

Workshop 2

Cleantech, Gatesense and Social Capital

27 June - 2014

Copenhagen Business School



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Foreword

Thank you to all presenters for sending a written version of their oral presentations with examples from their powerpoints. I am sure the participants will enjoy revisiting the workshop of 27 June. Not least, the report will make the useful information from the workshop available to those in our network who could not attend

Ivan Häuser
Rapporteur



Vinge – a New IoT City

By Patrick Zaubitz, Copenhagen Cleantech Park

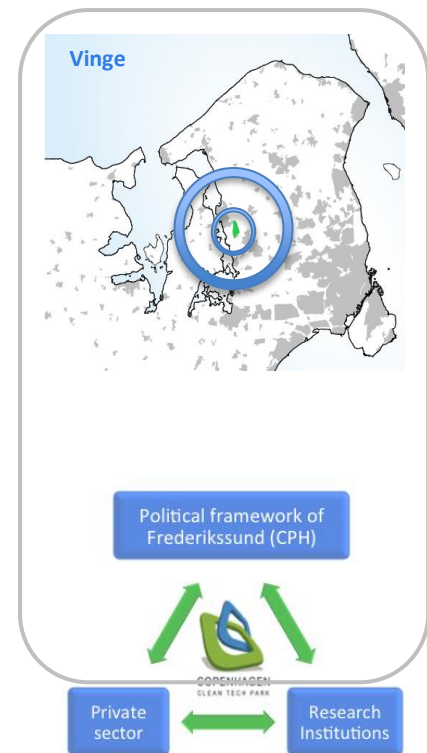
The opportunities for test and demonstration of IOT (Internet Of Things) are unique in the new city Vinge (Wing), which is being built outside Frederikssund, just half an hour from Copenhagen. Frederikssund Business (FB), the parent of Copenhagen Cleantech Park, is in charge of coordinating the test and demonstration efforts with the municipality of Frederikssund.

Who are we? - FB is a PPP (Public Private Partnership) and is funded from three parts. One third of the funding comes from the municipality of Frederikssund, a third comes from the annual membership fees our members pay (roughly 250 companies in the municipality) and the last third comes from the different projects FB is engaged in, which receive regional/EU funding. As an example, FB is a partner in Copenhagen Cleantech Cluster (CCC), a collaboration that receives EU funding.

Through formalized relationships with research institutions (e.g. DTU), companies in the private sector (e.g. Haldor Topsoe A/S, Topsil Semiconductor Materials A/S, Procom A/S etc.) and entities in both local and domestic politics, FB has placed itself centrally in a triple helix structure that positions FB well as the coordinator of the test and demonstration efforts in Vinge.

Three trending factors - According to World Urbanization Prospects the number of people living in urban areas surpassed the number of people living in rural areas in the middle of 2009. In Denmark, Copenhagen has a population growth around 10.000 a year and the trend does not seem to stagger. At the same time the Danish government encourages sustainable development and has ambitious plans of becoming CO₂-neutral by 2050. Lastly Denmark and Copenhagen are leading in Green Growth Potential according to OECD but the Danish cleantech companies need possibilities to test their new innovative technology in a larger scale.

Obstacles for innovation - Existing infrastructure and spatial constraints obstruct innovation in urban development. Though bold and forward-thinking both the new Carlsberg city and the Nordhavn development are constraint by these two factors. The necessity of

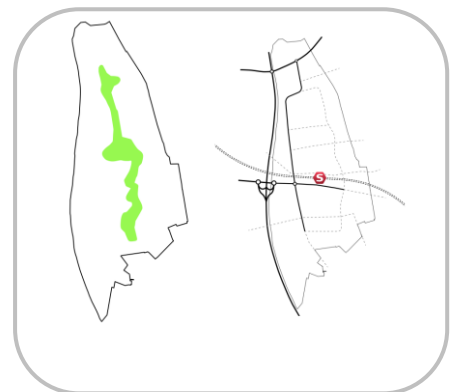


adapting to e.g. the existing sewage infrastructure and the pre-defined area for development limits the possibilities for radical innovation.

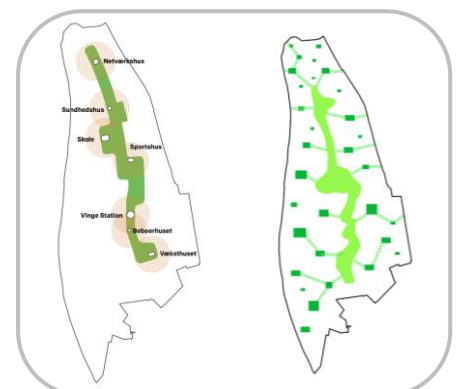
Vinge provides opportunities – As the aerial photo shows, the Vinge area is largely undeveloped farmland and therefore unconstrained by the two factors previously mentioned. To assess the opportunities of Vinge FB has gathered partners in an advisory board. Some of the partners are Rambøll, Niras, DTI (Danish Technological Institute), DTU (Technical University of Denmark), DONG Energy, Siemens, The Ministry of Climate and Energy, the municipality of Frederikssund, NCC, E.ON and DSB (The Danish Railway). The advisory board applied and got funding from the Danish Energy Agency to do an EUDP-study (Energiteknologisk Udviklings- og Demonstrationsprogram) on different energy scenarios for the development of Vinge. The conclusions were that Vinge can be built self-contained with electricity and heat supply, CO₂-neutral. The city can be built on a modular basis with energy efficient houses open for new technologies. There was found no significant economic difference between decentralized, semi-decentralized or centralized infrastructure solutions in the long run. This means that smaller and larger clusters of houses/buildings can be developed self-contained. This in turn adds flexibility to the development process and increases opportunities for test and demonstration of new sustainable solutions.



The values of Vinge – Henning Larsen Architects, EFFEKT architects, MOE and Marianne Levinsen have made the overarching vision and plan for the city, which focuses on creating a sustainable city in harmony with its surroundings. In the middle there will be a “green heart” with nature/parks and common areas. Vinge will also be well connected. The highway towards Frederikssund, which is currently being built will pass right next to Vinge on the West side and there is an agreement in place with DSB that there will be added an S-train station on the existing train tracks that already pass through Vinge.

