

DIGITAL BASQUE COUNTRY

LABELLING PROCEDURE

Accreditation conditions for using the label

“DIGITAL BASQUE COUNTRY”

www.paysbasquenumerique.net

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Preamble:

The radical change in the economic situation has resulted in a new component – the immaterial. Indeed, today the players are evolving within a “knowledge-driven economy”, where the immaterial is the key factor to success. In other words, the worth of a business today is based on something abstract. Those who can innovate, and create concepts and ideas are considered competitive.

This change in situation is partly linked to the ITC growth, which gave businesses new organisational possibilities for refocusing on more important added value.

The knowledge, the savoir-faire, the consciousness and the talents now comprise the new immaterial actives. History, geography and the territorial culture are then added, from which we must extract all their riches.

Within this framework, collective reflection from all the players of local development or those involved in the Basque Country ITC set in motion by the Basque Country aNTIC as of 2004, allowed for a common mobilising ambition aiming to “Build a digital Basque Country together”.

After a time period of promoting the spread of digital technologies over the whole Basque Country territory, there came a period where the ITC approbation needs by the economic or territorial players, or by the public sector, seemed important.

Moreover, the Basque Country has a strong identity and cultural values which are true assets. Their protection, their spreading and their valorisation are like the actions which improve the visibility and the competitiveness of the territory.

Therefore, today it is important to create a productive context which allows for potential projects to be announced, to support the projects, to stimulate and valorise innovation, in order to assist in increasing the quality and development of part of this Basque society.

With the Basque Country expressing their wish to become a digital territory, it has now joined the initiative for a dynamic openness and for local development. The increased importance of this subject and the necessity for a greater coherence between the efforts made, have created a new approach which is more suitable for the players’ evolution and, due to its leverage and mobilisation effect, also a more productive and efficient: “Digital Basque Country” which will eventually become a federal trademark of all these initiatives.

The Basque Country must be presented with all its infrastructures, its equipment, the service access conditions, the structure for its economic and educational activities as well as by the populations’ life-styles, like a territory where the idea of “Information Society” will have a concrete meaning.

The “Digital Basque Country” label is represented by distinctive signs (name, logo, directory site www.pays-basque.eu, etc.) and is a collective trademark aimed at highlighting the best practices and using the ITC for a leverage and beneficial multiplier effect to successfully increase the territory’s quality. It also holds strong values which are characteristic of the territory, referring to its identity, its authenticity and its language.

The development of this trademark management makes for a considerable modernising leverage. “Digital Basque Country” will show the originality of the social-economic players in this initiative, will stimulate innovation and will be the symbol of the economic and social development of the territory, thus contributing to its growing appeal.

The “Digital Basque Country” label’s objective is to have all the Basque territory’s ambitious goals be known, along with their abundant energy. From now on, each event, each article, and each Internet site contributing to this common initiative and respecting the label’s specification book, will benefit from the right to use this collective trademark and will compete to have it known.

With the help of the “Digital Basque Country” trademark and the creation of the www.pays-basque.eu multilingual directory, the Basque Country’s presence in the numeric field will become more coherent, and this constant concern within the different development fields will become more tangible.

This directory will also allow to manage the “Digital Basque Country” trademark quality, and to ensure its protection against abusive references, based on collectively unknown ideas.

The “Digital Basque Country” label is therefore not the property of one person to exclude others, but really a collective trademark aiming to have the Basque Country be seen on the Internet and with an increasing large competitiveness between the territories who are all looking to be more visible to attract activities, talents, partners

A synonym of innovation and values, the result of a collective initiative, the “Digital Basque Country” will now greatly contribute to the operational growth of the network, which is this key of the new immaterial economy.

The “Digital Basque Country” label must be capable of building a marketing strategy allowing:

- to renew the internal vision which the territory may have of itself
- to modify the territory’s offer (whatever it may be) in order to increase the quality

“Digital Basque Country” is a registered trademark filed by the aNTIC Pays Basque and registered with the INPI under the n° 04 3 318 833 dated October 13 October 2004.

