Call 2016 template

1. Header

Select Action Line for Proposed Activity	SSP Smart Spaces
Priority Area	SSP 2 | Priority 2: Smart Urban Experience
Action Line Leader	Liuha, P. (Petri) | EIT ICT Labs IVZW | EIT ICT Labs IVZW
Email Action Line Leader	petri.liuha@eitictlabs.eu
Business Developer	Horttanainen, J. (Jaana) | Aalto University | EIT ICT Labs
Email Business Developer	jaana.horttanainen@eitictlabs.eu
Assigned Business Developer	Loux, A.J.F. le (Alain) | EIT ICT Labs Eindhoven | Vereniging EIT ICT Labs Eindhoven
Email Assigned Business Developer	alain.leloux@eitictlabs.eu
New or Existing Activity	(●) New Activity ( ) Continuation of Existing Activity
New Activity : Proposed Activity Name	LumiPark
Activity Web Site (if applicable)	
Generated ID	16337
Lead Partner	Philips Electronics Nederland B.V 009 Philips
Activity Leader of Lead Partner	RAJAGOPALAN, R. (RUBEN) | Philips | Philips Research
Email Activity Leader	ruben.rajagopalan@philips.com
Start / End Date	01-Jan-2016 — 31-Dec-2016

2. KIC Activity

Activity Title	LumiPark
Activity Purpose: one crisp line (max 500 characters)	Intelligent outdoor lighting embedded parking monitoring for smart city service
Elevator Pitch: elaborate on the Activity Purpose above in no more than 1000 chars.	Real-time parking vacancy data and smart routing helps motorists find parking quicker and gives cities a lot of benefits, like less air pollution, traffic noise, false parking on tram rails or sidewalks. Also, tracking parking behavior at all times enables identification of parking bottlenecks, direction of traffic and more efficient enforcement. Embedding parking monitoring in outdoor lighting fixtures provides information with high granularity enabling parking services for city owners and city users.

Business Pain: what is the customer problem that needs to be solved (max 2000 characters)	Municipalities want to limit the negative effects caused by parking motorist like air pollution, traffic noise, and false parking. Citizens want to reduce the significant long searching time and thus driving distance to find a parking place. Both municipalities and citizens have difficulties with inefficient, inflexible and expensive physical cash payments and processing.
Value Proposition (max 2000 characters)	Transformation of functional outdoor lighting infrastructure to provide parking services. The parking information helps motorists find parking quicker and gives cities insight parking behavior to identify parking bottlenecks, enable direction of traffic and more efficient enforcement.
Expected Outcomes and Impact of the Activity on Society (max 500 characters)	More efficient exploitation of urban infrastructure will lead to enjoyable, livable & healthy spaces, making cities more attractive.
Why Now (max 1000 characters)	Many isolated smart parking initiatives are starting without the clear ambition to develop solutions that can be scaled and integrated within other public infrastructures of cities.
Competitive Situation (max 1000 characters)	Mobile-payment apps (e.g. ParkMobile), closed public parkings (e.g. Q-Park), parking information providers (eg. StreetLine, Finnpark), parking IT platform providers (eg. Xerox)
Team Setup: the groups involved, their strengths and collaborations (at Activity level) (max 500 characters)	Philips: Connected lighting infrastructure Forum Virium: Insight of city parking management needs SMEs: Parquery (video-analytics for parking management) , WiTrafi (urban localization for parking management)
Link to Video Pitch (optional)	
EIT Funding (€)	156,277.00 €
Partners Co-Funding (€)	72,089.00 €
Total Catalyst Funding (€)	228,366.00 €
Carrier Funding (€)	1,233,926.00 €
Co-Funding Leverage (%)	38.27 %
EIT Leverage (%)	10.69 %
Total FTE	1.50 FTE
Extra EIT Information (if applicable) (max 1000 characters)	

