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Link and Evangelize the FI-PPP from Europe to the world for the benefit of FI research and innovation and to the European industry business

D4.3.1 – Report on dissemination and promotion activities v1.0

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Abstract	This deliverable describes the core strategy and operational aspects related to the dissemination and promotion activities FI-LINKS is pursuing, focusing on the plan defined for the first year. It also includes a description of the main activities already undertaken and explains the reasons of the delay for the deliverable.
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EXECUTIVE SUMMARY

The FI- LINKS Work Package 4, WP4, is dedicated to the “Dissemination and Promotion Activities” and aims at defining, maintaining and coordinating the appropriate mechanisms and tools ensuring broad visibility of the project’s work and results. The main objective is to finally promote the adoption of the FI-PPP/FIWARE offering on a broad scale and contribute to create impact both at the European and international level, by focusing on selected countries and regions.

This deliverable presents the dissemination actions carried out in the first 12 months, and the related results, highlighting the contributions to the project and to the FI-PPP programme in its third current phase.

Several of the WP4 actions have been oriented to boost the FIWARE Mundus activities, which are getting a remarkable recognition beyond the project’s context.

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INTRODUCTION

The FI-PPP Context

Several studies recognize Europe as a leader in different technologies and research areas and a valid competitor to other countries in various R&D fields. Europe, however, is often lagging behind the rest of the world when it comes to effectively taking research and innovation results into the market. This has become a crucial challenge especially in the Future Internet domain as its global, integrated communication infrastructures and service platforms are a core pillar of the European economy and society.

To address this challenge the European Commission has launched the Future Internet Public Private Partnership Programme FI-PPP where, for the first time, the EC together with key industrial partners and research institutions made consistent investments to move from Future Internet research into commercial solutions and shared a great vision with the aim of:

- Increasing the effectiveness of business processes and infrastructures supporting applications in areas such as smart cities, transport, health care, and energy.
- Deriving innovative business models that strengthen the competitive position of European industry in sectors such as telecommunication, mobile devices, software and services, and content provision and media.

In the last couple of years, a number of highly valuable results have been achieved (e.g. the FIWARE platform, the XiPi portal, the Foodloop startup/app winner of the Smart & Business Industry Challenge) that are now mature enough to be shared and validated by larger communities. Nevertheless, except for a few events, such as the Smart Campuses, the engagement of other actors focused mostly on FI-PPP and traditional FP7 project players. With Phase 3, aiming at larger adoption especially by European Small and Medium Enterprises, SMEs, and players, this landscape is changing rapidly.

The FI-LINKS Mission

FI-LINKS is playing an important role by contributing to the process of transforming the FI-PPP into a worldwide champion of Internet Innovation, by taking into account the specific business requirements of both large European industries and SMEs. To reach that target, adoption of FIWARE in non-covered EU regions and beyond is being supported and validated by the long-term vision of FI-PPP, analyzing both technological and business factors and defining a roadmap for guiding future efforts.



Figure 1: FI-Links Funnel

The FI-LINKS innovation process foresees three main strictly interrelated actions:

- **Stakeholders Engagement.** This action focuses on the creation of the ‘LINKS’ beyond the ones already available – covering several EU regions and FI actors worldwide - that will enhance the impact of related actions. Specific attention is being devoted to engage actors that can contribute to the roadmap definition and validation as well as to policy evaluation.
- **Community Building.** This action aims at strengthening the ‘LINKS’ by ensuring that the different engaged actors collaborate together through workshops and discussions in order to build a common framework for future collaborations in the FI field based on Best Practises, Technology and Business Roadmaps and FI Policies.
- **Impact on Communities.** The exercise related to community building actions aims to support the creation of long-term business relationships that will lead to the adoption of FIWARE in a broad perspective, and to the population of the different Future Internet Marketplaces.

The relevance of Dissemination and Promotion Activities

The success and effectiveness of all these interrelated actions whose different FI-LINKS members and WPs are responsible for, is directly related to the capacity of reaching a broad audience and engaging key stakeholders, which is what Dissemination and Promotion activities can help with in a crucial manner.

In order to establish strong connections with selected stakeholders, to engage them into the FI-PPP ecosystem and create solid and sustainable links that can lead to concrete impact, specific dissemination and promotion activities have been identified and are being implemented from the very beginning of the project.

In the remaining of this document we explain:

- The importance of promotion and dissemination goals,
- How we promote the FIWARE Mundus Brand,
- The FIWARE success stories methodology and creation,
- The events and results where FI-LINKS participated,
- The relevant promotional material,
- The road ahead.

1 FI-LINKS DISSEMINATION AND PROMOTION GOALS

The FI-LINKS dissemination and promotion activities provide the means to maximise the uptake, impact, and outreach of the project, whilst supporting the process of evolving FIWARE into a worldwide champion of Internet Innovation by taking into account the specific business requirements of both large European industries and SMEs, supporting the adoption of the FIWARE in non-covered EU regions and beyond, and validating the long-term vision of FIWARE.

To achieve this challenging objective, the consortium supports the newcomers joining the FI-PPP Phase 3, produces roadmaps to guide the subsequent exploitation of the results beyond the end of the project and engage the relevant FI stakeholders at European and international level for a much broader adoption of the FIWARE technology. In order to ensure the widest promotion and access to FIWARE and FI-PPP initiatives, FI-LINKS aims at involving from the very beginning key relevant stakeholders in Europe and beyond.

This is done through a close coordination of activities led by WP2 (International Adoption of FI-PPP and Best Practice Exchanges) and WP3 (European Wider Evangelisation to non FI-PPP Participants and Policy Support), where the work done in WP1 (FI-LINKS Roadmap) and WP4 are directly contributing to.

WP4's main goal is to ensure broad visibility of the FI-LINKS activities by promoting the project work and results in the European Future Internet (FI) scene and beyond.

In this respect, WP4 is responsible for the adoption, maintenance and coordination of the appropriate mechanisms and tools to guarantee effective dissemination and communication in Europe and beyond, with specific attention to the countries outside Europe and selected EU regions directly targeted by FI-LINKS. This breaks down into the following sub-objectives:

- Design, maintain and enhance suitable content for the promotion of the most relevant concepts and results provided by the previous FI-PPP projects, including stakeholder-targeted promotion activities, such as:
 - ❖ Taking the most advantages from FI-PPP tool and services, such as: publish Apps in the FIWARE Lab store, use FIWARE Ops to become a FIWARE Lab node, describe your infrastructure in the XiPi repository.
 - ❖ Providing information regarding training and software validation capabilities for developers who enter the FI-PPP in Phase 3.
- Ensure promotion and/or participation at/to selected events in related scientific, industrial and end-users' fora.
- Organize workshops which support the European Future Internet community consolidation and its positioning in the broader international context.
- Set up and maintain a project website with both a public and private user space. As explained in D4.1 Project Web Site, in order to align with guidelines provided at the launch of Phase 3, the decision about the public web site was to mainly use it as a collaborative platform for project members, while relying upon the FIWARE portal (www.fiware.org) for broad diffusion of information and material.
- Liaise with the FIWARE Press Office and ensure alignment and coordination of overall dissemination and communication activities.
- Establish and operate dedicated promotion and communication channels targeting

dissemination in Europe and liaison with Third Countries.

- Facilitate the population of FI-PPP marketplaces, such as the FIWARE Lab Open Data market place, the FIWARE Lab App store and the XiPi Repository of experimental infrastructures.

The dissemination strategy of FI-LINKS is being closely coordinated with the FIWARE Press Office and other ongoing Phase 2 and mostly Phase 3 projects and is articulated along four main activity streams:

1. **Awareness of the project identity and its outputs:** definition of the project's main purpose, offerings, activities and expected outcomes to be disseminated, in line with the more global objective of raising awareness about FI-PPP opportunities and broadly evangelizing FIWARE.
2. **Analysis of the Stakeholders:** according to the outcomes of WP2, definition of the most appropriate messages to be conveyed to the targeted players (see below). This activity is based on an extensive work of identification of the FI stakeholders already performed in the INFINITY and tXIFI projects where most of the FI-LINKS members have been involved.
3. **Use of the dissemination and communication channels:** establish the proper dissemination and communication channels that can be used to effectively reach a broad audience on the base of the knowledge gained throughout the FI-LINKS work and generated in related projects (within the FI-PPP and beyond). In this respect, close coordination with the FIWARE Press Office and means deployed at the FI-PPP programme level is taking place on a regular basis.
4. **Actions and assessment:** contribute to the definition and broad promotion of the FIWARE offering, through specific actions which include participation to events, organization of workshops, support to the FIWARE Press Office work and to the 16 Phase 3 Accelerators. This also includes the creation of promotional material such as posters, flyers, brochures, presentations. The approach envisages an assessment of each action, to ensure a continuous update of the planned actions in-line with the needs of the project and the global FIWARE strategy.

1.1 The Targeted FI-LINKS Audience

The main targeted groups directly addressed by the FI-LINKS project are:

- European and international **developers**, especially **SMEs**, **web-entrepreneurs** and **FIWARE beneficiaries**, who will be able to test and validate new services and networking solutions over a federated, large-scale platform such as FIWARE.
- European and international **final users**, including **Smart City stakeholders** and **SMEs**, who will gain access to innovative ICT infrastructure and trials, partnering and networking with local authorities, and evaluating offerings towards sustainable Smart Cities.
- European and International **test infrastructure owners**, who want to offer their facilities as validation environments for new Enablers.

FI-LINKS aims also to reach and create impact for **European Research and innovation hubs** by linking web-entrepreneurs, mentors, investors, students, academia, public sector innovators and industry.

Moreover, FI-LINKS has started establishing liaisons with related projects and initiatives in order to make sure that the “evangelization” and engagement activities are performed in the most efficient manner. Such projects include CONECTA2020 with Latin America, JEUPISTE with Japan; IST-Africa for Africa; eDIGIREGION with several European Regions; and the European Cluster Observatory with European ICT Clusters. Possible interaction with other projects such as MOSAIC,

Med-DIALOGUE and ClusMed (for Africa and Middle East) will be established later only if deemed relevant during the course of the project. More details on these projects and the activities that are planned with each of them can be found in Deliverable D2.1.1: “Plan for engaging FI stakeholders (v1.0)”. Reaching the Identified Stakeholder Groups

2 FIWARE MUNDUS AS AN FI-LINKS SUPPORTED ACTION

At the beginning of the FI-PPP Phase 3, a global decision was made to change FI-WARE into FIWARE (i.e. deleting the hyphen) and more importantly, to use the FIWARE brand for all activities related to the FIWARE platform and ecosystem instead of using “FI-PPP” or the names of the projects. This applied in particular to the FI-CORE project but also to the FIWARE accelerators and the Phase 3 CSAs. Within the FI-LINKS context, which includes activities mostly targeting stakeholders outside the FI-PPP community, it was also agreed to take advantage of this evolution and decided very early in the project to use the single “FIWARE Mundus” brand for all its activities.

“FIWARE Mundus” had been initiated by FI-WARE and the EC, but had not really been active and visible until FI-LINKS joined the initiative and adopted it as the common brand for the promotion and expansion of FIWARE, first at international level, but also to embrace all the other project’s activities. Since then, through FI-LINKS’ regular interaction with the FIWARE Press Office and with key representatives from FI-CORE, a dedicated section of the FIWARE web site at <http://www.fiware.org/mundus/> has been set up, providing information and contacts related to FIWARE Mundus activities. It has been later complemented by pages dedicated to the European regions activities at <http://www.fiware.org/mundus-region/> and communities at <http://www.fiware.org/communities/>, the first focusing on the regional engagement activities from FI-LINKS (see below), and the latter on the innovation hubs from the I3H project. All those pages are under a common “Community” section available directly at the top menu of the FIWARE web site <http://www.fiware.org/>.

