



1.1. Organisation and Legal entity

Item	Value
Living Lab full name	Personal EU
Host organisation name	Oy Personal EU United Brains Ltd.
Host organisation VAT number	FI-0630180-8
Host Organisation type (University/Research/SME/Other Business/Public/Other)	SME
Postal address	Niittymaantie 13 C 26
Zip code/city	FI-02200 Espoo
Country	Finland
Telephone	+358 500 704464
Web-site (URL)	www.personaleu.eu
Living Lab established [year]	(2005)

1.2. Contact Person

Item	Value
First name	Kurt
Last name	Linderoos
Title	CEO
Postal address	Niittymaantie 13 C 26
Zip code, city	FI-02200 Espoo
Country	Finland
Mobile phone	+358 500 704464
Country	Finland
E-mail	kurt.linderoos@personaleu.eu

2. MOTIVATION

2.11. EnoLL would give the concept of Personal EU the needed visibility, as it aims in interlinking persons across Europe, as the EnoLL links Living Labs services.

2.12. The open community-lead approach of the Personal EU can be a valuable asset also for the emerging toolset for interlinking EnoLL sites, to better develop user-centric service models.

3. LIVING LAB DESCRIPTION

3.1. Overall description and profile

3.11. Mission/objectives of the living lab

The personal EU inspires individuals to be “perfect EU citizens” and link across the Member States (and even beyond) with similar-minded persons. The concept supports development of community tools, following bottom-up principles fulfilling the needs of the individuals, teams and groups when they interact in their different roles (private and professional ones) in their everyday life.

This interlinking of “similar minds” can be a valuable asset also as component in the new user-centric innovation paradigms so much needed for the development of user-centric services in the knowledge society. Hence this action could well be a part of the EU PPPP policies for the coming years. (Politic – Public – Private – Person collaboration.)

To allow every EU citizen personally with pleasure to understand his/her union citizenship and steering EU directives and a richer union-wide living level by having an own personal union-wide team CONSISTING OF “SOMEONE LIKE ME” FROM UP TO EACH EU COUNTRY.

The EU should adopt the Personal EU concept to be an official part of its future PPPP collaboration (Politic. Public. Private. Person.)

3.12. Sector and/or regional coverage, development strategies

The pan-European dimension can already be verified through the Personal EU forums on e.g. Facebook, where it has found friends from ALL countries of the union. Tools, methods and practises will be developed and demonstrated by the network in various European contexts.

The concept covers all sectors, regions, ages (except babies).

It should be developed step by step as a normal practice inside and between all EnoLL Living Labs and should be followed up as a part of all coming EU presidency themes.

3.13. Role in context of regional/national/European innovation system

Collaboration between similar-minded individuals adds new activity to their roles as consumers and as producers: They inspire each others to buy together specific products and services. They find very soon their individual roles and common challenges as result units of unique union-wide business ideas.

Personal EU teamwork inspires to a new value society thinking and produces new advanced networking on all levels from local to pan European. This makes the Personal EU team members to an essential potential as drivers of the social networking.

Personal EU

The Personal EU networking gives an extraordinary development environment for development of network tools, services and new qualified value networking. The Personal EU principles are essential for every EU citizen, offering large scale challenges for all businesses involved in any EnOLL Living Lab.

All this supports the EnOLL concept and helps it to ensure its future success.

Every single citizen (whatever her/his role in the society is) is a unique base unit of human life. No one else can live instead of her/him. The most living labs live between the ears. The shortest way from this base to the union is a union-wide Personal EU team.

“All business is local”, as local as the person making it is. Personal EU is person-centric and covers “all businesses” of every single EU citizen (except secrets regulated by laws and moral).

Personal EU’s role in the local and regional innovation system is to motivate and activate citizens to be in a new way union-widely self-organized when solving their personal 24/7/365 problems and turning them into victories and benefits for themselves and their public/private neighbourhood.

In the national innovation system the Personal EU concept gives special value to the unique national resources of every single citizen.

The national roots and cultures form an essential part of the citizen’s unique innovativity for the present and future. Every language in the union is an unique describer of nuances in that innovative richness. The Personal EU concept aims at saving all the European languages and at using their richness as unique elements in the national AND union-wide innovation upgrading. By seeing that the union values the citizens personal national identity as a real and honest value, the citizen easily starts to like the union and likes her/his new extended role.

