Global Forum
Shaping the future 2014

Session 2

Content, Creation, Communication, Copyrights

2:45 – 4:15 pm

Global Forum
Shaping the future 2014

1. **Alfredo Ronchi**, Secr. Gen. EC MEDICI & Prof. Politecnico Milano
2. **Alan Shark**, Ex. Dir. PTI-Public Technology Institute and Ass. Prof. Rutgers University
3. **Stéphanie Bacquere**, Founder and Co-CEO NOD-A France
4. **Patrick-Yves Badillo**, Prof. Univ. Geneva and Director Medi@LAB
5. **Giovanna Di Marzo Serugendo**, Prof. Univ. Geneva
6. **Ismael Dia**, Sen. Dir. Government Accounts, GovDelivery Europe
7. **Irene Toporkoff**, Co-founder & CEO WORLDCRUNCH
8. **Mario Po**, Ex. Dir.Azienda & **Andrea Frascati**, Bus. Dev. Man. SmartP@per, Italy

Moderation: **Hugo Kerschot**, Managing Director IS-practice, Belgium

What is CONTENT?

Start with “bricks and mortar” of the Information Society: data/open data/open public data

Data => Information => Knowledge

Looking for added **value**:

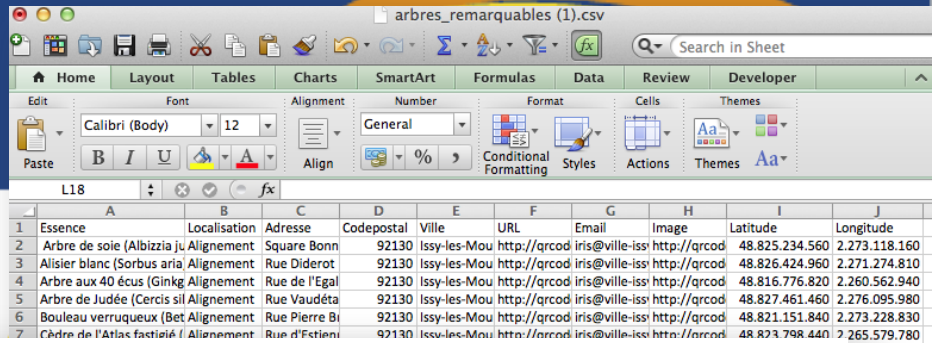
- (e)Democracy
- Insights in business, society, culture…
- Innovation
- …

Smarter Citizens

Through Open Data?

What cities start with?

xls, csv, json files…



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4	Arbre aux 40 écus (Ginkg	Alignement	Rue de l'Egal	92130	Issy-les-Mou	http://qrcod	iris@ville-iss	http://qrcod	48.816.776.820	2.260.562.940
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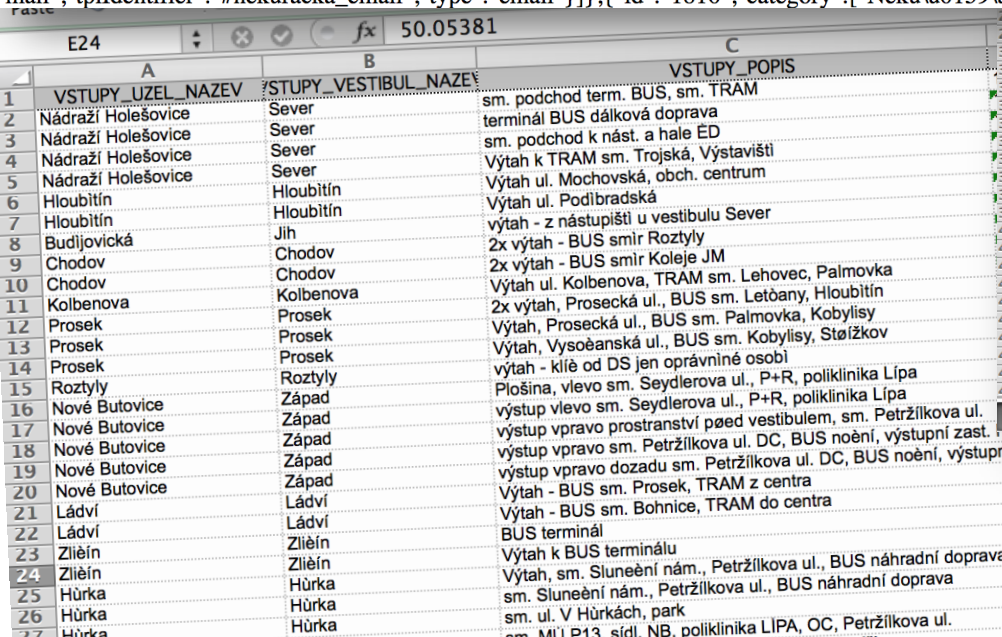

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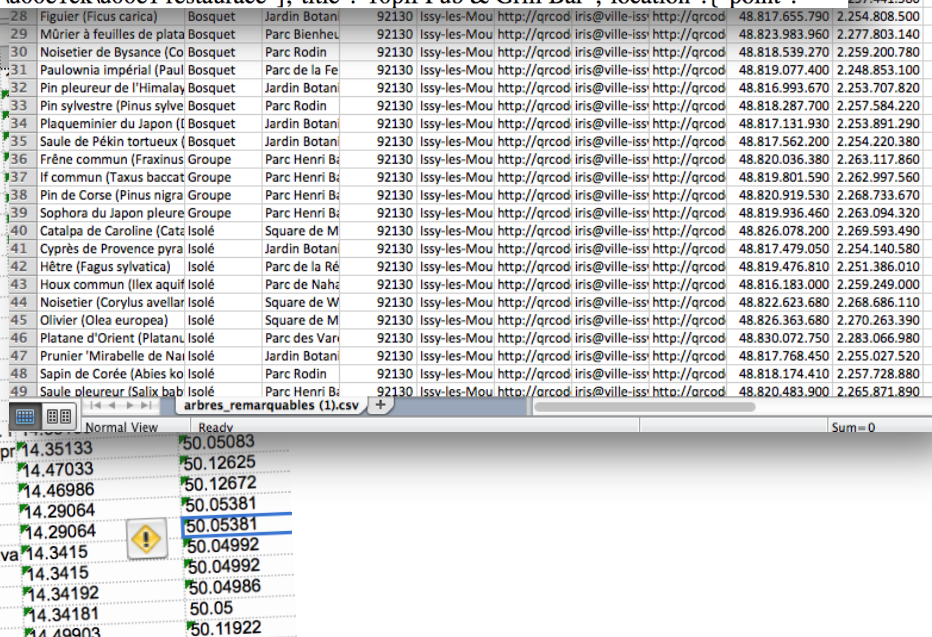
2	Nádraží Holešovice	Sever	sm. podchod term. BUS, sm. TRAM
3	Nádraží Holešovice	Sever	terminál BUS dálková doprava
4	Nádraží Holešovice	Sever	sm. podchod k nást. a hale ED
5	Nádraží Holešovice	Sever	Výtah k TRAM sm. Trojská, Výstaviště
6	Hloubìtín	Hloubìtín	Výtah ul. Mochovská, obch. centrum
7	Hloubìtín	Hloubìtín	Výtah ul. Podìbradská
8	Budìjovická	Jih	výtah - z nástupištì u vestibulu Sever
9	Chodov	Chodov	2x výtah - BUS smìr Roztyly
10	Chodov	Chodov	2x výtah - BUS smìr Koleje JM
11	Kolbenova	Kolbenova	Výtah ul. Kolbenova, TRAM sm. Lehovec, Palmovka
12	Prosek	Prosek	2x výtah, Prosecká ul., BUS sm. Letòany, Hloubìtín
13	Prosek	Prosek	Výtah, Prosecká ul., BUS sm. Palmovka, Kobylisy
14	Prosek	Prosek	Výtah, Vysoèanská ul., BUS sm. Kobylisy, Støížkov
15	Roztyly	Roztyly	výtah - klíè od DS jen oprávnìné osobì
16	Nové Butovice	Západ	Plošina, vlevo sm. Seydlerova ul., P+R, poliklinika Lípa
17	Nové Butovice	Západ	výstup vlevo sm. Seydlerova ul., P+R, poliklinika Lípa
18	Nové Butovice	Západ	výstup vpravo prostranství pøed vestibulem, sm. Petržílkova ul.
19	Nové Butovice	Západ	výstup vpravo sm. Petržílkova ul. DC, BUS noèní, výstupní zast.
20	Nové Butovice	Západ	výstup vpravo dozadu sm. Petržílkova ul. DC, BUS noèní, výstupr
21	Ládví	Ládví	Výtah - BUS sm. Prosek, TRAM z centra
22	Ládví	Ládví	Výtah - BUS sm. Bohnice, TRAM do centra
23	Zlièín	Zlièín	BUS terminál
24	Zlièín	Zlièín	Výtah k BUS terminálu
25	Hùrka	Hùrka	Výtah, sm. Sluneèní nám., Petržílkova ul., BUS náhradní doprava
26	Hùrka	Hùrka	sm. Sluneèní nám., Petržílkova ul., BUS náhradní doprava
27	Hùrka	Hùrka	sm. ul. V Hùrkách, park
			sm. MÚ P13, sídl. NB, poliklinika LÍPA, OC, Petržílkova ul.



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29	Mûrier à feuilles de plata	Bosquet	Parc Bienheu	92130	Issy-les-Mou	http://qrcod	iris@ville-iss	http://qrcod	48.823.983.960	2.277.803.140
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31	Paulownia impérial (Paul	Bosquet	Parc de la Fe	92130	Issy-les-Mou	http://qrcod	iris@ville-iss	http://qrcod	48.819.077.400	2.248.853.100
32	Pin pleureur de l'Himalay	Bosquet	Jardin Botani	92130	Issy-les-Mou	http://qrcod	iris@ville-iss	http://qrcod	48.816.993.670	2.253.707.820
33	Pin sylvestre (Pinus sylve	Bosquet	Parc Rodin	92130	Issy-les-Mou	http://qrcod	iris@ville-iss	http://qrcod	48.818.287.700	2.257.584.220
34	Plaqueminier du Japon ([	Bosquet	Jardin Botani	92130	Issy-les-Mou	http://qrcod	iris@ville-iss	http://qrcod	48.817.131.930	2.253.891.290
35	Saule de Pékin tortueux (	Bosquet	Jardin Botani	92130	Issy-les-Mou	http://qrcod	iris@ville-iss	http://qrcod	48.817.562.200	2.254.220.380
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37	If commun (Taxus baccat	Groupe	Parc Henri Ba	92130	Issy-les-Mou	http://qrcod	iris@ville-iss	http://qrcod	48.819.801.590	2.262.997.560
38	Pin de Corse (Pinus nigra	Groupe	Parc Henri Ba	92130	Issy-les-Mou	http://qrcod	iris@ville-iss	http://qrcod	48.820.919.530	2.268.733.670
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40	Catalpa de Caroline (Cata	Isolé	Square de M	92130	Issy-les-Mou	http://qrcod	iris@ville-iss	http://qrcod	48.826.078.200	2.269.593.490
41	Cyprès de Provence pyra	Isolé	Jardin Botani	92130	Issy-les-Mou	http://qrcod	iris@ville-iss	http://qrcod	48.817.479.050	2.254.140.580
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43	Houx commun (Ilex aquif	Isolé	Parc de Naha	92130	Issy-les-Mou	http://qrcod	iris@ville-iss	http://qrcod	48.816.183.000	2.259.249.000
44	Noisetier (Corylus avellar	Isolé	Square de W	92130	Issy-les-Mou	http://qrcod	iris@ville-iss	http://qrcod	48.822.623.680	2.268.686.110
45	Olivier (Olea europea)	Isolé	Square de M	92130	Issy-les-Mou	http://qrcod	iris@ville-iss	http://qrcod	48.826.363.680	2.270.263.390
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48	Sapin de Corée (Abies ko	Isolé	Parc Rodin	92130	Issy-les-Mou	http://qrcod	iris@ville-iss	http://qrcod	48.818.174.410	2.257.728.880
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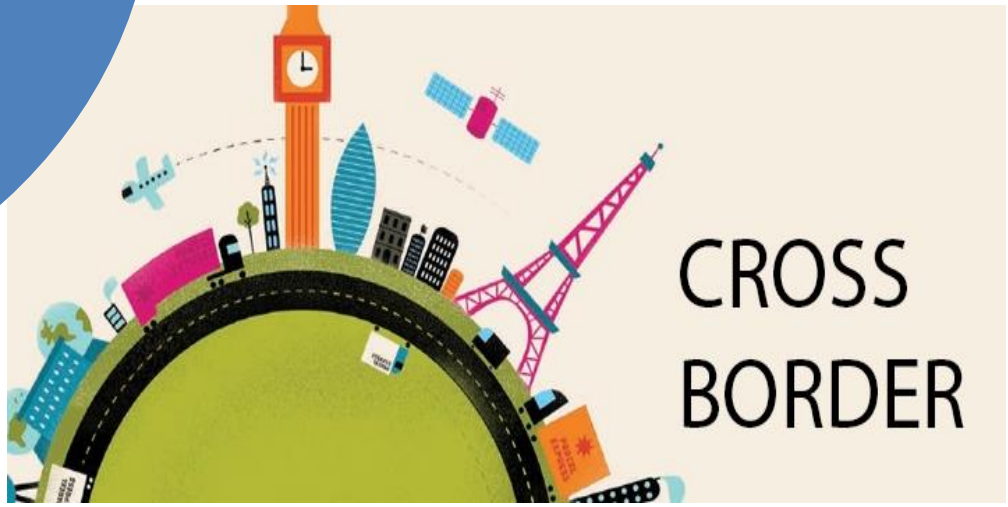
14.35133	50.05083	
14.47033	50.12625	
14.46986	50.12672	
14.29064	50.05381	
14.29064	50.05381	
14.3415	50.04992	
14.3415	50.04992	
14.34192	50.04986	
14.34181	50.05	
14.49903	50.11922	

Citadel … on the Move Apps

With Citadel, you can display your open data on a map in 5 minutes!

