



m-inclusion 

OPEN INNOVATION

Get your App at M-Inclusion Marketplace!

The M-Inclusion Marketplace has been created to generate business opportunities in the mobile technology sector, with the aim of connecting European and American developers, who can upload or link their applications to the portal, with end-users who can search and download those mobile applications that best fit their inclusive needs.

The "M-Inclusion Certified" quality label has been created with the objective of offering to the end users those mobile solutions that can best meet those needs.



The applications highlighted with this label are those mobile solutions that offer an exceptional quality or add special value to

the end user who will use them. To ensure the best rigor and independence in the certification of these applications, it has been established a methodology that includes an analysis from the M-Inclusion consortium and the contribution from the M-Inclusion stakeholder group.

The methodology is defined in two sequential phases:

First the application is evaluated by the consortium members, following quality criteria such as user's feedback, developer's reputation, fit with the needs or the price. Once the application has passed the first phase with a minimum rating of 4.5 points out of 5, it is sent to the involved stakeholders who evaluate it following criteria such as accessibility, usability or added value, requiring a rating of 4.75 out of 5 for passing successfully this second phase. Only when an application passes both quality phases is awarded with the "M-Inclusion Certified" label, guaranteeing it offers top level quality for the final user.



M-Inclusion, supporting innovative ideas!

M-Inclusion's Open Innovation Services supporting innovative ideas have been recently launched!



Do you have a **project idea** based on **mobile/ICT technologies** for **social inclusion**?

You can **share your idea** with M-Inclusion community in order to find the right partner or investor for your project, through our web portal or using our social networks.

Additionally, you can search for funding sources matching your idea in our **Funds Database**.

Furthermore, if the idea is a cooperative R&D project with international scope, you can receive **professional support** to identify the right funding scheme and recommendations on the focus of the project for maximizing the possibilities of reaching its objectives.

More Info: <http://www.m-inclusion.eu/content/share-project-ideas>



ICT for better living

M-Inclusion has participated in the workshop: **“ICT for better living: increasing welfare of the societies in Europe, Latin America and the Caribbean”**, held in Brussels on the 15th of April. The workshop was organized by the EU-LAC Senior Officials Working Group on ICT for Societal Challenges, with the support of the **AMERICAS project** and addressed four topics of ICT for Societal Challenges: e-Inclusion, e-Health, Living Labs and Smart Cities. M-Inclusion presented the highlights of the project, and the main conclusions of the end-users and technical stakeholders participating in the elaboration of the Mobile Inclusion Road Map. M-Inclusion also invited the workshops participants for the Apps4Change 2013 and the II Open International Forum of Mobile technologies and social inclusion.

During the workshop, the following specific joint actions were discussed:

- Latin American and Caribbean Network of Living Labs. The network gathers all relevant Living Labs and stakeholders in the LAC region and focuses on sharing good practices and experiences.
- Elaboration of Terms of Reference to map and observe the current State of the Art of EU-LAC cooperation in the ICT field: Americas Project, M-Inclusion, etc
- Initial talks to gather the Latin American

Network of Technology Platforms around specific areas: e-health, e-inclusion, accessibility and smart cities.

- Initial talks on the establishment of a joint EU-LAC call in ICT.
- Open funding opportunities for ICT projects focused on health and wellbeing in LATAM.



The AMERICAS project is an M-Inclusion linked FP7 initiative aimed at supporting sustainable ICT policy dialogues and fostering ICT R&D cooperation between the EU and Latin America.



M-Inclusion Peruvian and Italian events are coming

ITALY - M-Inclusion is glad to invite you to the event *“Opportunities in Mobile Applications for the Social Inclusion: the M-Inclusion community and the Apps4Change Challenge 2”*, organized as webinar on the next **18th July 2013**. The Webinar objectives are the promotion of the opportunity represented by the M-Inclusion platform and the launch of the Marketplace and the challenge “App4Change” among Italian and European SMEs and developers specialised in the development of mobile applications, mainly focused on the social inclusion.

PERU - The M-Inclusion’s Peruvian National event, organized by Universidad Peruana Cayetano Heredia (UPCH), will be held the **19th July 2013** at university premises located in Lima (Peru), afternoon session from 2PM to 6PM (local time). The Peruvian event is focused on End Users organizations and associations and will be divided in two sessions, one conference session covered with individual speakers from the University of Washington and Peruvian Ministry of Health and one working session “Q&A and assessment of extent of mobiles for social inclusion” opened to all attendees.

Forthcoming National Events: Brazil (Sept2013) and Colombia (Oct2013).

More info: www.m-inclusion.eu

Take part of the 2nd

Apps4Change Challenge!

The second edition of the Apps4Change Challenges has been recently launched!

Imagine and design an idea and implement with it a **100% functional app helping social integration and personal autonomy** for the following groups of people at risk of exclusion:

- ✓ People with disabilities
- ✓ Chronic patients
- ✓ Low-income sectors
- ✓ People from isolated áreas



When?

Deadline: 31/10/2013

How?

<http://www.campus-labs.com/webapp/reto/ver/apps4change>

Prize

The prize for the selected application is a trip to the Campus Party in Sao Paulo, Brazil January 2014, as well as, dissemination and visibility provided through M-Inclusion communication channels.