



## Eight Global Cities Launch Technology Award to Help 40 Million Citizens

**Copenhagen, 20<sup>th</sup> December 2010: Eight global cities from Europe, Asia, Africa and North America join forces with Living Labs Global in a challenge to find innovative solutions to major societal problems by opening competition among international solution-, technology- and service providers. The eight winners of the [Living Labs Global Showcase Award](#) will be invited to pilot their solutions in these cities, proving the effectiveness of new solutions and offering a first step for innovative providers to enter new markets.**

Living Labs Global ([www.livinglabs-global.com](http://www.livinglabs-global.com)) a non-profit association to promote digital service innovation in cities, will be working with the cities of Barcelona, Cape Town, Eindhoven, Lagos, San Francisco, Sant Cugat, Stockholm, and Taipei to choose the companies and organizations that have developed solutions that add high value to users in cities around the world.

In its second edition, which in 2010 attracted 317 entries from 32 countries and has brought pilots such as the intelligent waste management system to Barcelona, Oracle Corporation and Asia's Farglory have been named as corporate partners for the 2011 Living Labs Global Award. The participating cities, representing 40 million citizens from Europe, Africa, North America and Asia call for solutions that can solve some of their most pressing challenges. Challenges include social inclusion, intelligent transport, urban service automation, urban lighting, open data systems and smart urban services. Submissions follow the format of the Living Labs Global [Showcase](#), which already today presents more than 450 international service innovations. Submissions to qualify for the Living Labs Global Showcase Award can be submitted until the 28<sup>th</sup> of February 2011.

Eight [Categories](#) for the Award are being presented in partnership with cities that seek to identify the best solutions to meet their strategic challenges. Showcases will be reviewed against all categories, and a shortlist of the top 5 Showcases will be presented by the international juries on March 21<sup>st</sup> 2011. The final Award winners will be announced at the Award Ceremony on May 12<sup>th</sup> 2011 in Stockholm on occasion of the Stockholm Summit on Service Innovation in Cities.

The Award Categories were defined together with decision-makers in cities around the world. Not all cities are big, but this Award attempts to represent a range of challenges facing cities today. Behind each Category lies the commitment of a city to pilot the winning showcase, with full institutional support to evaluate the impact the solution can have on reaching the community's objectives.

Sascha Haselmayer, General Director Living Labs Global said: "Service innovation in cities is of great importance, to bring the full potential of technologies to the benefit of society. This is a complex market for all actors, as projects usually require public-private-partnerships to meet the user-needs, local protectionism may prevail and very little information is available on solutions available in the market-place. We are grateful to work with these innovative cities that show how local challenges can be turned into global opportunities for new technologies, entrepreneurs and creative solutions.

### About Living Labs Global

[Living Labs Global](#) is a non-profit association based in Copenhagen (Denmark) working with some 39 global cities and more than 400 companies and innovation centres to promote innovation in services in cities. Today, the global market for innovative solutions to healthcare, learning, transport, social inclusion, tourism and other services in cities is obscured by lack of knowledge about international experiences, technologies and new business ideas. Living Labs Global strives to collect and present solutions that make cities more attractive, inclusive, efficient and diverse in our Living Labs Global Showcase. Participation is free of charge, providing recognition, visibility and new project opportunities. Together, we build Your Market for Mobility.



Endorsements of Living Labs Global can be found here: [www.livinglabs-global.com/endorsements.asp](http://www.livinglabs-global.com/endorsements.asp). Award Twitter Newsfeed: [www.twitter.com/LivingLabsAward](http://www.twitter.com/LivingLabsAward)

## About Kista Science City

Kista Science City AB supports the development of a living science city by using practical models for innovation and growth in ICT – through networking, marketing and lobbying activities. We achieve this by actively working for interdisciplinary cooperation between sector companies, research and universities in addition to the City and municipality in the region. [www.kista.com](http://www.kista.com)

## About Oracle

Oracle is the world's most complete, open, and integrated business software and hardware systems company. For more information about Oracle, please visit our Web site at <http://www.oracle.com>.

## About Farglory

Farglory Group started in the land development and construction business as in 1969. Metropolitan Construction and Farglory Group have expanded rapidly over the last forty years in the form of its affiliates which include Property Development and Construction, Finance and Insurance, Air Cargo Logistics, Recreation and Leisure, Dome Complex, Commercial Development, Charitable Activities and Medical Care, and Overseas Investment. Today Farglory Group operates in Taiwan, China, the United States and France. With more than NTD400 billion in total assets, Farglory Group is positioned to provide trustworthy and diversified services that fully satisfy customers' needs on every front far from into the future. Also Farglory Group has won numerous prizes over the years and has been ranked as the 39th largest business.

## Press Contact

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