ENER/FP7/609127/"READY"

Resource Efficient Cities Implementing Advanced Smart City Solutions - READY

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Name of deliverable:

Innovation Management achievements report

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Scope of the deliverable

The deliverable D8.2 describes the open innovation platform created within the work package 8. The content of the platform is presented, as well as the communication activities conducted to promote it. Finally, a few recommendations and best practices when launching an open innovation platform are provided.

Context of the deliverable

The Open Innovation Platform was released in March 2016.

Perspective of deliverable

This deliverable can be used to inspire and guide other project leaders in their open innovation projects.

Involved partners

LGI developed the platform and helped promoting it. ESS, as part of task 8.7 "Smart Cities helpdesk network" contributed to answer potential questions from the users. All READY partners helped validating the platform's content and structure and contributing by providing ideas and topics for discussion on the platform.

Summary

The Open Innovation Platform (OIP), called READY-HUB was released in March 2016. It is accessible via the address http://hub.smartcity-ready.eu/home or via the READY website. It includes two main functionalities – the generation of ideas and the dissemination of interesting information. The READY HUB is accessible by anyone without creating an account. But, to interact with other users, one person must sign up. Several dissemination activities were conducted to promote the platform and attract key stakeholders and citizens. Such activities included an emailing campaign, a press release, promotion on the READY twitter account and in the internal newsletter. More than three years after its release, 56 people registered. This result is not so high, because the budget remaining to animate the platform and make noise about it after creating it was very limited. *Appoint a dedicated person to animate and disseminate the Open Innovation Platform* was one best practice identify when developing an open innovation platform, along with *Work in an agile way, Provide content as added value* and *Develop the platform with a community.*

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1 Introduction

1.1 Context

The READY project (Resource Efficient cities implementing ADvanced smart citY solutions) aims at developing and implementing innovative solutions to reduce the needs for fossil fuels and release of CO_2 to nearly zero in the two demonstration sites. These innovative solutions include, but are not restricted to, photovoltaic thermal (PVT) solar cell, low temperature district heating, heat-driven appliances and sustainable mobility solutions. The project started in December 2014.

The purpose of task 8.1 is to aggregate and disseminate the innovation development of the READY project. The innovative approach of READY is based on open innovation between stakeholders. To provide a tool to develop open innovation, LGI set up a platform to collect pop-up ideas from any stakeholder willing to bring ideas to the project, especially local actors.

1.2 Objectives of the deliverable

The objectives of deliverable D8.2 "Innovation Management achievements report" are the followings:

- Present the work conducted in task 8.1 *Aggregation and channelling of innovative ideas* and the open innovation tool developed in it
- Show the results and impacts of this platform
- Identify best practices when developing open innovation tools

2 Presentation of the platform

The Open Innovation Platform (OIP) now called READY-HUB was released in March 2016. It is accessible via the address http://hub.smartcity-ready.eu/home or via the READY website (http://www.smartcity-ready.eu/) by clicking on the link "Open Innovation Platform (OIP)". The platform aims at:

- Engaging citizens: the READY-HUB provides information on new initiatives so that citizens can stand up as civic leaders.

- Connecting cities: cities and public agencies can share their best practices and the do's and don'ts when initiating a smart city project.

- Working together: the READY-HUB allows leaders, private stakeholders and researchers to connect, share and discuss innovative technologies and products that make cities smarter and better to live in.

