Contract No. 004420

eu-DOMAIN - enabling users for Distance-working & Organisational Mobility using Ambient Intelligence Networks

D6.2 - EASW Workshops Organization

Specific Targeted Research or Innovation Project

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Work package: WP6 – Socio-economic issues

Task: T6.2   Organise European Awareness Scenario Workshops (EASW) with focus on socio-economic, regulatory and policy issues with the deployment and wide spread use of Ambient Intelligence infrastructures.

Document owner: Mauro De Bona (INN)

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Version	Author(s)	Date	Changes made
0.1	Isabella Aiello (INN)	01-02-2006	Proposal of report structure
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Reviewed by	Date	Validated
Mauro De Bona	24-08-2006	Internal review of version 1.0
Jesper Thestrup	04-09-2006	Review of version 1.0

Index:

1. Introduction

1.1 Background

The present eu-DOMAIN deliverable *D6.2 – EASW® Workshops Organization* belongs to work-package *WP6 – Socio-economic issues* and in particular to Task *T6.2 – Organise Awareness Scenario Workshops (EASW®)* . The purposes of this task were to:

- Organise validation workshops to validate societal and business requirements for sustainable exploitation of the eu-DOMAIN platform;
- Analyse the impact on the external environment and on users behaviour and acceptance from the eu-DOMAIN platform.

In addition to this, it could be worth saying that the whole work-package *WP2 – User requirements specifications*, as well as the whole work-package *WP6 - Socio-economic issues* can be considered as the basis on which the validation workshops will be organized.

1.2 Purpose, context and scope of this deliverable

The present deliverable *D6.2 – EASW® Workshops Organization* for the eu-DOMAIN project deals with the operative organization of the validation workshops for each domain, industrial and healthcare, while the results and findings obtained from the implemented validation workshops will be found in deliverable *D6.3 – Public reports from the EASW® Workshops*.

The purpose of the organization of the workshops has been to validate the eu-DOMAIN platform from a social and business perspective, while technical validation will be performed in *WP8 – Testing and Validation*.

In general terms, validation can be defined as the testing and assessment of the eu-DOMAIN service platform and its applications with the goal to prove that it realises the benefits expected by the stakeholders, such as added value of the services, increase of job satisfaction of end-users, new methods of collaborative working, etc.

In a similar way, user validation tests if the eu-DOMAIN services meet the expectations and requirements of its intended users from the healthcare domain and from the industrial service domain..

A validation process consists of:

- o Planning the validation (please refer to deliverable D2.1 - User Validation Framework Plan, chapter 7)

- o Carrying out validation activities according to this plan (please refer to the present deliverable and to deliverable D6.3 – Public Reports on EASW)

- o Making decisions on the basis of the validation results, e.g. redesign, error correction, start of implementation, roll-out, etc. (please refer to deliverable D6.4 – Validated business models and business cases)

1.3 Workshop organisation

In the following *Section 2 - Workshop organisation* it will be found the timing and location of each workshop, as well as the description of the material and documentation sent to the participants preliminary to the workshops implementation. Also a brief description of the number and profiles of the participants attending the workshops will be given.

The contents in terms of feedback and considerations collected during the validation workshops will be found in deliverable *D6.3 – Public reports from the EASW® Workshops*. Here each meeting will be described in detail, presenting the whole set of questions that were asked to participants and the answers they provided.

2.   Workshop organisation

For each of the two application domains (industrial and healthcare), validation workshops have been organized in the reference European cities

- ▪ Danish city for industrial scenario;
- ▪ Birmingham and Palmanova for healthcare scenario.

The enterprise involved in the industrial domain validation workshop was a large manufacturing company (hereinafter ACME), operating also in the field of industrial services, whose headquarter is based in Denmark and which has several branches all around the world: this enterprise was chosen for the relevance of its business model and organizational structure to eu-DOMAIN paradigm. For the mHealth domain validation workshops two different health structures supported mainly the workshop organization, namely EBPCT (eu-DOMAIN partner) in UK and the hospital of Palmanova in Italy.

In fact, bearing in mind the discussion of the first review recommendations, it was recognised that the validation process could be an opportunity to provide wider input on the 'European-wide scenario' applicable to the project's two user scenarios and in particular on the healthcare one.

To this effect and precisely to widen the scope of the healthcare scenario, it has been decided to split the healthcare validation workshop in two sessions, geographically different: a first session was to be held in the UK, while a second one would be held in Italy.

As concerns the approach chosen to the validation workshops, it should be specified that, the methodological approach has been tuned according to the number and profiles of the people involved.

Anyway, each validation workshop has been a participation laboratory for joint validation of using the eu-DOMAIN platform to implement the simulation scenarios, which have been built in WP2 and analyzed from a business perspective in WP6 task T6.1.

The user partners and the partners responsible for developing the business models and for the validation of eu-DOMAIN services have been activated to involve target users and local communities. Contacts have been established with local players in the areas of interest of the eu-DOMAIN pilots.

A workshop facilitator has been identified and support has been given from the two user partners to select participants and define workshop content and programme.

Each laboratory has been attended by representatives of at least 2 different socio-economic groups, including users, entrepreneurs, experts and other interested parties.

2.1   Timing and location

In this section it is reported the calendar and the location where the validation workshops have been performed, while the specific agendas related to each of them can be found in chapter 3 - Attachment A.

