Summer Dissemination Activities

28th Bled eConference - #eWellBeing – June 7-10, 2015, Bled, Slovenia

Bled eConference attracts speakers and delegates from business, government, information technology providers and universities and is the major venue for researchers working in all aspects of "e". Tamara Högler (CyberForum e.V.) participated to the session "e-Solutions to Cluster Analysis and Knowledge Sharing" and presented the "Business Roaming Agreement (BRA)", which is a part of the UPSIDE internationalisation strategy. BRA was developed within the framework of the ClusteriX project ("Clusters Linked over Europe") and CyberForum took it over in October 2014. It connects 48 clusters and similar initiatives, in 69 locations, among 28 countries worldwide. The presentation focused on the current situation and planned future steps in the context of the UPSIDE project. The agenda included new services development (e.g. start-up exchange programme, employee exchange programme), premium services (e.g. organisation of B2B matchmaking events, organisation of business delegation tours) and identification of new target regions in order to support cross-sectoral cooperation and development of a dense cluster network worldwide.

Before the conference started there was also an occasion to provide some **mentoring to the ICT Technology Network cluster** (ICT TN, Slovenia) which was organised by the FP7 project Be Wiser. The mentoring addressed typical issues on developing cluster excellence which was exemplary shown by best practices of the clusters Systématic Paris Région and CyberForum. The moderator kept the discussion constructive and vivid based on some questions, such as: "How to increase membership?" and "How to keep members?". As a result of this workshop, an additional mentoring for ITC TN will take place in September 2015 in the framework of the Poly4EMI project.

PILOT PROJECT SCM 'Exploitation of ICT technologies to support Smart City activities' - Maribor cluster set-up – July, 2015 Maribor, Slovenia

Cities and urban areas are expanding all around the world, with the consequent increased need for, among others, higher public transport capacities, demand on health institutions and service established for protection. In order to fulfil these needs, forward-thinking cites are trying to take advantage of new technologies, skills and knowledge originating mainly from ICT, such as cloud technologies, the Internet of Things and migration to big open data.

The initiative supported by the UPSIDE project aimed to develop a technological framework for smart cities (platform and a pilot smart city of Maribor), which will exploit new technologies (ICT and social) in order to increase the potential and attractiveness of a city in an environmentally friendly way, and thereby create new business opportunities for public and private stakeholders as well as benefits for final users (citizens, tourists and visitors).

Eleven stakeholders (companies, university and technology park) of the smart city Maribor cluster participated at the event and the project concept was presented on national event for development of Slovenian Smart strategy specialization, on 16th of June 2015, in the framework of

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strategy priority 'Healthy working and living environment', including smart cities and communities, smart buildings and homes.

In the same context the new **Smart City Maribor cluster web-portal and on-line tool was set-up:** **http://www.smartcitymaribor.si/en/**

The set-up of a web-portal with on-line tool was among first priorities, when the Smart City Maribor research driven triple helix cluster was established in 2014.
Now in June 2015, the web-portal was set up, providing first of-a-kind regional virtual space for communication among triple-helix partners, including presentations of projects and/or activities in simple enough language to be interesting for general population of Maribor as well.
Special about the web-portal is the open innovation tool "IMPROVE MARIBOR- City of Maribor hears you. Be involved!" addressing "unstructured" stakeholders like inhabitants, micro and small businesses not involved in intermediate bodies. Soon an upgrade of the tool will be available, which will allow Municipality of Maribor to use the web-platform for open discussions on bigger development projects in urban area and to offer innovation challenges to solve particular urban problems.

Next UPSIDE activities

Digital Health Days - DHD: Where ICT meets life science and healthcare to shape the future, 23 - 24 of September 2015, Stockholm, Sweden.

Digital Health Days is an arena for setting the future healthcare agenda. The two conference days will be full of inspiring seminars, challenging discussions and hands-on workshops.

- *Patients*: health and wellbeing, patients as selective customers, citizens and their role in the healthcare system as well as who owns patient generated data
- *Sustainability*: the challenge of sustainability for Digital Health products and services is directly tied to business models that are both complex and diverse.
- *Strategic implementation:* while getting the first users and funding is often hard, what happens when you manage to get your first customers but your business just won´t grow in a satisfactory way? What are the barriers and are there lessons to be learnt by others, and who is responsible for a more efficient uptake of innovations?

Kista Science City, partner in the UPSIDE project will conduct a **workshop on Wednesday 23rd (9.30-10.30 AM): "UPSIDE Project Outreach"**, with the intent to *expand* the consortium and achieve a viable and interesting eHealth project aimed at H2020.

In the time frame of the DHD Conference also **the 9th UPSIDE General Assembly will take place from** 21-22 of September 2015, in Kista Science City, Sweden.

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