- Stimulating innovation: municipalities can find new paths for sustainability that are better suited to overcome the challenges that cities are facing today.
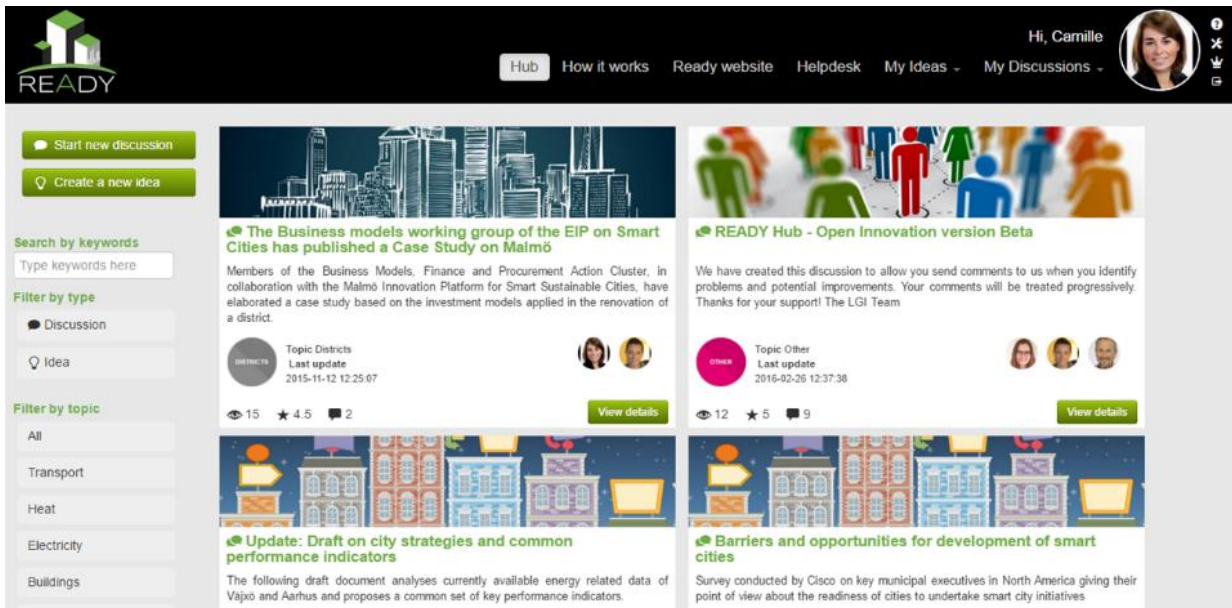
Figure 1: The READY-HUB homepage

The HUB includes two main functionalities:

1) The **generation of new ideas** concerning smart and sustainable solutions for cities with the creation of an "IDEA": In this case, the HUB enables users to find partners, get feedbacks on their ideas and/or validate a new concept.
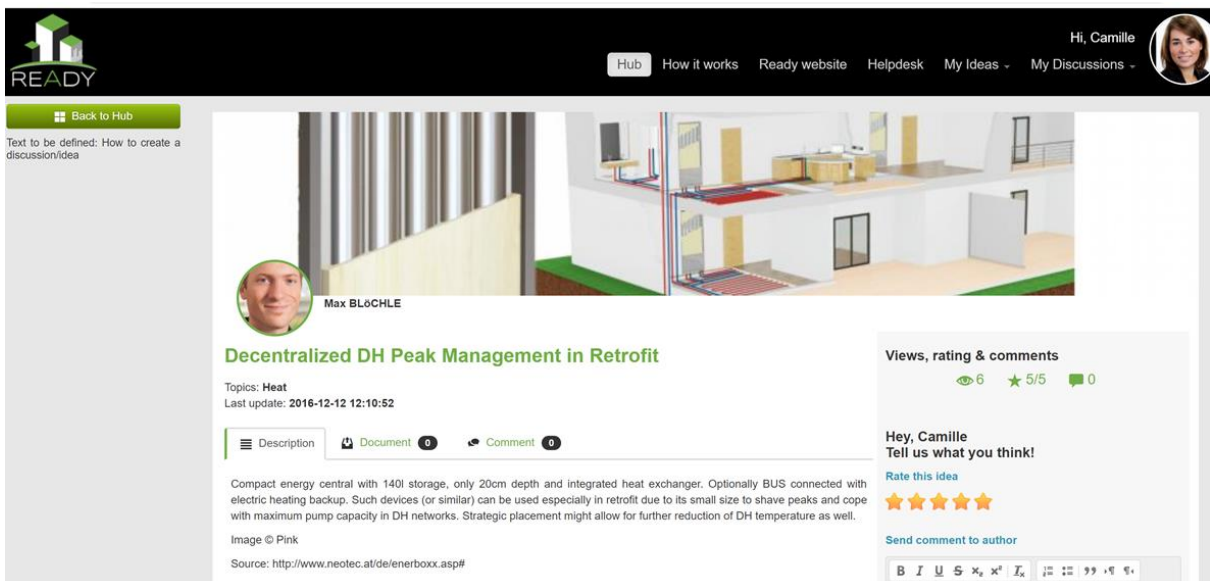

