



open DOORS - Designing a network of cOOperating cReative communities for developing a Sharing economy

Interreg MED Programme

Priority Axis 1: Promoting Mediterranean innovation capacities to develop smart and sustainable growth

Specific objective: 1.1 To increase transnational activity of innovative clusters and networks of key sectors of the MED area

Network's Action Plan

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1. Introduction

The open DOORS project established the "MedShare Network", aiming to design information, advise and services to be offered from local to transnational level engaging different actors (companies, decision makers, other users), starting from the communities of partners involved in the project, and extending them in a "MedShare Network".

The action plan is a living tool and defines a roadmap for including actions that the "MedShare Network" with its members will carry out for designing information, advise and services to be offered after the end of the project, based on the study and the analyses done within the project (Needs analysis, SWOT analyses, Benchmarking and comparative analyses) and using the database of stakeholders and laws, engaging organisations and people who will participate in future projects, improving the social dimension of the collaborative and sharing economy. Therefore, this action plan includes searching for new opportunities that will enable to test the theoretical study already carried out in Open DOORS. These opportunities are related to submit new project proposals answering to specific calls, enlarging the MedShare network. Indeed, this plan is at the basis of a set of innovative local, national and transnational services to be tested in subsequent activities, that can be specific project initiatives (e.g. possible M2 med projects, or H2020 initiatives or other calls) addressed to creative enterprises, organisations acting for social innovation, scientific institutions, public institutions and civil society in the different territories of the MED area, in order to promote and develop the SE as a pillar for smart, sustainable and inclusive growth, by stimulating a new individual and collective awareness on the opportunities that offers.

The action plan aims to support the sustainability of the Open DOORS project and its tools (the network the forum, the databases of platforms, stakeholders and documents).

The deliverable D 3.4.1, titled *Intervention Strategy of "MedShare network" in the Mediterranean Region* underlines that "What has changed when comparing sharing economy with the existing economy as we have known it for years, is not only the concept of sharing economy but the way it manifests itself with the purpose to deliver services, produce changes of culture, economy, technology and infrastructure. This is in the revolutionary nature of the sharing economy itself.

The message we want to convey is that the "MedShare Network" provides transnational services for developing the sharing economy that is tailor-made for the territorial needs. Furthermore, it is open for new transnational providers of services and will establish a network of actors (companies, decision makers, and other users), starting from the communities of partners involved in the project, and extending them in a "MedShare Network".

In this perspective, three main issues characterise the action plan:

1. Identification and discussion of the hot topics connected to the Sharing and Collaborative Economy on the Open DOORS Blog. This discussion will be carried out involving stakeholders registered in the database of stakeholders provided by Open DOORS and registered on the Blog. The members of the MedShare network will actively stimulate this discussion at least one time each 2 months, providing the most interesting topics to be shared, interesting papers and initiatives. This action will be carried out by creating a series of interest groups along the MedShare Strategic Action fields, identifying, initiating and jointly undertaking relevant measures on regional, national, transnational and – where appropriate – also European level;
2. Periodic selection and sharing of call for projects at European, National and local level done by the members of the MedShare network. Also other opportunity for funding activities will be studied. At least each six months the MedShare network analyses the calls and opportunities for funding. This will facilitate access to combined funding for co-investment projects, taking advantage of better synergies between regional, national and European instruments to support interregional collaboration. This will engage other organizations to be members of the MedShare network,
3. Sponsorship using the MedShare network brand of initiatives such as conferences, discussions and organization of Seminars, conferences, on the Sharing and Collaborative Economy. The MedShare network members have to periodically identify or organise conferences, workshops, other events or share papers, which are connected to the topics of the sharing and collaborative economy. When participating or organising this events, the members of the MedShare network should put a note of their membership to the network in the paper, in the workshop or in the Conference.

2. Identification and discussion of the hot topics

The Open DOORS consortium started identifying some hot topics related to the Sharing and Collaborative Economy based on the challenges and open calls. In particular, the action plan in this section provides the roadmap of next actions to be taken for promoting the access to combined funding of projects taking advantage of better synergies between regional, national and European instruments to support interregional collaboration.