During the promotional phase of the “Digital Basque Country” label, the aNTIC Pays Basque’s role is to undertake the initiative’s day-to-day management which mobilised more than 80 people between October 2005 and December 2006.

1 – The values of the “Digital Basque Country” label

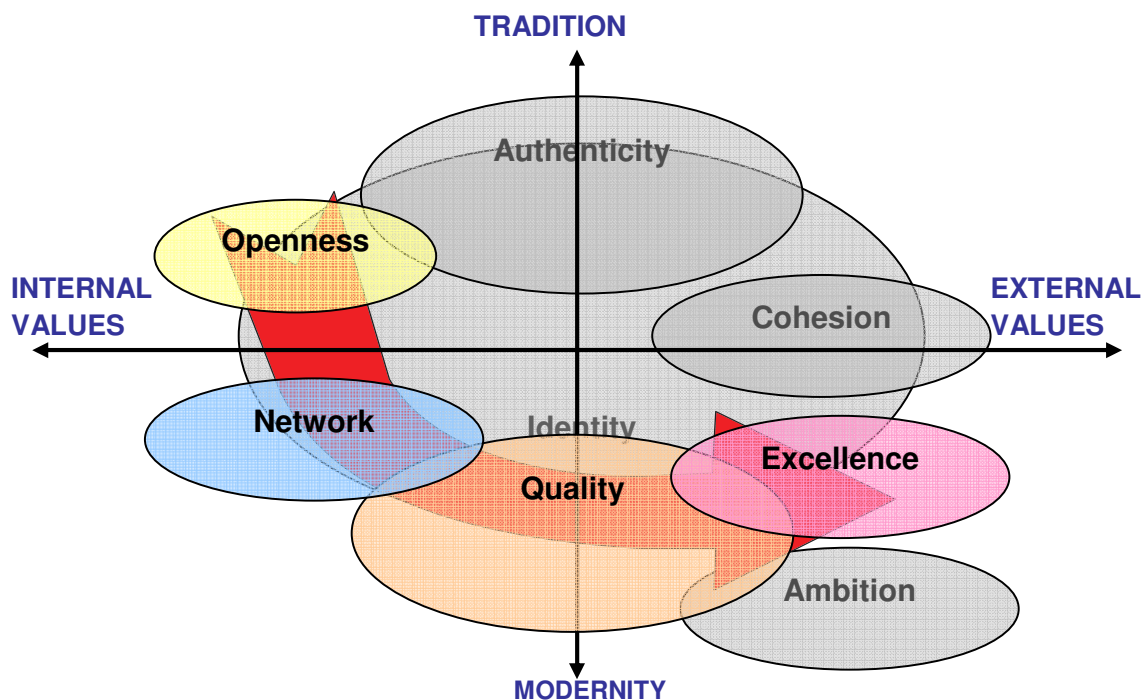
The players within the territory were approached at the end of December 2005 to put forward some suggestion of values for the “Digital Basque Country” label. There were several themes which emerged, but globally the values suggested are closely associated to the territorial characteristics in terms of: environment / Man / tradition and authenticity.

This therefore creates a sort of duality in these values between “tradition” and “modernity” which is revealed as much in the trademark’s internal values as in the external values.

This is completely the meaning of “Digital Basque Country” with players acting like:

- a bridge between traditions and our information society,
- a common denominator and a common good,
- a small part of the Basque Country being put on display.

The values chosen by the initiative’s registered players are broken down in the following graph:



Work in this first category “values” revealed a real consensus around the following values: “openness” (to decompartmentalise and to bring the Basque Country players closer together), then the “network» value (networking of the players as growth models), and finishing with the values of “quality” and “excellence” which symbolise, for the latter, the objective to be reached collectively for a sustainable development in the Basque Country.

The arrow represents what the Basque Country players, grouped around the “Digital Basque Country” label, must do. They must open up to others and learn how to work within a network so as to gain a greater cohesion and successfully increase the numeric field quality which characterises this territory compared to others.

