

## **Towards a Future Internet Public Private Partnership**

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### **SECOND USAGE AREA WORKSHOP**

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**Venue: Hotel Husa President Park, Brussels, Belgium, 21 - 22 June 2010**

Application for participation from: **Zbynek Loebel, ADR.EU**  
**([www.adr.eu](http://www.adr.eu))**

ADR.EU is an Internet dispute resolution body attached to the Czech Arbitration Court in Prague, Czech Republic. ADR.EU is the only dispute resolution provider for .eu disputes (which we do in 22 EU languages) and also the latest accredited UDRP provider.

At present we branch out in the area of e-commerce disputes. ADR.EU has initiated, together with other international experts, a Global ODR E-Commerce Working Group which aims at introducing a new global system for the resolution of e-commerce disputes, focusing on cross-border disputes. I attach a presentation about our initiative.

I would like to participate at your seminar because we would like, in a consortium including leading players in the field, apply for a PPP to develop and implement the new global ODR system first in Europe. Please find below my short answers to your questions:

(1) What use case and scenario in your area would you consider the most appropriate and representative one for large-scale experimentation with the Future Internet platform to be built starting from 2013?

As mentioned above, we would like to develop a new global multi-lingual system for the resolution of e-commerce disputes, which will be implemented in Europe for the first time to be used by the ECC-NET members and accredited national dispute resolution providers in EU member states. Subsequently the system will be implemented worldwide.

(2) What innovative Internet functionality and technologies would you consider important for your suggested use case and scenario (e.g. context awareness, sensor networks, advanced real time processing capabilities handling huge volume of data, ad hoc service composition and mash-up, managed broadband connectivity and services, embedded media support for interfaces easing the interpretation of processed contextual data, etc.)?

We believe that it is necessary to develop a new communication quasi-standard for procedural communications during an e-commerce dispute. Such a quasi standard should be open and enable its gradual enhancements for additional dispute areas. Such standard would resolve the difficulties of multiple languages (in Europe but

also in Asia) and would recognize the need to communicate via various communication platforms, including mobile devices).

In addition to the new quasi standard, we envisage that the new system will include a common technology protocol and a cloud database application-platform. There may be a good possibility to team up with another technology consortium within the Future Internet programme as our project may be one of the common layers of the future European and global Internet user services.

(3) Which of the identified functionalities would you expect the Future Internet core technology platform to deliver to support your and other usage area scenarios?

See above. Our project would benefit from practically all of the discussed functionalities and it would contribute by resolving an area which is not resolved at the moment and which represents one of the obstacles to the functioning digital market in Europe.

(4) What kind of experimentation environment would you consider necessary for broad large scale testing of the platform to be developed in your use area? What would be needed to experiment new services and applications cutting across use areas (services and application mash-up) and building a new services and application ecosystem around the prototype implementations of the platform?

We plan to develop the new system and pilot it first within EU for the purposes of the ECC-NET members who are informed and support the project. The goal of the project is nevertheless global and so step by step new countries and areas beyond Europe would be introduced, including USA and Asia.

(5) How do you see the potential role of your organisation in the FI-PPP, in the context of Usage areas taking a prominent role in the Initiative, to ensure an appropriate application driven approach?

See above. We plan to establish a consortium of global leaders in the ODR area headed by European players and apply for a PPP grant to realize our project - the new global system of on-line dispute resolution of e-commerce disputes.