SME / Association / Researcher Profile Form

FP7 Programme
SECURITY Theme

Date (dd/mm/yyyy): 22/11/2009

Profile valid until (dd/mm/yyyy): 26/11/2009

Section 1 - Contact details

Organisation Name (full name)	Namahn
Organisation acronym (Abbreviation)	Namahn
Address	Rue de la Limite 21
Postal code	1210
City	Brussels
Country	BELGIUM
www address	http://www.namahn.com

Contact person:	
Title	Ms
First Name	Katrien
Family Name	SELDERSLAGHS
Telephone	32 2 800 00 60
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Section 2 – Type of organisation

If you are an Enterprise

Enterprise type	☒ Private ☐ Non profit ☐ Public ☐ Other	Is your Company a Small-Medium sized Enterprise (SME)?	☒ YES ☐ NO
		if YES, Number of Employees	☐ < 10 ☒ > 10 and < 50 ☐ < 250
According to Article 2 of the annex of Commission Recommendation 2003/361/EC of 6 May 2003, which applies from 01 January 2005, an SME (Micro, Small or Medium-sized Enterprise) is an enterprise which: • has fewer than 250 employees, • has an annual turnover not exceeding 50 million euro, and/or • an annual balance-sheet total not exceeding 43 million euro. http://europa.eu.int/comm/enterprise/enterprise_policy/sme_definition/index_en.htm			
Owned by a non SME:		☐ YES ☒ NO	

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Description of the organisation (max 1.000 characters):
Namahn is an ICT design bureau, specialized in the human-centred design of digital products, services and tools. We bring added value to complex and high-stakes projects in the design of HMIs (Human Machine Interfaces). With around 15 designers, Namahn targets the domain of safety-critical systems.   Namahn is a mature company with 22 years of experience in human-centred design. Our practice is grounded in research and relies on a multidisciplinary team. We are an independent, privately owned SME located in Brussels, with outstanding meeting and studio facilities. See www.namahn.com for details. Contact Joannes Vandermeulen (jv@namahn.com) or Sabine Geldof (sg@namahn.com) for research related issues.

If you are an Association

Association type	☐ SME ☐ Industrial ☐ Cultural ☐ Civil society ☐ Other:	Sector of activity	
Description of the association (max 1.000 characters)**:**			

If you are a research organisation

Research Organisation type	Research Organisation (☐ Private ☐ Public) High Education School / University / Institute (☐ Private ☐ Public) ☐ Other, please specify:
Description of the organisation (max 1.000 characters):	

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Section 3 – Sector of interest

Further information on the sector of interest (max. 500 characters)	Namahn can contribute to any project involving an ICT system where the interaction between the human and the system is of critical importance. A safety-critical system is characterised by: • Complex tasks, performed by expert users (e.g. nuclear plant operators) • Operator control over equipment or people (e.g. drivers) • Real-time performance and time pressure (e.g. emergency responders) • High risk: human error may lead to serious damage to the environment, even loss of life (e.g. surgeons)
Research topic according to the work programme	- SEC-2010.2.1-1 Security of mass transportation - SEC-2010.2.3-2 Assessment framework and tools to identify vulnerabilities of energy grids and energy plants - SEC-2010.2.3-3 Automatic detection and recognition of threats to critical assets in large unpredictable environment - SEC-2010.4.2-3 Information acquisition using dedicated platforms, including UAV - SEC-2010.4.2-2 Preparedness and Resilience to a CBRN crisis - Others

Section 4 - Description of your expertise

Description of the expertise (max 2.000 characters)	Namahn has conducted research projects at a regional level and is currently involved in a EUREKA-ITEA-2 project. Namahn performed case studies in diverse safety-critical domains (diagnostic imaging, satellite communication and transportation infrastructure) and is currently involved in commercial projects in air traffic planning and railway signalling. Although most revenue is local, Namahn has international clients, and maintains a network of international experts in human centred design through periodic invitations for lectures at Namahn as well as participation in conferences, colloquia and special interest groups, both in Belgium and abroad. In its practice of designing an HMI for safety-critical systems, Namahn combines the insights gained in its research activities with well mastered techniques in three mindsets:

	Understand • Field studies: Ethno-methodology: patterns of cooperative interaction and Link analysis (in view of Distributed Cognition) • Task analysis: Cognitive Task Analysis, Goal Directed Task Analysis (in view of Situation Awareness) Explore • Cognitive modelling: (Shared) Mental Models are essential to expert performance of complex tasks • HMI design: from conceptual design to early prototype • Testing and validation: Field testing, Risk assessment Define • Engineering specifications • Risk management: Safety case
Keywords describing the expertise offered (please complete as required)	1. Safety critical systems 2. HMI (Human Machine Interfaces) 3. Human centred design

Section 5 – Your previous experience in FP projects

Former participation in FP European projects?	☐ YES ☒ NO		
If YES (please specify)	Project title: Acronym:		
Activities performed	☐ Research ☐ Technology ☐ Other:	☐ Demonstration ☐ Dissemination	☐ Training ☐ Management
Please describe briefly your role in the project (max. 700 characters):			

Section 6 – Expectations

Term commitment	
	☐ Short (< 1 year) ☒ Medium (1 to 3 years) ☒ Long (more than 3 years)

Commitment offered	☒ Research ☐ Demonstration ☒ Training ☒ Technology ☐ Dissemination ☐ Management ☐ Other:
Proposed role in the project	☐ Coordinator ☐ Work package leader ☒ Partner ☐ Other role:
Expected results for your organisation (max 500 characters)	In view of enhancing the HMI corresponding to the specific needs of safety-critical systems, Namahn performs research in the following topics: • Situation awareness: the operator needs to be aware of what is happening in the relevant context and what will happen next (Endsley , 1995) • Naturalistic decision making: an expert user takes decisions quickly, based on experience (Klein, 1998, Flin et al. 1997) • Distributed cognition: Cognition is distributed in time, space and socially; the link bet

Section 7 – International cooperation

Are you interested in international cooperation?	☒ YES ☐ NO
If YES, **Please specify the geographical area(s) of interest**	☐ Mediterranean area ☐ Balkan area ☐ Russia and NIS (Newly independent States) ☐ Asia ☐ Africa ☐ South America ☐ Other:

Section 8 – PPT or PDF Presentation

Profile .ppt/.pdf presentation enclosed	☒ Yes **(Please enclose the file!!)** ☐ No

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In respect to the Directive 2002/58/EC of the European Parliament and of the Council of 12 July 2002 Right to the Protection of Personal Data, I authorize the use of my personal data

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