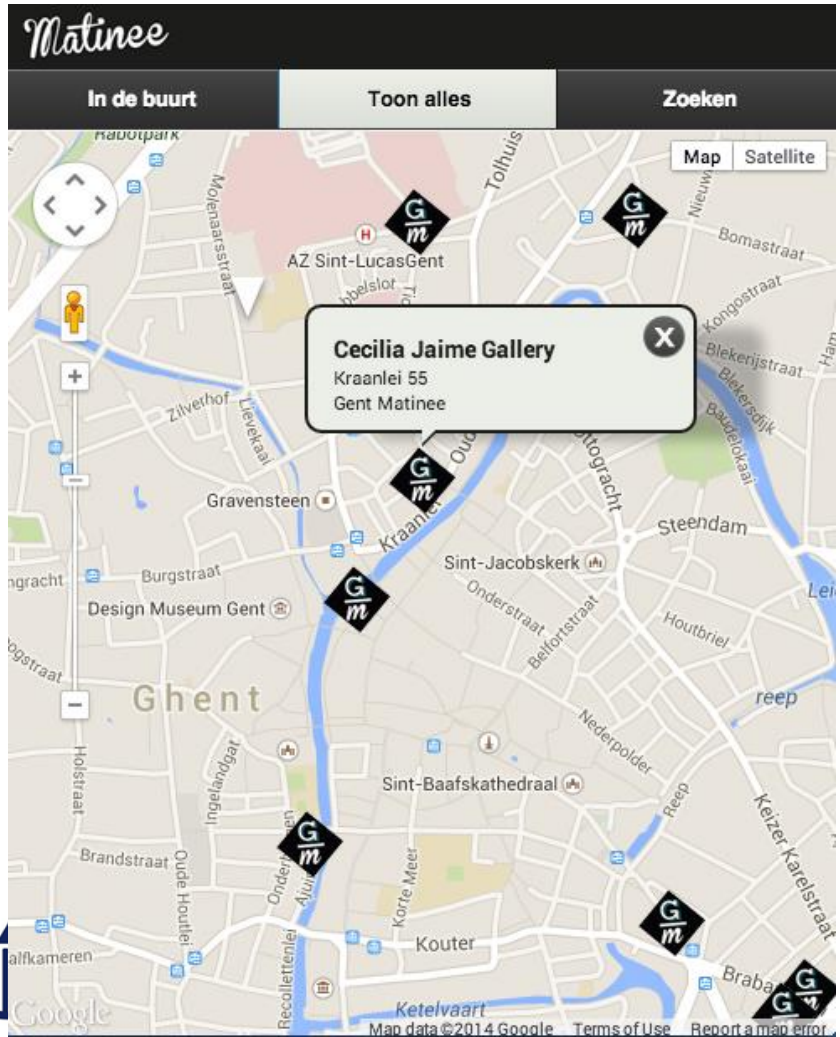
… and Citadel Apps work everywhere!



Citadel
...on the move

Apps Made with Citadel

Gent Art Galleries



Issy Tree Finder

Apps Made with Citadel

Prague for Mams/Dads & Kids

- Playgrounds
- Barrier-free metro access
- Pharmacies
- Smoke-free restaurants and cafés

Citadel Results: Network

- More than 55 Associate Cities & Local Authorities using Citadel

Citadel ...on the move

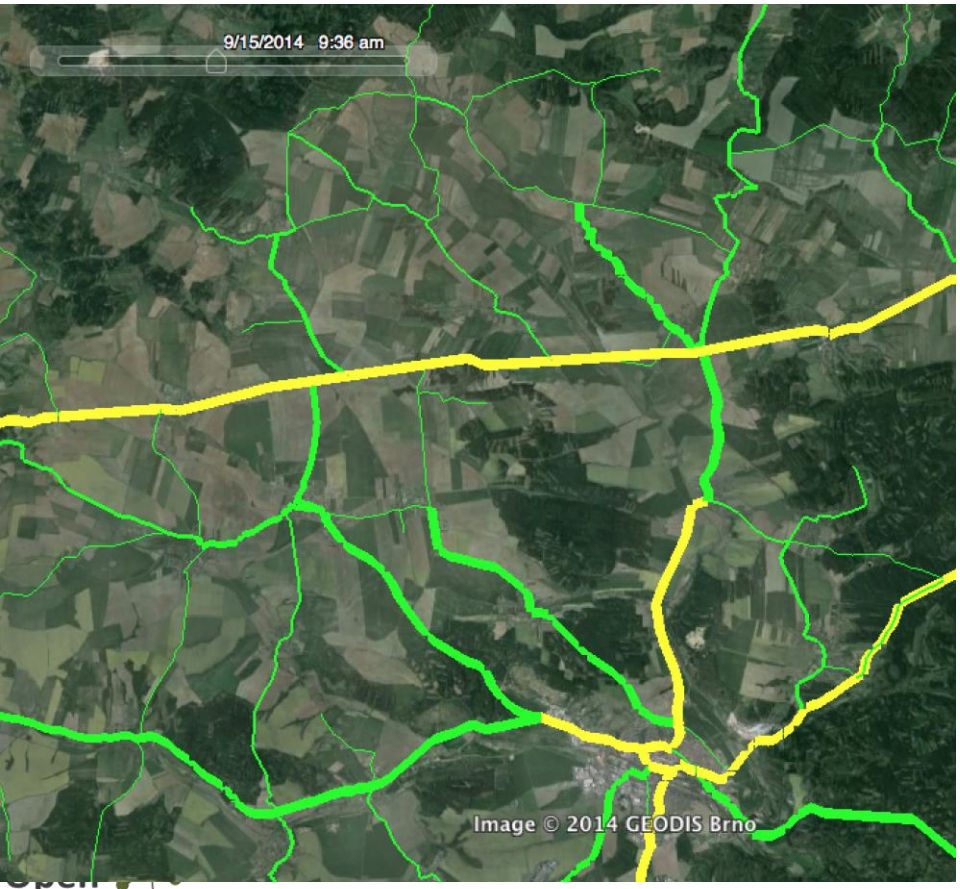
OpenTransportNet

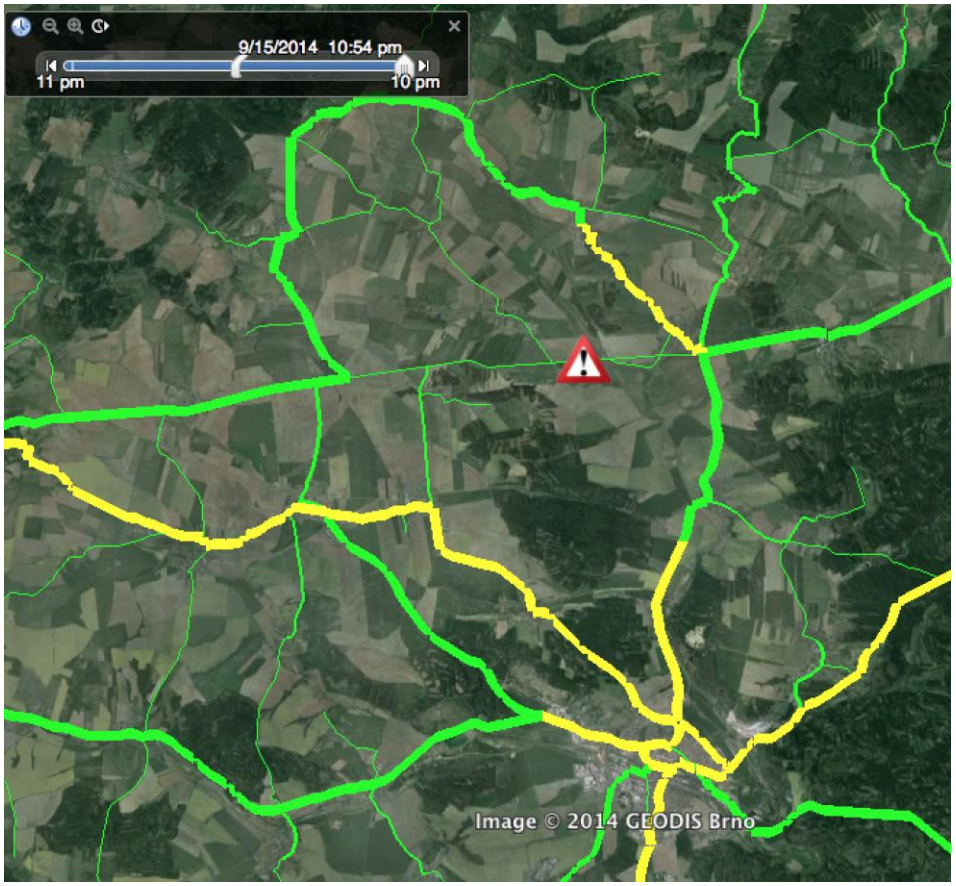
Open Transport Net

- Creates city geo-data portals
- Opens and visualises more complex and large amounts of geo-data
- Makes it easy for innovators to create new services
- Focused on transport-related data
- Tested in Antwerp (BE), Issy-les-Moulineaux (FR), Birmingham (UK) and Liberec (CZ)

OpenTransportNet: Traffic Volume Calculation

- Traffic volume changes after a simulated accident





Transport Net

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www.is-practice.eu

Global Forum
Shaping the future 2014

Does eContent talk to the heart?

Alfredo M. Ronchi

EC MEDICI Framework - Politecnico di Milano

Summary

- Open Data

- Intellectual Property Rights management

- eContent & Service languages

From eContent to Open Data

- Content and services sometimes are built on top of existing data sets, more than ten years ago the European Commission created a framework to improve the added value reuse of public data sets.

- The recently emerged keyword "Open Data" represents one of the nowadays' challenges. Institutions and companies are investing time and resources in order to turn such a concept into reality.

Open Data

Open data refers to the idea that certain data should be freely available for use and re-use.

Dealing with Open Data we must take into consideration, among the others, two main aspects:

- the public body can legally dispose of the processed data using them freely and eventually re-firing them as it may consider useful?

- How it can be wise to behave in managing their rights?

European Regulations

- "The Directive on the re-use of public sector information provides a common legal framework for a European market for government-held data (public sector information). It is built around two key pillars of the internal market: transparency and fair competition." (PSI)

- Directive 2003/98/CE – 17 Nov 2003 - GUCE n L 345 del 31 Dec 2003 also known as PSI Directive is the Reference document in the field of Public Bodies data re-use in the European Union

- This Directive aims to facilitate the "creation of products and services in information content, based on public sector documents, extended to the whole community, to promote the effective use across national borders, the use of public sector documents due to private companies, in order to obtain value-added products and services and to limit distortions of competition on the market .
- It focuses on the economic aspects of re-use of information rather than on the access of citizens to information. It encourages the Member States to make as much information available for re-use as possible. It addresses material held by public sector bodies in the Member States, at national, regional and local levels, such as ministries, state agencies, municipalities, as well as organisations funded for the most part by or under the control of public authorities (e.g. meteorological institutes). The Directive covers written texts, databases, audio files and film fragments; it does not apply to the educational, scientific, broadcasting and cultural sectors.

- Directive 2013/37/UE - 26 June2013 revision of the Directive has been adopted by the Union legislator. Member States now have 2 years to transpose the provisions of the revised Directive into national law. In July 2014, the Commission published guidelines to help the Member States transpose the revised rules and to indicate best practice in several fields of importance for the re-use of public sector information.

- Directives put obligations only on Member States. Therefore the Commission has adopted a separate decision to allow re-use of its own documents - going beyond the rules of the PSI Directive.

DIGITAL AGENDA FOR EUROPE
Implementation of the directive

13 Member States have adopted specific PSI re-use measures:

- Belgium (Federal, Flanders, Walloon, French, German, Brussels)
- Cyprus
- Germany
- Greece
- Hungary
- Ireland
- Italy
- Luxembourg
- Malta
- Romania
- Spain
- Sweden
- United Kingdom

3 member stated used previous laws

- Austria
- Denmark
- Slovenia

9 memer states adapted their regulations

- Bulgaria
- Croatia
- Czech Republic
- Estonia
- Finland
- France
- Latvia
- Lithuania
- Netherlands
- Poland
- Portugal
- Slovak Republic

Ownership, Intellectual Property, Privacy, etc

All the Public Bodies are mainly concerned about data ownership, intellectual property, privacy.

These questions take us to directly refer to aspects ranging between:

- the origin of the data set (responsible of the project , data providers , harvesting procedure, ..)
- the procedure activated in order to collect them at the time (who did the harvesting, information type, etc)
- the intellectual rights ownership and transfer (who is the actual owner, which rights have been transfered, etc)
- protection of sensitive data and related citizens' privacy issues
- statistic confidentiality (process to make data anonymous)

Privacy Issues

Release and re-use of public bodies datasets may impact citizens' privacy.

- Public domain data (datasets)
- Sensitive data

Personal information represent a wide range of data they include any data concerning any identifiable individual and in some countries applies even to companies if their data may involve individuals.

Typical sensitive data are: Name, Surname, private address, phone, VAT and Social Security numbers, email, car registration plate and even photo and voice recording.

