

Appendix N Eindhoven Region - Kenniswijk (Smart City Project)

Taken off the web at:

http://smartcommunities.ic.gc.ca/best/bp-eindhoven_e.asp

Quick overview of the smart initiative

The Kenniswijk project is an original idea of The KnowledgeLand Foundation (Nederland Kennisland) but was later taken under the Dutch Ministry of Transport, Public Works and Water Management who is now the main funding organization of Kenniswijk. It chose the Eindhoven region in July 2000 to become the location for realizing Kenniswijk.

Kenniswijk seeks to build on public-private partnerships to stimulate the development of information and communications technologies (ICT) services and facilities for the consumer. This will be done through the development and testing of broadband infrastructure and innovative services.

Kenniswijk will be built on a foundation made out of three elements: Innovative content, Broadband infrastructure, and User facilities. This is referred to as the Kenniswijk triangle. Focus and efforts of Kenniswijk will be aimed at these three inter-connected aspects, which will be built in parallel.

Innovative content

The Eindhoven region will push to have content coming from private and non-profit organizations but also, governments organizations will offer innovative electronic content with a focus, on e-government, education, health, and media & entertainment, among other things

Broadband infrastructure

The broadband infrastructure will be built from an open market and competitive environment where each provider will be able to take part in the project.

User facilities

Users will become an important element of the project and there will be an effort to create conditions favourable to them. Users will also have an important role in the project as "testers" of the development of new facilities and applications.

Important objectives of Kenniswijk are to:

- Break through the deadlock existing between infrastructure and content.

- Strengthen the international competitive position of the Netherlands as a location for ICT companies.
- Gain insight into the effects of ICT on social, spatial and mobility patterns.

Kenniswijk serves as a pilot project, which seeks to give a serious push towards innovation in information and communication technologies throughout the Netherlands. The last phase of the project is called Innovative Phase, which will consist in "scaling-up" the results to the national level.

Performance indicators

Evaluation of the project will take place in 2003. The project is now in its operational phase, which will be terminated at the end of 2002. The subsequent phase is the Innovation phase where it will be possible to evaluate results and transpose whatever is considered successful to the national level.

Taken from website at

<http://www.kenniswijk.nl/english/textpage.jsp?pageid=198697>

The broadband consumer market of the future is here today!

Videophones, e-learning, tele-medicine are all developments coming our way in the near future. We know that these developments will have an effect on our society. The only thing we do not know at this stage is how, what and when. Since the Netherlands wants to remain a front-runner in the field of ICT, 'wait and see' is not an option. That is why a large-scale broadband initiative has been set up. Working together in a public-private partnership, businesses, institutions and governments will realise a setting where residents can experience the services of the future on the infrastructure of the future – in today's society.

The Project

Kenniswijk BV is an open environment that stimulates the introduction of new concepts to secure ongoing innovation. From 2002 to 2005, Kenniswijk BV will further develop into an attractive environment for testing innovative services and the benefits for its project members will continue to increase.

There are three main objectives

Kenniswijk is to be used as a source of knowledge about the effects of ICT on society, through collaboration with international ICT projects and cities in the areas of marketing, research and knowledge exchange.

Kenniswijk aims to break the stalemate between content and infrastructure by working on both at the same time and stimulating actual usage. Subsidy arrangements are in place for both end users and service providers.

By providing a well monitored and facilitated environment for businesses, Kenniswijk will increase the competitive edge of the Netherlands.

What has been achieved so far?

Kenniswijk's goal to become an open consumer market of the future has not been realised overnight. Two years of preparation were needed to lay the groundwork. With the founding of the Kenniswijk BV organisation by 27 public and private shareholders in October 2001, Kenniswijk has entered its operational phase. The infrastructure is being built and the first tests, demonstrations and consumer services have been introduced.

Fibre to the home has already been a reality for a core consumer testbed of 360 homes since the summer of 2002.

There has already been a commercial implementation of fibre to the home to a group of 400 consumers by KPN Telecom/Volker Stevin Telecom/BAM NBM. This was at the end of 2002 and more projects are expected in 2003. Kenniswijk public access facilities have been established.

The Broadband Demonstration Centre is available to educate residents and showcase new services in a fully equipped home and office environment.

In spring of 2003 Kenniswijk will open a city center facility in Eindhoven for the whole Kenniswijk population.

Kenniswijk BV: realizing the consumer market of the future

Kenniswijk BV is a Public-Private Partnership with 27 shareholders, dealing with (inter)national companies and institutions, public organizations, (local) government bodies and consumer/inhabitants organizations.

Kenniswijk BV focuses on three main activities:

- **Services**
Locating suitable companies for, and stimulating the development of, innovative consumer services for both existing as well as new infrastructures.
- **Infrastructures**
Encouraging infrastructure providers to deploy new (broadband) infrastructures in consumer households, so that new kinds of services can be facilitated.
- **Consumers**
Developing and applying user, demo, test, and research facilities in order to create consumer involvement and acquire specialized knowledge and practical experience.

