



Bari, 27-28 Feb. '14



EUROPEAN
Mobile & Mobility Industries
ALLIANCE

The Policy Learning Platform

Mobile services & space applications (to be) supported by regions in Europe

www.mobilise-europe.mobi

Co-ordinator + Regional partners:



bavAIRia e.V.

Cluster Aerospace Bavaria, D

Jürgen Vogel

Co-ordinator

International Programmes & EMMIA PLP



Overview

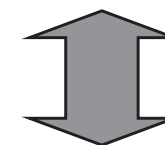
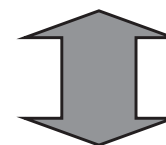
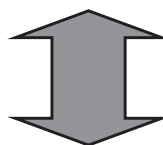
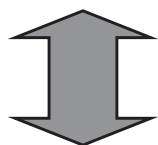
- European Mobile & Mobility Industries Alliance (EMMIA)
- Examples
EMMIA & GNSS
EMMIA & COPERNICUS / EO
- > EMMIA Policy Learning Platform & Regions



Policy Learning Platform

EMMIA PLP (EMMIA 1)

Awareness raising



Concrete Actions I

Copernicus & GNSS based services

Innovation vouchers

- S2G2M2
(EMMIA 2)

Concrete Actions II

PPP Large-scale demonstrators (L-SDs) tourism in rural areas: (GNSS)

- CULTWAYs
- LIMES
- GrowMobile

(EMMIA 1)

Copernicus & GNSS-based services:

- myEOrganics .SeamlessCities
- TrafficShaper .Galil-EU
- Citi-Sense-Mob .LDA

(EMMIA 2)

- 2 contracts negotiating
(EMMIA 2013)

Concrete Actions III

PPP- Better access to finance

- MOBICAP
- EMMINVEST

(EMMIA 1)

Concrete Actions IV

Interoperability, test environments mobile services (Pre-standards)

(EMMIA 1)
ETSI + L-SDs



EMMIA - “Policy Learning Platform” Members

(17 Regions + born members + agencies (GSA, ETSI, ESA) + EC) (EMMIA 1)



- + **EMMIA 2**
- Six Large-Scaled Demonstrators
- Innov.-Vouchers

- + **EMMIA 2013**
- Two L-SDs on 4 Copernicus / GNSS



EMMIA - Policy Learning Platform

- > **Policies for innovation in services in Europe's regions**
- > **Focus: mobile services e.g. on top of mobility infrastructures**
 - linked to modern technologies like**
 - **Mobile internet**
 - **Global Navigation Satellite Systems (GNSS)**
 - **Copernicus / GMES**
- > **Definition:**
 - mobile services:**
 - **Services based on mobile / wireless technologies in mobile / fixed IT devices**

(-> NACE Codes)