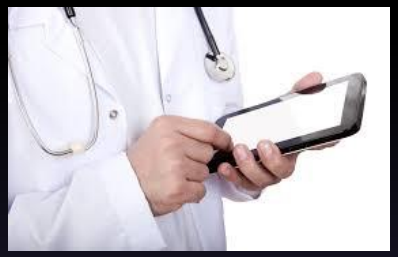
Personal data in addition means physical, physiologic, psychic, economic, social and cultural identity.

Off-limits data are the ones pertaining the intimate sphere of the individual: racial or ethnic origins, religious or philosophical beliefs, political issues, enrolment in political parties, associations plus health conditions, sexual behaviours and more

My data belongs to me

"Internet has a huge memory. Pictures, data and personal information will be stored, sold, duplicated and spread before you can utter the words "My data belongs to me". But what about the human right of data privacy? This issue will generate legal, technological and moral discussions for years to come, when actions need to be taken."

Internet Content & Services



- *ICT is stimulating changes in the way most people earn their incomes; altering the balance between our roles as consumer and producers; changing the way we educate succeeding generation and train ourselves; changing the fruition of world's cultural heritage; transforming the delivery of health care; altering the way we govern ourselves; changing the way we form communities; altering the way we obtain and communicate information; contributing to bridge some cultural or physical gaps; and modifying pattern of activity among the elderly.*

In recent times the digital domain, once strictly populated by professional users and computer scientists, open up to former digitally divided. Technology is evolving toward a mature "calm" phase, "users" are overlapping more and more "citizens" and they consider technology and eServices as an everyday commodity, to buy a ticket, to meet a medical doctor, to access weather forecast even to initiate "social" relation.

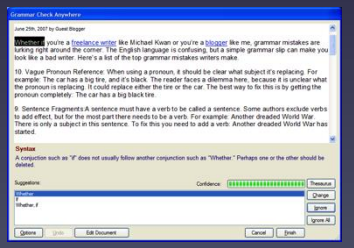
- How such a new wave influenced cultural diversity and languages? Till what extent eContent and Services are available in local languages? Is the Internet a melting pot creating a new lingua franca the "Engternet"? After different waves jeopardising cultural diversity such as the different aspects of globalisation including global markets and infrastructures the Internet and related services are a potential silver bullet to kill diversities. This aspect takes us to carefully consider the importance to preserve "diversity", especially in the digital age. Which is the real value of diversity?

Communication

- *We all know that the world population today is bigger than the number of people that lived on the planet earth since the human race appeared, but incredibly today is easier to disseminate ideas and content through the planet reaching individuals. This is one of the effects of the global inter-communication in the digital era. Moreover global software tools are unleashing everyday creativity no regards about citizenship, language, gender or census.*

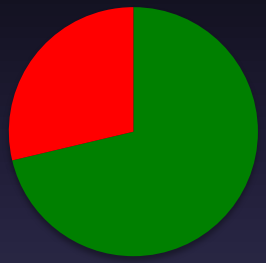
- On one hand the digital age is enabling better opportunities to exploit local cultures and knowledge due to minorities, on the other hand such a "global village" jeopardizes minorities and local cultures playing the role of standardization agent.

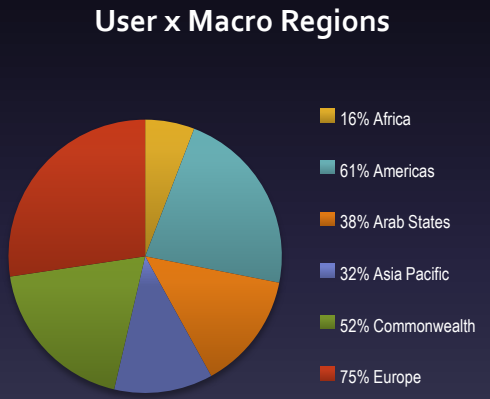
- A kind of English language, the one generated by spelling and grammar checkers, and translators is still placed in pole position but very close we find Chinese language quickly improving its ranking.

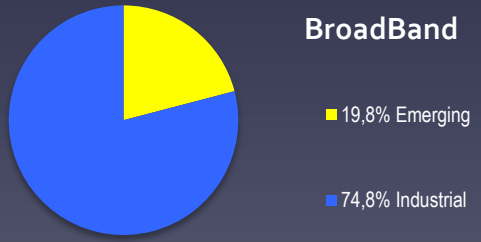


Citizens and Languages

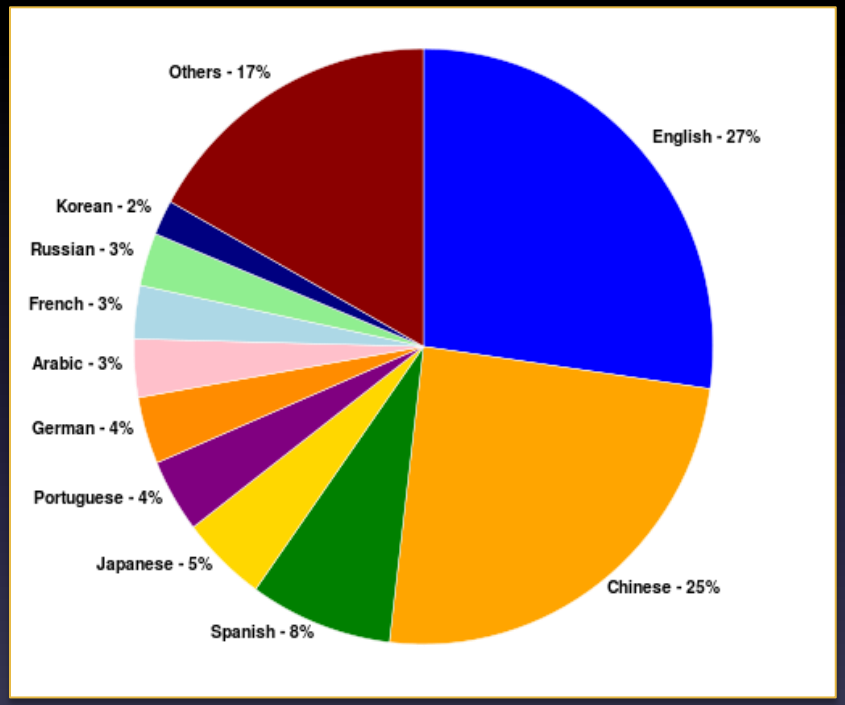
- Let's get a little bit into figures; accordingly with the latest International Telecommunication Union (ITU) survey 2014 on a world population round 7,1 billion we find a 61% of people not using at all the Internet and 39% of Internet active users where the gap between developing and developed countries is 31% to 77%. If we consider the subdivision by macro-regions of the world we find in 2013, again thanks to ITU surveys, Africa 16%, Americas 61%, Arab States 38%, Asia Pacific 32%, Commonwealth 52% and Europe 75%.
- More interesting are figures about Internet subscription subdivided by region subdivided by fixed or mobile connections. We find in 2013 and average value of 9.8% for fixed broadband line subscribers. In developed word this figure is 27.2% while in developing world is 6.1%. If we switch to wireless broadband the situation is quite different. The average value is 29.5% where 74.8% is due to developed world and 19.8% to developing world.
- The presence of different languages on the web may be summarized as W3Techs.com found in 2014, they ranked the first 36 languages but we can limit our insight to the first ten.

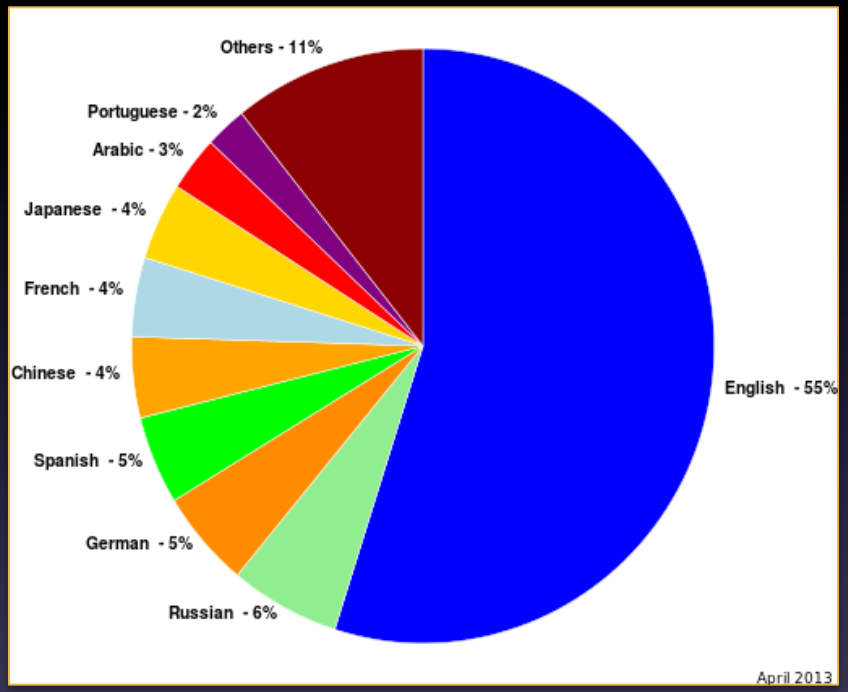






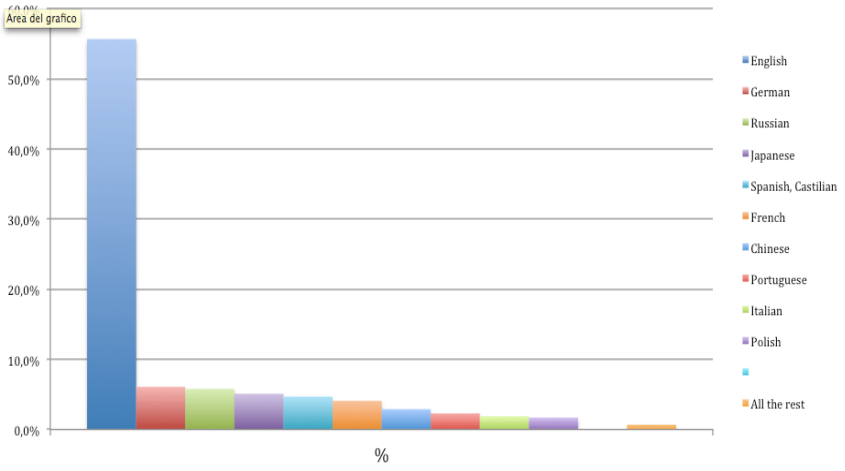
Internet Users By Language / Web Languages





Top 10 On Line Languages

Language	%
English	55,7%
German	6,1%
Russian	5,8%
Japanese	5,1%
Spanish	4,7%
French	4,1%
Chinese	2,9%
Portuguese	2,3%
Italian	1,9%
Polish	1,7%
All the rest	0,7%

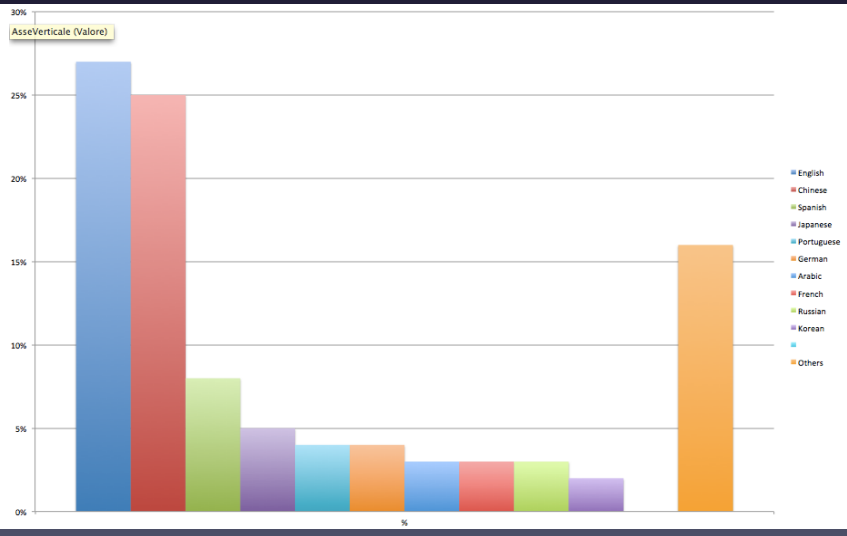


The first ten content languages for websites as of 12 March 2014

Global Internet Languages

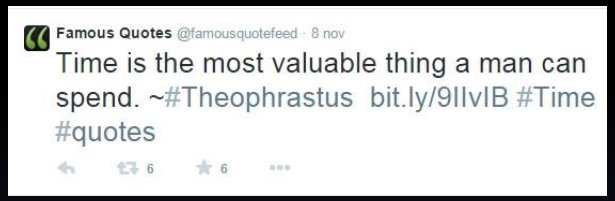
"Number of Internet Users by Language", *Internet World Stats*, Miniwatts Marketing Group, 31 May 2011, accessed 22 April 2012 - explanations on the methodologies used in the survey http://w3techs.com/technologies

Language	%
English	27%
Chinese	25%
Spanish	8%
Japanese	5%
Portuguese	4%
German	4%
Arabic	3%
French	3%
Russian	3%
Korean	2%
All the rest	16%