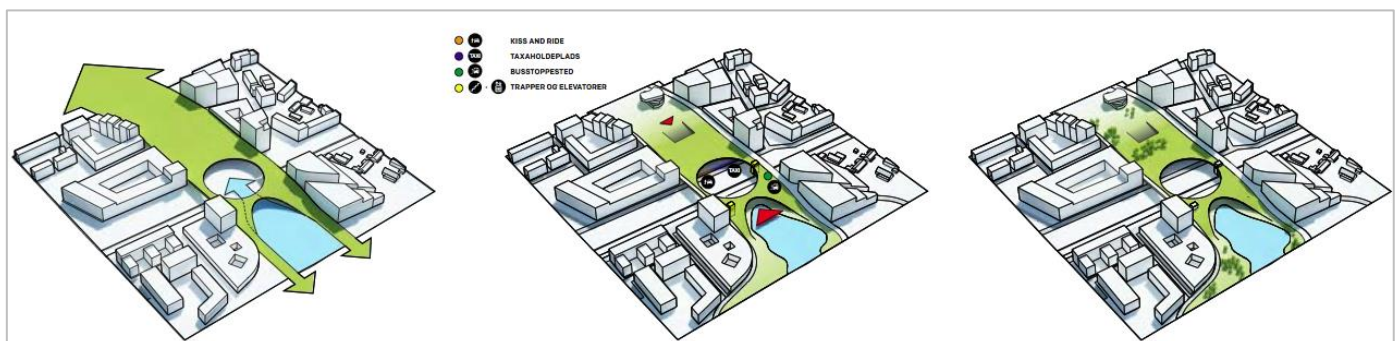


Life around the green center – The common structures like the school, sports facility and the train station will be placed in the green heart to spur life and the living areas will be connected by green corridors that also act as passages where excess (storm)water can be diverted to avoid flooding.



More than living space – In the North of Vinge there will be business areas fit for production companies to settle and there is a network building planned. The properties of the network building are still in the making but FB envisions a building with the capabilities of hosting conferences and room for shared office spaces or satellite offices. Around the train station there will be made room for more commercial business such as shops, restaurants, cafés etc.

Some inspirational illustrations of Vinge train station area





Vinge Test & Demonstration – Frederikssund Business wants Vinge to become a showcase and benchmark of sustainable (and smart) urban development. FB wants to materialize the government’s ambitions and wants Vinge to be the example that will be brought forward by the politicians when they talk about sustainable urban development. FB invites technology providers and private as well as public stakeholders to be a part of the T&D-phase of the Vinge development. Water, energy and transportation management are the central areas of the T&D effort and the further main elements of T&D-phase are shown in the slide to the right.

The next step in T&D – The scope of the T&D-phase is currently being defined and FB is looking for more partners to cooperate with. During the autumn of 2013 FB and the advisory board will be working on applications for funding (regional and EU) and implementation will hopefully start with the beginning of the construction of the first part of Vinge in 2014. Knowledge will be generated along the process and for that knowledge to be absorbed by everyone sharing is important and will be an on-going concern.

The main elements of Vinge T&D

- The city
 - Smart city, Energy consumption, Sustainability, Building elements
- Energy systems in the individual dwellings
 - Solar Panels, Heat pumps, Automation, Smart energy (grid)
- Interplay to surrounding systems
 - Electricity, District heating, Water and Drain
- Data
 - IOT (Internet Of Things), Gathering, analyzing, presentation and sharing
- Acceptance and motivation
 - What do the future citizens want?

T&D Process

- | | |
|-----------------------|-------------|
| • Definition of scope | Summer 2013 |
| • Cooperation | Summer 2013 |
| • Financing | Autumn 2013 |
| • Implementing | 2014-2015 |
| • Reporting | 2015-2016 |
| • Knowledge sharing | On-going |



Sources for further reading

Vinge helhedsplan - http://www.frederikssund.dk/content/dk/omrader/by_bolig/vinge_-_ny_by_ved_store_rorbak/vinge_-_horing_om_helhedsplan

EUDP report - <http://www.frederikssunderhverv.dk/nyheder?n=19006>

Copenhagen Cleantech Journal - <http://www.cphcleantech.com/ccj>

Carlsberg Byen - http://www.carlsbergbyen.dk/data/image/Visualiseringer/090119_flyby.jpg

Nordhavn - <http://www.nordhavnen.dk/da-DK/PresseOgNyheder/Nyheder/2012/nyhed.aspx?newsid=FA406F046B2E4A1A8E6CEC25962B3BED>

Danish Energy Agency - <http://www.ens.dk/en/policy/danish-climate-energy-policy>

OECD: Copenhagen leading in green growth - <http://www.oecd.org/denmark/measuringthepotentialoflocalgreengrowthananalysisofgreatercopenhagen.htm>



GateSense

By Mirko Presser, the Alexandra Institute and Grundfos

GateSense has the vision of transforming data into insight. What does that have to do with the Internet of Things?

互联网 + 物联网 = 智慧的地球

Wen Jiabao, 2009

Wen Jaibao describes the Internet of Things as an equation of Internet + Internet of Things = Wisdom of the Earth. The problem with this poetic statement is that the Internet of Things is not easily combined with the Internet, yet.

Already in the 50s we built systems measuring processes using sensors and actuators for the electrical grid, later becoming known as SCADA (Supervisory Control, Data Acquisition) systems.

We built them as walled gardens – stand alone systems. It is clear why we did this and continue to do so, the value is still in the verticals, in the silos – building INTRANets of Things.

So how can we move from these verticals to horizontal platforms? What is the path of least resistance? In GateSense we chose to follow the data. This makes interaction with systems easier – as we only interact in extracting data. Interaction on the management side – for instance on updating code on a device or actuating the world are left for later – they are hard to agree upon and work with.

Still GateSense:

- Enables the sharing of data. This can be data from a sensor, it can be a file, data stream from a system or data based, etc.
- Creates new insights, products, services and applications by offering data, tools and support in the form of templates or guidelines to a large community of developers, tinkerers and makers.
- Distribute and empower users by offering access to insights.

