European Society of Concurrent Engineering Net

INDUSTRIAL FORUM 2014

PEOPLE DRIVEN SOCIAL INNOVATION
WELLBEING, ENERGY AND CULTURAL HERITAGE

1ST DECEMBER 2014
CONFERENCE CENTRE
NH JOLLY LEONARDO DA VINCI - VIA DEI GRACCHI, 324 - ROME
Organized by
ESoCE-Net and People Olympics for Social Innovation

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**The Program is organized into**

**Communities SMEs** challenges highlighted by the

In such context scale. Such a potential is however still untapped, since so far there were not reliable methods and tools for Smart Cities, to effectively drive available technology in new products and services, ready to be adopted on a wide experimenting and implementing new applications, products and services delivered by the new Future Internet Movements like Smart Cities and Living Labs approach Concurrent Enterprising (Roberto Santoro 2013)

**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: 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 its 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)

**Event Objectives and Organization**

The program is organized into several sessions:

- A morning part, built around two main panels of representatives from innovative enterprises, Smart Cities, Cultural Institutions and Policy makers, providing their view and experience on People Driven Social Innovation for Energy and Wellbeing Societal Challenges.

- An afternoon part, organised as interactive workshops, focused on new initiatives contributing to the full adoption of People Driven Social Innovation approaches in the design and delivery of services for User Engagement and Motivation for Collective Experience and Design Innovation and the Emerging Cultural Heritage The event will be closed by a plenary session, aiming at summarising findings and discussing opportunities for launching joint initiatives.
09:00 **People Driven Social Innovation,**
  - People Olympics for Social Innovation, Roberto Santoro - ESoCE Net President

9:30 **Smarter Cities and Communities addressing Wellbeing and Energy Societal Challenges**
  - People Olympics: sport, wellbeing, health and economic benefits, Alain Belli - Physiology Lab Saint Etienne
  - Vision and Hurdles for Innovating in the Cultural Heritage domain: the eCultValue project Goranka Horjan – European Museum Forum
  - Energy Positive Neighbourhoods, The Odysseus Project - Rome XI district Pilot Claudio Vecchi, Cristina Fantini – Roma Capitale

11:00 **Coffee Break**

11:30 **Experiencing People Olympics and its Technological infrastructure**
  Panel of Living Labbers, innovation designers and technology innovators
  - Saint Etienne People Olympics, Design Innovation and Beauty, Mikael Mangyoku - Cité du Design
  - Bilbao for People Olympics, Jokin Garatea – Sportis LLAB
  - Rome and People Olympics, Eliseo Sciarretta, Rome Link
  - Istanbul and People Olympics, CAKIR Ylmaz, TUNÇSAV Can - BASAK EH R LLAB
  - Belfast and People Olympics, Brendan Galbraith and Gavin Breslin - University of Ulster
  - Taipei and People Olympics, Belinda Chen – Taipei LLAB
  - French Living labs and People Olympics, Brigitte Trousse, President of France Living Labs and Inria researcher

13:00 **Lunch**

14:00-15:30 **User Engagement and Motivation for Collective Experience: People Olympics Healthy Index and 3D UX experience design, Marco Conte – Collaborative Engineering**
  - New 3D Technologies enabling new form of socialization in sports, The 3D LIVE project – Marco Conte – Collaborative Engineering
  - Demonstration of 3D LIVE technologies for Running, Skiing and Golfing, Pekka Vatjus-Anttila, Cyberlightning
  - Assessing user experience in 3D-LIVE environments, Simon Crowle – IT Innovation and Marco Conte – Collaborative Engineering

Participants engage in a co-creation session for the evaluation of the applicability of the concepts introduced and on the added value in terms of exploitability of developed applications and social involvement at large. Key points are:
  - Engaging and keeping involved for a long time a very large community.
  - Assessing user experience
  - Identifying Research Challenges and additional Opportunities, including pilots.

15:30 **Coffee Break**

16:00-17:30 **Design Innovation and the Emerging Cultural Heritage, Federico Mussano – ESoCE-Net**
  Panel of Living Labbers, innovation designers and Cultural Heritage innovators
  - Concept validation in Living Labs for adoption of new technological solutions in adaptive storytelling and augmented reality for Cultural Heritage:
    - Adaptive Storytelling Experimentation at Stedelijk Museum - Amsterdam, CHESS & Niels de Jong – Amsterdam Smart City & Erna Bomers – Stedelijk
    - Object Mediated Augmented Reality Experimentation at National Museum of History - Sofia, Massimo Zancanaro – meSch & Stavri Nikolov – Digital Spaces Living Lab

17.30 **Closure** summarising findings and discussing opportunities for launching joint initiatives.
  - Innovating Innovation Manifesto, Michele Missikoff - Univ. Politecnica Marche
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 SOCIAL INNOVATION” The 10.000s strong teams competing for their city Wellbeing, fun and social transformation. The People Olympics game 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 trough 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.

Odysseus
The aim of the Odysseus project is to develop an Open ‘holistic energy management Dynamic System (ODYS) enabling the ‘holistic energy management’ of the supply, demand and storage in urban areas. The system includes an integration platform supporting the integration scenario’s for designated urban areas in the cities of Rome and Manchester. While in Manchester project results will be validated on a mature energy efficiency environment, on Rome it is in the project results will be validated on early stages of dealing with energy efficiency in public building. So comparisons scenario will enrich conclusions on project results.

eCultValue
The eCultValue project supports and encourages the use of new technologies that have the potential to revolutionise new ways to access cultural heritage and experiences offered by cultural resources in real and virtual environments or a mix of both. eCultValue looks at technologies arriving from EU funded projects, promotes these technologies to stakeholders who will apply them and relates technologies to showcase scenarios for easier up-take. eCultValue involves all stakeholders in the cultural value chain, adapting the “triple helix” approach to the cultural environment, comprising Technology Providers, Living Labs, Museums and other institutions with cultural heritage content plus users such as young generations, tourists & visitors, artists, multimedia content providers (social networks).

3D LIVE
The 3D-LIVE project offers a new way to socialize while exercising and playing sports, through a User Driven Mixed Reality platform connected to EXPERIMEDIA testbeds in order to investigate on the Quality of Experience (QoE) and Quality of Services (QoS) when users are fully immersed in mixed environments.

In the context of Augmented Sports, 3D LIVE allows several users to be virtually immersed in one shared environment called the “Twilight Space”. In this mixed reality environment, they will be able to see, communicate and play with one another in real time taking advantages of the latest research in 3D Reconstruction of moving
humans. The platform was designed to support sporting activities for Golf, Skiing and Jogging scenarios.