For the union’s member states the future of national languages is a question of life or death. The Personal EU concept is proud of every single European language – and sees a future European “anylanguage-to-anylanguage” translation/interpretation system development to be extremely essential for making the “European Dream Society” come true. Now the union’s innovation systems waste a power of 200 million citizens who can not communicate (not to mention innovate) in any language union-widely with each others.

In the European innovation system the Personal EU concept as a “missing star” and missing organisation level could inspire 500 000 000 individuals to lead a more meaningful life in daily Personal EU team collaboration. The “someone-like-me-from-each-union-country” team idea could mean (up to 10) millions Personal EU teams. The steps of the collaboration could be

- finding the inspiring union-wide “someone-like-me-from-each-union-country” reality
- finding more and more daily level solutions to essential issues/problems
- finding the idea of qualified buying together (because of similar needs)
- finding the idea of doing/selling together (because of similar expertise and synergy requirements and the fact that “we are an union-wide company”).
- finding corporations as friends (because they need precisely right good union-wide skills and entrepreneurship as resources – and as target groups).
- finding the EU with its all organization levels as a friend (because the union loves and needs challenging people who can think, work and innovate union-widely in good understanding).
- finding their role and team friends in the outer world (for making EU “the worlds most advanced innovation society).

Personal EU

3.14. Technology/service/application focus/area(s)

The Personal EU concept offers a grateful starting point for the open source development of a natural but still missing tool totality - for eliminating essential gaps: "EU gap", distance gap, language gap, viewpoint gap, opinion gap, daring gap, investing/earning gap, challengelevel gap... towards a "world's most advanced innovation society". Examples of missing tools:

*ESSENTIAL
NOW*

1. a "Personal EU Team Finder": bringing to you "the one like You" from as many EU countries as possible. A tag cloud based engine could exist in an open ID-safe AMI@Work/ Enoll member area. Such a tool would be essential, because without it collecting a big amount of Personal EU teams is almost impossible.

*ESSENTIAL
NEXT STEP*

2. a Personal EU "Understander", translating/interpreting EU-widely anylanguage-to-anylanguage, allowing every European use own language for best possible interactivity. This is essential for the success of Europe's future and a common challenge for all personal, local, national, "eunal" and global EU levels. To come true this vision needs strong and enthusiastic PPPP

collaboration. The rising quality and result level of translation research and technology makes it realistic to set a very high preference to reaching this "Wonderful European Understanding". Developing this service takes 10-20 years challenging collaboration and is worth it. That's why it should be in the route map from the first beginning.

3. a Personal EU "Comparer", illustrating local national facts by showing them together with corresponding facts from other EU countries. This is meant to work as discussion opener for team members from different countries by opening new closer views and comparison opportunities to "foreign" subjects.
4. a Personal EU "Voter", allowing team members to vote about whatever subject and visually presenting the detailed structure of the summary. Time stamped results could with permission of the teams be saved in an union-wide "opinion bank" for future needs. The result profiles in bigger scale have immediate use as route marks for many kinds of union-wide projects/processes on all EnOLL levels.
5. a Personal EU "Projecter", analyzing the expertise descriptions of the team members and visualizing a work organization where common challenges are described as the team's "union-wide business idea", and suggesting to each team member a natural and profiled role when running common operations.
6. a Personal EU "Team Buyer/Seller", to be based on cost sharing/profit agreements between the team members, and to be used as a banking system when buying and selling whatever together. This system including a good visual deal choice function should be developed in collaboration with European banking groups.
7. a Personal EU "Elevator" for innovation traffic to/from the floors of the European Parliament, Council, Commission, Member states, Industry, EnOLL, the Living Labs. The Elevator is meant to be an input/output shortcut when presenting essentials or receiving them.
8. a Personal EU "Academy" for making EnOLL's all PPPP levels understand and develop the collaboration of a Personal EU era. As a decentralized organisation the Academy could guarantee to all EnOLL individuals high class union-wide (virtual and physical) courses and meetings.

3.2. User/Citizen involvement

3.21. Type/size etc of users/citizens (groups) engaged

- International multilingual value based teams and groups, consisting of about max 30 persons.
- Mentor structured “helpdesks”. F.ex. Facebook’s group of interest has at the moment members from 49 countries, including ALL EU countries. It proves the functionality of cross-team volunteer mentors, representing his/her country (EU countries, neighbour countries, other countries globally). A mentor system helps individuals to find information and inspiration in their own languages. Especially in waiting for the essential the “Personal EU Team Finder” such pilot forums are a must as opinion leaders.

