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**Networked Enterprise transFormation
and resource management in Future
internet enabled Innovation CloudS**

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Environments

Deliverable D 8.2

Collaboration Plan

Work Package WP8

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Executive Summary

The objectives of the WP 8 are to create and foster a NEFFICS Community of innovative networked enterprises and communicate project results to networked business communities and disseminate the project work; specifically, to:

- Create and foster a NEFFICS Community of innovative networked enterprises
- Communicate project results to networked business communities and disseminating the project work to maximize the impact of NEFFICS results
- Contribute to ongoing standardization efforts
- Plan and coordinating exploitation of project results
- Co-operate in cluster concertation activities with other ICT projects under Challenge 1 such as the Future Internet Assembly (FIA) and more specifically the "Internet of Things and Enterprise Environments" Objective.

The NEFFICS projects collaboration plan is founded on the vision of innovative integration and improvement of the results of previous projects. Below is developed a report with a full description of FP7 and other projects providing relevant results and collaboration synergies to and with NEFFICs. These will be used to improve the impact of the NEFFICS project.

The report begins with presenting firstly collaboration activities in the first 6 month for deliverable D 8.2 "Collaboration plan" of the NEFFICS project, including the results of task T8.5 defined in the Description of Work. This is followed with a list of planned activities in the next coming 12 month period of NEFFICS. These collaboration activities are and have been continuously under development and will therefore be adjusted as the NEFFICS project develops. The deliverable therefore summarizes the actual and potential collaboration projects and plan for NEFFICS activities in particular the activities for the first 6 month which was known at the reporting time. The initial version of the collaboration plan after month 6 will be continuously updated with all the subsequent collaboration activities and plans carried out by NEFFICS partners together and single wise.

The consortium members have provided contributions (where relevant) to the following activities and plan, within the context of T8.5, namely cooperation with other ICT projects in Challenge 1 and the Future Internet Assembly (and other relevant EU initiatives) :

- Exploitation of synergies / technical "concertation" and policy contribution: participation to workshops, contribution to some of the working groups.
- Joint activities for exchange, dissemination, road mapping and training
- Production of dissemination material that can be used for communication towards the general public.
- Co-ordination of standardisation efforts
- Contribution to repositories of reference implementations

The structure of this report is based on the above categorisation of activities.

The specific plan for next period collaboration, including the specific working group that will participate is reported in detailed in the last section "Collaboration Plan". This will hereafter be followed by deliverables at the end of each reporting period reporting on the activities done and updating the plans for the next period.

The other workpackage tasks cover in detail the individual collaboration project activities in some of these areas (e.g., dissemination, standardisation). Detail description should therefore also be found with reference to documentation in other deliverables. This is noted separately under each activity.

The responsible partner for this delivery is AAU. The Duration of the workpackage is M1 - M36.

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1 Introduction

The collaboration task and plan covers the liaison and co-operation activities with EU projects under the Objective ICT-2009.1.3: Internet of Things and Enterprise environments b) Future Internet based Enterprise Systems and other projects – international and national.

The cooperation aims at exploiting synergies between the projects and increasing the impact of the ICT initiative.

In compliance with its main objectives, NEFFICS is based on combining the two trends of digital business ecosystems and collaborative innovation. It does so by involving experts, customers, users, etc. online and in interaction, underpinned by the participatory, experimental culture and network effects of Web 2.0.

NEFFICS also draws on the state of the art, including the research associated with collaboration and Interoperability services from existing FP7 projects like COIN, complemented with Web 2.0 services like Google Apps. These form part of the infrastructure for the NEFFICS platform, which moreover aims at supporting next generation knowledge management services through knowledge innovation, and integrate with a process-based platform for aggregation and mashup of services and things, including a service based access layer for the Internet of Things.

The above considerations guide our collaboration focus and activities within the research domain of Objective ICT-2009.1.3.

2 Exploitation of synergies / technical "concertation" and policy contribution

The report and plan on exploitation of synergies/technical "concertation" and policy contribution provides information and overview

2.1 Exploitation participation and contribution to projects, working groups and clusters

This section gives an overview of the exploitation participation and contribution to projects, working group and clusters NEFFICS have carried out.

Table 2. Collaboration and Potential collaboration with projects

Initiative	Objective and scope	Achieved and Potential results of NEFFICS	Liaisons Partner
Contribution to projects, working groups/Clusters.			
EUROPE			
FIA (http://www.future-internet.eu/) Categorisation Project cluster	FIA – The European Future Internet Assembly is a collaboration network between projects that have recognised the need to strengthen European activities on the Future Internet to maintain European competitiveness in the global marketplace. Currently FIA brings together around 150 research projects that are part of Challenge 1 of the ICT programme of FP7. FIA is a cluster of FP7 projects in relation to the 6 objectives of Challenge 1 within the ICT Work Programme.	NEFFICS have actively engage with the Future Internet Assembly (FIA) and signed the Bled Declaration, and contribute to the working groups of FIA notably Real World Internet (RWI), Future Internet Service Offer (FISO) and Future Internet Social Economics (FISE). NEFFICS has especially supported the follow-up of the new FIA topic "Enterprises", which is led by Man-Sze Li of IC Focus within FIA, and had its most recent meeting at FIA Ghent in December 2010.	IC Focus
EC JRC IPTS Categorisation Project General	The Joint Research Centre Institute for Prospective Technological Studies (JRC-IPTS) of the European Commission is one of the seven scientific institutes of the European Commission's Joint Research Centre (JRC). The Center is located in Seville, Spain. Since 1994, IPTS promotes and enables a better understanding of the links between technology, economy and society. Its mission is to provide customer-driven support to the EU policy-making process by developing science-based responses to policy	The May 2011 Seville event was a separate event of EC JRC IPTS The conference were held on Thursday 12 and Friday 13 May 2011 at JRC-IPTS, Seville, Spain. The focus of the conference was on the need and potential of FTA to address disruptive transformations in response to grand societal challenges. Man-Sze Li participated on the conference	IC Focus

	<p>challenges that have both a socio-economic as well as a scientific/ technological dimension.</p>		
<p>DG INFSO's FInES Cluster Categorisation Project cluster</p>	<p>FInES cluster represents about 20 FP7 and FP6 projects. Another 9 – 10 new projects from the latest call are invited to participate in 2011.</p> <p>Further information: http://cordis.europa.eu/fp7/ict/enet/ei_en.html http://www.fines-cluster.eu</p> <p>The FInES community consist of +950 stakeholders (users, providers, intermediaries, public authorities, standards organisations, the research community)</p> <p>FInES has a strong focus on cross-domains co-operation (web semantics, web content technologies, grids, collaborative environments, service oriented architectures, eGovernment, etc.)</p> <p>Fines has a natural link with standardisation (CEN's eBIF, ICT Standardisation Study, ETSI, etc.) and EU Enterprise policy.</p> <p>FInES has a strong collaboration and liaison activities in its various networking events and task forces.</p> <p>Head of cluster: Administrator for Research in the Enterprise Networking Unit of the Information Society Directorate-General Cristina Martinez – DG Information Society and Media, European Commission</p> <p>Co-Chair FInES Cluster: Man-Sze Li IC focus</p>	<p>NEFFICS partners have actively contributed to FInES Cluster.</p> <p>Man-Sze Li of IC Focus is the voluntary chief editor of major Cluster documents published by the European Commission, the latest of which is the FInES Cluster Position Paper on Orientations for FP8 (February 2011). Man-Sze Li has been the Co-Chair of FInES Cluster since its creation.</p> <p>Neffics members have given input and been active in the formulation of the Position Paper on Orientations for FP8 "A European Innovation Partnership for European Enterprises FP 8 document.</p> <p>NEFFICS partners have actively supported the Cluster work by: (a) providing active inputs to most Cluster initiatives including Cluster publication, dissemination and linking with standardisation bodies notably OMG and CEN;</p> <p>(b) strengthening the Cluster link to industrial organisations in the ICT industry notably the vendor community;</p> <p>(c) creating a bridge between the Cluster and the innovation networks and laboratories.</p> <p>(d) actively participated in cluster meeting and conferences</p> <p>Please also see list of FInES Cluster Meetings - e.g. FInES Cluster meeting of 25 Jan with the full set of presentations and materials associated with the meeting (22 files in all) which has been published by ENSEMBLE at http://www.fines-cluster.eu/fines/jm/January-</p>	<p>IC Focus, Sintef, Cordys, ICI,</p>