For this purpose some thematic areas and initiatives have been identified on which the action plan focuses. These areas are: 1) Health care, Wellbeing, Tourism and Sharing&Collaborative Economy, 2) Education and Sharing&Collaborative Economy, and Responsible Research and Innovation.

2.1 Health care, wellbeing, tourism and Sharing&Collaborative Economy

The term digital health has been usually associated with the description of the use of Information and Communication Technologies (ICT) in health products, services and processes combined with organizational change in healthcare systems to improve health of citizens, efficiency and productivity in healthcare delivery and the economic and social value of health. More frequent the term used in the literature is eHealth. Digital health covers many aspects of the interaction and data exchange between plethoras of stakeholders in the digital health eco-system [9]. Today digital health is considered as one of the primary vehicles that can enable sustainable health care but is also important enabler of new activities in wellbeing industry and tourism.

The analysis presented in [1,2] shows that public health expenditure in the EU's 27 Member States was on average 5.9% of GDP in 1990, rose to 7.2% of GDP in 2010, and the projections show that expenditure may continue to grow to 8.5% of GDP in 2060 due to the ageing population and other socio-economic and cultural factors. In addition, the long term care expenditure projection would on average almost double over the projection period. Similar analysis [3] showed that US health care costs doubled in a 30-year period and were forecast to reach 20 percent of GDP in 2017. At the time, more than 75% of health costs were being consumed by chronic care management, and health economists forecast steady increases of almost 7% per year in national health costs. Deep-rooted structural reforms are needed to ensure the sustainability of the health systems. Thus digital health frameworks are considered to be one of the top priorities for all governments and health systems.

Despite the economic crisis, the market potential of digital health is strong. The global telemedicine market reached \$13.8 billion in 2012, is expected to grow to \$35.1 billion in 2018 [3]. The wellbeing market enabled by digital technologies (mobile applications, devices) is also rapidly growing. The convergence between wireless communication technologies and healthcare devices and between health and social care is creating new businesses where connectivity is the key enabler.

Health services based on mobile devices that, among others, measure vital signs such as heart rate, blood glucose level, blood pressure, body temperature and brain activities,

commonly referred to as mHealth, present an emerging and rapidly growing market that may transform healthcare and increase its quality and efficiency. Data collected from mHealth system can serve as a basis for evidence-driven care practice and research activities, while facilitating patients' access to their health information anywhere and at any time, enable more accurate diagnosis and treatment [4]. They have the potential to reduce the pressure of clinic-based diagnosis and treatment, and can successfully enable personalized monitoring and preventive treatments early enough in the diagnosis of certain diseases, such as, cardiovascular and morbid diseases, or Alzheimer and other generative brain diseases).

Digital health can benefit citizens, patients, health and care professionals but also health organizations and public authorities. It facilitates socio-economic inclusion and equality, quality of life and patient empowerment through greater transparency, access to services and information and the use of social media for health. The Health Online 2013 study [5] shows that 81% of U.S. adults use the internet and 59% say they have looked online for health information in the past year. Also, seven in ten (69%) U.S. adults track a health indicator for themselves or a loved one, where 21% say they use some form of technology to track their health data, and many say this activity has changed their overall approach to health.

In 2017, it was estimated that 3.4 billion people worldwide own a smartphone and many of them are using mHealth apps. If its potential is fully unlocked, mHealth could save €99 billion in healthcare costs in the EU alone [6].

There are many benefits of digital health systems as an effective complement to traditional clinical care [7]. Once the value of benefits begins to cover investment costs, the net benefit expands and becomes substantial. This is an important motivation to justify implementation strategies. ICTs play a major role in the coordination and communication of healthcare professionals and of patient centred delivery of care. Advanced EU projects such as Carewell [8] demonstrate, through multinational pilots, the efficient delivery of care and support to older people who have complex health and social care needs, are at high risk of hospital or care home admission and require a range of high-level interventions due to their frailty and multiple chronic diseases. The ICT platforms and communication channels used in pilots will avoid duplication of effort when dealing with patients' diagnostic, therapeutic, rehabilitation or monitoring and support needs. Additionally, ICT-based platforms can improve treatment compliance, enhance self-care and self-management and increase patient and carer awareness on their health status. All of this will improve clinical outcomes and enable people to lead fulfilled lives. Moreover, connected digital health technologies support and enable integrated care coordination and patient empowerment and home support pathways.