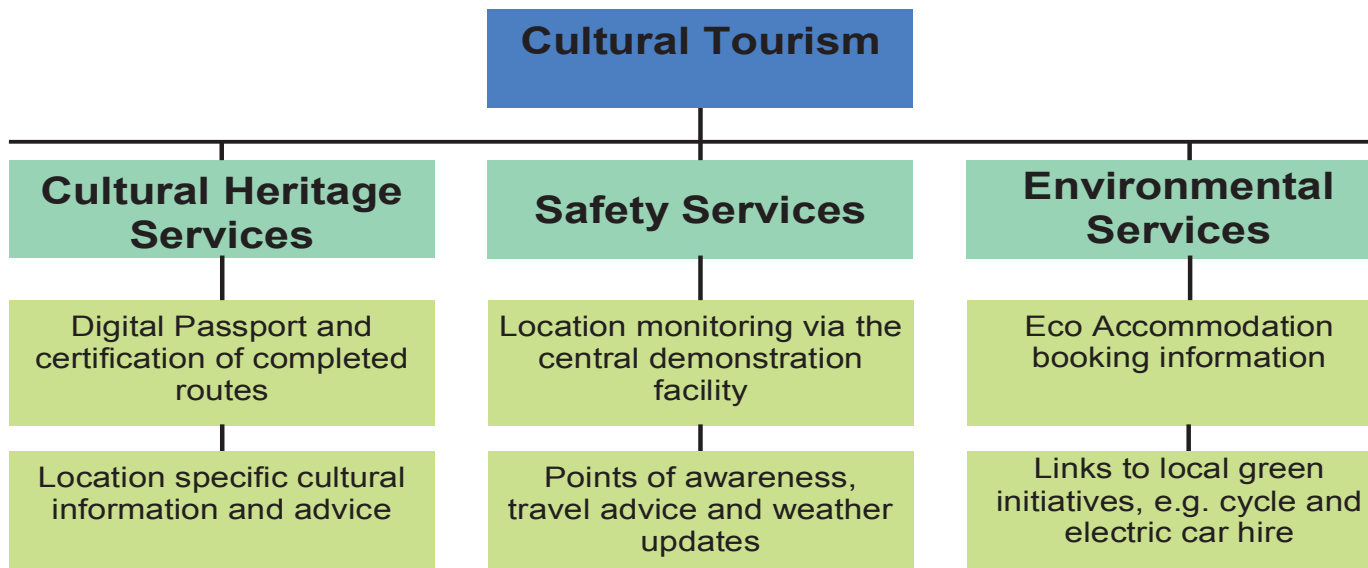
Three concrete EMMIA actions on “tourism”

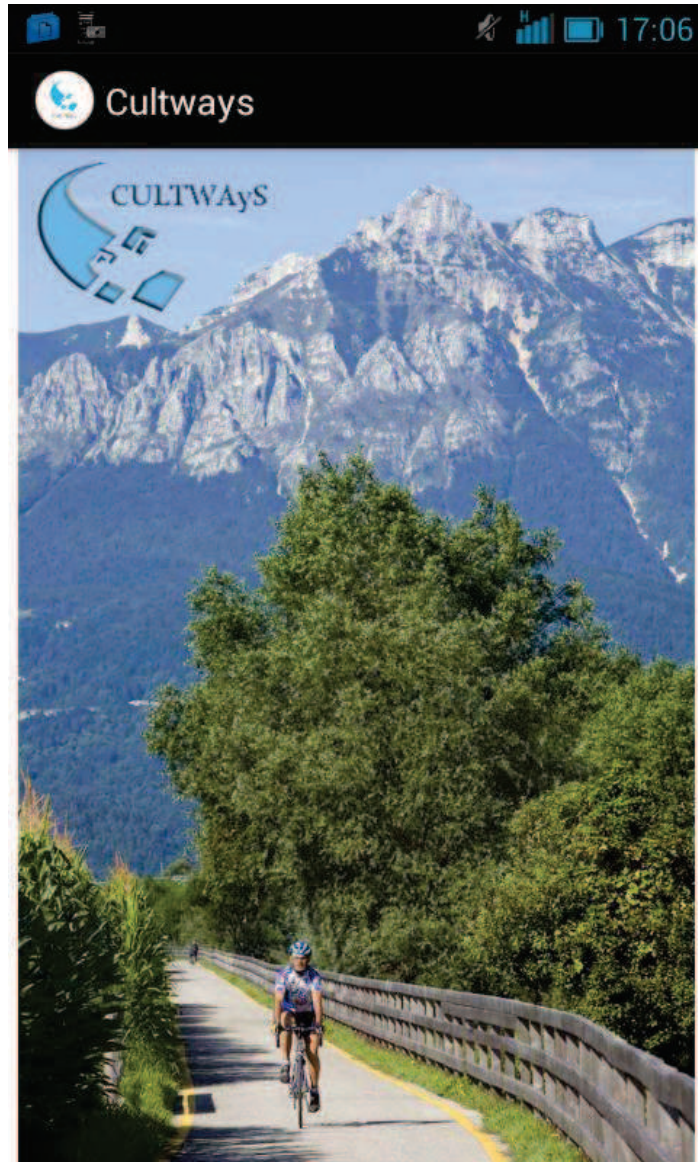
- **CULTWAYs**
- **Limes**
- **Grow Mobile**