Once the first step of using “FIWARE Mundus” was initiated with the international engagement activities (WP2), we decided to use this same brand for the other activities, starting with the European regional engagement activities (WP3). In addition, we also decided that it was important to create a specific “FIWARE Region” label, which would be an incentive for European regions to engage into the process. At this point we decided to adopt FIWARE and setting up FIWARE ecosystems at regional level, and then progress through a number of steps leading them to the ultimate objective of becoming a “FIWARE Region”¹. This was definitely a good move to present the engagement of European regions with FIWARE as a predefined process. Leading to an identified “FIWARE Region” label has definitely been a trigger to encourage regions to join the process and try and get the label eventually. Lately we have been contacted by European regions that heard about this label, and are asking how to get it². This shows that the use of such a label has increased the visibility of FIWARE, and that it is an incentive for European regions to progress along the steps defined by FI-LINKS in order to get the label.

The question then arose whether to also use the FIWARE Mundus brand for the third main activity of FI-LINKS which is the Future Internet Roadmapping (WP1). This activity had not been foreseen as an activity targeting the stakeholders to engage with FIWARE, but it had been foreseen as a more general activity around the future of Future Internet (so to say). As we decided to make the first “Future Internet map” publicly available³, it was however deemed natural to brand this as “FIWARE Mundus” as well and refer to FIWARE and FIWARE Mundus within the overall promotional activities pursued by the FI-LINKS consortium.

¹ Cf. section 4 on conclusions and lessons learnt in deliverable D2.2.1 “Report on FI stakeholders’ engagement and use of FI-PPP technology (v1.0)”. The process for reaching the “FIWARE Regions” label is detailed in deliverable D3.1.1 “Updated version of the ICT region taxonomy focusing on FI-PPP”.

² Such regions include Picardie in France and the Hamburg Region in Germany.

³ Cf. http://www.fiware.org/wp-content/uploads/tabs-img/tab-mundus-3/FutureInternetChallenges_web.pdf, “Map of technology and business challenges for the Future Internet”.

Over the past few months, the dissemination and promotion objectives and strategy presented in the previous sections have already been put in action. From the very beginning of the project, the FI-LINKS partners involved in WP4 defined and pursued a number of key activities.

4 key activities were planned in FI-LINKS: Populate FIWARE marketplace tools, community workshops organization, creation of dissemination material (especially for the FIWARE Mundus activity), and contributions to programme-level activities (involving, of course, participation in relevant events).

2.1 FIWARE marketplace tools population

The population of FIWARE marketplace tools was developed through the packaging of success stories to be included in the FIWARE portal, according to what outlined in D4.2. The activities were led by Create-Net in cooperation with Martel Consulting - with the role of reviewer, and Ogilvy - taking care of the graphic part for online publishing.

The Success stories present these characteristics:

- Success stories have the aim of providing interesting business cases showing how the different stakeholders have so far benefited by taking part in the FIWARE ecosystem, serving as catalyst for the involvement of new members and as tools to bring FIWARE to the big public;
- The involved target groups are represented by developers (SMEs, Startups and Web entrepreneurs), Accelerators and Investors, Smart cities and Infrastructure providers;
- The Success stories will be published on the FIWARE portal within a dedicated section of the existing *Community* section;
- The stories will ideally include, when possible, both text and a video.

The methodology outlined to effectively populate the FIWARE marketplace tools was based on a series of interconnected phases. Each phase resulted in one or more outputs to be used as tools to develop the Success stories (see Figure 1). The outputs, in addition, were the objects of an iterative process of continuous revision and validation (see Figure 2) and served as interaction instruments with the different stakeholders of WP4.

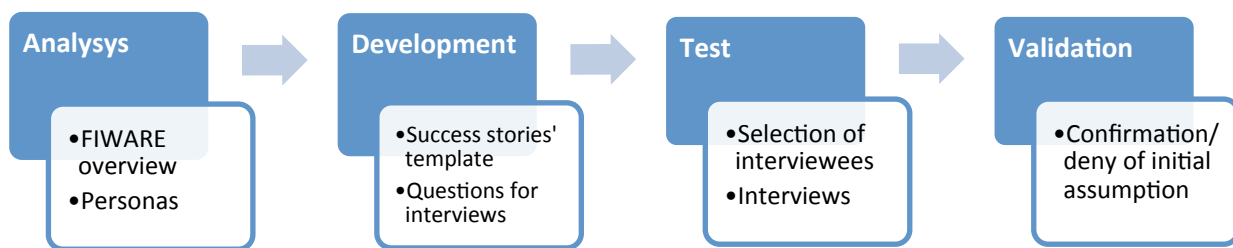


Figure 2: Phases and outputs

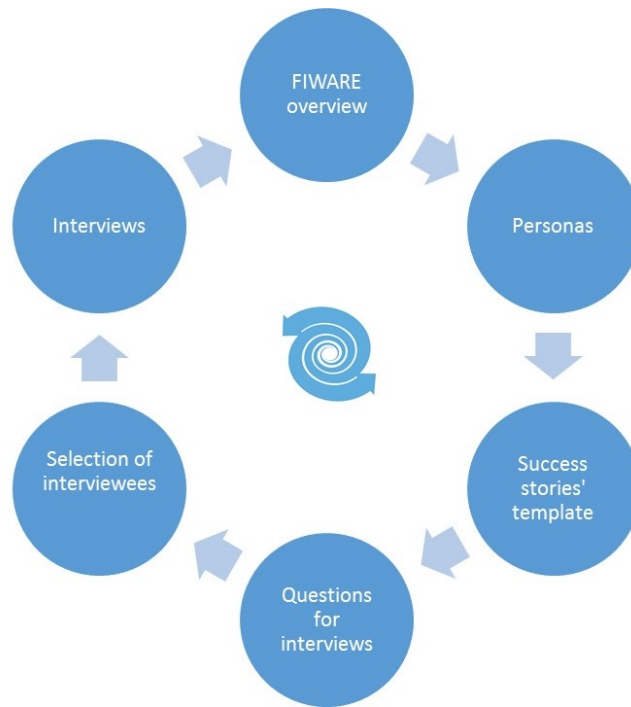


Figure 3: Outputs and their test and validation process

An analysis of the different phases and respective outputs is outlined below:

ANALYSIS:

The first phase had the aim of exploring the FIWARE project in all its elements and dimensions but also of profiling the Success stories target groups, in order to develop a clear picture of the subjects to be interviewed.

Output 1: Overview of FIWARE, highlighting its main features, strengths and critical points: through interviews (only for internal use) to the FI-LINKS team working on FIWARE, the most important and interesting aspects of the program were explored. The information collected served as the base for the subsequent phases, in particular the outlining of the Success stories template and the development of the questions for the external interviews.

Output 2: Target groups' profiles, highlighting their respective goals and challenges: an abstract profile of an ideal representative of each target group was outlined using the concept of Personas. The Personas' profiles represented also an important milestone for the following phases, such as identification of the Success Stories' template sections and development of the set of questions for the interviews.

DEVELOPMENT:

The second phase evolved the ideas and concepts resulting from phase 1, outlining a structure to organize the content and populating it with questions whose aim is to collect relevant information during the interviews.

Output 3: Success Stories' template and a wireframe draft, a new structure to organize the content to be published on the website have been implemented. The templates for the four target groups have a main objective: Provide a clear structure, enabling immediate communication towards both potential new members and the big public.

Output 4: Sets of questions for each one of the target groups, in order to populate the template developed in the previous phase, a set of questions was outlined, investigating the macro topics identified with the templates.

TEST:

Through the interviews with the target groups' representatives the questions outlined in the previous phase were tested. This procedure is focused on the comprehension of interviewees' capabilities' to detect the most relevant aspects and issues.

Output 5: Selection of interviewees, contacts with representatives of interesting projects were established on the base of the inputs received from subjects with a privileged point of view (i.e. members of accelerators or of the FI-LINKS team) or on their participation to FIWARE events.

Output 6: Interviews: the selected interviewees were contacted to answer the set of questions prepared in the previous phase.

VALIDATION:

In light of the information collected through the interviews, the assumptions developed during the previous phases were confirmed or denied, leading to adjustments of the relative outputs.

2.2 Analysis of the Outputs

2.2.1 Overview of FIWARE, including its main features, strengths and critical points

This first output was developed through a series of face-to-face interviews to FI-LINKS team members working on FIWARE. The questions explored different topics:

- The FIWARE technology: functionalities, components, the FIWARE Labs, strengths and weaknesses, expected developments.
- The FIWARE acceleration program: access requirements and procedures, services provided, differences with private acceleration programs, main benefits for the members.
- The FIWARE network: members, activities carried out, strengths and weaknesses.
- The result was a multi-faceted overview of the program, where its most relevant features were highlighted and subsequently represented in a SWOT Analysis (see Figure 4).

The issues emerged as the most relevant from the internal interviews with the FI-LINKS team were used as starting point for the subsequent activity of identification of the Success stories template's structure. The information collected, in addition, also contributed to the development of the questions for external interviews, which have been structured in order to collect the opinions and thoughts of external stakeholders on the relevant issues as identified during the internal interviews.

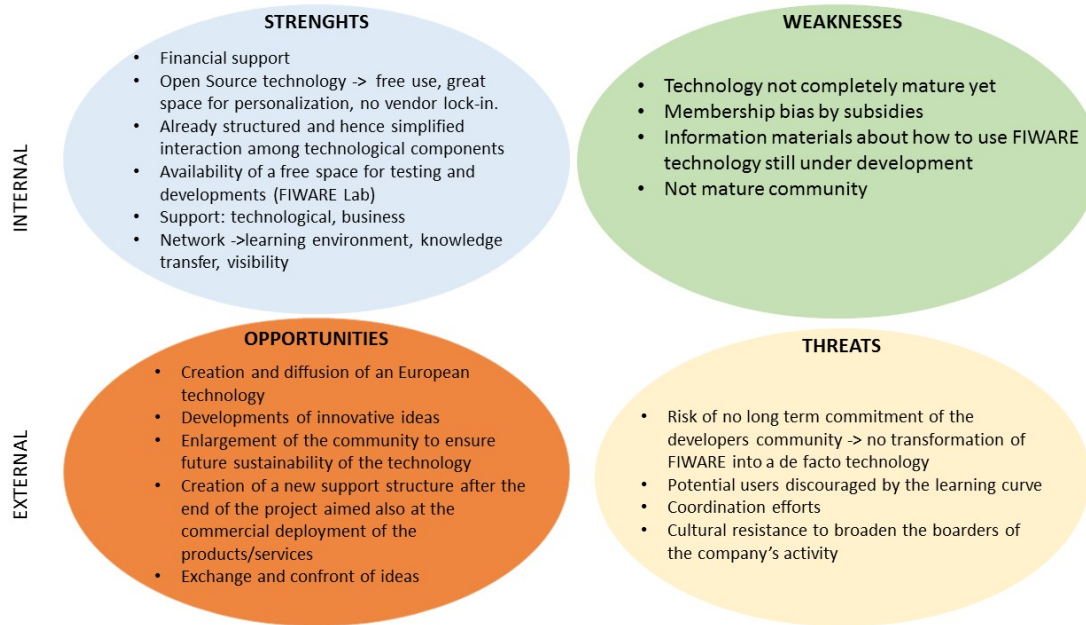


Figure 4: FIWARE SWOT Analysis

2.2.2 Target groups' profiles, highlighting their respective goals and challenges

The basic assumption for this output is that communicators who understand their audience are more successful in achieving their communication goals. In our case, though, even if the target is represented by organizations Developers, Accelerators, Smart cities and Infrastructure providers, it is important to bear in mind that communication needs to be addressed to a person. Hence, in order to effectively address our audience, the target organizations have been explored through the analysis of the challenges and constraints of their *ideal* representatives, leading to the development of abstract profiles based on the concept of Personas.