The terms to describe the values “openness”, “ambition”, “identity” and “network” were validated with the concern of keeping the strong notion of cohesion and solidarity in this marketing, set in motion around this territorial trademark. The notions of long-term assessment and commitment were added to the value of “quality”.

The term “excellence” was reworked into the meaning of “reactivity, efficiency, security, respect, performance, recognition and exemplarity”, excluding any notions of elitism but promoting cohesion within a top-level quality service and a sustainable territorial balance.

When the players interact in this initiative (moving from the “openness” value to the “excellence” value) they must be constantly concerned about maintaining and diffusing the values of identity, authenticity, cohesion and ambition. Indeed, even if the “Digital Basque Country” emphasises quality innovation, the openness, excellence, culture and territorial identity are intimately interlinked.

The Basque language is therefore a major component of this trademark. Indeed the efforts made by everyone to promote it, comprise an implicit element of the Digital Basque Country label. With the backing of other values for the label, Euskara, which is the solid base for this initiative, is the pedestal for this trademark.

2 – The target objectives for Digital Basque Country

The economic situation is undergoing an unprecedented change. This move towards knowledge-driven economy has created immaterial actives of different natures, including immaterial technologies (diploma, know-how...) and that linked to imagination (ex: trademark).

Consequently, the value of a business or of a territory is also based, if not more, on intangible assets: values, an identity, a creative capacity, an innovation, an image ... within this framework, the “Digital Basque Country» completely finds its meaning.

The “Digital Basque Country” label must learn how to highlight the good territorial development practices using ITC as a leverage and a beneficial multiplier effect.

With the increasing number of Basque Country references on the Internet and with sites advertising a Basque identity, feigning a false importance, it is important for the innovative initiatives to be easily accessible and to produce a directory (www.pays-basque.eu) of the players striving to increase the territorial quality which will eventually be labelled Digital Basque Country. This directory site’s first objective is to make the players or the innovative initiatives be easily accessible on a European scale. It will therefore be multilingual (French, Basque, Spanish and English).

The “Digital Basque Country” label guarantees:

- **Quality**, by highlighting the best ITC practices and with field innovations
- **Federation**, by forming a network of all players with common interests
- **Lisibility**, by a quick identification thanks to the directory
- **Brand image**, by the valorisation and promotion of a heritage of strong and shared Basque Country values

These characteristics pertain equally to the referenced partners and the territory, reinforcing the appeal and the competitiveness of everyone. The trademark development will increase the influence of the Basque Country and the players, showing their territory to be a privileged place for creation and innovation.

The “Digital Basque Country” label is aimed at all the players, and public or private project managers with an idea or an initiative, contributing to the Basque Country’s development, especially with a improved quality for digital services and with the promotion of the defined key values. This is a voluntary and progressive initiative. Based on networking, the trademark will be developed

according to a principle of on-going improvements to deal with the rapid changes in this innovation economy.

Different reference frames were created on a national and regional level to promote and spread the best practices regarding the Internet citizen and professional usage which must now be transmitted to the Basque Country to increase this territory's quality. Here is a non-exhaustive list of some examples:

- **“Villes Internet” label** (www.villes-internet.net) highlights the model local communities for citizen Internet access (public access to ITC and to their uses, public service administration, local democracy),
- **“Public Net” Charter** (Internet for everyone) destined for territorial communities (<http://www.delegation.internet.gouv.fr/chrge/Charte-Netpublic.pdf>) developed by the Delegation for Internet usage to reorient and re-energise the public access policy to Internet in favour of decentralisation and notion of proximity as well as the public promotion such as job-searching, access to knowledge, culture and training),
- **the law relating to trust for the digital economy** (http://www.legifrance.gouv.fr/loi_eco_num), transposition of the European directive 2000/31/CE which aims at promoting the electronic trade within the European Union and regarding the protection of individuals delivering personal information,
- **“Syntec Croissance Editeurs” label**, for editors, officially launched in September 2007 and awarded by the Professional Chamber of Commerce. It is a real guarantee for the beneficiary businesses (assessed in the fields of Economics, Technology and Finance). Notably, it allows them to be known by the professionals and investors as an innovative company with strong growth potential ... (http://www.syntec-informatique.fr/import/CP_assises_logiciel.pdf),
- **the “Eurocert” label**: the first European quality label for the accessible Websites launched in June 2007 by the BrailleNet Association, [the O.N.A.](#) (in Belgium) and [Fundosa Teleservicios](#) (in Spain). It's aim is to give recognition to all labelled sites, by one of the organisations, within the three countries, (<http://www.euracert.org/fr/apropos/label/>),
- **the Charter of Ethics and Civility for Internet Users** developed by the Human Rights Intellectual Academy in cooperation with the Ministry of National Education's Delegation of Internet Usage (www.droitsfondamentaux.prd.fr/charte/charte.pdf)