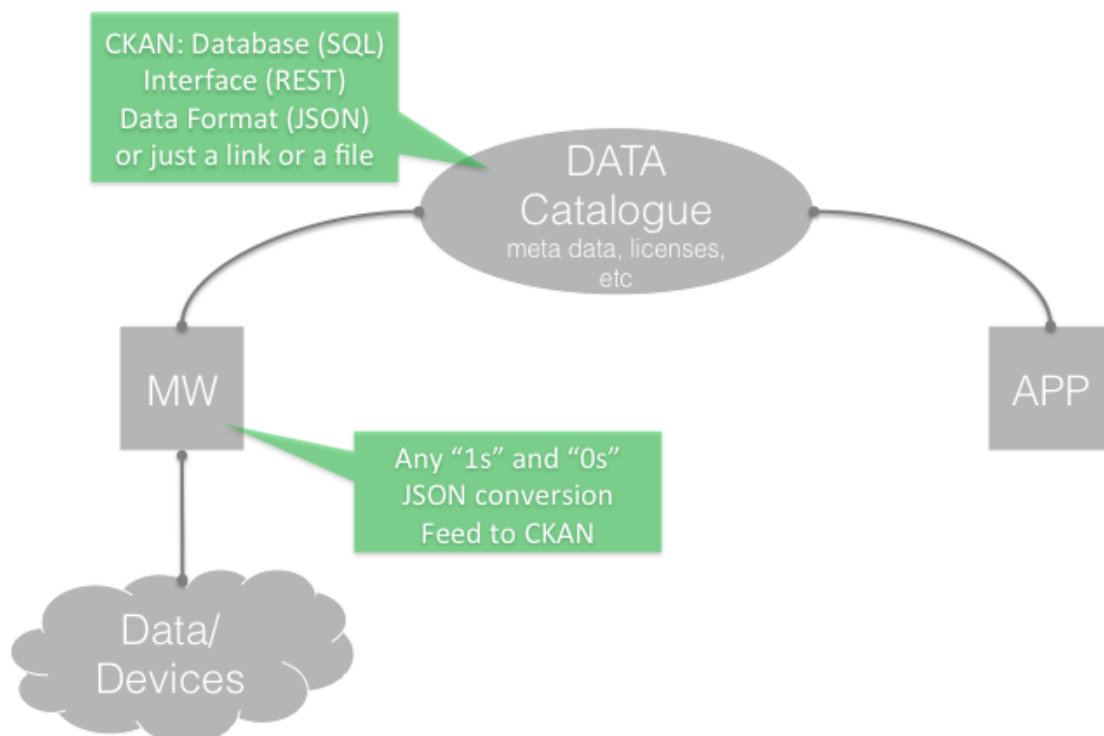
The figure below shows the idea of this in an ecosystem, the amplification of each component, from growth in data sources to increased creation to expansion of uptake.





Figure 1: The GateSense Ecosystem

GateSense alpha is an instantiation of this idea in the simplest form, Data, Middleware, Data Platform (CKAN) and alphaAPP. The components are a middleware that can extract data from pretty much any data source. In this instance the middleware is capable of “screen scraping” a technique to extract data by parsing html, but in principle it is based on Apache Camel and can parse anything from MQ to FTP. The Middleware also transforms the data into the JSON (JavaScript Object Notation) data format.



The Data Catalogue exposes data via REST (Representational state transfer) API (Application Programmer Interface) and offers also basic data storage functionality via a SQL database. The Data Catalogue is based on CKAN (ckan.org).



The application that was demonstrated is a representation of the functionality of alpha in a graphical user interface. The idea is the horizontal use of any available data in any ways. Specifically we used home energy data. Dragging and dropping this data in a simple equation showing different KPIs and comparing those to other users is providing the visual character.

So far, GateSense alpha has bootstrapped the system, not the eco-system, nor the community. Now it is time to bring the community into the co-creation process beyond workshops.

Join us at GateSense.com.

GateSense beta is under discussion now and topics such as:

- Moving into the physical – connecting physical sensors to GateSense.
- Adding compelling data sources.
- Starting a first competition for the community.
- Opening up the platform including events, documentation, forum and support.

Strategic Positioning for EU-Funding

By Codrina Lauth, CBS and Lauth Transmedia

I want to talk about two different coming-up alternatives to EU-Funding:

- 1.) **HORIZON 2020**, which is the next 7years funding period of the EU starting from Jan. 2014 until 2020, first calls will be issued in 01/01/2014
- 2.) Second EU-funding opportunity is a short-term funding opportunity that still belongs to the current 7FP period and is under the **FI-PPP unit** (Future Internet Private-Public-Partnership)
- 3.) My 3rd agenda point is approaching the thematical focus area “**SOCIETAL CHALLENGES**” and will deal with **how to build different forms of “SOCIAL CAPITAL” for IOT/IOP society and technology platforms** and my colleague Leila Pais de Miranda will give a few examples on how we form social capital for children learning environments.

What is HORIZON 2020?

- Originally : a Commission proposal of **€80 billion** for 2014-2020 bringing together three separate programs / initiatives under a new **INNOVATION UNION** program, and now there is more or less a guaranteed budget \geq RFP + CIP + EIT \approx **€71 billion**
- A core part of Europe 2020, Innovation Union & European Research Area to :
 - Tackle the economic crises investing in growth and future jobs,
 - Address people’s concerns about their standard of living, safety and environment,
 - Strengthen the Europe’s global place in research, innovation and technology

The **total EU-funding budget** looks like this:

- 1. Smart & inclusive growth (€491bn): here we have **HORIZON 2020 (71bn)**, Connecting Europe, Cohesion, Competitive Business (for SMEs) , Education/Youth and Sport
- 2. Sustainable growth, natural resources (€383bn)
- 3. Security and citizenship (€18.5bn)
- 4. Global Europe (€70bn)
- 5. Administration (€62.6bn)



Key novelties in Horizon 2020

- A single program bringing together three separate programs / initiatives :
 - The Research Framework Program (RFP)
 - Competitiveness and Innovation Framework Program (CIP)
 - EU contribution to the European Institute of Innovation and Technology (EIT)
- **Coupling research to innovation** - from research to retail, all forms of innovation
- **Focus on societal challenges** facing EU society, e.g. health, clean energy and transport
- Simplified access for all companies, universities, institutes in all EU countries and beyond.