The next mentored helpdesk step could be a structured interactive web magazine contenting top 10 Q/A, newest good practises, national views to “eunal” challenges, discussion forums by challenges...

3.22. User driven approach used

- Your Personal European Union
- Anything I can do we can do better
- Solve your essentials with someone like you from each EU country
- You-centricity towards the “world’s most advanced innovation society”
- Grow personally to an union-wide success level

3.23. Specific experience from users/citizens engagement

- The interactive Personal EU group in Facebook already has members from ALL EU countries and 19 other countries. Experiences: <http://groups.to/personaleu/>
- A LinkedIn network around the Personal EU questions (by Kurt Linderoos) has 940 business contacts and a discussion flow about collaboration and tool development. <Http://www.linkedin.com/in/personaleu>
- Earlier Personal EU pilot teams (cAme team application, www.collaboratum.fi). The teams consisted of citizens from up to 11 EU countries. The enthusiasm was great and innovativity good, even if the person profiles were very different. A “Personal EU Team Finder” however is needed to allow the possibility to multiply the concept and create groups with “someone like you” from up to each EU country.

3.3. Service creation and business model (services offered by your LL)

3.31. Kind of services offered

- Now presentations about the Personal EU era vision, route, role in the EnoLL: www.personaleu.eu
- Opportunity to join some Personal EU “testbeds” (Facebook’s Personal EU group, collaborative teams using cAme, without EU27 finder or other tailored tools)
- My resources over the net in finding the right “orchestra” for next steps (as described in 3.14.)

3.32. Primary stakeholders

- As the community and individual notion is so strong in the Personal EU concept and actions, it has to be seen as one community, supported by its members and the actions done within the community. This incorporates all EnoLL: owners, developers, investors, users. Essential stakeholders can be found from [AMI@Work](#) circles, software components from some early supporters and existing EnoLL labs/projects, from EU’s own structural ICT developments and challenges.

3.33. Values created per stakeholder

- All values created will support birth of a completing success factor and citizen-centric “organi@sation” level for the European union.

3.34. Who pays for the services?

The revenue model of such a modern open innovation project is based on the community offering itself and its common experience for development environment for services, but also on using the developed tool sets commercially outside the core community. Because union-wide individual Personal EU teams are unic and attractive target groups for international business activities, this social networking tool revenue model can also base on selective commercial “sidebar” operations, as soon as the traffic intensity is high enough.

Personal EU

3.4. Infrastructure

3.41. Who makes what and how

Owner of the Personal EU concept	Developers of the Personal EU concept			Other agreements with the Personal EU concept		
You (as an EU citizen)	Personal EU team (1 person from 3 to all union countries)	Stakeholder of any Living Lab	ENoLL (PPPP adm)	Donators	Sellers/buyers	Member states
The base unit of the union's success	The key in developing the "world's most advanced innovation society"	Investors in their own international future businesses	The union-wide PPPP admin and coordinator of the networked citizen-centric EU R&D	Write themselves into the history of the Personal EU process	Announcing their messages to selective union-wide potential	Supporting their national nuances to the union-wide innovation society
Every EU citizen should as EU resource own 1 of Personal EU's 500 million shares	Should have right to find each others through a "Personal EU Team Finder"	Should get financial, organisational and mental safety to their investments	Should earn the confidence and inspiration of all parts by drawing strong citizen-centric future lines			
Should not pay money for growing to a good EU citizen	Should benefit from teamwork by getting better Personal EU	Should have opportunity to growing value added	Uncommercial (l)earning centre of the new era			

Personal EU

- The base idea, popular pan-European Personal EU teams in structured free of charge collaboration with all kinds of essential partners, requires use of real person facts, reliable ID- and banking-safety and after that interactive openness towards all PPPP collaboration parts. Open source development in a most challenging European way should be the route of Personal EU.
- Personal registration and challenge profiling however should be the only way to entry and interactivity – independent from user's position in any organisation. To reach optimum PPPP collaboration the work and private info profile are significant: in networked western future times there is no return to closed hierarchies and work/person separation any more. This openness means unseen individual challenges for resources of all present organisation levels "from top to root" – in frame of law and one's authority certainly.
- All EnoLL/LL programme declarations and their "to do's" have to be signed by valid response/contact persons, who also can be found in the EnoLL registry. Also presenters of commercial "sidebar" messages to the Personal EU teams should register at least their response/contact persons in the EnoLL system.

