



Effective
Knowledge s.r.l.

Success Story

APRE TOSCANA

(<http://www.apretoscana.org>)



APRE is a not-for-profit agency including more than 100 Supporters and Ordinary Members from Universities, private and Public Organizations of the research world, industry and finance. Since 1990 it provides information, assistance and training about the dynamics of participation in the Framework Programme for research and technological development of the European Union, the most important instrument for funding the scientific research in the world.

situation

APRE is a no-profit agency supported by many Universities, private and public Organizations of the research world and industry. Among APRE tasks there is the promotion of Italian participation in research programs, development and technological innovation promoted by the European Union (Framework Programs, research and innovation in range of structural funds, and related programs). These activities are carried out through training, documentation, assistance to operators of the research world, innovation and production. APRE provides such services to its partners and affiliates, industries and research organizations the parties concerned in the national territory.

When Florence University has become referent for the APRE branch for Tuscany, has shown the need to create a service portal to serve as Regional APRE branch.

To Effective Knowledge team, with more than 15 years of experience in research and innovation International Projects in the field of artificial intelligence, knowledge management, data mining, social collaboration, management and distribution of intelligent content and social media, has been entrusted with the task of creating a service portal to serve as electronic branch with the main objective to promote the Tuscan and Italian participation to research, development and technological innovation Programs of the European Commission. This promotion must be done through training, documentation, support to operators of private and public research and industry.

The challenge

Among the challenges that the task required:

- ✓ create an easily manageable and searchable tool able to disseminate correct and up-to-date information about programs and EC funding, APRE Toscana refers to National APRE and CORDIS (Community Research and Development Information Service for Science, Research and Development) which is the main source of information concerning the Framework Programs, research and innovation under the structural funds and related programs
- ✓ providing services to companies and laboratories in order to meet new business opportunities

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Spin-off partecipato dell'Università degli Studi di Firenze

Via Madonna del Piano 6 – 50019 Sesto Fiorentino (FI)

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- ✓ provide customizable information tools to different companies profiles and institutions registered at the branch

our answer

Effective Knowledge has developed a virtual blog-shape branch with public promotional Web pages with the description of the branch goals, the presentation of the services offered, a constant information service on active funding and their deadlines, as well as news, meetings, conferences and activities relating to the Framework Programme and opportunities in collaboration with the National APRE and with professionals.

There are also private WEB Pages dedicated to the members of the APRE Toscana Regional Committee that provide private and direct references.

The site was integrated with a Blog for news on the public web, a APRE Toscana FAQ and a periodic NewsLetter outlined on the needs of those who log in to the site. The Web Page contains links to



regional, national and European actors, to the institutions that collaborate with the branch and toward the services offered by the branch itself such as the EC partners research and the presentation of European or national competitions.

The APRE Toscana branch has a service aimed at the promotion of company profiles/Lab (PAL) for match making between supply and demand of technology and skills. It is a useful tool for publishing, promoting and managing company or laboratory profiles, through which the user can conduct exchanges of demand/supply in its sector during MatchMaking events regularly organized by the APRE branch. An opportunity to acquaint your profile, your skills and find new partners.

The service offers the chance to carry out extensive research on PAL already published to easily find the skills and offerings that best meet the user's requirements. As a result these profiles/PAL are used, prior authorization by the user, to arrange MatchMaking events and to give the opportunity to companies and actors of the APRE branch to

eBrain, is a scalable, customizable, modular solution that allows to smother a wide range of different applications:

- Best Practice Network, knowledge management and business intelligence;
- Social Media Network, collaborative work, distribution of contents;
- News/blog sharing of the portal and of the contents distribution network;
- Social Learning with educational contents accessible on a wide range of different devices;
- Enterprise Social networks, knowledge management;
- Community Association Management and technological parks;
- WEB, Smart TV, IPTV with social support;
- Content distribution Support for PCs and mobile systems (iPad, iPhone, Adndroid, Windows Phone).

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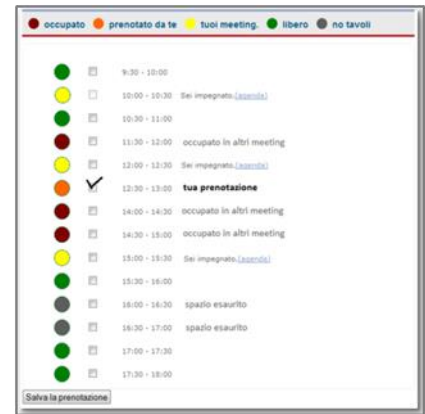
eBrain:

- accelerates the creation, capitalization and sharing of knowledge;
 - establishes and strengthens the community cohesion;
 - promotes the sharing of information and ideas between users;
 - improves brand awareness and customer loyalty;
 - supports users on a wide range of devices, browsers and operating systems.
- The XLMS solution was recently selected by the Agency for disseminating innovation technologies Agency for the promotion of Innovation Technologies of the Presidency of the Council of Ministers in the project "Italy of Innovators".

insert demands and technology offerings aimed at a specific event.

PAL profiles, like demands and technology offerings, can be written in multiple languages and can be created at any time. Who publishes its PAL profile is invited to join the MatchMaking meetings of ApreToscana.

Our staff has managed to develop a branch able not only to give information and assistance in order to promote Italian participation in European research Programs, but through MatchMaking has created a real tool that can help companies and laboratories to meet new business and growth opportunities. The APRE Toscana branch has been recognized as the best innovative and technological branch from the National APRE Agency.



benefits for the User

- ✓ increase the number of projects attracted, developed and managed by Tuscany partners
- ✓ create collaborations opportunities between University research centres and Tuscany industries
- ✓ get international exposure, which meets the goals of the National University System
- ✓ provide services to industries and research institutions in Tuscany valorizing research results produced in Tuscany

technologies used

APRE Toscana is based on the Effective Knowledge's **eBrain** solution. **eBrain** is the platform that leverages technologies of artificial intelligence in order to improve organizational performance and training by integrating tools and solutions such as: knowledge management, data mining, social collaboration, project management, intelligent content and social media.

eBrain is a solution suitable for a many different applications such as:

- ✓ best practice networks, knowledge management and business intelligence
- ✓ social media network, collaborative work on contents

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- and their distribution
- ✓ social learning management system with any type of content and accessible on any device
- ✓ enterprise social network, project management
- ✓ obtaining and managing skills and semantically organized information
- ✓ community management for institutions, companies and public bodies
- ✓ WebTV, IPTV users enabled
- ✓ support for contents distribution for PC and mobile devices

eBrain accelerates the stages of acquisition, distribution and capitalization of knowledge, establish and strengthen the cohesions within the practice community, promotes the sharing of information and ideas between users, the emerge of individual and team skills, improves users' loyalty and awareness in the brand.

TECHNOLOGIES:

- ✓ Drupal
- ✓ Moodle
- ✓ MySQL
- ✓ RDF Store
- ✓ Solr
- ✓ SparQL
- ✓ AXCP AXMEDIS
- ✓ Natural Language Processing
- ✓ GeoNames
- ✓ dbPedia
- ✓ Java Script

eBrain ADDITIONAL MODULES:

- ✓ MatchMaking, skills demand and supply meeting support tool, meetings booking
- ✓ AXMEDIS AXCP, support based on GRID for automating back-office processes
- ✓ Suggestions and recommendations
- ✓ Content Organizer, mobile Content Organizer tool for iPhone, iPad, Android for access to content, chat, access via QR, etc.
- ✓ QR code, activation of content with code

REFERENCES:

APREToscana: <http://www.apretoscana.org>

