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Services for SMEs in collABorative tRansporT research projects

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Support actions

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PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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1. INTRODUCTION

The SMART International Workshop event was held in cooperation with and as an extension of the fourth Driving Sustainability conference which was held on September 16th-18th 2010 in Reykjavik, Iceland. The conference is designed to be a platform to stimulate debate and action and accelerate the transition to sustainable mobility solutions which aligned well with the aim of SMART International Workshop; to give SMEs the opportunity to meet organizations involved in advanced research on Green Technologies for the Surface Transport sector. The SMART International Workshops benefit from the association with a known international event with high level speakers and attendance of larger companies.

The theme of the Driving Sustainability conference was “Mobility in the next decade – implementing and financing the imminent system change”.

2. SMART INTERNATIONAL WORKSHOP

2.1 PROMOTION ACTIVITIES BY SMART CONSORTIUM

All SMART partners cooperated in promoting the SMART International Workshop. The partners sent information about the conference to their networks and encouraged the attendance of the event. The Driving Sustainability website (www.drivingsustainability.org) was the main information channel and a link to the website was provided on the SMART web portal (www.smartransport.eu). Information was also posted on partner websites and other websites of relevant organizations (see under “List of References”).

The workshop was marketed as a part of the Driving Sustainability conference to build interest with larger organizations with an interest in the high calibre speakers and program of this annual event.

The SMART day was introduced on the website of Driving Sustainability during 2010 – www.drivingsustainability.org - with the full agenda and a link provided to the SMART website. Announcements went out to the over one thousand subscribers of the DS newsletter that include all previous conference attendees, institutions companies and clusters. The SMART consortium was introduced in all meetings in preparation of the annual Driving Sustainability event and the conference network encouraged to attend the SMART day.

A special facebook site was set up by FTO where attendees that were not attending the Driving Sustainability conference could register for free and link into the main website of the conference and the SMART website - <http://www.facebook.com/event.php?eid=138726912832247> -. Invitations were sent out to over 600 people and also through the facebook of Klak technology center - <http://www.facebook.com/Businessaccelerator>. 55 people registered this way. Representative of the FP7 in Iceland also sent out a newsletter of Smart Day to 30-40 relevant contacts, people within SME's , larger organizations and academia/research.

2.2 PROMOTION ACTIVITIES DURING DRIVING SUSTAINABILITY CONFERENCE

The aim of connecting with Driving Sustainability was to encourage and allow SMEs to get connect with larger organizations, companies and authorities involved in green technologies in transport research. This strategy was applied to address the clear need to connect authorities, larger companies and SMEs to join forces in transport research projects and to align the interests of the various stakeholders.

A promotion booth with posters and brochures was set up at the entrance of the Driving Sustainability conference hall in the Hilton Hotel Reykjavik, where delegates could receive information on SMART activities and discuss with SMART partners about programs and the services provided by the SMART consortium on connecting with the various grant programs of the European Council and with other companies for collaboration. The SMART brochure, containing guidelines as to how SMART works, whom to contact and

how to get involved, was also put into 200 conference folders that were presented to guests at the registration desk.



A presentation on SMART was given at the conference by Paolo Salvatore of CTECH - Project coordinator - where he presented the possibilities for SME's to join SMART, and how SMART can assist SME's to join consortiums led by large companies.

This way, the SMART consortium managed to connect the SMART day (third day of the conference) with the first two days of the annual conference and get larger companies and organizations interested in what SMEs involved in SMART are doing. This also gave an opportunity to encourage larger organizations and decision makers to attend the SMART workshop.

During the first two days of the conference, the conference moderator Rohit Talwar, repeatedly mentioned SMART day to encourage participation. Also, during several radio interviews and in several printed and web news articles, the SMART workshop was mentioned to draw attention to the event. Also, SMART was mentioned in press correspondence from the conference.

2.3 PROMOTION ACTIVITIES WITH LOCAL PARTNERS

In preparation with the SMART workshop, special promotion activities were initiated by local partners of the event who were KLAk innovation centre (<http://klak.is/english>) and the Icelandic Chamber of Commerce (<http://www.vi.is/english/frontpage/>). The KLAk Technology Center advertised the event as an opportunity for SMEs by promoting the availability of partnerships and grants. This was done through newsletters to members and press announcements. The promotional activities also involved using interest generating issues like assistance with connecting with international projects and funding. In addition, to build interest with larger organizations, an auction was set up by KLAk, SMART and The Chamber of Commerce. Several interesting items were auctioned, such as a lunch date with the Minister of Industry and the first test drive of an electric race car being designed by Graduate students of University of Iceland.

