

Mobile City Bremen

Networked Business and Government –
Something Real for the Lisbon Strategy

Finland's EU Presidency Conference in
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House of the Estates

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Motivation

*"Given enough eyeballs,
all bugs are shallow."*

Linus Torvald

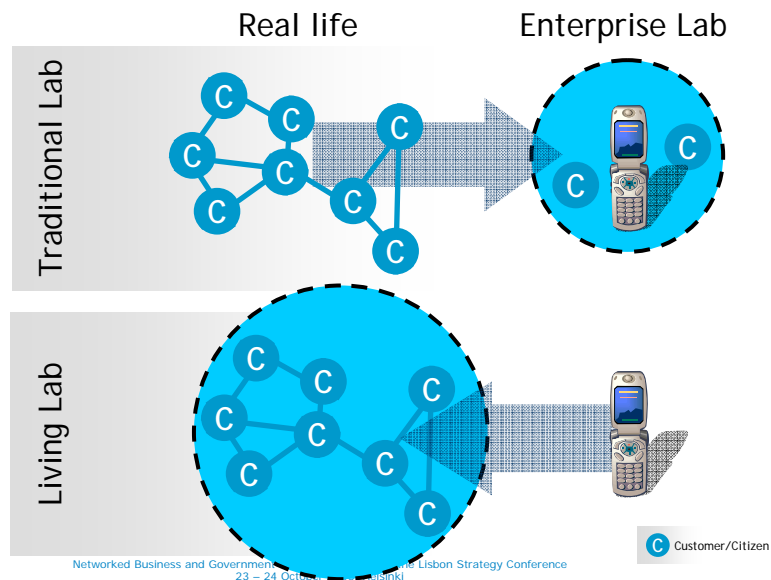
*"If I can tap into a million minds simultaneously, I may
run into the one that's uniquely equipped."*

Business week 2005

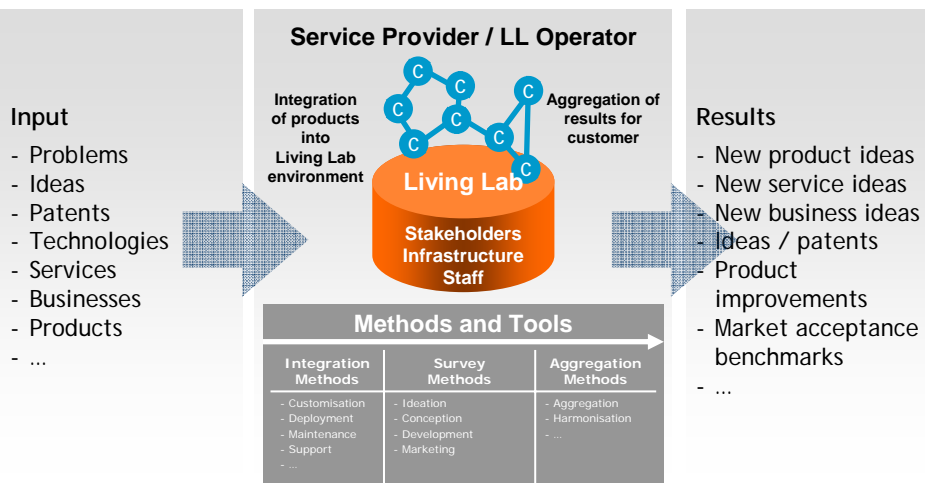
*"Crowds [...] are smarter at solving many problems
than even the brightest individuals."*

Business week 2005

Bringing Product Development to the Customer



Living Labs as Innovation Service Providers



“A Living Lab is a collaboration of Public-Private-Civic Partnerships in which

Who ➡ *stakeholders* [enterprises, academia, public and civic bodies, customers]

What ➡ *co-create* [collaborative product development from ideation to market deployment]

What ➡ *new products, services, businesses and technologies*
[enterprises, academia, public and civic bodies, customers]

Where ➡ *in real life environments and*
[regions of with specific attributes – urban, suburban, rural, remote, ...]

virtual networks
[networks as regions in a virtual geography]

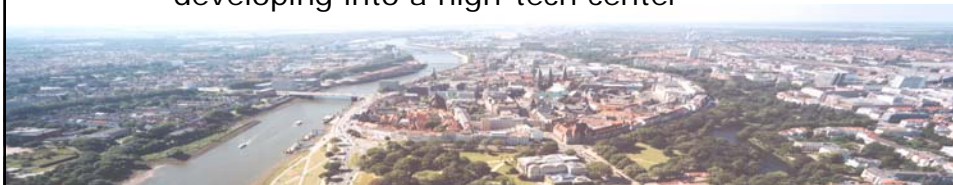
When ➡ *in multi-contextual spheres.”*
[in all roles and phases of the customers’ use]

Adapted from Press Release 8.2.2006. Finish Government Prime Minister's Office

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Introduction to Bremen

- The Federal State of Bremen with the cities Bremen and Bremerhaven covers 660.000 inhabitants
- As Metropolis in North-West Germany the Bremen economic region covers 300.000 jobs
- The Bremen region covers 2 millions inhabitants within reach
- Being a traditional place for trade, shipbuilding, ports, automotive and food industry - Bremen is developing into a high-tech center



Objectives of the Mobile City Bremen

- Bremen industrial sectors:
Transport & Logistics, Automotive, Food, Healthcare
- Integration of new technologies
(mobile solutions, RFID, ...)
- Demonstration of economic advantages of mobile solutions
- Lighthouse solutions for national/international awareness
- Opening-up of new markets for Bremen-based and non-Bremen enterprises

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Components of the Mobile City Bremen

- Mobile Test Market
- Mobile Solution Platform
- Mobile Solution Center
- Mobile Research Center
- Mobile Solution Group
- ...

