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Accelerate SSL Innovation for Europe

Deliverable

D5.6 Basic version of the innovation platform for internal use and project and SSL information for the public

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Summary

In the framework of the SSL-erate project, an (external) website *SSL-erate.eu* has been established (with general project information), an *intranet* (accessible for SSL-erate consortium members through a login function on *SSL-erate.eu*) and a basic version of the SSL innovation portal *lightingforpeoples.eu*. The latter was publicly launched at the Light + Building Fair in Frankfurt on April 1st, 2014.

1 Introduction

Lighting is an emotive topic; everyone has an opinion, either consciously or subconsciously. Lighting sets our mood, enables us to work and is increasingly linked to our health. Lighting educes a diverse range of opinions from a wide variety of sources, skilled practitioners to end users. This can result in conflict and confusion.

The lighting industry upholds the positive aspects of lighting which might be considered distorted or misunderstood. The research of healthcare scientists can result in health concerns leading to a negative view.

The changing environment, both in technology and demography, fuels the need for more information, debate and clear guidelines on lighting. Googling the internet on lighting will yield numerous hits ranging from opinions, scare stories and vested interests.

To channel such information and back it by scientific evidence, the SSL Innovation Platform website *lightingforpeoples.eu* has been created. The aim of the website is fourfold:

- A dissemination tool: to provide comprehensive information on all events, symposia, fairs and comparable activities of relevance for SSL in Europe;
- An information tool: to reach out and to enable a streamlined access to information for audiences that today may or may not be part of the wider stakeholder network along the lighting value chain;
- A dialogue tool: to establish dialogue between actors outside and inside the lighting value chain;
- An interface and communication tool (including the option for webinars): to communicate and to give the possibility to learn from the SSL-erate results on 'green business development' and 'effects on Health and Well-being'.

The notion of the platform is to become a one-stop-shop for stakeholders interested in and affected by lighting innovation.

Besides the platform a website, *SSL-erate.eu*, has been created. The website shows general information about the SSL-erate project and the partners constituting the consortium of the FP7 project. The website has also an intranet section, only accessible for SSL-erate consortium members, to share project information and results.

Website and platform are independently accessible, and mutually, through respective links on the home pages.

2 Innovation platform

2.1 Requirements and challenges

In order to make the SSL platform successful set-up and content of the platform should meet the following requirements:

- Be engaging at all levels, starting from a simple overview down to detailed supporting material;
- Dealing with both positive and negative lighting issues in an open and honest way, backed by supporting material;
- Reaching beyond the traditional lighting market to key stakeholders and end users of lighting;
- Offering clear guidance on the use of human centric lighting.

The platform, and the SSL-erate project, should tackle the following challenges:

- Working fast across of diverse range of consortium members;
- Keeping up with the fast changing SSL market;
- Engaging (looming) conflicts with existing health / manufacturer sites;
- Actively engaging with non-traditional lighting users.

2.2 Technologies and resources

The innovation platform and the project website have been based on the WordPress platform, incorporating Salesforce, Force and SaaS software (see Figure below).

Salesforce

Salesforce.com is a well-established customer relationship management (CRM) platform which is used to gather registered user data and store this in a secure environment. Salesforce.com can be used to interact with users across multiple platforms including email and social media allowing interactions to be tailored to reflect user preferences.