New languages, new formats

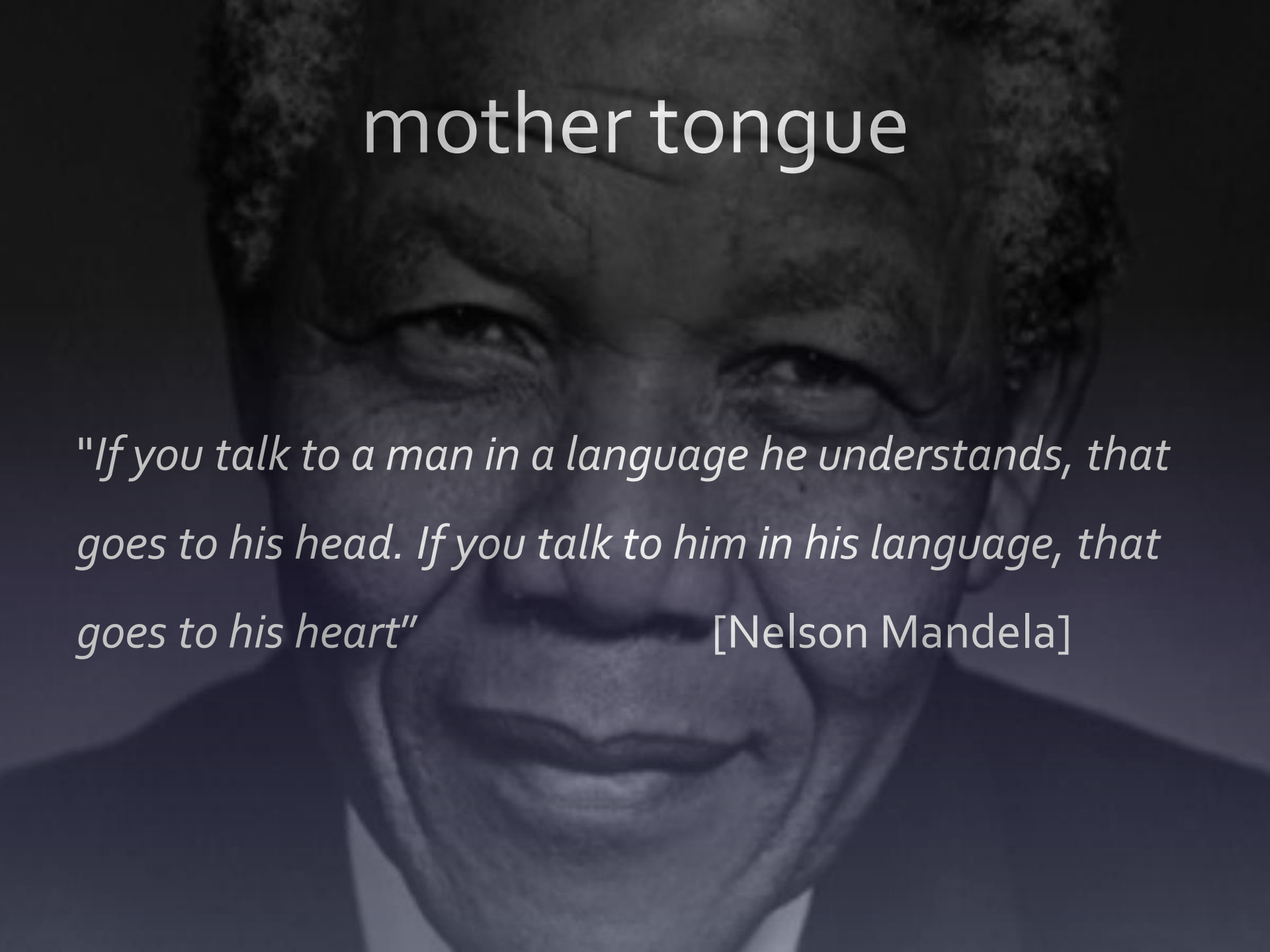
New devices and communication standards are inspiring new languages built on abbreviations, phonetic equivalences, graphic signs and emoticons, will the 140 chars tweet became the new structure of verses?



Smart phones and tablets are breaking time and space barriers including formerly divided people in the emerging cultural phenomenon. This is true both for young generation but even for elderly people that find tablets and smart phones more user friendly than "old" computers

Digital technology is offering new ways to express creativity in different fields: music, images, videos, physical objects and more, enabling young generation to express their feeling and contribute to the creative industries.

mother tongue



"*If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart*" [Nelson Mandela]

Final remarks

- Open data, availability, ownership, IPR

- Privacy and personal information

- eContent & Services in local languages

Content, Creation, and Communications Understanding The Value

Dr. Alan R. Shark

Executive Director Public Technology Institute

Associate Professor of Practice Rutgers University School of Public Affairs & Administration

Why is Content Important?

- 65% of Americans are dissatisfied with how government works (Gallup Poll, 2013)
- 70% of Americans don't trust government to do the right thing (Pew Research Center, 2013), and;
- 85% of Americans are frustrated with government (Pew)
- 61% of the world population do not trust government (Edelman Trust Index, 2014)

Search Data.gov

DATA.GOV

DATA TOPICS IMPACT APPLICATIONS DEVELOPERS CONTACT

OPEN GOVERNMENT

Since his first full day in office, President Obama has prioritized making government more open and accountable and has taken substantial steps to increase citizen participation, collaboration, and transparency in government.

Data.gov, the central site for U.S. Government data, is an important part of the Administration's overall effort to open government.

Open Data in the United States

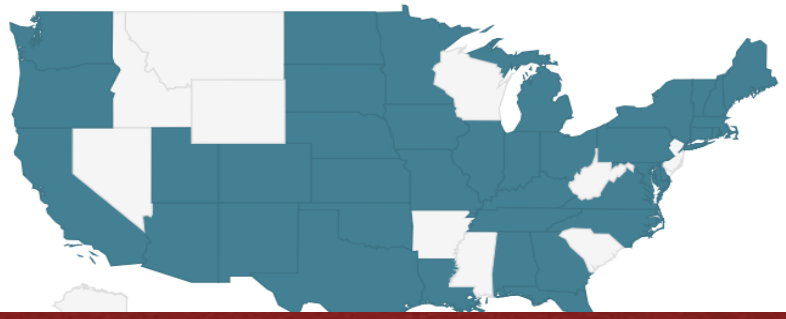
A large number of cities, counties, and states have open data sites.

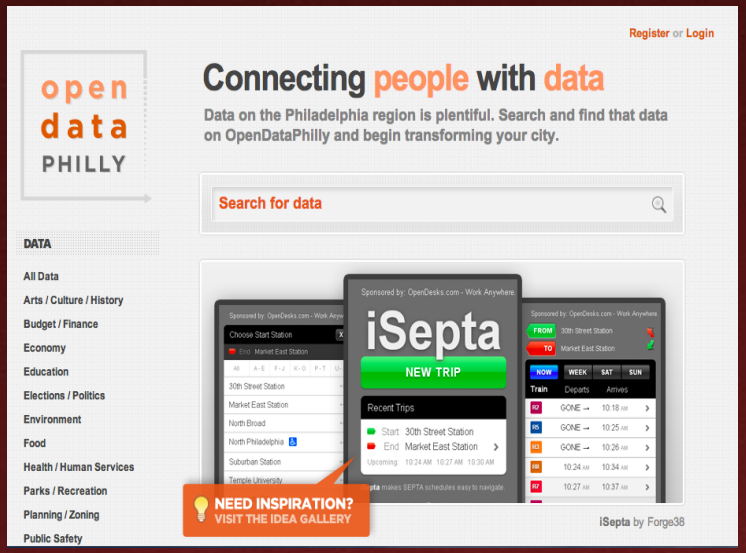
- Cities.Data.gov
- Counties.Data.gov
- States.Data.gov

U.S. States	U.S. Cities and Counties	International Countries	International Regions
38	46	46	163

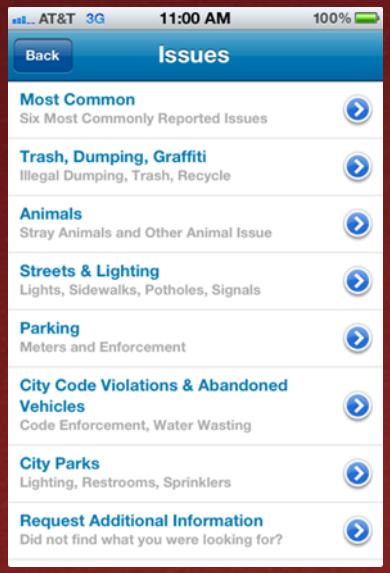
Download the full list of Open Data Sites in the following formats: [CSV] | [EXCEL]
A number of local governments in the United States have launched their own sites with access to machine-readable data.

US States

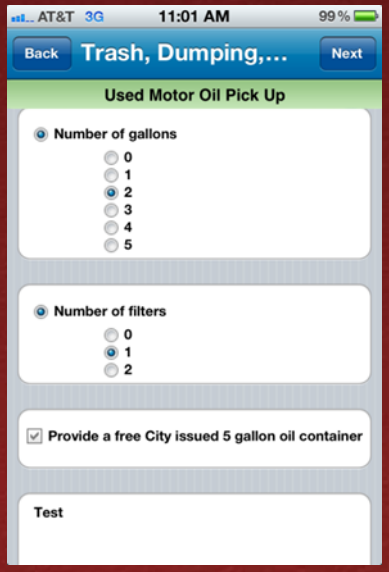


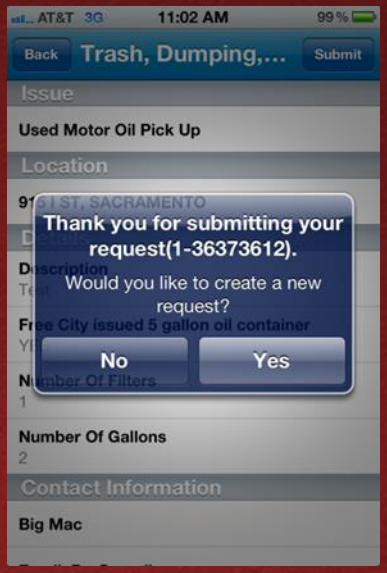

Register or Login
open data PHILLY
Connecting people with data
Data on the Philadelphia region is plentiful. Search and find that data on OpenDataPhilly and begin transforming your city.
Search for data
DATA
All Data
Arts / Culture / History
Budget / Finance
Economy
Education
Elections / Politics
Environment
Food
Health / Human Services
Parks / Recreation
Planning / Zoning
Public Safety
iSepta
NEW TRIP
Recent Trips
NEED INSPIRATION?
VISIT THE IDEA GALLERY
iSepta by Forge38

dataMontgomery
Sign Up
Sign In
Montgomery County Home
openMontgomery
engageMontgomery
MC311
Video Guides
Help
Welcome to dataMontgomery
Direct access to County datasets in consumable formats is available here, offering the public an opportunity to review and analyze raw data, and the opportunity to use it for a variety of purposes. Included is the opportunity to use datasets in the development of Smartphone apps that create value for residents and better connect them to County government services.
FY14 Budget
This dataset includes the Fiscal Year* 2014 Council-approved operating budget for Montgomery County.
Food Inspection
Inspection results from the Licensure & Regulatory Services Program for all licensed retail food establishments in Montgomery County.
Completed MC311 Service Requests
Information on all MC311 Service Requests received (via email or phone) since July 1, 2012. This data is updated daily.
Residential Permits
Data for all Residential Building Permits issued since 2000, including status and work performed.


AT&T 3G
11:00 AM
100%
Back
Issues
Most Common
Six Most Commonly Reported Issues
Trash, Dumping, Graffiti
Illegal Dumping, Trash, Recycle
Animals
Stray Animals and Other Animal Issue
Streets & Lighting
Lights, Sidewalks, Potholes, Signals
Parking
Meters and Enforcement
City Code Violations & Abandoned Vehicles
Code Enforcement, Water Wasting
City Parks
Lighting, Restrooms, Sprinklers
Request Additional Information
Did not find what you were looking for?

AT&T 3G
11:01 AM
100%
Cancel
Drag Pin to Adjust
Done
Used Motor Oil Pick Up
1091 G ST, SACRAMENTO
Zapata Park
Sacramento City Hall
Tree Services
Cesar Chavez Plaza Park
Google


AT&T 3G
11:01 AM
99%
Back
Trash, Dumping,...
Next
Used Motor Oil Pick Up
Number of gallons
0
1
2
3
4
5
Number of filters
0
1
2
Provide a free City issued 5 gallon oil container
Test


AT&T 3G
11:02 AM
99%
Back
Trash, Dumping,...
Submit
Issue
Used Motor Oil Pick Up
Location
Thank you for submitting your request(1-36373612).
Would you like to create a new request?
No
Yes
Number Of Gallons
2
Contact Information
Big Mac

SOLUTIONS FOR STATE AND LOCAL GOVERNMENT

GOVERNMENT TECHNOLOGY

MAGAZINE / SUBSCRIBE / NEWSLETTER / NEWS / EVENTS / REPORTS / VIDEO / ADVERTISE / CENTE
ABOUT / MORE

E-GOVERNMENT

King County, Wash.'s Open Data Turned Into Real-Time Bus Tracking App

Part of open data in[illegible] Seattle-based county to make hundreds of data sets available for citizens, innovc[illegible]nps.

King County, Wash., Creates Residential Parking Calculator

The Right Size Parking Calculator estimates parking demand down to a single parcel of land.

BY NEWS STAFF / MAY 3, 2013

7

5

Cities often overbuild on parking. Why? Because that's the way it's been done for years -- and because residential developers fear not having *enough* parking.