3. Market & Strategy

Target Market

Target Customers (max 1000 characters)	Municipalities
Target Geographies (max 1000 characters)	EU
Total Addressable Market Size (euro)	1,000,000,000.00 €
Evidence/Reference for Addressable Market Size (max 1000 characters)	The "Parking Management Market by System Components & Services - Global forecast to 2019" report indicates the global parking management market is being driven by the increasing number of vehicle ownerships and growing scarcity of parking spaces. Parking site operators are thriving for efficient and smart parking operations while providing convenient parking procedures to their customers. The need is being met by today's intelligent parking management systems, which enable the parking spots operators to offer their customers high level of parking conveniences such as minimal time wastage, cashless and contactless payment options, enhanced vehicle security, and options for pre-booking parking spots. The parking management systems are also useful for ensuring security through vehicle and cargo surveillance, vehicle registration, and dynamic parking tariff management.
Time to Market (launch year)	2018
Business model (max 1500 characters)	Device sales (parking monitoring sensors/intelligent luminaires), mobile payment solutions for parking, parking management services

Self Assessment

Technological Risk Assessment

Technological Key Risk Factors (max 500 characters)	Basic technology components available, risk in integration of different components into platform and flexibility to cater to city-specific deployments
Likelihood of failure due to technology-related issues	30
Commercial Risk Assessment	
Commercial Key Risk Factors (max 500 characters)	Open data approach of cities regarding parking information could conflict with SMEs which see the parking information vital for their business
Likelihood of failure due to commercial issues	40
Outlook: what time, key achievements and KAVA budget will be required to achieve targeted activity goals and KPIs after 2016 (max 1000 characters)	Based on the technical and commercial feasibility of the parking solutions deployed in the City of Helsinki, adoption of large scale deployment in line with the expected mobile parking policies of the city is targeted from 2017.
Contribution to long term strategic goals (max 1000 characters)	Smart Urban Experience: Smart parking solutions will make cities more livable and attractive. Societal impact: Reduced search time for parking will lead to a more livable environment (e.g. air/noise pollution), Insights in parking behavior creates more efficient usage of urban spaces. Economic impact: To stay in the lead of the intelligent lighting in a market being entered by Asian players with aggressive cost-pricing, breakthrough architectures and game changers can help European companies to keep their competitive edge. Platform for SMEs to provide smart parking service propositions tailored for cities.
Contribution to KIC sustainability (max 1000 characters)	- Our activity will generate additional employment from spin outs coming from Philips. - Additionally we will scout how adjacent activities in this field will contribute to synergy. - An immediate result of our deliverables will be that independent consultants can take up parts of our work to exploit their market, consultancy income.
Expected Revenues (KIC) €	0.00 €

4. Carriers

Carriers

Carrier ID	Task Leader	Carrier Title	Carrier Website	Carrier Description	Why chosen	Start Date	End Date
C1601	RAJAGOPALAN, R. (RUBEN) | Philips | Philips Research	Sensing & Controls for Light on Demand	http://www.lighting.philips.com/main/systems/packaged-offerings/public-spaces.html	The main aim of this project is to identify technological and business opportunities for distributed sensor networks to enable digital service propositions in the outdoor lighting domain for smart cities.	We plan to deploy the enabling parking technologies in intelligent outdoor lighting systems for enable smart city services	01 Jan 2016	31 Dec 2016
C1602	Spilling, K.J.S. (Kaisa) | Forum Virium | Forum Virium Helsinki Oy	ERDF/ 6AIKA, Six City Strategy, Standardization of open APIs	http://6aika.fi/in-english/	The project is boosting open standards for smart cities : standardization of open APIs together with companies. The work is a part of the to the Six City Strategy for sustainable urban development carried out by the six largest cities in Finland: Helsinki, Espoo, Vantaa, Tampere, Turku and Oulu.	FHV is working to ensure interoperability of services and drive the idea of a European single market of city services. unifying open digital city interfaces, for instance city API's, as well as by harmonising cooperation processes between different cities, unnecessary barriers to innovation transfer can be broken.	01 Apr 2015	30 Jun 2017
C1603	Spilling, K.J.S. (Kaisa) | Forum Virium | Forum Virium Helsinki Oy	Finest Twins	http://www.forumvirium.fi	The first European cross-border Smart City multi-city test environment between Helsinki region and Estonia. It will link all relevant research and innovation support structures and bring together main public and private actors, facilitating communication, networking and the building of long-term co	Finest Twins provides a base for crossborder interoperability piloting in Helsinki and Tallinn. The results will be scientific, innovation and business related co-operation between Helsinki and Estonia in the Smart City area, promoting efficient exchange of knowledge, building a joint research portfolio and supporting faster cross-border take-up of Smart City innovations. The result of this project could also be tested in the twin city .	01 Jun 2015	31 May 2016
C1604	TOBE Defined, (Unknown 999) | AAA |	Tekes/RPark	https://extranet.tekes.fi/ibi_apps/WFServlet?IBIF_webapp=/ibi_apps&IBIC_server=EDASERVE&IBIWF_msgviewer=OFF&IBIF_ex=O_PROJEKTI_RAP1&CLICKED_ON=&YPROJEKTI=11359673&YTARKASTELU=Z&YKIELI=S&YMUOTO=HTML	The project of the subgrantee Witrafi is part of Tekes smart city program. The objective is to develop an ITS system capable of gathering traffic and parking-related information, which can be provided to drivers for parking guidance purposes.	The Lumi Park project offers a good continuation for the learnings from this project.	18 Jun 2015	31 Mar 2015

