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OBJECTIVES

The project aims at the market validation of the EuroWorksafe web portal, which provides comprehensive information and consultancy on occupational health and safety, with focus on cancer risks and prevention at workplaces. A wide and interdisciplinary content base in the addressed domain can be accessed, and value added services provided by qualified experts from several European countries can be purchased. An up-to-date knowledge management approach based on domain semantics, supports easy-to-use and guided access to available services.



The target users include workers and citizens – mainly interested in free information services - as well as professionals from private companies and public organisations, who will be attracted by consultancy and other added value services provided on payment.

The basic business objective of the EuroWorksafe initiative is to provide public interest information for free to all users, and to support service operation with revenue from value added services to professional users. That approach will support public health protection – the main objective of the most public institutions participating in the project – thought the exploitation of the qualified expertise available at those organisations.

The eTen project “EuroWorksafe” intends to perform the market validation of the EuroWorksafe web portal, whose prototype – developed in the eContent project Worksafe - demonstrated the technical feasibility of a unified access point to comprehensive information and to consultancy services on occupational cancer risks and prevention, delivered by named occupational health institutes in Europe.

The project intends to demonstrate the viability of a self-sustained business model allowing public interest information provision for free, sustained by the revenue of paid consultancy services.

The main final target of the EuroWorksafe service is to raise safety at work supporting the EC policy and legislation. To this end, it has a Trans-European scope and is addressing all the European countries, also with the goal to reach an adequate number of users to be financially self-sustained. The consortium includes partners representing all the main service stakeholders and coming from the enlarged Europe, including Bulgaria, Finland, France, Italy, Poland and Spain.



PROJECT DESCRIPTION

The prototype of the forthcoming EuroWorksafe service was developed in the eContent project Worksafe. It is based on assessed technologies for web applications and semantic based content management. The EuroWorksafe portal adopts Java 2 EE technology due to the flexibility (available on Windows and Linux), the availability of several compatible platforms from many vendors (IBM,) and the availability of Open Source solutions. In particular an open source platform based on Apache project components was adopted. This will reduce prototype and market validation costs, while preserving the possibility to move to commercial platforms in the case of need for deployment.



Ontology based content management falls in the wide area of the Semantic Web technology, which is the emerging approach supporting content classification, distribution and interoperation on the Internet. In the Semantic Web approach contents are described with metadata and ontologies – which are available technologies - in order to represent the relevant aspects of their semantics and to enable machines to deal with that. A specific ontology was developed starting from the occupational health thesaurus developed by the European Agency for Health and Safety at Work. The internal ontology representation is based on RDF and uses the Sesame query engine for search support.

A web-based infrastructure allow internetworking of content providers and content users, the exploitation of content potentials, the demonstration of public access and sharing of distributed data collections.

The EuroWorksafe service is a web-portal who provides two kind of services: free public interest information and on-demand added value services in the occupational cancer domain.

The overall result of the project will be the validation of the self-sustained business model defined for the EuroWorksafe service and the demonstration of the feasibility of a full service deployment, in technical and economical terms.

The outcome of this validation will be analyses by the user groups and by the entire consortium to assess service deployment feasibility and to plan further activity foreseen after the end of the project. Moreover early feedback from the user groups based on service prototyping will allow to modify, improve and adapt the service, its overall model, the interfaces and the IT platform adopted, in order to achieve optimal user requirement fulfilment.

The success of the market validation will depend on the demonstration of the viability of the business model, which includes two main components:

- To provide qualified public interest information for free. This addresses the social objective of the service, motivates the participation of public organisations and requires to provide qualified, relevant and useful information, with constant update and maintenance.
- To sustain the initiative with consultancy services on payment. This addresses the possibility to operate the service with non-public funding, and is essential to ensure adequate service operation, maintenance and upgrade on the long term, which is at the basis of the reach of the social objective.

PARTNERS

EuroWorsafe is operated and maintained by:



Finnish Institute of
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International Agency for Research on Cancer
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