The Personas were structured around these sections:

- Background: basic details about persona's role, key information about the persona's company, relevant background info like education or hobbies;
- Demographics: gender, age range;
- Identifiers: buzz words, mannerism;
- Gains: persona's primary goals;
- Pains: persona's primary challenges;
- Jobs to be hired: how you solve your persona's challenges, how you help your persona achieve goals.

In particular, the Gains, Pains and Jobs to be Hired were identified on the base of the *Value Proposition Canvas* as developed by Business Model Foundry AG (<https://strategyzer.com>) (see Figure 5: **The Value Proposition Canvas (Copyright Business Model Foundry AG, www.strategyzer.com)**

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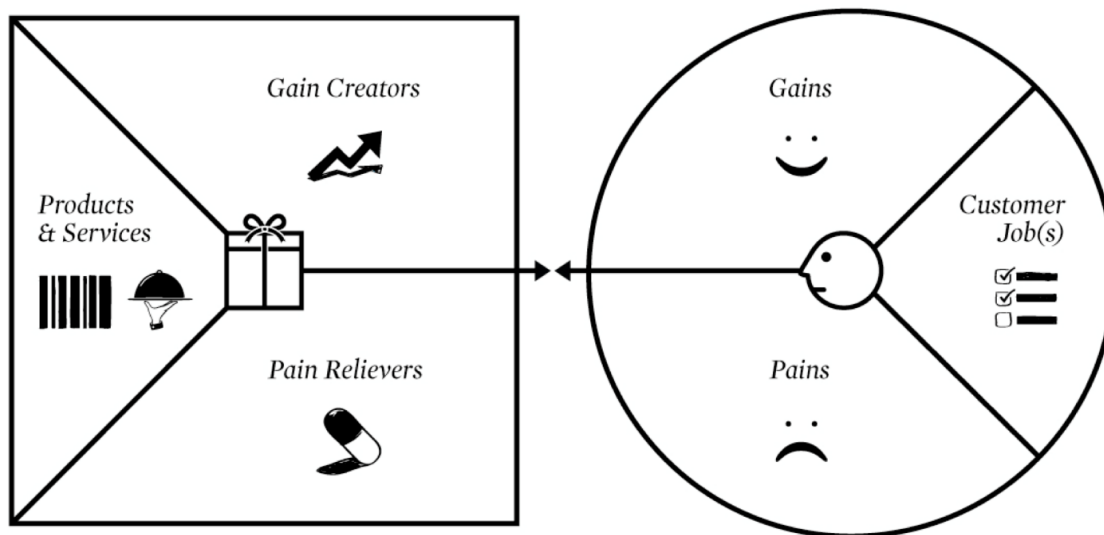


Figure 5: The Value Proposition Canvas (Copyright Business Model Foundry AG, www.strategyzer.com)

Each one of the three sections was outlined by answering the *Value Proposition Canvas* questions, such as:

- Goals:
 - What outcomes does the person expect?
 - What would make the person's life easier?
 - What positive social consequence does the person desire?
 - What would increase the likelihood of adopting a solution?
 - How does the person measure success and failure?
- Pains:
 - What are the main difficulties and challenges the person encounters?
 - What negative social consequences does the person encounter or fear?
 - What risk does the person fear?
 - What barriers are keeping the person from adopting solutions?
- Jobs to be hired:
 - What can help the person get functional jobs done?
 - What can help the person get social jobs done?
 - What can help the person satisfying basic needs?
 - Which solutions can be easily adopted by the person?

The result was an overview of the characteristics, needs and goals of an ideal representative – Personas – for each FIWARE target group (see Table 1).

The most relevant aspects identified through the *Gains, Pains* and *Jobs to be hired* were subsequently confronted and merged with those emerged from the internal interviews, in order to highlight the most important elements of FIWARE in the eyes of the target groups' representatives.

The strategy followed was based on these questions:

Does FIWARE help the person to reach his/her goal? Which ones? How?

Does FIWARE help the person overcome his/her constraints? Which ones? How?

This activity served as base for the later phases of outlining the Success story template and the development of the sets of questions for the interviews.

Developers:

Representative: Web entrepreneurs/start-up founder/CTO

Background: Strong entrepreneurial spirit/propensity to risk, High-level university degree in innovation, Specific knowledge (business and/or technological)

Demographics: Male/Female, In his/her 30s/40s

Identifiers: Total dedication for what he does, Strong curiosity, Well-informed about innovation, Takes all the decision about his/her company, Domain expert.

Gains	Pains	Jobs to be hired
Transforming ideas into an innovative, completely new product/service	Low budget/finance management	Securing financial support (no equities)
Establishing a leading brand in the market	Difficult/long process of team building	Building a committed, well balanced and competent team
Creating a customer base and spread up the traction of the solution/product	Constant planning, testing and monitoring	Getting the necessary external support to develop both the business and technological aspects
Being pioneers in introducing a new technology in a given sector	Lack of business and technological expertise/specific know-how	Accessing scalable/flexible and ready to use technologies
Being the owner of an economically profitable company (Make a lot of Money)	Effectively communicating with customers	Stream of constant updated information about the market situation/opportunities
Personal recognition and reputation as an expert	Spreading a positive image of the company/brand	Being part of a network in order to project and spread a positive image of the company/brand
	Need to minimize the go-to-market time/act fast	Being part of a network where to confront ideas and experiences
	Aggressive competition	Creating a competitive advantage
	High risk of non-surviving	Effective communication about the products/services (sell benefits)

Table 1 Developers target groups

a. Smart city

b.1 Politician

Representative: Mayor or elected politician

Background: In politics since his/her 20s-early 30s, University degree in economics/law

Demographics: Male/Female, In his/her 40s/50s

Identifiers: Wide local network, Well-structured team who advise him about the wide range of different matters.

Gains	Pains	Jobs to be hired
Gain/maintain consent 1. From the citizens: Improving the living condition of the population through popular initiatives 2. From its party Gaining personal visibility in order to reinforce influence and recognition Implementing initiatives which are immediately visible and have immediate positive returns (consent/popularity/saving) Minimizing costs Gaining visibility for the city in order to attract external investments	Budget shrinking Overcoming political resistance to status quo changes Overcoming social resistance to status quo changes Lengthy decision-making process Bringing results within the legislature period Shortage of internal knowledge Problems of co-financing Availability of sophisticated technologies to be applied to their needs	Implementing solutions which are free/cheap and immediately visible/with an immediate positive impact (saving, improvements) Making the city visible and a famous case of best practice Improving/updating the know-how of the team in a short period of time and at very low cost Reducing administrative overhead in the management of an innovative project Stimulating citizens' participation and involvement through better communication

Table 2 Politician target group

b.2 Technical expert

Representative: ICT expert

Background: At the top level of his career path, 20/30 years of experience in the technology sector, University degree in engineering

Demographics: Male/Female, In his/her 50s

Identifiers: Head of a team, Strong structural expertise of technology but not always up to date, He/She may work with external suppliers who he/she did not choose, Involved in complicated negotiation processes inside its organization and outside (with the political sphere).

Gains	Pains	Jobs to be hired
Being a valuable asset by bringing solutions to the most pressing issues/needs through innovative technology in order	Budget shortage Overcoming political resistance to status quo changes Overcoming social resistance to	Finding additional/external financial resources (no co-funding) Improving/updating the

to keep his/her position External/additional funds for his/her projects which do not require co-financing Implementing projects which can have multiple positive effects on different sectors Increasing/updating the competences of his/her team Being a «process facilitator» Creating and coordinating a network of contributors	status quo changes Lengthy and complicated decision-making processes and negotiations Aligning his/her activities to the political/legislative deadlines/time Conflicts/overlapping with other functions/stakeholders Accessing/developing the necessary know how Accessing the necessary technologies Administrative and managerial burden (shortage of time, resources and knowledge)	technical expertise of the team Free and easy to access innovative technologies Enhancing the communication with external «conflicting» stakeholders and within his/her team in order to reduce conflicts Entering a network of external partners/community where to find support and stimulating debates for new ideas/solutions
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Table 3 Technical expert target group

b. Accelerators

Representative: Acceleration Manager/Business Analyst

Background: 10/20 years of experience in its sector, University degree in business or technology

Demographics: Male/female, in his/her 40s/50s

Identifiers: Head of a team, Strong knowledge of the entrepreneurial environment of its local/regional area.

Gains	Pains	Jobs to be hired
Increasing profits Growth of the accelerator's popularity Enlarging the deal flow Supporting innovative ideas which succeed on the market Establishing a reputation as domain expert	Economic resources/low budget Risk of investing in unsuccessful projects Having capable experts in the team Constantly updating internal expertise Providing effective strategies to the customer	Securing economic resources Training to update/improve the personnel expertise Being part of a network where to confront ideas and experiences Being part of a network in order to enlarge the deal flow

Table 4 Accelerators target group

c. Infrastructure providers

Representative: CTO

Background: 10/20 years of experience in its sector, University degree in business or technology

Demographics: Male/female, In his/her 40s/50s

Identifiers: Head of a team, Sectoral knowledge

Gains	Pains	Jobs to be hired
Increasing the number of users Building internal technological expertise based on new technologies Providing a range of advanced and well-structured service and not only infrastructures Establishing a reputation as reliable and always up-to-date provider	Difficulties in gaining visibility beyond the borders of their local market Strong competition on the market Having capable experts in the team Constantly updated internal expertise Creating a diversified offer on their own	Training to update/improve the personnel expertise Being part of a network where to confront ideas and experiences Being part of a network in order to enlarge the customer base Providing an effective strategy to differentiate the offer

Table 5 Infrastructure providers target group

2.2.3 Success Stories' template and a wireframe draft

Once the aspects of FIWARE to be highlighted in the Success stories were identified, it was time to organize them within a structure.

The template was developed in order to present the following characteristics:

- Brief presentation of who is talking and which organization he/she is representing;
- A clear, simple structure highlighting the key areas of FIWARE impact (such as the business, the technology, the network, etc.);
- Keeping under consideration the different roles and perspective that the target organizations play within FIWARE.
- Providing a common structure yet adaptable to the different stakeholders.
- Allowing for an immediate communication suitable for the web and in line with the Success stories' final destination (the FIWARE portal).

The outcome of this phase is represented by a set of 4 templates with a common structure but adapted to the 4 target groups (see **Table 6**). Common elements to all the 4 templates are:

- Name of the interviewee and its role
- Picture of the interviewee
- Logo of the company or/and city landmark
- Possible picture representative of the company/city
- Link to the company/Smart city website

LocationSMEs, Startups and Web entrepreneurs	Accelerators	Infrastructure providers	Smart cities
About	About	About	About
Goals and Challenges	Goals and Challenges	Goals and Challenges	Goals and Challenges
The choice of FIWARE	The choice of FIWARE	The choice of FIWARE	The choice of FIWARE

Products/services developed within FIWARE Impact Benefits and future developments	Impact Benefits and future developments	Impact Benefits and future developments	Project developed within FIWARE Impact Benefits and future developments
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Table 6 Success stories' templates

A draft of wireframe for the Success stories section on the FIWARE portal was also designed (see **Figure 6: Success story template wireframe**).