The Chamber of Commerce also invited all its members to join in its weekly newsletter (<http://www.outcomenewsletter.com/newsletter.aspx?uid=634196273527445229>) and sent out conference invitations to 10 relevant companies in the transportation field. This activity included over 3.500 companies.

As a part of encouraging SMEs to attend the whole event, the Confederation of Icelandic Employers (<http://www.sa.is/english/>) and The Federation of Icelandic Industries (<http://www.si.is/english>) invited 10 SMEs to pay for admission to the Driving Sustainability conference and marketed the SMART workshop in their newsletters.

2.4 THE SMART INTERNATIONAL WORKSHOP EVENT ON SEPTEMBER 18TH 2010

At the SMART International Workshop on the 3rd day of the Driving Sustainability conference, SMART members had presentations, provided SME's with information and introduced them to some of the speakers from the first two days. About 60 people attended the Saturday event (see list of attendees in 2.6) while a 150 attended on Thursday and Friday. About 50 of the 60 attendees were incremental to those that attended the first two days of Driving Sustainability, so the total attendance was approximately 200.

The SMART SME event immediately followed the annual Driving Sustainability conference at the University of Reykjavik in Ofanleiti, Reykjavik. Delegates from Driving Sustainability, inspired by speeches and networking from two days of conferencing, were given the chance to meet the SMEs that can make things happen in the field of green transport and encourage them to join in research projects. This was to produce continuance of themes about what needs to happen to how solutions can be made happen. SME's and entrepreneurs gathered to listen to and mingle with speakers and larger companies and learn about grant possibilities and ways to connect with other European companies through the SMART network.

2.5 AGENDA OF THE SMART INTERNATIONAL WORKSHOP

Saturday, September 18th 2010

In cooperation with the Driving Sustainability 2010 Conference (free admission)

Location: Ofanleiti 2, 103 Reykjavik ("O2")

09:00 Coffee and Registration

09:10	Welcome by Host	Pétur Albert Haraldsson, on behalf of SMART Consortium
09:15	Presentation of Program	Eypór Jónsson, CEO of Klak and Seed Forum
09:20	DS10 Recap & Conclusions	Rohit Talwar, CEO Fast Future and Moderator of DS10; DS10 recap and timeline
09:35	Project Ideas	Presentation of 6 ideas for projects chosen from ideas sent by participants in on-line "Crowdsourcing" and by sending in proposals to SMART and KLAK
10:20	Coffee	Networking
10:35	Project Funding	Introduction of new NORDEN grants in electric transport

10:55	Project Funding	Introduction of RANNIS grants and tax breaks
11:15	Project Funding	Introduction of SMART services Assistance with registration, Discussion on project proposals and EC program matching
12:00	Standing Lunch	Inspirational speaker Chris Bangle former design chief of BMW
13:30	Informal Meetings	Meetings between entrepreneurs/SME's, grant specialists and investors
14:00	Dialogue	A dialogue between Jim Motavalli and Sebastian Blanco about the future of transportation, the trends in the transport industries and the players in the market.
14:30	Coffee	Networking
15:00	Panel & Discussion	<i>Grants, VC, Seed; what's hot and what's not in mobility</i> <i>Paolo Salvatore (SMART), Pétur A Haraldsson (SMART), Helga</i> <i>Valfells (CEO, NSA Fund), Eggert Claessen (CEO, Frumtak Fund),</i> <i>Skuli Thordarson (7FP representative)</i>
15: 30	Auction	Auctioner Eythor Jonsson of Klak Electric car use, Date, GCON, Formula car test and a date with the Minister of Industry.
16:00	Closing remarks	Eypór Jónsson
16:00	Cocktail	Opening of Klak - Technology Center at O2



SMART DAY AGENDA

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Pétur A. Haraldsson (FTO) opened the SMART DAY followed by Rohit Talwar, the moderator of the conference reviewed the two previous days and discussed the findings of the speakers and some of the discussions that had taken place so far.

Six entrepreneurs gave presentations where they introduced examples of projects they would like to see funded. SMART partners Paolo Salvatore (CiaoTech), Sanyu Karani (Econet) and Andres Sanchez (Econet) gave presentations about SMART and the possibilities small and large organisations alike have in joining projects and jointly take on the challenges ahead.

