



News from the APOLLON Project – 2nd issue October 2010

<http://www.apollon-pilot.eu>

Dear APOLLON Supporting Partner,

Based on the success of the first newsletter here's the second issue for this year, with news and update information on the project:

The **APOLLON** is completing its first year of life effectively entering the M12 month.

We've completely updated the **APOLLON portal site** with current information on the project, the partners and the cross-border pilot activities; we've uploaded the documents explaining the experiments and added news from Apollon-related events.

The experiments in the four APOLLON domains are entering their final planning stage and are now running at full speed towards roll-out in our Living Labs. After a lot of hard work in thinking about the best way to tackle the cross-border issues we identified, we will soon see concrete results showing the added value of Apollon methodology in the coming project period.

<http://www.apollon-pilot.eu/>

The **Platform for SMEs** is ready and has just been launched this month: The SMEs interested in the APOLLON Project can now have access to:

- An initial set of documents with a description of the benefits joining as supporting partner the APOLLON Community
- Detailed explanation of advantages and opportunities for SMEs aiming to enlarge their business chances by taking active part into the cross-border experiments and adopting the APOLLON Methodology. New market access possibilities, access to a European Union network, the occasion to ensure more user-oriented services and products and higher user acceptance at European level, competitiveness improvements and access to all local relevant stakeholders via a Single "Point Of Access".
- Detailed explanation and guidelines on the four domain cross-border pilots, with activity description and partner involved information, useful to learn everything about these success cases.

<http://www.apollon-pilot.eu/SMEs>

Coming opportunities are waiting the SMEs in the APOLLON Portal **Business Opportunities**:

- The **first business development opportunity dedicated to SMEs** will be held next 6 December in Rome during the "[Esoce-net Industry Forum](#)". The Workshop "*Living Labs and reality checks: new opportunities for SMEs*", supported by the APOLLON Project, will present the current state of the art of Living Labs activities and operation and to consolidate a shared and effective service offer for SMEs.

On December 7th, interested SMEs will have the opportunity to chair dedicated Multi-stakeholder Tables to identify practical steps forward for the launch of joint initiatives and to discuss and negotiate terms and conditions for conducting reality checks trials. A table for the APOLLON pilots, where the SMEs involved have the opportunity to conduct an interactive session with Living Labs and to describe their business ideas, has been reserved and should be confirmed by sending us an email.

This is the first of a series of events that will be organized within the APOLLON project for the coming period.

- Networking opportunities and idea exchange are also waiting SMEs on the two Living Lab dedicated Linked Groups:
 - o [GNSS Living Lab Prize](#)
 - o [User Driven Innovation & Living Labs](#)
- Other useful information can be found furthermore at the
 - o [Twitter openlivinglab channel](#)

Business Opportunities for SMEs

Two important **events** supported by the APOLLON project have successfully been held this period:

- The APOLLON Stand at the ICT 2010 biennial event, with significant visits and participations (among all Antti Peltomäki, Deputy Director-General of the Directorate-General for the Information Society and Media -DG INFSO) - [ICT 2010 APOLLON Stand](#).
- The APOLLON **Homecare** Networking Session at ICT 2010 – specific event on how public-private partnerships can be established with citizen involvement in order to develop future internet services - [APOLLON homecare networking session ICT2010](#).

Upcoming Events:

ENoLL Thematic Domain Work Group, together with Apollon-project, will organize a Workshop concentrating on the Living Labs cross-border and cross-thematic cooperation. Workshop will be organized on the 13th of December in Ghent (Belgium). More information will follow soon on the Apollon Portal!

Media Thematic events:

- **Fête de l'Internet in Issy-les-Moulineaux, in March 2011 (date TBC)**
- **"Futur en Seine" Festival in Paris Region, on June 17-26 (http://www.futur-en-seine.fr/fens_2011/en/index.php)**

Manufacturing thematic event is tentatively scheduled for January 2011

Energy thematic event is tentatively schedule for April 2011

You will find Apollon representatives also at the following upcoming events:

- Connected Smart Cities conference in Helsinki meeting November 18th (<http://events.forumvirium.fi/smartcities2010/>)
- Living Labs and Smart Cities Conference in Ghent, on December 14th (<http://livinglabs-ghent.fi-week.eu/>)

<http://www.apollon-pilot.eu/events>

Kind Regards,

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