

europa media[®] Newsletter

Introduction

"Intelligence" appears to have become a buzzword for innovative, new technologies and alternative ways of structuring systems. Intelligent transportation, intelligent energy, intelligent design, business intelligence... here in our March-April newsletter we introduce some of the latest, inspirational "intelligent" models and notions that are bound to play a greater role in society and our individual lives. Europe is at the forefront in many of these fields, with project's already past and underway proving this, but the possibilities are fantastic for future collaborators – just so long as you exercise some intelligence!

- The Europa Media Team -



Content

Intelligent Movement	1-2
Intelligent Development	2
Intelligent Agriculture	3
Business Intelligence	3
Upcoming Events	4

Intelligent Movement

New technologies related to transportation continue to emerge, practically erupt, onto the markets and through R&D. Many concepts introduced sound radical at first glance, but are modifications and improvements upon the current designs, utilizing the benefits of technological advancements to create tangible differences in various systems. With the Commission's expressed concern in Climate Change and the press coverage this topic is getting lately, we focus on Intelligent Transportation Systems (ITS) and some of the potential for these applications to reach further into other fields. As always, we'll introduce and discuss some ongoing EU-funded projects to trigger your imagination... and get things moving.

The Commission has expressly stated its interest in pushing for a more sustainable transportation sector. Considering that transportation accounts for about 30% of the EU's energy consumption, making significant strides into using energy more intelligently will boost the EU's greenness.

Intelligent transportation systems are an attempt to adopt the benefits of information and communication technologies and apply them to the transportation sector. With the aim of reducing vehicle wear, improving safety, lowering transportation times and increasing fuel efficiency, ITS can restructure and vastly enhance the efficiency of the transportation sector. While a great variety of technologies can be categorized as ITS, several notable applications are navigation systems, intermodality capabilities, and container management systems. Increasing the smooth-running operations of logistics is a key factor driving innovation in this field. Diverse methods exist for gathering the data involved, but the point of ITS is that it seeks to construct the best possible solution for dealing with a multitude of needs; needs that often contrast each other.

Singular, individual actions, though they may significantly contribute to greater efficiency, need to be done along with greater, collective changes for the EU to begin to consume less energy. **FLEAT** (*Fleet Environmental Action and Assessment*) is one example of an EU-funded project that attempts to increase efficiency on a larger scale. The project, aims to develop and educate fleet management about the various instruments, measures and tools which are capable of reducing the energy consumption and



emissions of fleets. This project illustrates that by considering what often turns out to be rather subtle changes in performance can dramatically improve efficiency rates. See the project's website at: www.fleat-eu.org for more details and the final results.

Simple techniques can be applied to improve the efficiency of transportation systems and energy

consumption through small individual actions, such as learning to drive cars differently. Projects addressing eco-driving are attempting to alter the behavior of driver's by educating them how to make minor modifications that increase the efficiency of their vehicle. Previous projects addressed these concerns, such as **ECODRIVEN** (www.ecodrive.org) and **TREATISE**, while more is in the works.

Monitoring transportation systems with information and communication technologies are a promising, rapidly developing field. Many projects exist, some rather specific focusing on the technologies themselves and others on the greater social implications of implementing such technologies and ideas. Certainly keep an eye out for these movements, as ITS is definitely going to be at the forefront of concern for those interested in more sustainable development.



Intelligent Development

New applications, both software and hardware, are capable of enhancing our capability of being more sustainable. For example, by tracking developments with Earth observation systems new possibilities and opportunities have and will continue to emerge. A recent EU-funded project, **EnviroGrids** at the Black Sea Catchment (<http://www.envirogrids.net>) highlights one approach in a specific region. By gathering new data and interpreting

the results, there is a significant field of information that may assist with how the European Union grows in the future. Another project, **IMPACTMIN** (<http://www.impactmin.eu>), seeks to monitor the environmental impact of mining activities. Though just a couple ongoing projects, the ideas are wide and likely to stimulate others to advance into this method of utilizing data to improve our earthly conditions.

JUNIOR PROJECT MANAGEMENT

The 3-day course provides young professionals with the practical tools needed to find and successfully apply to the numerous funding opportunities offered by the EU, and to develop and implement EU projects.

Do it like the professionals

<http://www.eustrainingsite.com/71>



Intelligent Agriculture

Even the food we eat can get a bit more intelligent, or at least the ways we deal with it. Distribution and other logistical concerns can clearly be improved, and with the introduction of Radio-frequency identification (RFID) chips on products, many goods are now tracked in an attempt to improve efficiency. These technologies can be used to even watch the expiration dates of foods! But while these chips are often omnipresent, few people actually are aware of their existence.