Both the template and the wireframe draft were presented by Create-net to Ogilvy in order to get feedbacks and validation. The templates were approved while the wireframe were used by Ogilvy to further develop the graphic design for the Success stories section of the FIWARE website.

The templates represent the framework in which the sets of questions to be used during the interviews have been developed. For each template's section, questions were outlined in order to explore the specific topics or areas during the interviews.



Figure 6: Success story template wireframe

2.2.4 Set of questions for each one of the target groups

For this output the broad topics of the templates' sections were developed with questions to be asked during the interviews with the representatives of FIWARE target groups.

The questions had the aim of populating each section of the template with information which can capture the attention of potential new members of the program, highlighting goals and constraints to which target organizations can relate to.

The outcome of this phase was represented by four different sets of questions, one for each target group (see **Table 7**) exploring the most relevant features of their participation in FIWARE.

ABOUT	GOALS and CHALLENGES	THE CHOICE OF FIWARE
<ol style="list-style-type: none"> 1. Interviewee's Name, Surname, Role 2. Name of the company 3. City, Country 4. Sector of activity 5. Data about the company: I.e. the years of activity, where are its headquarters, the geographic area of activity (local, national, European, global), how many employees 6. The vision of the company 7. The team working within the FIWARE programme If developer 8. Name of the FIWARE Accelerator 	<ol style="list-style-type: none"> 1. Which are your company's needs and goals? 2. Which are the main constraints/obstacles? 	<ol style="list-style-type: none"> 1. How did you get to know FIWARE? 2. What have you found at first most interesting/appealing? 3. When have you decided to become a member of FIWARE? 4. Which decision makers/members of the team have been involved in the decision? 5. Which characteristics triggered your decision to take part in the programme? <ul style="list-style-type: none"> - technological capacity - the network - the funds - visibility
If Developer	If Smart city	
PRODUCTS/SERVICES DEVELOPED WITH FIWARE	PROJECT DEVELOPED WITH FIWARE	
<ol style="list-style-type: none"> 1. Describe in one sentence the product/service developed within FIWARE 2. Which are the main features of the product/service? <ul style="list-style-type: none"> - use - target - generic enablers: which, for which function, how are they integrated with other technologies? 3. Developing your original/initial idea within 	<ol style="list-style-type: none"> 1. Describe in one sentence the project developed within FIWARE 2. Which are the main features of the project? <ul style="list-style-type: none"> - sectors involved - stakeholders involved - how does it integrate with the city innovation agenda? - generic enablers: which, for which function, how are they integrated with other technologies? 	

FIWARE has entailed changes/upgrades? 4. Main innovative aspects 5. Potential future developments/evolutions	3. Main innovative aspects 4. Potential future developments/evolutions
IMPACT	
<i>If Developer</i>	<i>If Smart city</i>
1. What has been/is the expected impact of your product/service on the market?	1. What's the expected impact of the project on the city?
2. Which KPIs will you employ to evaluate impact? Why?	
3. Which are your expectations about the developments of the service/product once the program has come to an end?	
4. What do you expect in terms of support and network once the program has come to an end?	
<i>If Accelerator</i>	<i>If Infrastructure provider</i>
1. Which are the most interesting ideas you have been supporting within the program?	1. Which are the three most important results accomplished by companies/startups which are using your infrastructures/services?
2. Which are the most important results accomplished by companies/startups which are part of you accelerator program?	2. What's the impact of your infrastructures/services on the companies which deploy them? Which KPIs do you use to measure the impact?
3. Which expectations do you have about the developments of the products/services and of the companies you have incubated once the accelerator program has come to an end?	
4. What do you expect about the FIWARE support and network once the program has come to an end?	
5. How do you think you will support the network of companies which took part in FIWARE once the program has come to an end?	
BENEFITS and CRITICAL ASPECTS	
1. What have been the main benefits/expected benefits that you company has obtain by participating in the program? What has been the “plus”, the unique contribution that FIWARE has given you?	
<ul style="list-style-type: none"> - business: i.e. the growth of the “customer” base/deal flow - technological - internal expertise: thanks to the knowledge transfer within the FIWARE network - visibility 	
2. Which are the main critical aspects for you as member of the program?	
3. Indicate one aspect/element of FIWARE you would like to change. How? Why?	

Table 7 questions for interviews with the representatives of the four target groups

3.1.5 Selection of interviewees

The selection of interviewees followed different strategies according to the different target groups.

For the category of Developers, the first contacts have been represented by two of the participants of a FIWARE event held in Trento on the 12th of May 2015. The *FI-PPP Day Trentino*, promoted by EIT-ICT Labs, included:

a presentation about the FIWARE technology, a presentation about two FIWARE acceleration programs – CREATI-FI and FINODEX, including the next Open call dates, the admission requirements, the funding process, data about the previous Open calls,

first-hand experiences of Startups which are currently in the acceleration programs.

Two of the Startups presenting at the event were selected for the interview in light of the advanced level of development of their products and of their sector of activity: mobility and energy efficiency. The choice of focusing on these two sectors was connected with the Success stories' aim of bringing FIWARE to the big public, hence the choice of highlighting the benefits brought about by the use of FIWARE in fields related to the citizens' quality of life.

Further contacts for the category of developers were developed based on the indications of the FIWARE Accelerators which, from their privileged position, have a clear picture of the most interesting and promising projects.

For what concerns the six FIWARE Accelerators, they will be all included in the success stories through interviews with one representative for each one of them.

The same strategy is also applied to the Infrastructure providers, which will be all included in the Success stories.

Smart cities, on the other hand, have been selected on the base of their participation at events or on the base of the indications of members of the FIWARE partners.

2.2.5 Interviews

The interviews already conducted, as will be the following, happened via Skype and lasted approximatively 40 minutes. They follow the structure of the set of questions developed in phase 4 which, however, can be adapted to the specificities of the single case.

The interviews carried out until now are 5, including:

Developers: Open Move and Ecogriddy

Accelerators: SoulFi, FINODEX and CreatiFI

Smart cities: the city of Torino

Below you can find the text developed for the first interview with OpenMove.

OPEN MOVE

A. About

Innovator: Lorenzo Modena, CEO

Location: Trento, Italy

Sector: Transport, Smart cities

Web site: <http://openmove.org/>

Name of the product developed within FIWARE: OpenMove

Name of the Accelerator: FINODEX (www.finodex-project.eu)

Dematerialization is nowadays a macro trend involving many different aspects of our life, including everyday activities such as the purchase of services or consumer products, which we can now buy online through electronic payments. Among the different products and services that we can purchase in this way, there are travel tickets.

However, even though the market potential in this sector is huge, with more than 85% of urban areas worldwide without a mobile ticketing app for transport and parking, existing solutions are fragmented since they are focused on a specific mean of transport and connected to different online payment

procedures.

OpenMove is an App that was created as a response to the current troubled user experience in the field of mobile ticketing, offering an online platform for mobile ticketing, which includes the whole range of means of transport available within a given urban area.

But the targets of OpenMove are not only the final users. This App was designed to respond to the needs of the Public Administrations, who were struggling between two options: either paying for third party proprietary apps (which focus only on a specific mean of transport and imply a cost) or developing their own technology (which is difficult to implement and maintain).

At the same time, the origin of OpenMove is strongly connected to one important initiative launched by the Province of Trento in early 2015: the release of nearly 1500 open datasets. The use of open data is one of the pillars on which the App is based and the availability of such a great amount of open data has been fundamental for its development.

B. Goals and Challenges

The Open Move team moved very quickly from the product design phase to the offer to the market one. After having analyzed the data about the current market trends and potential, they moved to the phase of prototype design. Subsequently, once the prototype was ready, they validated it by with a demo presentation to the local transport association, Trentino Trasporti, offering them the use of the App for free. And this is how their journey began.

Today, OpenMove is addressing its efforts to reach one main goal: enlarging its customer base in order to become a renowned brand. A well established reputation, in fact, is a key asset for getting in touch with the Public Administration's representatives and stakeholders and for being able to sit at the negotiation table as potential suppliers.

C. OpenMove and FIWARE

The OpenMove team got to know the FIWARE programme when the App was still a prototype and they were looking for financial support to further develop the technology and to broaden their contact network and visibility.

A few elements of the program, in particular, have been considered as key assets by the Open Move team:

- The access to an international network and the possibility of enlarging their contacts thanks to international events and initiatives organized by FIWARE.
- The FIWARE technology, which provides easy to use and to assemble building blocks.
- The availability of business coaching tailored on their requests and needs.

D. Products/services developed with FIWARE

Today OpenMove is a fully functioning App available on App Store and Play Store.

OpenMove is the first online platform, comprehensive solution for mobile ticketing with three declinations towards:

- Citizens, who can pay for all mobility services through the use of a free and intuitive mobile application, which allows for different means of payment (credit card, PayPal, Google Wallet and Apple Pay). In addition, the integrated algorithmic engine matches geo-localised users and public transport timetables or parking spots availability to recommend the best travel solution or car parking location.
- Providers, who have at their disposal a ready-to-use and free mobile ticketing solution with several strategic functions. Thanks to a powerful back office, in fact, they can use the statistics generated by the App to plan trips, keep track of the tickets sold in real time and manage accounting. OpenMove also deploys a web service with APIs layer, which allows it to integrate with existing managing

systems in use by providers.

- Merchants, who have the chance to organise geo-localised advertising campaigns using a simple online portal. With OpenMove the geo-localised users receive ads about the best deals of the shops localized on their route on the base of the profile they have created on OpenMove. In this way retailers have the opportunity to tune advanced filters to target their audience (sex, age), optimise ads coverage (timespan, day of the week) and engage only geo-localised users in a certain area.

Most of the key functions carried out by the App are based on the FIWARE technology. Six Generic Enablers are integrated in the cluster architecture of OpenMove:

- Identity Management (IdM) KeyRock and Authorization PDP for authentication and access control;
- Complex Event Processing (CEP) for log analysis and BigData Cosmos for processing huge amount of logs in order to get better insight about the use of OpenMove;
- The “Marketplace” package including all the functions needed for the geo-targeted ads: registering business identity, publishing and retrieving offers and demands, searching and discovering discounts according to specific costumers’ requirements along with a reviewing, rating and recommendation system.
- WStore GE is taken into account for monetization functionalities: accounting, billing and (in the future) revenue sharing for mobility service operators;
- The GEs interact between each other using DDP meteor protocol.

OpenMove presents remarkable innovative features, both technical and operational, with respect to the other App available on the market:

- Is an open App including the whole range of mobility services (parking slots, bus, train, shuttle, carsharing, etc.), ensuring a quality user experience;
- Is a completely free solution for both users and providers;
- It has a positive impact on the local economy by providing local retailers with a cost-effective solution to advertise offers to targeted and geo-localised users;
- Allows for a super-fast deployment: thanks to its standardisation in line with the guidelines of the open data movement, the implementation of OpenMove takes only a few minutes and it is compatible with every operating system.

For the future, OpenMove functionalities will be enlarged, with the goal of offering the possibility of planning travels combining all the possible public transports. This aim will be accomplished through the integration of a travel optimization engine, which will enable OpenMove to suggest the best combinations of means of transport for fast and easy travels.