Figure 2: Example of an idea posted on the READY-HUB platform

2) The **dissemination of interesting information** with the creation of a "DISCUSSION": the user can present new advances on a project, share best-practices and communicate on other smart city initiatives.
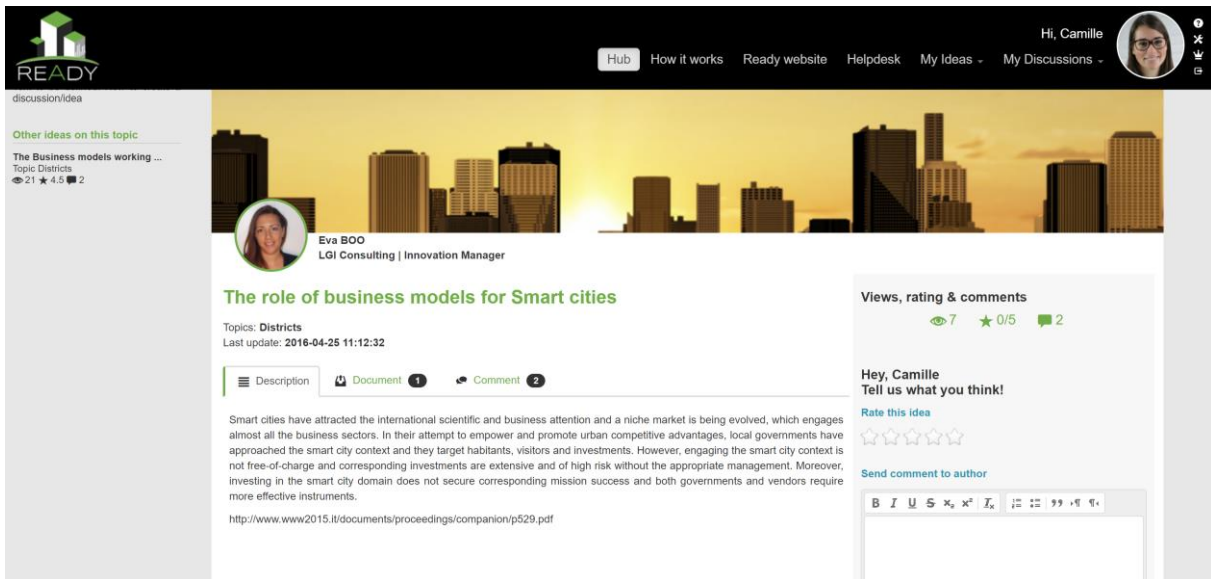
Figure 3: Example of a discussion on the READY HUB platform

The READY HUB is accessible by anyone without creating an account. However, to interact with other users, post comments and share idea, users need to sign up. Once registered, users are able to publish a "post" with a title, comments and include a document or photos. The different ideas and discussions are organised by topic (transport, heat, buildings, energy efficiency, etc.).

3. Dissemination and involvement of stakeholders

Several communication actions were conducted to raise awareness on the READY HUB:

- A **press release** that can be found in appendix was sent to the partners, the EU commission news, Mysmartcity network and Smart cities platform. The press release was also posted on the READY website.
- An **e-mailing campaign** was conducted by LGI and distributed to a mailing list for smart cities.

