

The Infinity Project

Infrastructures for the Future Internet Community

FI-PPP

Contract Number 285192



D2.3: Report on Dissemination and Communication Activities



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Abstract (for dissemination)	<p>This deliverable describes in detail the consortium's dissemination and communication activities for the first 9 months of the INFINITY project. The consortium has been very active both in disseminating the knowledge acquired during the first months by means of high quality targeted talks at important events, and in promoting communication at a Pan-European level among infrastructure owners and application developers. This has been realized by working on the creation of;</p> <p>1) a new, useful and valuable repository of infrastructure capability and capacity, and</p> <p>2) a better informed and aware network of key players in the domain.</p> <p>This overall activity stream has the main goal of facilitating the creation of an international community that can collaborate to deliver the Future Internet.</p>					
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1 Introduction

The dissemination and communication activities in the INFINITY project are carried out within WorkPackage2 (WP2): Engagement, Dissemination and Communication.

The purpose of this deliverable is to report on the INFINITY project's dissemination and communication activities that have been promoted during the first nine months of its activity, i.e. April - December 2011. In particular, this document highlights the main achievements with respect to the key communication tools the consortium has identified and selected (as discussed in the Dissemination and Communication Plan deliverable - D2.1), which are:

- The INFINITY project public Website and intranet collaborative space.
- The INFINITY Web-based ("XiPi") Repository of European infrastructures.
- Participation in selected events and meetings.
- The produced presentations, posters and other informative and promotional material.
- The animations created to better illustrate the key aspects of the project.
- The news and blogs posted/published.
- The contacts generated so far.

The dissemination strategy followed throughout this first project period was outlined in deliverable D2.1, the Dissemination and Communication Plan. In short, the INFINITY consortium targets key stakeholders in order to empower and improve their overall awareness, engagement and participation in order to deliver the Future Internet (FI). The specific responsibility for the strategic marketing of the project is currently being allocated to a new group within WP2 (the Strategic Marketing Group - SMG). The outline of its activities are also included in this deliverable.

A core part of the INFINITY dissemination and communication strategy has been (and will continue to be) the participation of the consortium members in the most relevant events in Europe (and beyond if possible) involving key infrastructure owners and application developers, in order to create and grow:

- A new, useful and valuable repository of infrastructure capability and capacity.

- A better informed and aware network of key players in the domain.

The remaining part of this document is organized in six chapters, representing each of the communication tools identified below:

- Deliverables and Milestones
- The INFINITY Website (public and private areas)
- The XiPi Repository of European infrastructures
- Events (presentations, and other talks)
- Publications
- The Strategic Marketing Group

2 Accomplished WP2 Deliverables and Milestones up to M09

2.1 Deliverables

The INFINITY project is designed around three iterations of actions that progressively build and improve a repository of - and route map for - FI activities across Europe. The dissemination and communication plan follows a similar iterative process and has therefore produced within this reporting period, according to the DoW, the following deliverables:

Deliverable	Description
D2.1: Dissemination and Communication Plan (M3 – June 2011)	This document defines the overall Dissemination and Communication plan for the INFINITY project.
D2.2: Partnership Strategy Definition (including strategy definition for engaging FI-PPP projects and strategy definition for external relations) (M6 – September 2011)	<p>This deliverable explains how the INFINITY partnership strategy is being implemented for engaging both internal and external stakeholders. In this respect, by “internal” stakeholders is meant other FI-PPP organisations, whereas “external” stakeholders are infrastructure owners and operators, local/regional authorities, etc.</p> <p>The Communication Channels and the Concertation Board are key instruments in this process.</p>
D2.3: Report on dissemination and communication activities (including an update of the Dissemination and Communication Plan) (v1) (M9 – December 2011)	This deliverable (the current document) contains a report on Dissemination and Communication activities.

The next planned deliverables are reported hereby for the sake of completeness and clarity:

Deliverable	Description
D2.5: Report on dissemination and communication activities (including an update of the Dissemination and	This deliverable will contain an update report on Dissemination and Communication activities.

Communication Plan) (v2) (M24 – March 2013)	
D2.7: Report on dissemination and communication activities (including an update of the Dissemination and Communication Plan) (v3) (M36 – March 2014)	This deliverable will contain a final report on Dissemination and Communication activities.

2.2 Milestones

In the following table an overview of the WP2 Milestones is given. Note that during the concerned reporting period M2.1 was successfully achieved as planned.

Milestone Number	Milestone Name	Due Delivery Date	Actual (A)/ Forecast (F) Delivery date	Validated through
M2.1	Project Website set up	M3 (June 2011)	M3 (A)	Project Website up and running
M2.2	Results of the engagement activities and Phase 2 bootstrap	M18 (Sep 2012)	M18 (F)	
M2.3	Updated results of the engagement activities	M30 (Sep 2013)	M30 (F)	

3 The INFINITY Website (public and private areas)

3.1 Public Website

The public Website www.fi-infinity.eu is hosted and managed on an open source platform by Create-Net. The Website represents the primary source of dissemination of news and information about INFINITY activities, which also supports Web 2.0 features, such as collaboration space and a blog.