	DATE	LOCATION
Industrial validation workshop	20th April 2006	ACME, (DK)
Healthcare validation workshop	12th May 2006	EBPCT, Birmingham (UK)
Healthcare validation workshop	23rd August 2006	Palmanova Hospital (IT)

As concerns ACME validation workshop, this has been attended by five service experts and five business managers from ACME organization, plus five workshop's facilitators belonging to eu-DOMAIN consortium.

The EBPCT workshop, on the other hand, has been attended by eight participants, representing doctors, regional programme managers for diabetes, head of intermediate services, IT experts,

community and nurse consultants and a diabetes patients representative. Also in this case, five workshop's facilitators belonging to eu-DOMAIN consortium were attending.

Finally, as concerns the Palmanova Hospital workshop, this has been attended by six participants, representing cardiologists, health directors, doctors specialized in diabetes, directors of nursing services, nurses responsible for home assistance services and a diabetic patients representative. This workshop has been facilitated by two representatives from the eu-DOMAIN consortium.

2.2   Material and documentation for the participants

This section lists and describes the materials that have been sent to the participants preliminarily to the workshops implementation.

The documentation has been prepared by INNOVA with valuable contributions by IN-JET and it has been developed on the basis of previously submitted deliverables or material that was already at disposal of INNOVA. In particular, the material consists in:

- **An invitation letter to the workshop**: this letter has been prepared by IN-JET and INNOVA with the prime purpose to give a clear and straight to the point vision about eu-DOMAIN and the workshop objectives. After a brief explanation of what eu-DOMAIN is, the methodology and the workshop objectives have been stated in the invitation letter, in order to assure that each participant would have come prepared to the event. INNOVA and IN-JET have prepared a model for the invitation letter, that could be used for both workshops, but EBPCT found useful to customize it to its specific domain. Please find in Chapter 4 - Attachment B to this deliverable the invitation letters that have been sent to the participants.

  Together with the invitation letter the following material has been sent in attachment:

  - **The descriptive version of the selected scenario**: this document has been extracted from deliverable *D2.1-User validation framework plan* and consists in the description of the two selected scenarios: "Serving you every need" for ACME domain and "Patient as customer" for the healthcare one. Please find in Chapter 8 - Attachment A of the deliverable *D6.3-Public report on workshops* the descriptive versions of the two selected scenarios, that have been sent to the participants in attachments to the invitation letters.

  - **A brochure on EASW® methodology**: this document consists in a simple and brief description of EASW® methodology and has been derived from previously developed material belonging to INNOVA. The brochure has been structured in three pages, including brief descriptions of the EASW® phases and explanatory pictures and boxes. The final result is presented in Chapter 5 - Attachment C to the present deliverable. A more exhaustive description of EASW® methodology will be found in the next chapter 3 to the present deliverable.

  - **The eu-DOMAIN leaflet**: this document is one of the results developed by the eu-DOMAIN consortium for the dissemination activities. Please find it in Chapter 6 - Attachment D to the present deliverable.

All the above mentioned documents and materials have been sent both to the users (ACME, EBPCT and Palmanova Hospital) and to the EASW® expert, Mr. Rob Bilderbeek (DIALOGIC, Netherlands), who has been involved in eu-DOMAIN to facilitate the two workshops.

The user partners have been responsible to organize the logistic aspects of the workshops and to send the provided material to the list of participants they have planned to involve.

2.3   The participants and the role groups

As said before, great attention has been paid in all the workshops to involve people with different profiles and heterogeneous perspectives in order to guarantee a collection of different kind of feedbacks and inputs to the project.

To ensure a smooth flow of ideas and a fluent communication within and among the different groups, an expert facilitator has been contacted by INNOVA and invited to facilitate the workshops

in EBPCT and in ACME. Also IN-JET has supported INNOVA in the organization and implementation of the workshops, as partner involved in WP6 and responsible for D6.1 on eu-DOMAIN business model.

As concerns the healthcare validation workshop in Palmanova Hospital, it has been preferred to involve internal resources from INNOVA, as all the participants were Italian mother tongue and not fluent in English.

3. European Awareness Scenario Workshop

As already mentioned in the previous chapters, the proposed method to conduct the socio-economic validation of the eu-DOMAIN platform is the so-called "**European Awareness Scenario Workshop**" (**EASW**®).

The European Awareness Scenario Workshop (EASW®) initiative was launched by the European Commission DG XIII D in 1994 as a pilot action to explore new possible actions and social experiments for the promotion of a social environment favouring innovation in Europe. This initiative lead to the establishment of a methodological platform, the *European Awareness Scenario Workshop*.

The idea underlying EASW® is to involve different participants' profiles and let them discuss these in two separate phases. In the first phase, homogeneous groups are created to develop a common vision on a so called scenario zero, while in the second phase participants are divided into heterogeneous groups in order to reach a wider perspective and scenario.

In this sense, the EASW® methodology has been used in the eu-DOMAIN project since it allows the definition and validation of the eu-DOMAIN functionality and business models with a wider audience than just the project's users and it would help to identify new exploitation opportunities.

Indeed, it is interesting to note that the EASW® methodology has been developed as an instrument for participatory planning, based on dialogue and collaboration among groups of local actors to create a balanced relationship between social and technological interests.