Supporting these main activities are the Marketing & Communications and Research departments of Kenniswijk BV.

Driving Force

Kenniswijk BV is seen as the driving force behind (broadband) ICT developments in the Netherlands. The company focuses on realizing the consumer market of the future, which will be two years ahead of average market developments. In order to achieve this, Kenniswijk BV coordinates and facilitates innovative (broadband) services and broadband infrastructures. The development and use of these innovations is boosted by among others subsidy instruments for businesses and consumers.

New services and infrastructures

Investors and service providers are encouraged by the organization Kenniswijk BV to develop new services and infrastructures and get the opportunity to test these in a realistic manner in a professional environment. This environment is situated in the Eindhoven region and includes about 40,000 households. Experiences gathered here are of great importance for the developments in the rest of the Netherlands. Kenniswijk BV takes care of the acceleration of these developments. For this purpose, the company has a wide array of instruments at its disposal next to subsidy arrangements and the research environment, e.g. a broadband demonstration center, a portal web site, several Kenniswijk neighborhood experience sites, visitor centers, course materials, a 'fiber-to-the-home' test environment, and a help desk.

Experience the future

The activities of Kenniswijk BV will evolve into an expertise center with a national and international scope. The available expertise originates from research results based on practical market experiences. These not only originate from the testing of innovative (broadband) applications in the Kenniswijk area, but also from international exchange and co-operation programs like the [Smart Community International Network \(SCIN\)](#).

Contact information

For any information regarding Kenniswijk BV, please contact: Kenniswijk BV
+31 40 2379600 secretariaat@kenniswijk.nl

Services that are available for Kenniswijk inhabitants

Operational/Live

e-campus (http://www.kenniswijk.nl/diensten/factsheet_e-campus.pdf)
Interactive, individual lesson modules on popular software: learning via the internet.

Marieke (http://www.kenniswijk.nl/diensten/factsheet_marieke.pdf)

Marieke, the Kenniswijk desktop-assistant, searches for you over the internet and can read web pages, e-mails and other files to you.

Kadoline (http://www.kenniswijk.nl/diensten/factsheet_kadoline.pdf)

Order gifts from local stores over the internet, have them delivered at your doorstep within three hours and pay to the courier using cash or bank card.

Rits tele.com (http://www.kenniswijk.nl/diensten/factsheet_pilmo.pdf)

Make cheap phone calls directly over the internet, using your regular phone equipment and without needing a pc.

HeartsPoint (http://www.kenniswijk.nl/diensten/factsheet_heartspoint.pdf)

Self care for thrombosis patients; check your blood clotting value wherever you are and get instant test results and feedback over the internet.

Verenigingswereld (http://www.kenniswijk.nl/diensten/factsheet_verenigingswereld.pdf)

Clubs and societies can build an active online community with powerful tools and use customer loyalty programs from local stores to benefit their club.

Under development

PSV

Soccer training, interviews and interactive chats and communities concerning the Netherlands most popular soccer team, broadcasted live on the internet.

Wotsjdis!

Video for everyone! Publish, send and watch video messages over the internet without special software or applications.

I-meel

Single-button e-mail system for elderly people and people for whom computers and internet are too complicated.

Muzikantenweb

Online presentation system for bands, musicians, and other acts, combining upload and playing of mp3 (broadband) video, etc. with music community functionalities.

Digitaal Meldpunt

Stay informed while on the road: (location-based) realtime traffic information on Kenniswijk cities and surrounding highways on your palm/pda, laptop, gsm or pc.

Leefstijl TV

Personalized internet TV for teens, concerning healthy and safe life styles.

Vlinder TV

“Neighbourhood TV show” made by and targeted on local inhabitants, broadcasted on the internet in broadband quality.

I-Disk

Personal internet disk space, e.g. for backing up your pc on a daily basis,

safely sharing your files with friends and family, and safely accessing your files from multiple locations.

Ontdeknet

Online learning environment where 'expert volunteers' provide knowledge and students can gather knowledge on almost any subject.

Van Abbe Museum

Interactive video tour of the Van Abbe museum; experience the museum and explore the collection.

Kleurjeleven.nl

Elderly people learn to handle depressions through an internet course.

Mobi-Cam

Get a realtime view of the actual traffic situation on the Eindhoven ring via the internet and for mobile phone, and receive realtime detour alternatives in case of a traffic jam.

Where exactly is Kenniswijk?

Kenniswijk is located within the municipalities of Eindhoven and Helmond, comprising some 40,000 households and 84,000 residents. The residents represent a good cross-section of the Dutch population with more than 60% Internet usage. This area in the south of the Netherlands is one of the country's fastest-growing economic regions with a strong culture of collaboration between governments, businesses and schools.