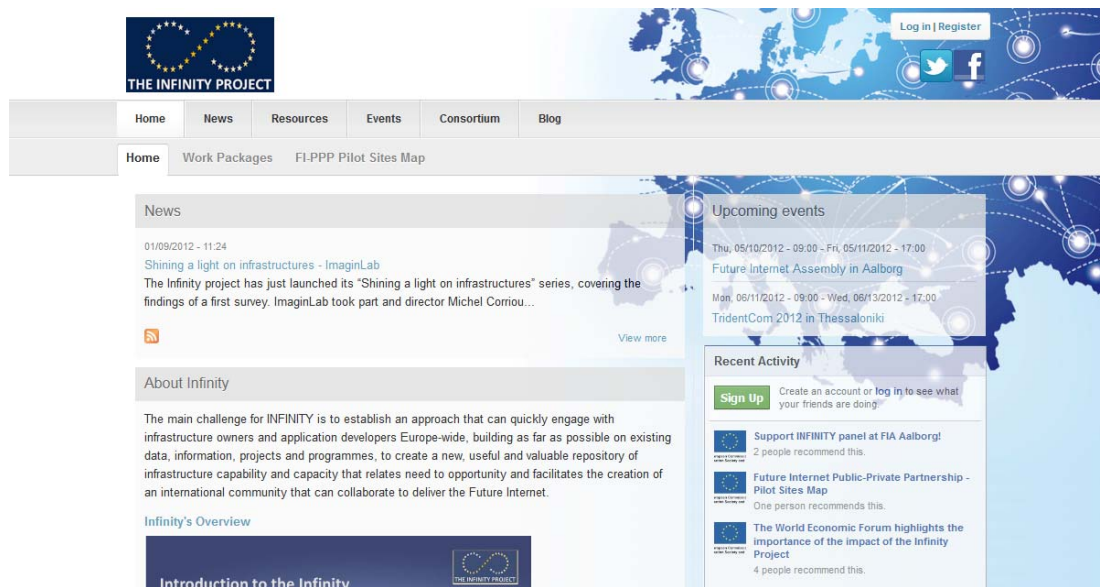


Fig. 1: The INFINITY Project Homepage

In order to stimulate on-line dialogue, INFINITY operates a moderated blog at <http://www.fi-infinity.eu/portal/blog> where all INFINITY partners are encouraged to bring and discuss issues that are relevant to the project.

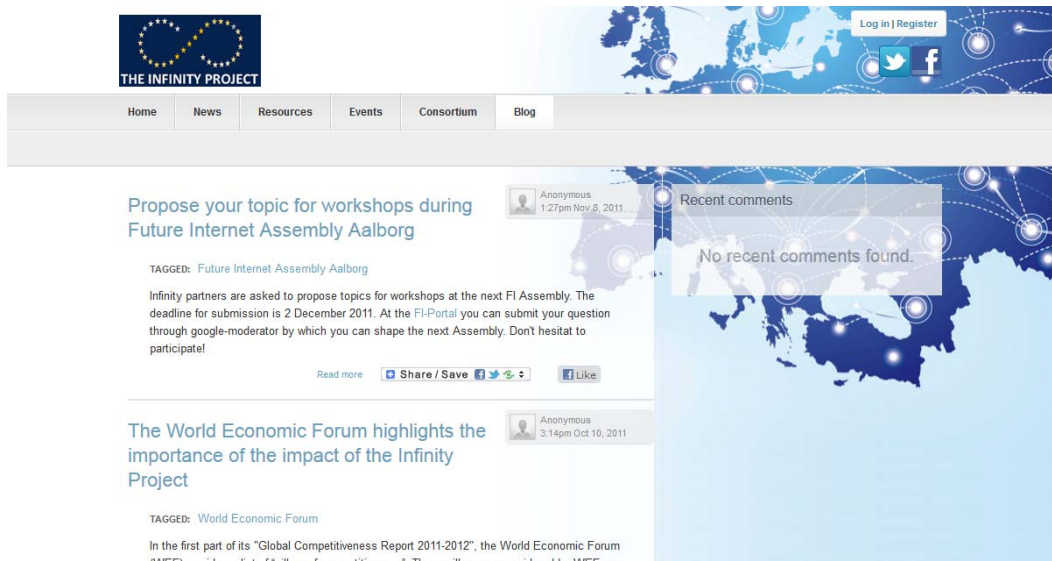


Fig. 2: The INFINITY Project Blog Page

This is supported by Facebook and Twitter – both being designed to augment and complement the Website as the central channel of customer engagement.



Fig. 3: The INFINITY Facebook Page



Fig. 4: The INFINITY Twitter Page

3.2 News

A News section has been included on the Website at: <http://www.fi-infinity.eu/portal/news>. It provides readers with reports of previous events, updated information about upcoming events and the latest status of the XiPi Repository.

3.3 Intranet

The INFINITY Website also has a password-protected internal private area for exchanging and archiving documents, maintaining e-mail lists, etc.

3.4 Reporting Tool

A separate part of the Intranet is dedicated for an on-line tool to collect the achievements per WP and any expenses from partners each quarter (www.fi-infinity.eu/reporting).

A guideline document has been produced (see Fig. 5) to explain the process and describe the inputs needed in each category.

Previous quarterly progress reports are archived and used to construct the annual Project Periodic Reports.

Figure 1. Login form.

To log out, click on your user name at the top right side of the screen (1) and select **Log out** (2) as shown in Figure 2. From this Menu, you can also return to the Reporting Tool from any area of the Infinity Intranet (3).



Figure 2. Log out procedure.



Fig. 5: The Reporting Tool Guideline

4 The INFINITY European Infrastructure Repository

Branded as “XiPi” (eXperimental Infrastructures for Ppp Innovation), the INIFINITY European infrastructure Repository is also hosted by Create-Net.

The XiPi Repository has been designed in such a manner that allows fast access by users to information about the infrastructures and also allows infrastructure owners to “self maintain” information about their own infrastructure.



Fig. 6: The XiPi Repository Homepage (under construction)



Fig. 7: How the FI-PPP Use Case Pilot Sites may be visualised (Example 1)

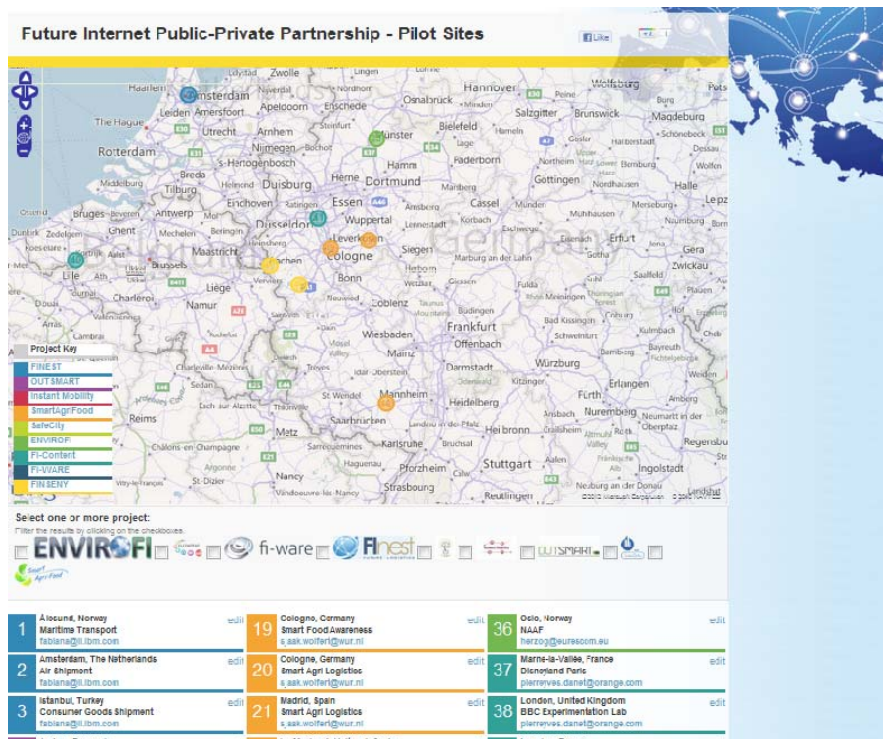


Fig. 8: How the FI-PPP Use Case Sites may be visualised (Example 2)