Actually, the application of EASW® method allows the exchange of knowledge, experience, opinions and ideas about existing barriers and possible solutions to the central topic among different "stakeholders" (technology experts, potential end users, etc.) and it helps to identify and discuss the similarities and differences in the perception of problems and their possible solutions among the different social and professional categories involved.

This leads, therefore, not only to the development of new knowledge, new ideas and proposals, but also, above all during the "vision making phase", EASW® allows to achieve consensus among workshop participants and to identify a preferable scenario.

Finally, it should be noted that the purpose of the EASW® technique has been not only be to assess and validate the socio-economic aspects of the eu-DOMAIN platform but also to get input for the exploitation phase. In other words, by applying this method it would be possible to gather elements and ideas on how to present eu-DOMAIN platform to future users and potential buyers.

The results of the workshops can therefore serve as valuable input for the exploitation phase.

Please refer to the following section for a wider description on how the EASW® methodology works.

3.1 The EASW® structure

The EASW® is normally a 1-2 days meeting organised as follows:

Phase 0: Introductory session

The EASW® workshop starts, as usual, with a set of initial presentations from at least the co-ordinator and local promoter of the workshop on the following topics:

- Workshop's objectives
- EASW® methodology basic rules
- Scenario Zero
- Expected result for participants

This introductory session will be necessary to ensure that all participants have a shared and common vision of the aims of the work they will be asked to carry out during the workshop.

The first step in the EASW® method is to formulate a "scenario zero". The scenario zero is the first action towards the application of the EASW® methodology. It will set the basis for building future simulation scenarios representing all different possible options under different conditions. The scenario zero for each eu-DOMAIN validation workshop has been considered the descriptive version of each selected scenario extracted from deliverable *D2.1-User validation framework plan* (i.e. "Serving you every need" for ACME domain and "Patient as customer" for the healthcare one), complemented by the business model described in deliverable *D6.1–Proposed business models and business cases*.

Phase I: Vision making

After the introduction, the participants are split up into role groups, according to their background. For example, in the ACME workshop, the role groups were two: service experts and business managers. More in general terms, role groups in a "standard" EASW® could be:

- Residents group

- Decision makers group (including politicians)

- Technical experts group

- Business sector group

In a proper EASW® each of the role groups consist of 6 to 8 participants, bringing the total number of participants in the scenario-workshop to between 24 and 32.

The main task of the role groups is to articulate, starting from the scenarios presented during the introductory session, their own future vision of a sustainable context for the field of interest for the specific project.

In each group a moderator acts in order to:

- Explain the rules of the working group and of its objectives

- Express personal contribution to generate visions

- Organize group's common vision

- Prepare poster to be displayed in the following plenary session

The role groups' sessions will result in several future visions on the workshop topic, one from each role group. Obviously, these visions differ to some extent from each other.

A representative then presents the visions in a plenary session from each group. The participants are encouraged to make their presentation as dynamic as possible, by means of the visual aids, etc. they have developed.

After the visions have been presented, they are discussed in detail, and a list is drawn up by the EASW® moderator of all the elements the visions have in common. This forms the basis for a commonly shared future vision, the so-called "common ground".

Phase II: Idea generation

On the basis of the common vision developed during the first part, participants are asked to discuss and possibly determine by voting "what must be done" and "by whom" in order to achieve the future desirable vision. Therefore, this phase is oriented towards generating ideas on how the participants' shared vision of a sustainable context might be realised.

In contrast with the role group sessions, the idea generation process takes place in so-called thematic groups. This thematic group session aims to exploit the different social and professional sensibilities of workshop participants, which are expected to produce concrete solutions according to their different domains of interest and to identify means to making achieve sustainability in the field of interest. For instance, themes to be tackled could be business opportunities, legal aspects, training/qualification, and infrastructures.

The plenary session that follows begins with the presentation of the "top-5" ideas. The main purpose of each presentation is to outline the group's ideas and indicate their relevance to the "common

ground vision". In total some 15 to 25 ideas should be presented in a proper EASW®. After the presentations, the overall "best" 5 ideas are identified using a voting procedure. The closing discussion then focuses on the "winning" ideas - their merit, their feasibility, and how they might be realised.

3.2   EASW results

At the end of an EASW we will obtain:

- An analysis of the future trends for the industrial sector/technology of reference as presented by the developed scenarios

- A common future vision

- A set of actions describing potential intermediate activities that can bring to the selected goals

- A wide exchange of information and a deeper understanding of mutual needs and expectations of each of the attending groups

- Commitment from the participants to further go on with the strategy/vision defined

As far as the eu-DOMAIN project is concerned, at the end of each EASW® a set of headlines on how the eu-DOMAIN can be implemented to fit with the external socio-economic and market environment will be produced with suggestions and recommendations emerged by the discussion and structured in deliverable *D6.4-Validated business models and business cases*.

