



**INTERFUSION SERVICES LTD.**

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Full legal name (National Language)	-----
Full legal name (Latin characters)	Interfusion Services Ltd.
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Department (if applicable)	N/A
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<b>Public Body</b>
Non-profit
International organisation
International organisation of European interest
Secondary or Higher education establishment
Research organisation
SME

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***A description of the legal entity and its main tasks, with an explanation of how its profile matches the tasks in the proposal.***

Our research expertise in addressing and further exploring issues within the Framework of EU Funding Programmes as well as our strong network and direct collaboration with a significant number of non-profit organizations and public institutions in Cyprus can be quite helpful for a range of activities beyond research & analysis within the local context (training, workshops, awareness raising, analysis and identification of established processes & practices in the Local Context, etc.)

Plus, Interfusion manages to preserve an extended network of Social enterprises/Living Labs and Research Institutions in the island. The most noticeable of these can be considered:) Cyprus University of Technology (CUT), the Cypriot Youth Organization which acts also as an umbrella organization for smaller initiatives working with younger target groups among which are young entrepreneurs, the Cyprus Research Centre (CRC), the grass-roots initiative UpCycle Club in Limassol, etc.

All the above can act as complementary to the workings envisioned within a project and provide valuable insights and assistance for the activities envisioned within a project.

***Continuing activities include but are not limited to:***

- I. Interdisciplinary research & analysis into the ongoing process of the ways which today's societal challenges affect the entrepreneurial environment of the island.

- II. Offering a complete and "holistic" training experience to locally based entrepreneurs, to support the transition from idea to business, especially the skills connected with promotion, market analysis, management, fund research, networking and internationalization.
- III. Constant training and informing stakeholders (policy makers, potential funders, local administrators) to provide skills in evaluation and supporting innovative ideas, promoting the full potential of cross-sectoral and local development of Innovation work spaces (Labs), with a special regard to cooperation at European level among local policy makers in various fields affiliated with the local market (e.g. tourism).
- IV. Promoting and supporting the creation and development of sustainable enterprises, increasing employment, improving access to networks and contamination with other start-ups and/or social entrepreneurship.
- V. Encouraging the adoption of ICT and virtual co-working to promote a low carbon, smart and sustainable, knowledge-based economy.
- VI. Promoting the best use of communication means for information, publicity and development in promoting issues among which cultural uplifting is a central field.
- VII. Elevating public awareness on relevant issues through a variety of mediums.

***A curriculum vitae or description of the profile of the persons, including their gender, who will be primarily responsible for carrying out the proposed research and/or innovation activities.***

**Yiannis Konnaris** is the Head of the Socio Humanities Department of Interfusion with significant experience drafting and implementing proposal projects in local and EU level. He holds a BA in Social and Political Studies by the University of Cyprus and a Master Degree in Visual Sociology by the Goldsmiths University of London, UK. He is an active member of the European Association for the Defense of Human Rights and a member the European Survey Research Association.

**Areas of proven expertise include:** Quantitative analysis and primary qualitative research skills, interviewing, focus groups, long-term participant observation, mentor and coaching, curricula development, course organization, training, and training impact evaluations, plus the ability to develop manuals and guidelines in order to institutionalize best practices in Local and European Level. Notable research interests include EU immigration policy, postmodern constructivism and participatory democracy application, Communities and Gender studies, Cultural and Urban studies and contemporary visual anthropology.

**Haris Neophytou** is the R&D Manager of Interfusion. He holds a B.Sc. degree in Computer Science from the University of Cyprus and an MBA from the Cyprus International Institute of

Management. He maintains a vast experience both in drafting and implementing Local and EU projects for Interfusion and its selective clientele.

**Areas of proven expertise include:** Conducting research through the collection, retrieval and analysis of data and a wide range of information in different forms, outlining objectives directing/undertaking pilot studies and fieldwork collecting, analysing and interpreting qualitative and/or quantitative data, writing reports, identifying and advising about possible strategies, using statistical and other quantitative techniques and information retrieval skills, in relation to primary and secondary sources of information, recognizing and demonstrating the relevance of sociological knowledge to social, public and civil policy, using ICT to communicate information and to analyse evidence.

He enjoys a great deal of demonstrated knowledge and proven expertise in a wide area of disciplines comprise among others: e-inclusion and its direct impact on society, the socio-political aspects of e-Government, overlay networks, medical informatics. Notable skills include: outlining objectives directing/undertaking pilot studies and fieldwork collecting, analysing and interpreting qualitative and/or quantitative data, writing reports, identifying and advising about possible strategies, controlling budgets and managing staff.

**Constantinos Stylianou (PhD)** has achieved his BSc in Computer Science in 2004 and his MSc in Advanced Information Technology in 2007 from the Department of Computer Science of the University of Cyprus.

**Research Interests** focus on the area of Software Engineering and, in particular, on aspects of software project management, such as the use of Computational Intelligence techniques for scheduling and allocation, and human-centric factors in software development. In addition, his interests also include the use of Fuzzy Cognitive Maps as a modelling and simulation technique for providing support in crisis management, social, political and economic problems and policy decision-making. He has worked in several EU-funded projects, such as GENESIS (FP6) regarding enterprise application interoperability-integration for SMEs, governmental organizations and intermediaries, and FUPOL (FP7) concerning intelligent tools for future policy design and modelling.