2.2 Education and Sharing&Collaborative Economy and Responsible Research and Innovation.

The transformation that already deeply affected sectors such as tourism, transportation and, which is also influencing health care, is going to influence other sectors such as education. The collaborative economy provides an educational model based on the concept of “Digital ecosystem”. The pervasiveness of the use of mobile phones, internet and new technologies is changing the educational methods and models allowing formal and traditional education to be integrated with videos, peer2peer online platforms, etc..

Education as a collaborative process is therefore the emerging challenge, involving all the societal actors, civil society, scientists and universities, companies and business actors, as well as policy makers. This is due to the fact that the sharing and collaborative economy can change the societal values of a community, can have a strong impact on the economy supporting a sustainable social innovation, can promote the idea of co-produce and share knowledge in the different phases of the human life.

“Education can benefit from opening classrooms, real-life experiences and projects, and from new learning tools, materials and open educational resources. Learners can be empowered by online collaboration. Access to and the use of digital technologies can help reduce the learning gap between students from high and low socioeconomic backgrounds. Personalised teaching can result in increased motivation by focusing on individual learners” [10].

This transformation is changing the learning approaches and evolving education methods producing new societal challenges related to the extraordinary participation of the people in the innovation processes, following a socio-technical innovation path for education. The European Commission presented the Digital Education Action Plan [10] that proposes initiatives where technology and digital competences are used for education.

These initiatives follow three main priorities to meet the challenges and opportunities of education in the digital age:

Priority 1: Making better use of digital technology for teaching and learning

Priority 2: Developing digital competences and skills

Priority 3: Improving education through better data analysis and foresight

The European Commission funds researches on digital skills and competences and the innovation in education. Some of the studies recently done are:

- Digital Education Policies in Europe and Beyond: Key Design Principles for More Effective Policies
- Opening up Education: A Support Framework for Higher Education Institutions
- OpenCases: Case Studies on Openness in Education

A particular focus has been also established by the European Commission on Science The European Commission is working for building a Europe sustainable, capable of anticipate effects and potential impacts of research and innovation processes on the environment and society. Education and Open Access are deeply addressed in the framework of Responsible Research and Innovation.

Indeed, as said in [11], in a world that “becomes more inter-connected and globally competitive new economic opportunities often come hand in hand with complex societal challenges” and it is necessary more and more to “provide the space for open, inclusive and informed discussions on the research and technology decisions that will impact citizens’ lives.”

The next sections will describe a set of call for projects that the MedShare network members identified for the short term period.

3. Periodic selection and sharing of call for projects

The calls identified are described below and the specific contribution coming from the MedShare network is defined (in terms of Action description).

3.1 Health care, wellbeing, tourism Economy and Sharing&Collaborative Economy H2020 CALLS

1st call

Call : H2020-SC1-DTH-2018-2020

Pillar: Societal Challenges

Work Programme Year: H2020-2018-2020

Work Programme Part: Health, demographic change and wellbeing

url:

<https://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/sc1-dth-05-2019.html>

Topic Description

“An ageing population is increasing demand-side pressures on public health and social care providers across Europe. These pressures undermine the long-term sustainability of existing models for delivering care services to the ageing population.

The challenge is to scale up outcome-based innovative digital health and care solutions across EU borders through joining up actions in procurement of innovation. Digital health and social care solutions have been tested and have demonstrated success in smaller scale settings. However, despite cooperation initiatives amongst regions through INTERREG programmes^[1] or the transfer of innovation schemes of the European Innovation Partnership on Active and Healthy Ageing (EIP on AHA)^[2], large-scale deployment of digital health and care solutions across EU borders remains limited. There is a lack of collaborative efforts in public purchasing of innovative ICT-based solutions for active and healthy ageing and successfully engaging demand and supply sides in scaling up innovation. This is the case in particular for digital solutions integrating health, social or community care and informal care, Internet of Things (IoT) enabled independent living solutions [3] that allow the citizens to live safely and independently at home therefore avoiding institutionalisation, or tele-care solutions and tools supporting for self-care and person-centred care. Moreover, take-up of these ICT-based solutions by both public care providers as well as people in need for care is a crucial factor in successfully alleviating the demand-side pressures on public health and care provision. Supporting the public procurement of innovation helps public authorities by aggregating demand and sharing the inherent risks associated to deploying new innovative solutions that can be integrated with existing public health and care provision systems.”

