

As a representative of M-Inclusion Project [support action funded by the European Commission to boost cooperation between promoters of mobile solutions in the EU and Latin America and people at risk of exclusion, for development of applications useful for them] I want to inform you about the activities that are being organised within the Second edition of the Open International Forum and how you can participate. Remember the II Open International Forum will take place within the framework of the Campus Party Brazil 2014 that will take place from 31st January until 1st February, 2014 in Sao Paulo.

Apps Showroom

Campus Party and M-Inclusion invite all "campuseros", developers and non-developers, to visit the Open Zone and to learn about our showroom of developing mobile solutions. In this area you will have the opportunity to explore different applications specially designed for M-Inclusion main target groups: people with disabilities, chronic patients and population with low-income and living in isolated areas. This experience will bring you the chance to know how different agencies and foundations work together to promote the use of ICT technologies to stimulate social digital inclusion.

This activity will be at the Expo area on Friday, 31st January 2014, from 10 am to 7 pm, and on Saturday, 1st February 2014, from 10 am to 7 pm.

Stakeholders' Workshop

The stakeholders' workshop is design to present the main results, conclusions and services of M-Inclusion Project to the potential beneficiary actors; we want to know your opinion and feedback and you participate actively in the workshop if your field of work or your organization is among the following:

- Mobile Technologies: researchers, developers and technology providers.
- End-users associations and communities: disabled, elderly, low-income, isolated areas, social exclusion groups or chronic.
- Social workers: health, education and occupation workers.
- Political/Regulator stakeholders: LATAM and European bodies with relevant links to regulatory issues and the market, such as policy makers or regulations of the ICT-enabling policies.
- Operators of Mobile Services.
- Finance/funder actors: banks, private and public financiers, NGOs.
- Equipment manufacturers: mobile devices manufacturers, system and infrastructures necessary for the functioning of a service.

The registration is required to participate in the workshop, so we encourage you register at the event. The workshop will take place at the Pythagoras scenario on Friday, 31st January 2014 from 10 am.

Conference: M-Inclusion – a Road Map for Social Integration

In this interactive conference will be presented the main M-Inclusion Project results; and best practices and success cases of mobile solutions in the social inclusion field.

M-Inclusion will contribute to the digital breach debate through dissemination activities like recommendations and conclusions with representatives of the Information and Communication Technologies Industry and with public bodies responsible for the development of the digital agendas at national and/or regional level.

Some of the confirmed speakers in the conference are Lius Ángel Galindo header of Innovation 2.0 at Telefonica, Javier Gonzalo winner of the Apps4Change Challenge and Jessica Galeria Associate Director for Strategic Development at TechSoup Global.

Don't miss this opportunity of knowing M-Inclusion results and good practices of developers who see an opportunity in the solution of social problems. The Conference will take place in the Pythagoras stage on Friday, January 31st, 2014 from 5 pm.

Elevator Pitch

From Telefonica they offer the possibility of carrying out an "Elevator Pitch" with Luis Ángel Galindo. Its objective is to demonstrate, in a short slot of time, the interest which would have for Telefonica and its customers the service or solutions in question. Luis and his team will collect this information and analyse each solutions, commenting on the results to each applicant subsequently. The goal of this pitch is to search new products and services which could became business opportunities marketable by Telefonica.

During the M-Inclusion Conference a QR code will be displayed, the result of capturing this code will be the redirection to a web site where those interested in the pitch shall be registered in strict order of registration.

The pitch will be divided in two parts, although both will take place at the M-Inclusion stand. The first one will be held 15 minutes after the M-Inclusion Conference and will have one hour duration. The second one will take place on Saturday, February 1st, morning from 10:30 am with one hour and half duration.

Each pitch with each developer/company will have 4 minutes duration where the peer should reflect the differential values that make its development a chance for Telefonica and its customers.

For those developers/companies who cannot access the elevator pitch for time reasons, Luis and his team commit to analyse all opportunities, so don't miss this opportunity and upload your ideas to M-Inclusion platform [here!](#)

Registration

If you want to assist to any of the activities we are organising in the framework of the II Open International Forum with the Campus Party Brazil 2014, we encourage you to register in the following URL:

<http://www.m-inclusion.eu/node/add/open-forum-registration> (just for registered users)

Remember that if you are stakeholder and want to attend the workshop, the registration is compulsory.

The registration entitles to a Campus Party pass for Friday, January 31st, and catering for this day, so don't miss this opportunity!

If you have any questions, do not hesitate to contact with us in the following mail address: zoevara@itaca.upv.es

See you in the Second Open International Forum!

