

**CROSS FERTILISATION THROUGH ALIGNMENT,
SYNCHRONISATION AND EXCHANGES FOR IoT****H2020 – CREATE-IoT Project****Deliverable 03.04****Workshop on SME involvement with LSP****Revision: 1.00****Due date: 30-06-2018 (m18)****Actual submission date: 30-06-2018****Lead partner: BLU****Summary**

Dissemination level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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1.00	30-06-2018	SINTEF	Final version released.

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1. EXECUTIVE SUMMARY

1.1 Publishable summary

Iterative Innovation in the IoT Large-Scale Pilots was a workshop held for SMEs during the activities of the IoT Week 2018 on the 7th June. The workshop aimed to bring LSPs, SMEs and start-ups together to explore the opportunities to develop new IoT technologies to solve the challenges presented within the forthcoming Open Calls. SMEs and start-ups were to gain a deeper understanding of the context for the open calls within each of the three LSPs while the LSPs were to develop, through direct contact with potential applicants, an appreciation for where challenges may arise during the open calls process.

A total of 30 participants took part in the co-creation of 4 potential solutions in response to the challenges set-out in the open calls from ACTIVAGE, SYNCHRONICITY and IoF2020. From this LSP-led process, specific areas were identified as potential stumbling blocks for both the applicant SMEs and the LSP partners.

1.2 Non-publishable information

N/A

2. INTRODUCTION

The workshop titled: Iterative Innovation in the IoT Large Scale Pilots, was held on the 7th June 2018 during the IoT Week conference in Bilbao. The workshop was an opportunity for the persons responsible within the LSPs for the Open Calls to come in close contact with potential applicant SMEs. The workshop was structured as an opportunity for the LSP to be able to co-develop potential solutions for specific challenges set out in their Open Calls and to gain an understanding of potential hurdles that may arise for an SME during the various phases of engagement i.e. design, application and implementation.

2.1 Aim

The overall aim was to bring LSPs, start-ups and SMEs together to explore the opportunities to develop new IoT technologies to solve the challenges presented within the forthcoming Open Calls. Start-ups and SMEs were to gain a deeper understanding of the context for the open calls within each of the three LSPs.

2.2 Target audience

- SMEs wishing to explore the opportunities to develop IoT technologies within the contexts of the LSPs, namely, active aging, agrofood, smart-cities or autonomous vehicles.
- Partners within the Large-Scale Pilots seeking to understand how SMEs and start-ups interested in the Open Calls can be supported to achieve the best results possible.

2.3 Agenda

16:15	Introduction	<ul style="list-style-type: none">• Tanya Suarez and Brendan Rowan- BluSpecs
16.25	Presentation of the Open Calls	<ul style="list-style-type: none">• ACTIVAGE – Alicia Cano, Medtronic• IoF2020 - Alexander Berlin, Wageningen University and Research• SYNCHRONICITY – Gemma Guilera, Future Cities Catapult
16.35	Q&A	
16.50	Participant pitch	<ul style="list-style-type: none">• Speed presentation of attendees and interest in LSP
17.05	Co-creating solutions	<ul style="list-style-type: none">• Group work
18.00	Review of co-creation process	<ul style="list-style-type: none">• Questions answered; potential obstacles to deployment; opportunities uncovered
18.30	Close	

3. PREPARATION

3.1 Engagement with IoT LSPs

The 3 IoT LSPs who are delivering open calls were engaged both directly and through the Activity Group 4 regular meetings where feedback was provided on the proposed format of the workshop, objectives and the intended audience in advance.

The 3 LSPs provided further information on the calls and the challenges which was not, at that point, readily available. The information was used for the context setting of the workshop and in the trialling of an app as a dissemination tool for the open calls (see Annex 2 for more information).

