



FP7-contract n°: 632738

## **D2.2 - REPORT 2 OF ACTIONS ON COORDINATED PROMOTION OF THE OPEN CALLS**

### *Abstract*

This document summarizes activities to promote the 2<sup>nd</sup> Open Call of FI-C3 after Feb 2015.

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# 1 List of activities for promoting the Second Call

The document reports on all promotional activities that have been achieved since Feb 2015 for the second open call for application. For that call the FI-C3 partners organized workshops in their regional clusters in France, Spain, Belgium and Germany as well as joined common workshops, fairs and conferences with the other accelerators and FI-PPP phase 2 projects to attract SMEs and Web developers. As a result of these activities **more than 350 proposals were submitted to the second open call from all around Europe.**

The table below lists the activities from February until July 2015. Those activities are detailed in the next chapter. They are presented in chronological order.

Date	Event	Location	Number of participants
3 <sup>rd</sup> February 2015	IWT advisors infosession	Brussels	10
19 <sup>th</sup> February 2015	FIWARE Info-Day Programa acelerador de Internet del Futuro	Pamplona	30
23 February 2015	Open Belgium, booth	Namur	+200
2-4th March 2015	4yfn: FI-PPP Booth to present the programme and the open calls with all projects	Barcelona	+1000
5th March 2015	Barcelona Design Hub: Participation in the FI-C2 presentation of the FI-C2 Lab for the accelerators focused on content and media	Barcelona	12
6th March 2015	Joint workshop with FI-C2, Creati-FI, European Pioneers and other accelerators focused on content and media to attract SMEs for the next open calls.	Barcelona	150
12 March 2015	Tech Startup Day	Brussels	900
16 – 18th March 2015	CeBit, FI-PPP Booth and joined Accelerator workshop	Hannover	+500
25 <sup>th</sup> & 26 <sup>th</sup> March 2015	Net Futures 2015 ( <a href="http://netfutures2015.eu/">http://netfutures2015.eu/</a> )	Brussels	+1.000
21 April 2015	Creative Circle	Brussels	72
28 April 2015	Publiek update days Start It KBC	Antwerp	15
13 May 2015	FIWARE Accelerate - Funds and support for your start-up!	Birmingham	70
15 <sup>th</sup> May 2015	Joined workshop with FI-C2 to promote the 2 <sup>nd</sup> Open Call in the regional cluster	Cologne	10
18 <sup>th</sup> May 2015	Workshops at Developer and Startup Hub in Cologne called Startplatz to promote call to SMEs and Web developers	Cologne	32
20 <sup>th</sup> May 2015	FIWARE accelerator programme presentation and focus on FI-C3	Toulouse	30
21 <sup>st</sup> May 2015	Los protagonistas de Internet del futuro: FIWARE Accelerator Programme, resultados y nuevas oportunidades	Madrid	+140
2 June 2015	FIWARE info session	Leuven (BE)	12
4-6 June 2015	Bootcamp FIWARE and accelerator programme	Valenciennes	25
24 June 2015	Belgian open and agile smart cities meeting	Brussels	25
26th June 2015	Brest Startup	Brest	200

## 2 Details on promotion activities

### 2.1 IWT advisors infosession (iMinds)

**Place and date of activity:** February 3, 2015, Brussels, Belgium

**Type of activity:** Pitch open call and FI-C3 programme

**Objective:** Raise awareness about FI-C3 and FIWARE Accelerators. Attract participants

**Audience:** IWT representatives

**Outcomes, Feedback:** get buy in from this organisation and stimulate them to spread the message towards their community and companies they're in touch with. Very positive feedback of this crowd on the programme and approach.

**Lessons Learned:** Good to go directly to larger organisations that have a network of Startups & SMEs who would be interested to apply for the programme

### 2.2 FIWARE Info-Day Programa acelerador (MAC)



**Place and date of activity:** FIWARE Info-Day Programa acelerador de Internet del Futuro, Pamplona (Spain), 19th February 2015

**Type of activity:** Infoday about FIWARE and FIWARE Accelerators. FI-C3, Finodex, Fractals and INCENSE presented their accelerators and open calls.