The EU projects will have to tackle one or several of following priorities:

Excellent science

European Research Council Frontier research by the best individual teams	13 268
Future and Emerging Technologies Collaborative research to open new fields of innovation	3 100
Marie Curie actions Opportunities for training and career development	5 572
Research infrastructures (including e-infrastructure) Ensuring access to world-class facilities	2 478

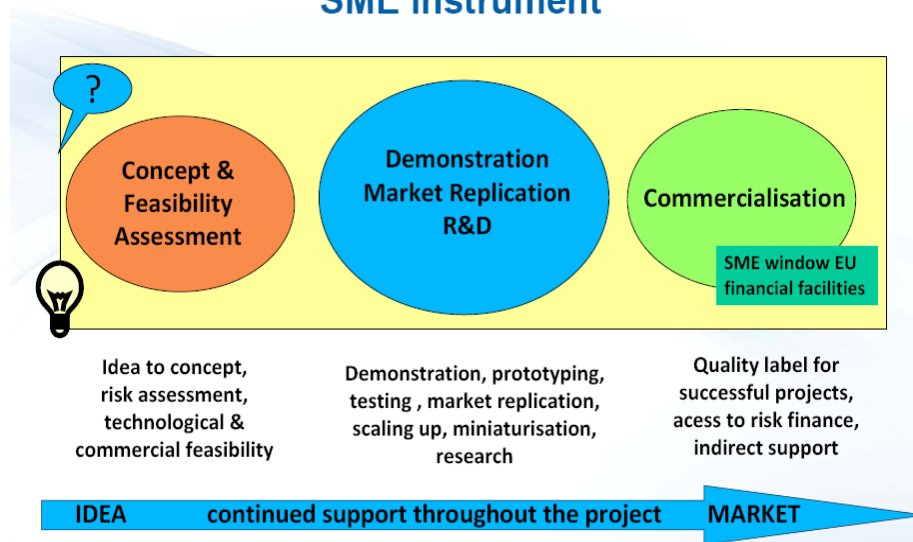
Industrial leadership

- **Strategic investments** in key technologies (e.g. *advanced manufacturing, microelectronics*) underpin innovation across existing and emerging sectors
- Europe needs **more innovative SMEs** to create growth and jobs
- Europe needs to attract more private investment in research and innovation



Leadership in enabling and industrial technologies (ICT, nanotechnologies, materials, biotechnology, manufacturing, space)	13 781
Access to risk finance Leveraging private finance and venture capital for research and innovation	3 538
Innovation in SMEs Fostering all forms of innovation in all types of SMEs	619 complemented by 6 829 (expected 15% of societal challenges + LEIT) and 'Access to risk finance' with strong SME focus

SME instrument



Societal challenges

- Concerns of citizens and society/EU policy objectives (climate, environment, energy, transport etc)
- Breakthrough solutions come from multidisciplinary collaborations, including social sciences & humanities
- Promising solutions need to be tested, demonstrated and scaled up

<i>Health, demographic change and wellbeing</i>	<i>8 033</i>
<i>Food security, sustainable agriculture, marine and maritime research & the bioeconomy</i>	<i>4 152</i>
<i>Secure, clean and efficient energy*</i>	<i>5 782</i>
<i>Smart, green and integrated transport</i>	<i>6 802</i>
<i>Climate action, resource efficiency and raw materials</i>	<i>3 160</i>
<i>Inclusive, innovative and secure societies</i>	<i>3 819</i>

**Additional €1 788m for nuclear safety and security from the Euratom Treaty activities (2014-2018). Does not include ITER.*

- **CHALLENGE: HEALTH, DEMOGRAPHIC CHANGE AND WELLBEING** : the Joint Programming Initiatives, including “Neurodegenerative Disease Research”, “A Healthy Diet for a Healthy Life”, “Antimicrobial resistance” and “More Years, Better Lives” and the European Innovation Partnership on Active and Healthy Ageing.
- **CHALLENGE: FOOD SECURITY, SUSTAINABLE AGRICULTURE AND FORESTRY, MARINE AND MARITIME AND INLAND WATER RESEARCH** : the Joint Programming Initiatives, including “Agriculture, Food Security and Climate Change”, “A Healthy Diet for a Healthy Life” and “Healthy and Productive Seas and Oceans”) and the European Innovation Partnership ‘Agricultural Productivity and Sustainability’...
- **CHALLENGE: SMART, GREEN AND INTEGRATED TRANSPORT**
- **CHALLENGE: CLIMATE ACTION, RESOURCE EFFICIENCY AND RAW MATERIALS**
- **CHALLENGE: EUROPE IN A CHANGING WORLD – INCLUSIVE, INNOVATIVE AND REFLECTIVE SOCIETIES** It will interface, as and when appropriate, with Joint Programming Initiatives, including “Cultural Heritage”, “More Years, Better Lives” and “Urban Europe” and coordination with the Joint Research Centre direct actions will be pursued.

On the issue «Promising solutions need to be tested, demonstrated and scaled up” CBS will work on the proposal : **MULTINNOVA: Driving R&BD multi-innovation and worldwide collaborations for IOT over Technology and SOCIETY Platform@CBS**



The proposal is about building at CBS an IOT technology and society CAMPUS, which is a collaborative environment with strong bodings between from industry, SMEs and academia.



International cooperation in Horizon 2020



- **Targeted thematic :**
 - Societal challenges of Horizon 2020
 - Investments, research infrastructures, products
 - Market access' opportunities
 - Contribution to global commitments (Rio+20)
- **Geographic differentiation :**
 - Industrial countries and emerging economies
 - Enlargement and neighbourhood countries
 - Developing countries

What can CBS IOT CAMPUT deliver to this priority topic?

CBS CAMPUS - Building Sustainable International Collaborations

- International cooperation is crucial to address many Horizon 2020 objectives, but should also focus on building practicable
- Principle of general openness: the programme will remain to be the most open funding programme in the world.
- Horizon 2020 shall be open to the association of: acceding countries, candidate countries and potential candidates and selected third countries that fulfil the relevant criteria (capacity, track record, close economic and geographical links to the Union, etc.).
- Targeted actions to be implemented taking a strategic approach to international cooperation (dedicated measures in the 'Inclusive, innovative and secure societies' challenge).

EU-Funding Alternative Nr. 1 : International Collaborations

INDUSTRIAL COUNTRIES AND EMERGING ECONOMIES

- Focus on competitiveness
- Tackling global challenges and developing enabling technologies
- Open markets through cooperation on standards, IPR, procurement,...