3.2 SME recruitment

In order to increase the contact with real SMEs, a recruitment campaign was carried out in the areas surrounding Bilbao. This consisted of direct communication with 10 regional business associations, chambers of commerce and innovation hubs/clusters to promote the workshop (and the launch of the open calls) among their networks and identify specific SMEs that would fit the correct profile. Personal invites were made directly to 30 local SMEs as well as a further 40 international IoT SMEs and start-ups within the network of the partner BLU.

Additionally, the organisers of IoT Week were requested to provide a discounted price for SMEs, so that they could attend the events relevant to SMEs on the day of the workshop without having to incur the cost of the whole week, reducing a large barrier to their participation.

4. RESULTS

4.1 Attendees

LSPs represented included ACTIVAGE, SYNCHRONICITY, IoF2020 and MONICA.

Table 1: Number and categorisation of workshop attendees

Attendees	Number
Total	30
SMEs	8
Stakeholders (cities, research institutes, clusters, etc.)	5
LSPs	11
LSP - CSAs	5
Other	1

4.2 Methodology

The LSPs open calls and challenges were presented in brief by the LSPs to provide the context to the activities of the workshop.

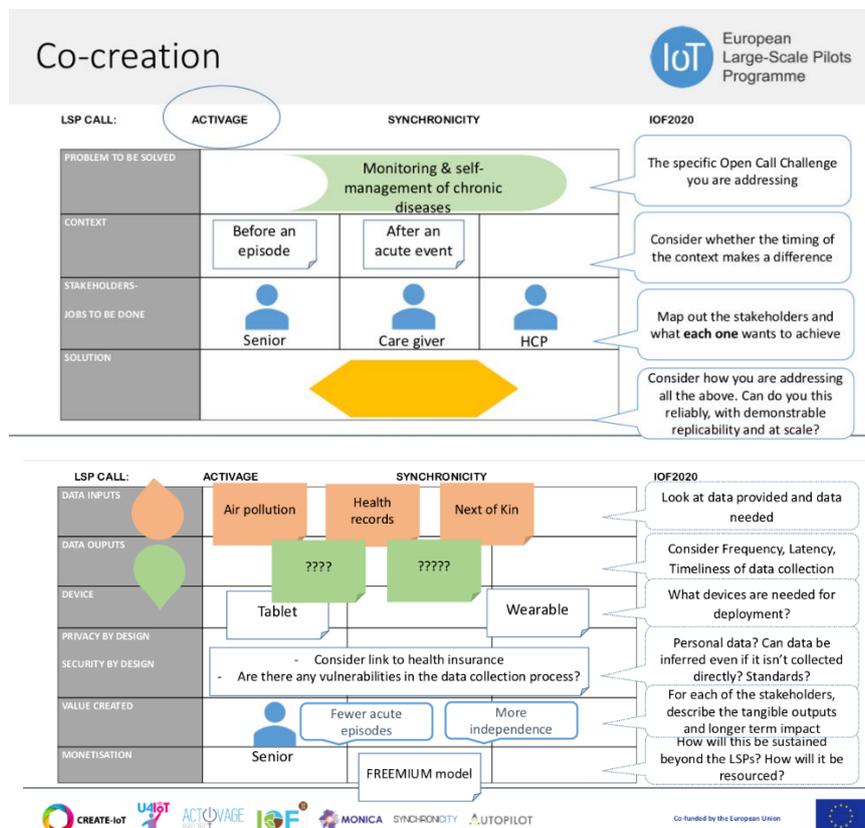


Figure 1: Template for guiding co-creation of a hypothetical solution

This was followed by an open Q&A session allowing the participants to receive answers while the LSPs could identify areas requiring further clarity and directions of interest.

Key stations were set-up with a solution template (see Figure 2).

Each station represented an LSP (ACTIVAGE, SYNCHRONICITY, IoF2020) and contained printed open call challenge cards, specific post-it notes representing different aspects of an IoT solution, and creativity props.