But in the state of Washington, the King County Metro Transit

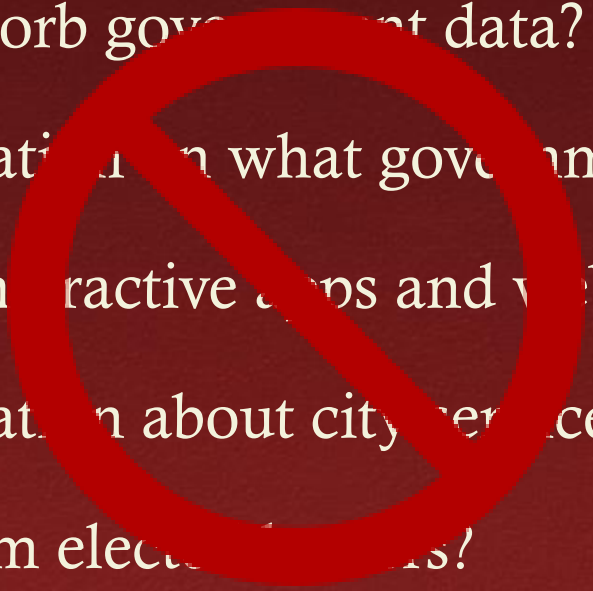
pti
www.pti.org

What Do Citizens Really Want?

- Read and absorb government data?
- More information on what government does for them?
- Want more interactive apps and websites?
- More information about city services?
- Messages from elected leaders?

What Do Citizens Really Want?

- Read and absorb gov[illegible]t data?
- More informati[illegible]n what gov[illegible]ment does for them?
- Want more in[illegible]ractive [illegible]ps and w[illegible]bsites?
- More informat[illegible]n about city [illegible]ces?
- Messages from elec[illegible]s?

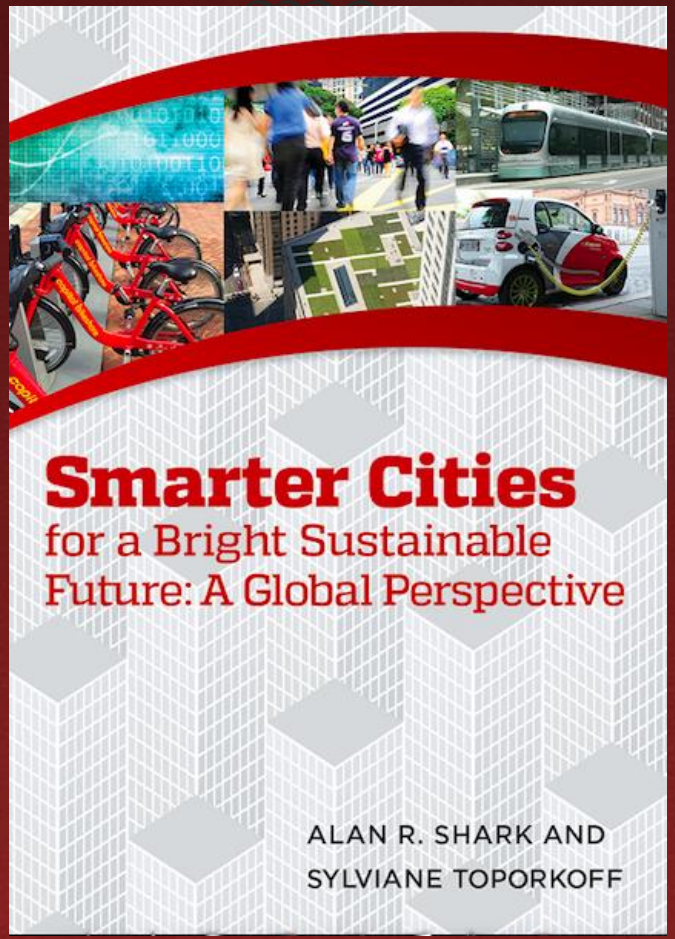


pti
www.pti.org

Citizens *Do* Want…..

- Citizen-centric meaningful information (not data)
- Accurate transportation information, schedules, and interactive maps.
- Transact most business online or through apps.
- Restaurant health ratings and closures.
- Really be heard on policy issues.
- Online voting.
- To trust government; administratively and politically.

Available Resources



pti
www.pti.org

Public Technology Institute

1420 Prince Street, 3rd Floor

Alexandria, VA 22314

United States

Contact: ashark@pti.org
PTI: www.pti.org

pti
www.pti.org

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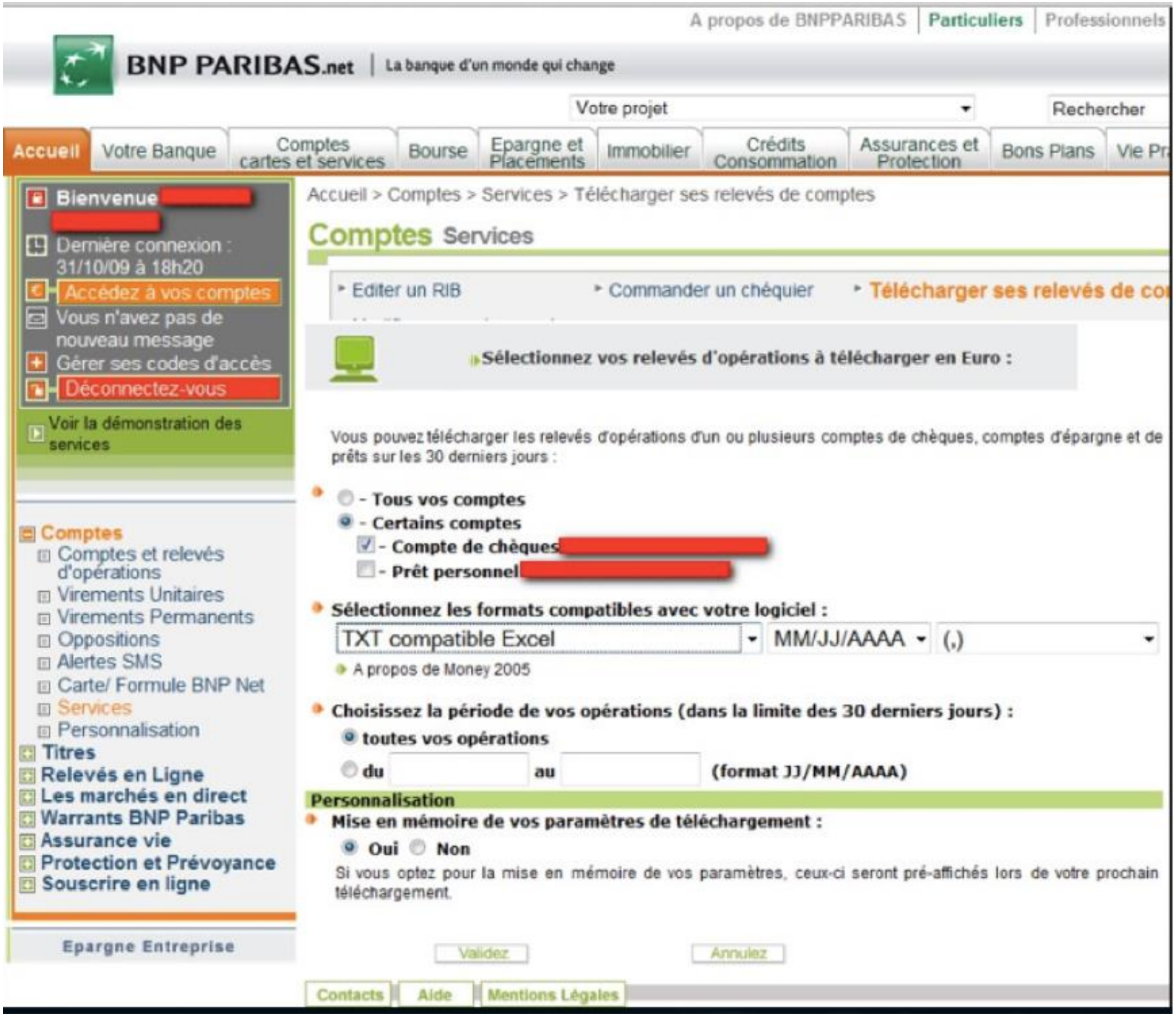
Shaping the future 2014

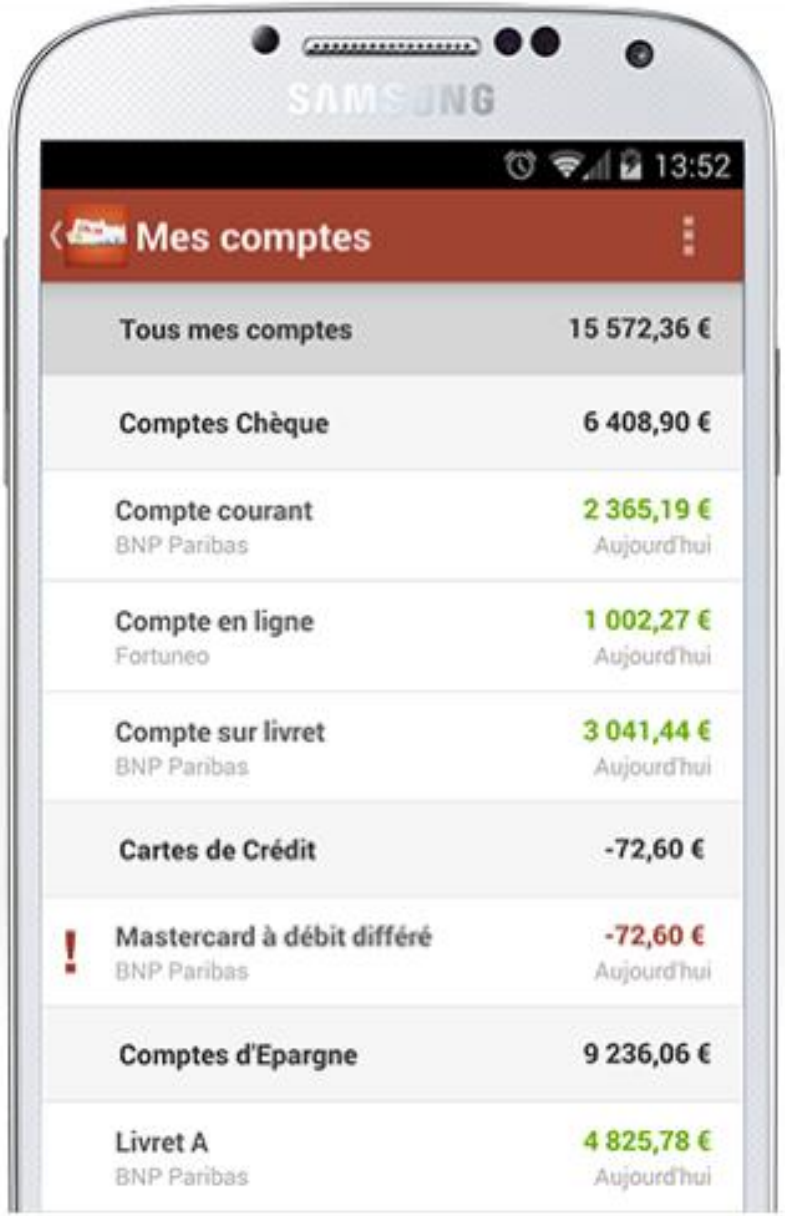
How to create value from data?

Stéphanie Bacquere

Founder and Co-CEO NOD-A France


A propos de BNPPARIBAS
Particuliers
Professionnels
BNP PARIBAS.net
La banque d'un monde qui change
Votre projet
Rechercher
Accueil
Votre Banque
Comptes cartes et services
Bourse
Epargne et Placements
Immobilier
Crédits Consommation
Assurances et Protection
Bons Plans
Bienvenue
Dernière connexion : 31/10/09 à 18h20
Accédez à vos comptes
Vous n'avez pas de nouveau message
Gérer ses codes d'accès
Déconnectez-vous
Voir la démonstration des services
Comptes
Comptes et relevés d'opérations
Virements Unitaires
Virements Permanents
Oppositions
Alertes SMS
Carte/ Formule BNP Net
Services
Personnalisation
Titres
Relevés en Ligne
Les marchés en direct
Warrants BNP Paribas
Assurance vie
Protection et Prévoyance
Souscrire en ligne
Epargne Entreprise
Accueil > Comptes > Services > Télécharger ses relevés de comptes
Comptes Services
Editer un RIB
Commander un chéquier
Télécharger ses relevés de co
Sélectionnez vos relevés d'opérations à télécharger en Euro :
Vous pouvez télécharger les relevés d'opérations d'un ou plusieurs comptes de chèques, comptes d'épargne et de prêts sur les 30 derniers jours :
- Tous vos comptes
- Certains comptes
- Compte de chèques
- Prêt personnel
Sélectionnez les formats compatibles avec votre logiciel :
TXT compatible Excel
MM/JJ/AAAA
(,)
A propos de Money 2005
Choisissez la période de vos opérations (dans la limite des 30 derniers jours) :
toutes vos opérations
du
au
(format JJ/MM/AAAA)
Personnalisation
Mise en mémoire de vos paramètres de téléchargement :
Oui
Non
Si vous optez pour la mise en mémoire de vos paramètres, ceux-ci seront pré-affichés lors de votre prochain téléchargement.
Validez
Annulez
Contacts
Aide
Mentions Légales

17:01
Linxo
Tous mes comptes 15 575,36 €
Comptes Chèque 6 408,90 €
Cartes de Crédit -72,60 €
Comptes d'Epargne 9 239,00 €
Notifications
La plus récente date du 20 février
1
Février 2014
Revenus 1 645,56 €
Dépenses -839,53 €
Mon épargne
319 €
épargnés entre août et janvier
Opérations à catégoriser
Aucune depuis le 22 décembre
Vous aimez Linxo ?
Faites-nous connaître !