E. Impact

Since March 2015 OpenMove is integrated with the entire public transport system in the province of Trento thanks to partnerships with all mobility providers active in Trentino and several other public and private companies, and it is available to 530.000 residents and 5.000.000 yearly tourists. Thanks to an agreement with Trentino Marketing, in addition, OpenMove is also the reference solution for tourists, since it is integrated in the so-called "Guest Card" given to all tourists in the region.

The partnership with these important local stakeholders has proven a great stepping stone for OpenMove: Trentino is, in fact, a national leader in the innovation field and its initiative is often emulated by other cities. Thanks to the collaboration with such a prestigious partner together with its participation in the popular open data movement, the project has been featured on major national press and it has been promoted by renowned public institutions.

Based on these first results, the expectations for the following months are a continuous and stable growth with an extension of the business to other five Italian cities by the end of the year.

F. Benefits and accomplishments

As a member of the FIWARE acceleration programme, OpenMove has access to a wide range of business and technical support. The relationship and the cooperation with the team of FINODEX has greatly contributed to the development of the internal expertise and balance structuring of the OpenMove team, which has now 7 members divided between the technical and the business areas.

From the technological perspective, the FIWARE technology has granted a considerable saving in terms of time and effort.

Thanks to its preconfigured, ready to use building blocks (Generic Enablers), which make programming much easier and faster, the OpenMove technical team has been able to build the technological architecture of the App in a short time and with reduced economic and human resources. In addition all FIWARE components are public, royalty-free and open source, thus eliminating the risk of vendor lock-in.

As already anticipated above, the interviews represented a very important moment to test how the real situation and our initial assumptions could fit.

In particular, some key assumptions were confirmed:

- the gains and pains as identified in the Personas,
- the benefits from the participation in FIWARE as identified in the SWOT Analysis and in the questions for the interviews,
- the weaknesses of FIWARE as identified in the SWOT Analysis.

Even if the subjects interviewed until now represent a small sample, this validation is an important first step, indicating that the methodology used has provided the adequate tools.

Concerning future activities, it is going to be necessary to connect the development of Success stories with the *Success stories program* (provisional name). The Developers included in the program will:

- a) be promoted to be FIWARE evangelist at dedicated events, allowing them to gain visibility.
- b) benefit from promotional videos of their Apps.
- c) have dedicated posts in the FIWARE blog.

In order to assure effective integration with the program and the development of the Success stories, it will be necessary to define shared criteria for the selection of Developers, deciding whether to base the selection on market indicators or on other success metrics.

2.3 Community workshops and events participated

2.3.1 Face to face activities (All)

Face-to-face types of activities are the ones implying direct communication and/or physical presence of the participants.

Face-to-Face	Rational	Results
26-30/05/2015, Vienna, Austria	3rd edition of Developers' Week	<ul style="list-style-type: none"> Engagement of policy and decision makers FIWARE Mundus has elaborated a 7-step process by which a specific region can obtain the "FIWARE Region" label.
12/05/2015, Trento, Italy	FI-PPP day Trentino (SMEs, startups)	<ul style="list-style-type: none"> Presentation about the FIWARE technology, Presentation about two FIWARE acceleration programs – CREATI-FI and FINODEX, including the next Open call dates, the admission requirements, the funding process, data about the previous Open calls, Presentation about first-hand experiences of Startups which are currently in the acceleration programs.
27-28/11/2014, Coimbra, Portugal	4th Workshop of FIWARE Accelerators (FIWARE Accelerators, EC)	<ul style="list-style-type: none"> Discussions with FIWARE Accelerators and members of the EC <p>A16 projects outlined 4 major aspects within their activities:</p> <ul style="list-style-type: none"> Methodology, Evaluation procedures Services available within the programme. FIWARE
13/06/ 2014, Budapest	FIPP 2014 (Academics, Researchers, Industry)	<ul style="list-style-type: none"> Conference Paper: The Importance of eFi winks in the Project

Face-to-Face	Rational	Results
23-27/03/2015 Canada and US	FIWARE Mundus is now bringing FIWARE to North America	<ul style="list-style-type: none"> US Ignite has shown interest in building a global platform for smart cities applications developers using FIWARE and other platforms Successful demonstrations and private meetings
12/11/2014 Berlin, Germany	Future Internet Advisory Board	<ul style="list-style-type: none"> The European experts held a specific session with promising outcomes and expectations on FI-LINKS to support them becoming "FIWARE Regions" FI-LINKS Contribution to the Net Innovation Unit WP2016-2017 Open Consultation

Table 8: List of face-to-face actions

2.3.2 External Events' Participation, purpose and target stakeholders

These are events not organized by FI-LINKS or the FI-PPP projects that FI-LINKS members attended

Date	Event name and description	Type of participation	Targeted stakeholders
19/05/2015, Paris France	eDIGIREGION conference (Policy makers, academia, industry)	Presentation of FIWARE Mundus	Regions interested in the FIWARE adoption
06-08/05/2015, Lilongwe, Malawi	IST Africa 2015 (Public Authorities, Industry, Research)	Euro-Africa conference. Presentation of FIWARE Mundus, contact with Tunisia, Senegal, Ghana and Mauritius	African countries interested in FIWARE adoption authorities, research centres and companies from China
31/03/2015, Beijing, China	CHOICE workshop (Media & content organisations)	Orange Labs Beijing is continuing to work with FIWARE in order to find potential way for collaboration. FIWARE should be part of the Euro-China roadmap which is being published at the end of the CHOICE	Promote FIWARE adoption in China via authorities, research centres and companies from China

Date	Event name and description	Type of participation	Targeted stakeholders
		project	
25-26/03/2015, Brussels, Belgium	NET Futures 2015 Conference Future Internet Europe	WP1 presentation (UPM) at FIRE concertation meeting 25th March (Jose Gonzales), distribution of flyers and presence at the FIWARE booth (Miguel Alarcon and Monique Calisti, Martel).	Future Internet stakeholders, policy makers, regional representatives, smart cities representatives
26/02/2015, London, UK	NEM General Assembly	FIWARE Mundus presentation (Monique Calisti, Martel)	Content providers, creative industries, broadcasters, network equipment manufacturers, network operators and service providers, academia, standardisation bodies and government institutions
03-04/02/2015, Espoo, Finland	Benchlearning for Smart Regions (Finish organisations interested in the smart cities development)	Smart Cities cases in Finland, and Student Entrepreneurship event	Finnish regions
03/02/2015, Vila Real, Portugal	Opportunities for SMEs and Startups (FIWARE SMEs and start-ups)	A slot was dedicated to present the initiatives behind FIWARE Mundus, with special focus on the European regional adoption. The representative agreed to study the impact and evaluate the 7-step procedure defined in FI-LINKS to become a FIWARE Region.	Portuguese regions
09-11/12/2014, Paris, France	LeWeb 2014 Paris Public Authorities, Industry, Research	FIWARE booth, FIWARE Mundus international and regional activities and specific FIWARE session	Potential stakeholders of FIWARE Mundus
05/12/2014, Zurich, Switzerland	WISS FIWARE acceleration Conference	Representing FIWARE Mundus and answering questions	Potential FIWARE Lab adopters / tested users, SMEs and

Date	Event name and description	Type of participation	Targeted stakeholders
		about it.	Entrepreneurs
18-20/11/2014, Barcelona, Spain	Smart City World Expo 2014 (Public authorities/end users)	Presentation at the FIWARE booth	Potential FIWARE Lab adopters / tested users, SMEs and Entrepreneurs
24/10/2014, Paris, France	Internet of Things session in France (French ICT organisation and particularly SMEs)	Presentation of ICT30 call by the European Commission	Potential regional stakeholders of FIWARE Mundus
16/10/2014, Brussels	EU-Japan Symposium (Industry, Research, SMEs, Smart Cities)	Japan-Europe workshop for sharing ideas and challenges for the Future Internet social platforms	authorities, research centres and companies from Japan for FIWARE promotion and possible adoption
13/10/2014 Brussels, Belgium	JEUPISTE: Project innovation workshop N°1 Japan-Europe workshop for sharing ideas and experiences towards strategic partnership building	Japan-Europe workshop for sharing ideas and experiences towards strategic partnership building	authorities, research centres and companies from Japan for FIWARE promotion and possible adoption
09-10/10/2014, Florence, Italy	ICT Proposers' Day – Florence (Regional and international representatives)	Discussions with South East Ireland and Paris regions representatives, and with a Canadian representative (with the EC)	Potential regional stakeholders of FIWARE Mundus
29-30/09/2014, Brussels, Belgium	NEM Summit (Industry, Research, SMEs, Smart Cities)	FI-LINKS gave a general presentation of what FIWARE is about and how it is relevant for the content and multimedia community to save time and effort at development stage and accelerate product commercialization	Potential regional stakeholders of FIWARE Mundus
10/07/2014, Paris, France	FI-PPP Info Day for SMEs, held in Paris in French	Presentation of FI-LINKS activities	SMEs

Date	Event name and description	Type of participation	Targeted stakeholders
	(SMEs, tested users)		
01-02/07/2014, Brussels, Belgium	CAPS 2014 (1st International Conference on Collective Awareness Platforms for Sustainability and Social Innovation) (End-users, developers, SMEs, researchers from the CAPS)	Presentation of Phase-3	Potential stakeholders of FIWARE Mundus
24-29/06/2014, Guadalajara, Mexico	Campus party Mexico (Developers, Tested users)	<ol style="list-style-type: none"> Booths and workshops The engagement and community building actions Exchange of best practices Private meetings 	Mexican adoption of FIWARE and FIWARE-Lab via MExical FI ETP and other actors involved
23/01/2015 Paris, France.	IH Bootcamp (Innovation Hubs: accelerators, techno parks, etc.)	Presentation, engagement of innovation hubs for FIWARE Mundus European activities	Regional stakeholders of FIWARE Mundus

Table 9: List of related events attended in year 2.

2.3.3 Extended Description of main FI-LINKS events

FI-PPP day Trentino (12/05/2015, Trento, Italy)

The *FI-PPP Day Trentino*, promoted by EIT-ICT Labs, included:

- a presentation about the FIWARE technology,
- a presentation about two FIWARE acceleration programs – CREATI-FI (<http://www.creatifi.eu/>) and FINODEX (<http://www.finodex-project.eu/>), including the next Open call dates, the admission requirements, the funding process, data about the previous Open calls,
- first-hand experiences of Startups which are currently in the acceleration programs.

2nd I3H Bootcamp (27/05/2015, Vienna, Austria)

FI-LINKS was invited to the 2nd I3H Bootcamp celebrated at Vienna, where the sustainability of the FIWARE community covered many of the discussions (for instance the short-term issue of providing a commercial FIWARE platform). In such context, the initiative of FIWARE Mundus plays a major role within the programme, especially taking into consideration the ongoing activities in targeted European regions. The engagement of policy and decision makers is essential in the sustainability of the FIWARE ecosystem, fostering the benefits it may imply for the Smart Specialisation Strategy of the regions. To do so, FIWARE Mundus has elaborated a 7-step process by which a specific region can obtain the "[FIWARE Region](#)" label.

In addition, the rest of activities from the initiative were promoted, highlighting the engagement of international stakeholders and the elaboration of a Future Internet Roadmap.

IST Africa 2015 conference (06-08/05/2015 Lilongwe, Malawi)

284 participants from 38 countries

6 sessions: Research priorities, eHealth, eLearning, eGovernment, eAgriculture, ICT supporting Innovation where I was invited to make the FIWARE Mundus presentation (already uploaded on our Wiki)

The ICT supporting innovation session was attended by more or less 50 participants and most of them seemed interested in FIWARE. There were many requests to have a translation enabler in order to help people to develop once for several languages (dialects). Today there is not so much IoT networks but it will come soon. However there are open data available and FIWARE could be a good platform to manage data coming from open data (there are already initiatives in Rwanda).