Figure 4: emailing campaign to promote the HUB

- The READY HUB platform was also **presented during project meetings**
- On the **internal newsletter** sent out by COWI every month, the partners were encouraged to use and promote the platform.
- The **READY twitter account** was also used to make noise around the platform and attract stakeholders interested in smart city solutions in the HUB.
- The READY HUB was also **linked to the READY website** to attract potential visitors of the READY website.
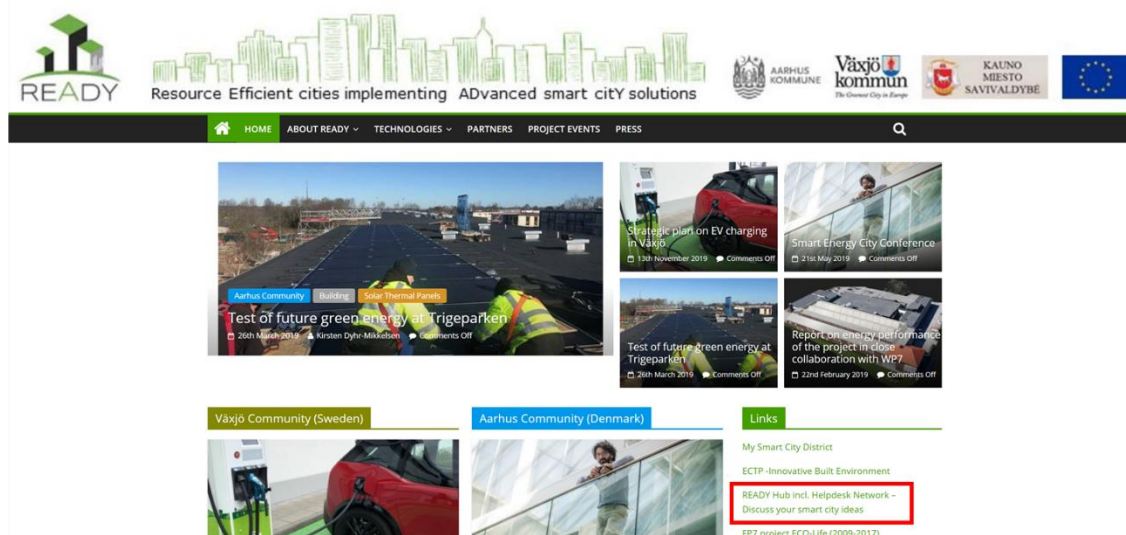

Figure 5: Promotion on the READY HUB on READY's website

4. Results and best practices

In the following sections, each integrated system previously described in the deliverable D8.3 "Market study for READY set of solutions" will be presented. Then, two or three business model options for each integrated system will be studied. Each option will be described using a business environment figure representing the stakeholders and the links between them, an economic assessment, a table with the advantages and disadvantages for the key stakeholders, a real case example and a business

4.1. Results

The READY Hub was released in March 2016. More than three years after, the following results have been observed:

- 56 users registered to the Hub
- 19 items were created, three of them were new ideas proposed, and the rest were discussions
- 15 comments were formulated

When created, the different items were organised according to their main topic. On the Hub, six topics were proposed, plus an additional one called "other". The following chart presents the topics that were most discussed on the READY Hub:
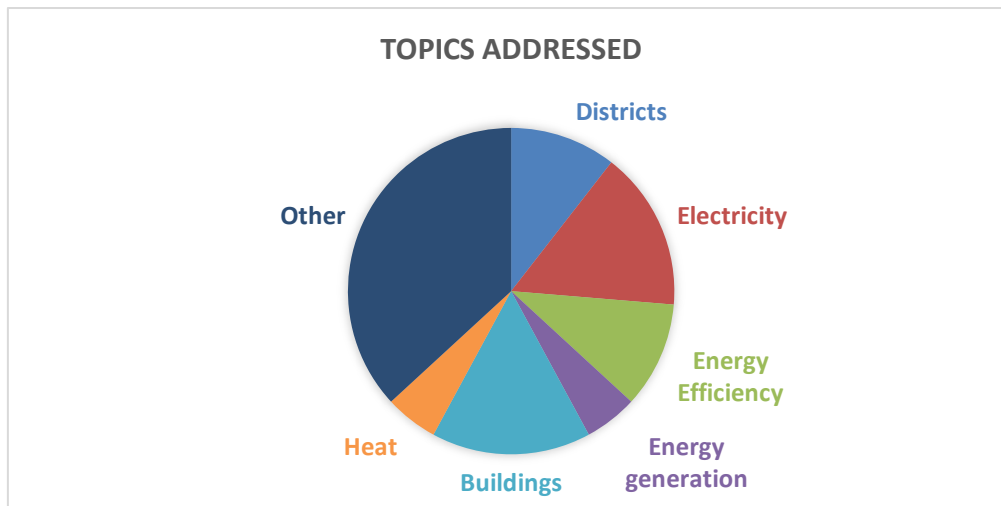
TOPICS ADDRESSED

Figure 6: topics addressed in the READY Hub

The topics that are the most discussed are electricity, buildings, districts and energy efficiency. On the "other" section, we find discussions on solutions related to the lifestyle of citizens, public consultations, initiatives of several cities or the EC, etc.

