

Smart cities and an active lifestyle

i3B invites you to discuss the state of play and developments in the use of (sensor) technology in the city for an active and healthy lifestyle. How can cities stimulate and facilitate their citizens to be active with cycling, walking, running in the city etc.?

How can technology support cities to influence an active citizens behavior in the city?

What are the latest insights on motivating citizens toward an active lifestyle?

i3B organizes this symposium to connect cities, entrepreneurs and scientists in the field, present new insights and facilitate an interactive discussion with the public to come up with new insights and solutions.



Annual Symposium

24 November 2016

Participation is free of charge.
Register by sending an email to

info@i3b.org

Program

- 13:00 Upon arrival, participants are treated on a 'walking' lunch
- 13:30 **Welcome**
Simon Haafs (Director, i3B) and Nico Delleman (Board member, i3B)
- 13:45 **Citizens – How can cities utilize smart solutions to support citizens in an active lifestyle?**
Ger Baron (Chief Technology Officer Amsterdam)
- 14:15 **Technology – What are the developments in sensor technology and smart coaching?**
*Jan Peter Larsen (Director, Sense Labs)
Henri Bal (Professor, Computer Science, Vrije Universiteit Amsterdam)*
- 14:45 Break
- 15:15 **Science – What are the latest insights on behaviour change in an active lifestyle?**
Koen Breedveld (Director, Mulier Institute / Professor Sport Sociology and Sport Policy, Radboud University Nijmegen)
- 15:45 **Round table discussion**
Lilian Beijer (Associate lecturer e-Health, HAN University of Applied Sciences) en Manfred van der Voort (Founder of ICR3ATE | Digital Makers Lab)
- 16:45 **Closure**
Lucas Noldus (Chairman, i3B)
- 17:00 **Drinks, demonstrations and scientific poster session**
i3B companies demonstrate the latest products with demo's like Bicycle detection and guidance system, LumiGuide and the Citizen' moves dashboard, Noldus IT. You can still register your demo or poster by sending an email to info@i3b.org.



Symposium venue

Akoesticum Ede
Nieuwe Kazernelaan 2 - D42
Ede (Gld)

Speakers

Ger Baron (Chief Technology Officer Amsterdam)

Ger Baron is chief technology officer for the City of Amsterdam. The position was created to help coordinate citywide ICT efforts and the overall Amsterdam Smart City (WEBLINK) initiative. In this role, he oversees Amsterdam Smart City efforts and development of a strategic approach to utilizing technology to improve the lives of Amsterdam residents. Previously he served as cluster manager for ICT and e-Science at the Amsterdam Economic Board (AEB), a nonprofit organization focused on creating public-private partnerships. In that capacity, Mr. Baron's key initiatives focused on innovation, and he played a crucial role in developing Amsterdam's Smart City initiative from the beginning.



Nico Delleman

Dr. Nico Delleman is one of the Executive Board members of the i3B foundation. After graduating his Master's degree in Human Movement Sciences, Nico Delleman worked as scientist at TNO Healthy in the field of physical workload and ergonomics, and as Senior scientist at TNO Defence, Safety & Security in the field of digital ergonomics and human motor behaviour. Furthermore, he has been Professor at the Paris Descartes University, on simulation-based design ergonomics. In addition, Nico Delleman has been Innovation Programme Manager at Inno-SportNL, managing a 13 million Euro programme on sports information systems, covering more than 50 projects with sport organisations, research institutions and businesses.

Nico has filled a multitude of positions during his career, such as:

- Member of the Dutch standards committee on physical workload
- Member of the editorial board of the journal Sports Technology
- Member of the NATO Task Group 'Virtual Environments for Intuitive Human-System Interaction'
- Chair of the Technical Committee 'Human Simulation and Virtual Environments' of the International Ergonomics Association (IEA)



Jan Peter Larsen (Director Sense Health & Sense Labs B.V.)

Sense Health provides digital health solutions for mental care and employee wellbeing. Our products (www.getbrightr.com & www.getgoalie.com) coach people and companies on healthy behavior. Sense specializes in using sensory data that is already available to improve human communication and coordination. We combine wireless sensor network technology with modern smartphones to achieve situational awareness, creating intelligent and powerful business applications.