After the FIWARE Mundus presentation, the consortium has been approached by people from 3 countries:

- Tunisia with Nouredine Hamdi (Ministère de l'Enseignement Supérieur et de la recherche Scientifique) who is willing to evaluate the interest of the local ecosystem for such a platform in Tunisia. A meeting with the Ministry could be organised quickly if the feedback from the ecosystem is positive. Orange has a research lab in Tunisia since 2 years with 130 people and they are ready to help if the willingness is there.
- Senegal with Toumane Doumbouya from the Ministère de l'Enseignement Supérieur et de la Recherche who is in charge of innovation transfer to the market sees FIWARE as an accelerator. He is ready to organise a meeting with the Minister himself in August in order to take a decision => We need help establishing an opportunity
- Ghana: Sylvester Hatsu and James Sunney Quicoe from Accra Politechnic will come back to us when they will have made a presentation internally,
- Mauritius with Iqbal Agowun du National Computer Board is already working with Mauritius Telecom on the FIWARE case.

If we can achieve the installation of FIWARE in Tunisia to cover Magreb, in Senegal to cover West Sub Saharian African countries and in Mauritius to cover East Sub Saharian African countries, it could be a great success.

CHOICE Workshop (31/03/2015, Beijing, China)

FI-LINKS was invited by the CHOICE support action project (<http://euchina-ict.eu/>) which provides continuity and progress in supporting and strengthening China Collaboration on ICT research with Europe. The objective was to show to the Chinese community what FIWARE is and how it should be possible to collaborate. A presentation of FIWARE and FIWARE mundus has been made and there was a good level of interest for such an open and innovative platform. Orange Labs Beijing is continuing to work with them in order to find potential way for collaboration. FIWARE should be part of the Euro-China roadmap which is being published at the end of the CHOICE project.

(link: <http://euchina-ict.eu/events/workshop-in-china-beijing-march-31-2015/>)

NET Futures 2015 Conference (25-26/03/2015, Brussels, Belgium)

FI-LINKS was invited to the FIRE's Experimental Platforms Concertation meeting in NET Futures 2015. Jose Gonzalez (UPM) gave a presentation about the Future Internet Roadmap that FI-LINKS is elaborating, introducing the first outcomes of such initiative. A map depicting technical and business aspects in the short and long terms, identifying the challenges that will drive the technological solutions. Such challenges' map counts on our International Advisory Board's collaboration. In such Concertation Meeting, the Experimental Facilities Unit presented the priorities for Future Internet Research and Experimentation (FIRE) in the new Horizon 2020 Work Programme, discussing the technical trends and developments covering the 2015-2020 time period.

(link: <http://www.ict-fire.eu/events/past-events/fire-concertation-meeting.html>) (photo: <https://flic.kr/p/rLgxmE>)

FIWARE Mundus is now bringing FIWARE to North America (23-27/03/2015, Canada and US)

FIWARE Mundus (via the FI-LINKS CSA and the XIFI Project) is now bringing FIWARE to North America with exciting prospects. First, a FIWARE Mundus delegation will attend a meeting in Toronto, Canada on 23rd March. Several representatives from Canadian public authorities and research initiatives are looking at potentially using FIWARE in addition to a local Canadian platform as foundations for smart cities platforms -a large event is currently being prepared around those ideas for September 2015 in Toronto.



Figure 7 FIWARE Mundus meeting in Washington (USA)

In addition, we will also discuss about potentially federating Canadian nodes with the existing FIWARE nodes. Then an even larger delegation involving Peter Fatelnig from the EC will attend the US Ignite Applications Summit in Washington D.C. from 24 to 27 March. The summit is entitled "Beyond Today's Internet: Experiencing a Smart Future!". US Ignite has shown interest in building a global platform for smart cities applications developers using FIWARE and other platforms e.g. GENI or Docker.

Peter will intervene in a panel during the Summit, and FIWARE will give demos during the exhibition on 25 March. In addition, we will also held private meetings with other public and private organizations (including but not limited to NSF and NIST), once again with the idea of promoting the usage of FIWARE in North America, exchange best practices with our Canadian and US colleagues, and see how we could work further on global smart cities platforms.

Details on the US Ignite Applications Summit can be found [here](#). Information on FIWARE Mundus is now available under the "Communities" tab of the fiware.org web site [here](#).

Jacques Magen (InterInnov), on behalf of the FI-LINKS and XIFI teams (Federico Alvarez -UPM, Federico Facca -Create-Net and Maurizio Cecchi -Telecom Italia) –and thanks to Peter Fatelnig and Ilkka Lakaniemi for their support in preparing the US visit.

The 19th NEM General Assembly (26/02/2014, London)

The 19th NEM General Assembly gathered together about 90 people mostly from the Creative Industries domain, including industrial players, policy

makers, EC representatives, SMEs representatives and Web Entrepreneurs.

FI-LINKS was invited to present the FIWARE Mundus initiative and in particular the activities targeting involvement of selected regions. Dr. Monique Calisti (Martel) attended the event on behalf of the FIWARE Mundus team and presented to the audience the main work done so far, as well as the various ways in which specific regions / public authorities can get involved in the FIWARE context.

A detailed agenda as well as the various presentations given at the event can be found at: <http://nem-initiative.org/19th-nem-general-assembly/>

Opportunities for SMEs and Startups within FIWARE (03/02/2015, Vila Real, Portugal)

Jose Gonzalez (UPM) and Jacques Magen (InterInnov) represented FI-LINKS in this conference which aimed to discover the opportunities that the FIWARE ecosystem may bring to SMEs and Startups from the North region of Portugal. A slot was dedicated to present the initiatives behind FIWARE Mundus, with special focus on the European regional adoption. In such event, the FI-LINKS representatives had the chance to discuss with a public representative from the region about the benefits of including FIWARE within their Smart Specialization Strategy. As a main outcome, the representative agreed to study the impact and evaluate the 7-step procedure defined in FI-LINKS to become a FIWARE Region.

SWISS Acceleration Conference (05/12/2014, Winterthur, Switzerland)

The ZHAW ICCLab organized the Swiss FIWARE Acceleration Camp to inform about the various Accelerator Open Calls opportunities for SME developers and Web entrepreneurs and to provide an overview about the FIWARE Lab resources and opportunities for all interested testbeds users.

Ragnar Bergström from the EC presented to the audience the overall FI-PPP initiative and in particular the FIWARE offering. Dr. Calisti (Martel) was invited to represent the FIWARE Mundus initiative and several active players from ongoing FIWARE Accelerators were also invited to provide specific insights into Open calls opportunities.

The ZHAW ICCLab team provided an overall introduction of the main FIWARE Generic Enablers needed to develop applications based on FIWARE so as to introduce and explain the potential of adopting this technology for development of innovative applications.

In the audience two specific questions were raised about the possibility to join the FIWARE Lab federation by setting up nodes internationally, namely in India and Singapore. As a follow up, specific information about how to join the federation were sent.

4th Workshop of FIWARE Accelerators (27-28/11/2014, Coimbra, Portugal)

FI-LINKS attended the 4th Workshop of the FIWARE Accelerators as a member of the support actions for the FI-PPP's 3rd phase. Jose Gonzalez represented the project on behalf of UPM. In such meeting, the A16 projects outlined 4 major aspects within their activities:

- Methodology, figures and experiences on Open Calls. Each accelerator proposed its own process, handling one or several calls, number of selected ideas, etc.
- Evaluation procedures. The evaluation of proposals followed different procedures in some cases to identify the winners, explaining their weighting criteria, number and profile of evaluators, etc.

- Services available within the programme, highlighting which mechanisms they will bring to the winners in order to speed up their business ideas
- FIWARE, where the accelerators mainly exposed their concerns about the technology to Juanjo Hierro

The different CSAs provided support and solved different sort of doubts. Since UPM has been involved in FIWARE technical developments, most of the inquiries that were addressed were related to the technology. In addition, a contact point was established to foster the FIWARE Mundus regional adoption in the North of Portugal.

The FI-LINKS "Future Internet Advisory Board" meeting (12/11/2014, Berlin)

The FI-LINKS "Future Internet Advisory Board" met for the first time on 12 November in Berlin. The first mandate of the Advisory Board is to cross-examine the status of Future Internet activities and roadmaps all over the world and start initiating a "Future Internet Roadmap" looking at mid- and long-term perspective, in order to investigate cooperation opportunities in the Future Internet domain, including but not limited to FIWARE adoption in some countries and European regions. FI-LINKS already contributed to the Net Innovation Unit WP2016-2017 Open Consultation. The roadmapping activities of FI-LINKS are coordinated by Federico Facca from Create-Net.



Figure 8 Fi-Links "Future Internet Advisory Board" members

The Advisory Board, chaired by Federico Alvarez from UPM (FI-LINKS project coordinator), assembles a team of very high-level experts from Europe and beyond. Distinguished individuals such as Glenn Ricart from US Ignite (USA), Alberto Leon-Garcia from the University of Toronto (Canada), Nozomu Nishinaga from NICT (Japan), and Heeyoung Jung from ETRI (Korea) attended the meeting. They all gave a presentation on the status of Future Internet activities and roadmaps in their countries and provided some initial contributions to the preliminary Future Internet "map" being worked out by the FI-LINKS team. Moreover, there was an agreement that best practices could be shared to work on a common roadmap and also to better understand how FIWARE could fit into the global picture, including initiatives running in each of those countries.

Glenn, AI, Nozomu and Heeyoung were also keynote speakers the next day (13 November) at the FI-PPP International Workshop organized within the FUSECO Forum, within a session entitled "Future Internet Research and Innovation in Europe, the US, Canada and Asia". In the same session Jacques Magen from InterInnov, who is leading the international engagement in FI-LINKS, gave an overview of the FI-PPP.

Other experts involved in the Board include Daniel Contesse from UDD (Chile); Sylvie Monfort from Brittany, France; Giacomo Piccini from Lombardy Region, Italy; and Taina Tukiainen from Aalto University, Finland. Daniel Contesse presented a comprehensive overview of the status of Future Internet activities in Chile and a number of recommendations with respect to the potential set-up of a FIWARE node. The European experts attended the meeting along with the above-mentioned individuals and the FI-LINKS experts, and held a specific session with promising outcomes and expectations on FI-LINKS to support them becoming "FIWARE Regions", coordinated by Pierre-Yves Danet from Orange.

5th EU-Japan Symposium - Social ICT Pilots (17/10/2014, Brussels)

The 5th EU-Japan Symposium on ICT Research and Innovation, 16-17 October 2014 Session on Social ICT Pilots, 17th October 2014 was attended and chaired by FI-LINKS (Federico Alvarez),

Focus of the session was on opportunities for collaboration and key recommendations for developing and using generic technology building blocks for specific societal applications. Social ICT involves the use of ICT in creating new service systems to resolve societal challenges. Both EU and Japan are conducting pilot programs on social IT. There is a need to understand these projects and to discuss future cooperation. The session started with a series of presentations from JP and E side giving examples of social ICT pilots and concluded with an open discussion.

