



m-inclusión

## OPEN INNOVATION

### M-Inclusion's Second Open International Forum is already here!

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.

The activities that are being organized within the Second edition of the Open International Forum are:

#### Apps Showroom

31<sup>st</sup> January and 1<sup>st</sup> February 2014, from 10 am to 7 pm

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.

#### Stakeholders' Workshop

31<sup>st</sup> January 2014, 10 am

Designed 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!

#### Conference: M-Inclusion – A Road Map for Social Integration

January 31<sup>st</sup>, 2014, 5 pm

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.

#### Elevator Pitch February 1<sup>st</sup>, 10:30 am

The goal of this pitch is to search new products and services which could become business opportunities marketable by Telefonica. You will have to demonstrate, in a short slot of time, the interest which would have for Telefonica and its customers the service or solutions in question. A team of experts will collect this information and analyze each solution, commenting on the results to each applicant subsequently. You can already upload your idea [here!](#)

#### Registration:

<http://www.m-inclusion.eu/node/add/open-forum-registration>

#### More Info:

<http://www.campus-party.com.br/2014/m-inclusion.html>



María José Cantarino, Project Manager of M-Inclusion collects the prize

IV PREMIOS CORRESPONSABLES  
Español y Latinoamérica

### M-Inclusion awarded in the 4<sup>th</sup> edition of Premios Corresponsables

M-Inclusion, a pioneering mobile platform for Europe and Latin America has received one of the awards for the IV Premios Corresponsables. The awards, driven by **Fundación Corresponsables**, distinguish the most innovative and sustainable initiatives in the field of Social Responsibility. These Awards have distinguished 19 initiatives and 26 finalists in six categories.

The awards ceremony took place on November 28th in Madrid with an audience of over 175 people and was followed by streaming from Latin America. María José Cantarino, coordinator of M-Inclusion Project, received the award and also appreciated the work of all partners working on it. She emphasized how M-Inclusion has engaged to improve the conditions of the groups to which M-Inclusion targets: "We can contribute to the improvement of society and quality of life of people who are at risk of exclusion through technology".

#### More info:

<http://www.m-inclusion.eu/news/m-inclusion-recibe-uno-de-los-iv-premios-corresponsables>





## Bring IDEAS, Grab Funding!

If you have an **IDEA** about an **R&D&I project, business or application** based on mobile technologies **SHARE IT** and take advantage of the opportunities that M-Inclusion offers with its **OPEN INNOVATION SERVICES**:

- Visibility within social innovation environments (using our partner's networks such as Telefonica, Nokia or Campus Party)
- Access to a community of more than 600 organizations representing end user around social innovation
- Promotion through our social networks with a potential of more than 100,000 potential impacts
- Specific dissemination for relevant ideas within Campus Party Brazil (and other)
- Visibility to potential investors and acceleration programs managers
- Access to a free evaluation of ideas for finding funding and partners (only for R&D&I collaborative projects to participate in international programs such as Iberoea or Horizon 2020)

### Don't miss the HORIZON 2020 Opportunity!

*The European Commission on 11th December 2013 has presented first calls for projects under Horizon 2020, the European Union's €80 billion research and innovation programme.*

*Do you have a social innovative idea?*

*Would you like to know which Horizon2020 topics suits your idea better?*

*Do you need international partners?*

*M-Inclusion can help you for free! Just upload some tips about your idea in M-Inclusion website and we will contact you*



### Access to the service

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

## MicroHealth, Apps4Change winner!

Javier Gonzalo from Spain won with his app MicroHealth, the Apps4Change 2, a contest for social inclusion apps launched by M-Inclusion in 2013. The winner has been invited to participate in the Campus Party Brazil, to be held in Sao Paulo the 31st January and 1<sup>st</sup> February 2014. Over 200 "campuseros" over 10 nationalities participated in this challenge with 100% functional applications to help social integration and personal autonomy.

We want to make special mention of the seven finalists of the challenge:

- Amirton Chagas (Brazil) with [Prodeaf](#)
- Javier Gramajo (Chile) with [SQMOS Firs Table](#)

- Rodrigo Reyes and Ana Pantelic (Colombia) with [Colombia LISTA](#)
- Javier Fernández (Chile) with [VIH Chile](#).
- Juan José Junquera Bilbao (Spain) with [Esacesible](#)
- Klimaszewski Szymon (Poland) with [My Heart](#)
- Meritxell Molina and Jordi Llonch (Spain) with [Picto Conection](#)



Javier Gonzalo, MicroHealth developer

### About MicroHealth



This app, which gives name to the startup co-founded by Javier Gonzalo, allows patients and parents of children with hemophilia or other congenital coagulopathies, to monitor treatment progress in real time and share evidence and relevant clinical findings with professional selected health care responsible. It is a new, quick and easy way, to communicate both with professionals and with the rest of the community who suffer from this chronic disease.

More info: [www.microhealth.org](http://www.microhealth.org)



## M-Inclusion Roadmap

**M-Inclusion Road Map** is a detailed guide containing: the needs of the identified end users (from a general perspective and from a more particular perspective taking into account the stakeholders engaged), suitable technological solutions for these needs, gaps encountered, emerging technological trends and recommended actions in order to fully tackle social inclusion objectives in health, education, economy and mobility, from the current LATAM demography perspectives. It should also include the impact that these tendencies will have on the key stakeholders identified.

This Final Road Map aims to be one of the most important outputs of the M-Inclusion's Project and aspires to become a reference point to guide all involved actors in the technologies for the social inclusion and to establish a network among stakeholders.

The M-Inclusion Road Map will be presented and discussed during the Stakeholder's Workshop session of the II Open International Forum, the 31<sup>st</sup> January in Campus Party Brazil.