Your smartphone can already check your e-mail, but Sense can make it even more powerful - for professional use too:

- Automated planning and time registration
- Location-based services to get information when and where you need it
- Monitoring for unusual patterns and taking appropriate actions, for instance in healthcare and building maintenance, or during calamities



Henri Bal (Professor of Computer Science, Vrije Universiteit, Amsterdam)

Prof. Dr. Ir. Henri Bal is currently active at the Department of Computer Science (Vrije Universiteit, Amsterdam). Professor Bal and his co-writers of the paper ‘Scalable Overlapping Community Detection’ have been honoured as winners of the ‘Best Paper Award’ (ParLearning, 2016). Henri Bal has given keynote lectures at conferences such as HPCS 2015, SBAC-PAD 2014 and Euro-Par 2014 where he came out as winner of the Euro-Par 2014 Achievement Award in recognition of his outstanding contributions to Parallel Processing. Henri Bal is steering committee member of a new series of workshops on Parallel and Distributed Computing education for undergraduate students, and member of committees such as the Scientific Committee of the Grid’5000 projects, Academia Europeana and the NWO Complexity Program.

***Koen Breedveld (Director, Mulier Institute / Professor of Sport Sociology and Sport Policy, Radboud University, Nijmegen)***

Since his graduation research on changing register-accountant lifestyles in 1993, Prof. Dr. Koen Breedveld has been a specialist on themes as lifestyle, leisure and sport sociology. Topic of his promotional study in 1999 was the dispersion of working hours and the consequences for leisure and recreation. From 1998 until 2007, Professor Breedveld has been working at the Dutch Institute for Social Research (SCP), being responsible for research on time-spending. At the same time, Professor Breedveld has been the initiator of the project ‘Reporting Sports’ and editor in chief of the books resulting from this project in 2003, 2006 and 2008. Since 2007, Koen Breedveld has joined the managing board of the Mulier Institute, initially as Deputy Director and since 2008 as Managing Director. His special attention is attracted by trends and developments in the world of sports.

***Lucas Noldus (Chairman i3B / Managing Director Noldus IT/ Business Development Manager Telemetrics Biomedical)***

Dr. Lucas Noldus, chairman of the i3B foundation, is an entrepreneur in the domain of computer technology applied to the study of animal and human behaviour with a passion for the development and international marketing of innovative soft- and hardware products, based on solid scientific and technical research.

Prior to founding Noldus IT in 1989, Lucas Noldus conducted research on animal behaviour, with a focus on development of experimental setups and data acquisition & analysis software. He has authored numerous peer-reviewed papers and conference presentations about methods and techniques in behavioural research. Besides, Lucas is a research associate at the Consumer Sciences & Health group (FBR/AFSG) at Wageningen University & Research.



In addition, Lucas Noldus is business development manager at TeleMetronics Biomedical, chairman of the ICT Brain, Body & Behavior Foundation, secretary of the Man-Machine Platform, vice president and treasurer of the Netherlands Academy of Technology and Innovation and member of the Roadmap Committee ‘Consumer & Supply Chain’ (Top Sector Agri & Food).

Lilian Beijer

Dr. Lilian Beijer is associate lecturer e-Health, which is part of the lectureship Care Innovation at HAN University of Applied Sciences. Her PhD study addressed e-Health for neurological patients with speech problems. Currently, Lilian Beijer aims to integrate research, clinical practice and education. To this end her associate lectorship acts as a bridge between HAN University of Applied Sciences and care providers such as the Sint Maartenskliniek in Nijmegen, specialized hospital in posture and movement.



In addition, Lilian Beijer is policy advisor e-Health at the Sint Maartenskliniek. Previously, she worked as a speech therapist in a multidisciplinary clinical team for acquired brain damage. Later she was manager of a multidisciplinary clinical team and a researcher at the Research Department of the Sint Maartenskliniek. Lilian will lead the panel discussion at the symposium.

Simon Haafs (Managing Director i3B foundation)

Simon Haafs MBA has been Managing Director of i3B since 2014. He has a Master's degree in Public Administration at the University of Twente and a Master of Business Administration (MBA) degree from the Businesschool Nederland. Simon's background lies in innovation, business development and project management at (amongst others) the Amsterdam Economic Board and EY.

**Manfred van der Voort (Founder of ICR3ATE | Digital Makers Lab)**

Manfred van der Voort founded ICR3ATE | Digital Makers Lab in 2015. He is a Bachelor of Engineering in Electronics and Computer Science. Starting as a project engineer at AT&T and connecting the first dutch SME on the Internet, he is a veteran in IP networking. During his career he evolved from IT engineer to consultant and IT architect. Despite a flourishing career, 15 years ago he decided to enhance his cognitive skills and started a shared facility workshop for individually designed and hand crafted furniture. This all to better balance mind work with crafting skills. With nearly 28 years of experience in designing IT, Cloud, electronics, running a professional workshop, 3D modeling & printing and providing training, he now can be characterized as a professional Maker.