ENLARGEMENT AND NEIGHBORHOOD COUNTRIES, AND EFTA

- Support enlargement and neighborhood policies
- Focus on regional societal challenges
- Focus on alignment with ERA

DEVELOPING COUNTRIES

- Support development policy and help build scientific competences
- Focus on specific economic and societal challenges, e.g. poverty-related diseases, energy and food security, biodiversity

Alternative Nr.2: under Horizon 2020

2.1. Public-Private Partnerships (PPPs):

- Through Joint Technology Initiatives or other formal structures (§ 187.)
- Via contractual arrangements, which provide inputs for work programmes
- Only when criteria met, e.g. clear commitments from private partners

2.2. Public-Public Partnerships (P2Ps):

- Through “ERA-Nets” for topping up individual calls/ actions (replacing current ERA-Net, ERA-Net Plus, Inco-Net, Inno-net)
- Through participation in joint programs between Member States (§ 185.)
- Supporting agendas of Joint Programming Initiatives when in line with Horizon 2020
- Only when criteria met, e.g. financial commitments of participating countries (**INTER-National Level PPPs**)

2.3. European Innovation Partnerships

- Not funding instruments, but for coordination with broader policies and programmes

For those interested in the exact deadlines of the Horizon 2020 program:

- **1st half of 2013** : Legislative decisions on allocating funds between programs H2020. Pool of experts.
- **June 2013** : Draft of first work programs and strategic programs for 2 or 3 years.
- **September / October 2013**: Training of National Contact Points in Brussels:
- **6-8 November** : The EC will launch H2020 in Vilnius
- **From May 2013** : H2020 awareness campaign



- November 2013 : Final drafts of WP will be online –
- **2014 January, the 1st** Official start. Publication in JCE

The other SHORT-TERM alternative we have are:



1.) FI-PPP, call 3 (*Deadline: 10 December 2013*)

Total budget **Objective 1.8 : 100 M€**

- **maximizing geographic and/or sectorial coverage**
- **Extension of the use cases**
- Instrument: up to 20 CP-CSAs
- duration: 24 months
- At least **80% project budget for open calls for SMEs**
- high dissemination effort
- Indicative contribution to open call selected winners is in the order of EUR 50.000-150.000
- *[5-7 M EUR, 1 leading country, 30-50 SME]*

Total budget: **Objective 1.9. 30 M€**

- **Technology Foundation Extension and Usage**
- **(FI-WARE + IOT-A (ARM), IOT Standardization,..**
- Instruments: 1 IP for points a-c, 2-5 CSAs for point d
- Budget IP: 23 M€, at least 10% flexible
- Budget CSAs: 7 M€
- Duration: 18-24 months
- [SA 1,5-2 M EUR with 4 partners], mentoring SMEs

The call 3 has just been issues on Friday, 28 June 2013.

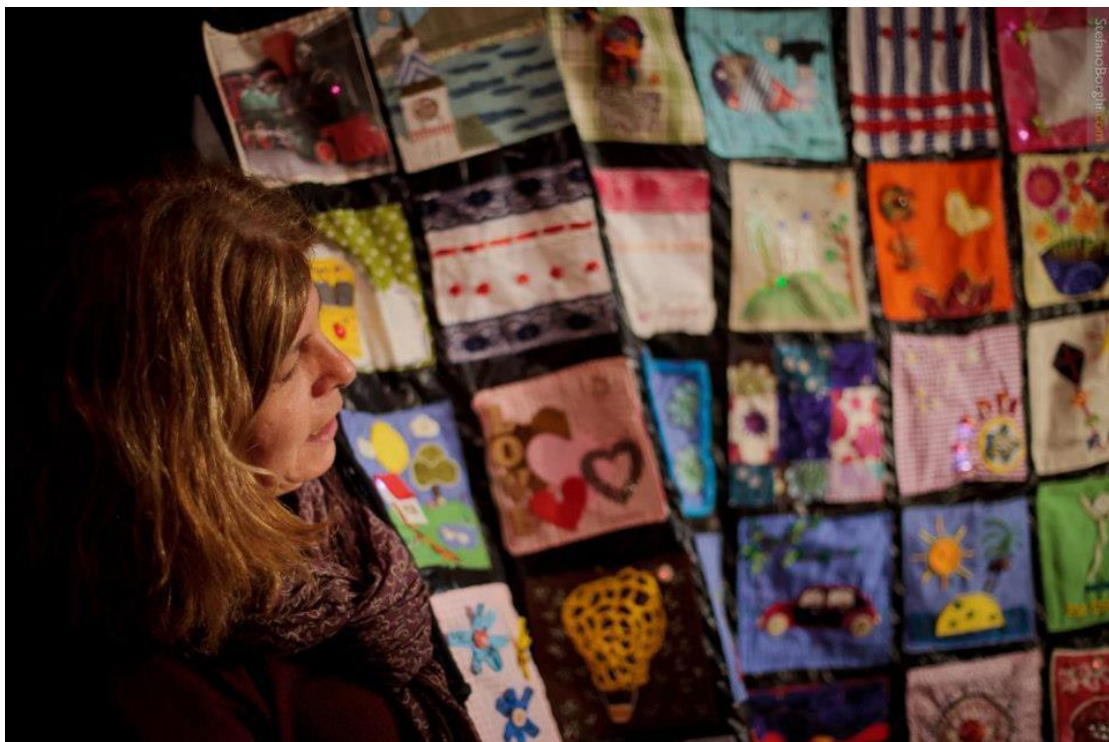
Creating Social Capital

By Leila País de Miranda, Moleque de ideias, Brazil

Good afternoon! I am here to share with you our experience in building and running a learning space for a networked society.

First, a little bit of context: why I am here, now? In 2012 I took part in an international event called [Jellyweek](#), where coworking, entrepreneur, changemaker, techie, innovation and other problem-solving networks were invited to organize a local event (free of charge) and to communicate, collaborate and create new partnerships and action on the global level. It happens in the third week of January and there were three editions until now:

- EUROPEAN JELLYWEEK 2011 /// 48 hosts from 14 countries
- WORLDWIDE JELLYWEEK 2012 /// 223 hosts from 34 countries
- WORLDWIDE JELLYWEEK 2013 /// 255 hosts from 44 countries in 6 continents



During this event, I invited people to make a E-textile Quilt together. At the end of the week we had 42 patches; 35 people from 6 countries contributed: 24 women, 11 men, the oldest person was 76 years old, the youngest, 4.