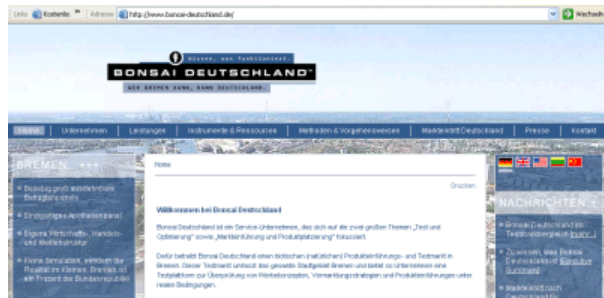


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Bremen as a Natural Test Market



- Bremen is a natural and representative test market
 - Media with limited sphere of action
 - Partnership with TNS Infratest
 - Short ways in administration
 - ...

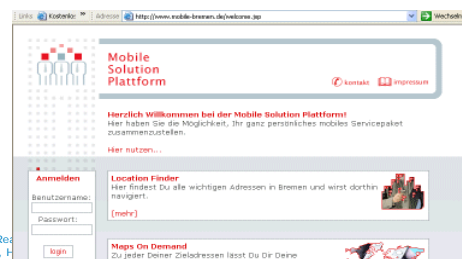


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Mobile Solution Platform – Enabling Mobile Solutions



- Open system platform for the development and commercialisation of mobile services
- For developer, provider and companies it offers a cost-effective regional addition to the portals of large network providers
- Lets you experience the Mobile City Bremen
www.mobile-bremen.de



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Mobile Research Center – Research and Technology Transfer



- The Mobile Research Center is an interdisciplinary research approach for mobile technologies
 - around 100 researcher from informatics, electrical engineering, design und media
 - bundling of Bremen scientific competence for mobile solutions
- Applications oriented research and development
- Interface between companies and university
- Test & Demo Center as showcase for acquisition

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Mobile Solution Group

- **The idea:** Complementary know how, human resources and closely cooperating teams in one city
- **The group:** over 40 small & medium-sized enterprises, start-ups, corporate groups and research institutes working together in developing mobile applications
- **The development:** Start in 2000 as working group for mobile collaborative work; several “components” developed by this group
- **mobile solution group GmbH:** A corporation to bundle sales and marketing activities of the group.

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Mobile Solution Center

- A place where all mobile activities, projects and research are presented
- Technology Demonstration Center (TDC) run by MRC shows leading edge technology and results of research projects.
- Product Demonstration Center (PDC) run by mobile solution group GmbH shows market-ready solutions of the group members
- Room for conferences and events



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National Partners and Networks

- Strategic Partnerships with Deutsche Telekom, Microsoft Germany and Fujitsu Siemens Computers
- Partner of the Initiative „MobilMedia“ of the Federal Ministry of Economic and Labour, Bremen Task Force „Marketing, Rollout and Test“
- The network „Mobile Solution Group“ is partner of „kompetenznetze.de“ (networks of competence)
- First Tuesday and Wireless Wednesday



networks of competence
kompetenznetze.de

FIRST TUESDAY
WIRELESS WEDNESDAY

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Sustainable Development of Living Labs in Bremen

- Mobile City Bremen “Living Lab”
 - Focus on mobile applications and solutions
 - Establishment of core Living Labs competence
 - Participation in 1st wave of European Network of Living Labs
- Integration of complimentary industry sectors in areas of Bremen excellence to expand network context
 - Logistics
 - Intelligent and Autonomous Logistics (SFB 637)
 - RFID and EPC (LogDynamics Lab)
 - Container Logistics (BLG, NTB Container Terminal)
 - ...

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Three (3) main obstacles slowing Europe’s competitiveness down

The diversity found in multi-lingual, multi-cultural Europe of Regions is currently not being leveraged to produce added value.

Europe must learn to transform its diversity *from an obstacle into a benefit!*

- Obstacle 1: Fragmented, insular and unco-ordinated innovation initiatives throughout Europe mainly on regional levels.
- Obstacle 2: Little to no direct customer involvement in the innovation process
- Obstacle 3: Insufficient harnessing of public and civic organisations

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Three (3) concrete measures to boost Europe's competitiveness

Measures to boost European competitiveness must harness the diversity found throughout the Union and foster an spirit of innovative entrepreneurship.

- Measure 1: Entrepreneurial and ICT skills to become a mandatory concept for all (higher) education systems
- Measure 2: Innovation at your fingertip (tools, applications and systems)
- Measure 3: Establishment of a European virtual innovation environment for the co-creation, exchange and sharing of ideas