"A more controversial issue is the case of genetically-modified food, which is in many respects an attempt at making agriculture more intelligent, so

that it conforms to our needs. The EU having just approved the production of GM potatoes created by the German chemical company, BASF, seems to be entering into the field after much hesitancy. Hopefully, with hindsight, this will be an intelligent choice."

The attention paid to agriculture is as wide as the topics addressed in this field. On a regular basis we continue to discover and learn more about how we can improve this field. For a single example, just check out the results of a recent project, **PlantBioServ** (<http://plantbioserv.com>) for inspiration.



Business Intelligence

Finally, though we've far from exhausted the realm of intelligence and only hinted at several topics, we look at "business intelligence." This topic covers the vast amounts of data many new companies, especially internet-related ones, are receiving now. Each click on the computer is being entered into databases that sort and analyze our behavior and

offer new opportunities for company's possessing this information. With the EU's new outlook for the future, the so-called **2020 strategy** (<http://ec.europa.eu/eu2020>), focused upon creating more knowledge-based jobs, the acquisition and methods for better understanding the wealth of data being created these days is certainly bound to become a major theme worldwide.

Whether you support these developments or not, as some are justly controversial, the obvious point to note is that intelligence is being applied to control the unknown and enhance efficiency across a wide spectrum of sectors. Intelligent projects covering intelligent topics are bound to inspire many to compete for EU-funding. We just recommend you prepare an intelligent proposal to get involved!

FP7 – EUROPEAN SUMMER ACADEMY

5-9 July 2010, Lake Balaton, Hungary

One-week exclusive training on the complex EC funding system while relaxing in the beautiful surroundings of Lake Balaton. A complete programme covering the whole life cycle of an FP7 project from proposal preparation to project management and reporting.

Spend a week with the experts

<http://www.eustrainingsite.com/72>

Apply until 2 April and benefit from 2009 rates!



UPCOMING EVENTS

EU SUSTAINABLE ENERGY WEEK

March 22-26, 2010
Brussels, Belgium
» <http://www.eusew.eu/>

STRUCTURAL FUNDS- AN IMPORTANT TOOL TO SUPPORT CLIMATE PROTECTION IN CITIES AND MUNICIPALITIES

March 25, 2010
Brussels, Belgium
» http://www.eusew.eu/pageb.cfm?page=event_content&sby=3&sval=0&sd=40260&id=399

CEUBIOM INTERNATIONAL SYMPOSIUM AND WORKSHOP ON BIOMASS ASSESSMENT METHODS

April 15, 2010
Brussels, Belgium
» http://www.ceubiom.org/misc/brussels_0410/

"BRINGING GEOSS SERVICES INTO PRACTICE" Workshop

May 3, 2010
Bucharest, Romania
» <http://www.envirogrids.net>

GEOSS FOR DECISION MAKERS IN THE BLACK SEA AREA

May, 2010
Bucharest, Romania
» <http://www.envirogrids.net>

POLITICAL AND SCIENTIFIC MEETING FOR MODERN PROJECT

May 10, 2010
Brescia, Italy
» www.modern.ipacv.ro

1ST B2B LOCO CONFERENCE EUROPEAN TRANSPORT PROJECTS – new opportunities and challenges for enterprises

May 13 2010
Poznan, Poland
» <http://www.b2bloco.eu/events/13may.html>

INTERNATIONAL CONGRESS LOGISTICS AND EUROLOG

May 13 2010
Poznan, Poland
» <http://www.logistics.pl/>

DISSEMINATION POSSIBILITIES

In our future newsletters, we would like to assist you with disseminating information about your projects.

Feel free to send us more information about activities, events, and news related to your project and we'll try our best to publicize it! Even a simple link to the project's website may inspire us...

COURSES

A **Jean Monnet European Module** at the College of Communication and Public Relations in Bucharest, Romania offers three courses in EU matters focusing on "**COMMUNICATING EUROPE: Policies and Strategies for Increasing EU's Visibility among Member States**". See www.eucommunication.eu for details.



If you would like to contribute to our next issue of the Europa Media newsletter, please send an email to us at: magazine@europamedia.org!

We always like to hear from our readership!

FP7 – FINANCIAL & PROJECT MANAGEMENT

2-day course covering all parts of research Project management from Grant Agreement Negotiation, to financial and technical reporting and project closure, including audits and technical reviews.

10-11 June 2010
Budapest, Hungary

Getting funded is only the beginning

<http://www.eutrainingsite.com/76>

FP7 - FINANCIAL REPORTING AND AUDITS

1-day course to expose everything about the requirements and practices of financial and technical reporting, financial audits and technical reviews in order to easily survive them.

28 May 2010
Budapest, Hungary

Understanding the financial playground

<http://www.eutrainingsite.com/74>