



FOR IMMEDIATE RELEASE
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BikeCityGuide and Nostalgeo
announced as winners of the first
Apps For Europe Competition

BikeCityGuide and **Nostalgeo** which make use of open data to guide cyclists around cities and combine old postcards with contemporary street views have been announced as the winners of Apps for Europe - the first pan-European open data app competition. The two awards, one decided by a jury, the other voted for by conference delegates, were presented at the FutureEverything festival, Manchester, on Tuesday 1 April 2014.

BikeCityGuide – Winner of The International Business Lounge Jury Prize

This app was created by two former bike couriers; it guides cyclists on bike friendly routes with less traffic for a safe and easy bike ride, point to point routing is available offline. The app also recommends tours connecting points of interest in the city. There are already packages for more than thirty European cities and new cities are constantly being added. There is a voting page online, which encourages users to vote for the next city they want the app to cover.

Nostalgeo - The International Business Lounge Audience Prize

An app which combines contemporary street views with old postcards in order to create street views of the past. As well as using existing open data it will get people from all over Europe to put their old postcards online. Users will be able to create walks based on shared old maps and postcard stories. Nostalgeo was created by Nazka Mapps.

The winners were chosen from 10 finalists by a jury of experts, investors and conference delegates. The jury was: Frank Kresin, Waag Society (chair); Lily Ask Sakula, Partner at Bethnal Green Ventures; Paul Maltby, Director of Open Data and Government at Cabinet Office; Paul O'Toole, Deputy Director Wayra UK; Miquel Costa, President of Keiretsu Forum.

The shortlist was selected from regional European business lounges networking events and an online competition. Finalists included an app that guides cyclists down routes with less traffic for a safer commute, a digital collaboration platform designed to reduce carbon emissions and an app that allows users to explore their location through historical maps.

All 10 finalists had the opportunity to showcase and pitch their ideas to potential investors at the International Business Lounge during the two-day FutureEverything Conference at Manchester Town Hall from Monday 31 March to Tuesday 1 April.

Neelie Kroes, Vice-President of the European Commission responsible for the Digital Agenda, said:

“Open data holds huge potential for stimulating innovation and enterprise across the Europe. These apps show that open data is not an abstract concept, but can produce real products that can improve people’s lives. I give my full congratulations to BikeCityGuide and Nostalgeo – worthy winners of the Apps for Europe competition.”

Drew Hemment CEO of FutureEverything said:

“FutureEverything has long championed the cause of open data and works throughout the year to coordinate its release so we’re thrilled to have the winners of Apps for Europe announced at our festival. These apps are tangible examples of real value in the open data economy that work across a wide variety of data sets; they set the benchmark for future developers.”

appsforeurope.eu/

ENDS

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NOTES TO EDITORS

Apps for Europe is a European-wide support network that provides tools to transform ideas for data based apps into viable businesses. It brings together a powerful network of individuals and organisations who have been involved in open data programmes and in supporting promising ideas to scale up. As well as stimulating new services and investment, the consortium shares experiences and knowledge and champions the value of open data:

- Stichting Waag Society, THE NETHERLANDS
- Stichting Nederland Kennisland, THE NETHERLANDS
- Nesta, UNITED KINGDOM
- Forum Virium, FINLAND
- Vlaamse ICT Organisatie, BELGIUM
- Open Knowledge Foundation Belgium, BELGIUM
- iMinds, BELGIUM

- Ceske Centrum pro Vedu a Spolecnost, CZECH REPUBLIC
- EURECOM, FRANCE
- Open Knowledge Foundation Deutschland, GERMANY
- Consorzio Top-IX, ITALY
- PT Comunicacoes, PORTUGAL
- Rooter, SPAIN
- ESADE, SPAIN
- Open State Foundation, THE NETHERLANDS
- Nederlands Instituut Voor Beeld en Geluid, THE NETHERLANDS
- Europeana, THE NETHERLANDS
- Open Knowledge Foundation Ltd, UNITED KINGDOM
- FutureEverything, UNITED KINGDOM

FutureEverything is an award-winning innovation lab for digital culture and annual festival, established in Manchester in 1995. For almost 20 years FutureEverything has been exploring the meeting point of technology, society and culture which lies at the heart of the digital debate. Through a community network and regular events it makes connections between thinkers, developers, coders, artists, designers, urbanists and policy makers - inspiring them to experiment and to collaborate in new ways.