5 Events Associated with INFINITY

5.1 Participation to events up to, and including, M09

Prior to participating in an event, the relevance to INFINITY is reported to WP2, along with any requirements for supporting material, through an “Event Brief” form. This “Event Brief” form lays out the objective of participation, the description of the event and the expected outcome. After the event, the participating partner then fills in the corresponding “Event Feedback” form, describing the outcome. Both forms can be downloaded from <http://www.fi-infinity.eu/intranet/filedepot/feature#>.

The INFINITY event calendar can be accessed online at: <http://www.fi-infinity.eu/portal/calendar>.

From the information provided on the “Event Brief” form, all events are classified as being either “Core”, “Formal” or “Other”.

- **Core events** are those selected events which are assessed as being key in order to achieve INFINITY's goals and in particular to ensure engagement with the target Infrastructure population. The events in the following table were deemed to be “Core events”

Event	Description of Event and INFINITY Involvement
<p>Future Internet Assembly 16-19 May 2011, Budapest, Hungary Session: CeFIMS/FIF meeting Participation: UPM, IT innovation, InterInnov Materials: PPT presentations No. of attendees: 500-600</p>	<p>The European Future Internet Assembly, also known as FIA, is a collaboration between projects that have recognised the need to strengthen European activities on the Future Internet in order to maintain European competitiveness in the global marketplace.</p> <p>A presentation of INFINITY was made at the CeFIMS/FIF meeting to initiate contacts with FIF members and collect information on national infrastructures and experimentations;</p> <p>There were discussions with high-level EC officials and FI-PPP participants.</p>

<p>Open Days 10-13 October 2011, Brussels, Belgium Workshop: "European Broadband Futures, Preparing for the Age of Communication" Participation: Create-Net, ERISA Materials: PPT presentation No. of attendees: 6`000</p>	<p>Open Days is an annual event at which cities and regions showcase their capacity for creating growth and jobs, implementing European Union cohesion policy, and prove the importance of the local level for good European governance.</p> <p>Luigi Telesca (Create-Net) held a presentation entitled "Regional & National experimental infrastructures upgrade under the Future Internet PPP Programme". The presentation gave an overview of the wider FI-PPP, followed by a detailed description of the INFINITY project.</p>
<p>Future Internet Week 24-26 October 2011, Poznan, Poland Session: FIRE Conference, FIA, ICTC Working Group, Concertation Board Meeting Participation: Martel, InterInnov, Create-Net Materials: PPT presentations, Posters, Information stand of DANTE, Leaflets No. of attendees: 600</p>	<p>The Future Internet Week is held every six months, in the country that is hosting the EU Presidency at the time. Included in the week are two 1-2 day events organized by FIA (the Future Internet Assembly) and FIRE (Future Internet Research and experimentation). They are also an occasion for many other related parallel meetings (e.g. FIF and, on this occasion, a Concertation Board meeting).</p> <p>Martin Potts gave a presentation on the activities and status of the INFINITY project in front of a large audience at the FIRE Conference, generating an increased interest for the Web-based repository of infrastructures.</p> <p>During the FIA session "When infrastructure meets the user", Federico Álvarez held a presentation in front of the FI-PPP, Living Lab and Smart Cities communities.</p> <p>Cezary Mazurek gave an introduction at the ICTC Working Group on "EU12 integration into FP7-ICT".</p> <p>The first Concertation Board Workshop was attended by all the FI-PPP projects. The aim of this workshop was to gather all the FI-PPP project representatives together to discuss common issues that need addressing going forward that will help progress the Future Internet.</p>

- **Formal events** are those selected events that are identified as being key to us reaching our overall goal and deliverables. The events in the following table were deemed to be “Formal events”.

Event	Description of Event and INFINITY Involvement
<p>Symposium THD¹ 28-29 April 2011, Villetaneuse, France</p> <p>Participation: InterInnov</p> <p>Materials: none</p> <p>No. of attendees: 50</p>	<p>This symposium presented the results of a comparative study with several countries on broadband.</p> <p>For INFINITY, this was an opportunity to learn more about the THD platform which has been identified as a possible experimental infrastructure for us.</p>
<p>KOREN Workshop 2011 23-25 May 2011, Seoul, Korea</p> <p>Participation: InterInnov</p> <p>Materials: PPT presentation</p> <p>No. of attendees: 30</p>	<p>KOREN (Korea Advanced Research Network) is a non-profit testbed network infrastructure established to facilitate research and development through international joint research cooperation.</p> <p>This was an opportunity to present INFINITY to a Korean audience</p>
<p>2nd Future Internet Summit 6 June 2011, Luxembourg, Luxembourg</p> <p>Participation: UPM</p> <p>Materials: PPT presentation</p> <p>No. of attendees: 50</p>	<p>The 2nd Future Internet Summit provided a forum for the presentation and discussion of the issues, trends and actions confronting the future of the Internet. The summit was a focal point for the exchange and sharing of lessons learnt and for the presentation and discussion of some of the developments that have taken place in the domain of smart cities and other FI fields.</p> <p>It was a good opportunity to present to the FI audience the expected project results, to interact with projects in the field of Smart Cities, and to</p>

¹ THD: Très Haut Dèbit, or High Speed Broadband. The THD Platform gathers a dozen of public and private partners around the Cap Digital Paris Region Competitiveness Cluster and hosts FTTH network on-line service and digital content experimentation projects. The THD Platform is supported by the European Regional Development Fund (ERDF), by the French state via the Single Inter-Ministry Fund (FUI).