Action description

In the framework of the described call the MedShare network can submit a proposal where Sharing and Collaborative economy, and defined in Open DOORS will provide integrated solutions , involving the different actors of the quadruple helix for “digital solutions integrating health, social or community care and informal care, IoT enabled independent living solutions” allowing citizens to live safely and independently at home. The integrated perspective of a presence on the different territories of technologies and social actors (NGOs, citizens, etc.) that complement services and structures provided by the traditional economy and the new business model are fundamental issue for a more sustainable innovative action from the point of view of the organization of the service, and from the societal point of view.

2nd call

Call: H2020-SC1-DTH-2018-2020

Pillar: Societal Challenges

Work Programme Year: H2020-2018-2020

Work Programme Part: Health, demographic change and wellbeing

url:

<https://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/sc1-dth-11-2019.html>

Topic Description

Senior people are statistically at greater risk of cognitive impairment, frailty and multiple chronic health conditions with consequences for their independence, their quality of life (and the one of their families) but also for the sustainability of health and social care systems. There is also increasing evidence that interactions with the environment play an important role in the evolution of the patient's health status and condition. The challenge is now to foster secure, scalable and robust digital solutions for integrated care which will:

- Ensure a truly personalized delivery of health and social care, whilst supporting outcomes-based significant efficiency gains in health and care delivery.
- Promote a shift towards outcome-based delivery of integrated (health and social) care, which can be realised in a realistic operational, organisational and financial setting.
- Ensure trust of users and policy makers with regard to data access, protection and sharing.
- Design flexible but replicable solutions with a potential for financial sustainability, large scale deployment and further business and job creation opportunities.

Action description

The MedShare network, starting from the concept of Sharing and Collaborating in the respect of the common societal values for fostering innovation, trust and wellbeing, can promote a project proposal in the framework of this call to foster trusted and personalised digital solutions dealing with Integrated Care involving the different actors that provide care (Health care structures, hospitals, Patients organizations, NGOs, Providers of on-line services) from the local to transnational level. This will ensure a secure and efficient sharing and processing of all data and information involved, such as: access, protection, sharing, processing and storage.

Robust and reliable and replicable business models for IT supported solutions in a truly personalized and multi-disciplinary environment.

3.3 Education and Sharing&Collaborative Economy

H2020 CALLS

1st call

Call: H2020-SwafS-2018-2020

Topic: SwafS-01-2018-2019, Open schooling and collaboration on science education

Pillar: Science with and for Society

Work Programme Year: H2020-2018-2020

Work Programme Part: Science with and for Society

url:

<http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/swafs-01-2018-2019.html>

Topic Description

At the moment, Europe faces a short fall in science-knowledgeable people at all levels of society. This is a good time to expand opportunities for science learning, in formal, non-formal and informal settings. Evidence shows that European citizens, young and old, appreciate the importance of science and want to be more informed, and that citizens want more science education. Over 40% believe science and technological innovation can have a positive impact on the environment, health and medical care, and basic infrastructure in the future. Therefore, collaboration between formal, non-formal and informal science education providers, enterprises and civil society should be enhanced to ensure relevant and meaningful engagement of all societal actors with science and increase the uptake of science studies, citizen science initiatives and science-based careers, employability and competitiveness.

The proposed action targets the creation of new partnerships in local communities to foster improved science education for all citizens. This action aims to support a range of activities based on collaboration between formal, non-formal and informal science education providers, enterprises and civil society in order to integrate the concept of open schooling, including all educational levels, in science education.