		2011/View-category.html. IC Focus – Man-Sze Li and ICI Peter Lindgren - are fully signed up member of the Cluster Task Force on Business Values, Business Scenarios and Business Models, which is led by NEFFICS. The TF is led by Ms Li.	
COIN FP7/ICT IP (www.coin-ip.eu). (ICT-2008-216256) Categorisation Project	<p>The mission of the COIN IP is to study, design, develop and prototype an open, self-adaptive, generic ICT integrated solution. In particular, a COIN business pervasive open-source service platform will be able to expose, integrate, compose and mash-up in a secure and adaptive way existing and innovative to-be-developed Enterprise Interoperability and Enterprise Collaboration services, by applying intelligent maturity models, business rules and self -adaptive decision-support guidelines to guarantee the best combination of the needed services in dependence of the business context, as industrial sector and domain, size of the companies involved, openness and dynamics of collaboration</p> <p>The COIN project aims to design and develop a pervasive, adaptive service platform to host services for Enterprise Interoperability (EI) and Enterprise Collaboration (EC) and make them available under the Software-as-a-Service Utility (SaaS-U) business model to European enterprises (and SMEs in particular) for running their business in a secure, reliable and efficient way.</p>	<p>One real innovation point of the NEFFICS cooperation with COIN have been to concretely implement machine-process able knowledge, best practices and guidelines to some networked enterprises Maturity Models and Collaborative Networks Reference Models, specifically devoted to include SMEs and their aggregation in the networked business revolution.</p> <p>Intelligent Multi-agent systems and Knowledge-based systems are at under development on top of this initiative.</p>	IC Focus, SINTEF
FTA Categorisation General	<p>FTA and Grand Societal Challenges – Shaping and Driving Structural and Systemic Transformations – aims at the need and potential of addressing disruptive transformations in response to grand societal.</p> <p>FTA offers policy and decision makers the potential to look across such transformations, enabling governments and other organisations to become more adaptive and capable of enacting systemic change.</p>	ICI and IC Focus have become accepted by one brief on NEW GENERATION OF BUSINESS MODEL INNOVATION MODELS.	ICI/IC Focus
Ensemble http://www.ensemble-csa	ENSEMBLE project is a coordination and support action (CSA), that combines systemic approaches, scientific multi-disciplinarity, innovative	Provide informal support and guidance, input to various calls for actions of Ensemble	IC Focus

Categorisation Project	<p>Web 2.0 collaboration tools with a community-driven mentality, to significantly increase the impact of the future internet enterprise systems domain.</p> <p>Objectives: To engage the ENSEMBLE Network as a wider, active, open and consolidated community that actively contributes to the ENSEMBLE results. To establish the Fundamental Foundations for the Interoperability Science by defining the methodological approach on how to gradually develop the Science Base and by delivering a set of its initial components. To envision Future Research Directions incorporating the emerging research advancements of the cluster projects and supporting future editions of the FinES Research Roadmap. To collaborate with Research Projects under Challenge 1, which work together through the Future Internet Assembly, and more specifically with the active FinES cluster projects under the "Internet of Things and Enterprise Environments" Objective. To deploy a Collaboration Portal as a Web 2.0-oriented core point of access for the research community that aggregates up-to-date content, fosters collaboration and supports the ENSEMBLE developments. To increase awareness and spreading knowledge through face-to-face interactions in workshops and events, and virtually, harnessing the power of social media.</p>		
NESSI Categorisation General (European Technology Platform)	SINTEF and IC Focus are active members of the European Technology Platform (ETP) NESSI;	Various partners of NEFFICS contributed to NESSI working groups on different aspects of services	SINTEF, IC Focus
AT-ONE Categorisation Project	<p>The AT-ONE project intends to further develop the area of service-design together with Norwegian research- and teaching organizations and industry. It develops methods, knowledge, service innovations and have created a centre of competence in service innovation to serve Norwegian industry.</p> <p>AT-ONE, http://www.service-innovation.org/</p>	AT-ONE developed a workshop oriented service design approach. NEFFICS have build on that knowledge and transform some of those processes to an online environment to enable a greater outreach	SINTEF
CSI	Norwegian Center for Service Innovation (CSI) - CSI - Center for	Both Induct and SINTEF are partners of CSI. We will	SINTEF

<p>Categorisation Project</p>	<p>Service Innovation. CSI aims to increase the quality, efficiency and commercial success of innovation activities at leading Norwegian providers.</p> <p>http://www.nhh.no/no/forskning-og-fagmilj%C3%B8/sentre-og-programmer/nhh-2021/tjenesteinnovasjon/csi.aspx</p> <p>The Center for Service Innovation (CSI) is a project supported by the Norwegian Research Council (NFR). It aims to increase the quality, efficiency and commercial success of innovation activities. CSI will identify service innovation challenges and opportunities, transform them into relevant research themes, and implement best practices, in collaboration with KIBS partners working as innovation enablers. Four service innovation challenges will be pursued as initial research themes: Innovations in customer and brand experiences; Open and co-creating innovation processes; Business model innovations and, finally; Infrastructure- and structural innovations.</p>	<p>develop concepts and methods to define, understand, measure and capture user / brand experience, which can be reused in a later stage in NEFFICS. Requirements for co-creation and open innovation will also be studied (qualitative and quantitative methods), in collaboration with NEFFICS. Results from NEFFICS will also be reused and exploited in CSI. Further development on Induct platform will give support for business model innovation (i.e. inspired from building blocks of Osterwalder, and from AAU) and service innovation.</p>	<p>Induct</p>
<p>NETworked POWER¹ Categorisation Project</p>	<p>The innovation of NETworked POWER is based on utilizing social software technologies for the consumer market for innovation purposes at the commercial level in the industry, and at the societal level in the NPOs. The novelty of NETPOWER is particularly related to:</p> <ul style="list-style-type: none"> • New social software solutions for innovation. • New knowledge on innovation through social software. • New knowledge on how to increase involvement of citizens in policy-making processes • New methods and processes supporting the development of professional purpose social software 	<p>NEFFICS is making use of knowledge about end-users participation in innovation using social software solutions developed in NETworked POWER</p>	<p>SINTEF</p>
<p>Proact – DG6² (FP6-2004-KNOW-REG-2) - Hungary partner</p>	<p>In ProAct, 4 old and 4 new member states of the EU (Austria, Denmark, the Netherlands the UK and the Czech Republic, Hungary, Poland and Slovakia) join forces in search of best practice of regional innovation policy</p>	<p>NEFFICS have used a number of innovation and business model innovation experience and results of the Proact Project created by the Proact consortium and ICI</p>	<p>ICI</p>