	<p>present a global view of the FI PPP - as all of the projects were presented and then took part in round table discussions which included both technical and non-technical people.</p>
<p>Internet of Things (IoT) workshop 7 June 2011, Barcelona , Spain Participation: UPM Materials: PPT presentation No. of attendees: 40</p>	<p>The IoT Week is an event organised together with four European Projects, IoT-A, IoT-i, CASAGRAS2, and SmartSantander along with the support of the European Research Cluster on Internet of Things (IERC).</p> <p>This was an opportunity to present INFINITY at the IoT week, which is one of the main domains contemplated by INFINITY and attended by researchers in the field of IoT. We were afforded the opportunity to meet and discuss the interest of this community in the expected outcomes of INFINITY.</p>
<p>Future Network & Mobile Summit 15-17 June 2011, Warsaw, Poland Participation: all Materials- PPT presentation No. of attendees: 300</p>	<p>FuNeMs is an annual event supported by the European Commission, which regularly attracts over 500 delegates from industry and research to share experiences and research results, identify future trends, discuss business opportunities and identify opportunities for international research collaboration under the ICT Theme of Framework Programme 7 (FP7).</p> <p>This was an opportunity to meet with FIRE, Net!Works, ISI, Celtic-Plus, and FI-PPP project representatives and collect information on test beds</p>
<p>OUSTMART meeting 6 July 2011, Issy les Moulineaux, France Participation: InterInnov Materials: none No. of attendees: 30</p>	<p>Participants included partners from the OUSTMART project and also a number of external people including representatives from the Cities of Genoa, Barcelona, Belgrade, and Issy les Moulineaux.</p> <p>Jacques Magen, InterInnov, gave a presentation about INFINITY.</p> <p>For INFINITY, this was an opportunity to learn</p>

	more about OUTSMART, and about smart-cities.eu
<p>Smart Grid Stakeholder Group Meeting</p> <p>13 July 2011, Munich, Germany</p> <p>Participation: WIT</p> <p>Materials: PPT presentation</p> <p>No. of attendees: 40+</p>	<p>The objectives of this meeting were to share the intermediate FINSENY results with the SGSG and receive their feedback for further consideration, and to discuss about further relevant topics for the community.</p> <p>The FINSENY project met up with its stakeholder group. Christopher Foley presented an INFINITY overview to the FINSENY use case project and to the FINSENY stakeholders.</p>
<p>EuroView2011</p> <p>1-2 August 2011, Würzburg, Germany</p> <p>Participation: Martel</p> <p>Materials: none</p> <p>No. of attendees: 50</p>	<p>EuroView is an annual workshop that attracts large parts of the German Future Internet community. One of the sessions was organized around the FI-PPP (the focus of other sessions include FP7 and GENI), and INFINITY attended this session along with FI-WARE and FINSENY. Martin Potts held a presentation on INFINITY.</p>
<p>AsiaFI Forum Summer School</p> <p>9-10 August, Daejeon, Korea</p> <p>Participation: InterInnov</p> <p>Materials: PPT presentation</p> <p>No. of attendees: 50-60</p>	<p>The AsiaFI 2011 Summer School provides opportunities for learning from world experts about leading-edge technical topics. A broad range of Future Internet-related sessions and workshops were held at this event.</p> <p>InterInnov presented the INFINITY project and also gathered some information on Korean and Japanese research infrastructures.</p>
<p>Smart Cities Workshop</p> <p>26-27 September 2011, Paris, France</p> <p>Participation: InterInnov</p> <p>Materials: PPT presentation</p> <p>No. of attendees: 40</p>	<p>The Smart Cities workshop was organized by the COST Office, an organization financed by the EC to facilitate networking of researchers on several scientific topics.</p> <p>InterInnov presented at the afternoon session on the first day of the workshop on behalf of the INFINITY project, and information was collected on smart cities.</p>

<p>Net!Works GA 5 October 2011, Brussels, Belgium</p> <p>Session: General Assembly of the Net!Works Technology Platform, EC Future Networks Concertation meeting</p> <p>Participation: Ericsson, InterInnov, Create-Net</p> <p>Materials: PPT presentation</p> <p>No. of attendees: 70</p>	<p>In the General Assembly representatives from the EU Commission and the EU Parliament provided the latest information on the planning of Framework Program 8. The GA also addressed societal challenges and their relation to ICT with keynotes from the EU Commission and representatives from industry.</p> <p>There was a presentation of the INFINITY project at the Net!Works European Technology Platform General Assembly. This was also taken as an opportunity to collect information on test beds.</p>
<p>Instant Mobility Workshop 28 October 2011, Brussels, Belgium</p> <p>Participation: InterInnov</p> <p>Materials: none</p> <p>No. of attendees: 50</p>	<p>The workshop presented IM as well as the cities' requirements towards this project.</p> <p>This led to the addition of several smart cities and 3 new infrastructures in the table.</p>
<p>AMI-11 Conference 16 November 2011, Amsterdam, Netherlands</p> <p>Session: Integration of AMI and AAL platforms in the Future Internet Platform initiative</p> <p>Participation: Martel</p> <p>Materials: PPT presentation</p> <p>No. of attendees: 20</p>	<p>The workshop focused on the challenges of integrating Ambient Intelligence (AMI) and Ambient Assisted Living (AAL) platforms with the FI proof-of-concept platform. Participants to the workshop included members of the AMI/AAL platform community, members of the FI community and policy makers.</p> <p>There was a presentation of the project and a panel discussion with the objective of raising awareness of INFINITY and attracting interest to the repository from the AMI/AAL community. The EC and representatives from FI-WARE (Thierry Nagelien) and CONCORD (Petra Turkama) are members of the same panel.</p>
<p>Future Internet Symposium 8-9 November 2011, Vienna,</p>	<p>The FIS2011 was an intermediate event, intended to bridge the future alignment of the FIS with the European Future Internet Assembly (FIA). In</p>