Force

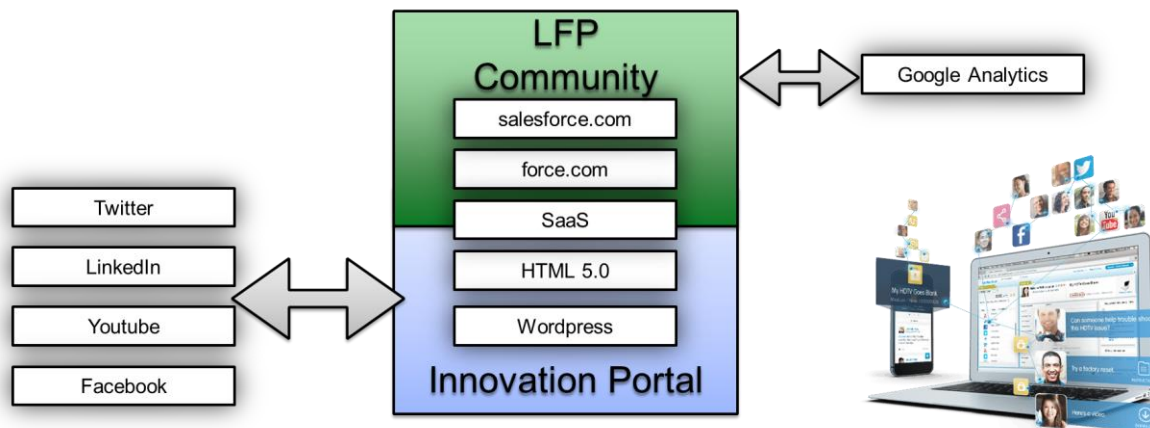
Force.com is used to construct secure authenticated web pages which are accessed behind a login, and to build the project consortium intranet.

SaaS

All the hosting is done via a 'Software as a Service' [SaaS] model using cloud based computing so no physical servers are required. This ensures high site availability and easy access for multiple service developers and users.

All project specific coding is based upon HTML5.0 to allow support for tablet and hand held computing devices, and the introduction of Apps later in the project cycle.

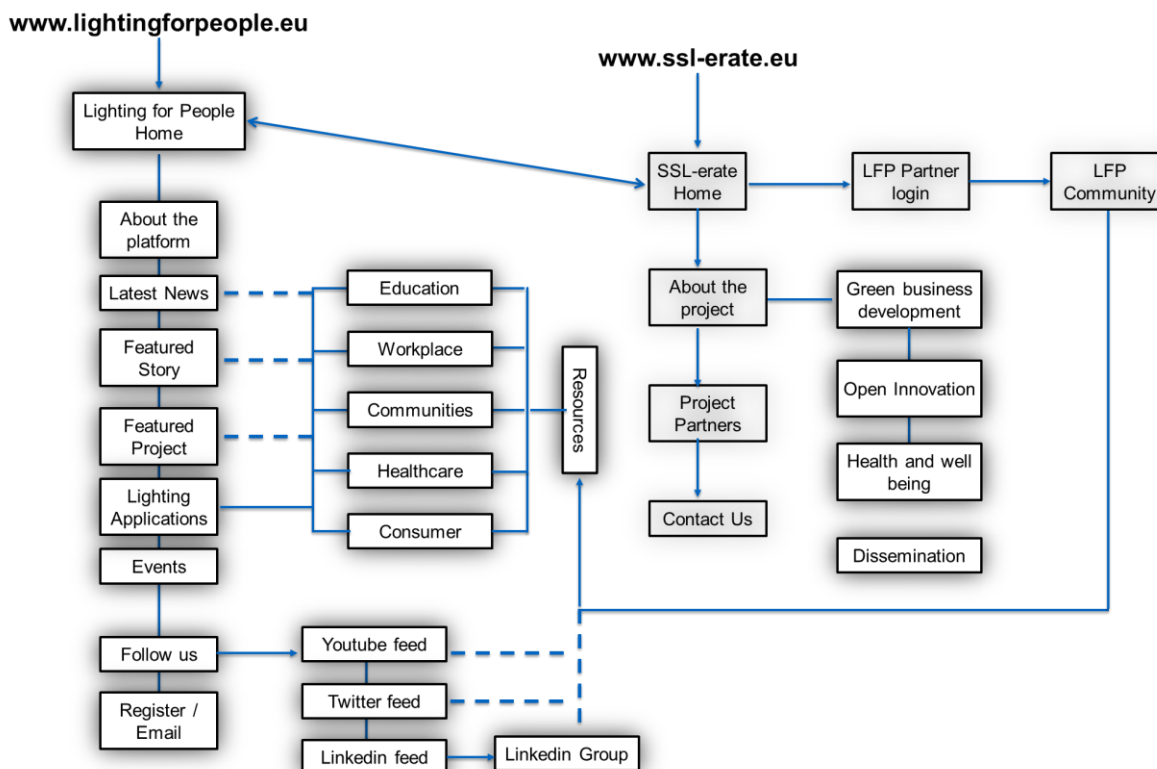
The users of the platform and the project intranet have access to all common social media platforms to ensure low barriers to the project for the widest possible number of users. The use of hosting and publishing platforms such as LinkedIn (now with over 65 million



professional business users in Europe), Twitter, Facebook and YouTube allows users to quickly share and interact with topics. Project success can be measured using a combination of CRM data within the Salesforce and Google Analytics platform, as these tools can be used to gauge the strength of topics or problem areas of engagement.