¹ NETworked POWER, http://networkedpower.origo.no/-/page/show/3345_project-description

² Integrating and Strengthening the European Research Area, Coherent development of research and innovation policies, Regions of knowledge

<p>Categorisation Project</p>	<p>implementation. The main analytical method was process benchmarking in order to summarise the effective tools and methods of regional research and innovation policy implementation and to explore coordination possibilities between the developed and less developed EU regions' innovation policy in general and between the ProAct consortia members in particular.</p>	<p>including research and networks, access to innovation partners and other execution environments to from the baseline analysis for WP4. Neffics hae followed the work done by the proact group beyond the finalization of Proact especially the work from GSI Hungary.</p>	
<p>ICI Categorisation General</p>	<p>International Center for Innovation (ICI), recently established in the northern part of Denmark aims at establishing a strong platform and framework for innovation of global business models. The Center is located at Aalborg University now with virtual office in Silicon Valley, Shanghai and München at Innovation Center Denmark representative of Ministry of Science and Innovation – strongly rooted in the international research environment – with researchers based in the US (Silicon Valley), Asia (Shanghai) and Europe. www.ici.aau.dk</p>	<p>ICI have in the first 6 month brought BM innovation knowledge from the NEFFICS project into the ICI project. Especially focus is on 3 (Provital, View World, Safe network) of the 11 ICI networks, which is believed to be able to be usefull in the NEFFICS output and platform. 2 PhD projects have been announced to begin in august/september 2011 – one focusing on Multi Business models - How to establish multi business models in a Global business environment. What are the typologies of different Multi Business models? The digitalized Business model – How is the Business Model constructed and what are the relations between the different building blocks of a business model?</p>	<p>ICI</p>
<p>Satellite/Gomsp pace Categorisation Project</p>	<p>High Technology Project on new Business model for mini Satellites financed by the Ministry of Science and Innovation. http://hoejteknologifonden.dk/en/ www.gomspace.dk</p>	<p>ICI works with Gomspace case to be one use case in NEFFICS and tries to enrolled Gomspace case in the NEFFICS project</p>	<p>ICI,</p>
<p>Women In Business Categorisation Project</p>	<p>Women in Business (WiB) aims at strengthening the competitive advantage to companies in the Kattegat/Skagerrak region, via stipulating BM innovation, development and sustainable growth in SMV companies managed and run by women. The project aims at attracting new</p>	<p>3 BM Innovation workshop and 2 Innovation use cases which will be enrolled in the NEFFICS use cases have come out of this project.</p>	<p>ICI</p>

	<p>knowledge with the aim of developing growth and development to female entrepreneurs in the region of Kattegat/Skagerrak. The project aims at developing and implementing new innovation methods and models to the regional actors.</p>		
<p>Nordic worlds.net Categorisation Project</p>	<p>The Nordic Virtual Worlds Network (NVWN) project is a pan-Nordic, interdisciplinary project focused on investigating entrepreneurship and innovation in relation to virtual worlds. The project runs from March 1, 2010 to February 28, 2012 and has a budget of approximately NOK 6 mlo. The project's primary financier is the Nordic Innovation Center (NICe).</p> <p>The Nordic Virtual Worlds Network Project has two main objectives:</p> <p>1) The first objective is to explore how SMEs and entrepreneurs globally are using and could use Virtual Worlds (VWs) to improve their competitiveness.</p> <p>2) The second objective is to create a Virtual Center for VW Entrepreneurship & Innovation in order to stimulate and facilitate knowledge and resource sharing and networking among individuals and organizations interested in VWs.</p> <p>http://nordicworlds.net/ http://nordicworlds.net/2011/02/21/virtual-worlds-and-business-models/ http://www.slideshare.net/eteigland/enhancing-innovation-through-virtual-worlds-7019729</p>	<p>ICI together with Stanford Research Center SRI Consulting Business Intelligence (SRIC-BI) in Menlo Park, California, US – Eilif Trondsen and Robin Teigland Associate Professor at the Center for Strategy and Competitiveness at the Stockholm School of Economics (SSE) are working with a project on Business models in the virtual world. In particular related to Women in Business project. Preliminary we are discussing and transforming first hand knowledge on BM and BM innovation related to Virtual worlds and NEFFICS project.</p>	<p>ICI/</p>
<p>ASPIRE IP (www.fp7-aspire.eu)) Categorisation Project</p>	<p>The aim of ASPIRE project is to change the current RFID deployment paradigm, through introducing and boosting a shift towards royalty-free RFID middleware, while also placing the middleware at the heart of RFID infrastructures.</p> <p>ICI is collaborator of the team in Aalborg University coordinating the FP7/ICT ASPIRE IP (www.fp7-aspire.eu).</p>	<p>Collaboration have just started. First meeting have been carried out. Planed to be increase in next time period.</p>	<p>SINTEF, ICI</p>
<p>KIPL Categorisation Project</p>	<p>Customer Innovation Leadership research project – Ministry of Innovation and Science</p>	<p>Experience of 10 Use cases on Innovation of Business models, where 2 use cases (Katalabs and Yoonoodle.com) will be</p>	<p>ICI</p>

		enrolled in the NEFFICS project.	
MAGNET (IST-507102) and MAGNET Beyond ³ (IST-027396) Categorisation Project	MAGNET Beyond is a continuation of the MAGNET project. Magnet Beyond takes the MAGNET vision of personal services over Personal Networks a step closer to reality. It introduced new technologies, systems, and applications that are at the same time user-centric and secure. MAGNET Beyond developed user-centric business model concepts for secure Personal Networks in multi-network, multi-device, and multi-user environments. My Personal Adaptive Global NET (MAGNET) and MAGNET Beyond, http://magnet.aau.dk/	NEFFICS have used a number of technological and business model experience and results of the Magnet and the Magnet Beyond project created by the CTIF and ICI including research and networks, access to innovationhubs other execution environments.	ICI
NEWGIBM, Categorisation Project	The Newgibm, was funded by Ministry of Science and Innovation and EU – Social fund focused on Business model and Business model innovation in SME’s	A join collaboration to publish main results and use/further develop previously developed workshop tools and learning has been discussed. Further results and knowledge held public by NEFFICS projects has been agreed to be published.	ICI
M-commerce, Categorisation Project	M-commerce was funded by Ministry of Science and Innovation focused on Business model and Business model innovation in SME’s supported by Mobile and wireless technology	The results and output of M-commerce project were used in the first period of NEFFICS to	ICI
Blue Ocean Project Categorisation Project	Blue Ocean project previously funded by Ministry of Economics focused on Business model and Business model innovation in SME’s supported by the Blue Ocean framework in the innovation process.	The result of Blue Ocean project were usefull in the understanding and baseline analysis of Value proposition and New Value understanding of Business model and Business Model Innovation. Further some of the use cases from Blue Ocean project could were usefull for NEFFICS project (Provital)	ICI, IC Focus
Skive Council Categorisation General	Skive Council – www.skive.dk is one of Denmark's 98 council placed in 1 of Denmark's 5 region Midtjylland http://www.regionmidtjylland.dk/Om+regionen/English in an area with previously traditional furniture, metal, Fishing and agriculture related industry, however with continuously diminishing operating business and especially new SME’s – called with a	NEFFICS platform is expected to be able to service this development in the next coming periode. Two workshop is planned to take place in the spring 2011.	ICI