<p>Austria</p> <p>Participation: UPM</p> <p>Materials: Research paper presented</p> <p>No. of attendees: 50</p>	<p>future, the FIS should become the premier scientific event at the FIA for the presentation of project-independent, scientific contributions to the area of the Future Internet and future networks.</p> <p>The audience comprised Europeans who were interested in advanced integrated solutions based on internet infrastructures. Our presentation was an overview of INFINITY's role and purpose, combined with a more-detailed explanation about the methodology for profiling and classification of infrastructures for experimentation developed by the project.</p>
<p>UK Future Internet Meeting</p> <p>3 November 2011, London, UK</p> <p>Participation: IT Innovation</p> <p>Materials: none</p> <p>No. of attendees: 15</p>	<p>This meeting was held to discuss the UK strategy for Future Internet research.</p> <p>INFINITY's objective was to raise awareness in UK industry, academia and government about the FI-PPP and the INFINITY project.</p>

- **Other events** are those events in which the participation of INFINITY is necessary, but which are not oriented towards attracting or discovering new infrastructures. Typically, these are FI-PPP coordination meetings of the Architecture Board. The events in the following table were deemed to be "Other events"

Event	Description of Event and INFINITY Involvement
<p>FP7 UK Stakeholders meeting in London</p> <p>20 October 2011, London, UK</p> <p>Participation: IT Innovation</p> <p>Materials: none</p> <p>No. of attendees: 20</p>	<p>This meeting comprised senior representatives of UK participants in FP7 to share their experiences.</p> <p>The INFINITY objective was to raise awareness in UK industry, academia and government about the FI-PPP and the INFINITY project.</p>

<p>Servicewave2011 session on Trust and Security.</p> <p>27 October 2011, Poznan, Poland</p> <p>Participation: IT Innovation</p> <p>Materials: Paper from the FI-WARE security team</p> <p>No. of attendees: 30</p>	<p>Session on Trust and Security, chaired by Mike Surridge.</p> <p>The INFINITY objective was to disseminate information about FI-WARE security, and understanding the implications for infrastructure owners.</p>
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5.2 Other Talks

The following other talks were also given:

• Open Days 2011- INFINITY Presentation

In the framework of the "European Broadband Futures- Preparing for the Age of Communication" workshop at the Open Days 2011 in Brussels, Luigi Telesca (Create-Net) held a presentation entitled "Regional & National experimental infrastructures upgrade under the Future Internet PPP Programme". The presentation gave an overview of the wider FI-PPP, followed by a detailed description of the INFINITY project. The workshop took place at the Committee of the Regions in front on a large audience.

Impressions from the workshop and the slides form the presentation can be found on Facebook via the INFINITY Project homepage www.fi-infinity.eu.

• INFINITY Project at NET!WORKS GA in Brussels.

The INFINITY project was presented at the Net!Works European Technology Platform General Assembly on the 5th October, 2011 in Brussels. The audience showed a great deal of interest and there were questions about the availability of the Web-based repository and to what extent specific sectoral applications could use the infrastructures.

5.3 Planned participation to selected events

In the following table we list the upcoming events that the SMG has identified as being relevant for INFINITY, based on the opportunity to inform and educate European infrastructure owners and potential users of the infrastructures concerning the upcoming availability - and usage - of the XiPi Repository:

Event	Description of Event and INFINITY Involvement
<p>FIRE Architecture Board Meeting in Brussels</p> <p>26 January 2012, Brussels, Belgium</p> <p>Participation: InterInnov, Martel, IT Innovation</p> <p>Materials: PPT presentation</p> <p>No. of attendees: 28</p>	<p>FIRE Architecture Board meetings are held every 3-4 months. They are attended by all of the FIRE facility projects (and by some FIRE STREPs - eg. NOVI - which have infrastructure that can be useful for experimenters). In this event, a presentation of the INFINITY project has been requested by FIRE to strengthen the collaboration between the FIRE Initiative and the FI-PPP, and in particular to ensure that the FIRE facilities are included in the INFINITY Web-based Repository. The presentation will be given by Martin Potts, Martel.</p>
<p>Future Internet Assembly in Aalborg</p> <p>10 - 11 May 2012, Aalborg, Denmark</p> <p>Participation:</p> <p>Materials:</p> <p>No. of attendees:</p>	<p>FIA, and the Future Internet weeks in general, are considered to be Core events for INFINITY. FIA is a collaboration between projects that have recognised the need to strengthen European activities on the Future Internet in order to maintain European competitiveness in the global marketplace.</p> <p>This Future Internet Assembly (FIA) will be held under the Presidency of Denmark in the EU Council.</p> <p>The theme for FIA-Aalborg will be "Smart Cities and Internet of Things" and will bring together projects that have recognised the need to strengthen European activities on the Future Internet to maintain European competitiveness in the global marketplace. Currently FIA brings together research projects that are part of the ICT programme of FP7. All of these projects are advancing the state of the art in their respective areas and FIA enables open interactions and cross-fertilization across the technical domains, reaching out to talent in Europe's Future Internet research community.</p>

<p>TridentCom 2012 in Thessaloniki 11-13 June 2012, Thessaloniki, Greece.</p> <p>Participation:</p> <p>Materials:</p> <p>No. of attendees:</p>	<p>TridentCom is considered a Core event for INFINITY. since it attracts researchers and experimenters with a strong interest in using and operating testbeds.</p> <p>INFINITY proposed a workshop on the “Future Internet Infrastructure Community – Facilitating and enabling the use of advanced infrastructures to further the development of the Future Internet”. Our objective is to work with TridentCom to identify and attract organisations to TridentCom with responsibility for the management and operation of advanced infrastructures across Europe.</p> <p>Through a 4.5 – 5 hour, highly interactive and exclusive workshop, we seek to inform and engage the participants of the plans and activity of the INFINITY project and give context to the wider FI-PPP programme.</p> <p>We wish to engage with the participants to gather input into the design and evolution of the Future Infrastructures Repository, and to understand how we can best work with infrastructure owners to promote and secure interest from application developers to use their infrastructure to support experimentation and pilot operation of future internet services and applications. We will feed into this workshop key insights from Application Developers / Use Cases from within the FI-PPP programme and beyond.</p> <p>IMPORTANT DATES</p> <p>Paper submission deadline: 5 January, 2012 Notification deadline: 30 March, 2012 Camera-ready submission deadline: 30 April, 2012 Workshop/Tutorial proposal deadline: 15 January 2012 Demo/Poster proposal deadline: 15 March 2012 Conference date: 11-13 June, 2012</p>
<p>Open Days</p>	<p>Open Days is considered a Core event for INFINITY, since it is a place where cities and</p>

