

Galileo Application Days Kick-off European Satellite Navigation Competition 2010

4 March 2010 - Charlemagne Building, Rue de la Loi 170, 1040 Brussels



European Society of Concurrent Engineering

**Roberto Santoro, ESoCE Net President
ENoLL, Co-Chair**

rsantoro@esoce.net



Established in 1994 as Non-profit-making organisation
Sustainable knowledge community for Concurrent Innovation

Over 500 members
50% Academic 50% Industrial
35 Countries worldwide



Concurrent Engineering-Enterprising-Innovation
Community based Living Labs
Collaborative Networks

www.esoce.net

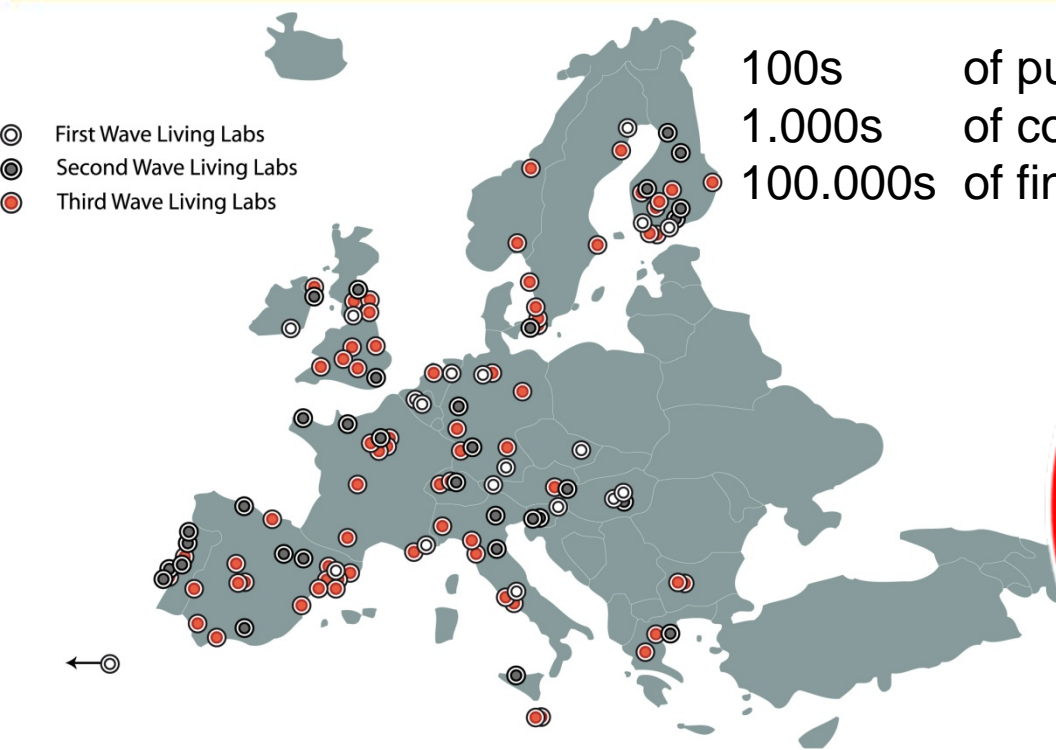


Living Labs are User Driven Open Innovation Platforms where stakeholders have formed a Public-Private-People-Partnership (PPPP) of firms, public agencies, universities, institutes and users all collaborating for creating, prototyping, and validating new service-products and societal infrastructures in real-life contexts. Such contexts are cities, villages and rural areas as well as industrial plants.”