	<p>nickname "The rotten banana area". The council is extremely interested to develop the council out of this negative spiral finding new BM and attract new business and knowledge to the Council www.skive.dk</p>		
<p>CTIF Categorisation General</p>	<p>CTIF Center for TeleInfrastruktur (CTIF) focuses its research in the 6 areas</p> <ul style="list-style-type: none"> - Cognitive Communications, Embedded & Resource Optimal Communication, Multimedia, Applications and Services, Network Architecture, Positioning and Localization, Telehealth <p>CTIF has an interdisciplinary profile and CTIF's vision is to create a new dimension of research, education, innovation and entrepreneurship leading towards emerging communication technologies.</p> <p>CTIF's mission is to serve as a platform for joint activities in the convergence of networks, technologies, services and applications through regional, national and international cooperation.</p> <p>www.ctif.aau.dk/</p>	<p>ICI (Peter Lindgren) is head of thematic area 3 Multimedia, Applications and Services and through this area NEFFICS projects is able to gain knowledge and make join collaboration. ! PhD project with AIT Greece student on Networkbased business models supported by wireless technology has been accepted and approved upon.</p> <p>Opening of CTIF department in Princeton New York US 26 April 2011.</p>	ICI
<p>Rapid Categorisation Working Group</p>	<p>RAPID is a European group working on Risk Assessment of Process Integration in Dynamic, Federated Services [RAPID]</p>	<p>ICI have join and EU project application on FIRE is associated with ICT objective 1.6 of WP2011-2012 including a new subject 1.6d on Internet Science, deadline was 18/01/2011</p>	ICI
AFRICA			
<p>IEEE, IST-Africa 2011 Categorisation General (regional initiative & conference)</p>	<p>IST-Africa 2011 Focus</p> <p>IST-Africa 2011 will focus on the Role of ICT for Africa's Development and specifically on Applied ICT research topics addressing major societal and economic challenges, which is part of the European Commission's Information Communications Technologies (ICT) Theme of FP7. The Conference Programme combines strategic keynote presentations, technical and policy papers, case studies, workshops, an exhibition and social activities.</p> <p>Hosted by the Government of Botswana through the Department of Research, Science and Technology,</p>	<p>NEFFICS-led Workshop on Networked enterprises: Potential and Opportunities for Businesses in Africa</p> <p>Chair: Man-Sze Li , IC Focus , United Kingdom</p> <p>Speeches:</p> <p>Man-Sze Li , IC Focus , United Kingdom</p> <p>Peter Lindgren International Center for Innovation Aalborg University</p> <p>See http://www.ist-africa.org/Conference2011</p>	IC focus/ICI

	<p>Supported by the European Commission and African Union Commission and Technical Co-Sponsored by IEEE, IST-Africa 2011 will take place in Gaborone, 11 - 13 May 2011.</p> <p>Part of the IST-Africa Initiative, which is supported by the European Commission under the ICT Theme of Framework Programme 7 (FP7), IST-Africa 2010 is the sixth in an Annual Conference Series which brings together senior representatives from leading commercial, government & research organisations across Africa and from Europe, to bridge the Digital Divide by sharing knowledge, experience, lessons learnt and good practice and discussing policy related issues.</p> <p>IST-Africa directly supports the goals of the Africa-EU Partnership on Science, Information Society and Space, the African Ministerial Council on Science and Technology (AMCOST) and the Consolidated Plan of Action for the African Regional Action Plan on the Knowledge Economy (ARAPKE).</p>		
US			
<p>Peace Innovation at Stanford University</p> <p>Categorisation</p> <p>General (initiative & conference)</p>	<p>Peace.facebook.com and http://peace.stanford.edu/ at Center for Persuasive Technology.</p> <p>http://captology.stanford.edu/</p> <p>The Persuasive Tech Lab</p> <p>The aim of Stanford Persuasive Tech Lab performs research into computers as persuasive technologies. It is part of H-STAR, the Human Sciences and Technologies Advanced Research Institute at Stanford University.</p> <p>Persuasive technology began at Stanford in the 1990s. BJ Fogg used methods from experimental psychology to demonstrate that computers can change people's thoughts and behaviors in predictable ways. His thesis was entitled "Charismatic Computers." BJ Fogg went on to found the lab in 1998.</p> <p>Persuasive technology is now a global area of research and design. In the early days, the lab was doing research, conducting classes, and organizing events at Stanford.</p>	<p>Workshop 6 – 9 februar 2011 – see program on e-room</p> <p>Planned.</p> <p>Workshop 1.03.2011 Parc Palo Alto California US</p> <p>Workshop Google, Facebook ultimo marts/early april 2011</p> <p>The NEFFICS projects can through this project gain access to a use case on New business model development with in real time innovation, with mega data tracking, output of BM not explicit related to money, multi business model innovation, Global BM innovation and not least high speed BM innovation</p>	<p>ICI</p>

Younoodle.com Categorisation General	Younoodle.com is a platform for over 20.000 start up companies world wide. You noodle startup companies are highly knowledge based and mostly come out of Universities.	Plan to establish research on startup companies and BM innovation	ICI
E100 Roundtable Categorisation General	E-100 Roundtable is a global network of 180 leaders across 67 nations with expertise in all dimensions of Knowledge Innovation strategy. Already, this virtual network of talent has met in NYC, Helsinki, Barcelona, Monterrey [MX] and Muscat [Oman]. Participants are represented on the Global Knowledge Leadership Map – http://www.entovation.com/kleadmap/index.htm .	If successful our collaboration will bring WSIE 2011 to Boston. The purpose is to provide a unique experience bringing some of the best talent in the world to the doorstep of the Boston and - in so doing – open a window to potential activity that otherwise might not be easily accessible to those from other nations. Last limits are only our imagination and ability to command resources.	ICI, IC Focus
H-star Categorisation General	H-STAR is a Stanford interdisciplinary research center focusing on people and technology. H-STAR, the Human-Sciences and Technologies Advanced Research Institute, is a Stanford interdisciplinary research center focusing on people and technology — how people use technology, how to better design technology to make it more usable (and more competitive in the marketplace), how technology affects people's lives, and the innovative use of technologies in research, education, art, business, commerce, entertainment, communication, national security, and other walks of life. Among the large, complex, global problems that are at the heart of the H-STAR research agendas are: <ul style="list-style-type: none"> •Reducing complexity of technology to enable its universal uses for work, learning and other vital sectors of life closing digital divides across class, race, gender, age and nations, so that access to and fluencies with technologies can provide equal opportunities to learn and work productively for personal and societal well-being •Accelerating innovation in the creation and diffusion of products and services that better meet human needs •Solving security and trust problems of 	ICI have been guest research at H-star and build up relationships and gain knowledge from different Stanford projects which can give usefull knowledge to NEFFICS.	ICI