This Maker experience and the supposed need for a B2B one stop shop for rapid prototyping in the IoT era, resulted in ICR3ATE | Digital Makers Lab. Manfred's background lies in innovation, business development, conducting workshops and designing and making smart products and services.

Travel Directions

By car

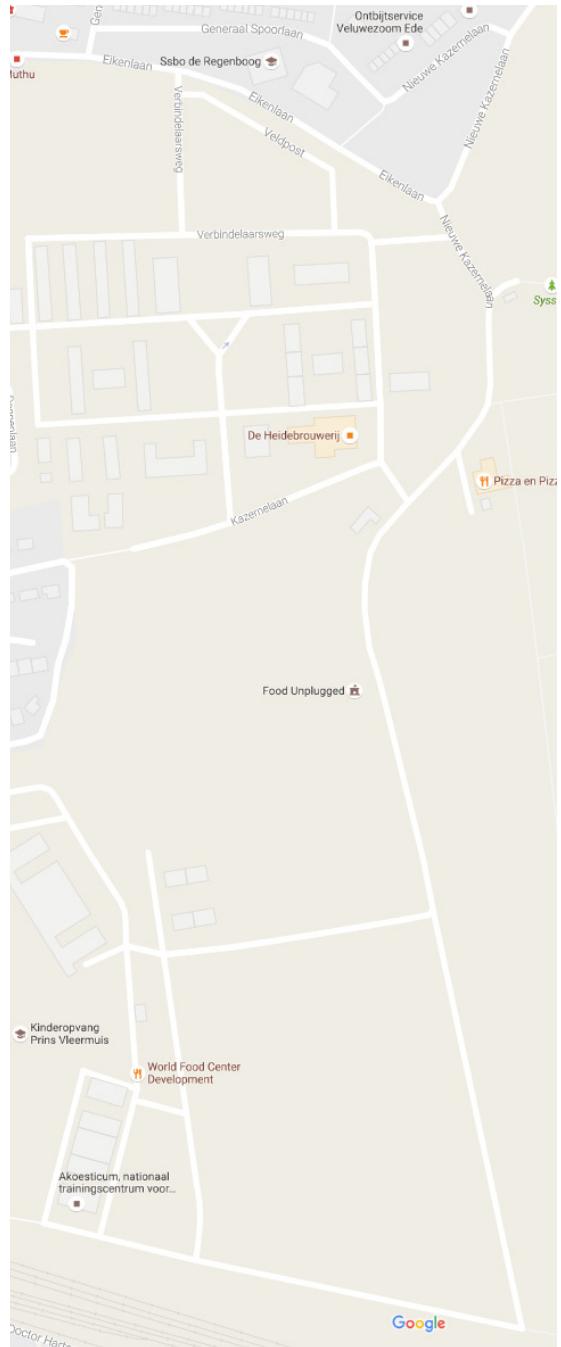
Directions

Follow the directions below to Akoesticum (on the grounds of the Maurits-kazerne) after arriving at 'Nieuwe Kazernelaan, Ede (Gld)':

- Take a turn to the Mauritzkazerne/Friso building in the curve of Nieuwe Kazernelaan and Eikelaan:
 - Coming from de N224 (Arnhem/Apeldoorn) via the Nieuwe Kazernelaan (curve to Eikenlaan):
turn left in the curve and continue on the Nieuwe Kazerne-laan
 - Coming from the A12 Utrecht/Ede (exit 24) via the Eikenlaan:
turn right
- Follow the signs Akoesticum to the parking area.

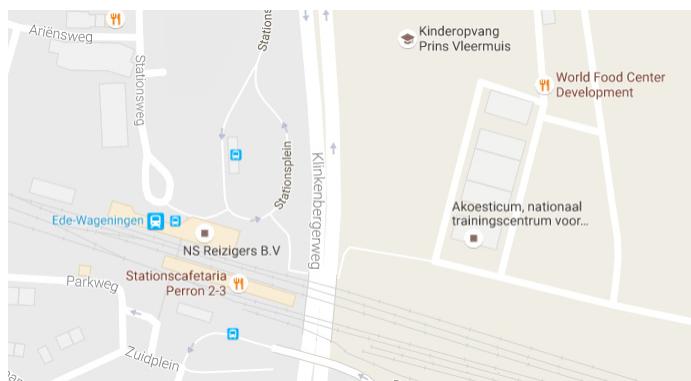
Parking

- Park your car in the (free) parking area behind the building.
- The entrance is on the front of the building.



By train

- Go to platform 1b.
- Take the footbridge over the highway.
- The first barrack (the former Friso Kazerne) is Akoesticum.