- **Services for tourists along cultural routes, to foster fun of trip, its sustainability and safety**
- **Download before / during trip via WLAN connection**
- **Open interface for touristic data along cultural routes**

CULTURAL TOURISM DEMONSTRATOR—SERVICES







Impact and results

- Thorough understanding of regional tourism framework, requirements and needs
- Increased awareness of the potential of innovative services
- Good practice catalogue
- Specifically developed destination management systems
- Customised mobile applications for tourism
- Improved business support in partner regions
- Development of sustainable innovative services that can be leveraged and multiplied





Limes App to test and try out:

<http://limes.per-rlp.de>



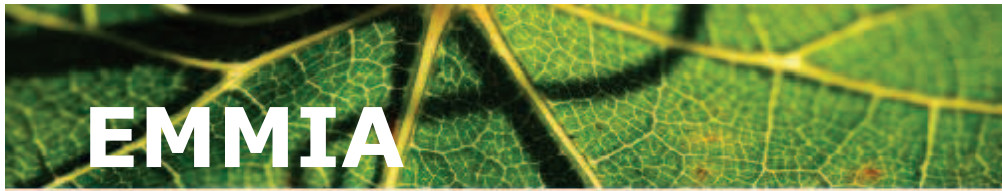


Example EMMIA 2:

Large-Scale Demonstrator Earth Observation / Copernicus

myEOrganics

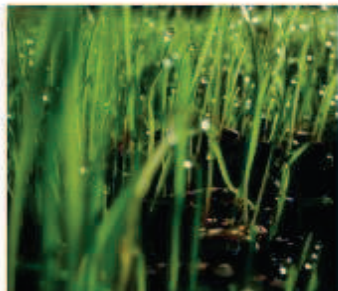
-> Co-ordination bavAIRia e.V.



EMMIA

myEOrganics

- support organic farming from space
- using satellite navigation and earth observation
- providing innovative mobile services for green farming



- providing innovative mobile services for green farming

- fostering EO-based mobile applications in dedicated regions

- serving as blue print for Europe



The myEOrganics consortium:





Back to EMMIA 1:

EMMIA – The Policy Learning Platform

Deliverables, methodology, first results



EMMIA PLP delivers

-> Target group: Regions/Cities in Europe

- Arguments to convince regions to invest in coordinated way in mobile services
- Together w/t & learning from partners of engaged regions
- Discuss and validate preliminary results
- Frame of regional/national / EU-wide laws relevant for mobile services
- Recipes for implementation of supporters of business ecosystems in regions of variety of maturity levels & engagements

-> Champions League/Euro League/engaged regions

- Political recommendations +roadmaps. Basis: Inputs from model regions, validation mechanisms & feedback from roadshows & innovation partnerships