3.41. Availability, usage and dependence of particular infrastructure (IT-networks, buildings and other specific environments)

- The Personal EU membership and base challenge/service should be open and free for every EU citizen – using even simplest dotcom machines and connections, mobile phones or interactive tv. The availability should be completed by public library services and school connections on all education levels. Commercial licences of the Personal EU format could be hired to amusement places (restaurants a.o.).
- The EnoLL network of networks is an ideal surrounding for the Personal EU because of same user and challenge base.
- The Personal EU concept doesn't need specific buildings to be great. A simplified "real life" reminder and symbol for the Personal EU era however could be created to the cities of (at least) every EU capital: Personal EU Meetpoints. On a city square in the centre a circle (diameter 25-50 m) signed with all member state names.

3.5. Expertise

3.51. General Living Lab management expertise

No one has full expertise in managing a future era. Best system and technology management for Personal EU can be found inside the EnoLL lab owners. My personal mgmt expertise:

- 33 years as owner and expert team leader of Takapiru Oy, a mgmt consultant in cooperation of the inner and outer corporate profile. Expert
- 3 years as "Mr. Personal EU" after establishing of Oy Personal EU United Brains Ltd., 2005.

3.52. Co-creation facilitation expertise and experience

- I've raised the Personal EU concept from scratch, beginning 1998. As creative generator and moderator I could be useful board member of the coming Personal EU organisation.
- CV of key person Kurt Linderoos in an appendix

3.53. Methods, Tools and Processes

Personal EU

Generally – for involvement and engagement (motivation) of users/citizens: Making them remember/understand that everyone personally is base unit of life and citizen of the entire European union (50% of laws come from EU level) and that they could have a stimulating personal tool to grow their value and innovativity to an union-wide level.

To get involvement and commitment of other stakeholders: Making them understand that all their future plans could reach new success levels by creating and supporting better citizen/individual/personal involvement.

To facilitate collaboration and co-creation in-between different stakeholders: Making them allow partial use of their operations to cross-labs union-wide Personal EU teams.

To manage living lab related data, information and knowledge: collecting mentors, discussions, team feedback and method wishes to a helpdesk and developing it to a Personal EU academy.

3.6. Organisation and Governance

Importance of importances	You	Your Personal EU team	Your Living Lab	ENoLL	Your business	Your research center	Your country	The European union
	3	1	3	2	5	4	3	5
	1	2	4	5	3	2	5	2
	2	3	2	1	2	3	4	3
	5	4	5	4	(9)	1	1	4
	4	5	1	3	4	5	2	1

3.61. In Personal EU's business-citizens-government partnership the Personal EU teams should find response and support to their most essential challenges – even if those aren't as high ranked on the other part's lists.

The nature of the Personal EU concept is to be the essential shortcut between the citizen and the union. Therefore it should not just be a Living Lab but a common EnoLL philosophy and tool to do things through all Living Labs.

The business-citizens-government partnership should be “individual-driven” co-operation where

- the business and government help every single citizen to find his/her “peers” in all other EU countries (the way of doing, a Personal EU team finder)
- the business and government benefit from the common sense and synchronised growing buy/sell power of a coming Personal EU era.

Governments role is to guarantee the atmosphere for a continuing PPPP collaboration inside EnoLL and to confess its mental support to the process through its projects and processes.

Businesses involved in different Living Labs usually already know the power of “citizen-driven” business ideas.

The Personal EU concept means PPPP collaboration at its bests. The government accepts, publishes and (mostly) mentally supports the process as a partner (“Eunally”, nationally, regionally and locally). The public and private sector collaborate actively using the Personal EU concept to develop their future human-centric plans into large scale European (and global) victories. The citizens all over the union participate actively in the process, because the Personal EU way of doing gives them personally an fascinating immediate daily union-wide level – for personal, regional, national and “Eunal” success.

Personal EU

The Personal EU concept challenges the EnoLL to be a real

- 1) citizen (individual/person) centric
- 2) union wide life development process for all EU citizens – towards a “world’s most advanced innovation society”.

