

FI.ICT-2011.1.8 FINESCE

D6.3 V1.0

Innovation Events

Contractual Date of Delivery to the CEC: M9

Actual Date of Delivery to the CEC: 1.1.2014

Author(s): Alexander von Jagwitz, B.A.U.M. Consult GmbH

Participant(s):

Workpackage: WP6 FI in Energy Business Innovation

Estimated person months: (16

Security: PU = Public

Nature: O = Other

Version: 1.0

Total number of pages: 4

Abstract:

This deliverable describes the key elements and the results of the FINESCE innovation events

Keyword list:

Innovation, innovation events, open call, FINESCE Innovation Community

Disclaimer:

Executive Summary

FINESCE organised 5 innovation events that especially targeted start-ups and business entrepreneurs.

FINESCE provided information and inspiration to the participants to encourage them to apply for the FINESCE Open Call. The participants of the FINESCE Open Call had the chance to get a full partner contract to further develop their ideas at a FINESCE trial site together with a FINESCE partner.

A special FINESCE Innovation Community was created for this target group to facilitate information exchange and to encourage new ideas for Phase III of the FI-PPP and beyond.

The Innovation events took place in:

- Berlin/Germany (10.9.2013),
- Dublin/Ireland (12.9.2013),
- Malmö/Sweden (1.10.2013),
- Horsens/Denmark (9.10.2013)
- Terni/Italy (17.10.2013).

The format of the events was very open. After a general introduction to the FI-PPP, FINESCE and the detailed requirements of the FINESCE Open Call, participants had the opportunity to present their company and their business idea to the audience in 99 seconds.

In the afternoon, representatives of the work packages were available in a networking session. Experts from the trial sites answered technical questions regarding the scope and the architecture of the trial sites as well as the technical and legal requirements of the FINESCE Open Call.

Nearly 200 people attended the events, 170 of them representing SMEs (75 expected) and 53 applications for the FINESCE open call (15 expected) were received.

The attendance was very good; people have found that format to be very helpful and they received all information necessary to apply for the Open Call.

In general, the response to the FINESCE innovation event outreached our expectations. The format of this event will be kept, improved and used for further project events.

Authors

Partner	Name	Phone / Fax / e-mail
B.A.U.M. Consult GmbH	Alexander von Jagwitz	Phone: +49(0)89-18935-0 Fax: +49(0)89-18935-199 e-mail: a.jagwitz@baumgroup.de
B.A.U.M. Consult GmbH	Janina Schneiker	Phone: +49(0)89-18935-0 Fax: +49(0)89-18935-199 e-mail: j.schneiker@baumgroup.de

Table of Contents

1. Introduction	5
2. The FINESCE Innovation Event format	5
3. Results and Conclusion	8
4. List of Abbreviations	8

1. Introduction

FINESCE has successfully finished its series of 5 innovation events that attracted more than 150 SMEs to get interested in the field of smart energy within the FI-PPP programme.

One major goal in FINESCE is the stimulation of innovative business ideas for the established energy sector. There is a challenge to attract business entrepreneurs and Start-ups to the energy sector. FINESCE used the Open Call procedure and the available funding to target these particular target groups.

Based on former networking experiences, the WP6 team decided to use a format that fulfilled the following requirements:

- Comprehensive information provision in a short time for all attendees
- A platform/stage for entrepreneurs to present their companies and business ideas
- Sufficient opportunity to have all questions answered and discuss all requests from Open Call applicants at the open networking tables
- Easily adjustable to specific requirements of the event attendees
- Interesting also for venture capitalists

2. The FINESCE Innovation Event format

The events were held at some of the FINESCE trial sites: in Dublin (Ireland), Malmö (Sweden), Horsens (Denmark), Terni (Italy). An additional event was hosted in Berlin, Germany by EIT ICT Labs.

The event in Horsens was combined with the European Venture Contest Energy.

Event	Date	Sub-scriptions	Participants	SMEs
Berlin	10.9.	59	39	29
Dublin	12.9.	39	30	28
Malmö	1.10.	45	34	29
Horsens	9.10.	41	35	27
Terni	17.10.	65	60	54
Total		246	198	167

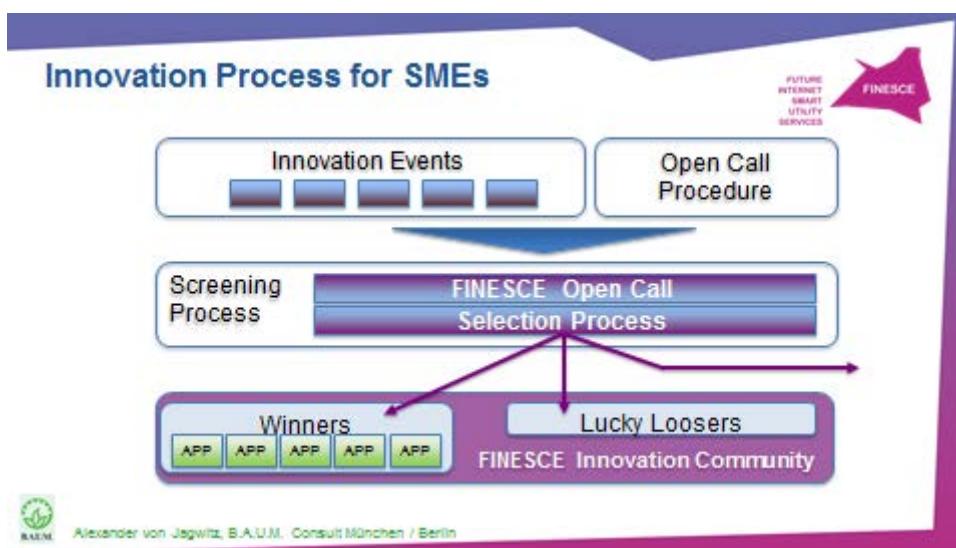
1. Statistics FINESCE Innovation Events

Companies got information about FI-PPP, FINESCE and the FINESCE Open Call requirements and the application conditions as well as the funding scheme.