Several examples were presented of EU and JP social CT pilots that demonstrated complementary technologies, approaches and application domains in social ICT pilots. From EU side, the Future Internet PPP was highlighted, in particular the FIWARE platform which is offering so-called generic and specific enablers (open source software components and tools) to developers and users for developing and validating dedicated ICT applications in a range of social domains. Examples of the usage of big data and benefits for smart cities were presented, as well as the use of the platform for e-health applications. Another presentation highlighted the use of the FIWARE platform to create an innovation ecosystem called FI-Lab bringing together developers and users in city environments in Amsterdam, The Netherlands. From JP side, emphasis was on several platforms that were developed to make use of Big Data and address societal challenges in areas such as health and assisted living (e.g. a Life Management Platform developed by NEC) and mobility management services based on interactive visualization of data and moving objects e.g. passenger flows. Also, it was presented how phased array radar systems are used for Big Data applications in monitoring extreme weather hazards for the use of disaster protection. Another presentation highlighted the Social Open Big Data platform for creating open smart cities (SODA) and real-time city management, which addressed several issues in sensor systems and context-based real-time participatory sensing as well as in big data analytics and the integration of cyber-physical systems.

The final discussion identified several concrete areas of future collaboration.

- Mutual use and exploitation of platforms: EU: FIWARE service platform, JP: Sensor platform / big data platform etc.
- Explore collaboration in open (big) data platforms for smart cities, including the development and integration of sensor systems and cyber-physical systems.

- Explore collaboration in particular social challenges.

For example in Mobility management: comparison of transportation services, applying database and visualization techniques to sensor systems, but also driver behaviors comparison, and investigating the role of cultural differences. It was agreed to set up a joint working group to investigate complementarities among platforms, e.g. FIWARE, wireless sensors, and social big data. It was recommended to identify shared societal challenges and the use of platforms, for example starting an exchange on ICT for health (FI-STAR and Life Management Platform) and on Smart City applications.

More information available in http://ec.europa.eu/information_society/newsroom/cf/dae/document.cfm?action=display&doc_id=7998

Japan-Europe JEUSPISTE Project Innovation Workshop No.1 (13/10/2014, Brussels)

Jose Gonzalez (UPM) attended last October 13th at Brussels the [JEUPISTE Project Innovation Workshop No.1](#), named "Smart Communities in a broader term". The FP7 project "Japan-EU Partnership in Innovation, Science and TEchnology (JEUPISTE) is engaged in several activities to reinforce Europe-Japan cooperation in different areas of interest. Throughout the event was remarked multiple times how relevant such international cooperation is in order to find similarities, and to establish a common strategy with 2020 as objective. The EC is willing to stress this partnership towards energy, transport and ICT sectors.

This particular workshop represents the first one of a series, paying attention to identification of issues, ideation and team building. The workshop No. 2, planned in Turin on November 13th, will focus on the downstream side of the innovation value chain, getting funding and bringing research into market (especially in ICT-related fields). It was discussed with Dr. Toshiyasu Ichioka, coordinator of the event and Project Manager of the EU-Japan Centre for Industrial Cooperation, about the possibility to attend such second workshop since the vision of the FIWARE initiative would also fit.

The workshop was clustered in 3 different parts, where the presentation "FIWARE and ICT-enabled smart communities" ([PDF available here](#)) was given within the identification of issues and development of concept. Such presentation aimed at browsing the whole FIWARE ecosystem, giving a brief introduction about the main pillars. FI-LINKS was also introduced due to the nature of the meeting. In general terms, the audience had a positive impression of the whole programme, and some of them (e.g. Tim Fawbert from Hitachi Europe) had special interest in the vision of Smart Cities and the management of Open Data.

One of the most valuable things from the event was the perception of Smart Cities from the Japanese side. Mr. Wataru Takahama, representative of the Japanese government, revealed the interpretation of smart communities and supporting policies that are currently being enforced. Since the energy management is a crucial issue in Japan, this field is almost the only one considered properly as Smart City oriented. Research strategies in Big Data, Open Data or Cloud computing are considered as the means to reach the efficient management of energy. Mr. Naoki Mimuro presented the [Yokohama Smart City Project-YSCP](#) as one of the most recognized case studies beyond Japan, provisioning an efficient management in the consumption of energy in 4000 households in the city of Yokohama. He concluded that technology is not the main cast in Smart Cities, but the citizens.

FI-LINKS at the 2014 NEM Summit (29-30/09/2014, Brussels)

FI-LINKS has participated in the 2014 NEM Summit Project showcases held on September 29-30 in Brussels. The NEM Summit, organised by the NEM Initiative in close cooperation with leading industrial and academic players worldwide, is the annual event for all those interested in Future Internet

developments and in the fast paced evolution of the networked and electronic media industry.



Figure 9 Fi-Links presentation at NEM

The NEM Initiative is one of the recognized European Technology Platforms of Horizon 2020 programme, aiming at building sustainable European leadership in content, media, and the creative industries. With the launch of the Horizon 2020, a renewed NEM Initiative, for the time being called “New NEM”, will pursue its objective to promote an innovative European approach to convergent Media, Content and Creativity towards a Future Media Internet that will enhance the lives of European citizens through a richer media experience.

Over the years, the NEM Summit has grown to become the key conference and exhibition to meet and network with the most active stakeholders, access up-to-date information, discover the latest technology and market trends, identify research and business opportunities, and find partners for upcoming EU-funded calls. The NEM Initiative is supporting Europe’s activities on the Future Internet and is actively contributing to the definition of the related research and innovation areas. In particular, the Future Media Internet has been identified by the NEM community as its major innovation area. NEM selected FI-LINKS background and expertise to promote the opportunities of FIWARE to the NEM community. FI-LINKS was integrated in the session 4, and it was in charge of presenting the FIWARE ecosystem, FIWARE, FIWARE Lab, FIWARE Ops and the new big opportunity of FIWARE Accelerate programme.

The NEM Summit attracted about 220 participants. The audience was composed of European SME's from the networked media environment, and entrepreneurs that aimed to get further information regarding the FIWARE & FIWARE Accelerate programme.

FI-LINKS gave a general presentation of what FIWARE is about and how it is relevant for the content and multimedia community to save time and effort at development stage and accelerate product commercialization. It highlighted in particular the FIWARE services available, and focused on the open calls for SMEs that are going on at the moment, offering 80 M€ for SMEs and web entrepreneurs through the FIWARE Accelerator Programme. The session ended by showing how FIWARE is being deployed in Europe and at international level.

The presentation was composed by:

- The FIWARE Accelerator Programme: 80 M€ for SMEs -7 accelerators for Media & Content (Jacques Magen, InterInnov)
- FIWARE Overview: FIWARE Lab, FIWARE Ops – Benefits for SMEs of the Media & Content community (David Jimenez, UPM)
- FIWARE international and regional dimension (Jacques Magen)
- What's in it for the NEM Community? Questions & Answers (moderated by David Jimenez)

NEM summit website : <http://nem-initiative.org/nem-summit/>

FI-LINKS at Campus Party Mexico (24-29/06/2014, Guadalajara, Mexico)

The Campus Party Mexico was held on 24th-29th June 2014 at the city of Guadalajara, with a sold-out attendance of more than 10.500 people, bringing together developers, entrepreneurs, designers and IT 'gurus' coming from all over the world. Given the fact that our colleagues from FIWARE prepared a booth and some workshops, a FI-OPS representative was invited to take part. Hence, Jose González from Universidad Politécnica Madrid attended the event by supporting the common approach promoted by FI-LINKS the Future Internet coalition FIWARE - FIWARE Lab - FIWARE Ops. The engagement and community building actions, by fostering the adoption of FI-PPP technologies beyond Europe, represents a key factor in the sustainability and enrichment of such ecosystem. The exchange of best practices with international players provides a superb manner for both promoting our main outcomes and discovering undercover directions towards FI technologies.

One of the most fruitful activities carried out in such event was the meetings held with Infotec, a Mexican Public Center of Innovation and Technological Development. Infotec representatives shown their enthusiasm for adopting FIWARE technology and establishing a FIWARE-Lab node in Mexico by using FIWARE-Ops tools. Both Fernando López, from Telefónica, and Jose González provided them with meaningful references, spanning both the overview of the framework and some available training material. In the other way around, some members from Infotec presented their main current activity fields and relevant outcomes they have achieved throughout the last decade as a cutting-edge Mexican IT player. The corresponding contact details were shared to keep the alignment and offer as much support as possible.

2.4 Interactions within the FI-PPP Context and FIWARE Press Office

Bodies/Groups	Rational	Results
<i>Boards and Groups facilitated by CONCORD</i>		
FI-PPP Steering Board	Interaction with the projects of the 3 rd phase	Better coordination and improved results from common cooperation
FI-PPP Advisory Board	Presentation of FI-LINKS advances and feedback	Feedback obtained
FIWARE Press Office	Boosting the FIWARE Mundus brand	Brand getting external recognition and visibility
<i>FIWARE – Technology foundation: Future Internet core platform</i>		
FI-CORE	Activities alignment	Cooperation in many areas, especially adoption in Latam and US
Other CSAs in the FI-PPP	Activities alignment among CSAs	Improved result in the FI-LINKS roadmap via participation of FI-IMPACT, and better regional alignment with I3H. Support from CONCORD (Ilka) on the US contacts
FIWARE Accelerators	Offering new opportunities to SMEs selected under	Higher visibility in the US planned in events (GCTC and next actions) for period 2 of FI-LINKS.

Table 10: Interactions with related bodies within the FI-PPP context.

Other non FI-PPP projects

Project acronym	Rational	Results
JEUPISTE	Cooperation with Japan	Links with relevant organisations in Japan

Project acronym	Rational	Results
FESTIVAL	Cooperation with Japan	Links with relevant organisations in Japan

Table 11: Interactions with projects and relevant initiatives outside the FI-PPP context.

3 COMMUNICATION MEANS AND MATERIAL (INCLUDING FIWARE MUNDUS)

To properly support the various dissemination activities and provide the FI-LINKS partners with powerful means to effectively promote the project's work, including the FIWARE Mundus international (WP2) and regional (WP3) activities, as well as the Future Internet Roadmapping workflow, WP4 has dedicated an important part of its resources to define a comprehensive and effective set of communication tools and material. This has been done in close coordination with the FIWARE Office so as to align with programme-level promotional policies and guidelines and create visibility in a broader perspective, via direct interaction with other key players in the FI-PPP landscape and beyond.

In the rest of this section, an overview of the main communication means and artefacts that have been implemented during the first year of the FI-LINKS project is shown.

3.1 Project website and collaboration with the fiware.org portal

A website dedicated to the project had been designed and set up in the first month of the FI-LINKS project as planned per DoW, <http://fi-links.eu/>

However, the main goal of the project website has changed due to a global FIWARE branding strategy that is being enforced for all Phase 3 projects. Since the “projects” as such shall be considered as organizational entities behind the single FIWARE offering, focus in the dissemination and communication activities shall be given to promote such an offering via a centralised and unique web portal that is the FIWARE portal at <http://www.fiware.org>

In this perspective, the FI-LINKS public web pages are now limited to provide essential and pretty static information about the project's settings, while the private mediawiki-based ones are extensively used for internal documents and work's organization and sharing by all project's partners.

In addition, in close collaboration with the FIWARE Press Office, two dedicated public web pages have been developed and added to the FIWARE Portal to present and promote the activities of FI-LINKS both at the FIWARE Mundus international (www.fiware.org/mundus) and regional (www.fiware.org/mundus-region) levels. Both pages are updated on a regular basis according to the advancement of the project activities.

