



EUROPEAN
Mobile & Mobility Industries
ALLIANCE

About EMMIA

the
**European Mobile&Mobility
Industries Alliance**

www.mobilise-europe.mobi

bavAIRia e.V.

Cluster Aerospace Bavaria

Jürgen Vogel

Coordinator EMMIA Policy Learning Platform



EMMIA Initiative:

mobile services & the big changes via - Galileo/COPERNICUS/mobile internet





EMMIA - Europ. Mobile & Mobility Industries Alliance

- Supports the change in society through
mobile & mobility services**

Reach your customers anywhere / anytime &
Know about their where & what abouts / their environment

- Takes account of Europe's societal challenges**

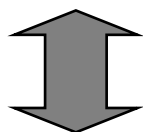
**-> Bring Europe back in lead in mobile services:
last big success story: GSM**



Awareness raising

Policy Learning Platform

EMMIA PLP (EMMIA 2011)

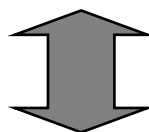


Concrete action I

GMES & GNSS based services - **voucher scheme**

- S2G2M2

(EMMIA 2012)



Concrete action II

Large-scale demonstrators
PPP Tourism rural areas - GNSS

- CULTWAYs
- LINES
- GrowMobile

(EMMIA 2011)

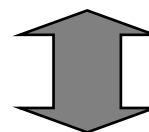
GMES & GNSS-based services

- myEOrganics • SeamlesCities
- TrafficShaper • Galil-EU
- Citi-Sense-Mob • LDA

(EMMIA 2012)

- obsAIRveYourBusiness (D)
- "multimodal transport" (F)

(EMMIA 2013/14)



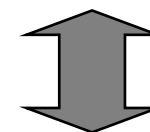
Concrete action III

Public-private partnership on better

Access to finance

- MOBICAP
- EMMINVEST

(EMMIA 2011)



Concrete action IV

Interoperability test beds for mobile services (pre-standards)

(EMMIA 2011)

ETSI + LSDs



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EMMIA Policy Learning Platform (2011)

- EC, agencies, regions, EMMIA coordinators, EMMIA innovation partnerships

EMMIA 1 (2011)

- 3 Large-Scale Demonstrator Services (GNSS)
- 2 Mobile / Mobility Services Finance Initiatives
- ETSI & EGNSS-Standards



EMMIA 2 (GNSS+COPERNICUS) (2012/13)

- 6 Large-Scale Dem. (GNSS+COPERNICUS)
- 1 Voucher Scheme



EMMIA 2013 (GNSS+COPERNICUS) (2014)

- 2 Large-Scale Demonstrators

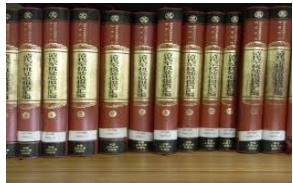


- ~ 20 regions in EU
- ~ 60 companies + mediators + business associations + finance



15 x EMMIA

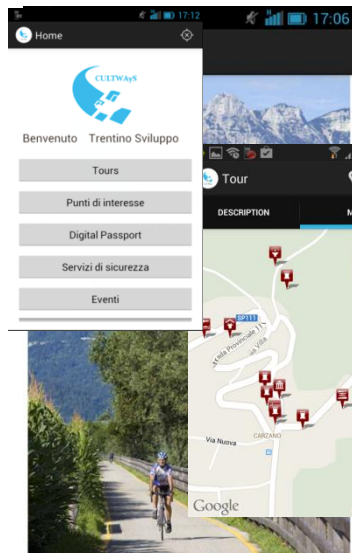
Multimodal Transport



Policies



Farming+Air



Cultural Tourism

Consulting



Standards



Funding Mob. & Mobil.



European Union
Regional Development Fund



Investing in your future





EMMIA PLP regions



17 regions / cities:

- Alpes-Maritimes, FR
- Baden-Württemberg, DE
- Bavaria, DE
- Catalonia, ES
- Czech Republic, CR
- Dortmund City, DE
- East-Midlands, UK
- Luxembourg, LU
- Oresund, SWE
- Province of Rome, IT
- Rheinland-Pfalz, DE
- Styria, AT
- Tartu Region, EST
- Trollhättan, SWE
- Val d'Aosta, IT
- Vidin, BG
- Wallonia, BE

+ Innovation Partnership Regions

- Kyustendil + Luxembourg + Ireland



EMMIA PLP activities / outputs

- **Target:** **EU-regions / municipalities / nations**
- **Exchange, learn, discuss & validate, design strategies**
- **Give “Recipes” to implement support to business eco-systems in regions of different maturity levels**
 - > **Excellence / Climbing / Challenger Levels**
- **Give policy recommendations (Guide for Regions) based on**
 - **model regions’ inputs** (>100 interviews)
 - **validation procedures** (working groups & community meet.)
 - **feedback from roadshows & innovation partnerships**



Contact

bavAIRia e.V.

Dr. Jürgen Vogel
Co-ordinator International Programmes

The Bavarian Cluster Aerospace
Sonderflughafen Oberpfaffenhofen
Friedrichshafener Straße 1
82205 Gilching



+49-8105-272927-45



+49-8105-272927-15

email: vogel@bavAIRia.net
www.bavAIRia.net



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Contribution to Discussion on “EIP Space” as seen from

Cluster Aerospace bavAIRia e.V. Oberpfaffenhofen



EIP Space ? (1/2)

Already EIPs:

- > **Raw materials, agriculture, ageing, water, mobility,** not active according to KoWi, D
- > **Unlike above a “Space EIP ” is**
 - **not self-explaining**
 - **horizontal**
 - **“difficult to sell”**
- >> **“Space” is & should be in all of above & more**



EIP Space? (2/2)

-> - We have a mission to do

-> go out to user communities

**e.g. environment, tourism, agriculture,
security, health, mobility**

**-> Not the other way: stick together &
preach in own temple**

-> Use existing initiatives & communities

- mobile services /mobility -> trend: used & wanted

||

**-> The future is mobile (GNSS + many pot. customers
for open&big data/COPERNICUS)**



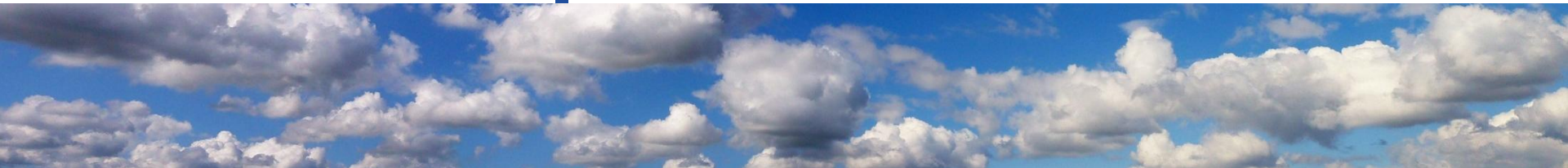
Optional

About latest EMMIA LSD on “Air Quality”



obsAIRveYourBusiness

bavAIRia e.V.





Monitoring air quality