4.   Attachment A

Meeting Subject: Validation EASW workshop

Venue: *omissis*

Date: 20th April 2006

Chair: Rob Bilderbeek (INNOVA)

Distribution: INNOVA, IN-JET, CIL, ACME

Time	Subject	Topics to be covered	Time (mins)	Lead participant
09:00	**Welcome**	Arrival & Coffee	10	ACME
		Welcome & technical meeting objectives		INNOVA
09:10	**Basic scenario**	Presentation of the basic scenario	15	INNOVA
09.25	**Group work**	Group discussion	75	ALL
		Preparing a group presentation	15	ALL
		Coffee and tea and perhaps some bis cuits	10	ALL
		Plenary session with 3 presentations	30	ALL
		First reactions from a "commenter" from each group	10	ALL
11.45	**Plenary discussion**	Discussion on: o Feasibility o SWOT aspects of the options presented by the 3 groups	30	ALL
12:15	*Lunch*		60	ALL
13:15	**Plenary session**	o Brief summing-up of morning session o Definition of the focus for afternoon session	15	INNOVA
13.30	**Group work**	Focus on different relevant themes	60	ALL
		Preparation of presentation	15	ALL
14:45	**Plenary session**	Presentations of the 3 groups	20	ALL
		First reactions from a "commenter" from each group	15	ALL
		Plenary discussion on the feasibility and the SWOT aspects of the options presented by the 3 groups	30	ALL
15.50	**Workshop consolidation**	Summing up of meeting findings	10	INNOVA
16:00	**Close of day**			

Meeting Subject:	Validation workshop
Venue:	Appollo Hotel, Hagley Road, Birmingham, UK
Date:	12th May 2006
Chair:	Rob Bilderbeek (INNOVA)

Distribution: INNOVA, IN-JET, CIL, EBPCT

Time	Subject	Topics to be covered	Time (mins)	Lead participant
09:00	Welcome	Arrival & Coffee	30	EBPCT
		Welcome & technical meeting objectives		INNOVA
09:30	Basic scenario	Presentation of eu-DOMAIN and the basic scenario	20	INJET
				INNOVA
09:5 0	Group work	Group discussion	60	ALL
		Preparing a group presentation	15	ALL
		Coffee and tea and perhaps some biscuits	10	ALL
		Plenary session with 2 presentations	30	ALL
		First reactions from a "commenter" from each group	15	ALL
12.00	Plenary discussion	Discussion on: o Feasibility o SWOT aspects of the options presented by the 2 groups	30	ALL
12:30	*Lunch*		45	ALL
13:15	Plenary session	o Brief summing-up of morning session o Definition of the focus for afternoon session	15	INNOVA
13.30	Group work	Focus on different relevant themes	60	ALL
		Preparation of presentation	15	ALL
14:45	Plenary session	Presentations of the 3 groups	20	ALL
		First reactions from a "commenter" from each group	15	ALL
		Plenary discussion on the feasibility and the SWOT aspects of the options presented by the 3 groups	30	ALL
15.50	Workshop consolidation	Summing up of meeting findings	10	INNOVA
16:00	Close of day			

Argomento meeting:	Workshop di validazione			
Luogo:	Ospedale Civile Palmanova, IT			
Data:	23rd August 2006			
Chair:	Mauro De Bona (INNOVA)			

Distribuzione: INNOVA, participants

Ora	Tema	Argomenti da coprire	Minuti	Leader
08:30	**Benvenuto**	Arrivo e caffè	30	
		Benvenuto e obiettivi del meeting		INNOVA
09:00	**Scenari**	Presentazione degli scenari	20	INNOVA
09:2 0	**Lavoro di gruppo**	Discussione di gruppo su o Fattibilità o Sostenibilità o Nuove opportunità	210	ALL
12.50	**Consolidamento risulati**	Riassunto dei risultati del meeting	10	INNOVA
13:00	**Chiusura**			

5. Attachment B

LETTER FOR ACME VALIDATION WORKSHOP

Dear [name],

The partners of the eu-DOMAIN project would like to invite you to participate in a European Awareness Scenario Workshop (EASW®) on:

Thursday 20th April 2006
OMISSIS
from 9 a.m. to 4 p.m.

The eu-DOMAIN project will develop a new, innovative European ambient intelligence service platform for automatic, context sensitive offering and contracting of mobile web services across heterogeneous networks. The eu-DOMAIN service platform will interconnect people, devices, buildings and content in an interoperable network. For additional information on the eu-DOMAIN project, please visit the website http://www.eu-domain.eu.com or look at the enclosed leaflet.

A very important part of the eu-DOMAIN project is to develop sustainable and validated business models for all types of users and service providers. We are therefore working with selected scenarios which give us snapshots of the future – a future with eu-DOMAIN – and are now at a stage where we need your help with the validation process.

We have chosen to use the European Awareness Scenario Workshop (EASW®) methodology because it allows the definition and validation of the eu-DOMAIN functionality and business models with a wider audience than just the project's users.

The idea underlying EASW® is to involve different participants' profiles and let them discuss relevant issues in two separate phases. In the first phase, homogeneous groups are created to develop a common vision on the so-called Scenario Zero. In the second phase, participants are divided into heterogeneous groups with the aim of reaching a wider perspective and a new scenario.

The selected scenario for this workshop is "Serving your every need". A full description of the scenario is enclosed, as well as additional information on the EASW® methodology.

The purpose of this European Awareness Scenario Workshop (EASW®) is to:

➢ **validate** and refine the eu-DOMAIN business model and business cases
➢ **validate** the eu-DOMAIN functionalities and the achievement of the Functional, Social and Trust & Security user requirements. Drivers to be taken into account could be, for instance:
   o Usability
   o Social attitude and acceptance
   o Trust and security achievements
   o Cost and business effectiveness
➢ **search for new exploitation opportunities for eu-DOMAIN platform,** for instance:
   o Finding of new application fields for eu-DOMAIN
   o Suggestion of additional functionalities to be added to the platform.