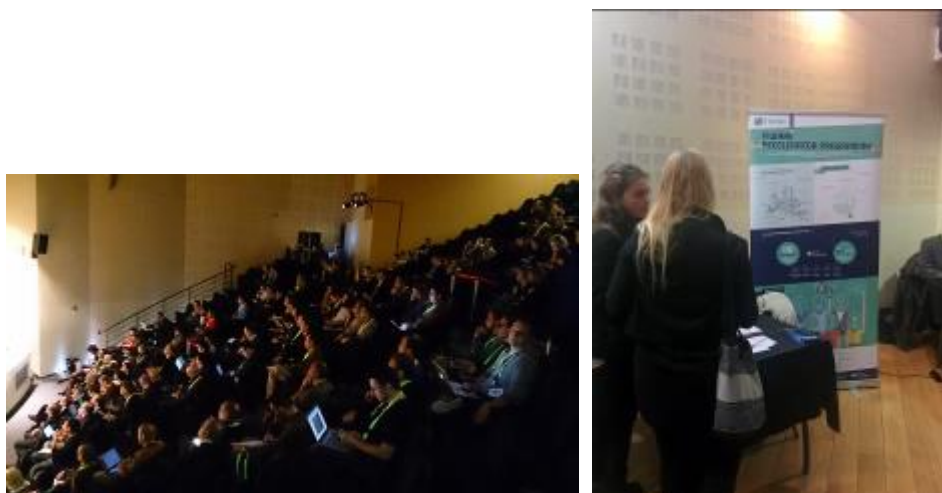
**Objective:** To create awareness about FIWARE technologies and to attract potential innovative participants to the accelerators' open calls.

**Audience:** Entrepreneurs, startups and companies interested in knowing more about FIWARE and the opportunities that the 16 accelerators offer for innovative projects.

**Outcomes, Feedback:** Entrepreneurs and small companies are eager to find funding for their creative digital projects. For this reason the info-day raised a great interest in this community.

**Lessons Learned:** There is great talent in small, agile and creative businesses. The cascade funding system is an optimal tool to reach them (it means easier processes for them and less bureaucracy). The rules have to be clear and the process transparent from the very beginning.

### 2.3 *Open Belgium (iMinds) - booth*



**Place and date of activity:** February 23, 2015, Namur, Belgium

**Type of activity:** a conference with state-of-play sessions on Open Data by policy makers in Wallonia and Belgium. A panel with the federal and all regional levels. National and international keynotes and break-out rooms hosting various workshops on specific subjects such as Open Science, Open Business in Belgium and more. In one day, over 30 speakers talked about Open Data and Open Knowledge.

See <http://2015.openbelgium.be/> for the website of the event.

**Objective:** Attend the event and generate interest in the open calls and FIWARE (FIWARE and iMinds were both event partners).

**Audience:** everyone interested in open data and open knowledge. Attendee types are IT-experts, local authorities, open data hackers, researchers, private companies.

**Outcomes, Feedback:** networking sessions with the open data experts

**Lessons Learned:** attending events like these on open data and knowledge gives us exposure to additional developers who can benefit from the FIWARE programme.

### 2.4 *4yfn exhibition booth and workshop (GAR)*

**Place and date of activity:** Barcelona Fair (Spain), 2-5th March 2015

**Type of activity:** Booth and workshop

**Objective:** Get participants for the open calls focused on e-health, smart cities and media

**Audience:** 1000 + International entrepreneurs and developers

**Outcomes, Feedback:** High interest in the Open Calls and FIWARE Enablers

**Lessons Learned:** Many people attended the booth and workshop and wanted to apply for the calls.



## 2.5 *Barcelona FI-C2 Media and Content Enablers Workshop with FI-C3 (GAR, IMinds, I&R)*



*Image 1 Disseny HUB building (Barcelona)*

**Place and date of activity:** Barcelona Design Hub (Spain), 5th March 2015

**Type of activity:** Workshop for FI-PPP internal accelerators

**Objective:** Get participants for the open calls focused on content and media

**Audience:** 12 members of FI-PPP accelerators

**Outcomes, Feedback:** High interest in the FI-C2 Lab

**Lessons Learned:** More Infoworkshops about FI-C2 enablers are needed

## 2.6 *Barcelona joint workshop of FI-C3, FI-C2 partners and Creati-FI (GAR, IMinds, I&R)*







*Image 2: Some of the sessions and demos that took place during the event at DissenyHUB (Barcelona)*

**Place and date of activity:** Barcelona Design Hub (Spain), 6th March 2015

**Type of activity:** Workshop for regional media professionals

**Objective:** The FIWARE Media & Content Day was one relevant event targeting to promote FIWARE Open Calls, the adoption of FI-Content 2 technologies and to evaluate users' perception of SE. The event was two-folded: public and private FIWARE and FI-Content 2 presentations, followed by practical technical sessions. It was a full-day public event to present funding opportunities to entrepreneurs, start-ups and developers. The event was hosted in the facilities of Disseny HUB in Barcelona.

