



*European Society of Concurrent Engineering Net*

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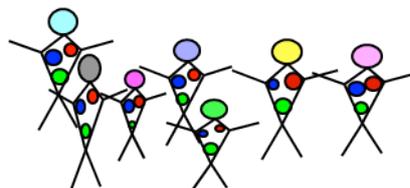
**INDUSTRIAL FORUM 2013**  
**PEOPLE DRIVEN SOCIAL INNOVATION**

**2<sup>ND</sup> DECEMBER 2013**

**CONFERENCE CENTRE  
NH JOLLY LEONARDO DA VINCI  
VIA DEI GRACCHI, 324 - ROME**

*Organized by*

*ESoCE-Net and People Olympics for Social Innovation*



*Supported by:*



*In cooperation with:*



*Conference's Registration available at:*

**2nd December 2012**

## **ESoCE-NET**

*Founded in 1993, the European Society of Concurrent Engineering (ESoCE) is an association of people, companies and organisations interested and involved in Concurrent Engineering implementation or in research & development projects. ESoCE has been focusing on the integration of Concurrent Engineering with the new concept of Virtual Enterprising, to promote the wide adoption of the “Concurrent Enterprise” paradigm in the Information and Communication Technology based Economy.*

*ESoCE-NET is a non-profit making organization, with the mission of promoting and enacting the sharing of latest developments in Concurrent Enterprising (CE), as well as of acting as catalyst for CE adoption in Industry. ESoCE-Net promotes focused initiatives to widen the knowledge on CE and to complete the methodological framework for the industrial deployment of CE Concepts. The association has established fruitful relationships with related organizations around the world, and counts more than 500 members from major industrial Companies, Academic and Public development Agencies.*

## **THE SCENARIO**

*The emergence of unprecedented Societal Challenges for the Humanity, as it is the case for Health, demographic change and wellbeing, calls for a new extraordinary participation of the People in the Innovation process. New methodologies and organizational settings are being established to enable Social Innovations.*

*Social Innovations are innovations that are not only good for society but also enhance society capacity to act. Social innovations take place across boundaries between the public sector, the private sector, the third sector and the household (European Commission DG Enterprise Social Innovation Competition).*

*There is a need to raise the consciousness of the citizens of the world of their power to activate their collective creative intelligence, and to drive systemic solutions for today Societal Challenges: **wellbeing for ALL in an aging society while preserving and improving the planet.***

*ESoCE-Net, who has contributed in a leading role in establishing the European Network of Living Labs, is proud to announce his new conceptual development of People Social Innovation Platform and its flagship initiative: “PEOPLE OLYMPICS FOR HEALTHY LIVING”*

***Social Innovation Platforms are People Driven Innovation global ecosystems for societal change at large, with the objective of focusing collective intelligence to the Joint Intent of addressing today Societal Challenges.***  
(Roberto Santoro 2013)

*Concurrent Enterprising (CE) and Concurrent Innovation (CI) are playing more and more the role of reference approach for supporting Open Innovation approaches.*

*Movements like Smart Cities and Living Labs have recently emerged as new playgrounds for exploring, experimenting and implementing new applications, products and services delivered by the new Future Internet technological wave. In this context, there is a lot of potential for people and users contribution in Living Labs and Smart Cities, to effectively drive available technology in new products and services, ready to be adopted on a wide scale. Such a potential is however still untapped, since so far there were not reliable methods and tools for involving the users in the design and development process of new products and services.*

*In such context, ESoCE Net Industrial Forum aims to provide some contributions to address the issues and challenges highlighted by the European Program **HORIZON 2020**, and, in particular, to provide Industry, especially SMEs as well as Public Administration with mechanisms and tools to profit from **People Driven Social Innovation, especially for Health-Wellbeing Societal Challenges in Smart Cities in the Future Internet.***

## **EVENT OBJECTIVES AND ORGANIZATION**

*The program is organized into two sessions:*

- *A morning part, built around two main panels of representatives from innovative enterprises, Smart Cities, Professional Associations and Policy makers, providing their own view on People Driven Social Innovation;*
- *An afternoon part, organised in parallel working groups, focused on identifying new initiatives contributing to the full adoption of People Driven Social Innovation approaches in the design and delivery of services for Smart Cities in the Future Internet.*
  - **People Olympics for Healthy and Acting Living**
  - **From Creative Design to Business - Innovation Ecosystems Supporting the Growth of SMEs**

*The event will be closed by a plenary session, aiming at summarising findings and discussing opportunities for launching joint initiatives.*