ICT for Brain, Body and Behavior

Measure and influence behavior with innovative ICT solutions



Ambition

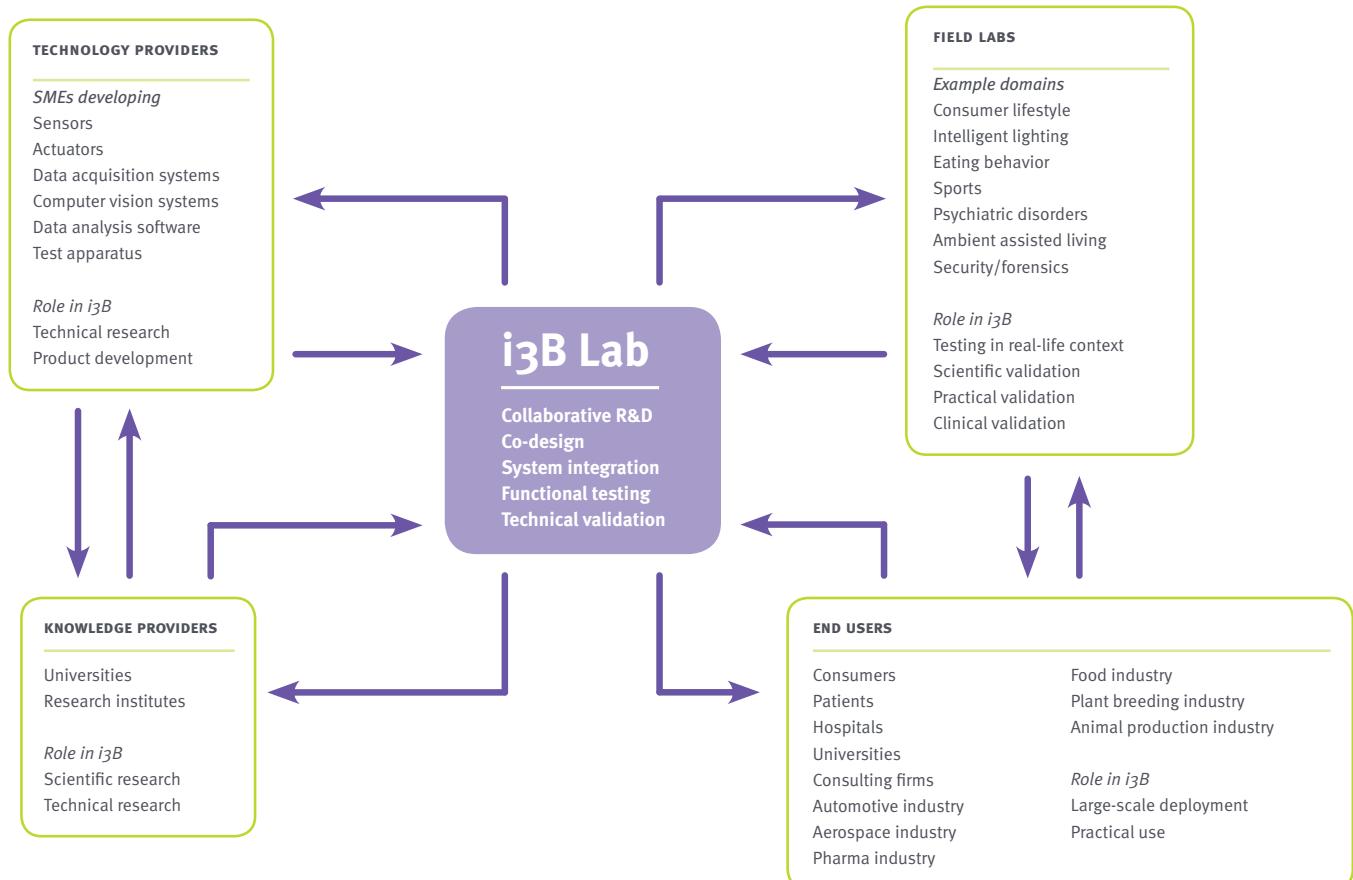
ICT for Brain, Body and Behavior (i3B) aims to be the European network of ICT companies and knowledge institutes in the field of brain, cognition, physiology and behavior.

'Our participants jointly investigate, develop and commercialize software tools and practical solutions for accurate measurement, powerful analysis and meaningful feedback.'

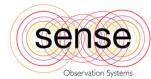
Mission

The i3B mission is to connect science and business, innovate through joint R&D projects, accelerate business of innovative ICT solutions for Brain, Body and Behavior and train and foster career opportunities within the network.

Collaboration model



Technology providers



Knowledge providers



Network and sector organizations, alliances

