



*European Society of Concurrent Engineering Net*

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**INDUSTRIAL FORUM 2009**  
**USER DRIVEN OPEN INNOVATION**  
**IN ADVANCED SERVICE-PRODUCT DEVELOPMENT**

**7<sup>TH</sup> DECEMBER 2009**

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

*Organized by*

*INNOFIT, COIN, COLLABS and ESoCE-Net*

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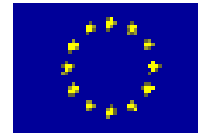
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## **ESoCE-NET**

*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 research & development projects. ESoCE has been focusing on the integration of Concurrent Engineering with the new concept of Virtual Enterprises, to promote the wide adoption of “Concurrent Enterprise” in the Internet Economy. In 2006 at the yearly ICE conference in Milan, ESoCE Net has introduced the new innovative paradigm of “Concurrent Innovation”, unleashing the potential of “Collective Intelligence” in the open innovation environment.*

*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**

*Open/collective Innovation is being recognized as the crucial competitive leverage for European industry sustainability and the only feasible approach to address the societal challenges of the global competition and markets. Best in class corporations currently perceive that they are approaching a limit of their innovation potential within current organizational structures and are striving to involve the dispersed intelligence of the world in their innovation processes. As highlighted in major European Initiatives, Concurrent Enterprising and Innovation (CE) is playing more and more the role of reference approach to the achievement of enhanced performances in delivered innovation. The advancement of Information and Communication Technology has enabled the emergence of new collaborative entities, Concurrent Enterprises (Clusters), Virtual Professional Communities (VPCs) and Living Labs (LLABs) which enable surprising new ways for unleashing the co-creative potential of individuals and organizations for innovation in the design and manufacturing of added value products and services.*

*SMEs and individual professionals can take significant advantage from this approach, acquiring critical mass and access to global opportunities while nurturing their already existing local, regional aggregations and competing on the innovativeness of their products /services.*

*The objective of the ESoCE-Net Industrial Forum 2009 is to give an in-sight look to the state-of-the-art of innovation practices in Europe. This is done starting from Space based technology sectors, which are on the brink of a new golden age, giving the imminent deployment of massive and strategic European initiatives like Galileo. Innovation, demand creation and market validation practices will be presented with a view of encouraging their adaptation and take-up in different industrial and economic contexts.*

*On the other way, new waves of IT applications and use models are emerging, giving European Industry and particularly SMEs the necessary tools to participate in the innovation loop, to adopt collaborative approaches to business and to change the battlefield of global competition from the mere price competition to added value delivery.*

*Within such scenario, Regional Development Agencies and local Government Bodies have an opportunity to play an active role in pulling together resources and supporting the competitiveness and innovation capability of the local industrial and economic texture, by leveraging collaboration between companies in the regional economic contexts and the interplay of Clusters with Living Labs and Virtual Communities of Professionals.*

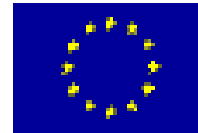
## **EVENT OBJECTIVES AND ORGANIZATION**

*The Industrial Forum event aims at offering an opportunity to Industrial players and stakeholders, from different market sectors and from different European Regions, and to Regional Development Agencies and local Government Bodies to discuss and learn how to mix the three main ingredients for regional success, especially in the wake of a new wave of Living Labs: Collaboration, Competitiveness and Innovation. The idea is to confront challenges, strategies and experiences, to discuss emerging issues and opportunities from the deployment of new methods and approaches for Regional Innovation, starting from space based technology sectors and from up-to-date IT service platform and applications and relevant model use.*

*The Industrial Forum is a one day event, organized into two sessions:*

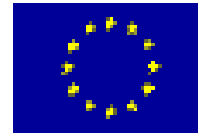
- a morning session, built around a panel of representatives from major international enterprises, SME's Clusters, Professional Associations and Policy makers, providing their own view on the emerging practices for Open-Collective Innovation;*
- an afternoon session, organised in 2 parallel workshops, one on “Demand Creation for GNSS Downstream Market: towards a Joint Action Plan for Regions” and the second focusing on “Open Innovation IT Service Platform and Living Labs”.*

