approach. Thus, economic and social tussles can be distinguished, each of which is influenced by technology and in particular FI-related developments.

1. **Economic tussles** are mostly related to the scarcity of certain resources that need to be shared, or to the alignment of demand and supply in the provisioning of services.

2. **Social tussles** deal with a multitude of user-specific issues, e.g., considering privacy and confidentiality of data among end users, ISPs, regulators; security of user identity (i.e., username hijacking) among users; participation models for the digital economy among end users, ISPs, regulators; and open community value models versus traditional economic production processes among users and service providers.



Most importantly, not all tussles can be solved efficiently by selecting economic mechanisms alone. For example, due to information asymmetry, a high penalty would not be a credible threat to ISPs that violate SLAs, unless a reliable and secure protocol (including non-repudiation functionality) provided such monitoring information. Thus, the interplay between SE and technology determines the inherent basis.

 Follow **@seserv** for interesting publications, news, events, and discussions on socio-economics and the Future Internet!

Project Partners

University of Zurich (UZH)

<http://www.csg.uzh.ch>

University of Southampton IT Innovation Centre (IT Innovation)

<http://www.it-innovation.soton.ac.uk>

Athens University of Economics and Business (AUEB)

<http://nes.aueb.gr>

University of Oxford (UOX)

<http://www.ox.ac.uk>

Alcatel Lucent Bell Labs France (ALBLF)

<http://www.alcatel-lucent.com>

ATOS Origin (AOSAE)

<http://www.es.atosorigin.com/es-es>

Project Background

Duration: September 2010 - August 2012

Total Cost: 1.306 M€

EU Contribution: 882 k€

<http://www.seserv.org>

<http://www.seserv.eu>

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