In each station, a representative of an LSP was present; Alicia Cano and Pilar Sala (ACTIVAGE), Gemma Guilera and Francesca Spagnoli (SYNCHRONICITY), Alexander Berlin (IoF2020).

Participants were asked to select the LSP which interested them most resulting in two groups forming around ACTIVAGE and Synchronicity.

The groups selected one or more challenges to address and worked as a group (SMEs, stakeholders and LSPs) to design a potential solution using either the real technology of an SME present, adapting it to the scope of the call, or working on a hypothetical solution.

The discussion was supported by the template provided and the results captured therein.

The results were then presented and potential challenges that arose were highlighted by the LSP representative.

Participating SMEs were issued with the draft version of the SME guidebook developed in WP02.



Figure 2: Resulting solutions for selected challenges in the open calls for (l) SYNCHRONICITY and (r) ACTIVAGE

4.3 Key outcomes

- All SMEs who attended reported a greater understanding of the Open Calls, their challenges and context and were more motivated to apply, in fact, all SMEs intend to prepare a submission.
- LSPs leading the creation sessions were appreciative of the opportunity to have direct contact with SMEs and a better understanding of potential barriers that the SMEs may face.

Table 2: Key learnings from the workshop session for *ACTIVAGE* and *SYNCHRONICITY*

	ACTIVAGE	SYNCHRONICITY
SMEs and Stakeholders	<ul style="list-style-type: none"> • Large amount of options when defining the context from the challenge • Struggle with solution as context isn't clear • Different views on stakeholders and various perspectives need to be resolved and/or provided to really know about the solution 	<ul style="list-style-type: none"> • Useful to have the city perspective to be able to shape and evaluate their ideas • Should not use recurring costs for cities (need fixed budget) • Finding out what is complimentary to what services already exist within the city is important.
LSPs	<ul style="list-style-type: none"> • Different solutions were proposed at the start – focus should be on how to empower the user as the clinical side is more complex (outside of scope) • There may be a need to frame the challenge statement in the call and define further the scope of the LSP 	<ul style="list-style-type: none"> • Citizen engagement is more a horizontal theme rather than a specific challenge • Think about how to use it for the other challenges • Defining the business models is quite a challenge due to the specifics of the smart city ecosystem and the nature of public purchasing.

5. ANNEX 1 – IMAGES FROM THE WORKSHOP



6. ANNEX 2 – APPLICATION FOR PRESENTATION OF OPEN CALLS

With CREATE-IoT colleagues in Artshare, the use of an AR application was conceived as a novel method for the presentation of the open calls, however due to the numbers present at the workshop, it was deemed impractical within the context, but can be explored for further applications such as at an information stand where fewer devices (tablets) were required and time-pressure was reduced.

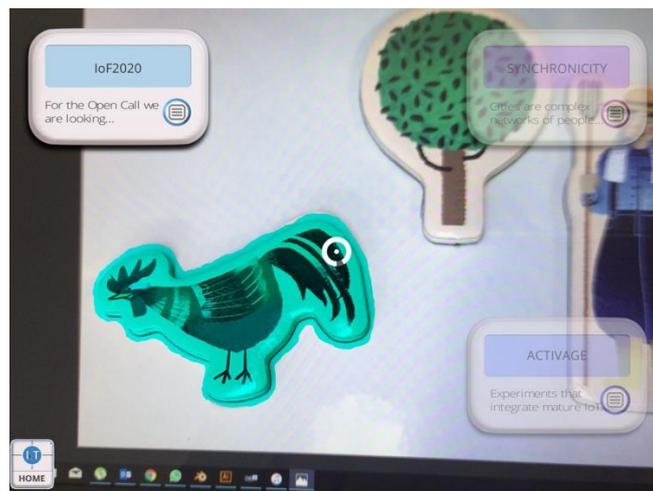


Figure 3: Screenshot of developed application showing the identification of the LSP by the real-life object



Figure 4: Screenshot of developed app presenting the challenges provided for IoF2020