**\*Additional cv's and bios can be provided upon request.**

***A list of up to 5 relevant publications, and/or products, services (including widely-used datasets or software), or other achievements.***

We at Interfusion Services use Fuzzy Cognitive Maps (FCMs) as an intelligent tool for supporting managers, planners, decision makers and even entrepreneurs in order to model potential market problems and simulate customer affiliated scenarios in order to help them assess and evaluate the potential impacts of various policy decisions. As a prediction tool FCM's aim to assess and organize the knowledge of experts in certain fields of innovation that

have the potential of being disruptive, in the form of socio-economic models, which can reflect the complex domains of a given problem, as well as their internal relationships in an intuitive and dynamic manner.

Examples of their application include monitoring market effects, determining community facilities, and planning for urban development. In addition, they have been adopted to solve problems in research areas, which are connected to a number of upcoming start-ups at the local level, such as engineering and control, pattern recognition, energy, business and management, data prediction and forecasting, education, and software engineering.

FCMs combine the learning and classification abilities of artificial neural networks with fuzzy logic in order to visually depict expert knowledge with an acyclic directed graph composed of fuzzy nodes and edges. The graph's nodes represent the concepts involved in the given problem (possible variables, states, events or actions), which can have either a positive or negative presence in the problem, and can be expressed quantitatively or qualitatively. The edges represent the causal relationships between these concepts either as a positive (excitatory) effect or a negative (inhibitory) effect.

#### **We have experience in using FCMs in a variety of application domains, in particular:**

1. Evaluating policy changes in order to improve tourism sustainability (case study: Municipality of Pegeia, Cyprus)
2. Assessing designs of green spaces for the integration of young autistic children with non-autistic children (case study: City of Zagreb, Croatia)
3. Organizing recreational activities (case study: City of Skopje, FYROM)
4. Making connections and utilizing knowledge and skills in ways that add cultural, social and political, as well as economic, value to society's efforts to meet contemporary challenges
5. Under the ERA-NET Urban Europe project 'SmartGov', we are currently undertaking the modelling for improving waste vehicle management for the Municipality of Limassol in Cyprus, and for the routing the chaperoning of schoolchildren for the Municipality of Quart de Poblet in Spain

#### **Publications:**

1. Peter Sonntagbauer, Giannis Chrysostomou, Haris Neophytou A novel approach to policy modelling, data extraction and simulation In Digital Governance: From local data to European policies, Praha 2013, ISBN-978-80-260-4156-6

- II. Stylianos C, Neophytou Haris (In press). Fuzzy cognitive maps for urban policy design in developing countries. In: E-Governance and Urban Policy Design in Developing Countries. UN-Habitat
- III. Andreou AS, Neophytou Haris, Stylianos C (2014). A review of the application of fuzzy cognitive maps in the policy decision-making life cycle. In: Sonntagbauer P, Nazemi K, Sonntagbauer S, Prister G, Burkhardt D. (eds) Handbook of Research on Advanced ICT Integration for Governance and Policy Modeling. IGI Global, pp. 129-148
- IV. Mateou NH, Andreou AS, Stylianos C (2008). A new traversing and execution algorithm for multilayered fuzzy cognitive maps. In: Proceedings of the 5th IEEE World Congress on Computational Intelligence including 2008 IEEE International Conference on Fuzzy Systems, Hong Kong, China, June 1-6, 2008. IEEE, pp. 2216-2223
- V. Mateou NH, Stylianos C, Andreou AS (2005). Hybrid fuzzy cognitive map modeller: a novel software tool for decision making. In: Abraham A, Dote Y, Furuhashi T, Köppen M, Ohuchi A, Ohsawa Y (eds) Proceedings of the 4th IEEE International Workshop on Soft Computing as Transdisciplinary Science and Technology, Muroran, Japan, May 25-27, 2005. Advances in Soft Computing, vol 29. Springer Berlin Heidelberg, pp. 851-862

\* **Full list of publications in relation to the above can be provided upon request.**

\* **Additional information on additional products/services and tools available can be provided upon request.**

***A list of up to 5 noteworthy previous projects or activities.***

**1) The Cyprus Food Virtual Museum:** The purpose here was to develop an online platform and community with the mission of recording, studying, preserving and presenting the culinary heritage of the island of Cyprus, as well as disseminating scientific, educational and recreational purposes.

The main objective of the project is to promote an important part of the culture of Cyprus, namely the one concerning food and nutritional standards of its people, through an interdisciplinary approach that approximates the historical, archaeological, folklore, food, but also environmental dimension of the issue.

Parallel objective is the collection, preservation, organization and presentation of relevant material in the form of a Virtual Museum, which is a comprehensive database so that the existing wealth can be accessed from the Cypriot citizen means and expatriate abroad, to others European citizens, and other stakeholders such as researchers, tourists, organized groups (e.g. Society of Cypriot Studies), links (Nutritionists Association), services (e.g. Education and Culture and the Ministry of Agriculture ), crafts and food businesses at all times.