We anticipate a total number of 12 participants from the following profiles:

   ▪ Technicians for buildings and facilities maintenance
   ▪ Facility managers and other types of clients
   ▪ SW and technology providers

Please confirm your attendance by Friday 31st March 2006 to Ms. Isabella Aiello by sending an e-mail to i.aiello@innova-eu.net (+39 0481 30047).

We are unfortunately not able to compensate you for your time but all expenses in connection with the workshop will be reimbursed.

Kind Regards,

omissis
(on behalf of the eu-Domain partners)

LETTERS FOR EBPCT VALIDATION WORKSHOP

Dear <mark>[name]</mark>,

The partners of the eu-DOMAIN project would like to invite you to participate in a European Awareness Scenario Workshop (EASW®) on:

<div align="center">

Friday 12th May 2006
at Eastern Birmingham Primary Care Trust
<mark>**ADDRESS**</mark>
from 9 a.m. to 4 p.m.

</div>

The eu-DOMAIN project will develop a new, innovative European ambient intelligence service platform for automatic, context sensitive offering and contracting of mobile web services across heterogeneous networks. The eu-DOMAIN service platform will interconnect people, devices, buildings and content in an interoperable network. For additional information on the eu-DOMAIN project, please visit the website http://www.eu-domain.eu.com or look at the enclosed leaflet.

A very important part of the eu-DOMAIN project is to develop sustainable and validated business models for all types of users and service providers. We are therefore working with selected scenarios which give us snapshots of the future – a future with eu-DOMAIN – and are now at a stage where we need your help with the validation process.

We have chosen to use the European Awareness Scenario Workshop (EASW®) methodology because it allows the definition and validation of the eu-DOMAIN functionality and business models with a wider audience than just the project's users.

The idea underlying EASW® is to involve different participants' profiles and let them discuss relevant issues in two separate phases. In the first phase, homogeneous groups are created to develop a common vision on the so-called Scenario Zero. In the second phase, participants are divided into heterogeneous groups with the aim of reaching a wider perspective and a new scenario.

The selected scenario for this workshop is "Patients as Customers". A full description of the scenario is enclosed, as well as additional information on the EASW® methodology.

The purpose of this European Awareness Scenario Workshop (EASW®) is to:
> - **validate** and refine the eu-DOMAIN business model and business cases
> - **validate** the eu-DOMAIN functionalities and the achievement of the Functional, Social and Trust & Security user requirements. Drivers to be taken into account could be, for instance:
>   - Usability
>   - Social attitude and acceptance
>   - Trust and security achievements
>   - Cost and business effectiveness
> - **search for new exploitation opportunities for eu-DOMAIN platform,** for instance:
>   - Finding of new application fields for eu-DOMAIN
>   - Suggestion of additional functionalities to be added to the platform.

We anticipate a total number of 20 participants from the following profiles:
- General Practitioners
- Expert patients
- Representatives from the insurance companies

Dear Colleague,

RE: Assistive Technologies to Improve Diabetes Care

As you may know we have been working at European level on a project entitled EU Domain which is looking at a technological solution to supporting Diabetes care. I enclose briefing note 1 and 2 as background information.

I would like to invite you to a seminar to be held all day on Friday 12th May 2006 at Stechford Masonic Hall, Bordesley Green, Birmingham B33 8TN to start from 9.00am. An outline programme will follow if you are able to confirm your attendance.

If you are able to attend please email natalie.hendra@easternbirminghampct.nhs.uk; telephone 0121 465 5152 or complete the tear off slip below.

I look forward to seeing you there.

Yours sincerely,

Dr R A Mendelsohn
Director of Health Improvement

Cc Andrew Donald
    Rosemary Cripps

....

Name... Contact number ....

I would like to confirm attendance for 12th May

I am unable to attend on the 12th May

Please reply to Natalie Hendra, Kingsnorth House, 1 Blenheim Way, Kingstanding, Birmingham B44 8LS

LETTER FOR ITALIAN VALIDATION WORKSHOP

Egregio Direttore,

Innova S.p.A partecipa ad un progetto di ricerca europeo denominato "euDOMAIN - enabling users for Distance-working & Organizational Mobility using Ambient Intelligence Networks" finalizzato allo sviluppo di una piattaforma tecnologica che permette di inter-connettere, in modo dinamico e flessibile ed in tempo reale, persone, strumenti, edifici, computer, data base, ecc. attraverso differenti network di comunicazione, sia fissa (es.: Internet, WiFi), sia mobile (es.: GSM, UMTS, ecc.).

Questa piattaforma verrà validata e testata in due ambiti distinti: i servizi industriali e il *mobile health*. In particolare, lo scenario di riferimento per il *mobile health* si basa fondamentalmente sulla possibilità di assistere da remoto pazienti diabetici e di accedere e gestire facilmente una serie di informazioni cruciali per la salute del paziente stesso (es.: valori pressione, valori glicemia, diagnosi e trattamento, ecc.).

