

PRESS RELEASE

Bringing service innovation in mobile and mobility industries to European Regions:

Nomination of EMMIA PLP Innovation Partnerships

Brno, 9 April 2014

This Monday, 7 April 2014, EMMIA Policy Learning Platform (PLP) selected three regions from all the applicants on the Call for Expression of Interest: Innovation Partnerships.

This call was launched to identify public partners such as regional ministries or municipal administrations, innovation and development agencies, etc. willing and committed to start a temporary innovation partnership during April – July 2014. For smaller countries also Expressions of Interests on a national level were considered. The six core contractors of the EMMIA Policy Learning Platform were excluded from the application process.

The successful regions and the team of the EMMIA Policy Learning Platform will jointly define the programme of each series of meetings/events and also identify the experts and stakeholders to be invited. The programme will be a dynamic mix of expert and policy input, roundtable discussions and business case studies on the transformative power of service innovation in mobile and mobility industries.

The successful applicants are the following:

- **Kyustendil Province, Bulgaria**
Contact person: Nikolay Spasov of Regional Authority Kyustendil
- **Country of Luxembourg**
Contact person: Younis Hijazi of LUXINNOVATION GIE
- **Country of Ireland**
Contact person: Eoin P. O'Neil of School of Business and Trinity Research and Innovation Trinity College Dublin

The hosts are allowed to seek sponsorship for the entire programme and other marketing material. The travel and subsistence costs of European Commission officers as well as of EMMIA PLP members and experts will not be expected to be covered by the region.

EMMIA PLP is an alliance, a strategic initiative bringing together policy makers and industry representative at European level with the aim of developing more sustainable solutions in the field of mobility supported by mobile services, through better use of current and planned initiatives and enhancing transnational cooperation in this field.

The alliance comprises a Policy Learning Platform and concrete actions in the areas of large-scale demonstrators (real live testing), access to finance as well as an action to improve the interoperability of mobile services.

For more information about EMMIA PLP visit our website at www.mobilise-europe.mobi. Please follow us on Facebook <https://www.facebook.com/mobiliseeurope> and Twitter <https://twitter.com/EMMIAPLP>.