<p>10th European Week of regions and cities.</p> <p>8-11 October 2012, Brussels, Belgium.</p> <p>Participation:</p> <p>Materials:</p> <p>No. of attendees:</p>	<p>regions showcase their capacity for creating growth and jobs, implementing European Union cohesion policy, and prove the importance of the local level for good European governance.</p> <p>On the occasion of the Open Days 10th anniversary, the suggested 2012 headline will be: "Europe's regions and cities: Making a difference".</p> <p>There will be three thematic priorities:</p> <ul style="list-style-type: none"> • Smart and green growth for all; • Territorial cooperation: an asset for Europe; • Delivering results. <p>The deadline for applications of regional partnerships and seminars at the Committee of the Regions' 'Meeting Place' is 5 March 2012.</p>
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6 Publications

6.1 Newsletters

- **The INFINITY Project Newsletter: “Future Insight”**

Readers can subscribe to the INFINITY Newsletter (“Future Insight”), by registering at: www.fi-infinity.eu/user/register. The first issue was released in December, 2011 and highlighted one of the first infrastructures to be surveyed (ImaginLab - see Annex 1), informed about the publication of the Web-based repository and reported from the first Concertation Board meeting held in FIA Poznan.



Fig. 9: The first INFINITY Project Newsletter

- **The CONCORD Newsletter: “Snack”**

INFINITY also publishes regularly in the CONCORD² project Newsletter “Snack”. See: <http://www.fi-ppp.eu/snack/>. Items have been contributed on the first Concertation Board meeting with the Use Case projects, soliciting inputs for the

² The CONCORD project supports the European Commission in the implementation of a coherent FI-PPP programme, by coordinating and facilitating the alignment of FI-PPP activities to ensure the relevance and robustness of the co-created Future Internet concepts, visions and roadmaps.

FIA Book 2012 and information about the status of the first Full Survey of infrastructures.

• The CeFIMS project Newsletter: “Future Internet News”

INFINITY published information in the September issue of the CeFIMS³ project’s Newsletter: “Future Internet News” about the project and how it intends to establish a partnership and relationships liaison strategy between external FI initiatives and infrastructure owners and operators, local/regional authorities, stakeholders and end-users. The article is reproduced below in Fig 10 and is also available for download at: www.cefims.eu/fif/newsletter-sept11/fi-news/.



Fig. 10: Article about INFINITY in the CeFIMS Newsletter (September, 2011)

6.2 Other Publications

The following Posters and Powerpoint presentations about the project can be downloaded from <http://www.fi-infinity.eu/portal/resources>:

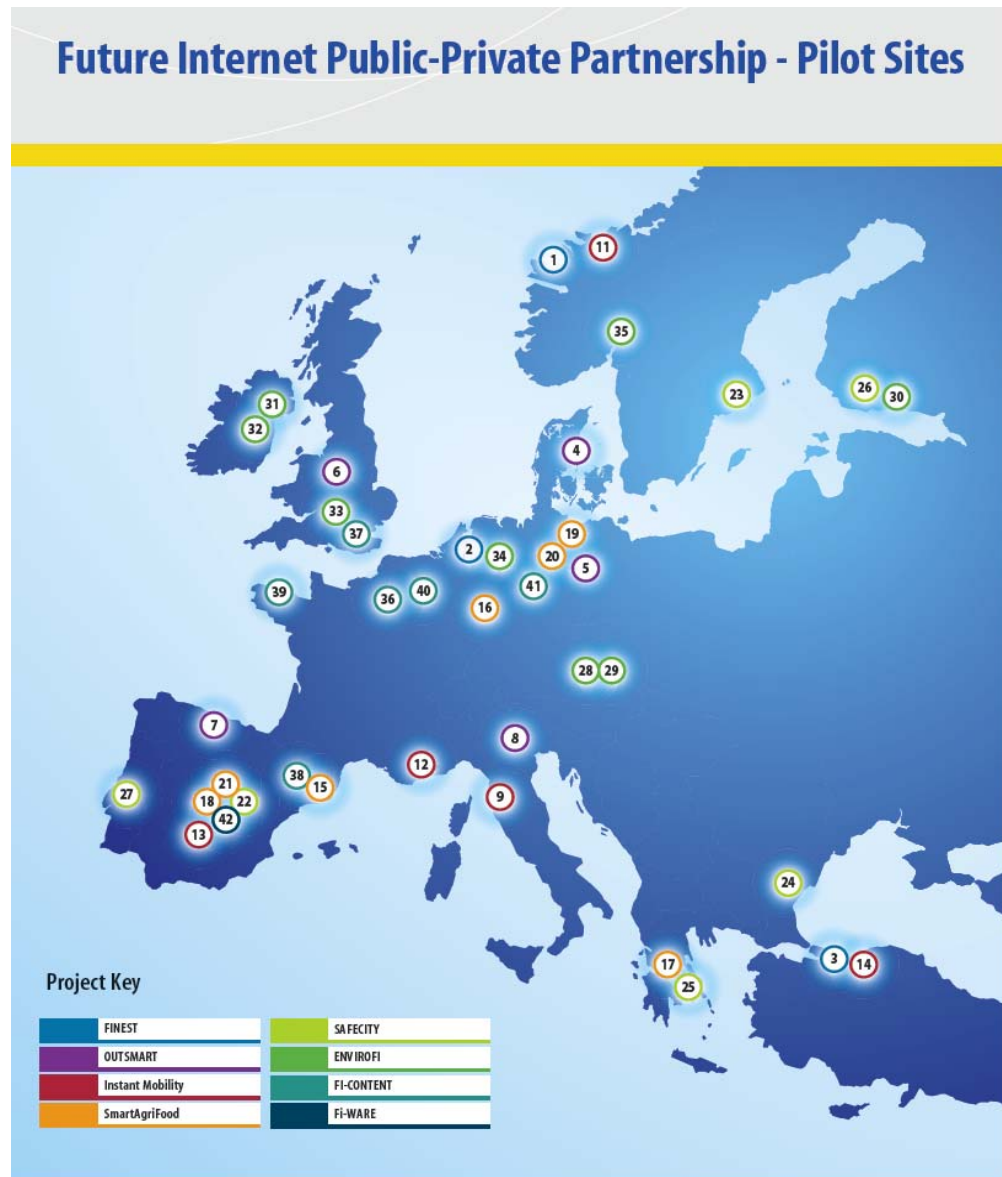
• Posters

³ The CeFIMS project addresses the fragmentation of ICT research between European Member States. CeFIMS is gathering knowledge of Member State-funded research to work towards consensus on problems and approaches at the Member State level.