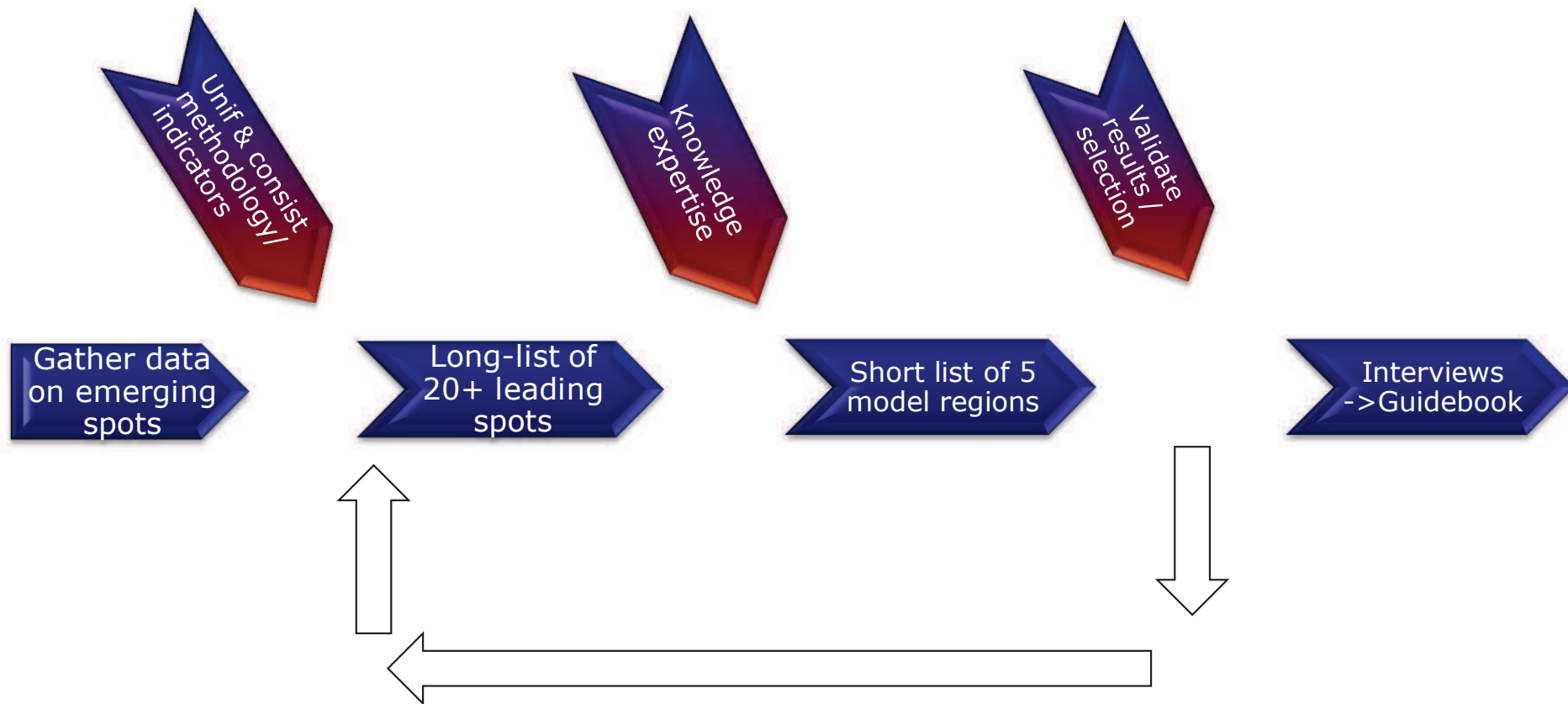
EMMIA PLP Conferences / Meeting Schedule

- **EMMIA Kick-off Brussels** **3/2012**
- **PLP 1 Munich** **6/2012**
- **PLP 2 Toulouse** **10/2012**
- **PLP 3 Brussels GD Enterprise & Industry** **4/2013**
- **PLP 4 Brussels, Bav. Representation+public** **11/2013**
- **2 Roadshows** **3-7/2014**
- **3 Innovation partnerships: EoI** **3-7/2014**
- **PLP 5 Prague** **10-11/6/2014**
- **PLP 6 Rome + Final event + public** **9 or 10/2014**