SAMSUNG
13:52
Mes comptes
Tous mes comptes 15 572,36 €
Comptes Chèque 6 408,90 €
Compte courant 2 365,19 €
BNP Paribas Aujourd'hui
Compte en ligne 1 002,27 €
Fortuneo Aujourd'hui
Compte sur livret 3 041,44 €
BNP Paribas Aujourd'hui
Cartes de Crédit -72,60 €
Mastercard à débit différé -72,60 €
BNP Paribas Aujourd'hui
Comptes d'Epargne 9 236,06 €
Livret A 4 825,78 €
BNP Paribas Aujourd'hui

Dépenses
Logement, immobilier
-965,50 € dans 2 opérations
50,7 %
-1 905,73 €
BlackBerry

THEY WORK DIFFERENTLY !

UPGRADE NOW !

5 PRINCIPLES

ORGANIZE SPRINTS

GATHER THE KEY TALENTS

WORK CLOSELY TOGETHER

PROTOTYPE AT EVERY STAGE

CONTRIBUTE COLLECTIVELY

MAKE STOR MING

CONCEPTUAL BACKGROUND

MAKERS

- WIKISPEED
- DIY
- PROTOTYPING

DEVELOPPERS

- HACKATONS
- AGILE
- LEAN START-UP

MANAGEMENT

- WAR ROOM
- SERIOUS GAME MANAGEMENT
- HOLACRATY
- BM CANVAS

ENGINEERS

- LEAN MANAGEMENTT
- CK
- OPEN INNOVATION

DESIGN

- USER CENTRIC DESIGN
- GRAPHIC FACILITATION
- OPEN INNOVATION

CREATIVITY

- DESIGN THINKING
- TAYLOR'S FACILITATIO N
- BRAINSTORMING
- CPS

MAKE STOR MING

GROUND BACKGROUND

CONCEPTION OF PRODUCTS AND SERVICES

BNP PARIBAS CARDIF

HAWORTH

eDF

L'ORÉAL

LAUNCHING OF COLLABORATIVE PROJECT

SNCF

CNNum
Conseil National du Numérique

MUSEOMIX

FDJ

RESPOND TO A CALL TO RFP

suez environnement

Lyonnaise des Eaux

SYSTRA

CRÉDIT AGRICOLE

CONSTRUCTION OF STRATEGIC VISION

Capgemini

TOTAL

MAIF
ASSUREUR MILITANT

adeo

CREATION OF COLLABORATIVE SPACE

adeo

SEPHORA

« Makestorming has enabled us to accelerate our projects, to bring e real component of innovation but most of all to motivate our teams by making them create the solution»

Héloïse Lauret

Innovation director at BNP Paribas Cardif

Disponible sur App Store

STOP PLANNING 5 YEARS!

FOCUS
ON A CONCRETE
PROJECT

WORK DIFFERENTLY

MAKE IT A SUCCESS!

GO VIRAL

Stephanie @ nod-a.com
MAKE
STOR
MING
NOD-A
forme
PERMANENT

Global Forum
Shaping the future 2014

Innovation and social media: a “media based” golden age?

Patrick-Yves Badillo

Prof. Univ. Geneva and Director Medi@LAB

THE TEAM

SMAshIng (Social Media and Innovation) is an International Research Project between Switzerland, Australia and Luxembourg

Pierre-Jean Barlatier Senior Researcher Strategy & Innovation Management, CRP Henri Tudor, Luxembourg

Patrick Yves Badillo Directeur de Medi@LAB-Genève, Université de Genève

Emmanuel Josserand, Professeur, University of Technology, Sydney, Australia

Angela Von Beckh, Doctoral candidate, Université de Genève

Research scope and partners

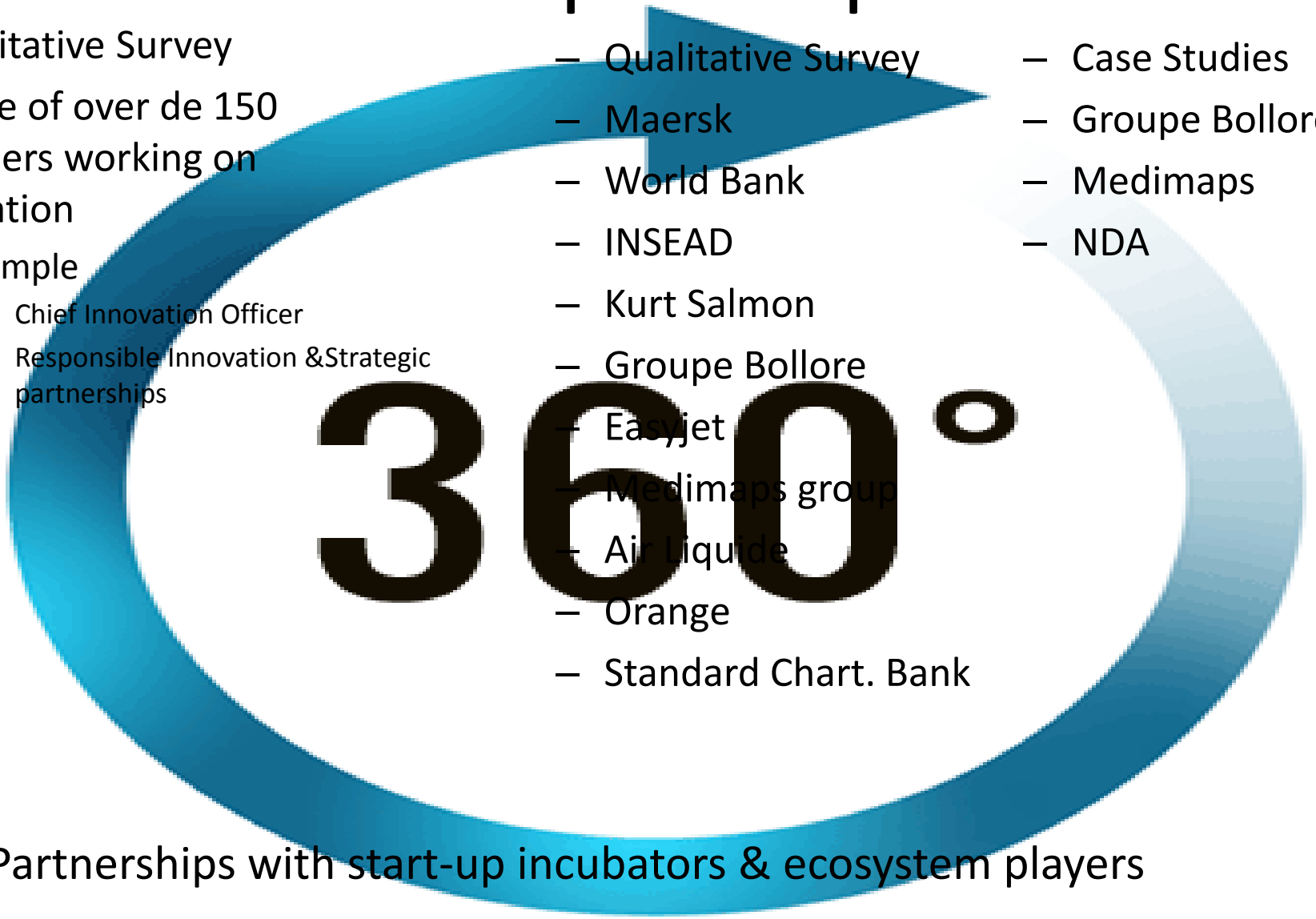
Quantitative Survey

Sample of over de 150 members working on Innovation

- example
  - Chief Innovation Officer
  - Responsible Innovation &Strategic partnerships

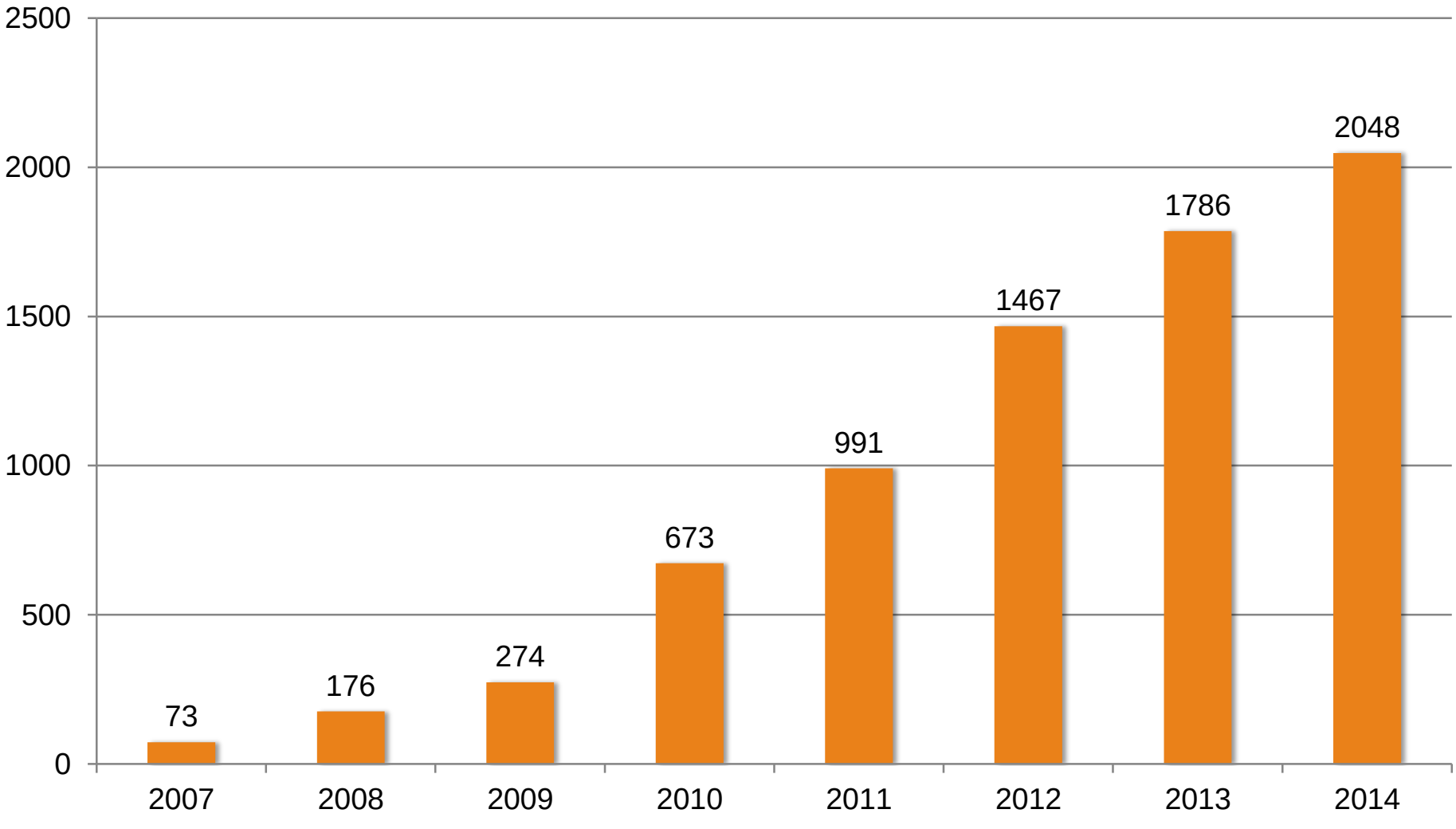
- Qualitative Survey
- Maersk
- World Bank
- INSEAD
- Kurt Salmon
- Groupe Bollore
- Easyjet
- Medimaps group
- Air Liquide
- Orange
- Standard Chart. Bank