Jellyweek 2012 had a [facebook group](#) as one of it's communication platforms. In this group I had many interesting conversations about the networked society. The Quilt was seen as a metaphor for Social Capital and I was invited to come to Gothenburg, Sweden,



and present the project during Social Capital World Forum, in December 2012. The way between Brazil and Sweden was fulfilled with visits to the creators of the Quilt and to co-working and collaborative spaces in France, Italy and Germany. I am glad to say that I made amazing friendships - online and offline! One of those recent friends, Ina Lauth, invited me to come here today and make this presentation to you. Hope you enjoy it!

So, to begin, Moleque de ideias is a learning space, an environment of different activities and possibilities. It's not a school, in the sense that nobody is a teacher or a student, but learners that work together. It's also a software company.

Moleque de ideias was founded in since 1996, in Niterói, Rio de Janeiro, Brazil. I am one of the co-founders. As a software company, we develop and maintain e-commerce systems, systems to manage tests online, systems of quality to the building industry and network platforms for different clients. It is also a place for children since they are 4 years old, to develop their own ideas, and we have worked with more then 1500 children until today, some for more then 10 years. And it is also a place to gather the community to develop ideas to foster sustainability. We are planting our own food, making beer, creating stingless bees, using 3D printers... we are using technology to empower the our cluster in the network society.

And how do we work with children? We have our own beliefs about what is important here. Moleque de ideias is:

- An environment rich in creative possibilities
- Were we listen to people's desires (including ours)
- Were we talk to each other and work together
- Were we share our portfolios and invite the parents and the children to think about the work and improve it



AN ENVIRONMENT RICH IN CREATIVE POSSIBILITIES



We assume that people are different and that they have many forms of expressing themselves. And also that "NO ONE KNOWS EVERYTHING, EVERYBODY KNOWS SOMETHING, ALL KNOWLEDGE RESIDES IN NETWORKS". More than that, we believe that it is important to develop CONVERSATION AND ORGANIZATION SKILLS. The way we organize the space demands that the children choose what they want to do and talk to each other to find a way to realize that desire. They can choose between inside or outside, tech and no-tech activities.

They can have their own ideas and look for the material or help they need to make them happen. There is a large spectrum of possible activities, since taking care of worms to building modular robots.

WE LISTEN TO PEOPLE'S DESIRES (INCLUDING OURS)



This is kind of a central point in our work: desire. We work with small groups, up to 12 children, and normally there is more than one adult with them. This is a conscious choice - we want to listen to them and to reinforce that to recognize and respect our interests is important. And that we can build knowledge and social capital from there. We listen to them all the time and we encourage them to organize time and space - talking to each other, adults included.

The simple fact that their desires are respected helps a lot. To learn is not something that can always be FUN. Most of the time it requires hard work and the fact that one is following his/her passion helps a lot.

To listen to OUR own desires is very important too. One thing that I have learned: what works very well with one group can be a disaster with another one. We must be always really present, listening to our feelings. Enjoying or not, but being in the moment and going with the flow.

WE TALK TO EACH OTHER, WE WORK TOGETHER



You will not see teachers and students at Moleque de ideias. You will see people since 4 years old learning and working together. We are always together, sharing ideas, doubts, learning processes, developing ideas and turning them real. We appreciate that the children help each other and help us too. We help them to develop their ideas and knowledge and we are living the same process. We have our own ideas and projects. We, the adults, we are not there just to serve the children, but mainly to develop our own interests. One of them is to make a good learning space for people using a network approach to knowledge and social capital building. We like to mix pleasure and work. And we do it together.



Another important aspect. We have adults and children that share common interests. Working together with someone that share an interest with you - but have more experience - is very important to help to grow a talent.

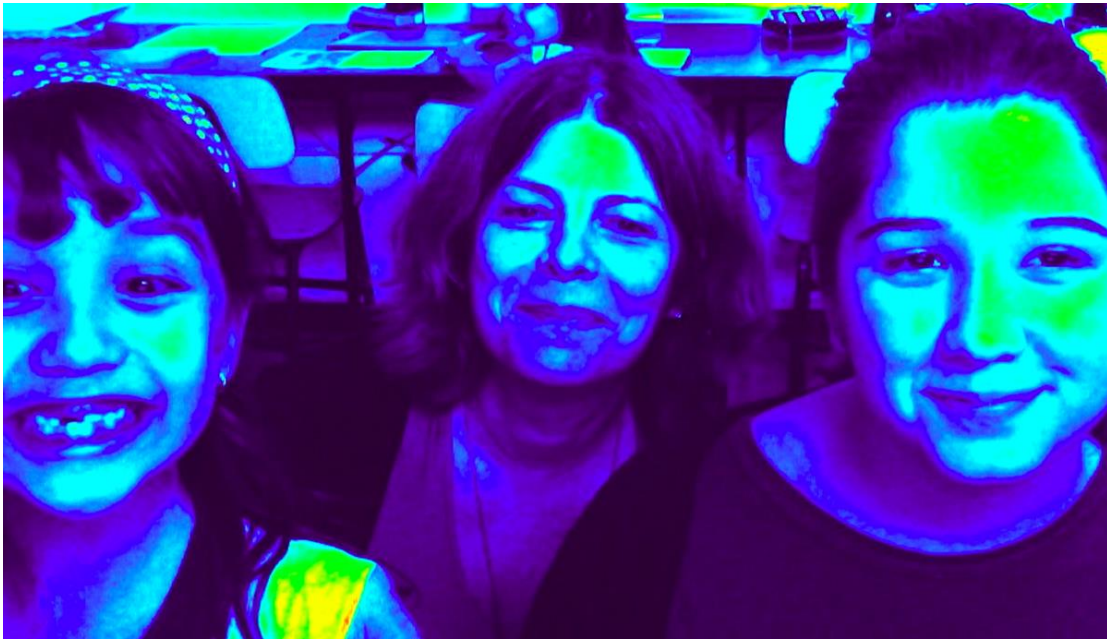
WE SHARE OUR PORTFOLIOS AND INVITE THE PARENTS AND THE CHILDREN TO THINK ABOUT THE WORK



Since 1996 we have been intensively writing, photographing and recording the work sessions with the children. We keep studying these records and developed a system to follow their knowledge development. We learn about them and use it to improve the environment and our methods. The system is also used to share their progress with their parents. And the children develop a sense of history and identity interacting with the system. Today it's presented in a network platform developed and maintained by our software engineers team. Every child and their parents are part of the network and they can have immediate access to what was relevant in each work session. We use it to talk to each other about the children's development and other common interests.