	<p>computing, communications, and information systems at home, work and in governmental affairs</p> <ul style="list-style-type: none"> •Ensuring pervasive safety and health of people over the lifespan with human-centered technology innovations 		
<p>Media X Categorisation General</p>	<p>Media X Stanford University</p> <p>Media X is Stanford's catalyst for industry and academic research partnerships on the impact of information and technology on society. Drawing on the world class capabilities of over 90 Stanford research leaders and their graduate students, Media X stimulates fundamental insights into innovation, helping accelerate successful outcomes. Media X is a forum for virtual and physical meetings, an incubator of ideas, and a programmatic framework to encourage and support multi-disciplinary research initiatives. Its mission is to provide new insights on the relationship between people and technology, how technology affects people's lives, how to better design products and services to make them more usable (and more competitive in the marketplace), and the innovative use of technology in research, education, art, entertainment, commerce, communications, and national security. Media X has an open and collaborative culture and outlook, it does have a privileged relationship with its members. Members have a unique chance to benefit from the transfer of creative ideas; discuss with researchers about interactive demonstrations; brainstorm on product development; collaborate with other member companies and make important connections. Members have access to premium content, invitation-only events, opportunities to influence key outcomes and sponsor visiting scholars.</p> <p>The Media X Visiting Scholar program helps world-changing innovators from academia, government, the non-profit sector and industry become part of the Stanford community and amplify the impact of their remarkable projects and activities. Scholars are drawn from many disciplines that reflect the diversity of the Media X community.</p>	<p>NEFFICS partner – Peter Lindgren have participated in Media X workshop with Konica/Minolta on innovation of business models and service innovation. Further we have arrange workshop together with Media X and have commenced first meetings on collaboration on Network based BM innovation</p>	<p>ICI</p>

	http://mediax.stanford.edu/		
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2.2 Synergies/technical concertation and workshops

Synergies/technical concertation outside of NEFFICS – EU project, other than EU projects.

Table prepared but nothing to report yet.

Table 1. Collaboration on Synergies/technical concertation and workshops

Projects	Date	Objective scope	and	Potential results of NEFFICS	Liaisons Partner
EUROPE					
Synergies/technical concertation					
US					
Synergies/technical concertation					
AFRICA					
Synergies/technical concertation					
OTHER					
Synergies/technical concertation					
Workshops					
EUROPE					
US					

3 Joint activities for exchange, road mapping, dissemination

This section gives an overview of the exchange, roadmapping and dissemination participation and contribution carried out in the NEFFICS projects, working group and clusters.

Table 3. Joint activities for exchange, roadmapping, dissemination and training

Projects	Objective and scope	Achieved and Potential results of NEFFICS	Liaisons Partner
Contribution to exchange. (Nothing to report yet)			
<i>EUROPE</i>			
Contribution to roadmapping			
<i>EUROPE</i>			
DG INFSO's FInES Cluster Research Roadmap	A new version of the research roadmap s under development, to which NEFFICS is contributing in its conception and focus.	The Roadmap will set priorities for the FInES domain in the transition to FP8 and beyond. It is expected to influence the conclusions and recommendations of the NEFFICS research results.	IC Focus, , ICI,
Contribution to dissemination			
NEFFICS's dissemination activities is reported in NEFFICS dissemination report D.8.3 (due M12).			

4 Production of dissemination material that can be used for communication towards the general public.

This section gives an overview of the dissemination material that can be used for communication towards the general public.

4.1 Collaboration on production of dissemination material

Collaboration on production of dissemination material that can be used for communication towards the general public can be seen in the list and report on dissemination D 8.5. Report will be published in month 12.

Table 4. Collaboration on production of dissemination material

Dissemination material	Place of source
International Journal	See D.8.3
Video	See D. 8.3
Conference speech	See D.8.3
Slides/presentation	See D.8.3

5 Collaboration and Co-ordination of standardisation efforts

This section gives an overview of the standardisation efforts NEFFICS have carried out in the time period.

A short view of the activities are listed below. This chapter will in future cover those activities in an EU project concertation context, which contributes to the FinES Cluster Task Force on Standardisation, where applicable. At the reporting time there was no contribution to report as far as those mention above.

5.1 Collaboration and Co-ordination of standardisation efforts

Collaboration on NEFFICS groups standardisation efforts can be seen in the list beneath and detail report on standardisation and detail standardisation report will be documented in D 8.3

NEFFICS project aims at contributing to standards in the following areas.

Table 5. Collaboration and co-ordination of standardisation efforts

Co-ordination of standardisation efforts	Date	Objective and scope	Potential results of NEFFICS	Liaisons Partner
VDM	1 st submission deadline: May 23 rd 2011	Proposals for a Value Delivery Meta-model specification for modelling customer value delivery. Integrated value delivery models provide context for understanding the impact of services on multiple lines of business, and helps configuring new lines of business, making use of existing or new business services. Work is carried out with other partners as Fred Gummins, Verna Alee, Pete Rivett , Klaus Loehnert, Bill Ulrich, William Ulrich, Pavel For further information please see D3.3	Standardization of VDM	Cordys, SINTEF, ICI
Case Management	1 st submission deadline: May 23 rd 2011	This RFP solicits proposals for a meta-model extension to BPMN 2.0 to support modelling of case management processes. Case Management focuses on actions to resolve a case - a situation to be managed toward objectives. For further information please see D5.4.	Standardisation of CPM	Cordys, Sintef
CEN-CENELEC		CEN is, The European Committee for Standardization and CENELEC, the European Committee for Electro technical Standardization, are collaborating on their standards work in the domain of Information and Communication Technologies (ICT). http://www.cen.eu/CEN/sectors/sectors/iss/s/Pages/default.aspx Induct have participated in the work carried out in CEN and CENELEC.		Induct

OMG		OMG's mission is to develop with worldwide membership, enterprise integration standards that provide real-world value. OMG is also dedicated to promoting business technology and optimization for innovation through its Business Ecology® Initiative (BEI) program and associated Communities of Practice. http://www.omg.org/index.htm	NEFFICS partner is lead on Standardisation on VDM and Case Management. (see above).	Cordys, SINTEF, ICI
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6 Overview and summary on NEFFICS project collaborations carried out in the first 6 month

As can be seen NEFFICS project have tried to full fill the general strategy for ensuring the European dimension of the NEFFICS research, throughout the first periode of the whole project, the NEFFICS consortium have in the first 6 month:

- Relate its research to ongoing and finished research efforts in other research activities
- Re-use and extend the results of other research activities, where feasible and appropriate
- Actively contribute to European research clustering and concertation initiatives
- Tried to close the gap between technological oriented research with enterprise business application innovation
- Strengthen the link between research, standardisation and community outreach.

The consortium members have through the time period commit themselves to provide contributions in different projects, clusters, networks and areas both together and individual in the first 6 month with the above mentioned activities and via exploitation of synergies / technical concertation: participation to workshops, contribution to the working groups as listed .

The following table sums up the collaborations activities carried out in NEFFICS in the first 6 month of NEFFICS project.