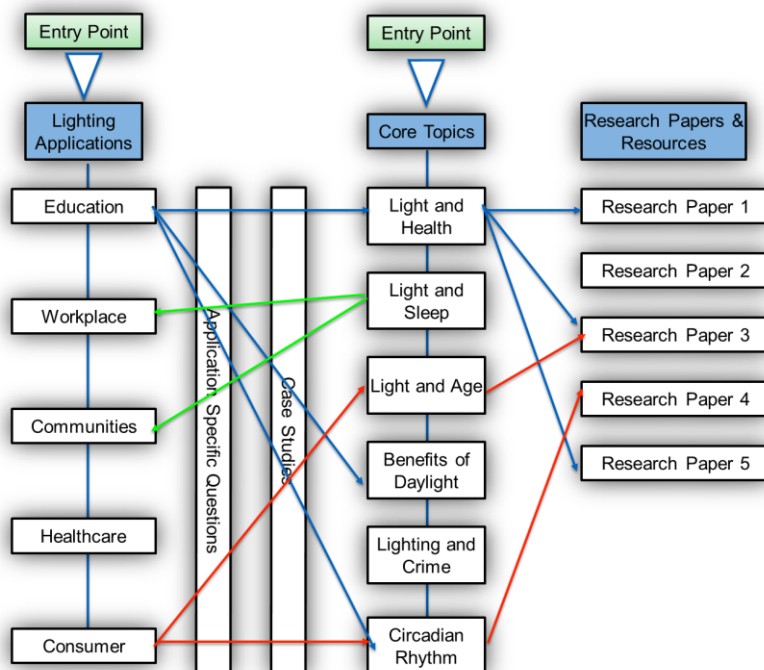
2.3 Platform and project website structure

The Figure below depicts the structure of the innovation platform *www.lightingforpeople.eu* and of the project website *www.ssl-erate.eu*. On home-page level the sites are linked.



The target SSL application areas - Education, Workplace, Communities, Healthcare and Consumer – are the central pages on the Innovation Platform, and the main SSL-erate work packages – Green business development, Open Innovation and Health and wellbeing – those on the project website.

Two main entry points are created to access the Lighting for People website (see Figure below).



Access by Lighting Application

This entry point is targeted at specific lighting applications. The site information will be authored to tailor the content to the specific lighting needs of the application sectors. The information will be presented through case studies of existing lighting projects within these sectors and through answering questions commonly asked by end users in the sectors.

Access by Core Topics

This entry point gives direct access to a group of core lighting topics such as blue light hazard, circadian rhythm etc. The information will be presented as a series of summaries which highlight the important information on the topic presented in a non-technical text and authored to be visually appealing. This access point will give access to the specific scientific papers or other information used to produce the summaries and to the relevant application area to show how the topic can be used in real world lighting applications.

2.4 Launch of Platform

A basic version of the SSL Innovation Platform was launched and introduced to the wider public at the Light + Building Fair in Frankfurt on April 1st 2014.

The full version of the Platform will be operational from August 2014.

3 Conclusions

An (external) website *SSL-erate.eu* has been established with general project information. For the SSL-erate consortium members that website gives access to an intranet to share project information and results.

A basic version of the SSL innovation platform *lightingforpeoples.eu* has been publicly launched at the Light + Building Fair in Frankfurt on April 1st, 2014.

The aim of the platform is:

- to comprehensively inform on promotional activities of relevance for SSL in Europe;
- to reach out and to enable streamlined access to SSL relevant information;
- to establish dialogue between actors outside and inside the lighting value chain;
- to communicate the SSL-erate results on 'green business development' and on 'effects on Health and Well-being'.

The platform enables access by specific lighting applications and by core lighting topics.

The full version of the innovation platform is expected to be operational from August 2014.