



Available online at
ScienceDirect
www.sciencedirect.com

Elsevier Masson France
EM|consulte
www.em-consulte.com/en



STATE OF THE ART

Virtual Village: Innovation at work



Village Virtuel : l'innovation « en marche »

**M.-M. Bernard^{a,*}, M. Fruhwirth^a,
C. de Mareuil Villette^b**

^a PACE 2000 International Foundation, Ottawa, Canada

^b ICOSA—European Patent Attorneys, Paris, France

Received 4 October 2014; accepted 15 November 2014
Available online 10 December 2014

KEYWORDS

Intellectual property rights;
Virtual village;
Intergenerational innovation;
Telemedicine;
Telementoring;
Social relationships and e-health

Summary Innovation is well at work when it reaches strong, on-going and diversified community support along with rigorous evaluations. PACE 2000, a foundation, favouring relationships between generations, created the “Virtual Village”, connecting via videoconferencing, generations or groups of individuals who usually do not meet. It has evolved from social and cross-cultural “tele-encounters” starting in 1996 to innovative medico-economic and potential universal tools. The purpose of this review is to highlight how Intellectual/Industrial Property Rights (IPR) have played essential roles in the development and evolution of the Virtual Village since 1996. At least four types have been identified: 1- Promotion of early recognition of its inventions and programs; 2- Backing of on-going support and financing; 3- Enhanced compliance or early detection of non-compliance to its project developments and implementation protocols; 4- Definite lead into valuable Business Rights. Indeed, sponsors look for IPRs, as important assets that promote innovations. IPRs are also reassuring for stakeholders and are also incentives to secondary improvements by co-inventors. The “Virtual Village” innovations offer a good potential for a return on investments as it leads to the dissemination into diversified market “niches”. From an initial purpose of “bringing happiness into the lives of every generation”, the Virtual Village and its patented inventions that were geared at promoting relationships, have evolved into business partnership opportunities, be it in professional training and apprenticeship, in the e-health technologies sector, or in Education as well as in the Foreign Language Immersion Telementoring sector.

Crown Copyright © 2014 Published by Elsevier Masson SAS. All rights reserved.

* Corresponding author.

E-mail addresses: mbernard@outlook.com (M.-M. Bernard), mf@pace2000.org (M. Fruhwirth), cdm@icosa.fr (C. de Mareuil Villette).

MOTS CLÉS

Propriété intellectuelle ;
Droits d'auteur ;
Village virtuel ;
Innovation inter-générationnelle ;
Télémédecine ;
Télémentorat ;
Relations sociales et e-santé

Résumé L'innovation est en bonne voie quand elle reçoit un soutien solide, continu et diversifié de la part des populations, et qu'elle est sujette à de rigoureuses évaluations. PACE 2000, une fondation favorisant les relations intergénérationnelles, créa le « Village Virtuel » (VV), reliant par visioconférence plusieurs générations ou groupes d'individus qui d'habitude ne se rencontrent pas. Le VV a évolué depuis les télé-rencontres sociales et inter-culturelles qui ont débuté en 1996 à une offre de moyens médico-économiques innovants à potentiel universel. Le but de cette étude est de montrer comment les droits de propriété intellectuelle et industrielle (DPI) ont joué un rôle essentiel dans le développement et l'évolution du Village Virtuel depuis 1996. Au moins quatre types ont été identifiés : 1- Promotion d'une reconnaissance précoce des inventions et programmes ; 2- Appuis et financements renouvelés ; 3- Conformité au développement des projets et protocoles d'implémentation, ou détection précoce d'un défaut de conformité ; 4- Orientation certaine vers des droits d'affaires. En effet, les commanditaires recherchent les DPI qu'ils considèrent comme des biens importants pour promouvoir l'innovation. Ces DPI rassurent aussi les investisseurs et sont des incitations à des améliorations secondaires par des co-inventeurs. Les innovations du Village Virtuel offrent un bon potentiel de retour sur investissement car elles conduisent à la dissémination dans des « niches » de marchés diversifiés. D'un objectif initial qui était « d'apporter du bonheur dans la vie de chaque génération », le Village Virtuel et ses inventions brevetées, qui étaient orientées vers la promotion des relations humaines, ont évolué en opportunités de partenariat d'affaires, que ce soit en matière de formation professionnelle et d'apprentissage, dans le secteur des technologies de l'e-santé, ou dans l'éducation et Télémentorat d'immersion en langues étrangères.
Crown Copyright © 2014 Publié par Elsevier Masson SAS. Tous droits réservés.

Introduction

The PACE 2000 Virtual Village is a concept that was born in 1995–1996 along with the emergence at that time of ICT and PC based videoconferencing tools. Since 1992, we traced, then followed a path [1,2] for the PACE 2000 International Foundation (Programs for Autonomy & Communication for the Elderly; a Canadian Not for Profit organization): The paradigm was that “personal empowerments” for every generation can be realized when individuals or groups who live isolated “in silos” cultural and housing silos, are provided with programmed, if even unlikely, encounters.

The results of these newly “routine” encounters leveraged relationship dynamics that dating back to the emergence of a grand-parenting generation in prehistoric societies (i.e. 30,000 years ago; Scientific American Aug. 2011, p28). The first objective of the Virtual Village was merely to bring “happiness in life”. However, it spurred such innovations that it caught the interest of IPR experts and was recognized by the French Patent Office (INPI), which granted pioneer patents on tele-mentoring and tele-health related products, and helped in the recognition of the Program.

Case history

The history of the Virtual Village started with the purpose of enhancing cross-cultural and cross-generational relationships by providing new interactions and programs using customized Information & Communication Technologies (ICT), specifically videoconferencing. The long-term effects of the intergenerational programs of the Virtual

Village are still a matter for new outcomes analysis and evaluations [3].

Shirley, a 72-year-old veteran of the Canadian military, is wheelchair bound and lives in a Long Term Care center. She has trouble writing and ordered a PC in her room, hoping it would help her corresponding with her family.

Tim is a 17-year-old High School student. His tall and heavy stature hides a deep lack in self-confidence. He is a student at risk of dropping out of school.

Shirley and Tim became friends long before they ever met in person, during Tim's high school co-op placement with PACE 2000's tele-mentoring [mediated only by its patented online tele-mentoring program PACE-2-Face consisting of weekly video, voice and application sharing sessions].

As different as these individuals are, how was it made possible that they happened to know each other and became friends? A year after Tim had successfully graduated from High School, we met him at Shirley's Veterans' Long Term Care center. “What are you doing here?” – “I am visiting Shirley. I am helping her out with her computer!”

Community support: a “Living Lab” for applied technology

The PACE 2000 *Virtual Village* was launched as an alternative to the planned but aborted Intergenerational *Residential Village*. The residential village which included life lease residences for seniors paired with college students in nearby subsidized housing where the seniors benefited from services from the students. However, due to an abrupt governmental cost cutting in 1995, the PACE 2000's residential village's seven planning and guidance committees whose

Download English Version:

<https://daneshyari.com/en/article/554257>

Download Persian Version:

<https://daneshyari.com/article/554257>

[Daneshyari.com](https://daneshyari.com)