

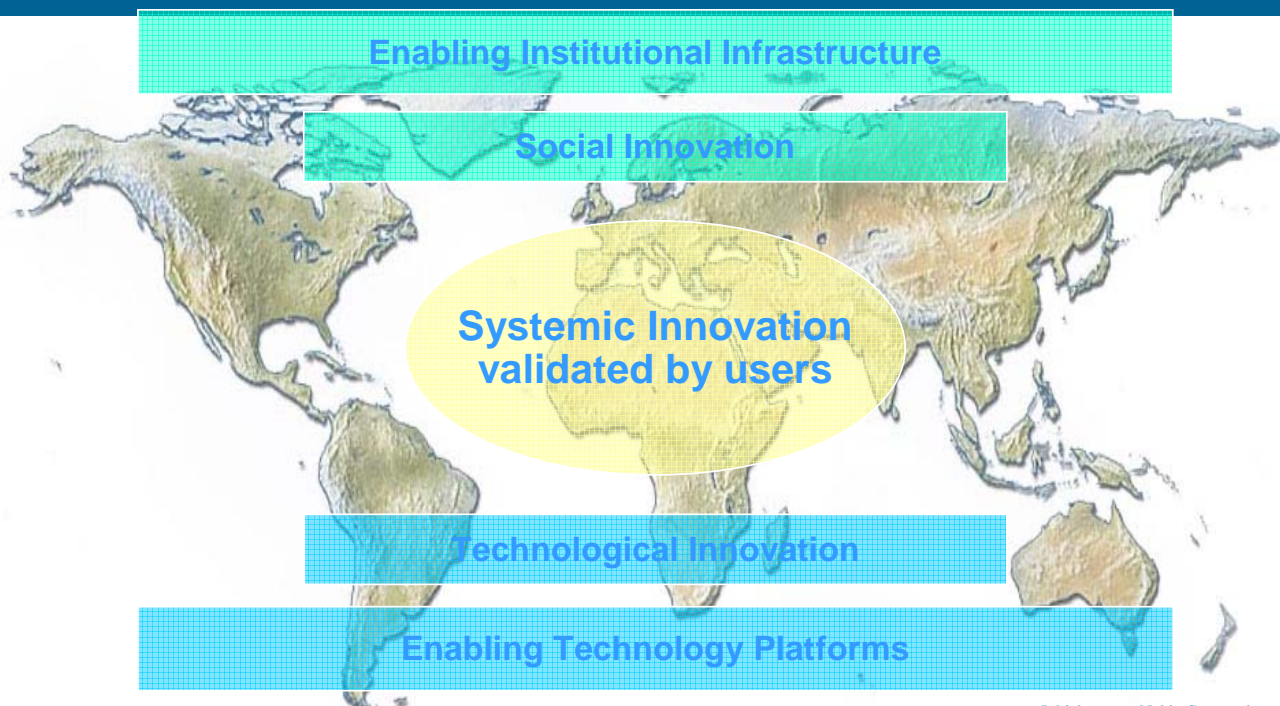
# AMI@Work Family of ERA Communities

*An Initiative to Catalyse Human-centric  
Systemic Innovation!*

**T**he New Working Environments unit of the European Commission's Information Society and Media Directorate-General fosters Information Society Technologies (IST) research to catalyse systemic innovation, in order to enable creative 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 6<sup>th</sup> and 7<sup>th</sup> Framework Programmes of research.

## Reaching trusted sustainable systemic innovation



The AMI family consists of self-organising communities, facilitated since June 2004 by elected leaders, 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*.

The AMI@Work communities have facilitated the inclusion in the European policy initiative *i2010 – A European Information Society for growth and employment* – of a *European network of Living Labs*, as described in the Indicative List of Actions for the i2010 Priority 2, *Innovation and Investment in Research* : “Developing a European network of Living Labs in the concept of eWork, providing services of large deployment to the industry, bringing technology test-beds into real-life user environments.” (web: europa.eu.int/i2010 : i2010 Extended Impact Assessment, p. 88).

A European network of Living Labs can create a win-win-win Citizens-Private-Public partnership. This co-creation sets users, citizens, in the centre of new innovation and societal experimentation, to create new systems, services, products, business models and societal models. Value creation by multidisciplinary collaboration can link social innovation with technology innovation, creating *commons* to build upon.

In enterprises, a concurrent engineering approach has enabled functions to collaborate, allowing faster time-to-market or time-to-fulfilment and better 'hit rates' for reaching successful products and services. Virtual extended enterprises have widened the concept to concurrent enterprising. Living labs now have the potential to co-create 'concurrent enterprising on a societal scale', with faster time-to-fulfilment and better innovation 'hit rates' to be enjoyed by citizens, companies and public sector alike.

# Communities as the best way to integrate for impact

research, development, demonstration, takeup, policy and legislation development

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‘horizontal’ technology themes & SEEM

**Collaboration@Work**  
Chair : Wolfgang Prinz, Fraunhofer FIT (DE)  
EC : Isidro Laso, Georgios Tselentis

**Knowledge@Work**  
Chair : Anne Jubert, CRSA (FR)  
EC : Leonie Schäfer

**Mobility@Work**  
Chair : Hans Schaffers, Telematica Inst. (NL)  
EC : Michael Ziegler

**SEEM@Work**  
Chair : Flavio Bonfatti, Univ. Modena (IT)  
EC : Marika Kaliff

‘vertical’ challenging verification environments

**Rural@Work**  
Chair : Nuria De Lanza, Atos Origin (ES)  
EC : Krystyna Marek

**Engineering@Work**  
Chair : Roberto Samoré, ESOCe-NET (IT)  
EC facilitator : Teresa De Martino

**Logistics@Work**  
Chair : Kalywan Power, Univ. Nottingham (UK)  
EC facilitator : Florent Fredetx

**Well-being Services @Work**  
Chair : Niilo Saramanni, VTT (FI)  
EC facilitator : Olavi Luotonen

**Media@Work**  
Chair : Timo Saarri, CKIR, HILT (FI)  
EC facilitator : Leonie Schäfer

**Leadership@Work Special Interest Group**, Chair: Seija Kulkki, CKIR (FI), EC facilitator: Bror Salmelin  
**LivingLabs@Work SIG**, Chair: Mats Eriksson, CDT (SE), EC : Olavi Luotonen, Angelos Ktenas, Marika Kaliff

**Living Labs EXTREMELY important for human-centric systemic innovation**

# AMI@Work Family of ERA Communities

## *An Initiative to Catalyse Systemic Innovation!*

**H**undreds of participants, across Europe and beyond, 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.
- ✚ **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.
- ✚ **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 creativity, productivity and quality of life? What technologies, social and societal innovations will sustain global 24-hour collaboration, to 'follow the sun' through time zones for product design and service creation?
- ✚ **Identify** partners for collaborative European 'dream teams' with joint objectives and complementary competences for future Calls for Proposals of European Information Society Technologies research projects, for innovation and deployment, for rural and regional development. You live in an EU of 25 countries and want to link people, create ties and extend your networks to partners in the 25 states and beyond. Contribute to the conception of future programmes.

### *Contact Points*

AMI@Work Communities : [www.AMIatWork.com](http://www.AMIatWork.com)

New Members, Collaborative Space : [www.mosaic-network.org/amiatwork.html](http://www.mosaic-network.org/amiatwork.html)

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