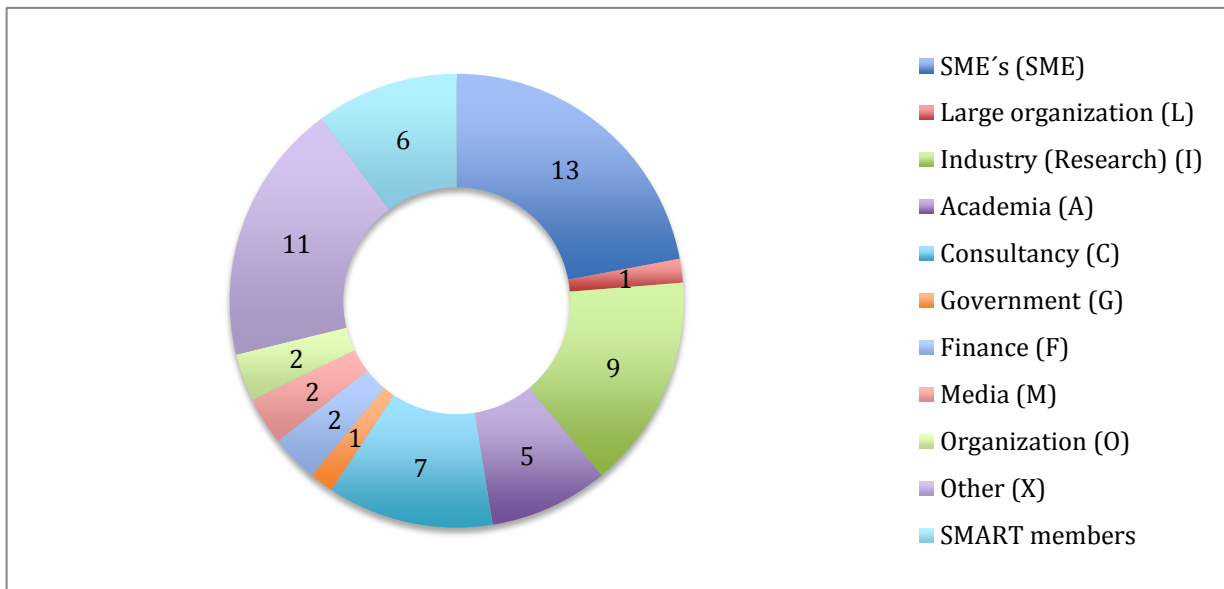
During lunch, a discussion and Q&A session was held with Chris Bangle, world renowned BMW design chief 1992-2009. The discussion was generated a lot of interesting points about the future of mobility and the need to transform the ways people and goods move between places. After lunch, two prominent writers on the field of transportation, Jim Motavalli and Sebastian Blanco, performed a dialogue where the audience witnessed a discussion about recent developments in mobility, especially green car design. The dialogue was of great interest to anyone concerned with ground transportation and the latest in technologies. The two writers also reflected on their interviews with some of the leading minds in the business of green transport like Henry Fisker, founder of Fisker Automotive and Elon Musk, founder of Tesla Motors.

Following the dialogue and a coffee networking break, the panel discussion started with two participants from SMART, Paolo Salvatore and Pétur Haraldsson, the CEOs of the two government venture funds, Frumtak and NSA and the representative of the EC 7th Framework Program in Iceland Dr. Skuli Thordarson. Interesting discussions took place in the panel including representatives from the two leading government investment funds in Iceland (NSA and Frumtak) and two SMART representatives. The discussion revealed important issues pertaining to the contextual gap between public grant programs and public investment funds. While grant programs focus on building alliances around progress in important areas like energy and mobility, funds are still focusing solely on investment banking criteria like IRR and exit potential. This gap may be detrimental to the progress of projects and the creation of new entities that have a social purpose and want to graduate from being recipients of grants to being potential investment targets.

2.6 RESULTS OF THE SMART INTERNATIONAL WORKSHOP

The attendance of the SMART Workshop was 60 people from various backgrounds (see Annex 2). The largest group was from SMEs and entrepreneurs. It was difficult to estimate the attendance, but promotion efforts were both activated through the Driving Sustainability network, facebook and the SMART partners.

It was not easy to motivate larger institutions and large companies to attend to the event, in spite of the activities of the SMART consortium, FTO and various partners, however, at the end the size and quality of the attendees allowed for interesting in-depth discussions, and provided stimulus for possible collaboration in projects.



2.7 NEXT SMART INTERNATIONAL WORKSHOP

After the event, the SMART representatives present discussed potential locations for the next international event. The locations that came up were Brussels (Belgium) and Malmo (Sweden). Brussels may be a stronger candidate on account of its being home to major institutions and accessible for the largest companies in Europe. Brussels is also a major hub for the activities of other contributing SMART partners.