Table 8. Sum up of Collaborations activities carried out in NEFFICS (6month)

Projects	Number	Name, objective and scope	Categorisation of Collaboration	Liaisons Partner
Collaborations	23 EU 5 US 1 Africa	Please see list above	EU – 5 Project General, 2 Project Cluster, 15 Project, 1 Working Group US - 5 Project General, Africa - 1 Project General,	IC Focus, Sintef, Cordys, Induct, ICI
Workshops	2 EU/US 1 Africa	Workshop Innovation BM Workshop Emerging BM and BM Innovation Models IST Africa	Workshop	ICI, ICI Focus
Standardization	3	VDM, CASE MANAGEMENT	3 Standardization projects	Cordys, SINTEF, ICI

7 Overview and summary on Planned NEFFICS project collaborations activities to be carried out in the next 12 month

As can be seen NEFFICS project have tried to full fill the general strategy for ensuring the European dimension of the NEFFICS research, throughout the first periode of the whole project, the NEFFICS consortium have in the next 12 month the following plan for collaboration activities:

Projects	Number	Name, objective and scope	Categorisation	Liaisons Partner
Collaborations	24 EU 6 US 1 Asia 2 Africa	List please see above and projects will be released on Neffics Website when they are public	EU – 7 Project General, 2 Project Cluster, 15 Project, 1 Working Group US - 6 Project General, Africa - 2 Project General,	IC Focus, Cordys SINTEF, Induct, ICI,
Workshops	3 (2 already planned, 1 scheduled)	1.Strategic Workshop BM Digitalisation 2. IST Africa 3 EU/US workshop on future Business model innovation and Business model Values (Working titel)	Workshop	ICI, IC Focus
Standardization	3	VDM, CASE MANAGEMENT		Cordys, SINTEF, ICI

The above mentioned collaboration activities are already planned and beneath is some more specific details on some of the planned activities

FInES Cluster:

- Active contribution to the following Cluster Task Forces:
 - Business Values, Business Scenarios and Business Models
 - FInES Architectures (FInES ARCH)
 - FInES Research Roadmap
 - Going Global: The International Dimension of FInES Research and International Cooperation
 - Support to the rest of the Cluster Task Forces where relevant
- Contribution to additional publications of the FInES Cluster beyond the Task Force, in the overall Cluster perspective, where applicable
- Contribution to the coordination effort of the Cluster Support Action ENSEMBLE

- Contribution to the strategic direction and programming of the FInES Cluster
- Participation and input to all Cluster meetings

In addition, NEFFICS plans to organise one of the Cluster meetings in 2012. NEFFICS will lead a doublet session Workshop on Networked enterprises: Potential and Opportunities for Business Model Innovation in Africa arranged by Man-Sze Li, IC Focus and Peter Lindgren International Center for Innovation Aalborg University. See <http://www.ist-africa.org/Conference2012> when it is open and also Neffics website

Internet of Services Cluster:

- Contribution and dissemination to the relevant activities in the IoS Cluster, particularly those relating to Cloud Computing, in 2012

Future Internet Assembly:

- Steering and promotion of the enterprise activity within FIA, including organisation of dedicated sessions in FIA in 2012
- Contribution to other FIA activities and working groups, including FISE, FISO, FI Arch, FIA Roadmapping, FIA International Collaboration, and FIA Standardisation – contribution will however be on a case-by-case basis, dependent on the relevance to the NEFFICS scope of work
- Contribution to the publications of FIA, including wiki, blogs, and the annual FIA Book

IST Africa 2012 -

Induct will together with Oslo Municipal arrange Oslo Innovation Week during week 42. Professor Henry Chesbrough Berkley University will be the key note speaker during the "big evening party" in the City Hall on Thursday 20. October. On Friday 21st, Induct will arrange a seminar on Open Service Innovation together with Telenor (www.telenor.com). Neffics are still discussing topics and speakers, and it seems like there will be a session with two parallel tracks - one public and one for companies.

ICI will present a new model on BM innovation Model – The Skandinavian Model for Women Entrepreneurs" on The Women in Business Conference in Aalborg in November 2011. The model is inspired by some of the work done in NEFFICS project.

ICI will participate together with Leading Universities in Denmark in the BIO X project application lead by Aarhus University funded under the SPIR – funding Ministry of Science and Innovation. The project will focus on Cross domain and networks based Business Models Innovation in the Health and Bio sector.

ICI will participate in the Peace Innovation Project at Stanford University collecting use case data emerging Business models and Business Model Innovation Models

ICI will arrange together with Man-Sze LI and Christian Gonzales from The FINES cluster and Stanford University the 2012 workshop on Future Business Model innovation and Business Model Values

ICI, Induct and SINTEF will try to prototype a first digitalized version of the BM together with Katalabs and Computer Science in Stanford. We expect this work to be ready at October 2011.

Annex A. Business model innovation workshop

MMT/ICI/NEFFICS Workshop/Study-program 6th – 9th February 2011

Holiday Inn – San Francisco – Golden Gateway
1500 Van Ness Avenue
San Francisco CA 94109

	Individuel ankomst
Sunday 6.th. Februar – Registration	
Monday 7.th. Februar	
08:00-09:00	Transport from hotel
09:00-10:30	<p>Katalabs and Sirikata</p> <p>CEO Henrik Bennetsen Katalabs, Sirikata Stanford Computer Science Presentation of Katalabs Web 3.0 products, services, processes (3 D virtualization) business- and innovation model software by (focus on digitalization and visualization of the company's products, service and processes)</p> <p>Stanford University, Humanity Lab, Palo Alto – Session takes place at H-star - Condura Hall Panama Street www.katalabs.com</p>
11:00-12:00	<p>Litepoint</p> <p>Presentation of Lite point products and business- and innovation model (focus on global business and service innovation) by CEO Benny Madsen, Pia Simonsen</p> <p>www.litepoint.com</p>
12:00-13:30	<i>Lunch</i>
13:45-15:00	<p>Innovation Center Denmark and ICI</p> <p>Presentation of Innovation Center Denmark and cooperation with ICI</p> <p>http://www.siliconvalley.um.dk/en Innovation Center Denmark -</p>
15:30-17:30	<p>IDEO</p> <p>Presentation of IDEO, Design Thinking by John Stoddard</p> <p>www.IDEO.com</p>
	Transport
18:30–20:00	<p>Open network arrangement with dinner in a nice place in Silicon Valley</p> <p>Possibility to meet local companies by a network arrangement in Silicon Valley</p>

Tuesday 8th. Februar 2011 Stanford University, Palo Alto	
07:00-08:00	Transportation from hotel
08:00-09:00	<p>Professor David Nordfors</p> <p>Presentation of innovation and the innovation's challenges in the Media and Content industry.</p> <p>Focus on "horizontal innovation, intangible products, services and process business innovation models" in the media Industry.</p> <p>http://en.wikipedia.org/wiki/David_Nordfors</p>
9:00-10:30	<p>Professor Chuck House Head of mediaX, Stanford University</p> <p>How to provide new insights on the relationship between people and technology, How technology affects people's lives and how to better design products and services to make them more usable (and more competitive in the marketplace)</p> <p>See http://mediax.stanford.edu Media X a forum for virtual and physical meetings, an incubator of ideas, and a programmatic framework to encourage and support multi-disciplinary research initiatives. MediaX focus on the innovative use of technology in research, education, art, entertainment, commerce, communications, and national security</p>
10:30-12:00	<p>Stanford University Tour and History</p> <p>Coffee, Stanford Bookstore and tour around Stanford University</p>
12:00-13:00	Lunch at Stanford University - Tresidder Student Canteen
13:00 -14:30	<p>Debra Amidon, Founder and CEO, ENTOVATION, International Ltd.</p> <p>Lecture about knowledge Based innovation and relation based business model innovation</p> <p>www.entovation.com www.inthekzone.com Autor to the book "The innovation superhighway: harnessing intellectual capital for sustainable Collaborative advantage"</p>
14:30-16:30	<p>Verna Alee, CEO, ValueNetworks.com</p> <p>Lecture about Value Networks and the ability to pull new business models to the global market Via Value Networks</p> <p>Verna Alee PhD MBA http://www.vernaalee.com/VA/Verna_Aleee.html</p>
16:30-18:00	<p>SRI by Eilif Trondsen</p> <p>Lecture about Virtual Worlds and Business Models in the Virtual worlds together with available innovation tools in the virtual worlds.</p> <p>www.sri.com</p>