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



**Open Innovation In Advanced Service-Product Development**  
**PROGRAMME: 7<sup>TH</sup> OF DECEMBER**

- 09:00 Welcome Coffee and Participant Registration
- 09:30 **User Driven Open Innovation for Industry and Regions**, Roberto Santoro, ESoCE-Net, President)
- 09:45 **Open Innovation for large Enterprises and SMEs**  
*Industry Cases*  
Open Innovation at ALCATEL LUCENT (Guido Petit, ALTA)  
Demand Creation in GNSS downstream market (Thorsten Rudolph, AZO)
- Stakeholders view on support to innovation*  
ASI contribution to the GNSS market development (Walter Piperno, ASI Policies for SMEs)  
Galileo downstream Market development (Boris Kennes, GSA)  
Innovation Policies in ICT and Living Labs: opportunities – EC, DG INFSO  
Italian Innovation and Research Program – (Emanuela Giaquinto, MIUR)
- 11:15 Coffee Break
- 11:45 **Functional Regions and Living Labs for territorial development and innovation**  
**Regional and Urban cases**  
“The Smart City” of Helsinki – Eero Hostila, Helsinki Economic Development  
“The Smart City of Oulu: the UBI experiment” - Timo Ojala, University of Oulu  
The PACA LABS Regional Program - Rodolphe Uhlmann, Mediterranee Technologies  
Living Labs as a Regional Strategy to boost innovation – Stefania Crotta, Regione Piemonte  
German initiative for ageing workforce: mobilising regional support, Klaus-Dieter Thoben, BIBA  
Swedish Network of Living Labs, Mikael Borjeson – CDT Lulea  
Italian Network of Living Labs (INoLL), Jesse Marsh – TLL Sicily
- ICT Services and Best Practices for Open Innovation**  
Open Innovation IT Service Platform – Sergio Gusmeroli, TXT e-Solutions  
Frascati Living Lab as Aerospace Business Ecosystem – Luigi Fusco, ESA-ESRIN
- 13:30 **Lunch**
- 14:30 **Workshop 1: “Demand Creation Mechanisms in Space Based Technology (GNSS) Clusters and Regions: towards a Joint Action Plan”**
- 14.30 **Workshop 2: “Open Innovation IT Service Platform and Living Labs”**
- 17:30 **Concluding plenary session**  
Summarising findings of workshops and discussing opportunity of joint initiatives between participants.
- 18:00 **Conference Closure**



***Workshop 1: Demand Creation for GNSS Downstream Market  
Towards a Joint Action Plan for Regions***

GALILEO and EGNOS, both provide leading space technologies for a future potential location-based GNSS application lead market in Europe. But as often in Europe, the proverbial Innovation Gap, the lack of marketable services and products behind elaborate technologies, is endangering a success story. The more since those applications based on space technologies derive from a space community, which has difficulties linking to the mass markets and downstream applications thought for a lead market model. Here the perspective is clearly mobile services and devices, traffic and logistics, all linked to information and communication technologies and databases. The more difficult it is, since GALILEO and EGNOS are not marketable per se, but only as part of user-centric services and products, yet to be developed on a larger scale.

Market pull instead of technology push seems to be the solution. This time, unlike in the success story of the GPS mobile phone markets, it is not the same, mostly publicly owned enterprises owning the essential technologies, marketing and rolling it out at the same time. The GNSS downstream market as it shows itself today is highly fragmented and it is the many-fold ideas and implementations by the innovative SMEs in the European clusters and regions everybody is looking for. The technology is there, as well as the SMEs, but the demand on a broader scale seems to be missing. For this, the INNOFIT consortium introduced the concept of Demand Creation Mechanisms to be adopted and implemented in European regions with a dedication to GNSS downstream markets.

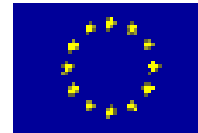
During the work of INNOFIT a variety of support actions and good practices to support demand were gathered and evaluated meanwhile forming a portfolio, a bundle of measures ready to be taken up by committed regions. While the various support actions and good practices to be implemented at the next development level correspond to a certain maturity level a cluster ought to fulfill in order to implement them, tools for an analysis of the state of the clusters are recommended and come together with the Demand Creation Mechanisms. The effectiveness of the proposed measures is only guaranteed, if there is a concerted action. The preliminary steps for a European regional Joint Action Plan for GNSS downstream applications have been discussed and approved in close collaboration with ESA-ESTEC/TTPO, GSA's Marketing Department and DG ENTR's Support for Innovation plus a handful of regions during the last ICE 2009 conference in June 2009 in Noordwijk, NL.

The objective of this workshop is to introduce the concept to a broader audience of regions and clusters and to stimulate them to take actions to support adequately the development of the GNSS downstream market. The expected outcomes from this event will be the initial definition of an Action Plan for Regions, validated at European level and implemented locally, suitable for delivering industry (mainly SMEs) the necessary supporting tools for profitably exploit market opportunities ahead. Participants in this workshop are:

- Representatives of space industry and companies, willing to take an active role in the definition and implementation of innovative Space based technology Applications.
- Stakeholders of SMEs acting in the space sector, willing to implement the identified Best Practices at local level;
- Institutional demand and public procurement bodies, interested in co-creating space based advanced service (Environment and Safety, Territory Survey, Transport and Mobility)