EMMIA PLP methodology

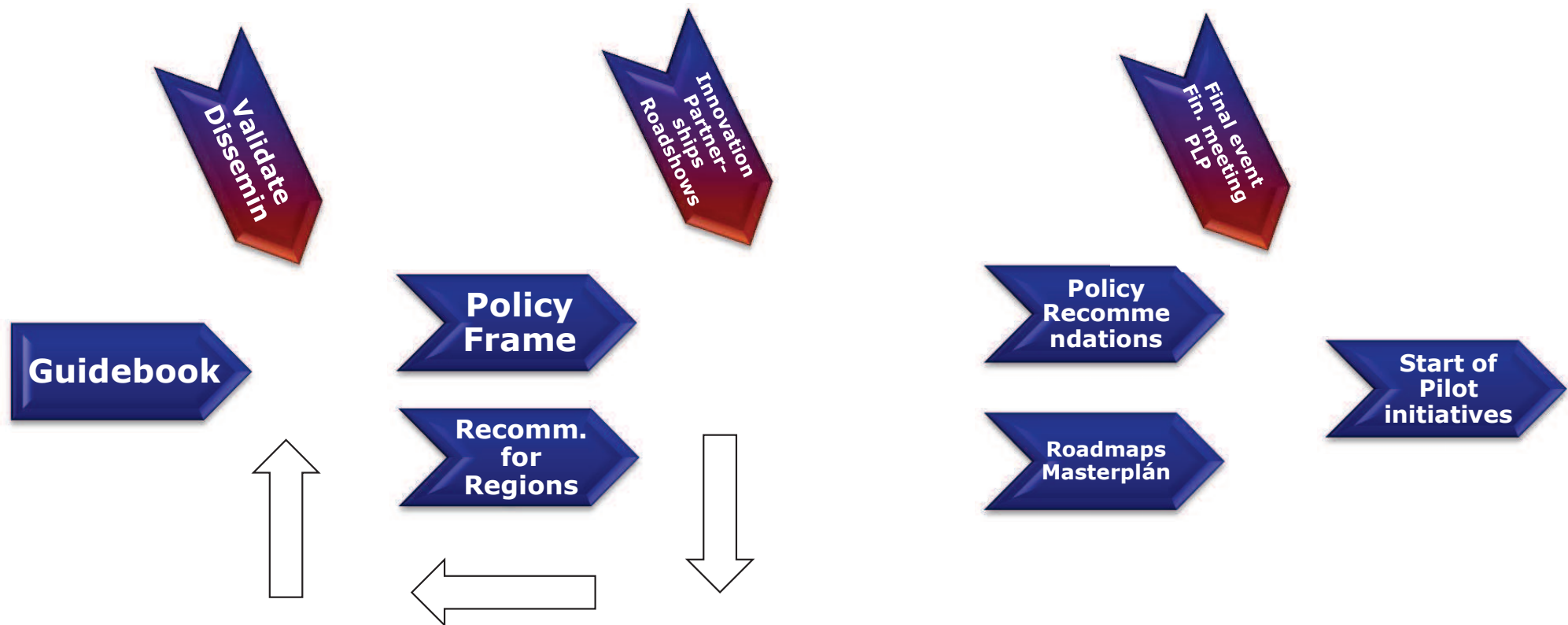
Process diagram I (mob. services)





EMMIA PLP methodology

Process diagram II (mob. ser vices)







From 20 to 5 model regions/cities: -> Selection criteria

***Variety (Size, location, environment, policy)
Learning element on focus, non ranking***

Once five candidates were found:

-> Over 100 interviews conducted.



Berlin





Barcelona





Estonia





London City





Malmö/Lund





New: 1st version of **EMMIA PLP Handbook for regions**

Basis a.o.: Interviews, results from 5 modell regions

- > **prelim. recommendations f. regions in Europe**
- > **Publications on www.mobilise-europe.eu**
- > **“Roadshows”:** running ads, collaboration with e.g. INTERREG
- > **Test & learn:**
 - **Three “innovation partnerships” with regions**



EMMIA PLP: Call for Expression of Interest:

“Innovation partnerships” (-> 2/’14; 3-7/’14)

Aim: 3 regions (governments, state agency, cluster, etc.)

-> EMMIA PLP Delegation to region: 1 day meeting:

Aim: what is there, whom to include, what to achieve?

-> EMMIA PLP + EC: Delegation to region: 1,5 day meeting:

Workshop max. 40 people + EC / ministers (“bilaterals”)

Aim: reg. co-ordin., planning, “policy”-discuss., feedback

-> Optional:

EMMIA PLP delegation to region: +1,5 day meeting:

Public event, awareness raising + résumé

Aim: Success/feedback, deepening “policy”-aspects



Contact

bavAIRia e.V.

Dr. Jürgen Vogel
Co-ordinator International Programmes

Cluster Aerospace Bayern
Sonderflughafen Oberpfaffenhofen
Friedrichshafener Straße 1
82205 Gilching



 **+49-8105-272927-45**

 **+49-8105-272927-15**

email: vogel@bavAIRia.net

www.bavAIRia.net + **www.mobilise-europe.eu**