Wednesday 9th. Februar 2011	
08:00-09:00	Transportation from hotel
09:00-11:00	<p>Google.com</p> <p>Presentation of Google Stream Manager Heidi Lautrup about the company's products and business- and innovationmodels (Software as a Service) Introduction to workshop</p> <p>www.google.com</p>
11:30-12:30	<p>Mark Nelson Workshop on future new BM</p> <p>Businessmodel workshop with Mark Nelson Stanford Persuasive Technology Lab, Stanford University with presentation and workshop on future new Business model related to social networks and Mega data</p> <p>www.peace.facebook.com</p> <p>http://www.meetup.com/Peace-Innovation-Meetup/members/5330523/</p> <p>http://peace.stanford.edu/</p>
12:30-13:30	Lunch at Stanford
13:30-14:30	Busdrive to San Francisco
14:30-17:00	<p>You Noodle.com</p> <p>Presentation of Younoodle.com by CEO Rebecca Wang about the company's products and business- and innovation model (focus networkbased innovation and business- and innovation model)</p> <p>www.younoodle.com</p>
17:00-18:00	<p>Valuation/sum up. New business models in Silicon Valley and Goodbye</p> <p>Afternoon/evening arrangement – Visit at Local brewery South Park San Francisco, 21. Amendment: http://www.yelp.com/biz/21st-amendment-brewery-san-francisco</p>

Annex B. Workshop – Emerging Business Models and Business model Innovation models

Emerging Business models, Business Values and Business model innovation

A joint H-Star Stanford University, Neffics, ICI and FInES workshop-program

18. – 20. May 2011

Objectives for the workshop

The objective of the 2 day workshop is to hold an initial exploratory dialogue between leading experts from Stanford University/Silicon Valley, Neffics, ICI and the EU FInES Cluster on the inter-related key issues of

Emerging Business models, Business Values and Business model innovation

Stanford University/Silicon Valley, Neffics, ICI and the European FInES cluster will be represented by some key experts with the objectives to discuss and share knowledge about the topic.

The objective is to

- a) Establish a first dialogue on Emerging Business models, Business Values and Business model innovation that the organisers hope will continue and grow in future years, involving an increasing number of new stakeholders on both sides including Stanford and FInES project representatives, possibly as an annual event.
- b) Identify potential common collaboration projects of interest for Stanford University and FInES collaboration

The workshop is part of an ongoing effort to disseminate and debate strategic issues of Business Model and Business model innovation related to the FInES Clusters focus.

The workshop will be arranged with a focus on maximising discussion times rather than sticking with traditional slide presentations. It will conclude with an open final panel discussion session in which all interested parties are invited to participate - including Stanford researchers and faculties, interested network partners and companies from Silicon Valley.

Scope

The scope of the 2 day workshop is to provide insights on emerging Business models and Business model innovation and associated Business Values with particularly the FInES roadmap approach as background.

Key themes include

- Innovative business models and business values in an increasing digital and virtual economy
- The knowledge based, service based, social network and multi business model
- The evolving and changing roles and expectations of stakeholders in a world of high speed Business model innovation
- The multiple facets of sustainability and impacts on business model values, business model output, business metrics and corporate responsibility
- Next generation Business model and Business Model innovation and their impact on ICT systems, focusing on the evolution of and trajectories from the existing ICT paradigm and installations
- The value of digital (intangible) assets in Business Models and their impact on Business model innovation
- Comparison between US and EU approaches to future Business model and Business model innovation – emerging trends.

We intend to have a 2 day workshop arranged with a brainstorming format - prescribed in major themes and defined in chaired sessions. The themes are the organisers' proposals and should be treated as guidance only. We hope this will enable presenters and participants to focus their contributions and optimise workshop discussion. However the organisers are open to other themes which speakers may wish to introduce before and during the workshop.

Target Outcomes

The workshop targets knowledge transfer and exchange of ideas. It also serves to engage and encourage Stanford University/Silicon Valley representatives and FInES Cluster participants to commence collaboration in existing and coming projects. The workshop results and proposed follow-up actions will be fed back to the Stanford University research environment and the FInES community.

A report on the workshop consolidating knowledge and main guidelines/trends to emerging business models, business model values and business model innovation will be elaborated by the organisers of the workshop.

The workshop outcomes and report will be made publicly available and widely disseminated in US and EU.

Participant Profiles

1. Organisers

H-star <http://hstar.stanford.edu/cgi-bin/> at Stanford University, The Neffics project www.neffics.eu, www.ici.aau.dk together with the Fines Cluster

http://cordis.europa.eu/fp7/ict/enet/ei_en.html and <http://www.fines-cluster.eu> and Innovation Center Denmark, Silicon Valley – www.siliconvalley.um.dk/en

2. Moderators/Chair(s)/Rapporteur(s)

Co-founder and Executive Director of the university's H-STAR institute, co-founder of the Stanford Media X research network and Senior Researcher at CSLI – Dr. Keith Devlin

Director IC Focus London, Co-Chair of FInES Cluster - Man-Sze Li

Head of the Future Internet Enterprise Systems Cluster at the European Commission, Information Society and Media Directorate-General - Cristina Martinez Gonzalez

Research Attaché Innovation Center Denmark, Silicon Valley - Lars Beer Nielsen

Associated Professor PhD. Peter Lindgren, Aalborg University visiting researcher at H-star Stanford University

	Individual arrival
	Wednesday 18. May – Arrival and Check in
	Thursday 19. May 2011
08:00-08:30	Transport from hotel to Stanford University
	Chair: Associate Professor PhD. Aalborg University (ICI) - Peter Lindgren
08:30-10:00	<p>Media X – Network mapping and the importance of network in a Business model innovation ecosystem</p> <p>Speaker: Professor Martha Russell and Chuck House Head of MediaX, Stanford University</p> <p>http://mediax.stanford.edu</p> <p>Presentation and discussion on How to provide new insights on the network relationship between people and technology, How network and technology affects business models innovation and lives. How to create a forum for virtual and physical meetings, an incubator of ideas, and a programmatic framework to encourage and support multi-disciplinary research initiatives. How to focus on the innovative use of technology in research, education, art, entertainment, commerce, communications, and national security.</p>
10:00 – 10:15	Coffee Break
	Chair: IC Focus London – Co-Chair of EU FInES Cluster - Man-Sze Li
10:15-11:15	<p>Business model innovation in a world of Persuasive technology</p> <p>Speaker: Professor BJ Fogg, PhD innovator and social scientist</p> <p>http://captology.stanford.edu/ - http://mobilehealth.org/ - www.bjfogg.com</p> <p>Presentation of Stanford Lab, the Persuasive Technology Lab focusing on tech for creating change in health habits, showing what causes behaviour, automating behaviour change, persuading people via mobile phones (mobile persuasion), and the psychology of Facebook.</p>