To these national reference documents may also be added other initiatives such as the **Aquitaine Region Internet Charter for Accessibility and Quality** (<http://charte-internet.aquitaine.fr/>), whose objective is to:

- facilitate setting the various standards for Internet sites with the laws and standards regarding accessibility,
- make sure all best quality practices are respected regarding the Internet site usability, their deployment, their content and the services they propose,
- provide the requirements, texts, links and all information concerning the Internet sites accessibility and quality,
- contribute as much as possible to their presence on the Web with various accessible and quality regional and informational services.

3 – Advantages for the referenced partners

Being labelled brings several benefits to the organisation involved in this initiative and in the territory. Indeed, being involve in this initiative is:

- **a pledge of quality**: the organisation displays its best ITC practices and innovations in the field. Its entry in the www.pays-basque.eu directory guarantees a better understanding and perception from the public/clients/players ...

- **a pledge of trust:** supporting the “Digital Basque Country” values bestows a new brand image to the organisation, and consequently improves its attractiveness and that of the territory.
- **earned value:** the organisation belongs to a network guaranteeing exchanges of knowledge and know-how and benefits from a brand image, (therefore developing its own identity which distinguishes it from others). This last point can give rise to a large financial sum and will give the organisation a strong added-value.

Therefore, by being part of “Digital Basque Country”, the referenced partners:

- have a strong market position, allowing it to stand out and express their determination, their digital marketing development and their endeavour to upgrade their quality with on-going improvements,
- Integrate a group within a territorial quality label recognised by the institutional, associative, and economic players represented in the Accreditation Committee, and therefore shares a common public interest,
- adopt a network allowing them to become well recognised and known and to take advantage of exchanges with other referenced partners regarding numeric matters and development strategies with this digital technology,
- contribute, in particular, to the promotion of efforts made on the national or regional level to make the Basque Country territory’s quality rise, by passing on the great initiatives aiming to favour the best usage of citizen or professional Internet,
- appear in a directory for innovative initiatives in the Basque, described on www.pays-basque.eu and which will be highly promoted. This directory is an international entry to the territorial digital quality. There is no doubt that having this marketable domain name developed in four languages gives a certain visibility to the referenced partners. Better perceived, this brand image will help to increase their public recognition,
- adhere to the common and shared values of the label (cf. **1 – The values of the “Digital Basque Country”**),
- participate in the promotion and valorisation of the brand-name by using the label, the communication, highlighting these values within their activities and the promotion of the Basque language,
- increase their organisational and territorial value,
- commits to having an original and innovative approach being that “Digital Basque Country” is a ground-breaking and avant-gardist label. This referenced organisation has a competitive advantage which improves their competitiveness.

4 – Duration of label

The “Digital Basque Country” label is awarded for a duration of 24 months, after having obtained permission from the Accreditation Committee.

This right of use takes effect on the signing date by the contractor (Basque Country NTIC Agency) of the “Digital Basque Country” trademark licence contract.

During this time, one or several checks may be carried out to measure how the referenced partner’s projects have developed and to what extent the “Digital Basque Country” conditions have been respected.

After 24 months, the beneficiary of the right of use for the “Digital Basque Country” label will be subject to a new study, revealing to what extent the defined initiatives of the applicant have been respected. If not, the label usage will not be renewed for another 12 months.

