



WIC-2011 Well-being innovation camp

EIT ICT Labs

Summer School on
Health and Well-being

Two weeks

Aug. 29 – Sept. 2, 2011
Vierumäki, Finland,

Sept. 19 – Sept. 23, 2011
Eindhoven, Netherlands



Are you interested in applying ICT technology to social problems? Do you want to learn entrepreneurial skills? Are you willing to put the end of your summer to good use, meet new people in international setting, and create something completely new?

If you have skills in ICT, concept design, service design, data analysis, human-computer interaction, usability, media, or a related topic, this opportunity may be for you.

THEME

Health and wellbeing are recognized to be central issues in a modern society. For instance, in its renewed strategy, Tekes, the Finnish Funding Agency for Technology and Innovation, has specified the vitality of people to be one of its six strategic focus areas. A multidisciplinary view on how information technologies can be applied to support the health and wellbeing of people is the focus of the summer school. The course concentrates on how vitality and health can be maintained and promoted rather than on the biomedical aspects.

The Summer School will bring together students, researchers, and company representatives to provide a view to latest research activities and business actors related to health and wellbeing. Social media and ubiquitous computing solutions provide a fruitful platform for increasing social and individual wellbeing. Moreover, these environments gather large collections of data directly or indirectly related to the wellbeing of individuals in everyday life contexts. The analysis of these kind of data may reveal important underlying patterns and also facilitate provision of personalized information and coaching. How to design concepts and human computer interfaces for systems that provide wellbeing information and experiences is an interesting challenge. A central topic of the summer school is to consider how these kinds of inventions turn into innovations. Through case studies, wellbeing technology concepts will be developed in a problem-based manner taking into account usability and business aspects.

We would like the attending students to have a genuine interest in the area of wellbeing & lifestyle, and an interest in working in the field as part of one's career, as well as an interest in meeting and discussing with the company representatives in this field. For engineering



students the camp will offer a chance to interact with concept design students, as well as to get an idea of the concept design process in the context of developing a wellbeing product.

APPROACH

During the camps, problem-based learning is applied: students will form multidisciplinary teams to carry out a project work on a health and wellbeing related case. In Finland, the main focus is in ideation and concept design and development. In the Netherlands, main topics include human-computer interaction, experience labs, and business creation.

Specific themes include:

- (A) Mental: relaxation, stress management, sleep control
- (B) Physical: exercising, bio-feedback, wellbeing measurements
- (C) Social level: collaboration, sharing, motivation and games

After an introduction on the physical and mental issues from a societal point of view (cost of healthcare, quality of life) we will look at personal and social motivations for lifestyle changes. In particular the role of social media and group interaction will be discussed. For each of the themes, specific case study topics will be presented for the summer school participants.

Teams will be formed to develop a product concept and explore usability aspects and integration within ICT appliances (smartphones, etc.) and infrastructure. Finally, the products will be developed into potential business concepts. Talks and visits to companies will introduce students to business models for wellbeing products. The teams will develop a business plan for their product and will have to pitch the plan.

VENUES

The camp in Finland will take place in Vierumäki Sports Institute. The institute is a versatile centre of education, leisure and sports. Vierumäki is the official training centre of the Finnish Olympic Committee and it is frequently visited by international athletes. The facilities at Vierumäki are of the highest standard and include an indoor athletics track, squash courts, tennis courts, several multiple purpose courts for other ball games, a fully equipped gym, a swimming pool, three golf courses (two 18 hole courses and one nine hole course), and several outdoor fields. The institute is located in the middle of beautiful Finnish nature. It takes more than 300.000 visitors per year, representing over 50 nationalities.

The venue in the Netherlands is the High Tech Campus in Eindhoven where Philips Research is located. Overnight accommodation will be provided in De Brug, a hotel near Eindhoven with excellent sporting and fitness facilities. It is used by the Dutch National Football team as training resort. The facilities at De Brug are of high standard and include squash courts, tennis courts, and several multiple purpose courts for other ball games, a fully equipped gym, a swimming pool, and several outdoor fields. The institute is located in the middle of beautiful Brabant Countryside.

COSTS

For students, the participation, accommodation and reasonable traveling costs are covered by the EIT ICT Labs support. The other participants are expected to handle their own accommodation and traveling costs.



REGISTRATION

The students who wish to attend the course are expected to participate both weeks. The student participants will obtain 6 ECTS credits. The course is intended mainly for Master students and early stage PhD students. Participants from EIT ICT Labs Partner organisations are welcome.

Please register here: <http://bit.ly/wic2011registration>
For more information on the Camp, see <http://www.cis.hut.fi/wicamp/>

The deadline for student registration is Monday, June 27, 2011 at noon (CET). A limited number of participants can be accepted to the camp. The acceptance will be announced by Friday, July 1, 2011.

CANCELLATION POLICY

The students are able to cancel their participation in the summer school latest on July 30th using the registration link. If a cancellation occurs after this and no other student is found from the reserve list, the student must pay the hotel costs (300 eur for Helsinki week). The organisers will not be responsible for costs incurred by cancelled travel reservations.

The summer school is organized by the Department of Information and Computer Science of Aalto University, in cooperation with 3TU (the three technical universities of the Netherlands), VirtualCoach project, Vierumäki Sports Institute and Philips Research Eindhoven, as an EIT ICT Labs activity (<http://eit.ictlabs.eu>).

Information: info-wic@ictlabs.eu