A part from these two pages, the most relevant news and activities the FI-LINKS partners are also promoted via the FIWARE Mundus social media channels (see below “Social Networking”) and the FIWARE Blog and the FIWARE newsletter to which we regularly produce entries for. An example of both of them can be observed at the next figures:

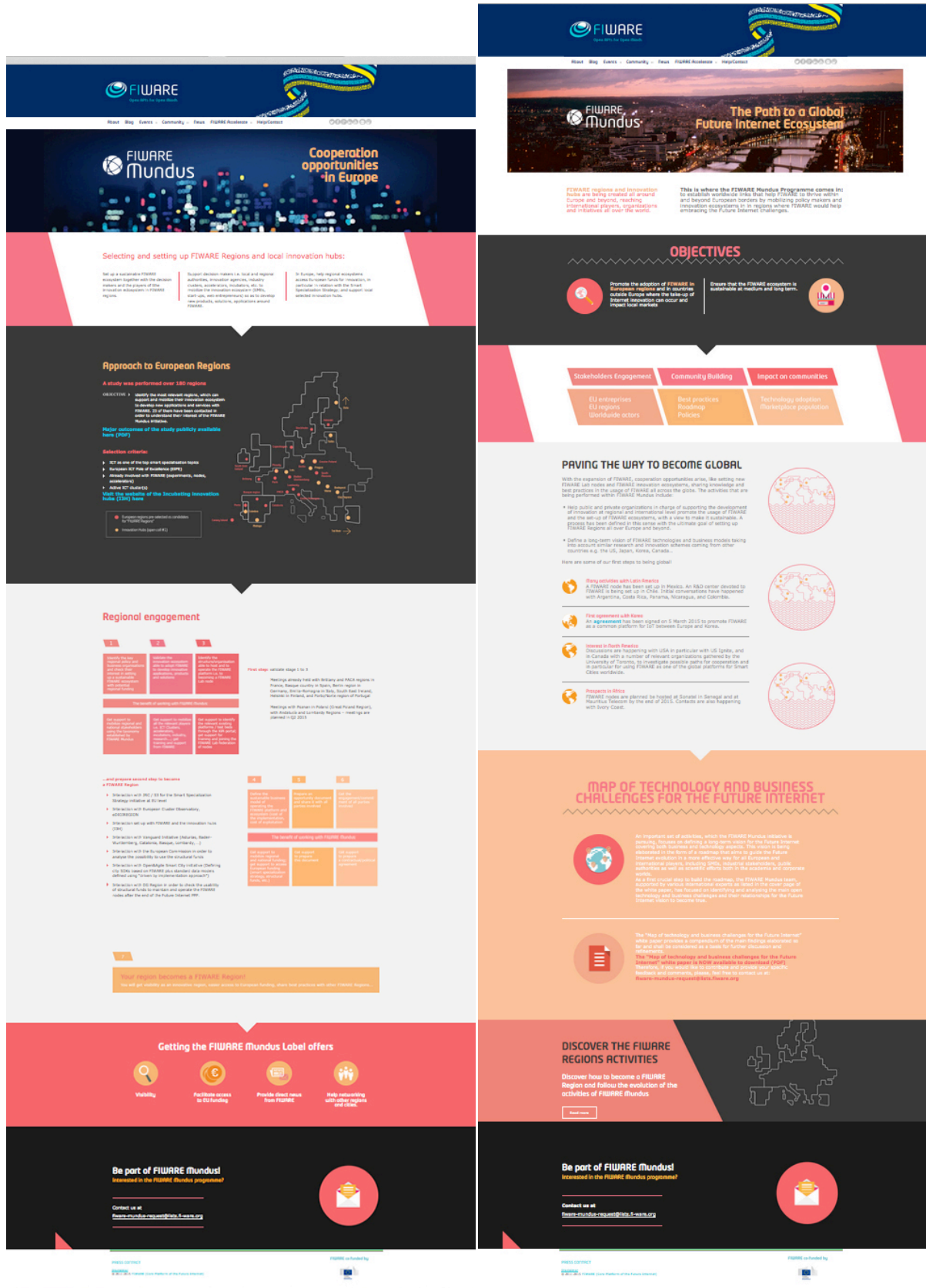


Figure 10: The FIWARE Mundus and Regions web page

3.2 Project leaflet

A first FI-LINKS leaflet was designed to present the project and its activities. It was created following up on the FIWARE branding guidelines and distributed at several regional and international events, including ECFI-2.

The first “project’s” leaflet was designed before the decision to focus on FIWARE Mundus as such as a label to promote our liaising activities. In this perspective we created an updated flyer based on the new brand, namely FIWARE Mundus, and with a design consistent with the elements on the FIWARE Mundus web page.

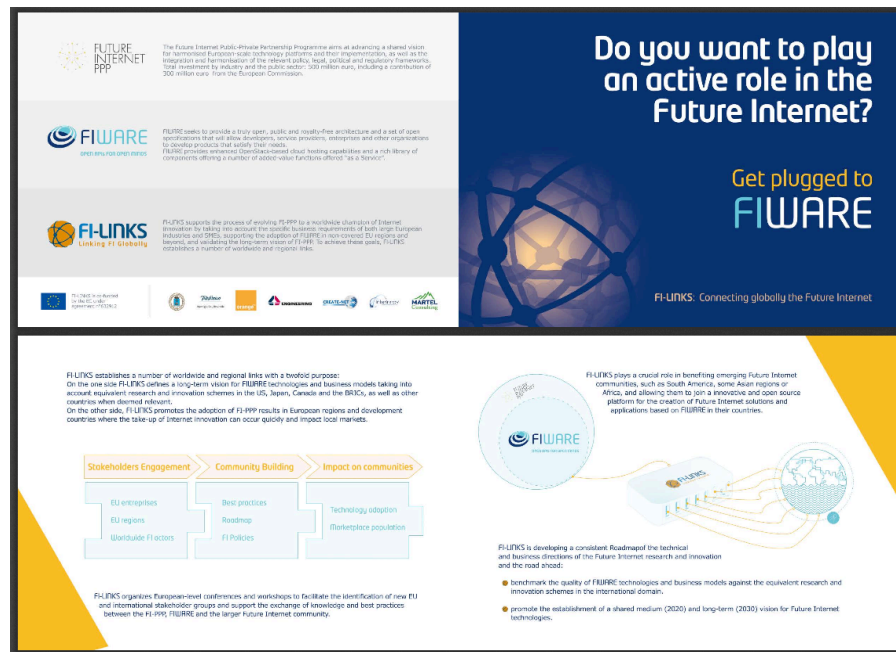


Figure 11: The FI-LINKS first leaflet I

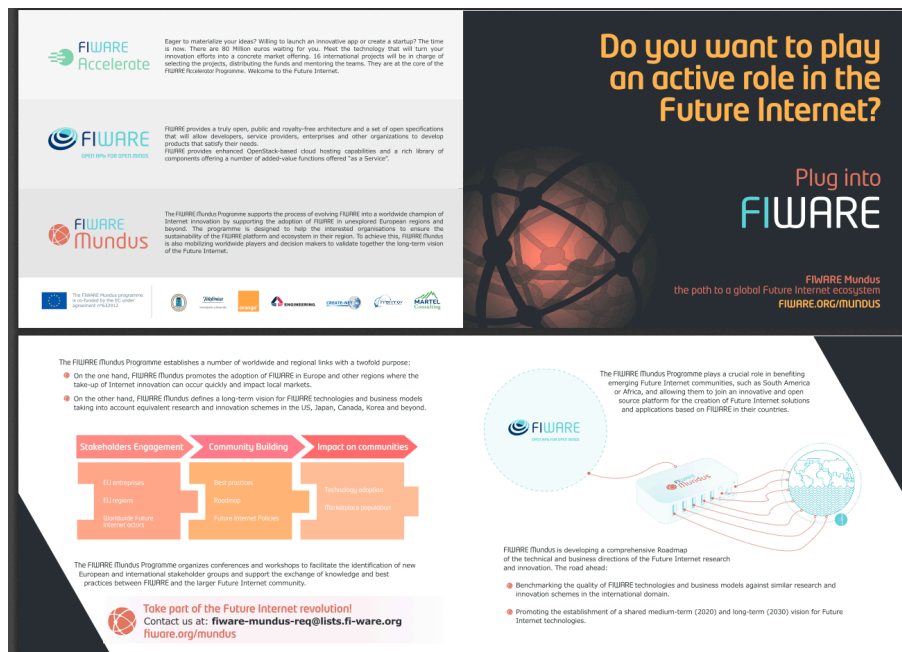


Figure 12: The FI-LINKS first leaflet II

3.3 Social networking

The social networking strategy is oriented towards the promotion of project's activities both through the FI-LINKS Twitter channel, @FI_LINKS, which was created at the very beginning of the project's lifetime, and through a dedicated Twitter channel with specific focus on the FIWARE Mundus activities, @FIWARE_Mundus.

The main goal is to reach a broad community and create visibility about the FI-LINKS work and outcomes, but also to support promotion of the FIWARE news and achievements by relating our social media activities to project's stakeholders and other selected relevant channels, including in primis the FIWARE and the Accelerators' ones. Both the @FI_LINKS and the @FIWARE_Mundus channels are actively tweeting and retweeting during the most relevant events FI-PPP partners are attending, but also conveying relevant information as it appears on a daily basis.

As of today, we have 143 tweets and 185 followers for FI-LINKS and for FIWARE Mundus 111 tweets and 70 followers

3.4 Planned communication materials

The creation of a **new leaflet** is under discussion. It will be oriented to the promotion of the FIWARE Mundus Regional activities so as to provide information on how to become a FIWARE Region and get the FIWARE label (for more details on this see deliverable D3.1.1).

To support this action we are also developing the script of a **promotional video** to reinforce the promotion of the project's activities. The video will be a powerful tool to promote our work in the Internet, via the FIWARE You Tube channel, but also to be shown at events project's where partners will attend and advertise our work and achievements.

Besides that, we will continue with regular updates of the public FIWARE Mundus web pages and contributions to the FI-PPP newsletter as well as to the Events Roadmap that is being set the programme level by the FIWARE Press Office in close collaboration with the Communication leaders of all Phase 2 and Phase 3 projects.

4 CONCLUSIONS AND NEXT STEPS

The result of the communication activities increased the impact and visibility of the FI-LINKS goals and results.

During the first year numerous dissemination activities were completed and pursued various promotional activities, including:

- Creation of the F-LINKS project website – now used as internal communication and information exchange platform.
- Contribution to the FIWARE portal in the form of information about upcoming events, organised workshops/sessions (e.g., NEM Summit, FUSECO Forum) and available material.
- Creation and contribution to the FIWARE Mundus action in the FIWARE portal as a recognisable brand
- Diffusion of FI-LINKS, FI-PPP and overall FIWARE related news via the FIWARE Press Office communication channels, as well as the FI-LINKS Twitter channel and the various partners' individual social communication means.
- Participation at various events with very relevant results.
- Coordination with the FIWARE Press Office for dissemination and communication at a broad Programme level.
- Coordination with the recently started FIWARE FI-PPP Programme Office.
- Creation of success stories and methodology to bring about these stories, in collaboration with the press office.

The work of WP4 will continue to be intensive in the upcoming months as several efforts are planned in order to support the broad and effective promotion of various FIWARE driven activities, as for example the participation in the Global City Teams Challenge in Washington, dedicated workshops in July 2015 in US for FIWARE promotion, meeting in Senegal with the minister of research and higher education to promote a node and Smart Cities based on FIWARE, ECFI-3 participation, IoT Week in Lisbon in June 2015, etc. which for sure will contribute to FI-LINKS and what it is more relevant to the FI-PPP success.