Attendees could register to different kinds of sessions and topics. The first type of sessions (main auditorium) provided training on FI-PPP technology and funding opportunities to a select group of local developers. The second one was training oriented to empower attendees to position them to take advantage of:

- More than 80M€ of financing offered by the open calls of FI-PPP Phase III accelerator projects for apps developed using FIWARE/FI-Content 2 technologies.
- The “Apps&Cultura” Hack@home competition, organized jointly with the Barcelona City Council (ICUB), which will reward the usage of technologies developed under the project FI-Content 2.

It was in the morning, that funding opportunities (open calls) were presented to help participants building their ideas and stimulate them to reach their market. The Open calls introduced were:

- Apps and Cultura 2015
- New open calls from the FIWARE Accelerator programme, including : CreatiFI, FI-C3, EuropeanPioneers, IMpaCT and FABulous.

These presentations were followed in the afternoon by hands-on sessions and workshops where FI-Content 2 experts introduced SEs. Three different rooms received almost 75 attendees that learnt about the different opportunities that have emerged around the FI-PPP ecosystem, and obtained valuable technical knowledge on the usage of the three FI-Content 2 technology platforms:

- Social Connected TV
- Smart City Services
- Pervasive Games

This knowledge assisted them to better target their proposals, as well as submit more solid project ideas at both the technical and conceptual levels at the FI-PPP open calls and the “Apps&Cultura” competition.

The audios and videos of the sessions were recorded and made available in the project's website, as a source of additional knowledge for third parties on the usage of the FIWARE enablers.

It is important to highlight the importance of such event in order to stimulate and boost the adoption of FI-C2 enablers by creatives and developers in Europe. The event was also advertised through the project website and other relevant networks and entities, not only from the creative sector, but also others like biomedicine or mobile technologies (<http://mediafi.org/FIWARE-media-content-open-day-funding-opportunities-technical-training-creative-industries/>, <http://www.ticbiomed.org/2015/03/02/el-FIWARE-media-content-open-day-se-celebrar%C3%A1-el-pr%C3%B3ximo-6-de-marzo-en-barcelona/>, [http://idigital.cat/web/i-digital/coneixement/noticies/detall/-/asset\\_publisher/SyO6/content/noticia\\_disseny\\_hub\\_acull\\_media\\_content\\_open\\_day](http://idigital.cat/web/i-digital/coneixement/noticies/detall/-/asset_publisher/SyO6/content/noticia_disseny_hub_acull_media_content_open_day)).

Finally it was also relevant that interaction between SE owners and attendees brought informal feedback about the enablers and how much interesting they are for users.

**Audience:** 150 + Regional Barcelona entrepreneurs and developers

**Outcomes, Feedback:** High interest in the FIWARE Enablers and open calls

**Lessons Learned:** Many people attended the workshop and wanted to apply for the open calls.

## 2.7 Tech Startup Day (iMinds)



**Place and date of activity:** March 12, 2015, Tech Startup Day, Brussels, Belgium

**Type of activity:** Tech Startup Day is a mix of hands-on workshops, real-life testimonials, plenary keynotes and networking. It is organized by Startups.be, a consortium of over 70 organizations actively supporting starting tech entrepreneurs.

**Objective:** organise the match making between entrepreneurs of the FIWARE open calls (FI-C3 and CreatiFI) and mentors. FIWARE startups attended the event's sessions, met with different mentors, present their projects and get first feedback.

**Audience:** 900 participants attended the 2015 edition of the event, these were a mix of entrepreneurs, advisors.

**Outcomes, Feedback:** very good feedback from the entrepreneurs on the mentor meetings and the networking with the other participants.

**Lessons Learned:** plugging in our startups and sub-events with them into other events is very beneficial to them. They get to network with other startups (both FIWARE and non-FIWARE), and gain insights into their own company from both mentors and other startups. Attending bigger events like this also provides them with additional learning opportunities from the event speakers.

## 2.8 *CeBit, FI-PPP Booth and join Accelerator workshop (GAR)*

**Place and date of activity:** CEBIT/ Hannover (Germany), 16. – 18. March 2015

**Type of activity:** Booth and workshop to explain to fair participants the activity of FI-PPP and the open calls

**Objective:** Get participants for the open calls

**Audience:** 500 + interested fair visitors

**Outcomes, Feedback:** High interest in the FIWARE Enablers

**Lessons Learned:** Many people attended the workshop and left after a while again. The workshop could have been in a more closed room as it was hard to concentrate

## 2.9 *Net Futures 2015 (All partners)*



**Place and date of activity:** Brussels, 25. – 26. March 2015



**Type of activity:** Booth and Workshop presenting the FI-PPP Programme, FI-C3 2nd Open Call and the FI-C2 Media and Content Enablers and FIWARE Enablers

**Objective:** Raise awareness about FI-C3, the FI-C2 and FIWARE open source enablers and FIWARE Accelerators in the regional cluster. Attract participants for the open call and developers for the open source enablers.