- Case Studies
- Groupe Bollore
- Medimaps
- NDA

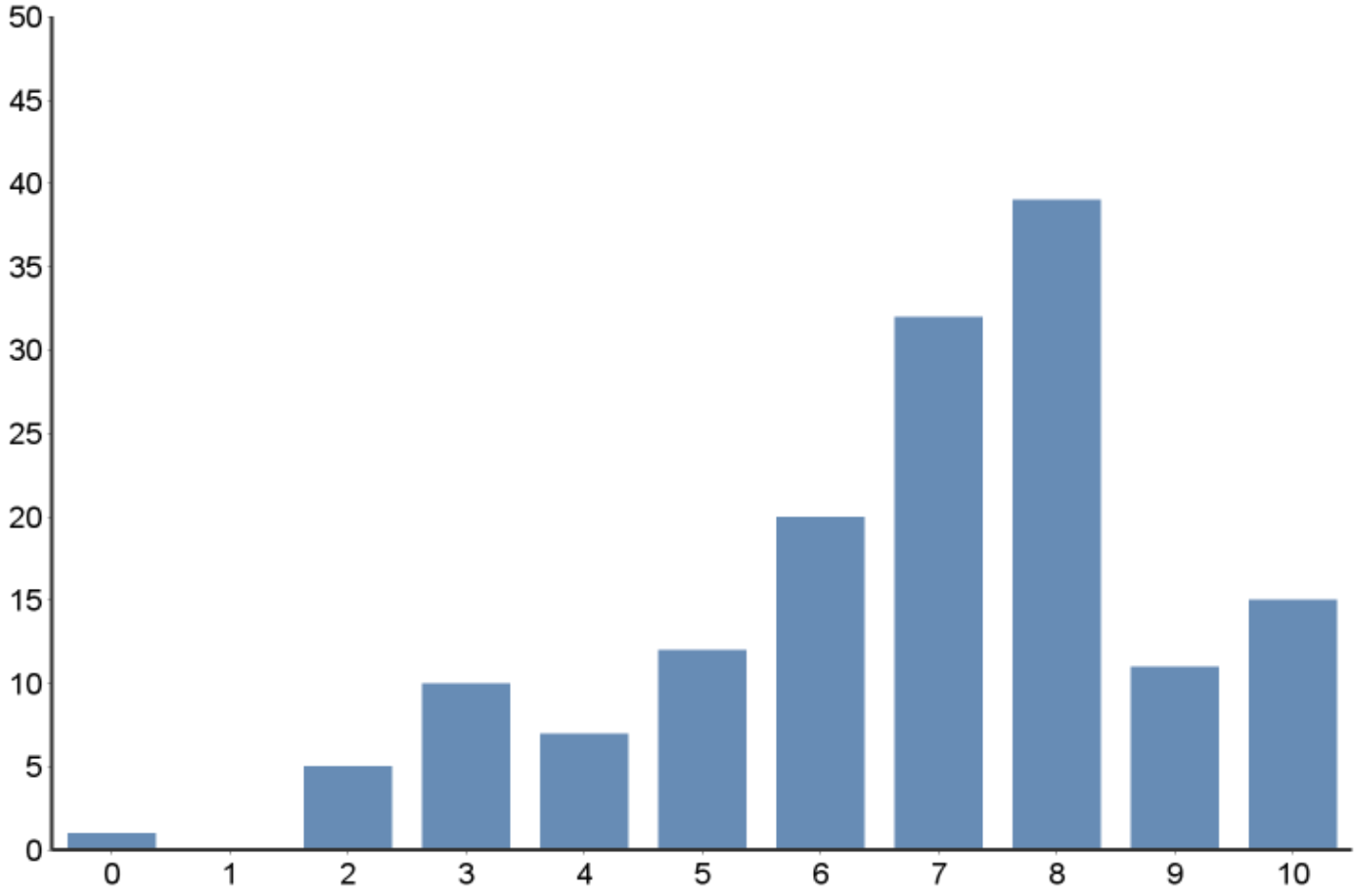


Partnerships with start-up incubators & ecosystem players

INNOVATION ET RÉSEAUX SOCIAUX



On a scale from 0-10, how likely are Social Networks to foster Innovation?



Hypothesis resulting from empirical research : survey with over 150 Innovation professionals

- Digital Paradox - Innovation not leveraged to its full potential since less cross fertilization between heterogonous actors (due to clustering amongst homogenous groups)
- Internal social networks behave differently from public social networks, clear dichotomy success versus failure, very little middle ground
- Specific functionalities such as Video perceived as key for fostering innovation (YouTube, internal social network for large multinational group based on videos)
- Millenials/Generation Y uses social media differently than all other generations combined, thus different innovation patterns
- Social Network and Innovation patterns strongly influenced by company culture

Global Forum
Shaping the future 2014

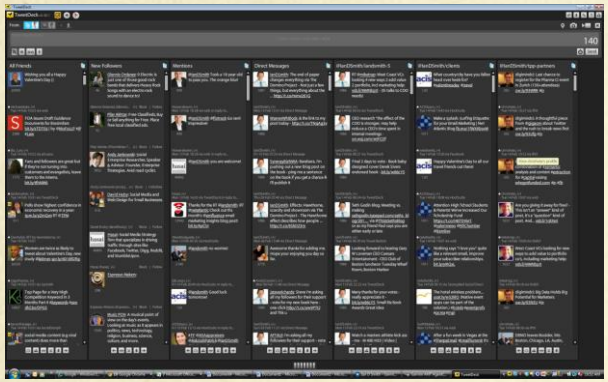
Participatory platforms for democracy and engagement

Prof. Giovanna Di Marzo Serugendo

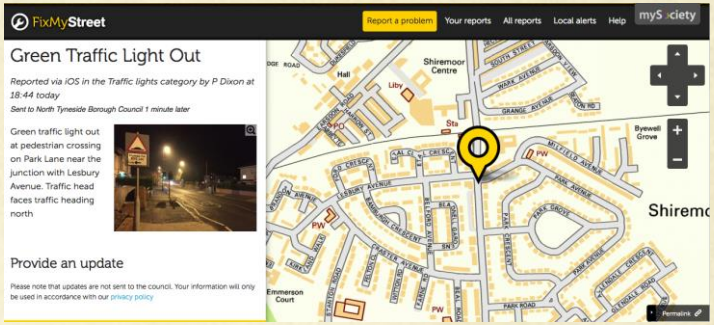
University of Geneva,
Centre Universitaire d'Informatique,
Institute of Information Service Science

Collaboration, participation, engagement

Information sharing



Citizen as a sensor



Citizen as a scientist

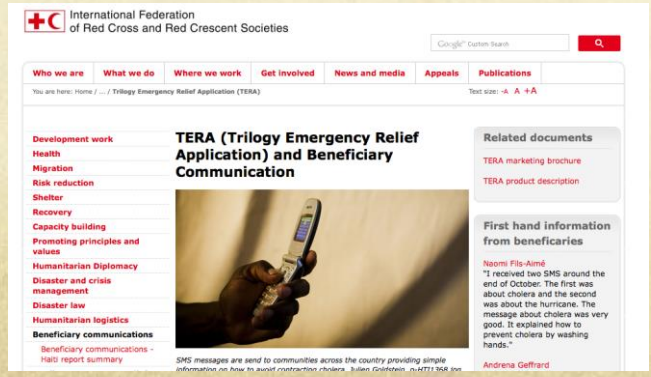
Democratic engagement

Technology tools

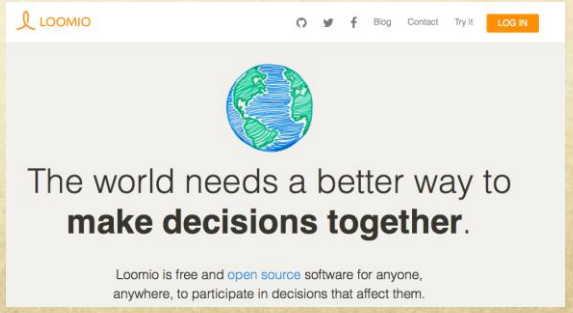
Web based platforms
Social Media

Crowdsourcing platforms

Mobile phones



Open Source Platforms / Democracy

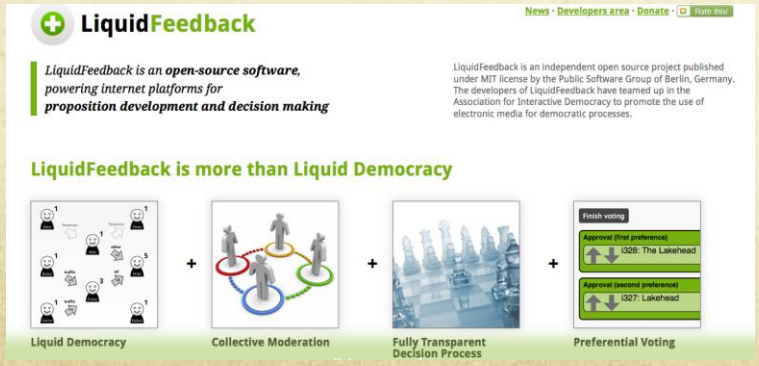


Platforms for democracy and engagement

Voting tools / e-signature tools

Voting advice

Preferential Voting and Opinions



Information, conversation, vote

Cross-cutting Aspects / Issues

Ethics Issues / Risks

- Privacy and Data Protection
- Freedom of expression
- Surveillance
- Manipulations by government (propaganda)
- Transparency

Platforms for democracy

- Aggregation of opinions
- Preferential vote
- Collaboration instead of actual participation

Usage Issues

- Cultural aspects
- Digital divide
- Lack of incentives

Vision for the future – How to go further?

What Requirements?

- Open source software
- Extreme citizen science: collaborate, define problem, analyse
- Shaping and designing policies: citizen as a policy maker
- Incentives (e.g. laws/policies brought to parliament)
- Ethics and privacy

What Research Aspects?

- Emerging trends in discussion
- Informed decisions involving expert advice
- Ethics and privacy by design

Thank you

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Shaping the future 2014

GovDelivery

Ismael Dia

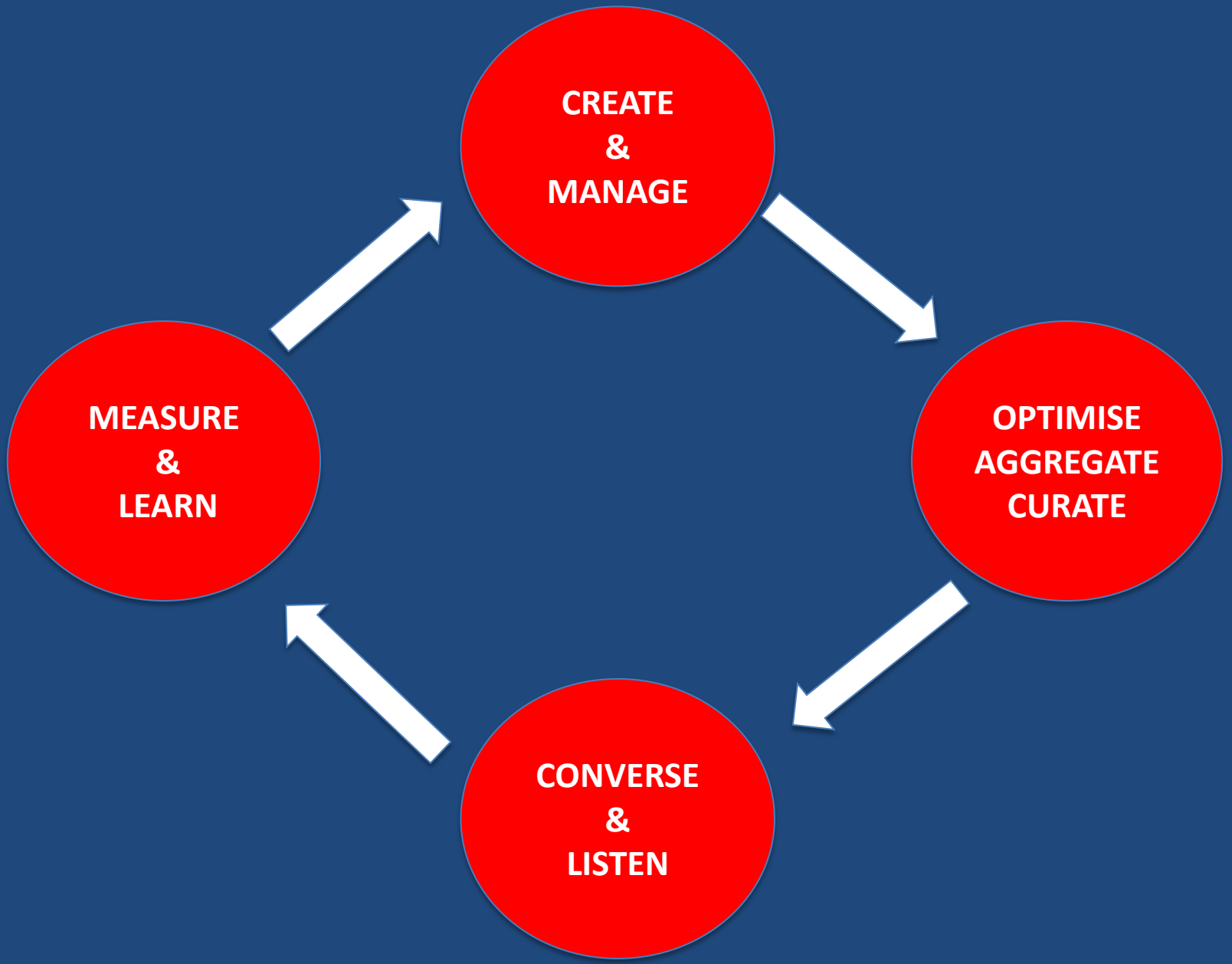
Sen. Dir. Government Accounts, GovDelivery Europe