Year round, FutureEverything champions the role of grassroots innovation in the digital creative economy. It creates opportunities for artists, programmers and coders through regular commissions, hackdays and innovation challenges. Through its research it identifies and explores areas in which technological, creative and societal innovation could facilitate change. Through policy work and thought leadership it advocates for the creative use of open data to improve government and empower citizens and communities.

futureeverything.org/

The App for Europe Finalists in alphabetic order:

1. BikeCityGuide

This app was created by two former bike couriers; it guides cyclists on bike friendly routes with less traffic for a safe and easy bike ride, point to point routing is available offline. The app also recommends tours connecting points of interest in the city. There are already packages for more than thirty European cities and new cities are constantly being added. There is a voting page online, which encourages users to vote for the next city they want the app to cover.

“A good all round cyclist resource, it has a good combination of user generated and open data content.” - Haidee Bell - Nesta

2. Carambla

An app to find the nearest and cheapest parking in Belgium. A lot of traffic in cities is caused by drivers seeking parking; this app cuts down the time taken to find a parking space thereby allowing

drivers to reduce their carbon footprint. Two sources of parking are offered: people wanting to rent out their unused parking spaces and car parks wanting to maximise their occupancy.

"Carambla has the right business model and mindset to tackle parking issues on a local level in a sustainable way." - Pieter-Jan Pauwels - OKFN Belgium

3. CarbonCulture

A digital collaboration platform designed to deliver measurable energy and carbon savings for businesses, cities and communities by enabling community collaboration to drive sustainable, cost-saving outcomes. The platform connects technical and cultural components into one coherent system. The system is already being used by several UK government departments, including DEFRA and the Cabinet Office. CarbonCulture is an initiative of More Associates.

"This is a great example of open data being used for a shared civic issue and it is at a good stage for investment and scaling." - Haidee Bell - Nesta

4. Cloud'N'Sci

A market-place platform, which provides algorithmic data refining solutions as a service, making raw data more valuable. It hosts the algorithms and helps with contract negotiations between algorithm creators, developers and businesses. This enables developers and algorithm creators to scale up their businesses and move from data to benefit.

"The algorithm as a service marketplace could potentially provide a huge benefit to the open data business ecosystem!" - Ville Meloni - Forum Virium Helsinki

5. iKringloop

This app allows users to dispose of unwanted items in three easy steps: take a photo, select the item category & condition and then share. iKringloop shares the item with neighbours, thrift stores, municipalities and collection agencies. The app can be used to find buyback programmes from participating retailers that accept materials like toys, clothing, textile or phones. iKringloop already have a partnership with the city of Amsterdam.

"iKringloop has the potential to be an application that makes a difference. It is helpful on the human scale as well as in terms of promoting resource economy." - Tom Demeyer - Waag Society

6. Muse Open Source

This is an open source software platform to publish a native iPad app for digital libraries with APIs. It creates an intuitive and interactive end user experience and also enables data owners to benefit from social curation, validation and sharing - adding new value and relevance to digital libraries. Apps have already been created using the Rijksmuseum and Europeana APIs. Muse Open Source was created by Glimworm IT.

"This team have a clear goal; the platform has a nice interface and is able to be used by others." - Tom Demeyer - Waag Society

7. Nearhood

A hyperlocal media platform which brings together everything related to a neighbourhood, using numerous open data sources and linking the information to specific areas. It provides local companies with a unique real-time marketing channel and also acts as a social service connecting residents with their neighbours. It has been successfully piloted in neighbourhoods of Helsinki. Nearhood was created by Born Local.

"This is new and innovative and potentially relevant everywhere in Europe." - Tom Demeyer - Waag Society

8. Nostalgeo

An app which combines contemporary street views with old postcards in order to create street views of the past. As well as using existing open data it will get people from all over Europe to put their old postcards online. Users will be able to create walks based on shared old maps and postcard stories. Nostalgeo was created by Nazka Mapps.

"A great example of how modern technology and cultural heritage conjoin" - Pieter-Jan Pauwels - OKFN Belgium

9. OldMapsOnline

An app and underlying platform which allows users to explore the beauty of historical maps depicting a geographical place of their interest, enabling the user to take a virtual journey back in time. It simplifies access to a the vast map collections of cultural heritage institutions. The data is enriched by exact geographical locations using online crowdsourcing technology. OldMapsOnline was created by Klokkan Technologies.

"This has an interesting business model as well as a good solid user base already." - Sander van der Waal - OKFN UK

10. Second Take

This app downloads historical images from a public database based on the user's position. These images are then superimposed over the phone's live camera feed. After capturing a new image the app updates the geolocation data of the original image. The user can then compare the two images, share or save the mixed image and browse through other images created by the app.

"The app is good example of crowdsourcing – users enriching historical photos in Digitalt Museum (Norwegian Museums digital collections) by adding coordinates. Furthermore, the users' photos will be uploaded to Commons and are thus available for documentation." - Siri Slettvåg - Arts Council Norway