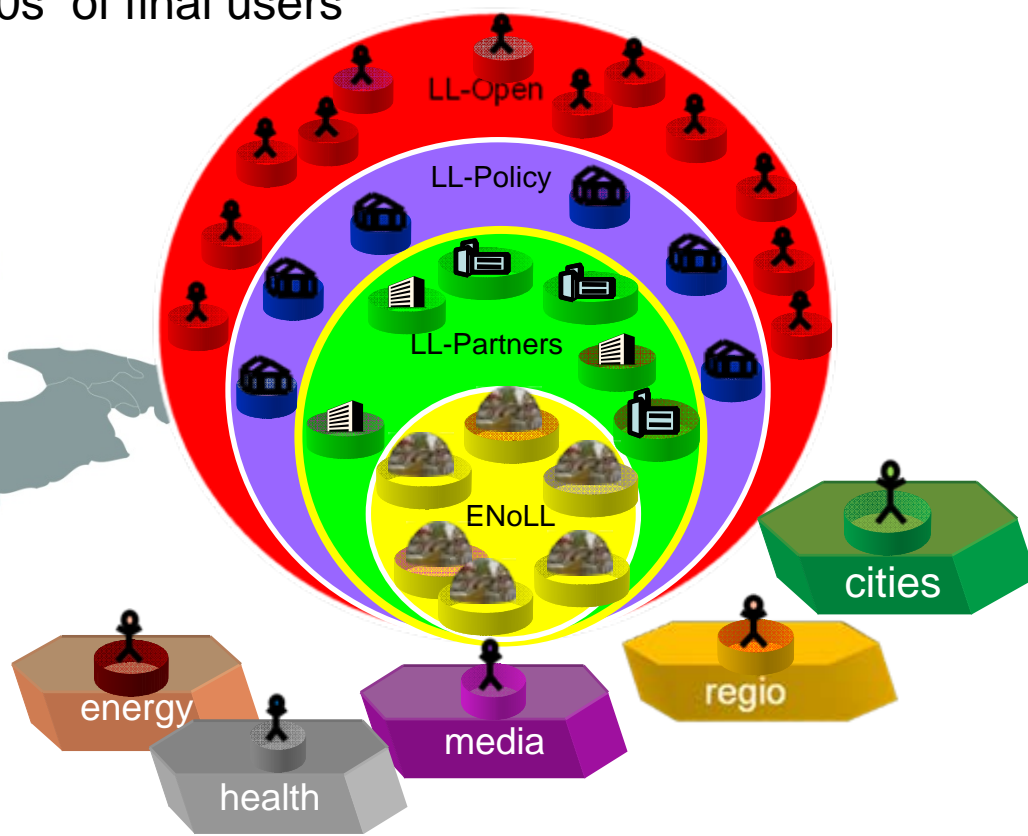
A Living Lab empowers users to drive research, development and innovation for ICT based services addressing major socio-economic issues (energy and environment; well being, e-health and inclusion; media and creativity; logistics and manufacturing regional development...)

- *Bringing users early into the creative process, accessing the Collective Intelligence*
- *Bridging the innovation gap between technology development and the uptake of new products and services*
- *Allowing for early assessment of the socio-economic implications of new technological solutions*

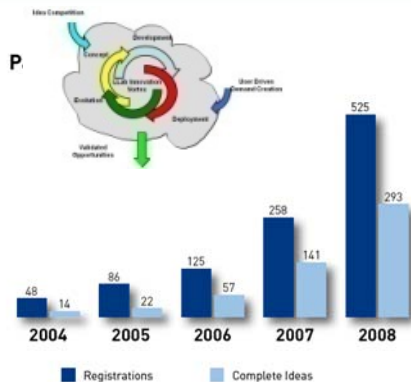




100s of public bodies,
1.000s of companies,
100.000s of final users



ENoLL 4th Wave launch, April 2010!