Innova ha già organizzato un workshop in Gran Bretagna, in collaborazione con l'Eastern Birmingham Primary Care Trust, con lo scopo di raccogliere i feedback ed i suggerimenti di diversi esperti e parti interessate sia sulle potenzialità (es: ottimizzazione dell'uso di risorse delle strutture sanitarie, miglioramento delle condizioni di vita del paziente, ecc.), sia sugli eventuali problemi e criticità (es.: privacy, fiducia, usabilità, ecc.) che potrebbero caratterizzare questa innovazione.

Innova intende validare lo scenario applicativo anche in Italia per verificare la valenza trans-europea della soluzione tecnologica che si sta sviluppando: in quest'ottica, vorremmo sondare la possibilità di avere il supporto del Vs. Istituto per individuare possibili esperti e parti interessate da coinvolgere nel processo di validazione. Stiamo cercando di identificare **6-8 partecipanti** con i seguenti profili preferenziali:

- Medici di famiglia;

- Medici operanti in strutture ospedaliere con specializzazioni preferibili in malattie cardio-vascolari e trattamento di patologie diabetiche;

- Infermieri;

- Responsabili amministrativi e dei servizi informatici di strutture sanitarie;

- Pazienti (diabetici, ipertesi).

Si ritiene utile sottolineare che non verranno trattati e discussi gli aspetti tecnici della piattaforma, ma ci si concentrerà esclusivamente sulla valutazione dell'impatto sociale ed organizzativo derivante dall'introduzione della piattaforma tecnologica e dei servizi ad essa collegati.

Al momento, sarebbe estremamente prezioso, per ottimizzare il poco tempo a nostra disposizione, poter avere da parte del Vs. Istituto la segnalazione di figure che potrebbero corrispondere ai profili da noi ricercati o che potrebbero essere interessate.

RingraziandoLa in anticipo per l'aiuto e rimanendo a completa disposizione per qualsiasi ulteriore chiarimento,

porgiamo cordiali saluti

6.   Attachment C

European Awareness Scenario Workshop

What is EASW?

The European Awareness Scenario Workshop (EASW) Initiative was launched by the European Commission DG XIII D in 1994 as a pilot action to explore new possible actions and social experiments for the promotion of a social environment favouring innovation in Europe.

The Awareness Scenario Workshop methodology was developed by the Danish Board of Technology. It was selected as a test-case methodology to be subsequently "Europeanised" in the framework of the European Commission's former Directorate General XIII-D action (Presently DG Enterprise/C). In the first step, the methodology was analysed and tested in a project led by the Dutch TNO to understand and exploit the improvements that can be achieved in ecology and in the dissemination of innovation using participatory decision-making processes. This lead to the establishment of a methodological platform, the *European Awareness Scenario* Workshop. Since 1995 the European Commission, has offered support to local actions at European level on the theme of the sustainable city, through a network of National Monitors promoting the EASW method, to strengthen the link between technological development and the needs of society

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The methodology has been developed as an instrument for participatory planning, based on dialogue and collaboration between groups of local actors to create sustainable cities and to create a balanced relationship between society, technology and the environment.

In its original design, the EASW:

1. *Allows the exchange of knowledge, opinions and ideas among technology experts, citizens and representatives of the private sector and public administrators;*

2. *Identifies and discusses the similarities and differences in the perception of problems and their possible solutions among the different social categories involved, and*

3. *Stimulates political debate in local communities on the role of technology in sustainable development.*

In an EASW the participants representing the four main social categories of a community (citizens, technology experts, administrators and representatives of the business sector) as local or regional experts can help to develop new rules for the management of planning processes that may be used and inserted in a European exchange network.

Initially, the EASW methodology focused solely on the theme of 'urban sustainable development'.
The massive interest in using the methodology in cities and regional bodies, however, has substantially broadened the range of subjects analysed, by offering additional sets of scenarios on the following themes:
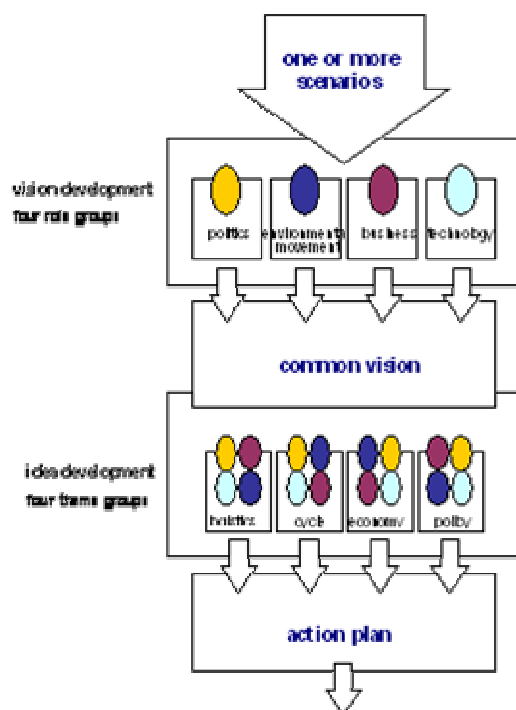
♦ Urban mobility;
♦ Urban regeneration;
♦ Local information provision (ICT), as well as
♦ Several combinations of the above-mentioned subjects.

The tools for the application of the EASW methodology to these themes have been developed through the Fleximodo project, designed to stimulate social participation and awareness in innovation processes and sustainable urban development.

The EASW method

Central to the EASW method is *dialogue*, creating an opportunity to exchange experience and knowledge about existing barriers and possible solutions to the central topic. This leads to the development of new knowledge as well as new ideas and proposals for policy.