Time	Module
10:15	Presentation FINESCE, FI-PPP
10:30	Presentation Trial Sites - Hyllie, Malmö (Smart Customers / Smart Buildings) - Horsens, Denmark (Smart Customers / Smart Buildings) - Aachen/Köln, Germany (Virtual Power Plant- Smart Factory) - Dublin, Ireland (Electric Vehicles and Balancing the Grid) - Terni, Italy (Electronic Marketplace)
11:15	Open Call procedure
11:30	Coffee break
11:45	99 seconds (presentations of all participants) and Networking Matrix
13:00	Lunch (setting up Networking Tables)
14:00	Networking tables - Session 1: Trial Sites - Session 2: Applications
16:30	Closure

2. FINESCE Innovation events: Agenda

Also, an outlook for the phase 3 was given by the FINESCE team: Companies who fail in the phase 2 Open Call still have a good chance to win in the Open Call in phase 3.



3. FINESCE Innovation process for SMEs

Participants had the opportunity to present their companies and their ideas regarding the Open Call and the needs of the trial sites in 99 sec presentations.

Innovation events: 99 sec. presentation

- ALL participants of the workshop give a 99 seconds introduction (1-2 slides) of their organisation and their intentions regarding the event
- 99 seconds seem to be an ideal time format to present yourself.
- It is very alive and is a very good start for participants to communicate with each other

Alexander von Jagwitz, B.A.U.M. Consult München / Berlin

4. FINESCE Innovation Events: 99 sec.

In the afternoon, each trial site chaired a networking table in which all participants could ask questions and further discuss their ideas.

Shortly after each Innovation Event, the participants were provided with a link to all relevant event presentations and the FINESCE website was updated with a short review of the event. The participants of the Innovation Events were added to the FINESCE mailing list to receive further information and invitations to upcoming events.

Innovation events: Networking tables

1. Demand Side Management...
2. Virtual Power Plant / Smart Factory
3. Electric Vehicles
4. Open Call Issues

Alexander von Jagwitz, B.A.U.M. Consult München / Berlin

5. FINESCE Innovation Events: Networking tables

The feedback of the participants was very positive.

People found the participation approach of the FI-PPP very interesting and a lot of the participants committed to participate in the FINESCE Open Call.

Most of them already have a working business model that they intend to broaden, improve or complete with Future Internet technology.

Especially the local approach was appreciated as well as the opportunity to get to know each other via the 99 sec presentations procedure. For a lot of SMEs it was the first approach to FP7.

More information on www.finesce.eu

Alexander von Jagwitz, B.A.U.M., Consult München / Berlin

6. FINESCE Innovation Events: Impressions

Each participant will get continuous information via the FINESCE Innovation Group hosted at LinkedIn ([FINESCE LinkedIn Group](#))

All FINESCE presentations and further information were made public via www.finesce.eu.

3. Results and Conclusion

Since it was not clear how new and innovative Smart Energy companies will respond to the FINESCE Innovation Events and the FINESCE Open Call, the objectives were set cautiously and the results exceeded all expectations:

FINESCE KPIs	Target Value	Result
Number of SMEs participating in innovation events	75	167
Number of SMEs answering the Open Call	15	53
Number of participants in the FINESCE Innovation Community (1.1.2014)	-	100

SMEs responded to all areas covered by the FINESCE trial sites:

Smart Homes, Smart Buildings (WP1 and WP2)

Virtual Power Plants and Smart Factories (WP3)

Trading energy supply and demand at local energy market places (WP4)

Electric grid vehicle integration (WP5)

The Open Call applications were distributed equally among all WP issues. We see this as evidence that the trial issues are reflecting the innovation development in the energy market.

FINESCE will continue the innovation events in 2014 as continuous support action for the FI-PPP phase 3. It will be an integral part of the upcoming trial events which will focus on presenting results and demonstrations from the trial projects.

4. List of Abbreviations

B2B	Business to Business
BMS	Building management system
EMS	Decentralised energy management system
DER	Distributed Energy Resources
DMS	Distribution Management System
DSE	Domain Specific Enabler

ESB	Electricity Supply Board
GE	Generic Enabler
HEMS	Home Energy Management System
ICT	Information and Communication Technology
IoT	Internet of Things
KPI	Key Performance Indicator
PM	Project Manager
PMT	Project Management Team
PPP	Public Private Partnership
SGSG	Smart Grid Stakeholders Group
SME	Small & Medium Enterprise
SoA	State of the Art
TL	Task Leader
TM	Technical Manager
VPP	Virtual Power Plant
WP	Work Package
WPL	Work Package Leader