5 – Labelling procedures

There is no prerequisite to apply except for having an Internet connection to follow the procedure on-line, and to be involved in a digital project. The labelling procedure relies purely on the applicant's declarations and no supporting documents are required.

The "Digital Basque Country" label is not aimed at excluding, but more as a distinctive sign to increase the best practices visibility and exemplary projects to give people a reason to come "visit" the Basque Country on the Internet.

The labelling procedure is done directly on-line and the Basque Country aNTIC is the applicant's designated contact for any questions relating to the labelling.

There are six steps to follow to present an application from the available elements on the site www.pays-basque.eu :

1. read and accept the accreditation conditions for using the label,
2. fill out the file application including a data sheet and labelling criteria,
3. submit the application to the Accreditation Committee for the label,
4. pay the participation fees of 120 euros[□] made to cover the label's promotional actions over the next 24 months and to be present in the directory www.pays-basque.eu,
5. fill out and sign the "Digital Basque Country" trademark licence contract,
6. integrate the trademark's graphic charter on the Internet site and/or on other advertising media.

Once the applicant has completed the application file, there are two scenarios which could follow for having the Digital Basque Country label:

1. the applicant correctly filled out the application file and declares having an ITC label, or to belong to a network. The aNTIC checks all the information, validates the file, and, with the agreement of the Accreditation Committee, awards the label.
2. the applicant correctly filled out the application file and declares to neither have an ITC label nor to belong to a network. After examining the applicant's file, the members of the Accreditation Committee will vote whether to award a label, or not.

6 – Terms of use for the "Digital Basque Country" label

Any bestowing of the label to people and companies having applied, is subject to the written and unreserved approval for these clauses of the accreditation conditions, and, the acknowledgement of the Accreditation Committee's authority to arbitrate litigations as well as alter the accreditation conditions.

The shared rights for the terms of use of the "Digital Basque Country" trademark are specified in a licence contract signed between the contractor, the NTIC (aNTIC) Basque Country Agency and the licensee. Rights of use for the "Digital Basque Country" trademark exclude all trade usage of the label.

The referenced partners list is available on the Internet at all times on the site www.pays-basque.eu

7- Editorial content and translation:

Each referenced partner is listed on the directory site www.pays-basque.eu, with a presentation page which may be modified or updated at any time with the help of an on-line form.

* If the submitted file is not awarded a label, the applicant's check for 120 euros, sent for the site's promotion and the directory site www.pays-basque.eu, will be returned.

The www.pays-basque.eu will first be developed in French. As a multilingual directory, it allows the referenced partners to also be listed in the Basque, Spanish or English versions of the site.

Therefore, all the referenced partners who wish to internationalise their listing and visibility on the Internet, can provide the necessary linguistic elements which will immediately be integrated in order to present the presentation sheet in any requested languages.

8 – The responsibilities

In no case will the partners of the “Digital Basque Country” trademark, the Accreditation Committee members or the administrators of the Basque Country aNTIC, be held responsible for the non-compliance with applicable regulatory, commercial and ethical rules and regulations regarding digital security and trust, or, by illicit practices or unlawful conduct on the part of labelled referenced partners.

Moreover, for the referenced partner, having a label implies appointing a Digital Basque Country referral agent.

A contact person is appointed within your labelled structure to take in charge the implementation of the label. All labelled organisations must define the responsibilities of any person within their activity whose activity may effect the respect of the label’s commitments.

This step is very important as the quality must be a collective responsibility shared by all the services of the organisation.

This referral agent is the privileged contact person with the Accreditation Committee and the personnel involved in the labelling procedures. This person also agrees to attend all the different meetings and get-togethers organised by the Accreditation Committee of the Digital Basque Country.

9 – Copyright terms and mentioning of the label

A specific graphic label was established to indicate that a structure has signed the Accreditation Conditions and that this label may only be used for this purpose.

The copyright terms of the “Digital Basque Country” label are defined in the trademark’s graphic charter figured in article 10 of the accreditation conditions.