The results of the workshop can therefore serve as valuable input for the public debate on the central topic and the role of technology.

The vision making

The first part of an EASW workshop is oriented towards the articulation of a common vision of the future 'Workshop central topic'.

The principal resource material for this phase of an EASW workshop is the four scenarios, outlining four divergent visions of what the city might be like, depending on certain policy decisions re: who is responsible for addressing the main issues and **what kind of solutions** are opted for.

During the first session, someone - usually a representative from the local municipality - gives an introduction about the present state of affairs regarding urban ecology in the city where the workshop takes place.

After the introduction, the participants are split up into four **role groups**:
* residents group
* decision makers group (including politicians)
* technical experts group
* business sector group

Each of the role groups consists of 6 to 8 participants, bringing the total number of participants in the scenario-workshop to between 24 and 32.

The main task of the role groups is to articulate *their own future vision* of their 'sustainable' future. Apart from the scenarios - designed to stimulate people's imagination and create a open-minded attitude - and the introduction into the local state of affairs, the participants are also given some workshop tools to support the creative process of vision making. Among these tools are the so-called double-interviewing technique, brainstorming techniques like back casting, specific assignments to visualise their vision (e.g. by making drawings) and devising a catchy slogan for the plenary presentation of their vision.

The role groups' sessions result in **four future visions** on the workshop topic, one from each role group. Obviously, these visions differ to some extent from each other.
The four visions are then presented in a plenary session and all participants are encouraged to make their presentation as dynamic as possible, by means of the visual aids, etc. they have developed.

After the visions have been presented, they are discussed in detail, and a list is drawn up of all the elements the four visions have in common. This forms the basis for a **commonly shared future vision**, the so-called 'common ground'.
These role group sessions tend to be stimulating and quite productive once participants have freed themselves from the 'here and now' of present day reality. Disentangling from reality is essential for the participants to be able to generate visions that are truly visionary.
To put it another way, *without* sufficient detachment from what is considered feasible or impossible today, there is an unnecessary and premature reduction of the domain within which potential solutions for a particular problem can be sought.

Idea generation

The second part of the scenario-workshop is oriented towards generating ideas on how the participants' shared vision of a sustainable city might be realised. The 'common ground' therefore functions as a starting point for the idea generation process. Ideally, before splitting up again into working groups, the facilitator should give a short presentation of the main elements of the 'common ground vision', and encourage the participants to use this vision as a starting point for their discussions.
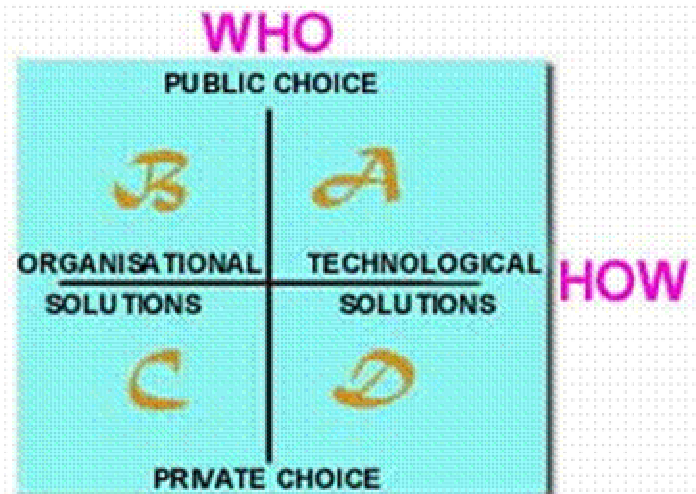
In contrast with the role group sessions, the idea generation process takes place in so-called **theme groups**. Unlike the role groups (which are more or less the same, irrespective of the subject of the workshop), the theme groups differ depending on the workshop subject. The original scenario-workshops on 'urban ecology' focused on the following four themes: energy, water and wastewater, waste and recycling, living.

Ideally participants should be allocated to the theme groups that best matches their field of expertise.

The main task of the **theme groups** is to identify means to making their city more sustainable. From the many techniques available for idea generation, the scenario-workshop method uses the so-called 'snow-carding' technique: Each participant has 10 to 15 minutes to write down their best ideas towards accomplishing sustainability in terms of the topic allocated to their theme group - one idea per small card (a 'snow card'). Normally speaking, this should result 5 and 10 ideas per person. During the remainder of the theme group session these ideas are then discussed and prioritised.

The prioritising of ideas should result in a short list of the 'best' 4 to 6 ideas produced in the theme group. The theme group also has to prepare for a lively presentation of their **'top-5' list**, with visual aids such as a poster, with text, drawings, catchy slogans, etc.

The plenary session that follows begins with the presentation of the four 'top-5' lists. The main purpose of each presentation is to outline the group's ideas and indicate their relevance to the 'common ground vision'.

Who and How

After the four presentations, the overall '**best 5**' ideas are identified using a voting procedure.

The closing discussion then focuses on the 'winning' ideas their merit, their feasibility, and how they might be realised. The solutions are framed in two dimensions which, when combined into a cross, give 4 possible answers to the central questions of WHO and HOW

- *WHO* is responsible for solving local problems? The public authority or the private sector?
- *HOW* should technology be used in solving the problems? Should we look to people or technology for a solution to the problems of sustainability?