It requires

- 1) keeping the common challenges of every single Personal EU team as bases for their LL choices
- 2) offering just the suiting parts (if any) of each LL’s “to do’s / to get’s”
- 3) allowing each unique Personal EU team collect from different Lls their unique challenge combination – those f.ex. 10 “to do’s / to get’s” which are the most essential for each specific team
- 4) allowing each unique Personal EU team a pleasant way to make their problem solving question by question to those Lls (without being forced to handle questions which not are essential for them) – for getting the newest union wide conclusions and progress
- 4) allowing each unique Personal EU team easily to report their workspace and workflow ideas and wishes to the Lls and to the coordinative EnoLL development system – for continuous workflow and workspace development

3.62. What kind of commitment exists?

There is a strong commitment by the developers, and increasing interest showing e.g. by the growing Personal EU group on Facebook. Politically the strong user/individual-centricity is difficult to capture, but on the other hand it is evident that the signals coming from the open innovation community are reinforcing the approach of Personal EU.

“Almost successes”: Collaboration in the AMI communities, union-wide OpenGov-Personal EU proposal 2005, theme of the IST 2006.

3.63. Established national and international collaboration

As above. Added to it: Personal EU’s parallell session day “Towards a human-centric European union” in the intl AKRR05 conference. Key note speaker from Commissioner Viviane Reding’s cabinet. Good relationship but not officially with EnoLL circles.

3.64. Other specific assets and arrangements such as IPR-principles (if any)...

To create a more specific and reliable springboard for the Personal EU concept I concentrated my resources in establishing 1.1.2006 Oy Personal EU United Brains Ltd and working full time for it (instead of 50% time for Personal EU 1999-2005). Owner of the domain www.personaleu.eu (more than 100 illustrated pages in English and Finnish) and email @personaleu.eu.

3.65. Relationships with the main stakeholders: research organizations, companies, funding organisations, users/citizens, buyers

Wide network connections (AMI@Work, LinkedIn, Facebook, Messenger, Skype, GoogleTalk), debate in the union’s and national discussion forums, interactive blogs in English and Finnish (Wordpress, Blogger, Kauppalehti...), participating in several union-wide seminar/conference meetings and discussions yearly. “Good but unofficial relations.”

Personal EU

3.7. References and Track record

3.71. Significant results and impact generated by your Living Lab so far

The Personal EU concept has “promising recognition” in AMI/ENoLL circles.

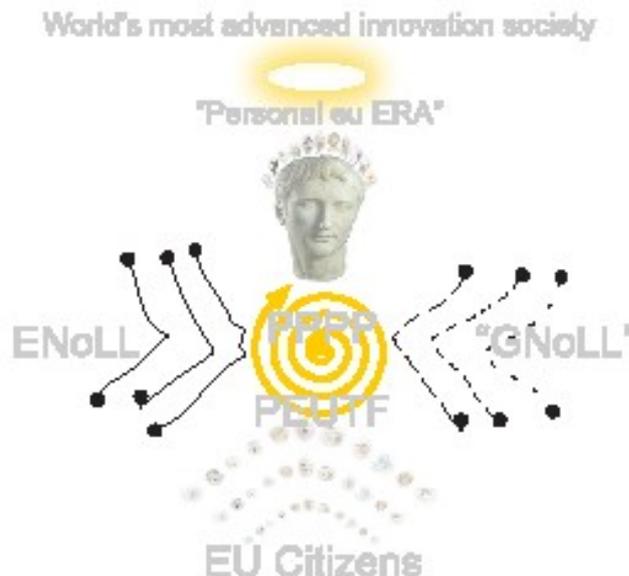
3.72. Scale and type of key activities performed (regional/national/EU)

Personal EU pilot teams (manually collected). Collaboration in the AMI communities, proposal union-wide OpenGov-Personal EU project, candidate to theme of the IST 2006.

3.8. Future plans

Because the theoretic maximum of future Personal EU teams is ~10.000.000, there are many ways to develop it.

The common tendence should be building an individually inspiring interactivity between the citizen and the union.



3.81. Brief description of direction and future plans

- To direction Living Labs:

The most living labs live between the ears – where the human life lives. As a citizen/user-centric process the EnoLL clearly should chrystallize its mission to be the shortest way from the individual to the EU – that means from the individual to ”someone like me” in all other countries of the union. As an advanced PPPP (Politic. Public. Private. Person.) organization/process EnoLL with all its Living Labs is an extremely essential opportunity to make 500 000 000 human resources grow up to an union-wide level where they should be to make the ”worlds most advanced innovation society” come true. My plan is to start the chain reaction to make EnoLL to choose this route. On organization level it should mean a common citizen-centric cross-labs database, equipped with a ”Personal EU Finder” and an individual-centric working group system: based on the person’s profile description the common labs database picks a list of challenges from ALL EnoLL projects – for individual choice.