***Schedule:***

- 14:30** ***Workshop introduction***  
*(Juergen Vogel, GruenderRegio M, Germany)*  
***Recipe to implement a Joint Action Plan for supporting Demand Creation for GNSS Downstream Market region / cluster*** *(Marco Conte, ESoCE-Net, Italy)*
- 14.50** ***Industrial Business Forum: Panel on "Barriers and Challenges for Industry in the GNSS Downstream Market"***, *Giovanni Sylos Labini, President of AIPAS and Industry*  
*GMES/GNSS SME from Lazio (Dora Costantini, Geosystems); GNSS application SMES from Lazio (Giacomo Mangano, Bluethread) GNSS application company from Leiden; GNSS company from Prague*
- 15:30** ***GNSS downstream market: Positioning and future policies of strong GNSS Regions***  
*Bavaria (Sven Brunsmann, Senior Project Manager, bavAIRia; Lazio (Gerardo Lancia, FILAS)*
- 16:00** *Coffee Break*
- 16:30** ***Session 2 – INNOFIT Joint Action Plan: Panel on "Analysis of proposed actions, feedback and funding opportunities"***  
*Interactive session facilitated by ESoCE-Net, in which SMEs, RDAs, Public Investors, Nereus & ENCADRE Customers as well as Service Providers will identify actions required to make GNSS downstream markets take-off for SMEs in Europe.*  
*Boris Kennes, (GSA), Walter Piperno (ASI); Giovanni Sylos Labini, President of AIPAS and Industry); CSO representative (Karel Dobes), DG TREN (Antonio Colaço)*
- 17:30** ***Closure***



***Workshop 2: Open Innovation IT Service Platform and Living Labs***

The current market is characterised by globalisation, rapidly changing demands to design and deliver innovative products and services with great value in a timely matter. In this evolving international business scenario, the need for new, collaborative working models and practices to support innovation is emerging as an important and strategic factor for EU enterprises, struggling to cope with global competition and internationalisation challenges. It is fundamental to enhance relationships/partnerships among organizations, their human capital resources and the surrounding territory in a fully collaborative way, especially at SMEs level.

In such a context, the Concurrent Innovation paradigm and Living Lab approach are currently being implemented at territorial level by leveraging the synergies existing between Public Administrations, Regional Development Agencies, Industry, Research Centres and Academia, freelance Professionals and Citizens, which can all share the objective of such an initiative, thus bringing together all the necessary ingredients (financial resources, technology providers, societal stakeholders, customers) along the value chain of the identified product/service, needed for the successful establishment and sustainable operations of full Living Labs settings (also called Functional Regions).

The COIN project, which is supporting the present workshop, is developing ICT integrated solution and services to support the above described vision, starting from notable existing research results in the field of Enterprise Interoperability (and made available by the whole Enterprise Interoperability DG INFSO D4 Cluster) and Enterprise Collaboration.

The main objective of this workshop is to understand how the COIN project and the Living Labs can collaborate to increase the overall impact of the COIN system and available solutions. Are Living Labs just users of interoperability and collaboration solutions or can they effectively contribute to populate COIN solution offer by enabling SMEs IT developers in partnering with COIN? Can they be also used for testing new IT services, thus contributing to their evolution and deployment in real life settings?

Expected results from this workshop is to facilitate the collaboration between COIN and the Living Labs ENoLL community, which counts, with the 4<sup>th</sup> wave call still ongoing, not less then 129 Living Labs organization registered. Participants in this workshop are:

- Researchers in the Enterprise Interoperability and Collaboration domain,
- IT industry, willing to collaborate and get involved along the various COIN project phases, especially SMEs through their reference Living Labs;
- Representatives from the Living Lab Community, willing to learn how to utilise COIN platform in order to build advanced, innovative pilots and create business opportunities in general;
- Industrial associations and SMEs' stakeholders in general.

***Schedule***

- 14:30-14.45** ***Workshop Introduction: workshop objectives and opportunities*** *Roberto Santoro; Sergio Gusmeroli (ESoCE-Net/TXT, Italy)*
- 14.45-15.15** ***COIN4LL White Paper: how COIN can benefit from the Living Lab Community and viceversa*** *Marc Pallot (ESoCE-Net, France)*
- 15.15-16.00** ***Living Lab related IT applications***  
*Voralberg Living Lab, Jens Schumacher*  
*Lutin UserLab, Charles Tijus, LUTIN*  
*Supporting Creativity in Living Labs, Klaus-Dieter Thoben, BIBA*  
*Supporting Communities in Living Labs, Kjetil Kristensen, ESoCE*  
*Territories of tomorrow Living Lab, Andre Loechel, ToT Llab*
- 16.00-16.30** ***Coffee Break***
- 16.30-17.30** ***Collection of needs and suggestions for facilitating the adoption of EI/EC service platform at Living Lab level and for involving the Living Labs in the exploitation loop.***

***Closure***