

AMI@Work Family of ERA Communities

An Initiative to Catalyse Systemic Innovation!

The New Working Environments unit of the European Commission's Information Society Directorate-General fosters Information Society Technologies (IST) research to catalyse systemic innovation, in order to enable high-quality and productive person-centric and collaborative new working environments in Europe. To achieve this aim it is necessary to link European 'dream team' communities of research and deployment in a cross disciplinary manner. The AMI@Work family of self-organising ERA communities links people in all 25 EU Member States and beyond for a European Research and Innovation Area (ERA) at work. This family facilitates new working environments innovation, ERA-wide and in EU 6th and 7th Framework Programmes of research (FP6 and FP7).



This family consists of self-organising communities, to be facilitated by elected leaders, in collaboration with EU projects MOSAIC and SEEMseed, and the New Working Environments unit of the Information Society Directorate-General of the European Commission, together with related Commission services. These communities represent potential cross-fertilising technology themes and challenging validation environments with a significant technological, economic and societal impact. The *AMI@Work family of ERA communities* itself is a real-life collaboration experiment. 'Practice what we preach'. These communities are based on web-based membership registration by *interested individuals*.

A very first 'testing the concept' meeting has been held in Brussels on July 2003, which gathered roughly 100 participants to discuss this initiative and the different communities (see the current *AMI@Work family of ERA communities 'matrix'* figure). During this initial 'pre-historic' meeting the biggest contributor was the dinosaur (see the above photo). The first launch preparatory workshop has been held in Brussels on March 2004. It brought together approximately 200 people who participated in the plenary session in the morning and in the different community sessions in the afternoon (see the participation figure below). A second launch preparatory workshop has been held in Budapest on the 14 May 2004 conjointly with a MOSAIC workshop on 15 May 2004. The main launch event has been held in Brussels, from 7 to 9 June 2004, gathering together about 330 participants. The first day was dedicated to AMI@Work communities, including leadership elections. On the second day, the plenary session has launched the AMI@Work family of ERA communities, and presented EU Information Society Technologies projects related to the Strategic Objective 'Applications and Services for the Mobile User and Worker'.





EU Commissioner for Enterprise and Information Society, Erkki Liikanen, said in his opening speech “Europe must focus on innovation as a key driver of competitiveness. This can only be achieved through a comprehensive programme of integrated research activities.”

The Commissioner argued that today, R&D is dominated by three trends: increasing complexity, increasing interdependencies between products and services, and growing competition at a global level.

“Technology alliances and co-operation in research between companies and universities are no longer limited by national borders. The ‘playground’ is now international.” He pointed out.

Moving to innovation, Commissioner Liikanen said that the traditional model of basic research followed by applied research, development and deployment has changed, especially in the technology sector. Rather, the modern day innovation process is a strongly parallel one where all kinds of innovation interact in a multidisciplinary innovation space. “The need to catalyse innovation by establishing large cross-disciplinary projects such as technology platform is important for this dynamic industrial sector”, argued Mr. Liikanen. “We should encourage the development of communities which can be seen as real ‘living labs’ involving all research players needed for high level research that has high impact for European growth.”

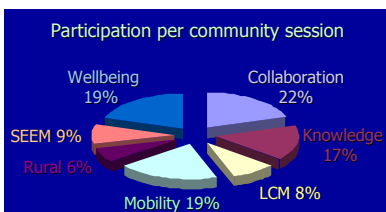


Mr. Liikanen concluded by reminding his audience that the Commission is hoping to adopt a communication on the mobile sector before the end of June, and offered this message of encouragement:

“The growth of high-speed mobile data services is an exciting opportunity. If grasped, we will realise enormous social and economic benefits.”

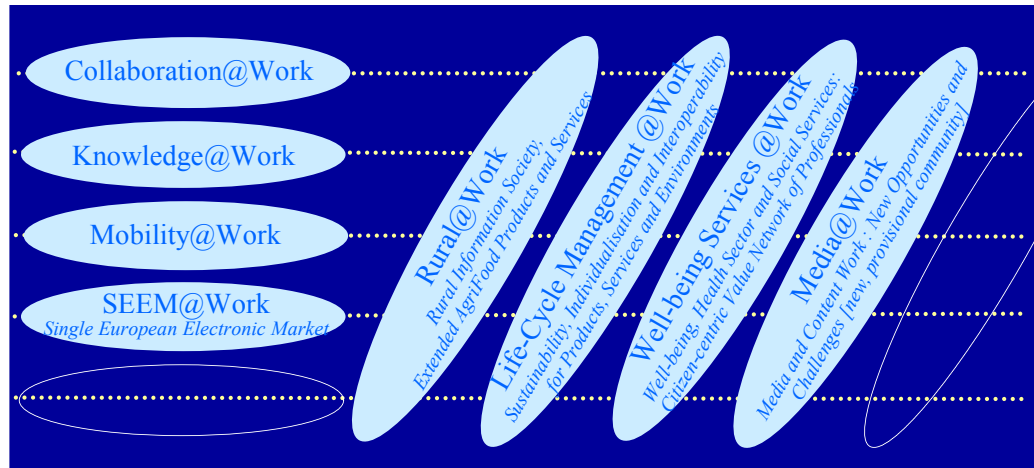
The third day was focused on information, networking and partnering for the future EU IST 3rd and 4th Call for Proposals as well as AMI@Work Special Interest Groups.

The acting *Leadership Group*, has been elected in June for this global community, it consists of a Chair and Vice Chair for each of the communities. In February 2005 an electronic election will be held for a wider Leadership Group 2005-6. The Leadership Group will lead the way for the self-organising communities, for example through its objectives and action plan, the creation of new communities and Special Interest Groups and facilitated results, such as knowledge sharing and good practice; networking and partnering activities; possible Memoranda of Understanding (MoU); and recommendations regarding research, policy or standardization, all in the spirit of a European Research and Innovation Area.



Many participants, more than 600 from over 20 European countries, have already registered to this initiative. There are different motivations to join the AMI@Work family of self-organising communities in movement:

- ✚ **Collaborate** with other new working environments users, experts and leaders, throughout Europe and beyond. Use synergies, not to 'reinvent the wheel'. Connect your current networks with complementary networks. Cross-fertilise development organisations or transition arenas to reach for crucial systemic changes collaboratively.



Ambient Intelligence @Work family of ERA communities' matrix

- ✚ **Co-create** a real working European Research and Innovation Area for users, experts and leaders of corporate, professional, local, regional, national, European or global projects or 'tribes' - where the whole is clearly greater than the sum of the parts, where cross disciplinary value creation thrives, where 'passionate pragmatists', visionary early adopters, create a path to the future, together with technological and societal innovators.
- ✚ **Identify** partners for collaborative European 'dream teams' with joint objectives and complementary competences for the 3rd Call (deadline fall 2004) or the 4th Call for Proposals of European Information Society Technologies research projects. You already live in an EU of 25 countries and want to link people, create ties and extend your networks to the new Member States. Contribute to the conception of the 7th. Framework Programme.

Contact Points

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- ✚ **Find out** how far collaborative technologies can help us in enabling a Rural Information Society, well-being at work or giving doctors and nurses more support and time to care and cure. How can innovative mobile work environments combine productivity and quality of life? What technologies, processes and societal innovations will sustain global 24-hour collaboration through time zones for product design and service creation?



Information Society



European Commission