Carrier ID	Partner	Year	Complementary funding (any source,except EIT) (€)
C1601	Philips Electronics Nederland B.V	2016	839,172 €
C1602	Forum Virium Oy	2016	215,160 €
C1603	Forum Virium Oy	2016	82,000 €
C1604	Unallocated	2013	19,519 €
C1604	Unallocated	2014	43,917 €
C1604	Unallocated	2015	34,158 €

5. Catalyst (KAVA)

Key Outputs (max 500 characters)

Collaborative requirements specification for Smart Urban Parking concept Integration of parking monitoring sensors in intelligent lighting infrastructure Small-scale pilot to validate Smart Urban Parking concept Smart Urban Parking business plan

Workplan (max 2000 characters)

Q1: Collaborative requirements specification for Smart Urban Parking concept Q2: Integration of parking monitoring sensors in intelligent lighting infrastructure Q3: Set-up of small-scale pilot to validate Smart Urban Parking concept Q4: Validation of Smart Urban Parking concept Q4: Smart Urban Parking business plan

Role of the KIC partner(s) (max 1500 characters)

Forum Virium evaluates intelligent lighting infrastructure with embedded parking monitoring sensors in small-scale testbed targeting their city parking management needs. Philips provides intelligent lighting infrastructure with embedded parking monitoring solutions. Parquery provides video-analytics monitoring solution for parking management. Witrafi provides urban localization solution for parking management.

Key Deliverables

Deliverable Description
Integration of parking monitoring sensors in intelligent lighting infrastructure
Small-scale pilot to validate Smart Urban Parking concept
Smart Urban Parking business plan