**2nd December 2012**

**PEOPLE DRIVEN SOCIAL INNOVATION  
FOR SMARTER CITIES IN THE FUTURE INTERNET**

**PROGRAMME: 2<sup>ND</sup> OF DECEMBER**

**09:00 People Driven Social Innovation,**

- People Olympics for Social Innovation, Roberto Santoro - ESoCE Net President
- OI24U (Open Innovation 2.0 for You), Bror Salmelin - Advisor to the DG CONNECT, European Commission

**10:00 Smarter Cities and Communities addressing Societal Challenges**

Panel and interactive discussion

- “Fantastic, we want to join the People Olympics initiative, since it strongly supports our (Finland) national health and wellbeing strategic aims”, Tuija Hirvikoski – Laurea Living Labs
- The French Initiative for the aging society, Isabelle V rilhac - Cit  du Design
- Synergies of People Olympics initiative and the EIT European Institute of Technology ICT Labs, Nicola Doppio – Trento Living Lab
- Belfast and People Olympics, Brendan Galbraith - University of Ulster

*11:00 Coffee Break*

**11:30 Design Innovation for Smarter SMEs, Cities and Communities**

Panel of innovation designers and stakeholders

- “IDeALL 2.0: empowering Design by All?”, Francesc Aragall – Design for ALL Foundation
- Design Innovation and Living Labs: the IDeALL project, Mika l Mangyoku - Cit  du Design
- Disruptive approaches for SMEs innovation and entrepreneurship, Bernhard Katzy – CETIM
- Innovation Ecosystems for Experimenting the Future Internet in Smart Cities environments, Hans Schaffers – ESoCE Net & Aalto University

*13:00 Lunch*

**14:30 2 Parallel Workshops**

*2 groups will be formed with the objective of launching new research and implementation initiatives. Groups will support the idea qualification and further development of the idea. Each participant will be given the opportunity to present his/her idea highlighting the expected impacts and benefits.*

- o ***People Olympics for Healthy and Acting Living***
- o ***From Creative Design to Business - Innovation Ecosystems Supporting the Growth of SMEs***

**17.30 Closure** summarising findings and discussing opportunities for launching joint initiatives.

**2nd December 2012**

## **Workshop 1: People Olympics for Healthy and Acting Living**

*The emergence of unprecedented Societal Challenges for the Humanity, as it is the case for Health, demographic change and wellbeing, calls for a new extraordinary participation of the People in the Innovation process. New methodologies and organizational settings are being established to enable Social Innovations, which are not only good for society but also enhance society capacity to act. The workshop explores the new conceptual development of People Driven Social Innovation Platform and its flagship initiative: “PEOPLE OLYMPICS FOR HEALTHY LIVING”*

*The 10.000s strong teams competing for their city Wellbeing, fun and social transformation.*

*The People Olympics game (<http://www.peopleolympics.org>) is based on competing cities. Each city has a team of 10.000 participants, which reflect that city demographics. The members of the team track their physical activity through portable devices, which provide all the physiological data. A system collects all data and updates the real time cumulative fitness activities at city level, and compares it with the value of the other competing cities.*

*This approach promises to change the behavior of people because it involves a collective action, which is an extraordinary motivating factor influencing people ability to change. PEOPLE OLYMPICS is a disruptive approach for societal change at large, with the objective of focusing collective intelligence to the Joint Intent of addressing today Societal Challenges.*

*The workshop is highly interactive and dialogue-style, providing a lot of opportunity for debate, exchange and networking. ESoCE Net is coordinating the launch of the People Olympics for Healthy Living Initiative and is seeking Partners and Supporters (LLABS, Social and Life Sciences, ICT, Design and Innovation...) for several proposals under Horizon 2020 program*

*Specific themes under investigation are: Societal Challenges -Health, demographic change and wellbeing - ICT Challenge 3 – Future Internet*

### **14:30-16:00 Concept and motivation to join People Olympics, Roberto Santoro – ESoCE Net.**

- Oulu and People Olympics – Satu Vainamo – Oulu LLAB
- Istanbul and People Olympics, ERSİN PAMUKSÜZER - BASAK EHR LLAB
- FutureHealth Centers for PO, Ron Dvir – Innovation cology

Participants engage in a co-creation session for the definition of the `Rules of the Game` and for overcoming the challenges.