11:15-12:15	<p>Towards a new generation of Business model innovation in a world of WEB 3.0</p> <p>Speaker: CEO Henrik Bennetsen Katalabs and representative Sirikata Stanford Computer Science</p> <p>Presentation and discussion of Katalabs Web 3.0 products, services, processes (3 D virtualization) business- and innovation model software by (focus on digitalization and visualization of the company's business model – particularly value proposition (products, services and processes). A Web 3.0 based environment for Business model innovation.</p> <p>Stanford University, Humanity Lab – Computer Science, Palo Alto – Session takes place at H-star - Condura Hall Panama Street</p> <p>www.katalabs.com</p>
12:15-13:00	<p><i>Lunch</i></p> <p>Chair: Head of Future Internet Enterprise Systems cluster European Commission - Information Society and Media Directorate-General - Cristina Martinez Gonzalez</p>
13:00 – 14:00	<p>Facebook – The Peace.Facebook.com Project</p> <p>Speaker.: Facebook - Roddy Lindsay – The PeaceDotFacebook team</p> <p>www.peace.facebook.com</p> <p>Presentation and discussion on the evolving business model – The Peace facebook.com</p>
14:00-15:00	<p>A future outlook on Emerging Business models – towards a new concept of Business models</p> <p>Speaker: Neffics group – Yariv Taran and Peter Lindgren Aalborg University</p> <p>www.neffics.eu and www.en.ici.aau.dk/</p> <p>Presentation and discussion on the evolving business model concept and embracing new perceptions, challenges and opportunities of business models. Discussion on the need of a changed view and understanding of the functions and structure of the BM concept related to the question - What will the business models of the future be?</p>
15:00 – 16:00	<p>Value networks in Business Model Innovation</p> <p>Speaker: Value Networks , Founder and CEO Verna Allee, PhD MBA</p> <p>http://www.vernaallee.com/VA/Verna_Alee.html Presentation and discussion on Value Networks and the ability to pull new business models to the global market Via Value Networks</p>
16:00 – 16:30	<p>Coffee Break</p>
	<p>Chair: Associate Professor PhD Aalborg University (ICI) - Peter Lindgren</p>
16:30 – 17:30	<p>Creating a multi business model innovation platform in an entrepreneurial knowledge based world</p> <p>Speaker: CEO Rebecca Hwang – Torsten Kolind You Noodle.com</p>

	www.younoodle.com
	Presentation and discussion with Younoodle.com about the company's multi business model platform and innovation model for start up companies and Young entrepreneurs from the Knowledge institutions. How to encourage young knowledge people to create new business models?
17:30 – 18:00	Transport to Dinner
	Chair.: Lars Beer Nielsen
18:00– 20:00	Open network arrangement with dinner in a nice place in Silicon Valley
	http://www.siliconvalley.um.dk/en Meeting speakers from the workshops, local companies and academics by a network arrangement in Silicon Valley chaired by Innovation Center Denmark, Silicon Valley

Friday 20th May 2011 Stanford University, Palo Alto	
07:30- 08:00	Transportation from hotel
	Chair: - IC Focus London – Co-Chair of EU FInES Cluster - Man-Sze Li
8:00 -9:30	Exploring the Global economy with a Triple Knowledge Lens - Knowledge Based Business Model innovation
	Speaker: Founder and CEO, ENTOVATION, International Ltd.
	The global economic meltdown has left us suspended between the old, outdated traditional financial measures of the past, and the new foundations for sustainable development. Old rules do not apply, but the new rules have not yet been innovated. Presentation and discussion to explore the global economy with a Triple Knowledge Lens, the 15 value capital drivers and a Knowledge Innovation P7 blueprint for global prosperity. www.entovation.com
	www.inthekzone.com
	Autor to the book
	“The innovation superhighway: harnessing intellectual capital for sustainable
	Collaborative advantage
9:30 – 10:00	Coffee Break
	Chair: Head of the Future Internet Enterprise Systems cluster at the European Commission, Information Society and Media Directorate-General - Cristina Martinez Gonzalez
10:00- 11:00	Creating a Business model innovation platform on behalf of social and intangibles in an public/private knowledge based world
	Speaker.: Associate Professor Ph.D. Daniel E. Martin, Ph.D. - California State University, East Bay: Department of Management
	www.csu.com
	Presentation and discussion of Daniel E. Martin's work on Social and cultural measurements on behalf of Social Media mega data.

11:00 - 12:00	<p>Business Model Innovation in an knowledge eco system</p> <p>Raja Rata Consultant, Advisor, and Entrepreneur at Datta & Associates</p> <p>Presentation and discussion on Business model Innovation in an knowledge eco system</p>
12:00- 13:00	Lunch at Clark Center - Stanford University
	Peter Lindgren – Associate Professor PhD. Aalborg University (ICI)
13:00- 14:15	<p>The FInES cluster Roadmap report – perspectives for Emerging Business Values</p> <p>Speaker.: Head of the Future Internet Enterprise Systems cluster at the European Commission, Information Society and Media Directorate-General - Cristina Martinez Gonzalez and Co-Chair of EU FInES Cluster - Man-Sze Li,</p> <p>Presentation and discussion on the FInES Cluster initiative and the FInES cluster Roadmap</p> <p>Presentation of the Coin Project coordinator Claudia Gugleilmina</p>
14:15 – 14:30	Coffee Break
14:30- 15:45	<p>Towards a next generation of Business models – combining mega informatics, field informatics with social networking</p> <p>Speaker: Mark Nelson, Stanford University, Leader of the peace innovation project, Margarita Quihuis. Director, Peace Innovation Lab at Persuasive Technology Lab/Peace Innovation Lab at Stanford, Research Assistant Ryan Zinger – responsible for Peace markets</p> <p>http://www.meetup.com/Peace-Innovation-Meetup/members/5330523/</p> <p>www.peaceinnovation.com</p> <p>Workshop and discussion on future new BM based on field informatics and Mega data. Presentation and workshop on Peace Innovation Initiative. Business model innovation workshop with Mark Nelson and the group behind Stanford Persuasive Technology Lab - peace innovation project.</p>
	Chair and Moderator: Director, Peace Innovation Lab at Persuasive Technology Lab Stanford University Margarita Quihuis
15:45- 16:45	<p>Panel Discussion Valuation/summing up on the workshop theme “Emerging Business Model, Business model values and Business Model Innovation forms”</p> <p>Discussion around the key issues of the emerging Business Model Innovation discussed during the workshop. A European perspective of business innovation and emerging trends and how to support it.</p> <p>Panel:</p> <p>Cristina Martinez Gonzalez (European Commission)</p> <p>Man Sze Li (IC Focus)</p>

	Mark Nelson (Stanford University) Peter Lindgren (Aalborg University) 5 min Presentations followed by a moderated discussion
16:45- 17:00	Goodbye – by Neffics – representative Peter Lindgren (Aalborg University)