Furthermore the beneficiary of the label must establish a link between the Internet site and the initiative’s portal at: www.pays-basque.eu as foreseen in the graphic charter which the referenced partner must download on their site. In this way, the aNTIC may gather information regarding site traffic for www.pays-basque.eu and the label’s renown regarding the respect of data protection laws.

In case of doubt or for any further information regarding the copyright terms and mentioning of the label, please contact the Basque Country aNTIC which undertakes the day-to-day management of the Digital Basque Country’s initiative.

The label must be shown on the referenced partner’s site in a visible, readable fashion, in accordance with the graphic charter of the trademark.

10 – The graphic charter and the communication elements

The graphic universe of “Digital Basque Country” was defined by players mobilised for the trademark build-up. This graphic variation is the result of a joint effort, and carries strong symbols, all explained on the label’s site: www.paysbasquenumerique.net, under the heading “The label’s symbols”.

The “Digital Basque Country” logo is therefore an umbrella trademark which is a variation both for the digital directory of Basque Country site www.pays-basque.eu, and also the creation of a logo suited for the Web and its integration on the referenced partners’ Internet sites.

This last logo must obligatorily be inserted on the referenced partners’ sites, and, if so desired on their other communication documents or tools. **This is a truly distinctive sign which identifies** the labelled sites and also represents **factors of recognition** between the referenced partners, **enabling to concretely show the “network” value** of the “Digital Basque Country” trademark.

The chosen logo for the Web is an **image in format .png, dimensions 73x84 px**, available in two colours and whose html code, necessary to enable its integration onto the referenced partner’s Internet site, is specified.



A link will be created between the logo and the directory site www.pays-basque.eu. In this way the aNTIC may gather information regarding the site traffic of www.pays-basque.eu and on the label’s renown regarding the respect of data protection laws.

So as to give the referenced partners every chance to exploit the Digital Basque Country image, there are other graphic elements which are made available:

- Ads referring to the www.pays-basque.eu directory with dimensions 468x60, 120x140, 120x90 et 88x31.



- The Digital Basque Country logo in format:
 - o .ens, for printable media (posters, brochures, flyers...)
 - o .png dimensions 400x467px for written documents (ex: inserting in Word file)

The beneficiary of the label will therefore have access to the secured area where various graphic and communication elements pertaining to the “Digital Basque Country” are made available. The following may also be found:

- the graphic charter elements for the different communication means,
- a presentation of the label and the initiative,
- a promotional leaflet resuming the benefits of the “Digital Basque Country” label.

All the documents are accessible and downloadable at:
www.paysbasquenumerique.net/category/espace-labellises/

11 – Label withdrawal

The copyright terms for the Digital Basque Country label are defined in article 9. The labelled business is committed to promoting the label on their Internet site with a hyperlink directing the visitor to the site www.pays-basque.eu. By accepting these accreditation conditions, the applicant is committed to scrupulously respect all the rules.

Any suspension or withdrawal of rights of use from the Digital Basque Country label results in being forbidden to refer to the label or to use it.

Application for this label is completely voluntary and unpaid. No commercial use of the label will be tolerated. Structures not able to adhere to these Accreditation Conditions or who were penalised by a withdrawal, have no right to use the “Digital Basque Country” graphic label. Any abusive use will be taken before the Commercial Court of Bayonne by the aNTIC.

In the case of unfulfilled commitments for the Accreditation Conditions, the referenced partner will be stripped of the right to use the Digital Basque Country label by the Basque Country aNTIC, appointed by the Accreditation Committee, and after a one month deadline date following the mailing of a registered letter with acknowledgement of receipt, as a final notice.

12 – The Accreditation Committee’s role

An Accreditation Committee composed of representatives of the territory’s resources (businesses, associations, institutions and local government) is put in place to award the label, examine the presumed infringements, and deal with any complaints. The Committee ensures that the Accreditation Conditions are respected. The list of Accreditation Committee members is available at any moment on the site www.pays-basque.eu

13 - Contact and Information

Digital Basque Country Label
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