**Audience:** +1000 Researchers, Entrepreneurs and Developers

**Outcomes, Feedback:** The participants had interest to test the enablers and some want to participate in the open Call

**Lessons Learned:** The audience were mainly media professionals. As the audience was very interested in the media enablers, we published a video about the FI-C2 Lab on youtube.

## 2.10 Creative Circle (iMinds)



**Place and date of activity:** April 21, 2015, Brussels, Belgium

**Type of activity:** The Creative Circle was an event organised by iMinds, the European Broadcasting Union (EBU) and VRT. It was a joint event exclusively for the media & creative industry, with a focus on

initiatives to support innovative collaborations by integrating startups in VRT's media ecosystem.  
<http://sandbox.vrt.be/events/2015/6/12/creative-circle-i>

**Objective:** present the FIWARE open calls (FI-C3, CreatiFI) to the startups in the audience, as well as showcase the companies from the first open calls.

**Audience:** 72 startups and attendees from the media and creative industries.

**Outcomes, Feedback:** a number of FIWARE companies got to present their solutions to the audience, and iMinds got to present the upcoming open calls and FIWARE.

**Lessons Learned:** events like these provide a fertile ground for startup companies to discuss with the industry. We need to do regular evangelising on the FIWARE technology and open calls in different types of events to get in touch with even more developers and startups.

### ***2.11 Publiek update days Start It KBC (iMinds)***

**Place and date of activity:** April 28, 2015, Antwerp, Belgium

**Type of activity:** public updates of the startups of StartIt@KBC. iMinds got a slot during the presentation to highlight the upcoming open calls and FIWARE.

**Objective:** promote the upcoming open calls and incite excitement about the FIWARE technology.

**Audience:** 15 industry players, investors and startups.

**Outcomes, Feedback:** a chance to get the Belgian startups familiar with the FIWARE ecosystem.

**Lessons Learned:** important to continue dissemination throughout the programme to get in touch with new startups.

### ***2.12 FIWARE Accelerate - Funds and support for your start-up! (iMinds)***

**Place and date of activity:** May 13, 2015, Birmingham, UK

<http://www.eventbrite.co.uk/e/FIWARE-accelerate-funds-and-support-for-your-start-up-tickets-16205906302#>

**Type of activity:** a one day FIWARE event in Birmingham to incite local interest into the FIWARE technology and open calls. A session on FI-C3 was presented by iMinds.

**Objective:** introduce the open calls and incite local startups to participate.

**Audience:** 70, mainly startups.

**Outcomes, Feedback:** good audience interest in the different sessions and technologies.

**Lessons Learned:** n/a

### ***2.13 Regional FI-C3 Open Call Workshop (GAR)***

**Place and date of activity:** Cologne (Germany) at Pixelpark, 15. Mai 2015

**Type of activity:** Workshop presenting the FI-PPP Programme, FI-C3 2<sup>nd</sup> Open Call and the FI-C2 Media and Content Enablers and FIWARE Enablers

**Objective:** Raise awareness about FI-C3, the FI-C2 and FIWARE open source enablers and FIWARE Accelerators in the regional cluster. Attract participants for the open call and developers for the open source enablers.

**Audience:** Entrepreneurs and Developers

**Outcomes, Feedback:** The participants had interest to test the enablers and some want to participate in the open Call

**Lessons Learned:** The audience were mainly media professionals. As the audience was very interested in the media enablers, we published a video about the FI-C2 Lab on youtube.

### ***2.14 STARTplatz FI-C3 Open Call Workshop (GAR)***

**Place and date of activity:** Cologne (Germany) at Startplatz, 18 Mai 2015

**Type of activity:** Workshop at Developer at Startup Hub for entrepreneurs in Cologne called Startplatz to promote FI-C2 Lab to SMEs and Web developers

**Objective:** Attract participants for the open call.

**Audience:** 32 local entrepreneurs

**Outcomes, Feedback:** Some entrepreneurs were doubtful about the FIWARE enablers and others were interested to test them.