Attendance on DS10 SMART DAY was mainly by SMEs, but the possibility given in previous days of the workshop to meet with larger companies provided good field for future collaboration. Anyway, as lesson learnt from the second workshop of SMART, there will be the need to attract more large organizations, eventually also changing the location to amore European-centric city.



3. THE DRIVING SUSTAINABILITY CONFERENCE

3.1 CONCLUSIONS OF DRIVING SUSTAINABILITY 2010

In the next ten years, mobility needs to be re-defined in the context of energy and environment. We are moving slowly in the right direction: carmakers are making progress, electric utilities are promoting the use of Electric Vehicles, technology providers are pushing for change and new ventures are being encouraged with public grants. However, progress needs to be accelerated with aggressive goals and increased investment in new technology and infrastructure. In history, we have made some of our greatest steps forward with our backs up against the wall. Now is the time to be effective, manage resources sensibly and make bold, decisive moves. Now is the time to ignore politics and special interests and get on with the business of transforming mobility and contributing to saving the planet in the process.

SME's are key elements for the introduction of new solutions and initiatives that can move the world towards a future with green and efficient mobility. Companies of all sizes, local and national governments and the public must join forces to make change happen.



3.2 SPEAKERS AT DRIVING SUSTAINABILITY 2010

Ólafur Ragnar Grímsson, President of Iceland and Patron of Driving Sustainability

Pétur Albert Haraldsson, Chairman of FTO

Gísli Marteinn Baldursson, Member of Reykjavik City Council and the Environment & Transport Committee

Chris Bangle, BMW design chief 1992-2009

Katarina Pelin, Director of Environment, City of Malmö, Sweden

Reynir Jonsson, CEO of Stræto, Iceland

Egil Mollestad, CTO, Think Global, Norway

Steven Stacey, President External Affairs & Environmental Affairs, Toyota Motors Europe

Cristiano Carlutti, Vice President of European Sales and Operations, Tesla Motors

Jim Motavalli, Environmental Writer and Speaker, USA

Chris Paine, Film Director of “Who Killed the Electric Car”, California USA

Katrín Júlíusdóttir, Minister of Industry (replaced due to flight delay)

Rohit Talwar, CEO, FastFuture, UK

Ari Kristinn Jónsson, Rector-President of Reykjavik University, Iceland

Hiroaki Takatsu, Executive Director, Tokyo Electric Power Company / Chademo Association

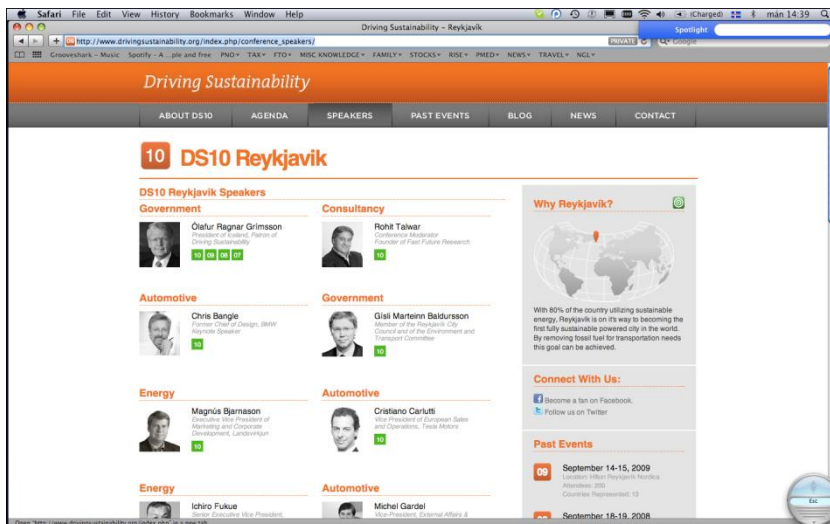
Ichiro Fukue, Senior Executive VP, Mitsubishi Heavy Industries, Japan