We have also presencial meetings with the families and we use to throw parties every time we achieve some goal together, as for example when we completed the assembly of the Eitech Eiffel Tower. It's a relaxing way of meeting the families and keep building a healthy community.





So, this last image shows me in the middle of two "Julianas". The one at the left side is 5 years old and the one at the right, 18. The older Juliana attended Moleque de ideias from 5 to 10 years old. After a while, she came back to work with the children - left Juliana among them. One of her talents is to write, so I asked her to tell about her experience at Moleque de ideias. At that time, she was the only person that had lived the place as a child and as a grown up. She did it and I am pleased to share the text with you. I hope you enjoy it! Thank you for the opportunity and please contact me at leilamiranda@molequedeideias.net if you have any doubts or further interests.

Juliana Shimada Brotto about Moleque de ideias:

One day, looking at old Moleque records, me and Leila found some 2003s notebooks, where she used to make notes about me, my friends, our ideas and activities. I read these notebooks and, funny, I remembered each moment described there, with all the details and peculiarities. The next morning I discovered a folder with everything I made then, and I noticed that I still had very fresh in my head the production of all those drawings, surveys, videos and photos. I do believe I would be able to tell the story behind each page, including my thoughts and feelings while printing them.

We talked about how Moleque remained so vivid in my memory until today, and we concluded that the reason must be the fact that everything was there, stored in that folder the same way they were ten years ago, because I wanted to do it. They were my projects, ideas that I could externalize with the tools available in Moleque. These tools could show me that most of our ideas are always possible. It was there, in Moleque de Ideias, that, nine years old and willing to research, my friend Lucas and I could read for months about sharks and then, with the information collected, create a little book with lots of texts and images. It was there that I could make a spiderman puppet fly in a movie, and it was there that I



searched the internet and found the lyrics of a song which I have never forget.

Therefore I understood that it is easier and meaningful to do things when they really represent us. That's why I recognized the joy on Maria Luiza and Leticia's faces, for example, when they realized that they could create for themselves an ID card with their names, images, colors and a plastic case. It may seem like a little thing, but for a 6 years old kid, creating an ID card for him/herself can be the climax of the day. And that's why I used to wait anxiously for Tuesdays, the days when we went to Moleque. And that is why I can see, today, all these children in the same way I was when we pick them up in their classroom and they open that huge smile of those who waited for the whole week.

So, thinking with a new perspective, a little older and working here, I'm glad to see that these children are having the opportunity I had to go to Moleque, finding so many possibilities to create and put into practice their ideas, and the chance to live and interact freely with people, learning how to deal with each other, connecting with classmates and with us, going in the direction of the conversation and understanding. Children do not need adults to solve their problems and give them ready answers, they must have a sufficient dose of confidence to go through its roadblocks and obstacles of their own accord, simply because they faced them and because they want to solve them. Everyday a child asks how to login to the computer or how to write something in Google search toolbar. This same child has already performed these procedures before and knows how to do it. What it lacks is the knowledge that she knows, that she can try it by herself and, if she can't make it work, all of us, adults and peers, can help her. The most important is the search, the thoughts, the contacts and happenings. There is something I think I inherited from my years in Moleque and that I do assimilate a little bit everyday, now that I am here again: autonomy and realization that my choices are, in fact, mine, that I am free to believe in them, and that I have the ability to carry them out. The important thing to do is to respect, ourselves and the others. Knowing limits, especially for children, is crucial in the exercise of their freedom.

Sometimes someone asks me what Moleque de Ideias is. I answer now, everyone at once. Moleque de Ideias is a place to be. To be ourselves, by ourselves, without concerning for what is expected from us or what may have been said that we should want. We do what makes us happy and what looks good. And it's even better when we make our ideas happen with people who really care about them.

That must be the reason why, the other day, Luana said she wanted to live in Moleque de Ideias.

So do I.

Juliana Brotto

June 2012



Presentation of the IoTPeople Brand

By Kim Balle, Drobe and CBS

The overall purpose of creating a strong brand is that we want to create a community that embraces the whole IoT ecosystem surrounding in EU and the rest of the world. With a strong identity it will make it easier to bring people together from ecosystem and make the also make the communication of the collected work general easier.

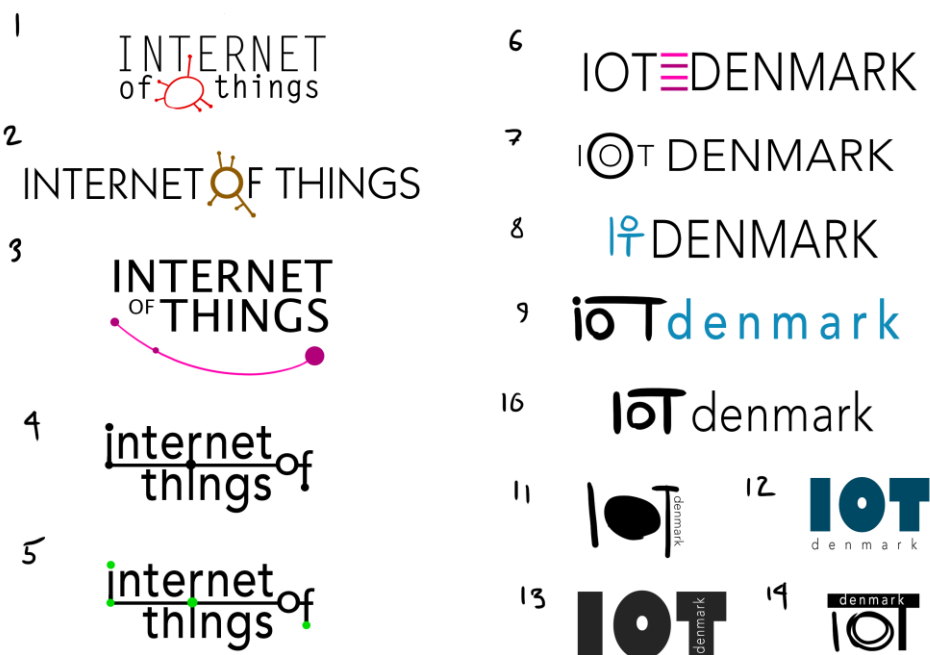
The visual and strategic brand development is done in collaboration with the company DROBE (<http://www.drobe.dk>)