Business Opportunities capturing & qualification

- Set up a specific LLs prize within the ESNC
- LLs open call for the validation of business ideas with the most suitable LLs for the most promising business ideas



Application/Service development through Living Labs

- Reality check trials with innovators (SMEs, entrepreneurs) and LL for the testing of prototypes and the development of products & services



Venture Creation Services for Business Growth

- Linkage of the identified ventures to existing initiatives and lead ventures relevant to the business growth in the GNSS market
- Exploitation of synergies with regional initiatives & funding programs



Impact Creation

- European regions being involved in the development of the GNSS market
- Self-sustainable LL prize established

- The GNSS Living Lab Prize will award three winners, who will get the opportunity to conduct a “**reality check trial**” in a suitable Living Lab with the involvement of relevant user communities and potential future customers.
- The nominated innovators will thus benefit from the:
 - validation of their ideas
 - user-oriented engineering of their products and services
 - development of their entrepreneurial team
 - intensifying of their network of industrial relationships
- In addition the winners will receive a prize money of EUR 10.000 each
 - Theme 1: **GNSS for health, ageing and inclusion**
 - Theme 2: **GNSS for energy efficiency and environment**
 - Theme 3: **Media and Participation**

- 3-5 March: Official launch of the European Satellite Navigation Competition;
- 1st May to 31st July: Ideas submission;
- 1st August to 30 Sep: Ideas evaluation;
- 3rd week of October (TBC): Award ceremony in Munich;
- 4th week of October 2010, calls for proposals open to Living Labs to ensure the best possible breeding environment for the winning ideas
 - Guaranteed access to users communities, relevant to the winning ideas;
 - Potential for adoption;
 - Capability of attracting additional resources for undertaking the „reality checks“ activities, to ensure that the required mobilisation of resources is achieved.
- 1st December 2010 to 31st January 2011; Submission of proposal from Living Labs, for adopting and implementing the winning ideas;
- 1st of April 2011 (TBC): Start of the trials in the selected Living Labs.

- This theme calls for highly innovative services and integrated solutions, **leveraging the social dimension of caring**, with the aim of a triple win: unlocking the huge business opportunities in Europe and in the global market, containing the costs for society, and improving the quality of life (including good health) in general and in particular for the elderly and disabled Submissions for this theme could be articulated along the following lines: GNSS technologies for
 - patient-centred health services
 - innovative e-Health tools and services in real life
 - learning together, including inclusion, accessibility and coverage
 - ageing well / independent living
 - support of health information systems and telemedicine
 - systemic and managerial innovation, efficiency and process improvement

- **User awareness and behavioral changes** can play an important role in reducing the energy intensity / consumption of the economy and at the same time in reducing carbon emissions. GNSS solutions and applications can help reduce energy consumption in private households and public buildings and spaces. In the area of environmental management, they can enable a rapid and efficient response to extreme incidents induced by climate change. GNSS technologies can bring about substantial improvements in monitoring and situation awareness, data sharing and interoperability, and decision-support and communications. Applications concerning both urban and rural settings with solutions e.g. for:
 - environment and energy efficiency in private households and in public buildings
 - prevention, alert and rescue to minimise impacts of climate change
 - mobility efficiency
 - efficient lighting

- Media have an important role to play in e-participation and e-democracy as they foster **new ways of developing user participation as active co-producers of content and services**. They contribute to strengthen the process of open innovation, to maximise impacts in terms of social cohesion. New telecommunication networks as 3G+, 4G, Wimax, FTTx and new devices as iPhone, Android smartphones, or netbooks generate also **new consumer behaviours for the media industry**. In this context, GNSS technologies and services can complement the offer generated by the above mentioned technologies and provide citizens and people with added value services in the sectors of:
 - Tourism
 - e-participation and e-democracy
 - Education
 - Leisure
 - Gaming
 - social networks

- New Benefits for SMEs
 - Access Living Labs community
 - Living Labs are your new markets
 - “Reality check” and Commercial viability
 - Access network of clusters
 - Complement your capabilities with new partners
 - Set up Collaborative developments for new products/services
- SMEs can engage with Living Labs
 - Access and Share knowledge by registering to ENoLL thematic domains <http://www.openlivinglabs.eu>
 - Take opportunities to be actively involved in ENoLL pilots
 - <http://www.ami-communities.eu/wiki/CO-LLABS>
 - <http://www.ami-communities.eu/wiki/APOLLON>



European
Network of
Living Labs