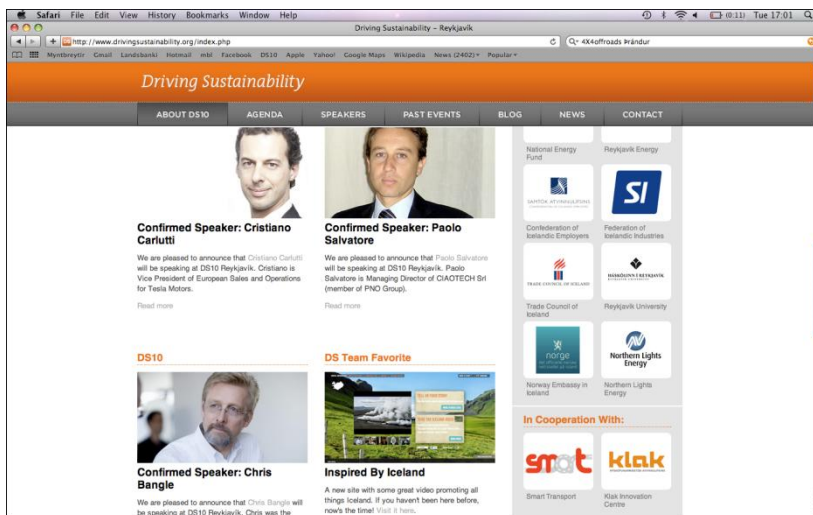
Magnús Bjarnason, Executive VP Marketing & Corporate, Landsvirkjun, Iceland

Paolo Salvatore, Ciaotech, Italy representing SMART

Amund Vik, Nordic Energy Research, Norway

Eyþór Eyjólfsson, CEO Klak Innovation Centre and Seed Forum introducing SMART day





3.3 EXCERPTS DRIVING SUSTAINABILITY 2010

THE THEMATIC FRAMEWORK OF DRIVING SUSTAINABILITY 2010

Cars and Cities

Urban mobility will have changed drastically in 2050. The coming transformation of cities will be led by bold visionaries, smart city planners and companies on the cutting edge of technology. Cities depend on their ingenuity and success.

In the next ten years, increasing environmental pressures and public demand for clean, pollution free cities will lead to increased pace in the commercialization of new disruptive mobility solutions.

Energy and Mobility

Green energy will play a vital part in the transformation of mobility. Alternative fuels and electricity from renewable sources will gradually replace oil. Some of the greatest challenges ahead lie in distribution and standardization of systems.

The transition from oil demands the introduction of new ideas and implementation of projects that help cities change. There are funds available for those who want to participate in this exciting opportunity.

Investment in the Future

SME's and entrepreneurs that want to make a difference need allies. By joining other companies and organizations in projects through multinational consortiums, they can become parts of bigger solutions.

In the future, the business of mobility may become dominated by multinational companies that begun as project alliances!



President Olafur Ragnar (President of Iceland), Chris Bangle (former BMW) and Cristiano Carlutti (Tesla Motors)

CONCLUSIONS OF INDIVIDUAL CONFERENCE THEMES:

THE FUTURE OF MOBILITY

- The private car's share in mobility will decline
- Personal mobility will become a practicality rather than a lifestyle
- Cities are fighting serious pollution and traffic problems in the face of exploding population growth; current systems are outdated and can't cope for long
- The re-thinking of mobility is a huge task that demands comprehensive solutions and new approaches; this is a major opportunity for smart business leaders and entrepreneurs

TODAY'S GREEN VEHICLES

- Family size electric cars are coming and prices will come down with mass production
- Standardization of infrastructure and increased range will speed up acceptability
- Smaller city EV's already have the necessary range and will gain market share
- The advantages of electric cars is clear as the power grid supplying them can run on any energy source; electric cars can become greener during their lifetime!
- Fuel efficient Internal Combustion Engines, alternative fuels and electric drive trains are steps towards greener transport and will continue to evolve in the next decade

ENERGY COMPANIES AND MOBILITY

- Smart energy companies are leading the way towards electric transport by setting standards for charging electric vehicles and encouraging EV use in cities
- Electric utilities are starting to realize that electric transportation means incremental off-peak sales that contribute to bottom lines and improve image
- Oil companies need to face competition with electric utilities for the business of car owners!

SUSTAINABLE MOBILITY INITIATIVES

- A variety of grant programs can help start companies and projects in a market where loan capital is scarce and next to impossible to attain for new ventures
- International and regional organizations support research and new solutions in mobility

- The SMART consortium encourages companies to join forces across borders and helps them locate grants and partners
- Norden is committed to making the Nordic Region “The Green Valley of Europe” and is supporting initiatives that promote this mission

PRIVATE AND INSTITUTIONAL INVESTORS

- Several VC's and funds focus on socially responsible investing
- Social responsibility seems to be less evident among private investors and traditional investment funds

URGENT, IMMEDIATELY ACTIONABLE POINTS:

CITIZENS

- We need to understand the benefits of sustainable mobility
- We need to re-evaluate our mobility needs and be prepared to change
- We need to take responsibility and help local governments make the right choices

AUTHORITIES

- Stay out of the way of progress
- Favour sustainable solutions with tax and benefits toolbox

BUSINESS

- Business will lead the way towards green, sustainable mobility
- Business needs to gear up for the challenges and opportunities ahead

INVESTORS

- Investment in new transport infrastructure and technology is needed today in preparation for the fast approaching tipping point in replacement of old systems
- Local governments need to start investing responsibly and private investors must open their eyes this massive opportunity

4. CONCLUSIONS OF THE SMART INTERNATIONAL WORKSHOP

It is reasonable to draw the conclusion that large companies need to be the primary target in the promotion of SMART events and in raising awareness and encouraging cross boarder projects. To be attracted, larger companies will need to be convinced of the benefits of an “open innovation” approach together with SMEs, and how European Commission programs could be a vehicles to foster such approach of realizing research and innovation with SMEs. The SMEs will in turn be attracted to the potential of working with larger companies and follow the lead of larger organizations.

Larger organizations need to be motivated and interested in what smaller companies can contribute to their own development and success. This needs to be done with regular stimuli in the form of high level events, exchange of ideas and projects, and direct meeting opportunities.

FTO will follow up with encouraging larger organizations to participate in SMART through high level introductions and via organizations of companies such as the Chambers of Commerce, Organizations of Industries and trade. Brochures have been distributed to those organizations and at the Seed Forum where over 100 SME delegates and entrepreneurs came to network among larger investors and companies. This work will continue and emphasized with cooperation being organized with the Chamber of Commerce.

5. LIST OF REFERENCES

www.drivingsustainability.org

PROMOTION OF SMART EVENT ON WEBSITES

<http://drivingsustainability.org/>

http://www.facebook.com/DrivingSustainability?v=app_2344061033

<http://www.facebook.com/DrivingSustainability?v=wall&viewas=0>

<http://www.opidi.org/modules.php?name=Noticias&action=listado&label= LINK LISTA NOTICIAS&iniciar=true>

<http://econet-consultants.com/>

<http://www.ayudas.net/index.php?rview=1>

<http://www.norden.org/is/samstarfssvith/sjalfbaer-throun/rathstefnur-og-vithburthir/driving-sustainability-radstefna-i-reykjavik-dagana-16.-18.-september.-2010>

<http://www.norden.org/en/search?SearchableText=driving%20sustainability>

<http://www.nordicenergysolutions.org/conferences/driving-sustainability?searchterm=driving+sus>

<http://www.logistop.org/>

<http://www.nea.is/the-national-energy-authority/news/nr/384>

<http://www.si.is/malaflokkar/orku-og-umhverfismal/orku-og-umhverfisstettir/nr/8903>

<http://english.innostart.hu/node/120>

<http://www.outcomenewsletter.com/newsletter.aspx?uid=634193708794045353>

<http://www.facebook.com/Businessaccelerator>

INTERNATIONAL WEB MEDIA

<http://www.elpais.com/articulo/carreras/capital/humano/Islandia/cien/cien/sostenible/elpepueconeg/20101017elpnegser/5/Tes>

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<http://green.autoblog.com/2010/09/20/driving-sustainability-mitsubishis-lithium-ion-battery-ideas-i/>

http://www.drivingsustainability.org/index.php/conference_speakers/view/jim_motavalli/?utm_source=Icelandic+List&utm_campaign=31569a1fb2-DS_Mailer_1_English_Press9_9_2010&utm_medium=email

<http://www.thedailygreen.com/living-green/blogs/cars-transportation/iceland-geothermal-electric-cars-460910>

http://www.drivingsustainability.org/index.php/blog_ds10/cat/other/

<http://www.bnet.com/blog/electric-cars/japan-pioneers-two-good-ideas-fast-charging-and-battery-swapping/2331>

<http://green.autoblog.com/tag/driving+sustainbilty/>

<http://www.forbes.com/2010/08/13/electric-car-prius-technology-iceland.html>

<http://www.dv.is/frettir/2010/9/22/island-stutt-i-ad-verda-sjalfbaert-i-orkumalum/>