**Lessons Learned:** We had an overcrowded audience and decided to make a second workshop at the same place.

### ***2.15 2nd Startplatz regional FI-C3 Open Call Workshop (GAR)***

**Place and date of activity:** Cologne(Germany) at Startplatz, 26 May 2015

**Type of activity:** Second Workshop at Startplatz for entrepreneurs in Cologne called Startplatz to promote FI-C2 Lab to SMEs and Web developers

**Objective:** Attract participants for the open call.

**Audience:** 46 local entrepreneurs

**Outcomes, Feedback:** Most entrepreneurs were interested to test the FIWARE enablers and some wanted to participate in the call..

**Lessons Learned:** We learned it was good to take time for the entrepreneurs in the evening to answer all their questions

### ***2.16 FIWARE accelerator programme presentation and focus on FI-C3 (I&R)***

**Place and date of activity:** Toulouse (France) 20 May 2015

**Type of activity:** Workshop for regional entrepreneurs to promote open call to SMEs and Web developers

**Objective:** Attract participants for the open call.

**Audience:** 30 local entrepreneurs

**Outcomes, Feedback:** Most entrepreneurs were interested to test the FIWARE enablers and some wanted to participate in the call.

One project selected in the second call participated to this presentation

**Lessons Learned:** It's important to evangelise in the places where the Startups are hosted as it was the case in "La Cantine Numérique" in Toulouse.

## 2.17 *Los protagonistas de Internet del futuro (MAC)*



**Place and date of activity:** Madrid (Spain) 21<sup>st</sup> May 2015

**Type of activity:** Workshop for regional entrepreneurs to promote open call to SMEs and Web developers

**Objective:** Attract participants for the open call.

**Audience:** +140 local entrepreneurs

**Outcomes, Feedback:** Most entrepreneurs were interested to test the FIWARE enablers and some wanted to participate in the call.

**Lessons Learned:** Many participants wanted to participate in open call

## 2.18 *FIWARE infosession (iMinds)*

**Place and date of activity:** June 2, 2015, Leuven, Belgium

[https://www.iminds.be/en/events/20150602\\_event\\_FIWARE-funding-infosession-leuven](https://www.iminds.be/en/events/20150602_event_FIWARE-funding-infosession-leuven)

**Type of activity:** to prepare startups for the next round of FIWARE open calls, iMinds organised an interactive infosession, where startups were informed about the opportunities for innovative startups and SMEs, operating in the Health, Smart Cities, Media & Publishing, 3D printing, Gaming and other Creative Industries. The event was organised together with Startit@kbc and LCIE, the Leuven Community for Innovation driven Entrepreneurship.

**Objective:** get signups for the upcoming FIWARE calls, including FI-C3

**Audience:** 12

**Outcomes, Feedback:** very interactive sessions with the local startups about the FIWARE technology and how to participate in the open calls.

**Lessons Learned:** n/a

## 2.19 *Bootcamp FIWARE and accelerator programme (I&R)*





**Place and date of activity:** Valenciennes (France), 4-6 June 2015

**Type of activity:** Workshop for regional entrepreneurs to promote open call to SMEs and Web developers

**Objective:** Attract participants for the open call.

**Audience:** 25 local entrepreneurs

**Outcomes, Feedback:** Most entrepreneurs were interested to test the FIWARE enablers and some wanted to participate in the call.

**Lessons Learned:** Some entrepreneurs wanted to participate in the open call.

## **2.20 Belgian open and agile smart cities meeting (iMinds)**



**Place and date of activity:** June 24, 2015, Brussels, Belgium

**Type of activity:** a 1 day conference bringing together the cities who signed up in the OASC 1st Wave – Brussels, Antwerp and Ghent – and the cities who consider participating in the upcoming waves. It combined an information session on Open & Agile Smart Cities & FIWARE enablers with unique matchmaking opportunities where FI-C3 projects were offered to pitch their project

**Objective:** networking, business development and FIWARE/OASC dissemination.

**Audience:** Europe's OASC community and entrepreneurs.

**Outcomes, Feedback:** great networking opportunities.

**Lessons Learned:** n/a

### **2.21 Brest Startup (I&R)**

**Place and date of activity:** Brest (France) 26 June 2015

**Type of activity:** Workshop for regional entrepreneurs to promote open call to SMEs and Web developers

**Objective:** Attract participants for the open call.

**Audience:** 200 local entrepreneurs

**Outcomes, Feedback:** Most entrepreneurs were interested to test the FIWARE enablers and some wanted to participate in the call.

**Lessons Learned:** We learned it was good to make as much as possible local workshops as the FI-PPP programme is new to many SMEs