Each solution is analysed by building a diagram/matrix based on 2 different axes/dimensions: technology content (low-tech or high-tech solution) and type of solution (public or private), which will allow to define how is the company orientation towards technology or social solutions.

The matrix, is built matching the role of technology and the relevance of public choice versus private choice; it will emphasise two features of the best solutions: degree of technology (technology-intensive solution) and type of solution (solution participated with and benefiting the external community).

7. Attachment D

Business models and exploitation

A very important part of the project is the development of realistic business models for all types of users and service providers.

The business models will be developed using the concept of value nets and dynamic value constellations to identify new business opportunities for content providers, service providers and aggregators as well as network operators and users.

Specific emphasis will be put on defining, identifying and measuring the value creation and linking it with new business opportunities for SME's. The business models will be validated as part of the overall platform validation.

The business model is seen as a pyramidal structure with thee value-creation levels. At each level, the following actors have been identified for further analysis:

Meta chain actors	Concept owner
Primary chain actors	Content providers Service providers Domain service providers Service aggregators End users
Support chain actors	Equipment suppliers System operators Distributors Network operators

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The project partners are...

COORDINATOR
C INTERNATIONAL, LTD.
WARWICK, UK
PHONE +44 (2476) 537043
www.cinternationl.co.uk

INNOVA S.P.A.
ROME, ITALY
www.innova-eu.net

IN-JET APS
BIRKERØD, DENMARK
www.in-jet.dk

UNIVERSITY OF AARHUS
AARHUS, DENMARK
www.daimi.au.dk

FOUNDATION FOR RAT
HERAKLION, CRETE, GREECE
www.ics.forth.gr

CNET SVENSKA AB
DANDERYD, SWEDEN
www.cnet.se

T-CONNECT S.R.L
TRIESTE, ITALY
www.t-connect.it

SOFTWARE AG
BRUXELLES, BELGIUM
www.softwareag.com

TELEFONICA I+D SA
MADRID, SPAIN
www.tid.es

GRUNDFOS MANAGEMENT A/S
BJERRINGBRO, DENMARK
www.grundfos.com

EASTERN BIRMINGHAM PCT
BIRMINGHAM, UK
www.ebpct.nhs.uk

SUBCONTRACTOR
ALEXANDRA INSTITUTE, DK
www.alexandra.dk

SUBCONTRACTOR
ACIT GMBH, GERMANY
www.acit.de

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www.liwas.dk

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A new Ambient Intelligence platform

The eu-DOMAIN project is developing an innovative ambient intelligence service platform for automatic and context sensitive offering and contracting of mobile web services across heterogeneous networks.

The new eu-DOMAIN platform interconnects people, devices, buildings and content in a Europe-wide interoperable network.

The eu-DOMAIN platform can be used in a broad range of industrial, government, healthcare and other citizen centred applications.

Great benefits to mobile users

An estimated 12 million Europeans travel everyday across Europe working outside their normal workspace. eu-DOMAIN will dramatically improve their ability to deliver quality services, increase the competitiveness and visibility of their host organisations and generally improve the quality of life for Europe's citizens.

eu-DOMAIN supports mobility among users and workers by integrating them with seamlessly accessible ubiquitous intelligent surroundings, which support self-configuring devices and use semantic agents and tools for ambient awareness.

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eu-DOMAIN scenarios of the future

The future is awash with uncertainty. Scenarios are snapshots of possible/alternative futures that help us plumb that uncertainty. Scenarios provide coherent, comprehensive, internally consistent descriptions of plausible futures built on the imagined interaction of key trends.

The eu-DOMAIN platform is designed and customised according to market conditions and target users needs and will seriously identify and address socio-economic constraints. A user-centred approach with participation of users in all phases has been implemented to develop and test alternative scenarios.

eu-DOMAIN scenarios are constructed from a varied background of knowledge and guesswork about the relevant environment and the trends and discontinuities likely to happen in the future and affecting the users business and way of work. A set of functional user requirements has been derived from the scenarios and related storylines. The eu-DOMAIN project has developed four scenarios to illustrate future user behaviour in both industrial and healthcare domains.

European Service Network	Serving your every need *) The Milk Man Traditional Blues Luke Skywalker
Healthcare for tomorrow	Patients as customers *) What's up, doc! Excuse me, Doctor High Noon

*) This scenario will be implemented for demonstration.

All scenarios can be viewed in their entirety at our web site www.eu-domain.eu.com

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Some technical details

The eu-DOMAIN architecture is designed to support implementation of functional and security requirements derived from the scenarios and analysis of trust and security requirements. The architectural quality drivers are: Interoperability, modifiability, performance and scalability.

The core of the eu-DOMAIN platform is a domain model, which initially models basic concepts of any eu-DOMAIN-based application. This domain model may be adapted – by extending a corresponding meta-model – to add new concepts supporting specific application domains. Functionality and data is internally and externally accessible as web services.

To support heterogeneous devices, terminals, and content providers, the eu-DOMAIN is divided into four tiers containing devices, terminals and gateways, servers, and external services respectively.

"Intelligence", in the sense of ability to make decisions based on previous activities, data reported from different sensors, and the location of objects and people, is central to eu-DOMAIN and the eu-DOMAIN architecture. Intelligence is coupled to objects, people, and locations.