"Open schooling" where schools, in cooperation with other stakeholders, become an agent of community well-being shall be promoted; families should be encouraged to become real partners in school life and activities; professionals from enterprises and civil and wider society should actively be involved in bringing real-life projects to the classroom. Relevant policy makers should also be involved, to encourage policy buy-in and the mainstreaming of good practices and insights into policies, and hence sustainability and impact beyond the lifetime of funding. Partnerships that foster expertise, networking, sharing and applying science and technology research findings across different enterprises (e.g. start-ups, SMEs, larger corporations) should be promoted. Gender, socio-economic and geographical differences should be considered.

The Commission considers that proposals requesting a contribution from the EU of the order of € 1.50 million would allow this specific challenge to be addressed appropriately. Nonetheless, this does not preclude submission and selection of proposals requesting other amounts.

Etc.

Action description

In the framework of the described call the MedShare network can submit a proposal where Sharing and Collaborative economy will provide integrated solutions, involving the different actors of the quadruple helix for "digital solutions" and the extension of the MedShare network aiming to facilitate the "development of partnerships between schools, local communities, Civil Society Organisations, universities and industry should contribute to a more scientifically interested and literate society and students with a better awareness of interest in scientific careers".

2nd call

Call: H2020-SwafS-2018-2020

Topic: SwafS-15-2018-2019: Exploring and supporting citizen science

Pillar: Science with and for Society

Work Programme Year: H2020-2018-2020

Work Programme Part: Science with and for Society

url:

<http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/swafs-15-2018-2019.html>

Topic Description

Citizen science is blooming across all scientific disciplines and the humanities. It can potentially bring a wide variety of benefits to researchers, citizens, policy makers and society across the research and innovation cycle, e.g. it can accelerate and sometimes even make possible the production of new scientific knowledge; it can help policy makers monitor implementation and compliance with regulations; it can increase public awareness about science and feeling of ownership of policies; and it can enable faster and evidence-informed reactions to events and better territorial coverage.

At the same time there are difficulties setting up citizen science initiatives – in terms of choosing the optimum methodologies; in terms of quality assurance and validation of the outcomes; in terms of linking the various governance levels, from local to global; in terms of ensuring balanced participation of citizens (e.g. regardless of background, gender and age); in terms of integrity of methods and data; in terms of recognising the work of citizens participating in citizen science initiatives; in terms of managing large numbers of volunteers for many months or even years (and keeping them motivated and responding to their questions).

Furthermore, questions remain unanswered about the potentials of citizen science for society e.g.: what is the potential number of citizen scientists and who are they? What are the costs and benefits of citizen science (e.g. in terms of scientific excellence and the economy)? What relationship can and does citizen science have to informal and formal science education? Are there limits to citizen science, and if so what are they?

For the present topic citizen science should be understood broadly, covering a range of different levels of participation, from raising public knowledge of science, encouraging citizens to participate in the scientific process by observing, gathering and processing data, right up to setting scientific agenda and co-designing and implementing science-related policies. It could also involve publication of results and teaching science.

Action description

The MedShare network, starting from the concept of Sharing and Collaborating economy and society, will promote this project for building a wider network for collaborating and sharing tools, guidelines, or other materials for supporting citizen science initiatives, contributing moreover in the Sustainable Development Goals,

4. Sponsorship using the MedShare network brand of initiatives such as conferences, workshops, other events, journal papers

The MedShare network members will periodically indicate the initiatives that are organising or attending where the MedShare network can be involved, presenting a work, or where the network can decide if providing the Brand for sponsorship. For each type of initiative it is required that the member of the network will provide the other members info such as: Name of the member who is sharing information, Type of participation (i.e. organiser of the initiative, paper submission, sponsorship by the MedShare network, other..), Description of the activity, useful dates and (optionally) Location where the initiative will be played. Note that also activities of publishing on journals are shared in the MedShare network. This activity is particularly relevant for sharing novelties, evolutions, the ideas generation process, etc..

