Zagreb Declaration

We, *the participants of the 5th IT STAR Workshop on Electronic Business, held on 12 November 2010 in Zagreb, Croatia,*

Acknowledging *the dominant role of ICT in raising economic competitiveness,*

Realizing *the growth of e-Business strategies and applications,*

Recognizing *that successful e-Business practices are greatly dependent on the general e-preparedness of the people,*

Appreciating *IT STAR's continuous efforts in promoting an open exchange of views on the main Information Society issues,*

Have agreed to the following:

1. The e-Business paradigm is based on the exploitation of informatics and Internet technologies to energize key business processes. The availability of ICT in a company by itself, however, is not sufficient for a successful e-business practice. As stressed in the conference proceedings, there are many social, organizational, legislative and security aspects that form the backbone of e-Business.

2. The Declarations from the last 3 IT STAR conferences -- Genzano di Roma - Italy (2007). Godollo - Hungary (2008), and Rome - Italy (2009) -- highlight the importance of e-Skills and it is also within that context that this conference reiterates its support to the e-Skills qualification projects and offerings that were presented in Zagreb.

3. E-Business skills are of crucial importance and should be seen against the rapid penetration of web 2.0 approaches transforming traditional top-down organizational schemes into dynamic structures based on collaboration and free exchange of knowledge. Therefore, it is of utmost importance to develop the digital competences of both suppliers and users.

4. The majority of IT STAR members are professional ICT societies from the new EU member states and we would welcome the participation of EC experts and representatives in future IT STAR conferences to ensure a wider European exchange of experience and best practices within the Europe 2020 plan of action. Furthermore, we recommend that IT STAR's member societies have a higher priority in EU consultations and in co-funding of their projects on e-skills certification and e-business.

5. We commend the efforts of the eSEE initiative and its members in Southeastern Europe for the significant progress that they have made in establishing legal and institutional framework and infrastructure for information society development. As these countries work towards EU membership, IT STAR would be glad to facilitate their involvement, cooperation and exchange of experience within the larger region of Central, Eastern and Southern Europe.

6. E-Business strongly depends on users' trust and confidence and it is a duty of the EC and the EU member states' governments to further develop protection mechanisms. We commend the work done so far on e-Signature and urge that it is continued so as to provide widely accepted standards.

7. We invite IT STAR member societies to provide further visibility to this statement and the conference proceedings within their constituencies and countries.