**2) The Innovation Labs Project:** As part of a European Funded project (Erasmus KA2) and in collaboration with the Cyprus University of Technology (CUT), Interfusion engaged in an initiative which aimed to help among others creative individuals and independent cultural groups to improve their collaborative partnership practices.

This was accomplished through knowledge sharing, research, reporting and the creation of resources based on resulting best practices and experiences. In many cases, collaboration has proven to be an effective approach to successfully addressing challenges in building sustainability and resilience amongst stakeholders at the local level. Successful collaborative partnerships have emerged within the cities of Limassol and Pafos, generating lasting and meaningful connections and experiences that endure and help strengthen participants' work well beyond the project's lifecycle.

### **3) Consultation and part preparations for the "Pafos 2017" Cultural Capital of Europe:**

- Real time mapping of cultural and innovative entrepreneurial activities
- Offering a complete and "holistic" training experience to locally based entrepreneurs, to support the transition from idea to business, especially the skills connected with promotion, market analysis, management, fund research, networking and internationalization
- Constant training and informing stakeholders (policy makers, potential funders, local administrators) to provide skills in evaluation and supporting innovative ideas, promoting the full potential of cross-sectoral and local development of various sectors affiliated to culture, with a special regard to cooperation at European level among local policy makers in the field.

### **4) Geroskipou Municipality Centre of Adult Education (ongoing):**

- Promoting and supporting the creation and development of creative sustainable enterprises, increasing employment, improving access to networks and contamination with other start-ups and/or social entrepreneurship
- Encouraging the adoption of ICT and virtual co-working whilst providing cultural and creative operators the opportunity to collaborate internationally and to internationalize their careers and activities
- Promoting a cross-sectoral approach to new enterprises and start-ups at a local and National Level

**5) The Upcycle Club of Limassol:** Interfusion Services has supported the creation and operation of UpCycle Club, the main goals of which are to foster collaboration within entrepreneurs, allow people the means to generate (extra) income from licensing digital content they would normally perceive as ‘unmonetizable’ and to promote the repurposing of materials for sustainable living. The UpCycle club is both a physical space in the form of an eco-park in Limassol (built with the aid of volunteers) and a digital community, where club members can upcycle their user-generated digital content (mainly videos) by selling their content.

A certain percentage of the proceeds from the sales of content through the club goes towards the upkeep of the work-space. The eco-park then offers through a series of targeted activities the possibility to upcyclers/local entrepreneurs to promote and sell their products (furniture, artistic work, green tech items, etc.) directly on site at the park, as well as to raise funds for new projects by linking to a crowdfunding campaigns. The park also conducts events that focus on increasing awareness on the benefits of upcycling and repurposing digital and physical material.

***Participation to EU Funded Projects over the past 4 years.***

EU Programme	Year	Project Identification or Contract Number	Applicant / Beneficiary Name	Project name
JPI Urban Europe programme.	2016	SMARTGOV	Cyprus University of Technology (CUT)	SmartGov (Advanced Decision Support for Smart Governance)

<p>H2020-SC5-2016-2017 (Greening the Economy)</p>	<p>2017</p>	<p>SOCLIMPACT</p>	<p>UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA</p>	<p>DownScaling CLimate imPACTs and decarbonisation pathways in EU islands, and enhancing socioeconomic and non-market evaluation of Climate Change for Europe, for 2050 and beyond.</p>
<p>Rights, Equality and Citizenship Programme.</p>	<p>2019</p>	<p>ON-OFF</p>	<p>Lumen Associazione</p>	<p>ON-OFF. Switch ON your mind, switch OFF gender-based violence online.</p>
<p>KA204 - Strategic Partnerships for adult education. Supporting exchange of good practices.</p>	<p>2020</p>	<p>Keeping intangible heritage alive as a tool to face climate change and create community</p>	<p>ASOCIACIÓN PARA LA TRANSFORMACIÓN RURAL «ASONAUTAS»</p>	<p>Keeping intangible heritage alive as a tool to face climate change and create community</p>

<p>KA2- Cooperation for innovation and the exchange of good practices</p> <p>KA205 - Strategic Partnerships for youth</p>	<p>2020</p>	<p>ME-YOU</p>	<p>Movimento Nonviolento a.p.s.</p>	<p>Mediterranean Youth versus Climate Crisis</p>
<p>KA2 Strategic Partnership, in the field of Adult Education.</p>	<p>2020</p>	<p>Enabling the 2030 Agenda through education for sustainable development".</p>	<p>Ten for Sustainability – X4S</p>	<p>Enabling the 2030 Agenda through education for sustainable development".</p>
<p>KA2- Cooperation for innovation and the exchange of good practices</p> <p>KA204 - Strategic Partnerships for adult education</p>	<p>2020</p>	<p>SEASIDE</p>	<p>BACKSLASH</p>	<p>Removing barrierS to undErwater culturAl heritage for people with DiSabilities alming at Equal access to culture.</p>