Conferences

Title of the conference: RRI- ICT 2018 - Responsible Research and Innovation: the challenges of the Information and Communication Technologies

Date: 17-19 of September 2018

Location: Tartu, Estonia

Type of Participation: Paper submission

Description: Paper submission related to the MedShare Network organization and discussing the implications of the Sharing and Collaborative economy in terms of dimensions of Responsible Research and Innovation (Governance, Ethics, Gender Equality, Science education, Open Access, Public Engagement).

Notes: ----

Title of the conference: Global Social Economy Forum 2018

Date: 1-3 of October 2018

Location: Bilbao, Spain

Type of Participation: participation for establishing new connections for MedShare

Description: The central theme is “the Social Economy and Cities: Values and competitiveness for inclusive and sustainable local development” focussing on: Co-creation of public policies, Contribution of the SE to regional transformation, Challenges to the growth of SE entities & Future of work and employment

Notes: ----

Title of the conference: ICSE 2019 : 21st International Conference on Social Economy

Date: 27-28 of August 2019

Location: Paris, France

Type of Participation: submission of paper

Description: The ICSE 2019: 21st International Conference on Social Economy aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Social Economy. It also provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Social Economy.

Notes: ----

Other Events

Type of Participation: attending workshops

Description: WRF 2019 will host a series of 'deep-dive' workshops as part of the conference program. Under the Title 'Closing Loops - Transitions at work', WRF 2019 wants to show systemic drivers, as well as concrete solutions to make the transition to circular economy work in practice.

Title of the Event: World Resources Forum 2019, Closing Loops - Transitions at Work

Date: 24-27 of February 2019

Location: Antwerpen, Belgium

Notes: -----

Journals

Title of the Journal: "International Business Research"

ISSN: ISSN 1913-9004 (Print), ISSN 1913-9012 (Online)

Type of Participation: Paper submission

Description: In this international journal Patrizia Grifoni proposes to submit a paper describing the knowledge repository containing documents, the platforms and the stakeholder's database in the framework of the MedShare network, its role and the connection with the Blog for discussing new ideas, new perspectives and initiatives on the sharing and collaborative economy.

Date: September 2018

Notes: Candidate title of the paper: "Knowledge, Platforms and stakeholders"

on the sharing and collaborative economy: the MedShare network”

Potential authors: Patrizia Grifoni, Fernando Ferri, Caterina Praticò, Maurizio Angeli Felicioni, Pau Rausell Köster, Mario Kovac, ...etc. (other contributors from the partnership are expected. Partners interested can communicate by email their availability to Patrizia Grifoni before the mid of May 2018.

The subject of the message has to be: IBR MedShare authorship

In the message you have to specify the names and e-mail of people who want to contribute.

Note that Patrizia Grifoni will share a draft asking specific contribution and partners that are interested to contribute.

Title of the Journal:

Journal of Developing Societies

Online ISSN: 1745-2546

Type of Participation: Paper submission

Description: The paper will describe the engagement model of the network and its refinements

Date: December 2018

Notes: Patrizia Grifoni will share a draft with the network and interested people will be involved in the paper.

Conferences and meetings organised during 2019 by the INTERREG projects and by the European Commission in the framework of H2020 programme and FP9, will be considered for participation and for engaging in the MedShare network other members, according to the line established in the strategy.

5. Conclusion

This deliverable describes the action plan defined for the MedShare network, containing a first set of actions that MedShare can implement after the end of the project. In particular, it was decided to identify some call for project proposals, which can provide an opportunity for testing the study carried out in Open DOORS; moreover the collaboration in different projects will enable MedShare to extend its membership. It has been decided to start focusing on specific topics such as: 1) Health care, Well being, Tourism and Sharing&Collaborative Economy, 2) Education, Sharing&Collaborative Economy, and Responsible Research and Innovation.

This action plan lists some interesting call for projects of interest; other will be identified in the next year, also based on the experiences which will be done and on the contacts established in the events identified in this action plan. Indeed, the members of the MedShare network will attend at the info-days of the European commission and at the events organised by the INTERREG projects. Moreover, the conferences, workshops will allow to the network to reinforce the visibility of the network, to enlarge the network engaging new members and to produce materials and new elaborations avoiding a risk of obsolescence of concepts defined and models.

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