Catalysts

Catalyst ID	Catalyst Title	Task Title	Task Leader	Description	Partner Qualification	Carriers	Deliverables	Q1	Q2	Q3	Q4	Q5
A1601	Technology Experimentation	Integration of parking monitoring solutions	RAJAGOPALAN, R. (RUBEN) | Philips | Philips Research	Integration of parking monitoring solutions of Parquery and Witrafi in intelligent lighting infrastructure. Furthermore the impact of light signaling to indicate parking violation is also investigated		Sensing & Controls for Light on Demand;ERDF/ 6AIKA, Six City Strategy, Standardization of open APIs;Finest Twins	Integration of parking monitoring sensors in intelligent lighting infrastructure	Q:TE1 | What is the baseline status of the technology/product/business case before the planned experimentation? A:Technical feasibility is still not validated from the technology providers	Q:TE2 | What is the target of experimentation – what should be validated / proven and why is this necessary? A:Proof of feasibility of the technologies, and insight in to the commercial feasibility of the solutions	Q:TE3 | What is the experimental setup (i.e. test users, pilot installations, etc.)? A:Black-box testing of offline data	Q:TE4 | How are the results going to contribute to the overall goal of the activity, and who is taking them up? A:The results will help in preparing for the small-scale pilot in the city of Helsinki	Q: A:
A1602	Innovation Leader	Project coordination	RAJAGOPALAN, R. (RUBEN) | Philips | Philips Research	Coordinate the activity progress and reporting		Sensing & Controls for Light on Demand	Integration of parking monitoring sensors in intelligent lighting infrastructure;Small-scale pilot to validate Smart Urban Parking concept ;Smart Urban Parking business plan	Q:IL1 | Why is the proposed person well positioned to make the activity a success (expertise, experience, profile, soft skills…)? Please provide a crisp answer with specific examples. A:Intelligent Lighting will serve as the vehicle to enable the smart parking proposition	Q:IL2 | Would you be interested in the optional Entrepreneur Matchmaking mechanism? (yes/no; Please refer also to the Call for Proposals 2016 document for further explanations). A:No	Q: A:	Q: A:	Q: A:
A1603	Technology Maturation	Smart urban parking pilot (FVH)	Spilling, K.J.S. (Kaisa) | Forum Virium | Forum Virium Helsinki Oy	Small-scale city specific deployment of smart urban parking concept for proof of concept and validation FVH is facilitating planning of the pilot and collaboration with the city of Helsinki (Public works Department) FVh is reponsible in organinsing the Living Lab in Helsinki, where the solution can		ERDF/ 6AIKA, Six City Strategy, Standardization of open APIs;Finest Twins	Integration of parking monitoring sensors in intelligent lighting infrastructure	Q:TM1 | What is the baseline status of the technology/product before the planned maturation? A:City of Helsinki is working on a new parking scheme that will be deployed 2017, which will drive new urban parking concepts/ services in Helsinki.	Q:TM2 | What are the missing target features/performance requirements to support the planned business case? A:Helsinki is pushing the creation of open platforms where various local smes can test and deploy their services.	Q:TM3 | What are the steps and milestones to achieve the market / tech-transfer readiness? A:The pilot setup will be defined together with the city, depending on the solutions provided. The setup could be linked to the Climate Street environment, a pedestrian district in	Q:TM4 | What will be the status after completion of the task and who will take up the results? A:City of Helsinki will get new validated information to base the decisions about the new parking scheme. We are also interested in interoperability of the services that could also be tested in FInest Twins	Q: A:

Catalyst ID	Catalyst Title	Task Title	Task Leader	Description	Partner Qualification	Carriers	Deliverables	Q1	Q2	Q3	Q4	Q5
				be tested in terms of a)ecosystem feasibility, b)city system feasibility and c)user experience. During the small scale pilots the the concepts are demonstrated and and integration aspects investigated. We are collecting learnings and sharing best practices with other cities nationally and through eit nodes						downtown Helsinki, which has an issue related to logistics of the retailers and identification of the parked vehicles. Another possible test-bed is a new smart city development area Kalasatama, brownfields area transformed to a residential and working district close to the city centre.	project providing a base for crossborder interoperability piloting.	
A1604	Business Launch	Business Modelling & Use-Case Validation	RAJAGOPALAN, R. (RUBEN) | Philips | Philips Research	Relevant usecases and their business value are identified together with EIT BDA and city council.		Sensing & Controls for Light on Demand;ERDF/ 6AIKA, Six City Strategy, Standardization of open APIs;Finest Twins	Smart Urban Parking business plan	Q:BL1 | What is the starting point for the business scenario/model that will be developed (e.g. what sales channels exist, which markets are known, etc.)? A:Public Lighting and Parking Management authorities from the city will be the customers with whom the business scenario will be worked out	Q:BL2 | What are the specific business modelling and go-to-market steps towards a business launch? A:Sales of devices (intelligent lighting and parking technologies), open platform with parking management data to integrate with other applications and a parking management service for cities and citizens	Q:BL3 | What is the expected result of the completed Business Launch task? A:Commercial feasibility of generating new revenue streams around parking services enabled via intelligent lighting systems	Q: A:	Q: A:

Catalyst ID	Partner	Responsible	Role	Fte	Personnel (all types) (€)	Travel and subsistence costs (€)	Equipment and Infra depreciation (€)	Other direct costs (€)	Indirect costs (according H2020) (€)	Sub Granting (€)	Sub Contracting (€)	Prizes (€)	EIT Contribution (€)	Co funding (any source, except EIT) (€)	Total (€)
A1601	009 Philips	RAJAGOPALAN, R. (RUBEN)	Contributor	0.20	22,239 €	0 €	0 €	0 €	5,559 €	0 €	0 €	0 €	20,849 €	6,949 €	27,798 €
A1602	009 Philips	RAJAGOPALAN,	Task	0.20	22,239 €	0 €	0 €	0 €	5,559 €	0 €	0 €	0 €	20,849 €	6,949 €	27,798

Catalyst ID	Partner	Responsible	Role	Fte	Personnel (all types) (€)	Travel and subsistence costs (€)	Equipment and Infra depreciation (€)	Other direct costs (€)	Indirect costs (according H2020) (€)	Sub Granting (€)	Sub Contracting (€)	Prizes (€)	EIT Contribution (€)	Co funding (any source, except EIT) (€)	Total (€)
		R. (RUBEN)	Leader												€
A1603	102 ForumVirium	Spilling, K.J.S. (Kaisa)	Task Leader	0.50	32,500 €	7,000 €	0 €	0 €	9,875 €	20,000 €	0 €	0 €	37,031 €	32,344 €	69,375 €
A1603	009 Philips	RAJAGOPALAN, R. (RUBEN)	Contributor	0.40	44,478 €	0 €	0 €	0 €	11,119 €	20,000 €	0 €	0 €	56,699 €	18,898 €	75,597 €
A1604	009 Philips	RAJAGOPALAN, R. (RUBEN)	Task Leader	0.20	22,239 €	0 €	0 €	0 €	5,559 €	0 €	0 €	0 €	20,849 €	6,949 €	27,798 €

KPI targets for 2016

KPI Info	KPI Title	KPI Target Value
	# involved customers	1
	CLC01.01 Number of people working daily in CLCs	0
	EIT03.01 Number of business ideas incubated	0
	EIT04.01 Number of start-ups/spin- offs created	0
	EIT05.01 Number of knowledge adoptions (by KIC partners) that are direct output of a KIC Activity	1
	EIT05.02 Number of knowledge transfers that are direct output of a KIC Activity	1
	EIT06.01 Number of new or improved products/services/processes launched into the market	0

Justification

1. Personnel Justification

The FTE related budget for the catalyst tasks is 143,695.00 €. The planned FTE for the catalysts tasks sums up to 1.50 FTE with an average cost of 95,796.03 € / FTE.

The financials submitted include all personnel costs, and any indirect project-specific-costs are to be borne by the partners within their respective budgets. The Philips personnel costs are calculated according to the H2020 eligibility rules and the FTE estimations are in line with the remarks made in paragraph 4.1 of the EIT Digital call for proposals 2016.

2. Travel & Subsistence Cost Justification

Travel & Subsistence Costs to an amount of 7,000.00 €.

The financials submitted include all other costs (material, travel, and indirect project-specific-costs) to be borne by the partners within their respective budgets.

5. SubGranting Justification

SubGranting to an amount of 40,000.00 €.

20K is estimated to be sub-granted to each of the two chosen SMEs (Parquery, WiTrafi) that will provide parking technologies for the activity. Philips: The Philips subgrant will meet the same eligibility, funding criteria as if it was a regular EIT beneficiary".

Main location(s) of execution (max 3)

- [ ] Berlin CLC
- [ ] London CLC
- [ ] Paris CLC
- [ ] Stockholm CLC
- [x] Eindhoven CLC
- [ ] Milano Satellite
- [ ] Rennes Satellite
- [ ] Trento CLC
- [x] Helsinki CLC
- [ ] Munich Satellite
- [ ] Sophia Antipolis Satellite
- [ ] Other

6. Remarks

Endorsed by BDA

Remarks History

7. Uploads (optional)

Uploads

File Name	Description	Submitted By	Submitted On	Download
No records to display.				

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