1. "Shining a light on infrastructures for the benefit of the Future Internet community": <http://www.fi-infinity.eu/portal/resources/marketing/infinity-poster>



2. "Future Internet Public-Private Partnership Pilot Sites": <http://www.fi-infinity.eu/sites/default/files/resources/marketing/Future%20Internet%20Public-Private%20Partnership%20-%20Pilot%20Sites/23766infinitypostera5aw-ncweb.pdf>



1	Ålesund, Norway Maritime Transport Fabiana Fournier, fabiana@il.ibm.com	15	Les Masies de Voltregà, Spain Smart Food Awareness sjaak.wolfert@wur.nl	29	Vienna, Austria LTER Europe Uwe Herzog, herzog@eurescom.eu
2	Amsterdam, The Netherlands Air Shipment Fabiana Fournier, fabiana@il.ibm.com	16	Kaiserslautern, Germany Smart Farming sjaak.wolfert@wur.nl	30	Helsinki, Finland FinnONTO Uwe Herzog, herzog@eurescom.eu
3	Istanbul, Turkey Consumer Goods Shipment Fabiana Fournier, fabiana@il.ibm.com	17	Athens, Greece Smart Farming sjaak.wolfert@wur.nl	31	Dublin, Ireland Exemplar Network Uwe Herzog, herzog@eurescom.eu
4	Aarhus, Denmark Waste and Sewage gilles.grattard@orange.com	18	Madrid, Spain Smart Food Awareness sjaak.wolfert@wur.nl	32	Dublin, Ireland Smart Bay Uwe Herzog, herzog@eurescom.eu
5	Berlin, Germany Waste Management gilles.grattard@orange.com	19	Cologne, Germany Smart Food Awareness sjaak.wolfert@wur.nl	33	Hertfordshire, UK TRANSPHORM Uwe Herzog, herzog@eurescom.eu
6	Birmingham, UK Transport Infrastructure gilles.grattard@orange.com	20	Cologne, Germany Smart Agri Logistics sjaak.wolfert@wur.nl	34	Munster, Germany Uncertweb Uwe Herzog, herzog@eurescom.eu
7	Santander, Spain Public Lighting gilles.grattard@orange.com	21	Madrid, Spain Smart Agri Logistics sjaak.wolfert@wur.nl	35	Oslo, Norway NAAF Uwe Herzog, herzog@eurescom.eu
8	Trento, Italy Water and Environment gilles.grattard@orange.com	22	Madrid, Spain Public Safety and Security sophie.chague@thalesgroup.com	36	Marne La Vallée, France Disneyland Paris pierreyves.danet@orange.com
9	Rome, Italy Smart Food Awareness Cristina Pena Alcega, alcega@tid.es	23	Stockholm, Sweden Public Safety and Security sophie.chague@thalesgroup.com	37	London, UK BBC Experimentation Lab pierreyves.danet@orange.com
10	All Around the Wworld FOT-net (Field Operational Tests) Cristina Pena Alcega, alcega@tid.es	24	Bucharest, Romania Public Safety and Security sophie.chague@thalesgroup.com	38	Les Masies de Voltregà, Spain Smart Food Awareness pierreyves.danet@orange.com
11	Trondheim, Norway SISST and SPOT Trondheim Cristina Pena Alcega, alcega@tid.es	25	Athens, Greece Public Safety and Security sophie.chague@thalesgroup.com	39	Lannion, France ImaginLab pierreyves.danet@orange.com
12	Nice, France Mobilité 2015 Cristina Pena Alcega, alcega@tid.es	26	Helsinki, Finland Public Safety and Security sophie.chague@thalesgroup.com	40	Courtrai, Belgium Kinepolis Group pierreyves.danet@orange.com
13	Toledo, Spain Cristina Pena Alcega, alcega@tid.es	27	Óbidos, Portugal Public Safety and Security sophie.chague@thalesgroup.com	41	Düsseldorf, Germany eTwinning pierreyves.danet@orange.com
14	Istanbul, Turkey Cristina Pena Alcega, alcega@tid.es	28	Vienna, Austria GBIF Austria Uwe Herzog, herzog@eurescom.eu	42	Madrid, Spain Red Iris jqemada@dit.upm.es

Project Key

FINEST	SAFECITY
OUTSMART	ENVIROFI
Instant Mobility	FI-CONTENT
SmartAgriFood	FI-WARE

Prepared by Concord and the Infinity Project
www.fi-ppp.eu www.fi-infinity.eu

Disclaimer: The pilot sites that are indicated on this map are provisional as of October 2011 and shall not obligate any of the FI-PPP projects to actually perform trials on any of these sites. In addition, this map includes only a few of the emerging and available infrastructures that will be included within the Infinity web repository - many more will be catalogued.



- **Powerpoint presentations**

1. A standard presentation of INFINITY project covering all the different objectives and the interactions with the FI-PPP community: <http://www.fi-infinity.eu/portal/resources/marketing/infinity-project-introduction>
2. A Powerpoint presentation has been produced of a wire frame mock-up that has the aim to convey our plans for the realization of the Infinity Web-based repository: <http://www.fi-infinity.eu/portal/resources/marketing/infinity-web-repository-mock>

7 The Strategic Marketing Group

The General Assembly of the INFINITY project recently requested WP2 to create a so-called “Strategic Marketing Group” (SMG) in order to manage the project’s marketing activities at the strategic level.

7.1 The Mission of the SMG

The SMG has the mission to define, prioritise and authorise market-facing actions that help INFINITY to achieve its goals and maximise the potential opportunities in the future.

7.2 The Goals of the SMG

The primary goal of the SMG is to enable the INFINITY Project to meet its commitments, by providing strategic guidance on the segmentation and targeting of the market.

The secondary goal is to find opportunities to create a sustainable programme through the development or application of INFINITY to deliver value adding propositions to our existing, or an extended, stakeholder community.