<http://www.visir.is/vilja-framleida-gervieldsneyti-a-grundartanga/article/2010121446393>

http://mbl.is/mm/vidskipti/frettir/2010/08/23/adalhonnudur_bmw_flytur_fyrirlestur/

http://mbl.is/mm/frettir/innlent/2010/09/22/kalla_olaf_ragnar_silfuref/

<http://www.visir.is/article/2010619111273>

<http://www.visir.is/article/2010744541174>

<http://www.nature.is/efni/5827/>

<http://www.nattura.is/frettir/5846/>

<http://www.natturan.is/efni/5827/>

<http://www.visir.is/article/2010230429939>

<http://www.visir.is/article/2010380194944>

http://mbl.is/mm/vidskipti/frettir/2010/08/23/adalhonnudur_bmw_flytur_fyrirlestur/

RADIO

Petur and Berglind did 6 radio interviews before, during and after the events – RUV1 – RUV2 -Bylgjan-X-id-



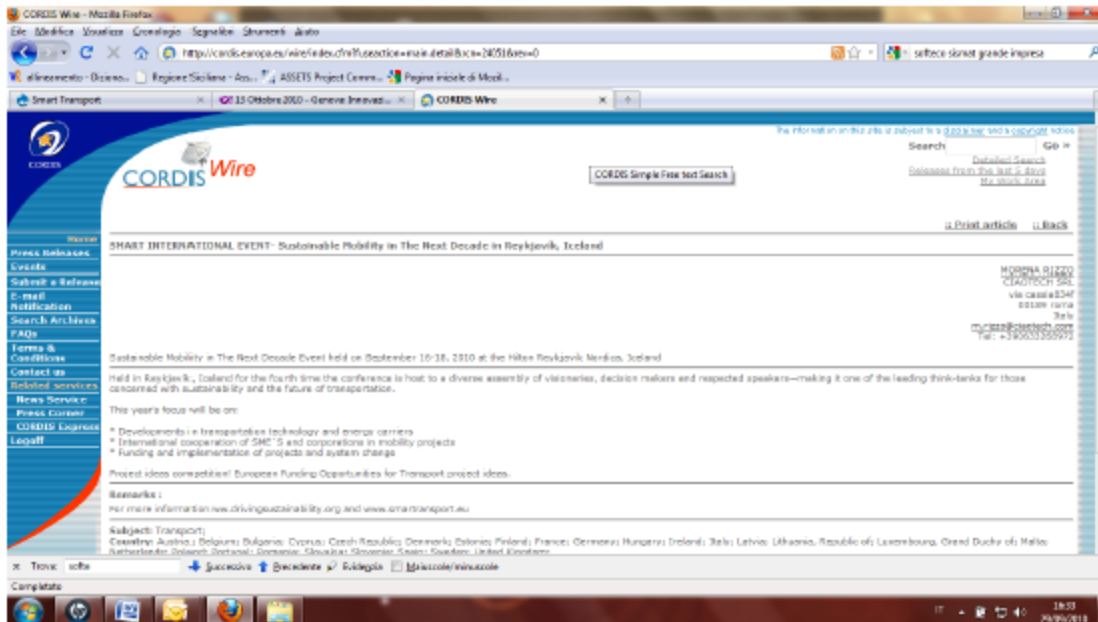
6. ANNEX

Annex 1 – snapshots of dissemination actions of the SMART day.



The screenshot shows the PIDI website interface. At the top, there are flags for Spain, the UK, and the US, followed by a user login field labeled 'Usuario' and a 'login' button. The main header features the PIDI logo and a navigation menu with options like 'Presentación', 'Servicios', 'Enlaces', 'Eventos', 'Noticias', 'Procura de parceiros', 'Programas', 'Convocatorias', and 'Contacto'. The central content area is titled 'Driving Sustainability' and includes a 'Data evento' section with the date '16/09/2010' and a 'Lugar' section listing 'Reykjavik - Iceland'. A 'Comentarios' section contains text about the event's purpose and location. On the right, there is an 'EVENTOS OPIDI' sidebar with the 'smat' logo and several 'Documentación' links for 'Health e KBSE', 'Energía - ER INNOVA', 'PEMES en Europa', and 'Aspectos financieros PFI'. The bottom left corner displays logos for 'XUNTA DE GALICIA', 'CIS', and 'ERRIN'.

This screenshot shows a SMART website page with the title 'Providing services for SMEs in collaborative transport research projects'. The main heading is 'Follow up SMART International Event - Reykjavik, Iceland 16th - 18th September 2010'. Below this, there is a section for the 'First SMART International Event' with the theme 'Sustainable Mobility in The Next Decade: Implementing and Financing the Good ideas systems change?'. The page includes a 'SMART Events' sidebar with a 'Follow up SMART International Event - Reykjavik, Iceland 16th - 18th September 2010' entry. Other sidebar elements include 'SMART Projects', 'SMART Searching Tools', 'SMART SERVICES', and 'SMART CONTACTS'. A 'Contact us' section with a 'Login' form is also visible on the right. The page is decorated with the SMART logo and various social media icons.