GovDelivery

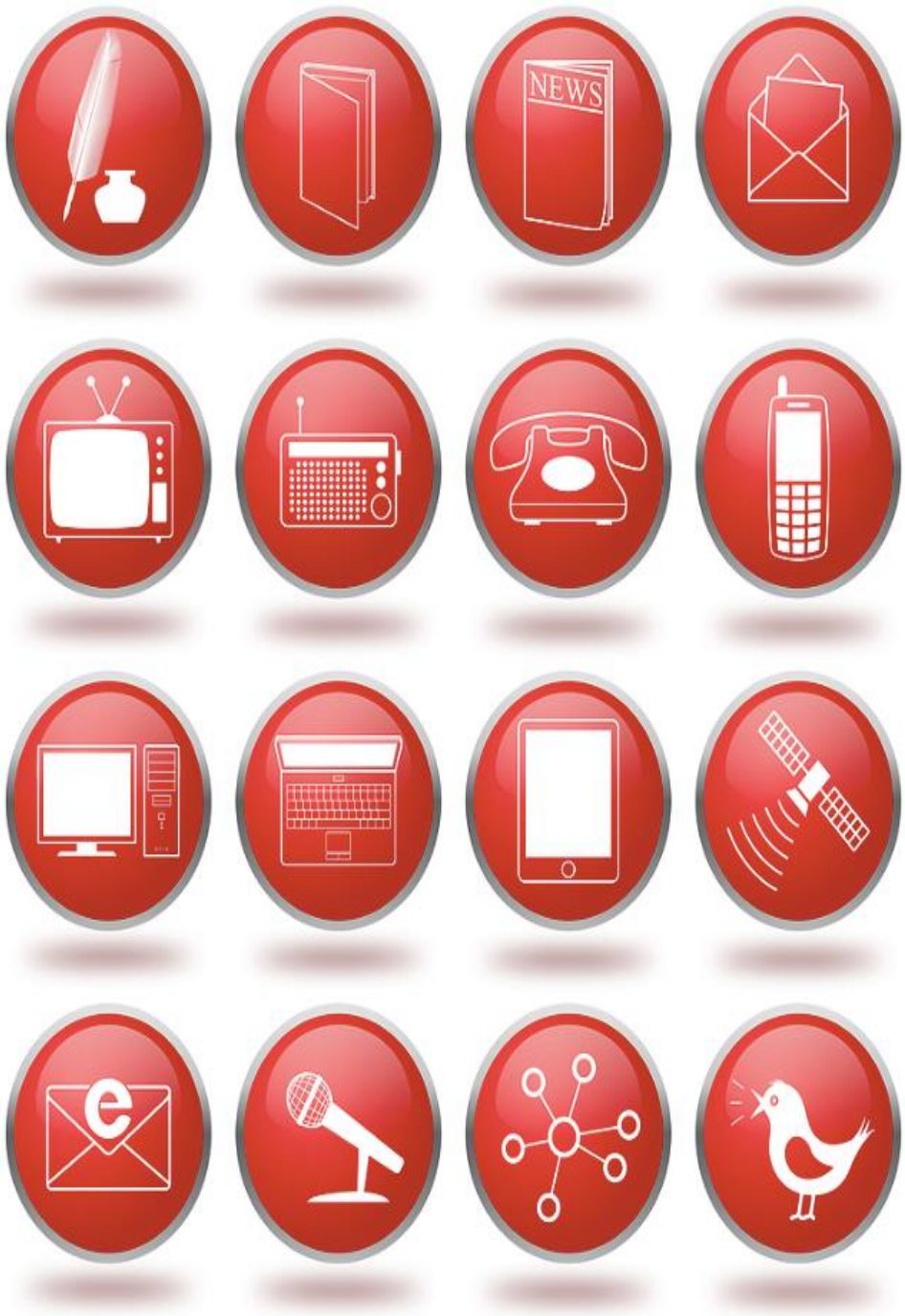
10 QUESTIONS EVERY RESILIENT COMMUNITY SHOULD ASK

1. What kind of data is important to our organization?
2. Have we prioritized our data?
3. How is data currently accessible to employees during a crisis? What can we do to improve?
4. What location based solutions already exist to start addressing my problem?
5. What role does technology play and what's our technology roadmap?
6. How often are we planning and preparing for a crisis?
7. How do we become more agile and proactive to address complex problems our community faces?
8. How have we encouraged collaboration? Have we engaged the right stakeholders to discuss how to become more resilient?
9. What are the biggest threats to our community? Environmental, infrastructure, transportation, climate change, other? How do we mitigate the threats?
10. What kinds of opportunities exist for us?

CONTENT PROCESS



Content Collaboration
Web Content Management
Blogging
Online Editing, Collaboration
Testing A/B, Multivariate
Content Targeting
Content Aggregation
Create, Edit & Manage
Aggregate, Curate & Optimize
Engagement Automation
Curation & Conversation
Measure, Analyze & Learn
Promote, Converse & Listen
Web Analytics
Social Analytics
Business Intelligence
Social Platforms
Social Collaboration
Listening Tools
Social Content Analytics



Thank You

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Co-founder & CEO WORLDCRUNCH

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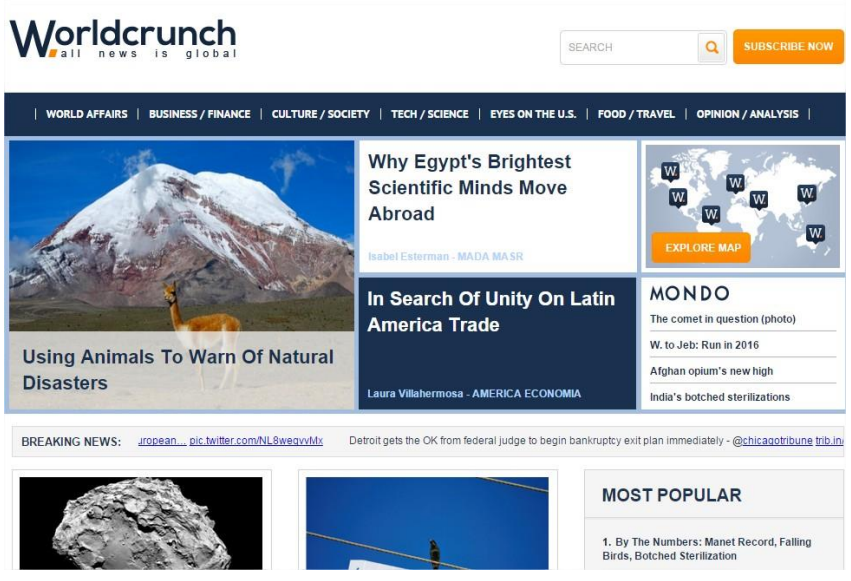

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5 Worldcrunch Notable Facts

1. Featured on Washington Post, Time.com, Business Insider, BBC, +
2. Syndication partnerships with The New York Times SYNDICATE
3. Advertising partnership with The Economist
4. Kickstarter funded by Nicholas Negroponte, Sree Sreenivasan, Dario Meli and +
5. Nominated for Digital Innovation of the Year in the 2013 Newspaper Awards

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Success And Failure As Moscow Pushes Digital Apps

MOSCOW — Over the past two years, this city's government has proudly launched several mobile applications meant to improve the lives

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A City Should Force You Off Your Arse

-Essay- BUENOS AIRES — Since the time Homo became sapiens, we have tried to find the means to move as little as possible. And now we

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When A Remote Indonesian Village Plugs Into The Internet

MELUNG — In Indonesia, not everyone has access to the Internet, and it is quite rare to be able to connect in rural and mo...

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CAIRO — KarTag, a mobile phone application designed to help people organize carpools through their networks of Facebook friends, was

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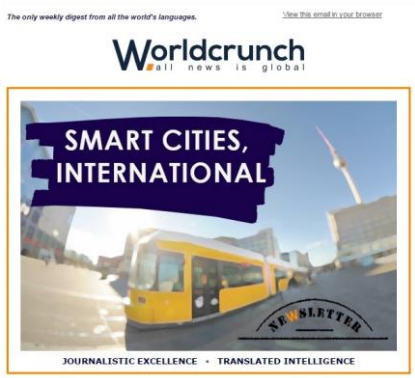

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Humanities 2.0 in Venice: The e-Museum of Medical Science

Mario Po - Ex. Dir.Azienda

Andrea Frascati - Bus. Dev. Man. SmartP@per

SCUOLA GRANDE DI SAN MARCO

Humanities 2.0 in Venice: The e-Museum of Medical Science

SMARTEST
Digital Solution

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Geneve, 11/17/2014

The Venetian museum of Medical Science

- Venice is one of the worldwide cities that best represents, in its secular history, innovation, challenge, creativity, sustainability.
- Venice is also the summit of a culture, an art and a science like no other.
- Landmarks of this priceless value are those which refer to San Marco: the Basilica, the Bell Tower, the San Marco Square, and near to the border of the lagoon, the ancient Scuola Grande of San Marco (SGSM).
- This school, that has been for centuries the most powerful private organization in Venice, is today a very important museum centre for the medical science history.
- This historical pole of human sciences that has accumulated culture for seven centuries, today, thanks to technological innovation, can also spread it and multiply it with the opportunities of the network, respecting the compatibility of this complex place.

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From Open Data to Linked Open Data

- To fully benefit from Open Data, it is crucial to put information and data into a context that creates new knowledge and enables powerful services and applications. As LOD facilitates innovation and knowledge creation from interlinked data, it is an important mechanism for information management and integration.

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- 5 Stars Model
  - * Information is available on the Web (any format) under an open license
  - ** Information is available as structured data (e.g. Excel instead of an image scan of a table)
  - *** Non-proprietary formats are used (e.g. CSV instead of Excel)
  - **** URI identification is used so that people can point at individual data
  - ***** Data is linked to other data to provide context

- The power of linked open data
- Linked Data?
- Why should we link data on the web and how do we do it?

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Linked open data for cultural heritage

Linked Open Data (LOD) projects are happening all around the world, expanding the way that we access cultural heritage. Libraries, museums, and archives are figuring out new ways to export their data in triples, integrate external linked datasets into their collections, and develop new interfaces for users to experience cultural heritage.

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Several organizations and informal groups have made headway in developing new user interfaces that allow those interested in culture heritage to experience open and linked collections in new ways. Many of these projects are still at a proposal stage, but highlight the work that has yet to be done and the challenges that will have to be met in order to integrate linked open data into every cultural heritage users experience.

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Humanities 2.0: Use Case

- Why is Linked Open Data important for Humanities 2.0 and its community?

- The goal of the LOD program is to publish its library data on theWeb in a way that makes its semantic relationships available to other data sources. The SGSM describes linked data as the appropriate conceptual framework for achieving this goal.

- The SGSM will release a Linked Object Datasets comprised of 10,000 medical objects reflecting the evolution of cultural history of the Medical Science since1190 to 1850; It linked 5 datasets containing information about the historical medical-library, Archival documents of hospital since 1190, Museum of pathological anatomy, museum of medical instruments, and an eighteenth – century historical farmacy . The metadata, serialized in RDF-XML format, are available with a **web service** interface.

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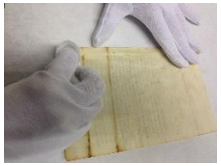
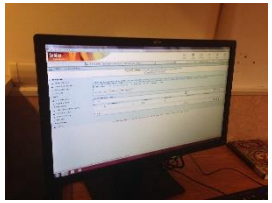
Project's steps

Library Archive

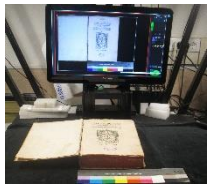
Preservativ Restoration



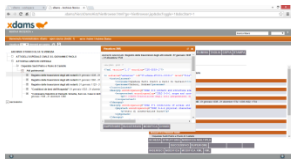
Cataloging Filing



Digitization



Metadating



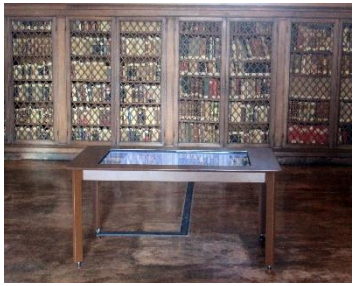
Publishing

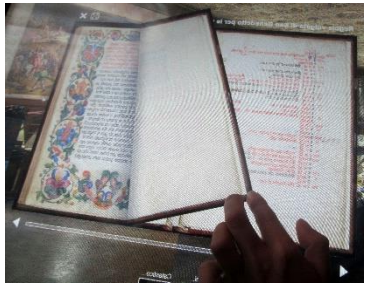
1 2 3 4 5 6

Consumption Perspective

ON SITE

55” and 36” multimedial Touch Screen

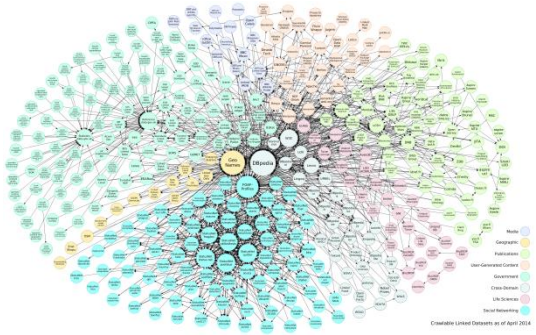




ON LINE Open Data

http://emuseum.scuolagrandesanmarco.it/

ON LINE Linked Open Data



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LOD Application:
Tools for anatomical studies according to Vesalius and their link to the tools which are in the museum.

200 AND. VESALII DE CORPORIS
DE INSTRVMENTIS, QVAE ANATOMES
studioso debent esse ad manum. Caput XLI.
ANATOMICORVM INSTRVMENTORVM DELINEATIO.

QVADRAGESIMIPRIMI CAPITIS FIGVrarum, eiusdemq; characterum Index.

PRAESENTI figura, mensa cuidam incumbentē finximus asserem, quo in uiuorum sectionibus utimur: dein huic asseri omnia propemodum accōmodauimus, quibus in dissectionum administrationibus, adeoq; tota Anatome quis uti posset.

A, A Mensa, cui reliqua omnia modo seriatim indicanda supersternuntur.
B, B Asser, uiuis sectionibus administrandis idoneus.
C, C Varia foramina, quibus laqueos pro animalis mole adhibemus, quum femora & brachia uincimus.
D, D Eiusmodi anuli manibus pedibusq; ligandis adaptantur.
E Huic anulo maxilla superior, libera inferiori, catenula alligatur, ut caput immotum seruetur, ac interim neq; uox, neq; respiratio uinculorum alias occasione prapediantur.
F, F Diuersa nouacularum genera, quibus spongia accumbit.
G Cultelli, ad earum speciem formati, quibus calami adaptantur.
H Vulgaris qui mensa adhibetur culter.
I Grandis ac ualidus culter.
K Culter è buxo parati.
L Hamuli.
M Varij styli, unà cum siphone.
N, N Obliquatæ acus cum filo crassiore, quibus literarum fasciculos colligamus.
n Minores acus, quas uulneribus suendis accommodamus.
O Serra.
P Forficula.
Q Malleus ligneus.
R Arundines, inflando pulmoni & alijs quibusdam partibus idoneæ.

S Filum

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Questions?