The logo

Because of the ambition related to the brand and the IoTPeople community it was important to create a logo that represented all types of stakeholders from the eco system. From the discussions it was concluded that the following factors were important inspiration when creating a logo:

- Smart minds
- Seriousness
- Playfulness
- Entrepreneurial spirit
- Innovation

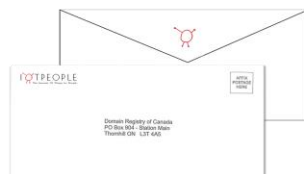
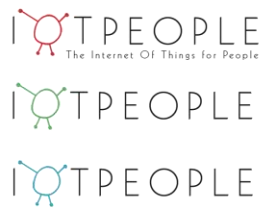
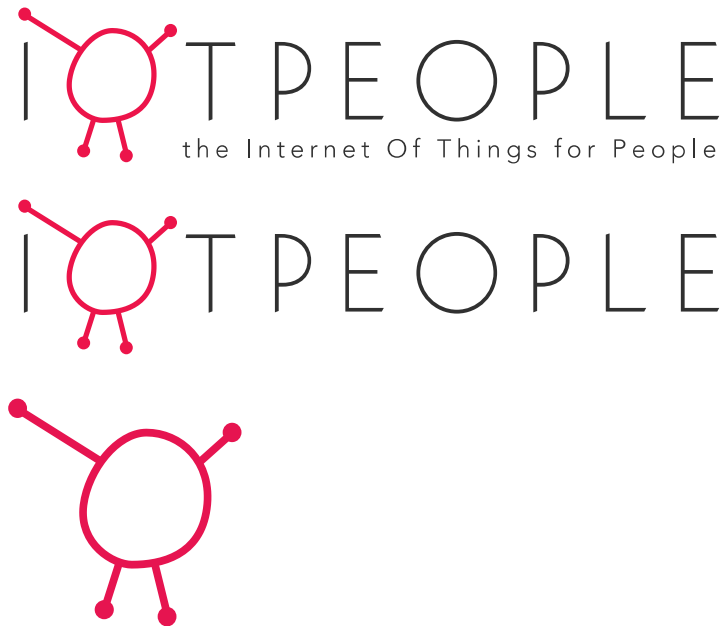
We went through a lot of iterations. Here are some examples:



The final logo

The idea was that the red figure can be used separately and will be enough to recognize the brand.

Here is the final logo that was chosen:



Taking communication and documentation seriously

It is important to communicate information so all stakeholders will find information that is relevant to them. By making sure that there will be information that can be understood by all stakeholders at the same time it strengthens the community. It will also create a good platform for the many different stakeholders to get together around new projects and to make stakeholders share information, which they normally wouldn't share. Hereby we create a very innovative and entrepreneurial community.

This means that the brand will have strong focus on other types of content besides the important production of research articles and reports.

This could be in the form of:

- Video
- Animation
- Photos
- Blog
- Tweets

So besides the obvious content such as research articles and other types of official reports we also want to tell great stories which can be from many different levels. For example it could be a blog post that consists of a video interview where a project owner is telling the story about a specific project. Or it could be an animation that explains a specific a new model from a research project.

We will try to document everything, meaning that all data of all kinds will be structured and available on the website.

The first version is online on <http://www.iotpeople.eu>. But over the next 6 months features as described above will be added.

The brand will also use relevant social media services that exist now or will be available in the future.

Using the brand to create new projects

Another vision with the brand is that it can be used to create new projects that involve either the whole IoT ecosystem or part of it. With a strong brand it will be easier to

- Raise money
- Connect with the right people and resources



- Create credibility around a project

Projects could be about everything from research to entrepreneurship.

Projects will benefit both from the IoT visual brand and the infrastructure related to the group. Here are some fictive examples of projects from IoTPeople:



The logo for 'IoT INCUBATOR' features a stylized blue robot head icon on the left, composed of a circle with four lines extending from it to represent antennae and legs. To the right of the icon, the text 'IoT INCUBATOR' is written in a clean, sans-serif font.

An incubator created together with partners from the IoTPeople community.



The logo for 'IoT AWARDS' features a stylized orange robot head icon on the left, composed of a circle with four lines extending from it to represent antennae and legs. To the right of the icon, the text 'IoT AWARDS' is written in a clean, sans-serif font.

An award show that will make sure that all the best people from all parts of the eco system get recognition. According to experience from industries and communities this is a good way to bring people together and to map activities and important people.



The logo for 'IoT PITCH' features a stylized orange robot head icon on the left, composed of a circle with four lines extending from it to represent antennae and legs. To the right of the icon, the text 'IoT PITCH' is written in a clean, sans-serif font.

A pitch competition where the ideas pitched have to be related to the IoT field. The ideas chosen will be developed further and compete in a final competition.

List of Participants

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Program

GateSense Workshop – an introduction to a Web 4.0 platform

Place: Copenhagen Business School, Augustinus salen, A Block, 4th floor, Solbjerg Plads 3

Time: Thursday 27 June

09:30	Registration and coffee
10:00	Community song Welcome by Grundfos and CBS, Business development director <i>Rasmus Blom</i> and assoc. professor <i>Rasmus Ulslev Petersen</i>
10:20	<i>Patrick Zaubitz, Cleantech Copenhagen, Frederikssund: A Smart City Perspective</i>
11:00	Break
11:15	<i>Mirko Presser, the Alexandra Institute and Sead Bajrovic, Grundfos:</i> Presentation of GateSense – how is Grundfos going to use it? And how can other enterprises use it? Demo of Gatesense
11:45	Dialogue. E.g. Will companies and authorities be prepared to share data on GateSense?
12:15	Lunch
13:15	<i>Kim Balle, Drobe: About CBS ITM's IoT-concept and IoT-awards</i>
13:30	GateSense and project ideas: <i>Codrina Lauth: How to apply for EU-funded projects</i>
14:00	<i>Leila de País Miranda: Moleque de ideias and Creating Social Capital</i>
14:30	Coffee and wrap up. End of workshop 15:00