Personal EU

- To direction EU Presidencies:

I see the presidencies as racers in the union's relay race, where the Personal EU concept is the baton and a Personal EU era the finish line. Originally the message in the baton was the essential thing – and so it shall be in the themes of the presidencies, too. After having once "almost succeeded" in putting the Personal EU message in the presidency baton (Finland 2006) I try to catch all coming presidencies.

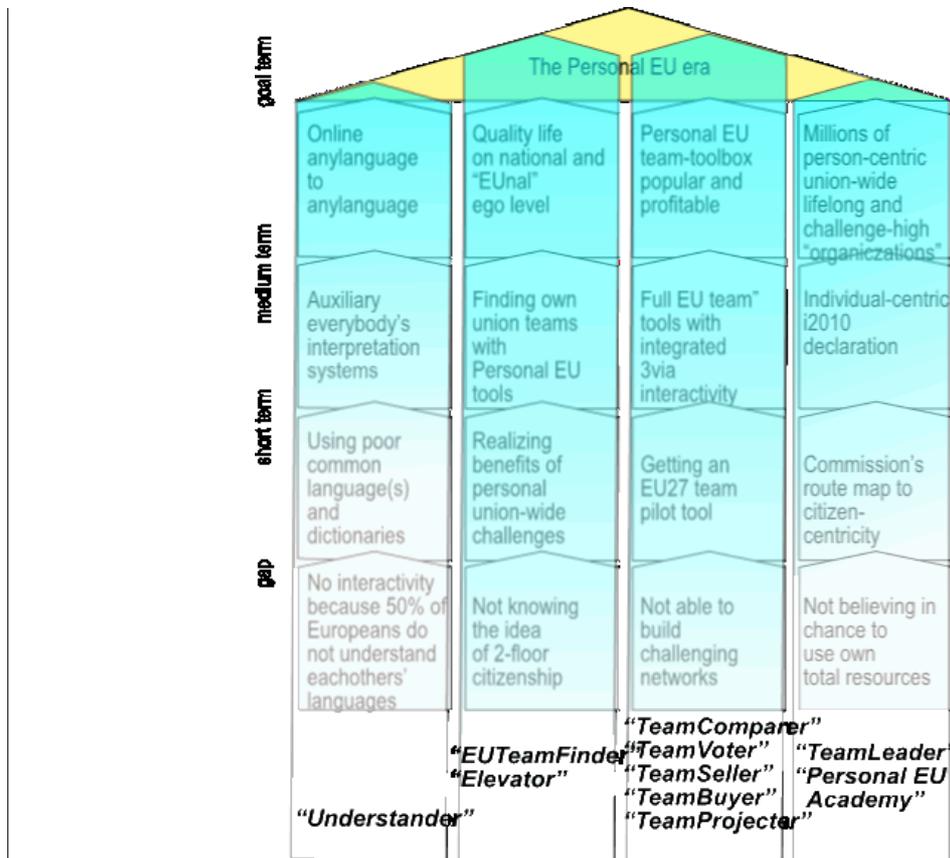
- To direction Personal EU era:

All details and routes described above aim at an era, where the European union is completed with the missing organization level: the Personal level. In my vision the union officially has accepted the Personal EU team level to be a piece of the collaboration puzzle – just like the president, parliament, council, commission, member states now are. In my mind the Personal EU level could be seen as a corporation with one share owned by every citizen of the union. The straight connection "I – EU" and its new benefit levels to all is Personal EU's "name of the game". The only goal of my plans is to make this accepted and supported by all PPPP levels in the union.

- To direction Next Owners:

The Personal EU era concept is too big for a "one-man-corporation". Much bigger players are needed to forward the development and position in essential EU circles. Therefore Oy Personal EU United Brains Ltd. AAnd its contents must be connected to names of stronger EU collaborators to be an essential part of their visions, missions and next operations.

Deals with suitable partners have not yet been done.



Personal EU

References

[Personal EU homepage www.personaleu.eu](http://www.personaleu.eu) (with links)

[The Personal EU route map](#), (illustrated above), presented Feb 05th 2005 Brussels, in the international workshop of the Commission's New Working Environments office (Archive of the AMI Communities)

"Too many essential people just admire the idea.

Now it's time to be inspiring parts of it."