7.3 The Actions of the SMG

The SMG will focus on the following 6 areas:

1. Branding
2. Market Focus (Segmentation and Targeting)
3. Stakeholder Engagement
4. Business Development
5. Marketing Campaigns
6. Event Planning

The inter-relationships between these activities is shown in Fig. 11, below. Each activity is then described in more detail.

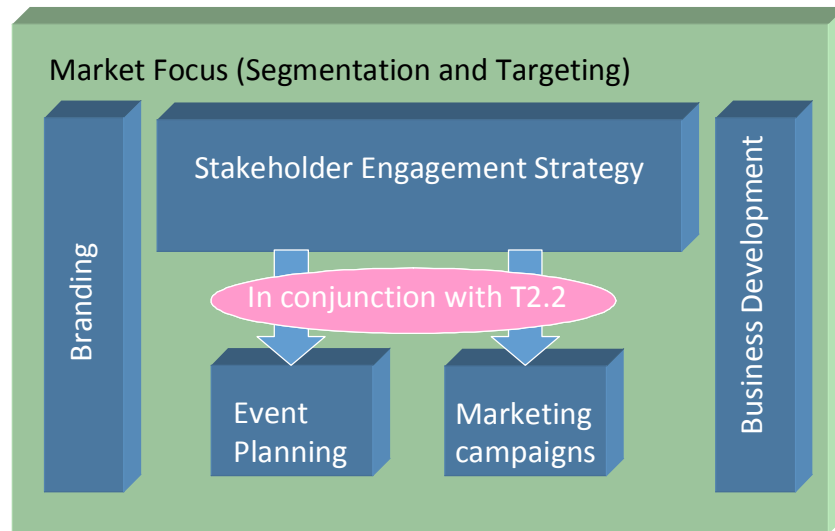


Fig. 11: The Activities of the SMG and their Inter-relationships

7.3.1 Branding

The SMG will:

- Develop and build awareness of the INFINITY project brand and the XiPi brand for the Repository.



XiPi



Strategic development of these brands could see this moving into a compliance framework (e.g. Infrastructures that are XiPi approved) and other forms of accreditation. As brand awareness grows (and in a fast moving environment) we could develop plans to associate it with quality and trustworthiness, ...

7.3.2 Market Focus (Segmentation and Targeting)

The SMG will lead the work on INFINITY's "Market Focus". The focus is on Experimental Infrastructures (offers) and Users (demands)

This task involves:

- Understanding our target market and advising / influencing our actions to ensure we select the right approach to the right market sectors.

Different Use Cases will have requirements for different infrastructures (Cities, Regions, FIRE facilities, pan-European Broadband networks, ...).

The strategy is to focus first on the needs of the FI-PPP and then expand to other potential communities.

The SMG will:

- Give recommendations on the “clustering” of infrastructures,
- Build a segmentation plan⁴ and understanding the needs of each segment of the market that we are addressing, and
- Identify the value propositions for the Use Case projects, FI-WARE, users, ... (starting from deliverable D2.2).

7.3.3 Stakeholder Engagement

The SMG will:

- Build on the Partnership Strategy Definition (deliverable D2.2) to develop and document our understanding of all our stakeholders and their needs/roles in association with the project.

This helps to think more strategically about extending the stakeholder base and ensuring we help all our stakeholders to move through the cycle of awareness, engagement and action.

- Produce a 'stakeholder maturity model'.

This helps to break down the stakeholders into groups and describe the 'state' of stakeholders at different levels of maturity – this can act as a guide to aligning marketing and communication actions.

7.3.4 Business Development

The SMG will focus on factors such as:

- Emerging 'competition', competitors analysis,
- Sustainability analysis and plan,

⁴ Segmentation examples are:

- E-Infrastructures: GEANT, EUDAD, PRACE, EGI
- Using the FP7 high level areas: Health, Transport, Energy,

- Strategic development of the XiPi brand - moving into a compliance framework (e.g. infrastructures that are XiPi approved) and other forms of accreditation,
- Develop plans to associate the XiPi brand with quality and trustworthiness, ...,
- Opportunities for strategic collaboration and/or other uses of the data,
- Adaptation of the INFINITY model to meet other scenarios such as the Smart Specialisation Strategy.

7.3.5 Marketing Campaigns

This will be a major element of the SMG. Where gaps are discovered (i.e. failures to reach/attract certain stakeholder segments) or new segments are identified, the SMG will:

- Set goals for campaigns,
- Develop integrated campaigns that help INFINITY to achieve the goals set within the project and within this group,
- Scope and prioritise the campaigns,
- Design the most appropriate actions and outcomes,
- Design the material to be produced,
- Define the budget.

7.3.6 Event Planning

The SMG will:

- Develop a more strategic approach to events, and review / select or prioritise the events we attend,
- Define 2-3 “presentation packs” for events, according to their importance for INFINITY.

8 Glossary

CeFIMS	Coordination of the European Future Internet Forum of Member States
EGI	European Grid Initiative
FI	Future Internet
FIA	Future Internet Assembly
PPP	Public-Private Partnership
PRACE	Partnership for Advanced Computing in Europe
SMG	Strategic Marketing Group
WP	WorkPackage
XiPi	eXperimental Infrastructures for Ppp Innovation (Web-based repository)

9 Annex 1



9/1/2011

Shining a light on infrastructures - ImaginLab



**imagin
Lab**

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What is ImaginLab?

ImaginLab, located in Brittany, France, is an open future internet platform dedicated to Next Generation Network experimentation, from compliance and interoperability testing to usability testing for new products and services on fixed and mobile networks. The platform is used by operators, broadcasters, content providers and application developers.

What is the purpose of the infrastructure?

The main objective of this infrastructure is to shorten development cycles primarily for organizations involved in the development of information, telecommunications and multimedia solutions (the "Images & Réseaux" cluster) in France. This is achieved through user centered collaborative testing, utilising a range of high-speed future Internet technologies connected to consumer households.

How can using this infrastructure make a difference?

This infrastructure is connected to a representative cross section of over 100 households in the local region, called "imagineers", who are actively involved in prototyping solutions. The imagineers provide 'real world' feedback into the product being piloted within the R&D lifecycle, delivering UDI (User Driven Innovation). This provides a unique combination of a Test Bed with a Living Lab environment. The UDI is achieved through a number of techniques that includes focus groups, benchmarking, eye tracking, and prototype testing that need to take place before a commercial product launch.