Newsletter
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Annex 2 – List of SMART day attendees, Reykjavik Iceland, September 18th 2010.

**SMART DAY event- Saturday Sept. 18th
 2010
 Reykjavík ICELAND**

Guests	E-mail	Type
Arnar Lárusson	alarusson@gmail.com	A
Gunnar Örn Runólfsson	gor4@hi.is	A
Hafsteinn Hafsteinsson	hh59@hive.is	A
Sigurður Bogason	sigboga@hi.is	A
Stefán Einarsson	stefan@mmedia.is	A
Chris Bangle		C
Eyþór Ívar Jónsson	eythor@klak.is	C
Jonas Denes	denes@innostart.hu	C
María Þorgeirsdóttir	maria@klak.is	C
Paolo Salvatore	p.salvatore@ciaotech.com	C
Rohit Talwar	rohit@fastfuture.com	C
Skúli Þórðarson (Iceland represent.of FP7)	skuli@vegsyn.is	C
Eggert Claessen		F
Helga Valfells		F
Haukur Alfreðsson	haukur.alfredsson@idn.stjr.is	G
Andri Ottesen	andri.ottesen@carbonrecycling.is	I
Davíð Örn Benediktsson	dob@verkis.is	I
Egil Mollestad	egil.mollestad@thinkev.com	I
Einar Vilhjálmsson	einar@metan.is	I
Hildigunnur Haraldsdóttir	husk@husk.is	I
Hjalti Jónsson	hjalti@islenska.is	I
Ingvar Baldursson	ingvar.baldursson@efla.is	I
Sigurður Björnsson	skb@hekla.is	I
Hermann Guðmundsson	hermann@n1.is	L
Jim Motavalli	jmotavalli@gmail.com	M
Sebastian Blanco		M
Signý Sigurðardóttir	signy.sigurdardottir@gmail.com	O
Þorvaldur Þorláksson	thorvaldur@vi.is	O
Andres Sanchez	andres.sanchez@econet-consultants.com	SMART
Berglind Johansen	berglind@drivingsustainability.org	SMART
Bradley skaggs	bradley@skaggsdesign.com	SMART
Kristján Kristinsson	kkristinsson@gmail.com	SMART
Pétur Haraldsson	petur@drivingsustainability.org	SMART
Sanyu Karani	sanyu.karani@econet-consultants.com	SMART
Dofri Hermannsson	dofrihermannsson@gmail.com	SME
Gestur Ólafsson	skipark@skipark.is	SME
Gísli Gíslason	gisli@nle.is	SME
Guðný Reimarsdóttir	gudnyr@ecoprocess.com	SME
Halldór G. Sigurþórsson	halldor@xnet.is	SME
Hallgrímur Valberg	rafkerfi@internet.is	SME
Hallmar Halldórs	hallmar@iceh2.com	SME
Ingólfur Harðarson		SME

Sæmundur Ásgeirsson	selurinn@hive.is	SME	
Sturla Sighvatsson	sturla@nle.is	SME	
Þrándur Arnþórsson		SME	
Berglind Ósk Bergsdóttir (gogoyoko)	beggabo85@gmail.com	SME	
Jónas Guðmundsson	leid@leid.is	SME	
Edward Farmer	edward.farmer@decode.is	X	
Filippos Rodger Tsakiris	FRTsakiris@gmail.com	X	
Hjálmar R. Hjálmarsson		X	
Inga B. Sigurðardóttir	ingab.sigurdar@gmail.is	X	
Jens H. Valdimarsson	jens@isbutrade.com	X	
Jón Andri Hjaltason	jandrih@gmail.com	X	
Rafn Benediktsson	nvissa@internet.is	X	
Steinunn Geirdal	steinz@simnet.is	X	
Valdimar Gunnarsson	avg@simnet.is	X	
Vigdís Guðmundsdóttir	disa@disdis.com	X	
Þorsteinn Björnsson		X	
<i>SME's (SME)</i>			13
<i>Large organization (L)</i>			1
<i>Industry (Research) (I)</i>			9
<i>Academia (A)</i>			5
<i>Consultancy (C)</i>			7
<i>Government (G)</i>			1
<i>Finance (F)</i>			2
<i>Media (M)</i>			2
<i>Organization (O)</i>			2
<i>Other (X)</i>			11
<i>SMART members</i>			6