2.1 Best practices

Following the implementation of the Open Innovation platform in WP8, several best practices were identified when developing and launching an OIP:

- **Work in an agile way**: adopting an agile process when developing the platform really helps developing a tool that corresponds to the users' needs while saving time and money for the developers' team. The feedback gathered during the different meetings with READY partners really helped a more intuitive platform.

- **Provide content as added value for users:** there are so many tools to share and discuss, that it can be difficult for another online platform to make a difference. Such tools or places for discussion include, social media (LinkedIn, Facebook, Yammer, etc.), professional associations, clusters, other open innovation platforms developed, etc. To make a difference, the innovation platform needs to bring an added value in addition to being a place for discussion and sharing. Providing content such as relevant information, latest news on market, actors, projects can attract users on the platform and make them use it more than other potential tools.

- **Appoint a dedicated person to animate and disseminate the Open Innovation Platform:** once again, it is crucial to make some noise about a tool for open innovation as many initiatives are conducted. For example, large companies or international events now organise open innovation challenges. To attract people on our special tool, a lot of communication and promotion is required through different media: social media, clusters, events, key stakeholders, etc. It is an important task that should not be neglected or minimised.

- **Develop the platform with a community**: one of the main challenges of the OIP is to engage with users. One solution to solve this challenge could be to develop the platform with an

existing community. This community could be a professional association, a research community on a specific topic, a group of citizens of a neighbourhood, etc.

5. Appendix

Press release to promote the READY HUB:

**European FP7 READY Project launches
online platform to share and exchange innovative ideas for smart cities**

Two European cities have joined forces to push green urban development and make their cities smarter. Aarhus in Denmark and Växjö in Sweden will demonstrate a large-scale city transformation by testing new and existing energy solutions in a real environment, which in turn could be used in cities all over the world.

Today the smart cities debate is going strong and has given rise to a burst of projects in many areas: water, transport, energy, electricity, heat, etc. To support this debate, the European collaborative project READY has created a virtual community, the READY Hub, to connect the different stakeholders involved in this revolution and offer the perfect environment to trigger discussions on smart cities.

This online platform is based on open innovation and social media, and allows users to share and exchange innovative ideas to make cities smart, inclusive and sustainable: It is accessible to all, anyone can like and comment other users' posts. However, to interact with other users, post comments and share ideas, users need to sign up.

The Hub engages citizens by providing them with information on new initiatives, it connects cities by providing them with an online space where they can share their best practices, it allows leaders, private stakeholders and researchers to share and discuss innovative technologies and products that make cities smarter and better to live in, and stimulates innovation by offering new paths for sustainability that are better suited to overcome the challenges that cities are facing today.

ABOUT THE READY PROJECT

The project involves 23 partners with in-depth experience in the energy sector, from the production and distribution to the implementation of energy conservation and Renewable Energy Sources (RES) measures. The team consists of industrial companies, energy supply companies, SMEs, housing companies, universities, consultants and municipalities.

The project will demonstrate:

- A holistic approach towards affordable retrofitting of residential buildings and offices
- New solutions for low temperature district heating and management of ICT systems
- Flexible combined grid balancing, energy storage solutions, RES, EVs and 2nd life of EV batteries to integrate the demand and supply of energy
- Smart solutions for kitchens
- Solutions for water efficiency and waste water energy recovery
- Innovative industrial equipment for RES integration

PARTNERS

11 partners from Denmark – Demonstration site in Aarhus

COWI, Aarhus Kommune, Aarhus Universitet, Boligforeningen Ringgardern, Kamstrup AS, Saphire APS, Danfoss A/S, Lithium Balance A/S, Dansk Fjernvarme Forening, DONG Energy Sales & Distribution, E.ON Danmark AS

8 partners from Sweden – Demonstration site in Växjö

Växjö Kommun, Linneuniversitetet, Energikontor sydost AB, Växjö Energi AB, Vaxjobostaader AB, IKEA of Sweden AB, CA Arabybostader AB, VOFAB – Växjö Fastighetsforvaltning AB

2 partners from Lithuania – Observer city Kaunas

Kauno Energija AB, Lietuvos Energetikos Institutas

Transversal partners

AIT Austrian Institute of Technology GmbH (AT), LGI Consulting (FR)

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