- Engaging and keeping involved for a long time a very large community.
- Devising an innovative business model

### **16:00-17:30 ICT infrastructure for People Olympics, Alessandro Braccini – ESoCE Net**

Participants engage in a co-creation session for the definition of the People Olympics POP app and underlying real time data collection and processing system

- Co-creating events for physical activity and fun
- Ensuring Open data accessibility, quality and privacy

**2nd December 2012**

## **Workshop 2: From Creative Design to Business - Innovation Ecosystems Supporting the Growth of SMEs**

*This workshop organized by the IDeALL- Integrating Design for All in Living Labs project and ESoCE Net, brings together researchers, entrepreneurs, policy makers, designers and anyone else interested in finding out how user-centered innovation and creative ecosystems can catalyze the introduction in the market of innovative product/services and support the growth of SMEs.*

*The first part of the workshop addresses Design Innovation and growth of SMEs, and is based on results of the IDeALL project. The main objective of the IDeALL project is to share best practice across Living Labs and Design Organizations and to integrate design and user-centered innovation approaches into a new innovation process. Living Labs are real-life test and experimentation environments where users and producers co-create innovations in a trusted, open ecosystem. IDeALL project partners have compiled user-centered design and Living Lab methodologies which will be made available in a user-friendly directory, allowing businesses and public bodies to find the one most suitable for their needs. IDeALL is also compiling 50 use cases that show the efficacy of the methodologies. In 2012 the Design for All Foundation introduced a new category into its annual awards for best practice in Design for All. This category, which seeks the best ideas for user-centered design in Living Labs, was created in part to foster links between the design and Living Lab communities, one of the core aims of the IDeALL project. The winners have the opportunities of being assisted by IDeALL partners in conducting experimentation of their innovations. Given the success of the Design for All Foundation Awards for the living lab and design category in 2012 and 2013, the initiative is open also for 2014.*

*The second part of the workshop focuses on creating innovation ecosystems that stimulate the growth of SMEs, and is based on recent work within the Future Internet Public Private Partnership (FI-PPP) programme. The FI-PPP is a large-scale European programme for Internet-enabled innovation aiming at accelerating the development and adoption of Future Internet technologies, products and services in Europe, to be applied for example in smart cities.*

*This interactive workshop addresses in general the issue, of high importance in relation to Europe's innovation union policies as well as for regional innovation environments, of how to accelerate the innovation process from creative design via user interaction, prototyping and testing, to market exploitation and adoption, and eventually new business creation. In reality these processes are highly intertwined and diverse, driven sometimes by creativity and design, sometimes by market opportunities, and in constant change. Main issues to be covered include:*

- What are emerging and promising practices in accelerating the transition stages and dynamics from creative design to entrepreneurship and business creation based on open business models.*
- How do creative design processes and innovation ecosystem factors interact, and how can synergies be established. What is the role of collaboration networks and innovation spaces, e.g. in fostering smarter cities.*
- What are the opportunities in the Horizon 2020 program in terms of priorities and new project opportunities regarding the growth of SMEs and the building of strong innovation ecosystems enabling such growth.*

*The workshop is dialogue-style and will providing ample opportunity for debate, exchange and networking. It will provide a timely opportunity to jointly reflect and brainstorm on*

**2nd December 2012**

*opportunities provided by the Horizon 2020 program as the first Call will open in December 2013. Among the specific themes under investigation are: ICT10: Collective Awareness Platforms for Social Innovation; ICT13: Web Entrepreneurship; ICT18: ICT Innovative Creative industry SMEs; ICT34: Innovation and Entrepreneurship support; ICT35: Open disruptive innovation scheme.*

**Workshop Introduction: – ESoCE-Net and Cité du Design**

**14:30-16:00 IDeALL Methodology and Use Cases for Design Innovation**

- Design Innovation methods overview and reference use cases by IDeALL
  - Mikaël Mangyoku - Cité du Design,
  - Nicolas Roesch - ARDI Rhône-Alpes
- Design Innovation invited use cases by IDeALL supporting partners
  - Jolanda Tromp, Urban Goods - GLOBAL TEAMWORK @ LOCAL NODE
  - Michele Missikoff, Business Innovation Platform – CNR-IASI

**16:00-17:30 From Design to Business: Innovation Ecosystems for SMEs Growth**  
*Moderated by Hans Schaffers (Aalto & ESoCE Net)*

- Innovation Ecosystems for the Future Internet: Lessons from the Future Internet PPP
  - Hans Schaffers, Aalto University & ESoCE Net: The evolving Innovation Ecosystem of the FI-PPP and its importance for SMEs growth
  - Pierre-Yves Danet, France Telecom / Orange Labs : The regional dimension of ICT innovation and how it boosts FI-PPP
  - Sergio Gusmeroli, TXT Group: Innovation ecosystems in manufacturing stimulating the growth of SMEs and social innovation, cases from MSEE and FI-PPP
- Design Innovation and Creativity use cases
  - "Culture-based Innovation - schemes that unleash innovation in business and the public sector by introducing artistic and creative practices", Steve Harding - Birmingham City University
- Discussion including exchanges about opportunities for projects addressing the discussed issues in Horizon 2020.